



NEWS

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Brand New Award Category Unveiled by the Considerate Hoteliers Association for 'Considerate Hotel of the Year Awards 2009/10'

Celebrating the Best in Environmental and Socially Responsible Performance – Open to All Hotels and Guest-Houses in the UK

The Considerate Hoteliers Association (CHA) has great pleasure in announcing a brand new award category for its prestigious 'Considerate Hotel of the Year Awards 2009/10' – launched today and open to **all** hotels and guest-houses in the UK, with a closing date for entries of Friday, 19 March 2010.

For the first time, the CHA's highly acclaimed annual awards – celebrating the best in environmental and Corporate Social Responsibility (CSR) performance – will include '*The Considerate Green Marketing Initiative of the Year*' award category.

Commenting on the new category, Considerate Hoteliers Association Secretary John Firrell said: "Over the last few years, CHA award entrants have increasingly demonstrated that they have been implementing highly original and innovative initiatives that promote their environmental credentials to their guests, suppliers and local community. This has provided them with an invaluable competitive edge over not so environmentally committed rivals. We believed, therefore, that it was high time that such effective marketing initiatives were properly recognised, so we are delighted to add this important category to our annual awards.

"Also new this year will be the re-introduction by popular demand of '*The Sustainable Food Award of the Year*' category."

The two award categories complement the existing three from 2008/9, which include the CHA's traditional highest accolade – '*The Considerate Hotel of the Year*,' sponsored for 2009/10 by Gilchrist & Soames Ltd, for the best all-round responsible performance. Currently, this is held jointly by CampbellGray Hotels' **One Aldwych** in London, and the Rezidor Hotel Group's **Radisson SAS Hotel Edinburgh**. The other two award categories are: the '*Green Team of the Year*'; and the '*Green Champion of the Year*'.



Commenting on the launch of the 2009/10 awards, the new Chairman of the CHA Gordon Campbell Gray (*pictured*) – Chairman, CampbellGray Hotels – said: "Building on the success of the 2008/9 Considerate Hotel of the Year Awards, we have added a further two categories, which we hope will encourage even more responsible hoteliers to enter in 2009/10.

"Everyday, I hear about the super things many hoteliers are doing in helping to make a positive difference to this wonderful planet that we live on. It

is time for them to shout about their green achievements and their plans for the future. Their guests and potential guests want to hear about them, because they really want to know; and, more importantly, because they care. So, why not use the 'Considerate Hotel of the Year Awards 2009/10' as a springboard for displaying responsible and caring credentials?"

John Firrell added: "We are delighted to announce the launch of the 2009/10 awards, following on from the overwhelming success of the 2008/9 event which attracted a record number of entries. In all 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 Considerate Hotel of the Year Awards will be presented in May 2010, at a special gala lunch in London, for the following five categories:

- New category – **‘The Considerate Green Marketing Initiative of the Year 2009/10’**: 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.
- Re-introduced by popular demand – **‘The Considerate Sustainable Food 2009/10 Award’**: supported by Sustain and 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**.

Full details of 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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For photographs of Gordon Campbell Gray, please contact Julian Demetriadi, Director, CommunicationsPoint, at julian@communicationspoint.net or phone 01725 552835.