

Innovation report inspiration trip Waldegraves Holiday Park

Waldegraves Holiday Park (Essex) is a family owned camp site that is making sustainability and local partnership working in order to protect the local ecosystem. A few examples of the actions they have taken are listed below:

- Plastic is replaced by paper or biodegradable material (straws, stirrers, bags) and visitors are being encouraged in different ways to actively participate through a sustainable stay. The site has good designated recycling points, provides a sustainable welcome package for guests and encourages behavioural change of guests through discounts for sustainable initiatives.
- Most of the park facilities work on solar energy, they use energy-efficient light bulbs and motion sensors and timers. The pool is heated by a heat exchanger pump that converts heat from the air and for its power.
- The local timetables for public transport are clearly visible in the reception and information is provided about other local attractions, walking and cycling paths to promote the wider area to guests.
- Specific areas across the site have been targeted for planting to attract wildlife and protect local flora and fauna. “Honey Bee Friendly park” & nest boxes for birds and bats are just three examples.
- As part of the “Proud of Mersea” promotion, Waldegraves Holiday Park seeks out a community with the aim of making Mersea Island the first waste-free island in the United Kingdom.
- Local products are promoted through mini festivals.
- Waldegraves uses five-year contracts with caravan owners in order to ensure that the site and the owner-occupied vans are kept in good condition. Maintenance of both the caravans and the site is assessed at regular intervals. This ensures that all caravans and camping plots on the site are well maintained and underpin the overall quality of the site.

