

The Three Most Positive Sustainability Impact Initiatives

For a coastal hospitality business such as Luccombe Hotels in Shanklin, the three most significant **positive sustainability impacts** are outlined below.

1. Transition to Net Zero Utilities

One of the most impactful actions taken has been moving all **electricity, gas, and water supplies to certified net zero suppliers and tariffs.**

This delivers:

- Immediate reduction in operational carbon emissions
- Lower Scope 1 and Scope 2 footprint
- Strong alignment with national net zero targets
- Clear environmental leadership within the Isle of Wight hospitality sector

By addressing core building services — energy and water — the hotels have significantly reduced the carbon intensity of day-to-day operations.

2. Encouraging Sustainable Travel

Guest travel is typically the largest source of emissions in tourism. Luccombe Hotels actively supports lower-carbon travel by:

- Providing **free EV charging** for guests
- Offering a complimentary electric vehicle — the Cupra Born — for guests to borrow during their stay

This initiative:

- Reduces reliance on fossil-fuel vehicle use during stays
- Raises awareness of electric mobility
- Encourages behaviour change beyond the guest experience
- Positions the hotels as forward-thinking and environmentally responsible

Making sustainable choices easy and convenient increases their uptake.

3. Waste Reduction and Recycling Leadership

Luccombe Hotels has taken practical steps to reduce waste generation and improve recycling rates by:

- Providing **dedicated recycling bins in all guest rooms**
- Limiting packaging for complimentary in-room tea and coffee
- Reducing single-use packaging in guest toiletries
- Encouraging guests to participate actively in recycling

These measures:

- Reduce landfill waste
- Lower material consumption
- Decrease plastic and packaging use
- Engage guests directly in sustainability efforts

By embedding waste reduction into the guest experience, the hotels turn sustainability into a shared responsibility rather than a back-of-house process.

Overall Positive Impact

Through decarbonising utilities, promoting sustainable transport, and reducing waste at source, Luccombe Hotels demonstrates practical, measurable environmental leadership on the Isle of Wight. These initiatives create real carbon savings while influencing guest behaviour — extending the positive sustainability impact beyond the hotel grounds.