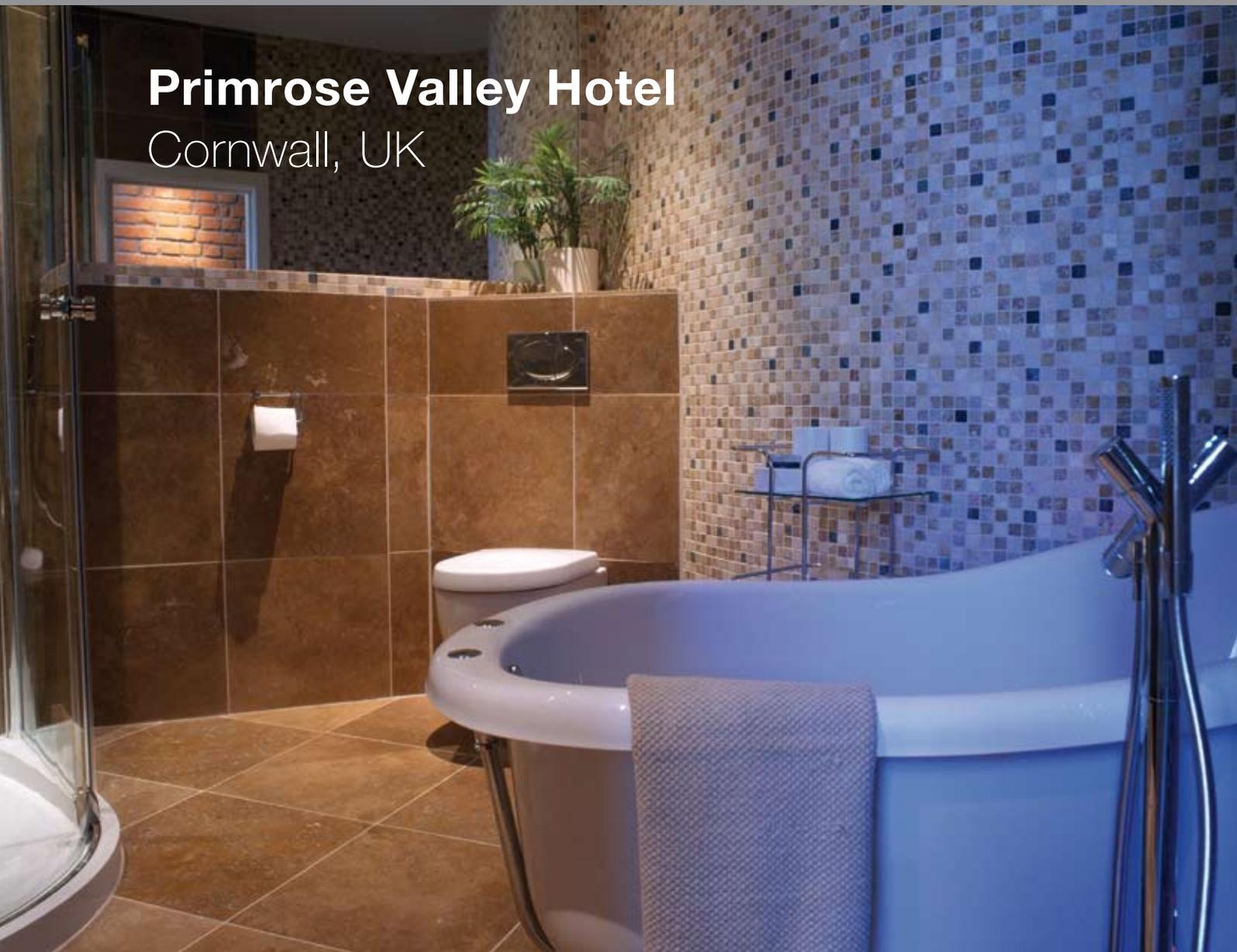


Primrose Valley Hotel

Cornwall, UK



"It isn't always easy creating a hotel that is sustainable, yet offers the high levels of service that our guests expect. We have had to maximise technological advances in energy efficiency to succeed".

Hotel owner Andrew Biss.

Background:

Primrose Valley hotel conjures up images of the idyllic seaside holiday. A contemporary styled Edwardian seafront villa seconds from the beach in the beautiful Cornish fishing town of St Ives, the hotel has been refurbished to combine cutting-edge style and sustainability, with impressive results.

The challenge:

Hotel owners Andrew and Sue Bliss have worked hard to refurbish the 10-bedroom venue. Their overriding aim was to create a hotel that was stylish, yet sustainable and to obtain a Green Accreditation from the Green Tourism Business Scheme. They had to implement a minimum of 60 measures of sustainability to achieve accreditation.

Lutron's Rania® IR dimmer includes:



Ability to memorise the last lighting level chosen and switch back on at that light level



Universal dimming options available that auto-sense the load type – dimming low voltage and mains voltage sources



Rania IR also comes with a remote control

The solution:

To meet the requirements set out for the Gold level of the Green Accreditation scheme, Andrew and Sue had to look at the sustainability of all areas of the hotel. This included reassessing the energy efficiency of the boiler, the sourcing of local foods for the restaurant and how the hotel would be lit. Andrew continues: "Our main challenge was how to build maximum energy efficiency into the building, whilst maintaining the luxury feel of the place."

As part of compliance to the scheme, Andrew looked at a variety of ways of installing energy efficient lighting that fitted in with the contemporary feel of the hotel refurbishment. Lutron's latest range of remote controlled retrofit dimmers, Rania IR, was the obvious choice. Not only did the slim fit, multiple-function lighting controls fit into the contemporary feel of the interiors, but their ability to save energy whilst extending the life of the light bulbs made them the perfect solution.

The results:

The hard work seems to have paid off, as Primrose Valley was the first hotel in Cornwall to win Green Accreditation with a Gold Award from the Green Tourism Business Scheme. The hotel's success is down to Andrew and Sue's careful choice of sustainable and environmentally sensitive products and services. Andrew continues: "It isn't always easy creating a hotel that is sustainable, yet offers the high levels of service that our guests expect. We have had to balance the luxuries, such as power showers against highly efficient boilers, 'green' electricity and locally sourced produce".

The finished result is a resounding success. The couple has been able to create an award winning hotel that places the environment as a priority, without reducing the luxury feel of the public and private spaces. With the help of Lutron's sophisticated Rania IR lighting controls, lighting energy consumption is reduced and lamp life extended at Primrose Valley hotel in the most stylish way possible.

Client	Andrew and Sue Biss
Equipment provider	Lutron Electronics Co., Inc.
Photography	Lutron
Lutron products	Rania IR lighting controls

©2009 Lutron Electronics Co., Inc. Made and printed in the U.K. P/N 367-1452/EA