



NEWS

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Cornwall's Budock Vean Hotel takes top accolade at Considerate Hoteliers 'Hotel of the Year 2009/10' national awards

Special Lifetime Achievement Award for Jenny Lock, Proprietor, Greenbanks Country Hotel, Wendling, Norfolk; and first ever 'Considerate Good Egg of the Year Award 2009/10' to Raymond Blanc OBE

The 2009/10 winners of the five categories of the prestigious annual Considerate Hoteliers Association (CHA) 'Hotel of the Year Awards' – celebrating the best in environmental and Corporate Social Responsibility (CSR) performance and open to all UK hotels and guest-houses – were announced yesterday (2 June) by the CHA at its Annual Gala Awards Presentation Lunch, held at The Dorchester, London.

The **2009/10 winners** were as follows:

CHA's top award – the overall 'Considerate Hotel of the Year Award 2009/10', sponsored by Gilchrist & Soames, was presented to: the privately owned and family run, luxury 4-star **Budock Vean Hotel** at Mawnan Smith, near Falmouth in Cornwall. The hotel was presented with the CHA's highest accolade for being the best 'all-rounder' establishment to have been considered by the judges as having succeeded in a wide range of environmental and social initiatives. These ranged from energy and water conservation, waste reduction and support for sustainable food, to Corporate Social Responsibility (CSR). To mark the achievement, the hotel received an inscribed Dartington Crystal decanter (**see 'Notes to Editors' for picture caption and all CHA award photo captions**).

Commenting on the 2009/10 awards and Budock Vean's fine achievement – renowned hospitality industry environmental and food safety consultant, and the

leading member of the 2009/10 CHA awards panel of judges (**see 'Notes to Editors'**) – Professor John Forte OBE said: “Each year, the task of judging the Considerate Hoteliers Awards has been getting harder and harder. This year was certainly the most difficult yet. We had a record number of entries – the quality of which was highly commendable, making the judges’ task to select the winners more difficult than ever; and nowhere was this more evident than in choosing the winner of the overall ‘*Considerate Hotel of the Year Award 2009/10*’.

“However, because of Budock Vean’s progressive programme of sustainable environmental improvements over the past five years and the hotel’s continual search and commitment for further improvements over the coming 12 months, it was unanimously selected as the ‘*Considerate Hotel of the Year*’. Not only does Budock Vean provide a shining example to other hotels of what sustainable and environmental management is all about, but it also shows the rest of the business community the leading role being played by the hospitality industry in caring for our planet.”

Budock Vean’s short-listed challengers for this category were: Best Western Premier Blunsdon House Hotel, Swindon, Wiltshire; base2stay in Kensington, London; Crowne Plaza London – Docklands; Firmdale Hotels’ Haymarket Hotel, London; InterContinental London Park Lane; Linthwaite House Hotel, Windermere in the Lake District; Metropolitan London, Park Lane; Radisson Edwardian Leicester Square Hotel, London; The Langham, London; and The County Hotel, Chelmsford in Essex.

‘The Considerate Green Marketing Initiative of the Year’, newly introduced this year and sponsored by Beacon Purchasing, was won by the Lancaster London in the capital’s Lancaster Terrace. The hotel received the award – an inscribed Dartington Crystal pedestal bowl – for the innovative nature, quality and effectiveness of its green marketing initiatives undertaken during 2009 that made their mark, and deserved to be saluted. These included the introduction in July of half-a-million honey bees which checked in at the Lancaster London – making it the first central London hotel to install beehives on its roof!

‘The Considerate Sustainable Food 2009/10 Award’, supported by Sustain (the alliance for better food and farming) and Fairtrade, went to Lasswade Country House and Restaurant at Llanwrtyd Wells, Powys in Wales. The award – an inscribed Dartington Crystal pedestal bowl – 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. In winning the award, Lasswade Country House beat off the strong challenge of the following short-listed establishments: the Bingham at Richmond upon Thames, Surrey; The Nurse’s Cottage at Sway in the New Forest National Park; and The Queensberry Hotel, Bath.

‘The Considerate Green Team of the Year 2009/10’ was presented to **The Dorchester, London**. The award is presented to the establishment or group that, in the opinion of the judges, has – by virtue of the work undertaken by their Green Team – made the most difference in 2009. The Dorchester, London had stiff opposition for the award – an inscribed Dartington Crystal pedestal bowl – from the following short-listed establishments in this category: the Crowne Plaza London - St. James; Lancaster London; The Egerton House Hotel, Knightsbridge, London – representing Red Carnation Hotels; and the Park Inn Heathrow.

The winner of the ‘Considerate Green Champion of 2009/10’ award was **Jessica Black, Group Purchasing Manager, Firmdale Hotels**. The award – an inscribed Dartington Crystal pedestal bowl – is presented to the individual, nominated by fellow hoteliers and colleagues, who by sheer dedication has inspired others to raise the green standard in 2009. Those short-listed, who challenged Jessica Black for the award, were: Jenny Lock, Proprietor, Greenbanks Country Hotel at Wendling, Norfolk; Malcolm Lewis, Managing Director, Longueville Manor in Jersey; and Diane Stenning, Head of the Environmental Committee, Best Western The Old Tollgate Restaurant & Hotel, Bramber, West Sussex.

Rounding off the 2009/10 Considerate Hotel of the Year Awards, two additional awards were made – **‘Special Lifetime Achievement Award’**; and the first ever **‘Considerate Good Egg of the Year Award’**.

A Considerate ‘Special Lifetime Achievement Award’ – in the form of an inscribed Dartington Crystal decanter – was presented to **Jenny Lock, Proprietor of the Greenbanks Hotel at Wendling, Norfolk**. Commenting on the award, CHA Director and Secretary John Firrell said: “Over the years, Greenbanks has been nominated for, and awarded, many accolades – including the Queen’s Award for Sustainable

Development in 2001. Greenbanks' success, however, would not have happened were it not for Jenny Lock, and it is for this reason that the judges and myself believed that her hard work and immense commitment to social responsibility and green issues should now be recognised – especially as she experienced her most successful year in 2009. Even though she turned 70 in April, Jenny is still looking at ways in which to improve and develop Greenbanks, in addition to the surrounding environment – that is what professionalism and dedication are all about!"

The first ever '**Considerate Good Egg of the Year Award 2009/10**' was presented to one of the world's most widely respected hoteliers and chefs – **Raymond Blanc OBE**. Commenting on the award, John Firrell said: "It is so totally apt and appropriate that the first recipient of the '**Considerate Good Egg Award**' should be **Raymond Blanc**. The award – a Rhea egg mounted in a large locally hand-crafted wooden egg cup – is intended to recognise those in the hospitality business who have inspired and encouraged others to embrace certain principles of life. As far as CHA is concerned, those principles involve a dedication and willingness to impart to others the absolute need: to always try their best; that good enough is not enough; and to be ultra considerate at all times. Additionally, if you can help others to achieve excellence in what they do, then you are thoroughly deserving of the 'Good Egg Award'.

"Raymond is a beacon of sustainability both in himself and the profession he is in. More than that, he cares for those around him, and they for him. It may take a while to explain to Raymond what the very English expression 'A Good Egg' means, but those who know him, realise that he fits the title perfectly."

Summing up the success of the '**Considerate Hotel of the Year Awards 2009/10**', CHA Chairman Gordon Campbell Gray – Chairman, CampbellGray Hotels – said: "We have been delighted at the number of entries received for this year's CHA Annual Awards and by the excellent standard demonstrated. Each year, entrants manage to go that extra 'green' mile beyond the previous year; and I offer all our winners and those, who have been short-listed, our most heartiest of congratulations. I would also like to express our deep gratitude to our award judges and sponsors, with a special 'thank-you' to The Dorchester – a much valued and leading CHA member – for assisting us in providing a fantastic venue to match the significance of the event, which has become one of the most important in the UK hospitality industry calendar."

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Notes to Editors:

1) Considerate Hoteliers Association 'Hotel of the Year' awards 2008 Judges

The CHA wish to publicly thank the 2009/10 CHA awards judges:

Professor John Forte OBE, renowned hospitality industry environmental and food safety consultant; Kirsty Balmer, Ethical Eats Project Officer, Sustain; Diana Mountain, Chair of the BAHA (British Association of Hospitality Accountants) Technical Committee; Diane Webster, Head of Sales & Marketing, Beacon Purchasing; and Gary Lohan, Chief Engineer at One Aldwych, London (joint winner of last year's overall '*Considerate Hotel of the Year Award*'). Secretary to the panel of judges was John Firrell, Director of the Considerate Hoteliers Association.

2) CHA Awards Presentation Ceremony Sponsors

The CHA also wishes to publicly thank the sponsors of the 2009/10 Annual Awards – Gilchrist & Soames Ltd; Beacon Purchasing; Fairtrade; and Sustain (the alliance for better food and farming). The CHA would also like to express its thanks to associate sponsors of the 2009/10 Gala Awards Presentation Lunch: Fou Furnishings Ltd.; Greenled Light Ltd., Nova Flo; and Vivreau Advanced Water Systems.