

Case Study - Renaissance Reading Hotel

Company Background

The Renaissance Reading Hotel, part of the Marriott Hotel Group, is situated in the centre of Reading. It has 196 guest rooms and employs around 125 associates. The Hotel committed to the Marriott's Environmentally Conscious Hospitality Operations (ECHO) Programme in June 2001, which has resulted in wide range of innovative measures to reduce waste, conserve resources, and serve the local community, whilst ensuring that the high targets and standards of Marriott Policy are always met.

Sustainability Initiatives

The Hotel has continued to investigate and improve upon its sustainability initiatives.

The Renaissance Reading Hotel is recognised within the Marriot Group as a leader in 'green' issues. The Hotel presented its sustainable initiatives to the Health, Safety and Green Committee at Chancery Court in May 2003. In November 2003 the Hotel will give a similar presentation to the London Business Council. This is a very exciting time for the Hotel which is keen to share best practices and provide a support service to other hotels.

Key Achievements

- Continues to use the Hotel combined heat and power plant to supply the majority of energy required. This gives a year-on-year saving of 40%.
- Further reductions in water consumption due to the installation of a new urinal water efficiency system.
- The Hotel operates a comprehensive recycling scheme and all general waste is sent to a waste recovery facility - this has continued to improve.
- The Hotel is recognised as a leader in 'green' issues within the Marriot Group and is now being asked to share best practices and provide support services to other hotels.

Resource Efficiency

The Renaissance Reading Hotel is constantly trying to minimise the waste that it sends to landfill and all general waste is sent to a materials recovery facility.

- All white office paper and telephone directories are collected monthly. Between January and August 2003 the Hotel has collected 2.5 tonnes of waste paper, amounting to a monetary saving of £53 per tonne. This year is a benchmarking year for the Hotel. It plans to set targets next year.
- In accordance with Marriott ECHO policy, all cleaning products are ozone friendly and biodegradable. The Hotel has also purchased two steam cleaners which clean through steam only and do not require additional chemicals.



Nigel Denton - Chair of Health, Safety and Eco, talking to a guest

- The swimming pool floor was re-coated with a non-slip surface product that had no negative environmental effects.

Energy Efficiency

Energy is a major cost for the Hotel and it faces the challenge of balancing the need for high quality lighting while at the same time minimising energy consumption. A series of energy efficiency initiatives are being implemented throughout the Hotel.

These include:

- Renewable Energy for Sustainable Tourism (REST) will conduct an audit in November 2003. It is hoped that recommendations for further reductions in energy usage will be offered.
- Measure energy usage for 2003 and from this will set targets for 2004.

In 2002 the Hotel has achieved a 22% reduction in water consumption. It is hoped this will be reduced further with the introduction of a new urinal water efficiency system which requires only six hourly flushing cycles.

Metal hangers from the dry cleaners are either reused in innovative ways by the maintenance crew or returned to supplier.



The Renaissance Reading Hotel's 'It's a Knock Out' Team

Social Responsibility

The Hotel recognises that as a business its responsibilities go beyond the areas of its core business and extend to the local community. During the last year the front of the Hotel has been re-designed to improve the visual quality of the area. The Hotel has been commended by Reading Borough Council for its efforts.

In June 2003 the Marriot Group organised an 'It's a knock out' event at which a team from the Hotel took part. The event raised £10,000 for the Princes Trust. In addition to this the Renaissance Reading asked guests if they would like to donate £1 per stay. This raised a further £8,000 for the Trust.

The Hotel continues with many of the charitable and community initiatives with which it was involved in 2002. These include:

- Supporting Brookfield's School by spending a day each year helping with such things as gardening and painting. It also donates prizes for open days to a number of schools in the area.
- Some employees act as School Governors. The Hotel ensures they are given time to fulfil their roles.
- Associates and guests donate Christmas gifts for children through the Giving Tree.
- Donating half used toiletries to the YMCA. The YMCA are unable to cope with the amount of products produced so the Hotel is currently in discussions with FAITH (Feed All in Thy Hands) to take the excess.

The Renaissance Reading Hotel supplied the venue free of charge for Reading in Bloom. In January 2004 the Corporate Environmental Advisory Centre (CEAC) is hosting a conference on the Waste Electrical and Electronic Equipment (WEEE) Directive. The Hotel is supplying them with a complementary conference room.

The Hotel, in association with Age Concern, invited the local old age pensioners to tea. It has continued to support this charity by donating prizes to assist with fundraising.



The swimming pool floor has been re-coated with a non-slip surface that has no negative environmental effects

Supply Chain Management

The Hotel's environmental co-ordinator has actively encouraged other hotels in the group to adopt environmental measures.

Transport

The Renaissance Reading Hotel is located in the town centre which means public transport provides the most convenient way of reaching it for associates and visitors. The Hotel encourages the use of public transport in the directions that it issues. It also operates a guest shuttle bus to Thames Valley Park.

Planned Initiatives

The Hotel is attempting to set up a network with other hotels in the area to support and promote sustainable development. Other planned initiatives include:

- An improvement to the recycling scheme to include cardboard, cans, batteries and light bulbs.
- In 2004 a coffee morning has been organised for regular guests to taste test Fair Trade coffee.
- Sustainability presentation to the London Business Council in November 2003.

Awards

- Runner up, SEEDA Sustainable Business Awards 2002, Small company category.
- The Renaissance has been recognised as being the 'greenest' hotel in the Marriott Group.



Sustainable Business Awards for the South East 2003

Contact

Nigel Denton - Chair of Eco Committee, Renaissance Reading Hotel, Oxford Road, Reading, Berkshire RG1 7HR
T: 0118 958 6222 E: nigdntn@aol.com