



NEWS

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2011/12 Award Categories launched by the Considerate Hoteliers Association for prestigious annual ‘Considerate Hotel of the Year’ Accolades

Celebrating the Best in Environmental, Sustainable and Socially Responsible Performance – Open to All Hotels and Small Accommodation Operations in the UK

The Considerate Hoteliers Association (CHA) has great pleasure in announcing the award categories for its prestigious ‘Considerate Hotel of the Year Awards 2011/12’ – launched today and open to **all UK** hotels; and small accommodation operations ranging from B&Bs and Guest-Houses, to pubs/inns/restaurants with rooms. The closing date for entries will be midnight on Friday, 6 April 2012.

Following the popularity of last year’s introduction of ***‘The Considerate Small Accommodation Provider of the Year Award’*** category, it is again an integral part of this year’s highly acclaimed CHA annual awards – celebrating the best in environmental, sustainable and socially responsible performance – as are the ‘national’ and ‘local’ categories of ***‘The Considerate Supplier of the Year’***; and the bonus award of ***‘Best Green Marketing Initiative for 2011/12’***

The 2011/12 CHA award categories are as follows: The CHA’s traditional highest accolade – ***‘The Considerate Hotel of the Year,’*** again to be sponsored for 2011/12 by Gilchrist & Soames Ltd, for the best all-round responsible performance – with a special emphasis this year, in conjunction with WRAP, on food waste. Currently, the title is held by **Battlesteads Hotel and Restaurant** at Wark-on-Tyne, near Hexham in Northumberland. The other categories are: ***‘The Considerate Sustainable Food Award’***, supported for 2011/12 by Sustain (the alliance for better food and farming) and Fairtrade, and presently held by **Strattons Hotel and Restaurant in Swaffham, Suffolk**; ***‘The Considerate Green Team of the Year’***, sponsored for 2011/12 by

Beacon Purchasing and currently held by the team from **Firmdale Hotels** who look after the group's London establishments: **Haymarket Hotel, The Soho Hotel; Covent Garden Hotel; Charlotte Street Hotel; Knightsbridge Hotel and Number Sixteen**; the '**The Considerate Green Champion of the Year**', supported for 2011/12 by GRAM UK (Commercial) and presently held by **Debra Patterson, the Green Ambassador for The Savoy, London**; '**The Considerate Small Accommodation Provider of the Year Award**', sponsored for 2011/12 by Gilchrist & Soames Ltd. and currently held by **Lasswade Country House and Restaurant** at Llanwrtyd Wells, Powys in Wales; the '**National Considerate Supplier of the Year**', supported for 2011/12 by Beacon Purchasing and presently held by **Suma** – the UK's largest independent wholefood wholesaler/distributor, specialising in vegetarian, fairly traded, organic, ethical and natural products; and the '**Local Considerate Supplier of the Year**', sponsored by Beacon Purchasing and currently held by **Mrs Temple's Cheese**, based at Wighton, Wells-Next-The Sea, in Norfolk.

In addition, the '**Best Green Marketing Initiative Award 2011/12**' will be presented to the hotel/accommodation operator whose award category entry, for the above categories, includes the most outstanding green marketing initiative. Last year, the CHA award judges gave the award to **Combe House hotel and restaurant at Gittisham, near Honiton, Devon** for its newly restored Victorian Kitchen Gardens which proved to be the driver of the hotel's best marketing initiatives – both planned and unexpected – in 2010.

Commenting on the 2011/12 CHA awards, Considerate Hoteliers Association Director John Firrell said: "It seems like only yesterday that we were crowning **Battlesteads Hotel & Restaurant** the Considerate Hotel of the Year 2011, yet here we are again launching the 2011/12 CHA Awards programme. Each year, we make what we believe are sensible adjustments to both the category criteria and rules of engagement. In order to make a more level playing field with regard to the length of entries, we are asking entrants to restrict their material to eight A4 pages. Those on the short-list will then be asked to make a presentation to the judges. We trust this will ensure that everyone gets the same bite of the 'organically grown' cherry, and indeed encourages even more hotels and accommodation providers to participate.

"Each year, entrants show their innovation, dedication and passion via their ever increasing excellent standard of submissions. I am sure this year will be no exception. Difficult trading conditions, reducing financial resources and markets so

often bring out the best in responsible businesses, and so it is with hospitality. Now is not the time to go wobbly. By showing our steel and determination to weather the storm, we will also be showing the world that we care about the business we are in, our guests, staff, community and planet.”

The 2011/12 Considerate Hotel of the Year Awards will be presented on Thursday, 31 May 2012, at a special Gala Lunch at the 5-star luxury Four Seasons Hotel London at Park Lane. The CHA Award categories and criteria include:

- **The main award – ‘The Considerate Hotel of the Year 2011/12’:** sponsored for the third year in succession by Gilchrist & Soames Ltd and presented to the hotel or accommodation operation that is considered by the judges to have been the best all-rounder during 2011 re: succeeding in a wide range of environmental initiatives, from energy and water conservation, waste reduction (with particular emphasis on actions to reduce excessive packaging and food waste) and support for sustainable food, to marketing, and Corporate Social Responsibility (CSR). In short, they will need to demonstrate that they run their business ethically, with a conscience and hopefully a strong bottom line to become the ultimate Considerate Hotel for 2011/12.
- **‘The Considerate Supplier of the Year Awards 2011/12’:** sponsored by Beacon Purchasing and presented to the supplier, nominated by a hotelier or accommodation provider, who is considered by the judges to have best met the environmental needs and ethos of the nominating accommodation business in 2011 **both locally and nationally (two separate awards)**. Hoteliers need to nominate the supplier they believe most embodies eco-concerns within their products (taking account of everything from sourcing, ingredients/content, packaging, sustainability and social responsibility, to value for money and quality of service) – in short, a supplier that is a great all-rounder in these respects. The nominated supplier can be international, national, regional or local.
- **‘The Considerate Small Accommodation Provider of the Year Award 2011/12’:** sponsored by Gilchrist & Soames and presented to the small accommodation operation (20 bedrooms or under such as B&Bs, guest-houses, or restaurants and pubs with rooms) which is considered by the judges to have made the most significant achievements and proved most inspirational in terms of their green journey during 2011, without all the trappings and resources of big business. This will give entrants the opportunity to relate the positive results (anything from energy saving and CSR, to creating innovative environmental initiatives and communicating their green messages to their guests), and lessons learnt during this 12 month period that highlight eco-friendly and socially responsible experiences that could act as an inspirational tale for others. In effect, it is their story.
- **‘The Considerate Sustainable Food 2011/12 Award’:** supported by Sustain (the alliance for better food and farming) and Fairtrade, and presented to the hotel or accommodation operation which, in the opinion of the judges, has gone ‘that extra mile’ in 2011 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, great food and hotel staff – why they are doing so. This year, there will be particular emphasis on the acquisition and use of sustainable sources of seafood.

- **‘The Considerate Green Team of the Year 2011/12’**: sponsored by Beacon Purchasing and presented to the hotel or accommodation operation which, in the opinion of the judges, has – by virtue of the work undertaken by their Green Team – made the most difference in 2011. What’s more, they will have had fun doing so and been innovative and inspiring. Green Teams come in all names, shapes and sizes; and the award could be won by a dedicated green team of just two people or twenty.
- **‘The Considerate Green Champion of the Year 2011/12’**: supported by GRAM UK (Commercial) and presented to the individual, nominated by fellow hoteliers and accommodation operators, who by sheer dedication has inspired others to raise the green standard to unprecedented heights. 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.
- **Bonus Award: ‘Best Green Marketing Initiative for 2011/12’**: presented to the hotel or accommodation operation which, in the eyes of the judges, has produced the most outstanding marketing initiative within the above hotel/accommodation operation award category entries – namely **‘The Considerate Hotel of the Year 2011/12’**; **‘The Considerate Small Accommodation Provider of the Year Award 2011/12’**; **‘The Considerate Sustainable Food 2011/12 Award’**; **‘The Considerate Green Team of the Year 2011/12’**; and **‘The Considerate Green Champion of the Year 2011/12’**.

Full details of the ‘Considerate Hotel of the Year Awards 2011/12’, 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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