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One Aldwych London

THE JUDGES

Dominic Burbridge,
hospitality and leisure
sector leader,
The Carbon Trust
Jamie Grainger-Smith,
director, Eat Green
Rebecca Hawkins,
director, CESH
Suzie Newham,
sustainability
manager, Bedruthan
Steps hotel
Michael Sloan,
general manager,
Novotel London West

Everyone claims to be going “green” nowadays. What stands out about London’s One Aldwych hotel, however, is that the team is not just talking about it. The hotel’s environmental policy touches every department, every member of staff, every guest and even seeps out into the community. What’s more, the whole company embraces it – from part-timers working in the ranks right up to managing director Gordon Campbell Gray at the top.

And it’s gathering momentum, with the team’s achievements far outstripping their goals. For instance, in 2007 the hotel set itself some targets that it hoped would be achieved by 2012. These included the reduction of waste to landfill by 20% – but in fact 60% of that target has already been achieved. Similarly, packaging was earmarked to be reduced by 10%, and 40% of the target has already been achieved; and electric energy was projected to be cut by 5%, but 55% of this has already been achieved.

There are too many initiatives to mention here, but to give an idea of the scope, the fitting of waterless urinals during 2008 saved 130,000 litres of water. Similarly, energy consumption was reduced by the fitting of daylight sensor switches to replace inefficient lighting. This cut carbon by 75%

(14 tonnes) a year – and, what’s more, the system will pay for itself.

Initiatives being considered this year illustrate One Aldwych’s attention to detail. They include the feasibility of composting waste food from the restaurant kitchen and a project to collect rainwater for the hotel plants.

This is a hotel that is founded on its green principles. The 105 rooms are designed in line with feng shui, all the products used in the treatment health spa are natural, the pool is chlorine-free and the lobby bar, two restaurants and coffee shop all serve locally sourced free-range and organic food.

And to make absolutely sure that they are on target, there is a designated green team and an elected environmental officer to manage the policies and disseminate the information to all the staff. Try beating that ...

What the judges said...

● “One Aldwych has looked at its business and analysed the effects it has had on our environment, then produced an action plan that will have a significant contribution on the hotel’s impact on the environment as a whole. That action plan has been enthusiastically embraced by the team.”
*Michael Sloan, general manager,
Novotel London West*

THE SHORTLIST

One Aldwych,
London
Strattons hotel,
Norfolk
**Best Western Moor
Hall Hotel & Spa**,
West Midlands
**Premier Inn
Tamworth South**,
Whitbread Plc

FORMER WINNERS

2007 Novotel
London West
2008 Bedruthan
Steps, Cornwall