

2009 Case Study

EXCELLENCE IN SOCIAL RESPONSIBILITY - INDEPENDENT

Finalist: Crown Spa Hotel Scarborough

One recent business challenge or opportunity which the organisation faced, and which has been successfully addressed

During the last 12 months The Crown Spa Hotel reviewed each area of our environment policy. The main focus for this current year is on reducing consumption and improving efficiency in our Energy and Waste Management processes.

Our strategy is to investigate and implement new technology and practices i.e. our green team and new environmentally friendly rooms, to reduce our carbon footprint and to agree ongoing best practice.

We aim to work towards continuous improvement in environmental management and performance by hotel team members and to encourage support from customers, guests, suppliers and other stake holders.

How best practice was implemented to address these challenges and opportunities in an innovative way

Various criteria were asked for by GTBS, we also went that 'extra mile' to ensure the effect we have on the environment is a positive one.

This year:

- We joined a local forestry commission to 'adopt a tree.'
- Our Christmas gift to guests is a Silver Birch Tree from eco incentives.
- Through installing rooms with a "keycard for power", we have dramatically reduced CO2 emissions. The card has to be removed when the guest leaves, therefore turning off the power. All bulbs are LED or low energy and we now have low flush toilets in our rooms.
- We've fitted £25K solar water tanks (grant unaided) under our Spa area and we are attempting to find a cost effective supplier for solar panels.
- We're in the process of sourcing the equipment to flush the public toilets using grey water collected from run-off from the roof.
- Green information packs have been introduced to each room-including a map of walks, for tourists to 'Give the car a holiday' and raise green awareness with the customer.
- We have gathered 15-20 staff to attend a local community clean up within a 5- 10 mile radius, and we are getting the local press involved.
- We monitor our recycling of paper, cooking oils, bottles etc. Also we use local products for our kitchen supplies.
- Our hotel is disability friendly.
- We have created more jobs locally due to our increase in popularity and our newly built laundry.

The measurable business benefits, both financial and non-financial, which were achieved as a result of these actions

We emitted an average of 21.01 kg of CO₂ for each occupied bedroom per night last year, this has been reduced to 20.50 kg during the last year; we are very pleased with this achievement.

We have also benefited financially by our 'key card for power' scheme in bedrooms, saving us £4000 per year, and the newly installed low flush toilets have saved us approximately £2300 per year.

We are benefiting by an increase in the volume of customers using the hotel because we are now an environmentally friendly organisation.

Monitoring our bills, water usage and providing evidence in staff / customers newsletters will make everyone appreciate the little efforts and energy efficient ways of living will help in being environmentally friendly and cost efficient.

Not only at our hotel, but also in everyday life, like a pass it on scheme.