



Date Issued: 15 March 2010

Deadline extended to 31 March 2010 for entering prestigious Considerate Hoteliers Association (CHA) 'Annual Considerate Hotel of the Year Awards 2009/10'

The deadline for entering the environmentally and socially responsible Considerate Hoteliers Association (CHA) prestigious annual '**Considerate Hotel of the Year Awards 2009/10**' has been extended to 31 March 2010 to give busy UK hoteliers and guest-house operators an extra 12 days to put the finishing touches to their entries.

Celebrating the best in environmental and Corporate Social Responsibility (CSR) performance; and open to **all** hotels and guest-houses in the UK, the 2009/10 CHA Awards include the newly introduced category of – '*The Considerate Green Marketing Initiative of the Year*', sponsored by Beacon Purchasing.

The new award is one of five categories (*see 'Notes to Editors' for full details*) comprising the CHA's prestigious annual 'Considerate Hotel of the Year Awards 2009/10': '*The Considerate Sustainable Food Award*' – reintroduced by popular demand and supported by Sustain and Fairtrade; '*The Considerate Green Team of the Year*'; '*The Considerate Green Champion of the Year*'; and **the top award** – '*The Considerate Hotel of the Year*', sponsored by Gilchrist & Soames Ltd and presented to the hotel or guest-house that is considered by the judges to be the best all-rounder in 2009 through succeeding in a wide range of environmental initiatives: from energy and water conservation, waste reduction and support for sustainable food, to Corporate Social Responsibility (CSR).

Commenting on the 2009/10 awards, CHA Director and Association Secretary John Firrell said: "We hope that by giving busy hoteliers and guest-house owners extra time to complete their entries, we can exceed the overwhelming success of the 2008/9 CHA annual awards which attracted a record number of high quality entries.

In all of this year's five award categories, we are looking to see what responsible and considerate UK hoteliers and guest-house owners have achieved during 2009. So this is a great opportunity for accommodation operators to stand up and be counted by entering the 2009/10 awards – to gain well earned recognition for the excellent environmental and socially responsible work undertaken during the year.”

The 2009/10 annual awards of the environmentally and socially responsible Considerate Hoteliers Association will be presented in May 2010, at a special gala lunch in a top London CHA member hotel – full details to be released shortly.

Further information on the '**Considerate Hotel of the Year Awards 2009/10**', including entry forms and timing details, can be found on the CHA website: www.consideratehoteliers.com. A condition of entry will be the provision of each establishment's Environmental/ Corporate Social Responsibility policy.

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Notes to Editors:

1. The five award categories comprising the 'Considerate Hotel of the Year Awards 2009/10' are:

- New category – '**The Considerate Green Marketing Initiative of the Year 2009/10**', sponsored by Beacon Purchasing: The CHA judging panel wants to hear from entrants about green marketing initiatives during 2009 that have really made their mark, and deserve to be saluted. Green marketing is increasingly important to the success and business development of today's hotels and guest houses. Innovation, the ability to respond to market demands and an ability to identify opportunities will be just some of the areas judges will be considering when judging the winner of this award.
- Re-introduced by popular demand – '**The Considerate Sustainable Food 2009/10 Award**', supported by Sustain and Fairtrade: It is presented to the hotel or guest-house which, in the opinion of the judges, has gone 'that extra mile' in 2009 to support its local food producers; to produce and/or purchase ethically, seasonally and sustainably; and then to proudly demonstrate to their guests and restaurant users – through marketing and via the menu and hotel staff – why they are doing so.
- '**The Considerate Green Team of the Year 2009/10**': presented to the hotel or guest-house which, in the opinion of the judges, has – by virtue of the work undertaken by their Green Team – made the most difference in 2009. What's more, they will have had fun doing so. Green Teams come in all shapes and sizes; and the award could be won by a dedicated lean and green team of just two people. In 2008/9, the winning team came from the **Crowne Plaza Hotel London - The City**
- '**The Considerate Green Champion of the Year 2009/10**': presented to the individual, nominated by fellow hoteliers, who by sheer dedication has inspired others to raise the green standard. The individual may exist in a specific hotel, guest-house or within the hotel industry generally – whoever they may be, CHA wants to know so

they can be properly recognised. In 2008/9, the recipient of the award was **Vanessa Scott, Director and Head Chef of Strattons Hotel and Restaurant in Swaffham, Norfolk**

- **The main award – ‘The Considerate Hotel of the Year’**: sponsored for 2009/10 by Gilchrist & Soames Ltd and presented to the hotel or guest-house that is considered by the judges to be the best all-rounder in 2009 re: succeeding in a wide range of environmental initiatives, from energy and water conservation, waste reduction and support for sustainable food, to Corporate Social Responsibility (CSR). In short, they will need to demonstrate that they run their business ethically and with a conscience and hopefully a strong bottom line to become the ultimate Considerate Hotel for 2009. The current joint holders of this award are: CampbellGray Hotels’ **One Aldwych** in London, and the Rezidor Hotel Group’s **Radisson SAS Hotel Edinburgh**.