

Below is a **SMART action plan** for **Luccombe Hotels**, aligned to:

- The **5 most negative sustainability impacts** (travel emissions, energy use, water consumption, waste, biodiversity pressure)
- The **3 strongest positive initiatives already in place** (net-zero utilities, sustainable travel incentives, waste leadership)

The plan builds on existing strengths while directly targeting the most material environmental impacts.

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## **SMART Greening Action Plan (2026–2028)**

### **1. Reduce Guest Travel Emissions (Largest Impact Area)**

**Linked negative impact:** Guest travel emissions

**Builds on positive initiative:** EV charging & electric vehicle promotion

#### **Objective**

Reduce estimated guest travel-related carbon emissions per stay by **10% by December 2028**.

#### **SMART Actions**

##### **Specific**

- Introduce a “**Low Carbon Arrival Incentive**” offering:
  - A discount or dining credit for guests arriving by rail + ferry or fully electric vehicle.
- Partner with Isle of Wight ferry operators to promote public transport packages.
- Develop a carbon travel information page on the hotel website with journey comparisons.
- Expand EV infrastructure from current provision to at least **6 charging points**.

##### **Measurable**

- Track % of guests arriving by EV or public transport.
- Record EV charger usage.
- Annual guest travel survey to estimate modal shift.

##### **Achievable**

- Builds directly on existing EV support and electric vehicle loan scheme.

## Relevant

- Addresses the largest carbon impact category.

## Time-bound

- Incentive scheme launched by **June 2026**
  - Additional EV chargers installed by **May 2026**
  - 10% reduction achieved by **December 2028**
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## 2. Reduce Operational Energy Demand (Beyond Net-Zero Tariffs)

**Linked negative impact:** High energy consumption

**Builds on positive initiative:** Net-zero utilities

While tariffs reduce carbon intensity, reducing actual demand lowers costs and total environmental burden.

### Objective

Reduce total kWh consumption per occupied room by **10% by December 2028** (from 2025 baseline).

### SMART Actions

#### Specific

- Conduct statistical analysis and audit of energy use per room for 2025.
- Replace all remaining lighting with LED.
- Install solar PV feasibility study and implement if viable.
- Introduce real-time energy dashboard for management.

#### Measurable

- kWh per occupied room monitored weekly.
- Reduction tracked annually.

#### Achievable

- Technology widely available; supported by cost savings.

## Relevant

- Energy use remains one of the five most significant impacts.

## Time-bound

- Analysis and Audit completed by **September 2026**
  - 10% reduction achieved by **December 2028**
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### **3. Reduce Water Consumption Intensity**

**Linked negative impact:** High water use in hospitality

**Builds on positive initiative:** Net-zero water supply

#### **Objective**

Reduce water consumption per guest night by **15% by December 2028**.

#### **SMART Actions**

##### **Specific**

- Install low-flow showerheads and tap aerators in 100% of bathrooms.
- Improve towel/linen reuse scheme with clear guest messaging.
- Introduce leak detection monitoring system.
- Increase rainwater harvesting for garden irrigation.
- Set kitchen water efficiency procedures.

##### **Measurable**

- Usage (cubic meters) per guest night recorded monthly.
- Laundry volume tracked.

##### **Achievable**

- Low-cost retrofits with rapid payback.

##### **Relevant**

- Water stress is a key environmental concern in coastal settings.

##### **Time-bound**

- Retrofit programme completed by **June 2027**
  - 15% reduction achieved by **December 2028**
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### **4. Move Toward Zero Waste to Landfill**

**Linked negative impact:** Waste generation

**Builds on positive initiative:** Recycling and packaging reduction

## Objective

Achieve **70% waste diversion from landfill by December 2027** and reduce total waste per guest by **20% by 2028**.

## SMART Actions

### Specific

- Conduct waste audit (food, packaging, general waste).
- Partner with local composting or anaerobic digestion facility.
- Replace any remaining single-use bathroom plastics with refillable dispensers.
- Introduce supplier packaging reduction agreements.
- Publish annual waste performance data.

### Measurable

- kg waste per guest night.
- % diversion from landfill.

### Achievable

- Builds on existing recycling leadership.

### Relevant

- High guest turnover increases material throughput.

### Time-bound

- Waste audit by **October 2026**
  - 70% diversion by **December 2027**
  - 20% per-guest reduction by **December 2028**
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## 5. Enhance Biodiversity & Reduce Tourism Pressure

**Linked negative impact:** Biodiversity and land-use pressure

### Objective

Deliver measurable biodiversity net gain on hotel grounds and reduce ecological disturbance by **2028**.

## SMART Actions

### Specific

- Commission ecological survey by qualified ecologist.
- Develop Biodiversity Action Plan (BAP).
- Increase native planting areas by 20%.
- Create guest “Respect Our Coast” awareness campaign.
- Organise two annual coastal clean-up events.

#### **Measurable**

- Biodiversity baseline established.
- Native planting coverage measured.

#### **Achievable**

- Landscaping adjustments and behavioural measures are manageable.

#### **Relevant**

- Hotels operate in sensitive coastal ecosystems.

#### **Time-bound**

- Ecological survey by **September 2026**
- BAP implemented by **April 2027**
- Biodiversity improvements monitored annually to **2028**

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### **Strategic Integration: Strengthening Existing Positives**

The action plan:

- **Extends net-zero utilities** into energy and water efficiency leadership
- **Expands sustainable travel initiatives** into measurable carbon reductions
- **Builds on waste leadership** to approach zero-waste performance

This ensures Luccombe Hotels moves from strong sustainability participation to **measurable impact reduction aligned with its biggest risks.**

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### **Summary of Targets (2026–2028)**

#### **Impact Area Target**

Guest Travel 10% reduction per stay

## **Impact Area Target**

Energy 10% reduction per occupied room

Water 15% reduction per guest night

Waste 70% diversion + 20% reduction

Biodiversity Measured net gain by 2028