

## HRS Excellence Award

The County Hotel are pleased to announce they have recently won an HRS award for Excellent Social Responsibility. This category involves Demonstrating a positive and sustainable impact of the wider community. Local ethical sourcing, environmental protection and energy conservation. The County Hotel have been pursuing an environmental policy for a few years now and we are grateful for the recognition.

The Following is from One recent business challenge or opportunity which the organisation faced, and which has been successfully addressed was to develop and implement a full Social Responsibility Charter which all staff, guests, suppliers and the wider community can "buy into". A charter with measurable benefits both social and financial building local reputation, reducing waste, power consumption, and giving something back to the local community and local business. Following are details from the RHS website.

How best practice were implemented to address these challenges and opportunities in an innovative way  
Having established a very successful environmental policy which saw a decrease in power consumption of some 24% and a decrease in waste going to landfill by some 55%, as an unanticipated result we have seen our water consumption drop, we needed to develop a wider policy encompassing as many stakeholders as we could. We established a green team which has resulted in supporting local colleges and schools with regular work placements, we now work with a local "back to work" charity. All our left over food from conferences goes to a local homeless shelter as does our part used soap and shampoo, this is organised through a nearby church.

We have a nominated charity with concerted efforts to raise funds for them both as a Hotel and as members of staff.

Some 65% of all our food produce is now sourced within 60 miles, we make every effort to purchase fish from sustainable stocks, we are soon to be accredited with "Freedom Foods". All our tea and coffee is now accredited as Rainforest Alliance or Fair Trade.

We have introduced guest information cards to encourage them to help with our efforts

In 2011 we will be in the position of getting some of our power needs through renewable energy supplies

All of the above is regularly monitored reviewed and recorded

The measurable business benefits, both financial and non-financial, which were achieved as a result of these actions  
We use less, Gas, Electricity, Water, [down 24%] send less to landfill [down 55%], transport our food and wines shorter distances .

We raise money for national and local charities through recycling As well as asking guest for a donation to our nominated charity on each on-line room reservation

Plant and equipment is new so needs less maintenance, and it is far more efficient

It has helped build staff moral and loyalty, it encourages corporate business to use our facilities.

In a small way we have helped influence some of our supply chain

We vigorously support local growers and breeders which in turn encourages local non- residential trade. This has helped us gain an AA rosette

We support local colleges and students, encouraging training and development which helps our staff needs, and encourages local trade.

As a result our CO2 emissions have fallen by some 30%