The definition of Eco – Tourism and to which The Barn at Lees Farm holds itself accountable

**“‘Responsible travel to natural areas that conserves the environment and improves the wellbeing of local people”**

1. Travel to natural destinations.

The Barn at Lees Farm has been sympathetically renovated so that very little has changed from when it stood as the original barn for Lees Farm. All material were recycled, reused or materials were sourced locally from the reclamation yard. The land around the barn has been planted and rewilded to optimise biodiversity and ensure the barn sits naturally within the Ironbridge Gorge UNESCO World Heritage Site.

1. Minimise impact.

When renovating, this was done with nature at the forefront. Bat boxes and a bat loft were installed, no building features were filled and continue to provide nesting for birds and bats. External lighting is withing advised ranges, with short sensor times for security lights. Airsource heating was installed. Rainwater harvester and sewerage treatment plant. We continue to monitor our impact and ensure maintenance is regular and we review our impact. All chemicals/products are bought in bulk and environmentally friendly.

1. Build environmental awareness.

Everything we do to improve our impact on the surrounding area and wider environment is shared with our guests and on social media, from installing our pond, rewilding, recycling, refilling, swaps etc. I am part of the Airbnb Community Board working on green issues and am also part of the Zero Carbon Shropshire (SCAP) group working together to gain Net Zero. I work on the Travel & Tourism group. I signpost local events/groups and activities.

1. Provide financial benefits for local people.

I shop local and support local businesses, providing maps, events, and recommendations to guests and via social media. Encouraging guests to stay local, to walk to local destinations and also provided discounts for local residents withing T&W and Shropshire and those arriving by train, on foot or bike.

1. Respect local culture.