

Cranmer Country Cottages - Corporate Social Responsibility

We bought Home Farm house and outbuildings in 1998, with a view to restoring the former barns to a high quality tourism business. The neglected group of Victorian farm buildings and offered an ideal business opportunity but required imagination, dedication and considerable financial investment. Over the past 10 years we have restored all of the buildings using traditional local materials and local craftsmen, breathing new life into the abandoned farm including reuniting the buildings with their original 175 acres of surrounding farmland. We set out to create a business concerned with restoring part of Norfolk's heritage and promoting our destination in line with today's sustainable tourism requirements.

We hope our guests will enjoy discovering this wonderful location with its diverse and unspoilt landscape, abundant wild life and distinct local produce.

Product mission

To create a high quality sustainable self catering holiday destination whilst minimising the impact of our business activities on the environment. Our continuing ethos relies upon the sensitive conservation and enhancement of Home Farm and its surrounding environs. This wonderful natural location offers space to breathe, and a place for restoration and relaxation. The development of our on going Green Tourism Business strategy will reduce our carbon footprint as we seek to preserve this special place for the enjoyment of future generations.

Environmental Impact

We endeavour to reduce our environmental impact through on-going investment in sustainable energy sources to cut carbon emissions. We have measures in place for careful monitoring of energy and water use, and waste reduction. As a business we believe in ethical and local sourcing of foods, toiletries and services. We promote responsible tourism practices; encouraging our guests to explore Norfolk's natural environment through walking and cycling, bird watching, and visiting local nature reserves. We provide a large expanse of land for children to play outside in the open and encourage healthy exercise through swimming and tennis on site. We have a network of local natural therapists who deliver health and well being services. We support the local community Hawk & Owl Trust nature reserve in Sculthorpe. We look to enhance and preserve local wildlife by designating areas of our farmland into the entry level stewardship scheme with a view to extending this to the higher level scheme. We have an on going hedge and tree planting programme to safeguard wildlife corridors and offset carbon emissions.

Economic mission

To operate the company on a sustainable financial basis of profitable growth increasing value for our stakeholders and safeguarding jobs for local people.

Impact on society

Targeted marketing and year round business contributes to tourism spend and employment in local shops, pubs restaurants and attractions. Promotion of local crafts and products through our website and guest information folders encourages guest spend in speciality and small shops. Private hire timeslots for our swimming pool allows local people to benefit from the facility on their doorstep for recreation and health and well being.

People

We offer a high level of personal service at Cranmer Country Cottages and treat all stakeholders with respect: Including guests, staff, local people, suppliers and colleagues. We hope to engage all in our ethos through providing information, training and communication as we continue to work and develop sustainable policies.