The Guardsman
BUCKINGHAM GATE

The Guardsman - Sustainability Policy

Introduction
The Guardsman is an independent five-star boutique townhouse hotel, offering refined, understated luxury in the heart of Westminster. Our approach to sustainability reflects the same care, discretion, and attention to detail that define our guest experience. We believe responsible hospitality is integral to modern luxury and is embedded into the way we operate, make decisions, and engage with our guests, team members, suppliers, and local community.

Sustainability at The Guardsman is not treated as a separate initiative but as a core part of how the hotel is managed and experienced. We recognise our responsibility as a luxury hospitality business to minimise environmental impact, contribute positively to society, and continuously improve our performance.

The hotel is managed by Axiom Hospitality, and this policy is fully supported by senior leadership and the General Manager
The Guardsman policy review

Environmental Responsibility
The Guardsman demonstrates leadership in environmental management and sustainable tourism, underpinned by recognised best-practice frameworks and ongoing performance monitoring. Our sustainability approach is designed to complement the character of The Guardsman as a small, high-touch luxury hotel, where thoughtful choices and operational discipline deliver meaningful impact without compromise to guest comfort.

The hotel has been developed and certified under BREEAM, which guides best practice across energy, health and wellbeing, innovation, land use, materials, management, pollution, transport, waste, and water.

Environmental Management & Compliance
We are committed to full compliance with environmental legislation and regulatory requirements, integrating sustainability considerations into operational, procurement, and commercial decisions, setting clear environmental objectives, reviewing performance regularly, and maintaining Green Tourism Gold standards through continuous improvement.

Energy, Water and Waste Management
Energy and water consumption are actively monitored and reviewed to drive efficiency and reduction. Operational controls and maintenance regimes support responsible resource use. Waste is segregated and managed to maximise recycling and minimise landfill, with procurement and operational practices prioritising waste prevention and reuse.

Products and Operations
The Guardsman actively reduces environmental impact through responsible product selection and operational systems, including the use of paraben-free bathroom amenities, the Tersano chemical-free cleaning system to significantly reduce traditional chemical use, ethically sourced bamboo-based products such as key cards and paper products, and a preference for recyclable, reusable, and environmentally responsible materials throughout the hotel

Climate Action & Biodiversity
The hotel measures and reviews its carbon footprint as part of its environmental management programme. Carbon reduction initiatives are embedded across energy use, procurement, and operational practices. Biodiversity considerations are integrated into decision-making, with respect for the local environment and the surrounding urban ecosystem.

Sustainable Purchasing & Guest Engagement
Organic, eco-labelled, Fairtrade, local, and seasonal products are prioritised wherever feasible. Guests are actively encouraged to participate in environmental initiatives during their stay, supported by clear guest-facing information that enables responsible choices without compromising comfort. Team members receive regular sustainability training and updates. Circular economy principles inform purchasing and waste management decisions, and sustainable, low-impact travel options are promoted to both guests and employees.

Social Responsibility
The Guardsman operates as a responsible employer and community partner, fostering a culture of respect, inclusion, and wellbeing.

People, Equality & Wellbeing
The health, safety, and wellbeing of employees, guests, and visitors are prioritised. Equality, diversity, and inclusion are actively supported across the business. Fair employment practices are upheld in line with UK legislation and internationally recognised human rights standards.

Modern Slavery & Ethical Conduct
The Guardsman recognises the hospitality sector's responsibility to prevent modern slavery and human trafficking. Team members receive training to identify and respond to potential risks. Risks are monitored in collaboration with Axiom Hospitality across operations and supply chains. Ethical conduct, transparency, and compliance are expected from all suppliers and partners.

Community, Learning & Engagement
Team members are encouraged and supported to engage in volunteering and community initiatives. The hotel supports local charities, education, and community programmes where possible. Continuous learning and development are embedded to support responsible operations, personal growth, and service excellence. Team feedback and ideas are actively encouraged to drive improvement.

Responsible Supply Chain
The Guardsman works with suppliers who demonstrate strong environmental and social values and a commitment to responsible business practices. Our supply chain approach prioritises local sourcing to reduce transport emissions and support the local economy, long-term partnerships built on transparency and shared values, and ethical sourcing that supports fair pricing and community benefit.

Governance & Green Leadership
In 2023, The Guardsman established a Green Team to lead sustainability initiatives, monitor performance, and embed best practice across all departments. The Green Team plays an active role in driving continuous improvement, sharing sustainability updates with the wider team, and supporting Green Tourism Gold standards and ongoing compliance. This policy forms part of our wider Environmental, Social, and Governance framework and reflects our commitment to accountability, transparency, and leadership in sustainable hospitality.

Green Tourism Gold
The Guardsman is proud to hold Green Tourism Gold accreditation, reflecting our long-standing commitment to sustainability and responsible tourism. The Green Tourism framework provides independent validation of our environmental, social, and operational standards and supports our continued progression as a responsible luxury hotel.

Review & Commitment
The Guardsman is committed to regularly reviewing and strengthening this policy to ensure it remains aligned with best practice, evolving standards, and Green Tourism Gold requirements. Through leadership, engagement, and continuous improvement, we aim to enrich the experience of our guests, support our team members, contribute positively to our community, and protect the environment. This policy reflects The Guardsman's belief that true luxury is responsible, considered, and enduring.

Jessica Lui
General Manager
February 2026