



case study

environmental sustainability



Objective One is
part-financed by
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The Objective One Partnership
for Cornwall & the Isles of Scilly

TREBAH GARDEN

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the project

Trebah Garden received investment for the provision of a new visitor and education centre with facilities designed to help attract visitors throughout the year. The Hibbert Centre incorporates the Garden café, gallery, exhibition centre, plant centre and garden shop.

The Programme has invested £540,000 from the European Regional Development Fund (ERDF) in the project which has a total cost of £1,930,000.



The garden recently won the Good Britain Guide's Garden of the Year 2004 Award and has also secured the Cornish Building Group's best new building of 2002 for the Hibbert Centre and the 2003 ROK Award in the RIBA Town and Country Design Awards.

measures of environmental sustainability adopted

To promote the prudent use of natural resources

The building design incorporates solar gain, passive ventilation and fuel consumption monitoring. Water is conserved through flow control taps in the toilets and water-free urinals. The recycling of visitors' paper, cans, cups and glass bottles takes place in the centre's café and paper is shredded for reuse in the packaging of gifts on sale in the centre. The garden makes its own compost and shreds wood for use in the children's play area.

To protect and improve the environment

Visitors who arrive by bus pay only half price entry and cycle racks are provided at the attraction. Local suppliers are used for most goods i.e. food, drink and plants. Office paper is recycled and fair trade goods are sold in the Garden café. Visitors with dogs are given a pooper scooper to clear up dog mess. Staff at Trebah are heavily involved with the Cornish Gardens aspect of the Cornwall Biodiversity Initiative which encourages habitat and wildlife protection through workshops

and site visits. Biological controls are used to control parasites and fungicides and all products bought are peat-free.

To increase awareness of residents, businesses and visitors of the value and importance of the environment

Information about the Wealth of Wildlife project and how to create wildlife friendly gardens at home is given to visitors. Signs in the café persuade visitors to use the recycling bins for the various materials. An introduction to the recycling policy and systems is included within the staff induction.

benefits of environmental sustainability

Trebah Garden economises by creating its own gift packaging, compost and shreadings for the play area. There are also considerable savings in the running costs of the building because of energy efficiencies, the removal of the need for air conditioning and water conservation. These measures also help visitors find the environs more comfortable and thus the dwell time (and therefore visitor spend) has increased.

The use of Cornish produce at the attraction is welcomed by visitors who are often looking for locally distinctive food and drink, which is generally fresher too.



The garden's customer base includes many people with dogs so welcoming dogs while protecting the environment at the attraction means more people are able to visit and works well as a marketing tool. Equally, the promotion of public transport and cycling increases the number of visitors to the attraction as not everyone owns a car.

Education on how to create wildlife and environmentally friendly gardens adds to the visitor's enjoyment of the attraction while at the same time imparting a few messages about preserving nature.

Biological methods of pest and disease control have proven to work in the polytunnels where normally there can be significant disease problems.

In summary, the economic benefits for Trebah Garden created through the adoption of environmental sustainability measures have been costs savings, expanded markets and niche market development.

lessons learnt

Major Hibbert explains:

"It is best to design a building as we have for maximum efficiency and minimum wastage of resources as there are real savings to be had as a result and a comfortable environment is created for staff and visitors. From my point of view I'm converted."

"The family have been working for 23 years to give the garden a future and the new visitor centre gives us financial security."

Carleen Kelemen, Objective One Partnership director said, *"The gardens of Cornwall and the Isles of Scilly are a valuable asset of our distinctive environment and the tourism offering. Investing in the opportunity to extend the visitors' season is critical in achieving our objective of all-year round quality tourism experience."*

For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.



Visitors relax in the Garden café