

We discover how a 'green' development at the Bay Horse Inn in Hereford is helping retailers David and Penny Morgan make big savings on their energy bills.

Last year David and Penny decided to extend their pub with an accommodation block: eight luxury en-suite letting rooms kitted out with flat-screen TVs and wireless internet.

The couple wanted to make the rooms as cost and energy-efficient – as well as eco-friendly – as possible. And as the project was a new-build, they took the opportunity to introduce 'green' features at little extra investment.

"It's an extension to the business. We wanted to have another revenue stream and letting rooms made sense as there's a need for quality accommodation in Hereford," explained David.



"There's quite a bit of energy required in servicing eight bedrooms, so we looked at what we could do," he added.

The Morgans joined forces with Enterprise's property team and Keith Lander Designs to work on the £435,000 development, which was unveiled just in time for the summer season.

Solar panels

Solar panels on the roof of the block generate about 80% of the power needed to heat the water for the rooms. The panels were so effective during the summer and autumn that the water-boilers weren't needed until December. The cost and energy savings here have been instant, cutting the Morgans' gas bill by 20%.

Also fitted were self-conditioned energy-efficient boilers, which are configured so they only store the required amount of hot water for each of the two floors – saving a further 20% on the gas.

And low-energy light-fittings throughout should reduce electricity costs by 30%.



Other eco-innovations include a rainwater harvesting system that collects 'brown-water' for the toilet flushes, under-floor insulation and sustainable building materials.

Reducing its carbon footprint has brought even more long-term benefits to the Bay Horse, which has since won a gold four-star rating from the AA.

"We should save a significant amount on energy costs but it'll pull through on marketing, too," said David.

"People are becoming much more interested in services which help the environment, and we intend to promote our green features via our website (www.thebayhorsehereford.co.uk) and other customer communications."

greenrooms

The Bay Horse's energy-efficient accommodation:

- Solar panels to heat water
- Harvesting rain-water for toilet flushes
- Low-energy light-fittings
- High level of insulation in walls, roof and floor
- Sustainable timber frames and paving
- Tree salvaging (rather than being cut down, the mature trees occupying the building plot were up-rooted and re-planted elsewhere)
- Cycle stands (encouraging low-carbon travel)



sharing the benefits

The Bay Horse is one of several 'pilot projects' helping Enterprise to develop green model specifications and assess their business benefits for future capital investments.

Enterprise retailers will soon be able to take advantage of energy-saving solutions, such as light fittings and heating systems, which are being carefully sourced at a competitive price.

ECO-INNOVATIONS: Energy-efficient boilers are just some of the green features of the Bay Horse's new letting rooms

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switch onto savings