



Submission of Entries

Entry is open to all hotels, guest houses, inns with rooms, restaurants with rooms, small accommodation providers and self-catering accommodation.

In order to create a level playing field, we are asking entrants to contain their information within 8 pages of A4 and which can be submitted electronically. Where copies of policies and menus are requested these would be in addition to the 8 pages.

Shortly after the closing date for entries, a short list will be determined and those entrants would be invited to present their entry to the judges in whatever form/medium they wished. The presentation would be performed within a 30 minute period which would include questions and answers.

Lastly, make your entry as interesting and informative as you can. Being considerate doesn't have to be boring. We would like to think some fun was had in your ministrations, so tell us about it.

The Considerate Hoteliers Association appreciates the support and assistance of WRAP, Sustain, Fairtrade and category sponsors. Good luck to all entrants!

The Considerate Hotel of the Year 2012 Category (Sponsored by Gilchrist & Soames UK Ltd

Entry Criteria: Tell us what you have achieved during the period January to December 2011 in respect of:

- a) Reducing water consumption
- b) Reducing energy consumption
- c) Reducing waste and managing waste arising effectively, with particular emphasis on actions to reduce excessive packaging and food waste. *WRAP link:*
<http://www.wrap.org.uk/hospitality/index.html>
- d) Introducing local, seasonal and sustainable foods onto your menus
- e) The hotel's/guest house's approach to purchasing ecologically and ethically.
- f) Communicating the hotel's/guest house's policy on environmental and corporate social responsibility issues to clients, guests and staff.
- g) What are your three strongest areas of performance and why. Provide comparisons with 2010 where appropriate.
- h) Indicate and give details of any new green initiatives that you have taken up during 2011. This question will be included in all categories and a special award made to the entry that the judges believe offers the best marketing potential.

- i) Tell us about the work of the green team, however large or small the team may be.
- j) Why you believe your hotel/guest house should be considered for the title of The Considerate Hotel of the Year 2012.
- k) Include a copy of your CSR/Environmental Policy please.

The Considerate Sustainable Food 2012 Category (supported by Sustain and Fairtrade)

Entry Criteria: Tell us what you have done to obtain, use and promote sustainable food in your hotel/guest house during the period January to December 2011:

- a) Do you have a purchasing policy? Please provide copy (see below).
- b) Who is responsible for purchasing food and beverage in your hotel/guest house?
- c) Tell us how you source your food and how you support local food producers.
- d) Farming Systems – How important is this to you when purchasing food from a supplier?
- e) Ethical Meat & Dairy – Given that farming livestock is a major contributor to climate change, how much do you take this into consideration when constructing your menus?
- f) Sustainable Fish – What measures do you take to ensure purchases come from sustainable sources?
- g) Fairtrade – Do you support this initiative and why? (Link to Fairtrade)
- h) Tell us what happens to your food waste. (Link to WRAP)
- i) Health & Well-being – How do you take this into consideration when constructing your menus?
- j) Awareness & Communication – How do you communicate with your guests and staff regarding your approach to sustainable food and how do they respond?
- k) Packaging – Tell us what measures you have taken to reduce packaging of food and your policy on recycling of packaging. (Link to WRAP)
- l) Provide copies of menus over the course of 2011 that you believe accurately reflects your sustainable food ethos.
- m) Indicate and give details of any new sustainable food initiatives that you have taken up during 2011. A similar question will be included in all categories and a special award made to the entry that the judges believe offers the best marketing potential
- n) Why do you believe your hotel/guest house deserves the Sustainable Food Award?
- o) Include a copy of your CSR/Environmental Policy please.

The Considerate Green Team of the Year 2012 Category (sponsored by Beacon Purchasing)

- a) Who is in the team?
- b) How is the team selected?
- c) How often does the team meet?
- d) Who is the Green Champion Team leader?

- e) What makes it successful?
- f) Tell us about how other staff and colleagues view the Green Team.
- g) How does the Green Team connect with senior hotel management?
- h) What has the Green Team achieved during the course of 2011?
- i) What are its future aims?
- j) Explain the three achievements of which the team is most proud of in 2011.
- k) Seek comments and quotes from team members to support e).
- l) Provide selected copies of Green Team Meeting minutes that reflect the work carried out during 2011.
- m) Indicate and give details of any new green team initiatives that you have taken up during 2010. A similar question will be included in all categories and a special award made to the entry that the judges believe offers the best marketing potential
- n) Why is your Green Team the most outstanding?
- o) Include a copy of your CSR/Environmental Policy please.

The Considerate Green Champion of the Year 2012 Category (sponsored by GRAM Commercial UK)

- a) Who is your Green Champion of 2012?
- b) Where do they work? They do not have to work in your establishment.
- c) Why do they deserve such an accolade?
- d) Who supports your nomination?
- e) What do you believe has been their greatest achievement in 2011?
- f) Who do you believe is the person to watch for in the future?

The Considerate Supplier of the Year 2012 (sponsored by Beacon Purchasing)

- a) Who is your Considerate Supplier of the Year 2012?
- b) Why have you chosen this particular supplier?
- c) Highlight the special qualities that make this supplier stand out.
- d) How long have they been a supplier to your hotel?
- e) What do your staff have to say about this supplier?
- f) Give examples of products supplied by your nominee that reflect the qualities highlighted in c).
- g) Why is your supplier more deserving than other nominees?
- h) Provide a copy of your purchasing policy please.
- i) Please provide a copy of your CSR/Environmental policy.

The Considerate Small Accommodation Provider of the Year 2012 (20 rooms or under) – sponsored by Gilchrist & Soames UK Ltd

- a) Tell us the story of your green year from January to December 2011.
- b) What are your green highs of 2011?
- c) What are your green lows of 2011?
- d) What lessons have been learned?
- e) Who or what has been your inspiration?
- f) Indicate and give details of any new green initiatives that you have taken up during 2011. A similar question will be included in all categories and a special award made to the entry that the judges believe offers the best marketing potential.
- g) What are your green plans for 2012?
- h) Why do you think you qualify as the Considerate Small Accommodation Provider 2012
- i) Please provide a copy of your CSR/Environmental Policy

The Considerate Best Green Marketing Initiative 2012 Award – sponsored by Activeion

The 'Best Green Marketing Initiative Award 2012' will be presented to the hotel/accommodation operator whose award category entry includes the most outstanding green marketing initiative, from the following categories: 'The Considerate Hotel of the Year 2012'; 'The Considerate Small Accommodation Provider of the Year Award 2012'; 'The Considerate Sustainable Food 2012 Award'; 'The Considerate Green Team of the Year 2012'; and 'The Considerate Green Champion of the Year 2012'." To be considered for the Award, include details of your marketing initiative(s) in your award entry from the above categories mentioned.