

# Make It Green

## Sustainability Program



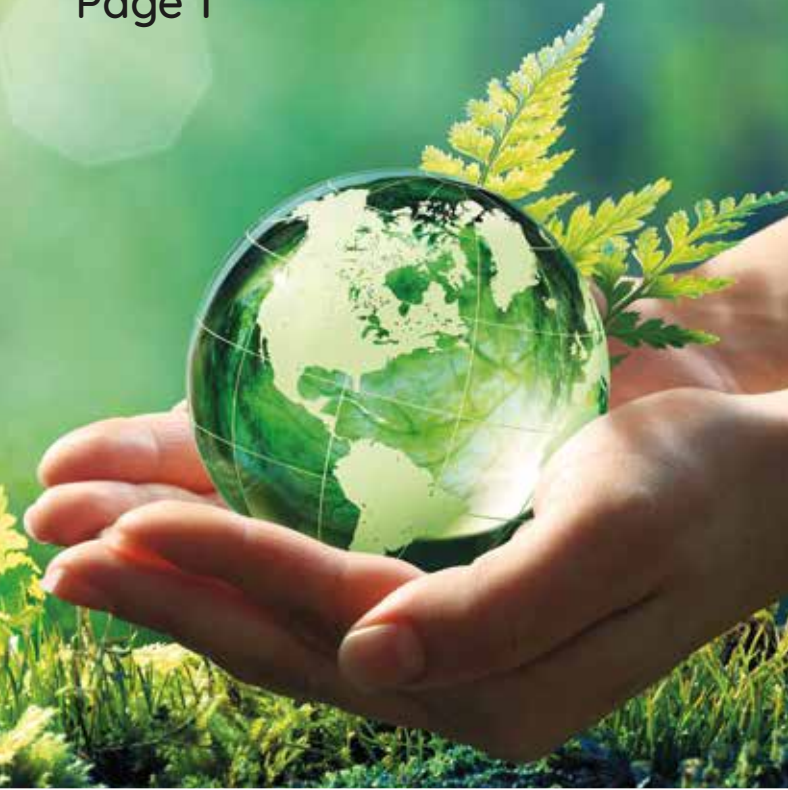
BROOKLANDS HOTEL

[www.brooklandshotelsurrey.com](http://www.brooklandshotelsurrey.com)

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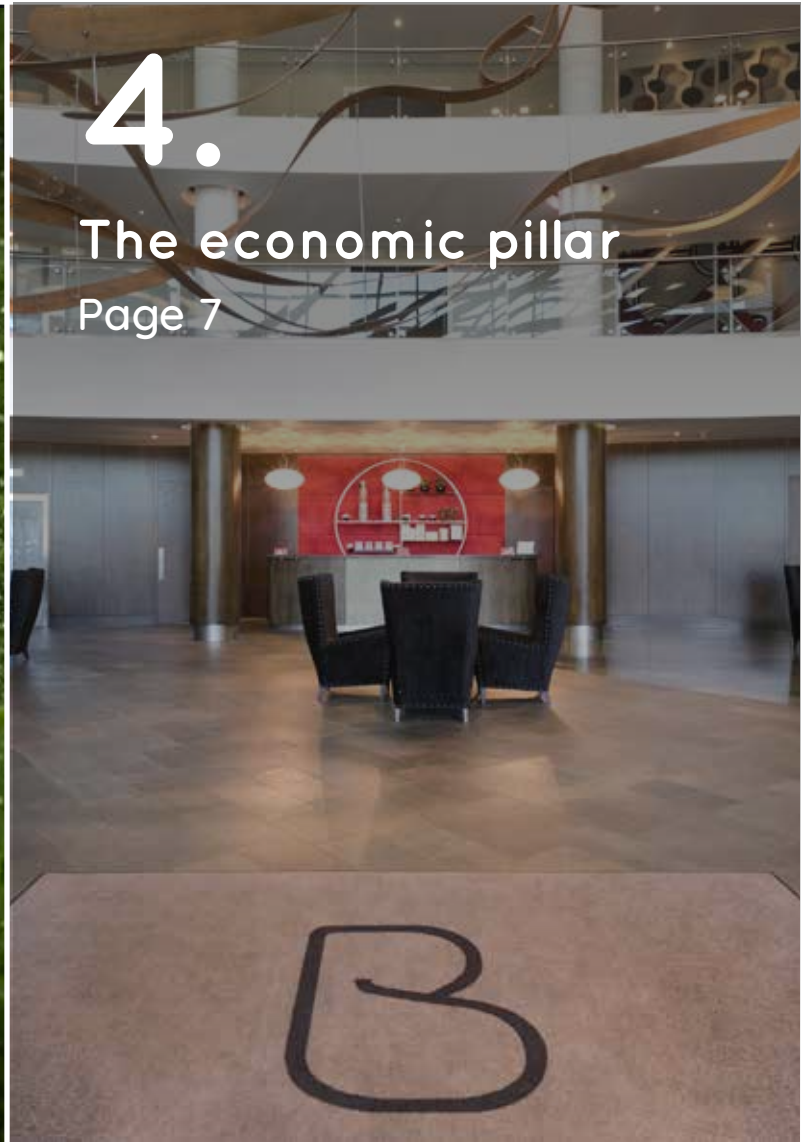
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# What is sustainability?

Many people don't know the whole meaning of sustainability.

The word 'sustainability' usually brings ecology & environment to the forefront of your mind but there are two other important factors as well as ecology & environment which are social and economic. Protecting the environment is a hugely significant part of sustainability but it's not the whole story as we also need to pay attention to the social and economic features.

A simple definition of sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs<sup>1</sup>. So how do we at Brooklands Hotel ensure our business is sustainable?

Sustainability in hotels, like in most businesses, is often confused with just the environmental impact of the business. However, we are also mindful of the social and economic aspects of sustainability.

Our vision is to be the most sustainable, environmentally-responsible and modern contemporary hotel in Surrey.



<sup>1</sup>as defined in 1987 by the United Nations Brundtland Commission



Social	Environmental	Economic
Retention & engagement strategies	Reduction of carbon footprint	Broad use of technology aiming to reduce operational costs
Active contribution to the local community	Use of environmentally friendly materials & reduction of the use of plastic	Focus on local resources and production to help lower expenses
Support of local suppliers & vendors	Lower water and energy consumption	Proper governance for more accurate and transparent accounting methods
Establishment of a safe working environment	Limited waste production and use of recyclable materials	

## How can sustainability affect the guest experience?

We believe that a hotel can be rounded and multi-faceted, more like a person. You're not one-dimensional, so why would a group you're part of be one-dimensional? We are large but personal, aspirational yet accessible, luxurious yet down to earth. Some of these apparent contradictions can and do exist at Brooklands, giving us our uniqueness. Recognition of this and concentrating on how we use and even emphasise our unique personality enables us to go beyond the accepted 'norm' when staying in a top hotel. Hotels need to be more emotional and inspirational centres of a community; geared towards creating memorable experiences. We can offer such an experience with our rich multi-layered personality and impeccable attitude.

Research has shown that guests value 'green' initiatives incorporated into hotels' sustainability plans as exciting elements of their entire hotel experience. Therefore, we are investing in these practices to make sure our guests have a better and more unique experience; **making it exceptional.**



## The Social Pillar

of the surrounding environment and embracing the local community. The level of engagement we have with our Team Players, guests, suppliers and the community are all factors in measuring social sustainability.

Social sustainability makes Brooklands Hotel a living part of our guests destination, which we achieve by:

**Collaborating with local suppliers across the business.** This means fresher ingredients for 1907 restaurant, bar & grill, lower transportation costs as well as close working relationships with the local community.

**What does this mean for the guest experience?** The products we use in our menus are fresh and more flavourful which has been acknowledged by the AA Inspector who has awarded 1907 restaurant two AA rosettes for the past ten years.

### **Investing in Team Player training, education & well being**

Our Team Players are the essence of our hotel; they are the ones who Make It Exceptional for our guests by embodying our values. To leave a profound impression our Team Players go beyond, they **'Make It Exceptional'** through their exceptional attitude. We don't just do great service, we give a uniquely superior service. Brooklands' exceptional service is achieved with:

Enthu**S**iasm  
E**M**pathy  
O**R**iginal character  
In**V**olvement  
Comm**I**tment  
C**R**eativity  
E**L**egance



When a Team Player joins Brooklands Hotel, they take part in a **'Make It Exceptional'** induction programme so they are fully immersed in the philosophy, mentality and culture of the hotel. We hold a Team Player Awards Ceremony & Party annually to recognise, reward and celebrate our Team Players. Our Team Player Benefits Package features a number of attractive benefits such as discounts at Brooklands Hotel, BSpa and 1907 restaurant, bar & grill as well as paid educational courses, complimentary stay & dinner at the hotel for a Team Player's birthday, long service awards for 2, 5 and 10 years. We also have three apartments that several of our Team Players live in.

Our Team Players have high job satisfaction and several have been with us for 5+ years and some joined the hotel before it opened in 2010. The continuous professional development we offer means that our Team Player skills are always up to date. We have featured in the Sunday Times Top 100 Companies to Work For on several occasions.

The 'Best Companies' lists measure and acknowledge excellence in workplace engagement. Only organisations with the highest level of overall employee engagement qualify for the 100 Best Small Companies to Work For list. We were rightly proud of breaking into the top 10 and being the first small hotel to do so in the awards history.



**What does this mean for the guest experience?** Studies show that happy employees (or Team Players as they are known at Brooklands Hotel) equals happy guests; the principle behind this is that happy Team Players directly affect all the drivers that impact guest satisfaction, particularly for our Team Players who have direct contact with our guests.

### **Actively supporting the local community**

We do this by volunteering, supporting events and donating prizes for our chosen charity, Shooting Star Children's Hospices. When we replaced our pillows & duvets, the old ones were donated to Dogs On The Streets (DOTS), a voluntary run and not-for-profit charity dedicated to the welfare of dogs belonging to the UK's homeless community. As we are on the historic Brooklands estate, we promote packages with our immediate neighbours, Brooklands Museum and Mercedes-Benz World. We believe our enhanced destination services contribute to a complete experience. Our Team Players all live locally so have knowledge of local attractions and infrastructure to help our guests have a better experience when staying with us.





# The Environmental Pillar

This is probably the best known element of sustainability. The UN World Tourism Organisation states that hotels and other types of accommodation are responsible for 2% out of 5% of global has emission produced by the tourism sector. All of our actions are seeking to reduce our impact on the environment. These are some of the actions we've taken towards this:

- Solar PV panels installed on our roof generating 10% of the energy requirements for the hotel
- Processes to conserve energy with LED lights installed everywhere
- Movement sensors for lights in offices, corridors & storage areas
- Reduced unnecessary spotlights in the building
- Electric vehicle charging points; we currently have two and are looking at expanding these
- Eliminating single use plastics
- Bathroom amenities with 0% parabens
- Minimise waste and maximise recycling in all areas of the hotel
- Sustainable food & beverage management in 1907 restaurant, bar & grill
- 'Be Green' recycling centre at the hotel
- Certified BCorp™, [comfort zone], in BSpa

We also use technology to automate hotel procedures, such as:

- Guest directory is on the TVs in all rooms
- Departmental energy monitoring system
- Wooden room keys
- Cloud based PMS (Property Management System) and CRM (Customer Relationship Management) system, which uses less energy than a local server
- Smart room technologies for temperature control
- **COMING SOON:** online check in to minimise paperwork

**What does this mean for the guest experience?** Studies show that 90% of hotel guests prefer to stay in an environmentally friendly hotel so naturally, it makes good business sense to us to ensure our environmental practices are contributing positively to sustainability. In addition, our guests are part of our 'Make It Green' journey and are playing their part for the environment. The use of technology contributes towards an exceptional experience staying at Brooklands Hotel.



# The Economic Pillar

All three pillars are connected in some way and the decisions we make in this pillar enable us to achieve the goals we set in the other two pillars. However, it's not just about being profitable at Brooklands Hotel; it's about proper governance, the ability to contribute to the local economy and being viable as a business.

Everything we do is with economic sustainability in mind. There are three areas of our business where no one element takes priority. The 'Stool Model' plays a huge part in the success of Brooklands Hotel, with the purpose of creating an understanding that Team Players, Guests and Owners are of equal importance and the hotel would fail without all three working together to achieve success, continual growth and improvements. If one 'leg' is not there, it cannot support itself.



We make a great place to work in which will help to make a great place to stay which will help to make great returns for investors which will feed back into enhancing the great workplace & guest experience. Sustainability considerations are an important aspect of decision-making, in conjunction with our stool model.

# Our Mission

Brooklands Hotel will apply the following principles to the work we do to enhance the experience of our guests and Team Players to ensure we operate with positive benefits to promote long-term sustainability.

## Principles

**Responsible business:** Conduct business in a manner that is honest, transparent, environmentally responsive and ethical.

**Sustainable growth:** Grow our operations in a sustainable manner that considers the location of our hotel so that our local area can benefit for years to come.

**Integrity:** Embed integrity into our decisions so they align with our strategic goals and benefit our people, our local area and the environment.

**Innovation:** Use dynamic thinking and innovative technology to enhance the luxury experience, while adapting and responding to the changing market and global environmental issues.

**Resource efficiency:** Reduce the negative impact of our operations through recycling, waste management and energy efficiency.

**Equality and respect:** Conduct business using practices that meet global standards of ethical conduct, which support equality and mutual respect.

**Focus on our people:** Provide our Team Players with opportunities to succeed and grow.

We are on a journey to achieve rigorous environmental and sustainable practices across our business, which we've called our **'Make It Green'** journey.

The first step on this journey was to work with Greengage Solutions who independently identified and documented our current sustainable processes and measures. The awarding of Gold ECOSmart status reflects the extensive measures we take to fully embrace environmental sustainability. ECOSmart is the accreditation programme of Greengage Solutions, which recognises and supports eco-friendly hotels that meet certified standards of sustainability.

Our commitment is to embrace initiatives that are sustainable, using the three pillars. We recognise the impact our business can have on the environment therefore we actively promote responsible practices throughout the hotel to preserve our natural resources.

