

Wild Camping, Dark Lane



Top Sustainability Award for Wild Camping, Dark Lane

13th September 2022

Wild Camping, Dark Lane has achieved a **Bronze Award** from Green Tourism, the largest and most established sustainable certification programme in the world.

Wild Camping, Dark Lane has worked hard over the last two years to create a small, sustainable, low cost, off grid wild camping site to encourage eco activities such as nature study and foraging. We aim to encourage camping along the Kennet and Avon Canal to support the development of walking, cycling, trail running and canoeing breaks. *Wild Camping, Dark Lane* promotes local producers and businesses so it feels really good that our efforts have been recognised on our first GreenCheck assessment.

A **Green Tourism Award** means that a business works responsibly, ethically and sustainably, contributes to their community, is reducing their impact on the environment and aims to be accessible and inclusive to all visitors and staff. Businesses that meet the required standard receive a Bronze, Silver or Gold award based on their level of achievement.

To achieve accreditation, *Wild Camping, Dark Lane* was graded by a qualified Assessor against a rigorous set of criteria, covering a range of areas such as energy and water efficiency, waste management, biodiversity and social involvement and communication. The business has been particularly keen to limit the impact on the environment by minimising car travel and encouraging people to travel by foot, bicycle or public transport which reduces carbon, waste and reinforces the 'leave no trace' philosophy. Any human waste is composted or recycled. *Wild Camping, Dark Lane* is powered by solar and all products supplied are eco friendly. The business is keen to involve the local community so has information on the local area and attractions and maps with cycling and walking routes available. These areas scored particularly well by the Assessor.

Louise and Chris Gooch campsite owners said : *We are so fortunate to have our field nestled within beautiful, historical countryside along the Kennet and Avon Canal. As more people are becoming aware of the environmental impact of their holiday choices and with an increased interest in health and wellbeing we saw the opportunity to offer an environmental, low cost option. Add in a few simple home comforts such as a camp fire and fresh, local food to cook and life is pretty good!*

Fiona Ross our Green Tourism assessor stated: You have displayed an excellent understanding of sustainability and awareness of opportunities and challenges associated with running a responsible business. You are doing particularly well in Communication - including policy, green story, customer feedback and social media, Health and wellbeing - focussing on the natural benefits to customers and Destination - in relation to customers appreciating local attractions and venues.

Green Tourism awards recognise places to stay and visit that are taking action to support the local area and the wider environment. Green Tourism is the largest sustainable certification programme of its kind to operate globally, assessing hundreds of fantastic places to stay and visit every year.