



Changing Climate, Changing Business



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southwesttourism 
The Regional Tourist Board for the South West of England





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South West Adaptation Response



National Trust



SOUTH WEST
Regional Assembly



supports Climate SouthWest's Tourism Sector Group

Climate South West has 2 South West Regional Improvement and Efficiency Programme funded projects





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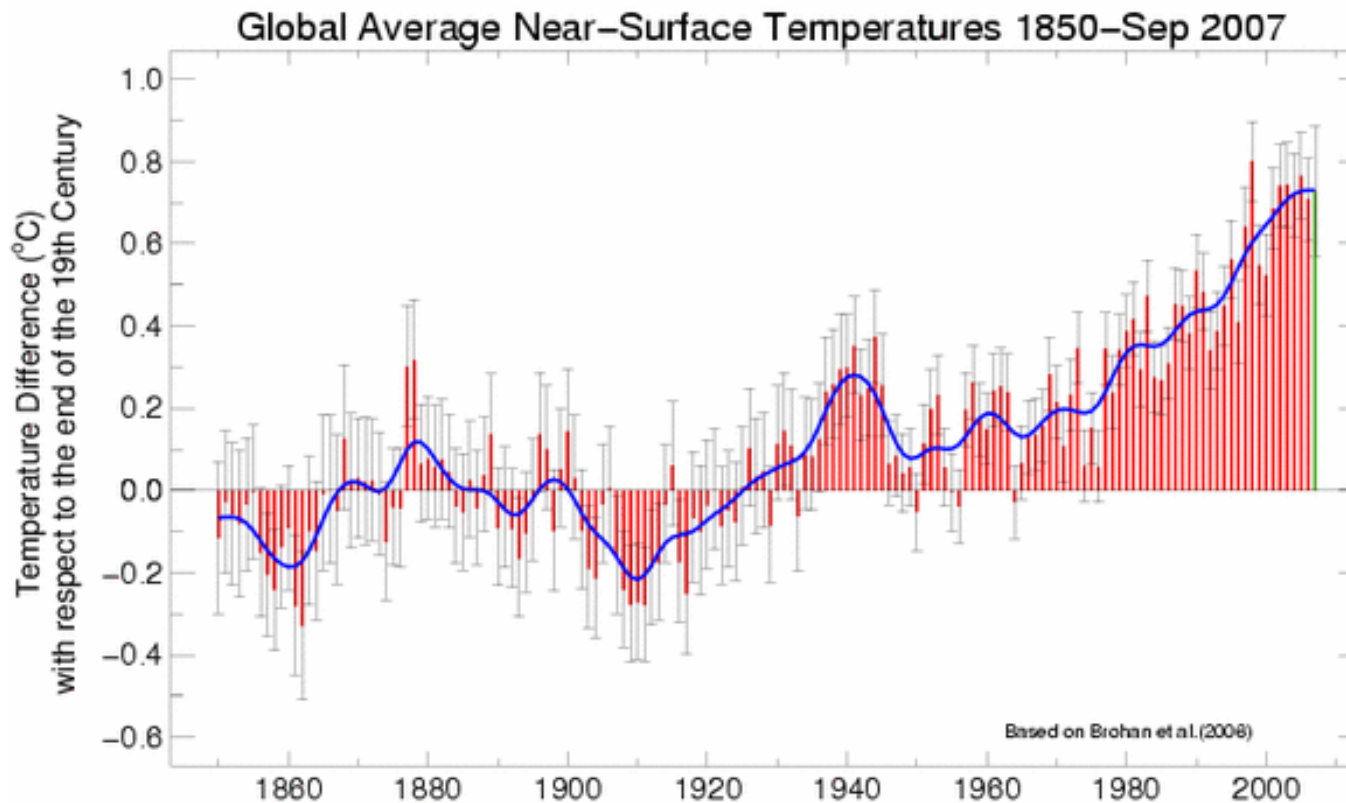


Presentation Outline

- **The science of climate change**
- **Future climate change:** what can the SW expect?
- **Preparing for climate change:** the business case
- **Taking action:** how can businesses adapt?
- **Further information and tools**

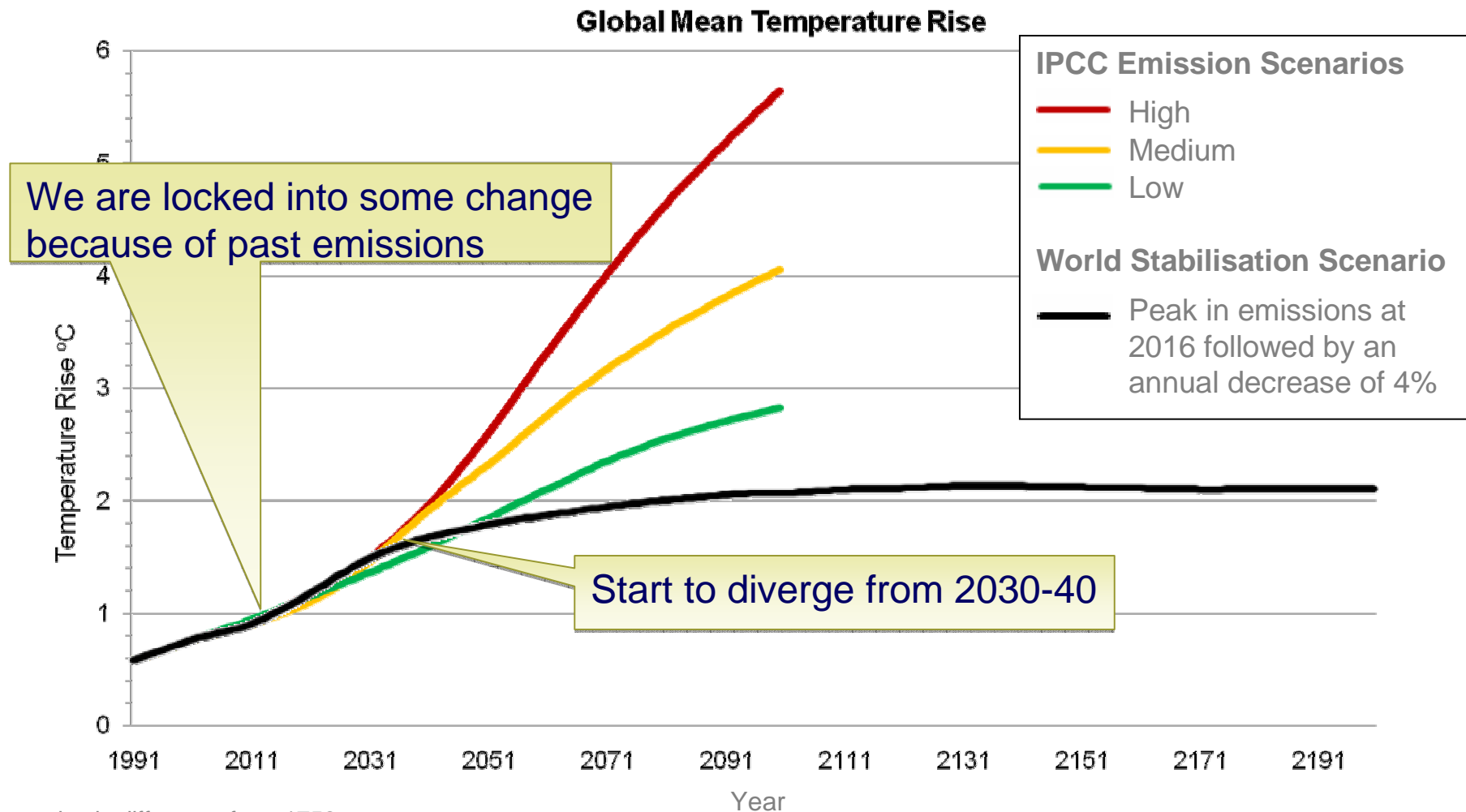


Global Temperature Increase





Some change is inevitable



Temp rise is difference from 1750



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Mitigation

- reducing our emissions of greenhouse gases, such as carbon dioxide (CO₂)

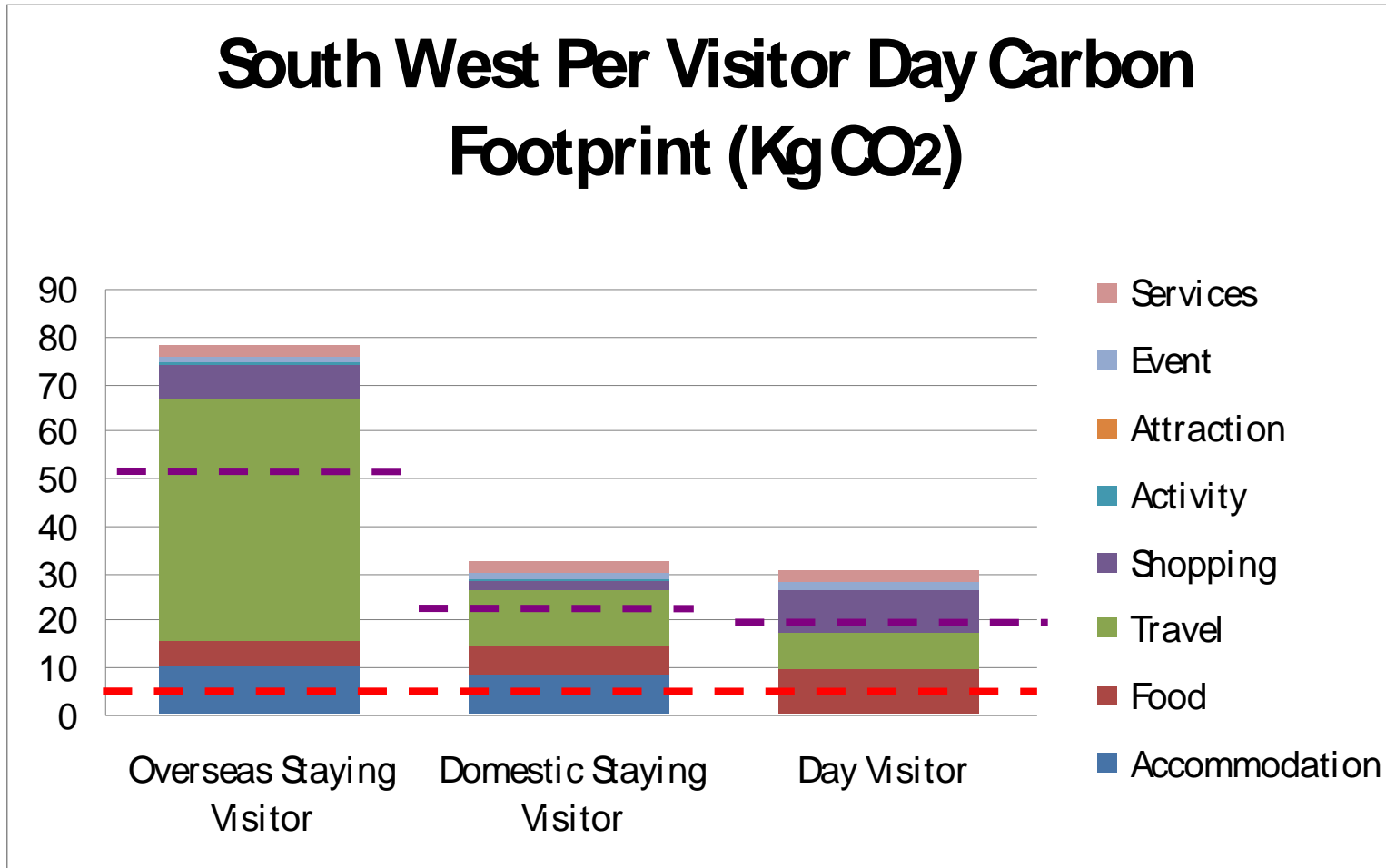
Adaptation

preparing for the unavoidable impacts of climate change



2020 34% Government Target

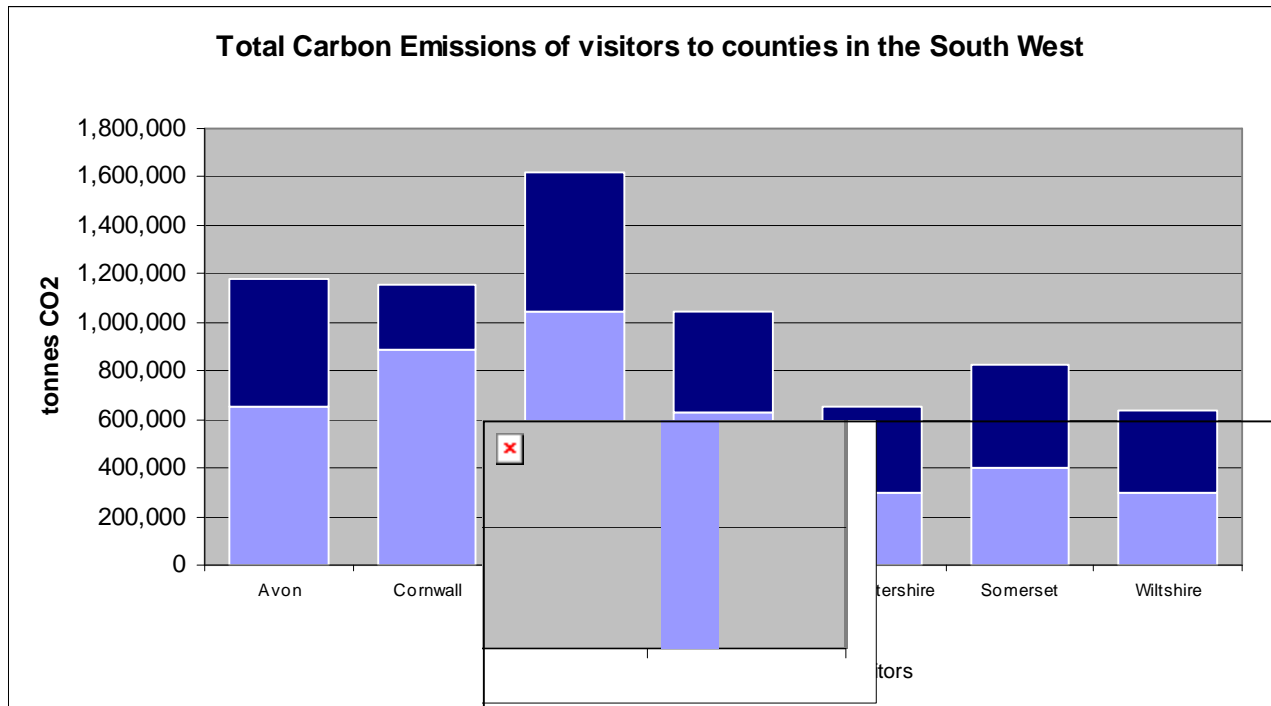
South West Per Visitor Day Carbon Footprint (Kg CO₂)



5.5kg 2050 target line



Understanding the carbon impact



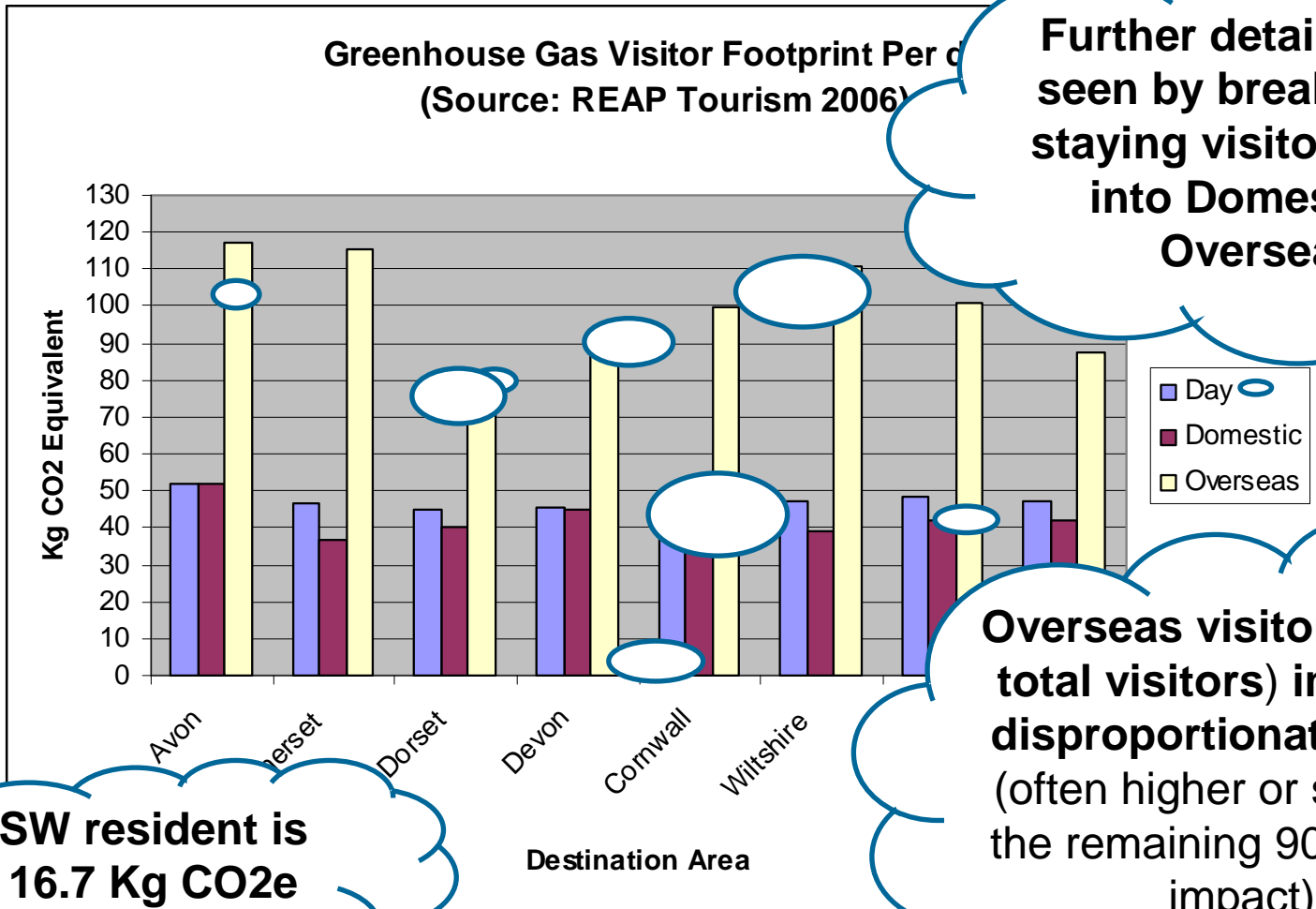
The 'average resident footprint' is for context, it is not a residents 'tourist' footprint





Carbon footprint results – Per visitor day

Greenhouse Gas Visitor Footprint Per day
(Source: REAP Tourism 2006)



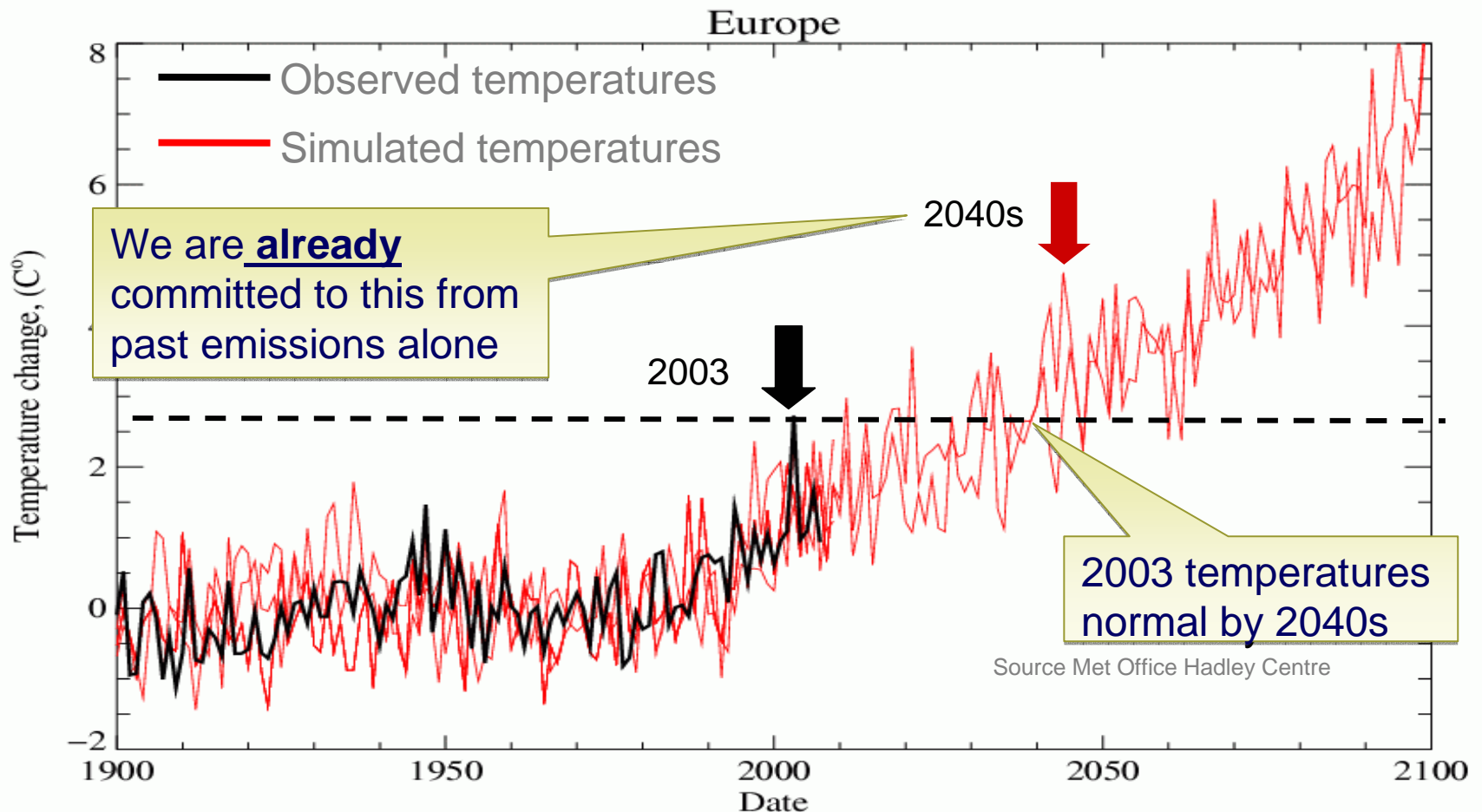
Further detail can be seen by breaking the staying visitors down into Domestic & Overseas

Overseas visitor (11% of total visitors) impact is disproportionately high (often higher or similar to the remaining 90% visitor impact)

SW resident is 16.7 Kg CO2e for context

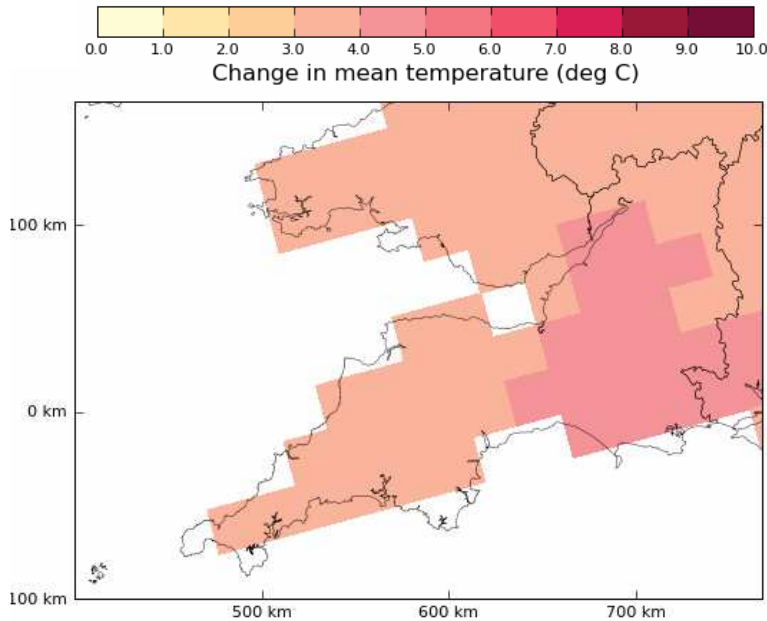


2003 summer temperatures could become regular by the 2040s





Increased average summer temp.



Map showing average summer temperature change, medium emissions scenario, 2080s

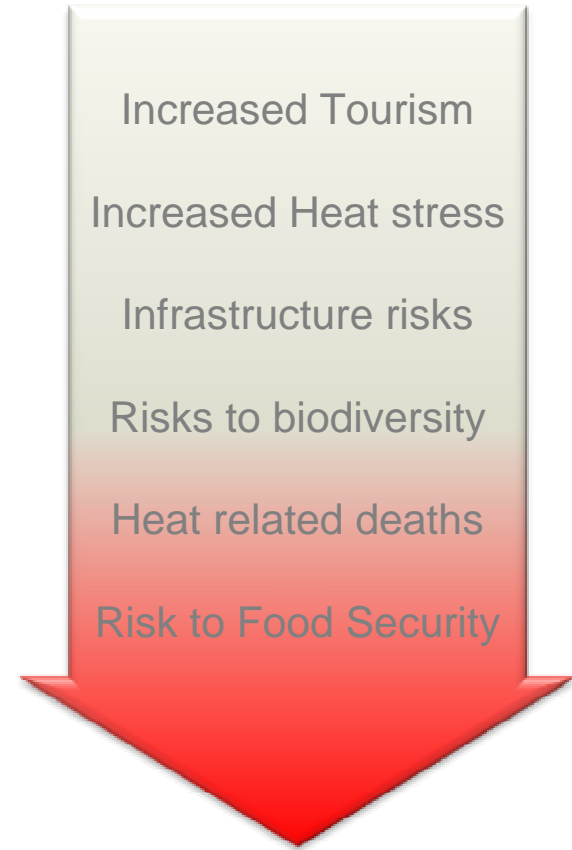
But the temperature on the hottest day of the year could increase by up to **10°C**

2020
+1.6°C

2040
+2.3°C

2080
+3.9°C

South-West England
central estimate
Medium emissions



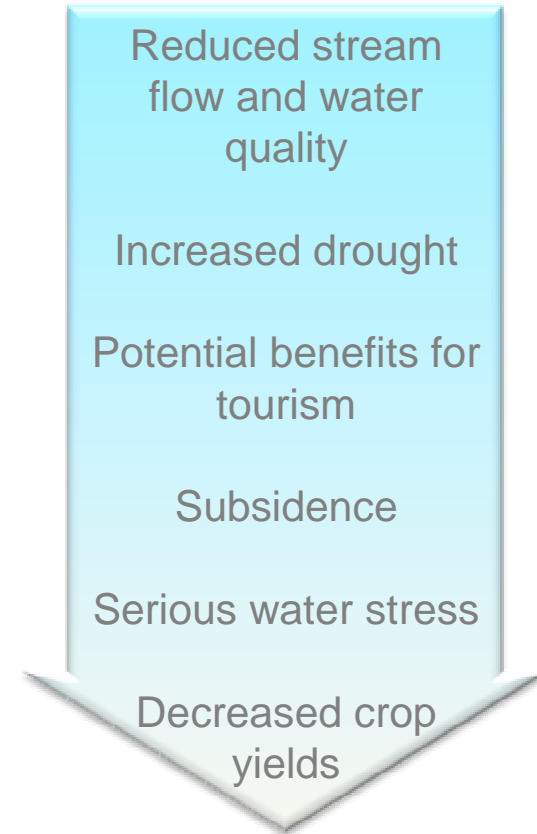
The change for the 2080s is very unlikely to be less than 2.1°C or more than 6.4°C



Decreased summer precipitation



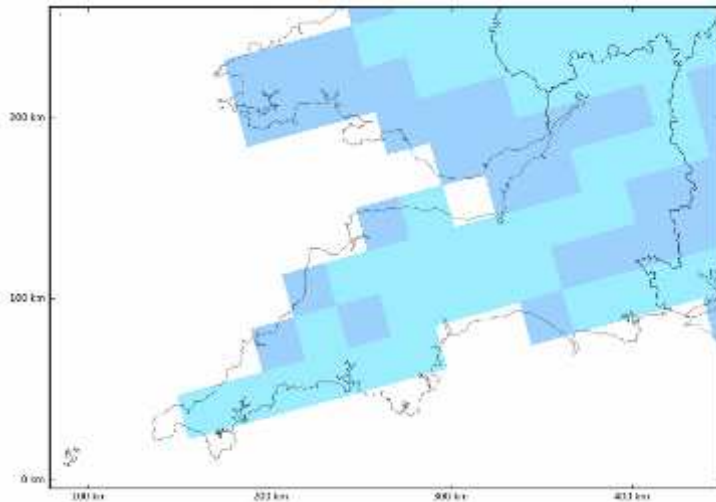
Map showing average summer precipitation change, medium emissions scenario, 2080s



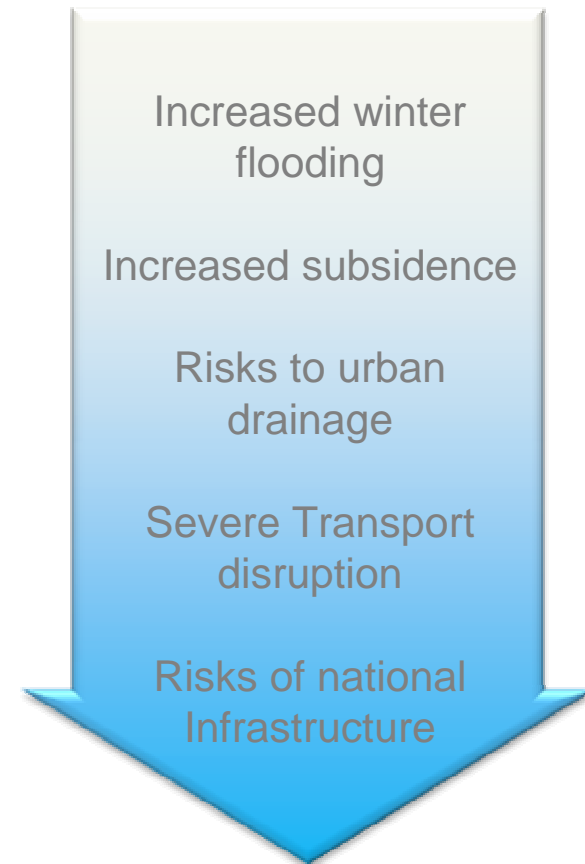
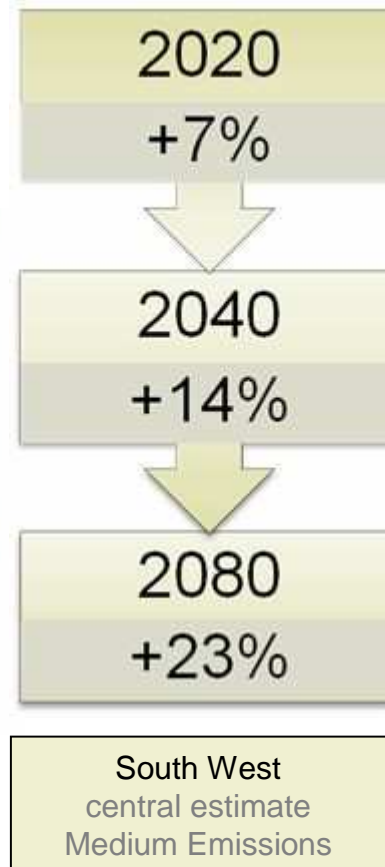
For the 2080s the change is very unlikely to be lower than -49% or higher than +6%



Increased winter precipitation



Map showing average winter precipitation change, medium emissions scenario, 2080s



For the 2080s the change is very unlikely to be lower than +6% or higher than +54%



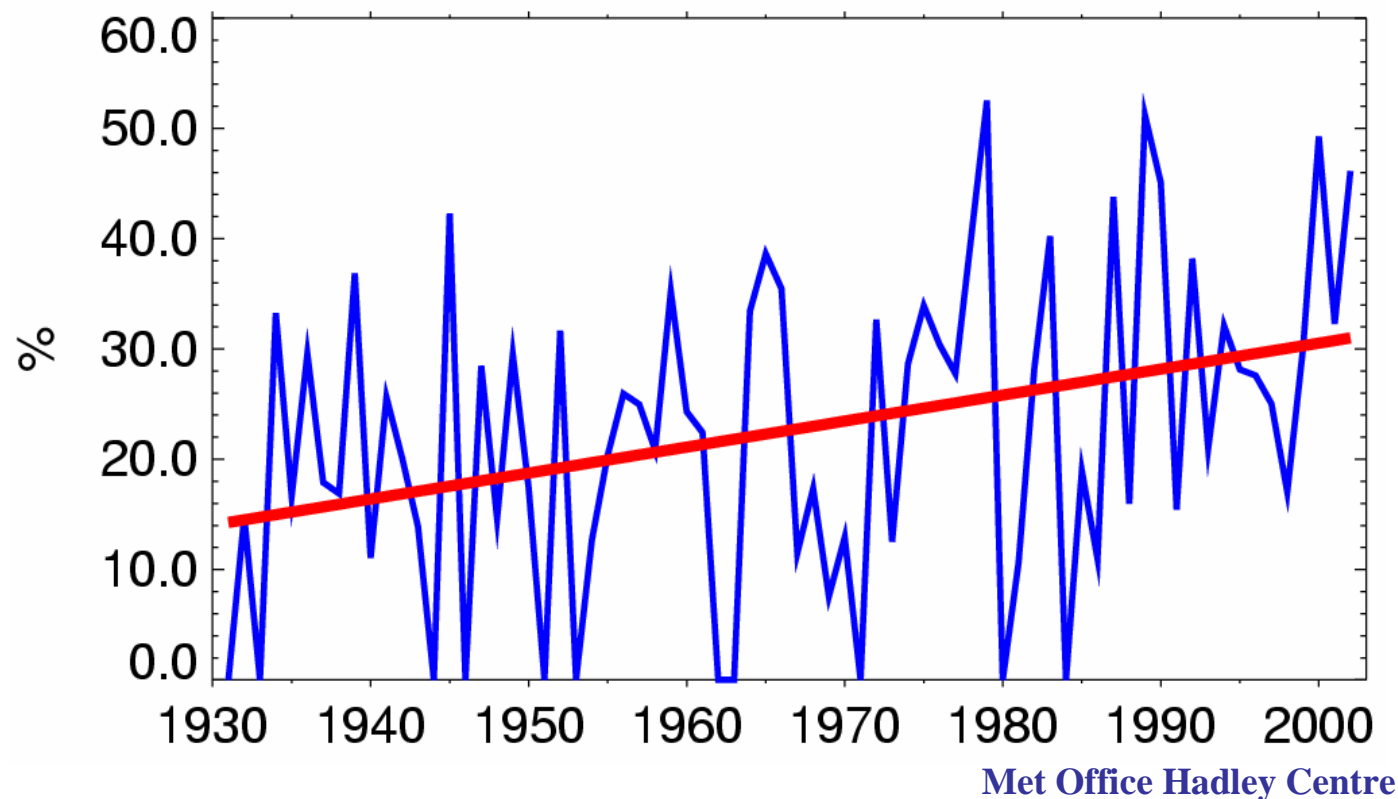
Relative sea level rise





More frequent and intense severe weather events

Contribution to England & Wales winter precipitation from extreme 3-day events





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Climate risks for tourism

- Visitor destinations at capacity
- Increased insurance costs
- Damage to buildings
- Staff and visitor health and safety
- Increased pressure on the environment
- Flooding
- Coastal locations threatened by sea level rise and increased erosion
- Increased pressure on transport infrastructure



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Climate opportunities for tourism

- Potentially longer season
- Job creation
- Diversification
- Tourism in 'off peak' periods
- Reduced winter heating costs
- New market opportunities for certain products and services



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The value of tourism in the SW

- Resident population of approx 5 million
- 22.6 million staying and 96 million day visitors per annum
- £8.9 billion to the economy annually (05) – approx 8% of GVA
- 300,000 Jobs
- The weather/climate is of key relevance!
- 20% of community feel their area already receives more visitors than it can cope with



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The SW is vulnerable to the existing climate

Boscastle, 16th August, 2004: Flash Flooding

- Intense rainfall and topography = rapid rising of river levels
- 7 Helicopters airlifted 100 people
- 29 out of the 31 Cornwall County Fire Brigade Stations were involved
- Infrastructure damage = up to £2 million
- Tourist centre out of action



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The Business Case

- **Avoiding unexpected costs:**
 - Business interruption
 - Damage costs
 - Increased insurance premiums
 - Future regulation, litigation or liabilities
- **Exploiting opportunities:**
 - Expanding / new markets due to changing customer demands
 - Reputation, being a market leader



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The Business Case: Weather

Brynteg Books, Winchcombe

(Lucy Harvey) <http://news.bbc.co.uk>
23.7.07

Bredon Road, Tewkesbury (David Whittle)

<http://www.bbc.co.uk/gloucestershire>

Slad Road, Stroud (Bernard Wakefield-Heath)
<http://www.bbc.co.uk/gloucestershire>



Business drivers: Insurance

In the SW, a 2°C rise could increase annual insured flood losses by 19%
- leading to a potential pricing increase of up to 16%.

A 4°C rise could increase losses by 29%
- leading to a potential pricing increase of up to 27%.

'The Financial Risks of Climate Change' (ABI, 2009)

Key messages for businesses:

- Climate adaptation is likely to become part of insurance criteria
- Well prepared businesses could save money on premiums
- Unprepared businesses may not secure insurance cover



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The Business Case: Reputation

- Growing awareness
 - 69% cite flooding as one of the most common effects of climate change
 - Businesses need to show they care and are ahead of the game

- People care

“I think about it more now than I ever did, and probably more because I’ve got children and because of the last two lousy summers we’ve had. You just think ‘Oh gosh, is it really starting to make a difference?’”

Participant in IPPR research, 2009



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Business Attitudes to Climate Change

- 57% businesses no plans to meet challenges of climate change
- 25% have climate change strategies, 57% did not
CBI Survey of Annual Conference Delegates, Nov 2007
- 86% aware climate change is a problem
- 46% think climate change is blown out of proportion
- Only 26% think climate change is a threat to them
AXA Insurance "Climate Change and its Effects on Small Businesses in the UK" August 2006



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Tourism Business Survey

2008 survey (303 respondents):

- 57% believe that climate change has affected or is likely to affect their tourism business

2010 survey (240 respondents):

- 56% have been affected by extreme weather events
- 63% think that their business will be affected in the future
- 59% think cc could lead to extreme weather and business need to adapt to it
- But only 50% see it as a medium to high priority in their business planning!



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Has your business ever been affected by extreme weather events?

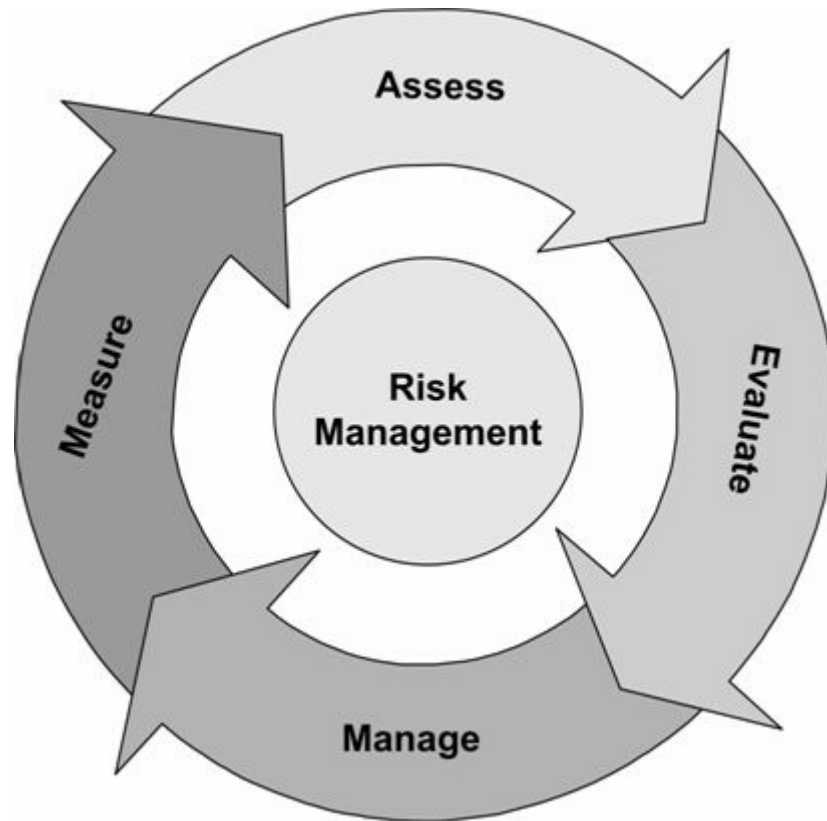
If so, how and what was the impact?



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Adaptation = Risk Management



Flood Case Study: Old Mill Hotel, Bath

- Temporary flood boards
- ‘Tanked’ the underneath of the restaurant – i.e. sealed it
- Management training
- The laundry store was moved from the basement
- Close contact is kept with the Environment Agency to monitor the risk
- Catering facilities and staff are prepared - able to move a second kitchen and function room upstairs



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Case Study: The Scarlet Hotel, Mawgan Porth

Natural ventilation
(7%) and heat
recovery ventilation
(85%)



Natural swimming
pool – uses
rainwater and no
chlorination

Green roofs and
landscaping with a
soakaway

Grey and rainwater
harvesting systems



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The Regional Tourist Board for the South West of England

Preparing for Change: climate-proof your tourism business

PREPARING FOR CHANGE
Climate-proof your tourism business

Home Flood Heatwave Drought Check Topics Further Info Reducing the damage Contact Us

PREPARING FOR CHANGE: The climate for your business

This toolkit is designed to help you, as a tourism business, prepare for the effects of our changing climate so that you are best placed to reduce the risks to your business and make the most of emerging opportunities and take ahead of the game.

The UK Climate Projections (UKCP09), climate scenarios released by the Department for the Environment, Food and Rural Affairs (Defra), highlight the very real climate changes that the UK is seeing, and will continue to see in the future.

Forward-thinking businesses are starting to prepare and adapt to climate change – just as they would to any other issue affecting their industry.

A changing climate brings both good and bad news for tourism. The industry is particularly climate-sensitive, as changes to our seasons and climate affect destination choice, choice and tourist spending. Warmer temperatures can bring advantages through higher visitor numbers. Yet floods, heatwaves and droughts (which are expected to become more frequent and intense as the climate changes) pose a number of challenges for tourism businesses of all kinds, both large and small. [This is a link](#)

This toolkit is structured around the impacts of three severe weather events, which are becoming more frequent and intense as the climate changes:

FLOOD **HEATWAVE** **DROUGHT**

Each section includes examples of how your business might be affected, practical advice that you can take to reduce the risk or take advantage of the opportunities, and where to go for further information or support.

The checklist allows you to quickly record your progress in adapting your business to climate change and provides you with a personalised action plan complete with guiding questions to resolve further help.

TOURISM SOUTH EAST **southwesttourism** **South West Climate Change Impacts Partnership**

This tool has been developed by Climate South East, The South West Climate Change Partnership, Tourism South East, South West Tourism and the South West Coast Path.

PREPARING FOR CLIMATE CHANGE
Information for Tourism Businesses in the South West

"Adaptation is the only means to reduce the now unavoidable costs of climate change over the next few decades" *Stern Review*

Visit the online interactive web tool at:
www.climateprepared.com

www.climateprepared.com

South West Climate Change Impacts Partnership (SWCCIP) **southwesttourism**
The Regional Tourist Board for the South West of England



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“Changing Climate – Changing Business” DVD

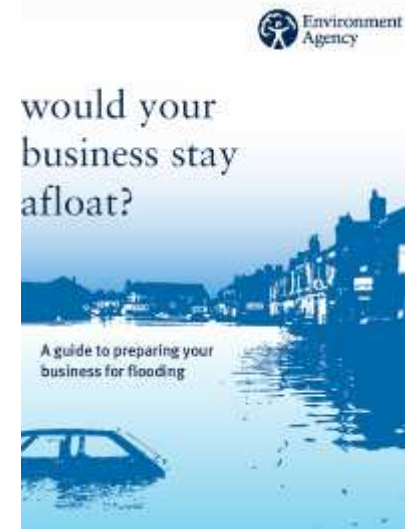
A short film featuring 11 tourism businesses in the SW who are taking action to adapt to climate change

A full 20 minute version and a 6 minute summary version available at:
www.swtourism.org.uk/our-strategic-work/sustainability-work/adapting-to-a-changing-climate/



Other resources to help businesses

- Caravan and campsite flood risk management pack
- Business Areas Climate Impacts Assessment Tool
- 'Changing Climate Changing Business' DVD
- Online toolkit for tourism businesses www.climateprepared.com
- Case Studies – more available at: www.oursouthwest.com/climate/casestudies



A changing climate
for business





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More information and links to the tools
and full case studies shown are
available at

www.oursouthwest.com/climate