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For immediate release

London's "Greenest" Hotel Strikes Gold

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A hotel in central London has become the first to win a gold award in the Green Tourism programme, funded by the London Development Agency (LDA).

The Cavendish Hotel in Jermyn Street devised a number of different ways to go green and encouraged its guests to do the same. The 230-room hotel introduced energy-efficient lighting, heating and lighting controls and aerated shower heads in guests' rooms, 'green' boilers and laundry equipment as well as setting up a water-bottling system within the hotel to reduce road miles.

The first independently-audited green scheme for tourism in London, and open to hotels, guest houses, attractions and event venues, Green Tourism for London was launched by the LDA in 2007 and is run by Green Business UK.

Peter Bishop, LDA Director for Design, Development and Environment, said:

"With tourism so big a part of the economy in London, hotels like the Cavendish and other visitor attractions can really give a push to driving down emission levels. How the Cavendish achieved the gold award will prove to the industry what can be done.

“Improving environmental performance is one way the LDA provides support to London’s business community. Green Tourism for London is a classic example of that assistance.”

Other examples of how the Cavendish increased its environmental credentials were donating old furniture, bedding and electrical equipment to charity, and hired out bicycles to guests and provided them with walking and running routes.

All in all, the hotel reduced its CO2 emissions to lower than half the average rate of 29kg per guest, per night.

In addition to being recognised as making a mark in green issues, firms taking part can make extensive cost savings and contribute to London’s sustainability as a whole.

More than 100 organisations in the capital’s tourism industry have already signed up to the scheme or expressed an interest. However, no hotel had managed gold before the Cavendish raised the bar with its success.

Ciaran Fahy, General Manager at the Cavendish Hotel, said:

“Over the past two years, the Cavendish Hotel has completed environmental audits to highlight the opportunities to reduce the hotel’s operating costs with minimal investment other than time.

“Our management team has enjoyed learning about sustainability. They challenge suppliers and have become stronger leaders as they encouraged their teams to support the initiative. We actively support the drive to make London a greener destination. I am proud that an independently operated business was the first hotel in London to achieve gold accreditation.

“The global hotel brands make bold statements about social responsibility and it would be great to see one of them providing leadership in this area with the resources they have. I would urge hoteliers to take up the challenge of entering for a Green Tourism for London Award.”

Green Tourism for London provides one-to-one advice about how businesses can reduce their energy and water bills, handle waste, buy environmentally-friendly products and support local communities.

ENDS.

Notes to Editors:

1. The London Development Agency aims to improve the quality of life for all Londoners – working to create jobs, develop skills and promote economic growth.
2. Green Tourism for London is based on the national Green Tourism Business Scheme and adapted to cover the tourism industry in London.
3. Independent auditors use 150 separate measures to measure performance, including use of energy and water, waste disposal, purchasing procedures and how firms promote public transport, cultural activities and London’s open spaces.
4. Each audit costs £500; the LDA shares this cost equally with firms being judged.

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