

# THE BRISTOL

DOYLE COLLECTION • HARBOURSIDE

## Corporate Social Responsibility

### 2015 Report

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## Executive Summary

The Bristol is committed to reducing the impact of its activities on both the global and local environment through a hotel wide sustained program. The Bristol's focus is on achieving the objectives of this policy statement by working with our staff and by striving to improve our overall ecological and carbon footprint without compromising on guest experience, using the most reasonable working practices.

In keeping with our corporate policy of continuous improvement, The Bristol is committed to reducing its energy consumption and associated greenhouse gas, in particular Co2 emissions.

We will encourage participation to educate both associates and guests in sustainable business best practices and support positive action in the community where possible.

We will work with suppliers who have good environmental policies to reduce packaging waste and improve the environmental impact of all products purchased.

We will reduce pollution, emissions, waste and encourage our hotels to promote our commitment to the wider community delivering greater participation.

The hotel will ensure that our business meets the minimum requirements in environmental law in the country and that we comply with legal duties regarding waste management and emissions.

We will openly communicate our policies and best practices to stakeholders and the general public and monitor and continually review our environmental performance.

Our aim is to provide a healthy and sustainable working environment that will enhance the well being of our employees, guests and the natural environment.

We have produced our first Corporate Responsibility report in January 2016 to highlight our purpose, achievements of 2015 and continual improvement projects.



Mark Payne  
General Manager

# The Doyle Collection

The Doyle Collection is a carefully curated collection of eight Irish family-owned luxury and urban hotels located in superb central locations in London, Dublin, Washington DC, Cork and Bristol.

Each hotel has a strong identity that is closely connected to its location and is unique in the way that has brought a cultural slice of its city into the fabric of the building and the guest experience.

What binds our hotels together is the Doyle service ethos - a real warmth and thoughtfulness that stems from being a much loved family business.

Within The Doyle Collection, we believe that the difference between something good and something great is in the attention to detail. Our definition of success is for our guests to feel that our hotels are more akin to a home or a private members' club – and therefore want to return again and again.

Our stakeholders, be they customers, employees, suppliers, or the wider community connected to our hotels, are at the heart of all we do and, at The Doyle Collection, we are committed to integrating our business values and operations to more than match their expectations.

Our social, economic and environmental responsibilities are integral to our business, so we aim to demonstrate these responsibilities to all our stakeholders in our every action, and in our corporate policies, too.

We listen to and take seriously all feedback we receive from our stakeholders and, where possible, maintain open dialogue to ensure that we fulfil the requirements outlined within this policy.

We strive to continually improve our safety and environmental performance through implementation of the right policies and initiatives.

We ensure high levels of business performance while minimising and effectively managing risk.

We encourage dialogue with local communities for our mutual benefit.

We believe that our business and livelihood depends upon our guests. Each and every employee is responsible for ensuring that any contact with our guests, or with the public at large, is professional, efficient and honest. We strive to provide the highest quality standards, service and experience for every individual that visits us.

We recognise that our business activities impact directly and indirectly on the communities in which we operate. We understand that managing this impact responsibly will benefit the local community and our business, too. We are committed to reviewing and continuously improving our Corporate Social Responsibility Policy and encourage all our stakeholders to join us and actively participate in this process.

# The Bristol

Since we opened in 1956, we have continued to define and challenge the parameters of hospitality. For business or pleasure, we thrive on creating individual moments of warmth and acknowledgement for our guests, recognising that each guest is unique.

With people at the core of what we do, we recognise that we have a responsibility to our guests, our community and our planet to act responsibly in every aspect of our business. Embedded through the core of the business are our brand values, a vision within which our staff operate on a day to day basis.

**Belonging:** The staff at The Bristol are focused on creating a welcoming environment for our guests by providing unparalleled standards of service in comfortable and stylish surroundings. The power of a smile is never underestimated. We empower our team to create moments where we can personally interact with our guests. These moments of personal interaction gives us an opportunity to make that all important connection with our guests.

**Personal:** Each of our guests are unique. They have their own individual needs and service expectations. The Personal brand value empowers us to go the “extra mile” for our guests. It is clear to our guests that we have made our best efforts to make their stay a memorable one.

**Generosity:** This is where we shine. The “little things” make all the difference when enhancing our guests experience. Generosity (of spirit) is where we give a little of ourselves in each and every interaction with our guests.

## Our Approach to Corporate Social Responsibility

As our company continues to grow, we recognise that our responsibility to operate in an ethical and environmentally aware manner becomes greater. This document was created in order to give our guests and our community information regarding the type of work we do on a daily basis to minimise our environmental impact. In this regard The Bristol aims to lead similar organisations by example, through demonstrating an extensive CSR plan that will help Bristol and the wider community.

## Our Achievements – 2015

2015 has marked a fantastic year for The Bristol in terms of our corporate responsibility. Listed are some of our most honourable achievements:

European Green Capital 2015 – Finalist in the Leisure and Tourism sector..

Green Tourism – Silver Awarded in September 2015.

Green Can Every Can Counts Award, In recognition of our excellent recycling programme.

# Our People

The Bristol is committed to providing a safe working environment for its employees, complying with legal and ethical practices and creating a work force that is PROUD to be a part of The Doyle Collection. We are committed to ensuring the safety, health and welfare of our employees, customers, contractors, suppliers and anyone that may be affected by our operations and activities.

Our staff is comprised of more than 21 different nationalities across each of the hotels operating departments.

## Responsible Business Practices

We comply with all relevant health and safety legislation in the jurisdictions in which we operate.

Our health and safety policies are detailed, site specific and documented. They are available to any stakeholder who wishes to view them.

All of our employees receive information, instruction, training and supervision on health and safety aspects that are relevant to their day-to-day work activities.

We welcome and encourage representations on matters of health, safety and welfare and regularly consult with our employees on these matters.

## Ethical Business Standards

The Bristol recognises the significance of human rights and conducts its business operations accordingly. We provide essential training, which covers our employee rights, we have created clear policies for all staff members, and we provide ongoing refresher training throughout the year.

Other training for all new staff members includes company induction, health and safety and , Proud to be Green training.

In 2015 for example, the Police on Anti-Terrorism and Barnardos on Child Welfare provided additional training for our hotel staff.

## Our Community

We are committed to helping our community through social liability and community engagement initiatives. We are focussed on three areas of giving - Animal Welfare, Social Welfare and Environmental Welfare. In 2015, we aim to generate charitable funds for an organisation within these categories throughout the financial year. We support local charities and organisations through not only donating funds, but engaging with these organisations objectives, beliefs and goals and sharing information around our interactions with our guests on a regular basis.

In 2015, we re launched our Meetings and Events Charity Package, which includes discounted prices and complimentary items. The charity package is positioned at an equitable affordable price, which we are Proud to make available and offer to all charities which are planning an event.

In addition to our M&E package, we are fortunate to be able to offer several prizes to different charities for raffles or auctions. This year we have provided charity prizes that include Afternoon Tea for Two, overnight stay with breakfast for two, and dinner for two in our River Grille restaurant.

In 2015, we have decided to support the Wild Fowl and Wetland Centre in Slimbridge through sponsoring an otter and raising funds to grow awareness of the project. We launched a competition within the hotel to name our adopted otter, which was eventually dubbed as Jessop. Supporting local wildlife is important to The Bristol, specifically the otter, as its habitat within Bristol was confirmed in 2010 after placing hidden cameras on the Harbourside near a site where otter droppings were found.

Another initiative in 2015 was the Avon Forestry Commission, with which we planted 30 trees in Bristol. We aim to continue and develop our support for the Commission 2016.

We love our community and will always encourage guests to act responsibly within the area. We work with the local authority in order to ensure that there is no breach of lighting or noise regulation. The Bristol is an active member of many Bristol organisations such as Destination Bristol, Go Green and Business West. We believe that participating in local government, community groups and forums is important, as we can build sustainable and strong relationships with all of those around us, and work together to resolve local issues.

## The British Heart Foundation

Since 2014, The Bristol has been supporting The British Heart Foundation through different events and fundraisers. The Green Team, which is responsible for all aspects of Corporate Social Responsibility, has organised and implemented several fundraising events which took place across 2014-2015. We chose to support The British Heart Foundation as the charity is very close to our staff member's own hearts. Not only has the BHF aided us in raising funds for the charity, but they have also raised health awareness for both our staff and guests. Some of the projects introduced to our staff were the Healthy Hearts Campaign, Health in the Workplace, and defibrillator training.

Some of the BHF events that The Bristol have held include a staff cycle from Bristol to Bath, donation days as part of the Bag It, Beat It campaign and staff Christmas cards and BHF gifts. Our final total contribution exceeded £1,600.00.

# Our Planet

The Bristol believes you cannot run a business without policies that protect the environment, and we have pledged to make this an integral part of all future developments.

Bristol City being awarded European Green Capital 2015 was the further catalyst, The Bristol to critically focus on how we operate, and what changes we can make to ensure that we are acting as environmentally responsibly as possible.

In November 2013, The Bristol made a commitment to significantly reduce, if not eliminate, its use of fuel oils. This saw an investment by the company of £180,000 to replace existing oil fuelled boilers with energy efficient gas boilers. This investment has reduced our KW per hour, per room usage and we continue to measure electricity, water and gas consumption monthly. Since the investment and other operational and behavioural changes the hotel has soared from least efficient to most efficient within the Doyle Collection hotels.

In 2015, the hotel introduced its 'Greener Way to Meet' initiative, which operates for all meetings and events within the conference centre. The package is mostly applicable to 'Go Green' Members, who receive 10% off the final balance of any event. Our aim was to support fellow green businesses. We continue to support fellow Go Green enthusiasts through our Greener Way to Meet programme in 2016 and beyond.

## Our Environmental Goals

Our commitment to sustainability began with the formation of The Green Committee, created by the Human Resources Manager Shelby King and comprised of representatives from each department within the hotel. The Green Committee endeavours to reach sustainable goals and commitments.

Our environmental goals are:

Reduce energy and water consumption

Continue to source local and ethical goods from sustainably efficient suppliers

Educate guests and employees about the importance of preserving energy and reducing waste

Energy Targets:

Electricity: 23.9 KW/H per room sold.

Gas: 43.8 KW/H per room sold.

CO2: 20.58KGco2e per room sold.

Water: 0.27 cubic meters per room sold.

## Waste

Reducing and recycling waste is an important initiative in sustainability and we believe that it is an essential action that must be undertaken by all businesses.. We recognise that we can reduce waste through several means and have already implemented some initiatives to do so from minimising printing within offices, use of tablet technology to show brochures, documents and other former based communications with guests and internally to recycling all of our cooking oil into bio diesel.

We work closely with Veolia who collect our glass, plastic, mixed food and general waste. In addition to this, Eco Collect gathers our WEEE electrical redundant equipment. We attempt to recycle or reuse all redundant furniture, fixtures and equipment and other miscellaneous items.

In 2015, our staff partook in recycling training which allowed the hotel to communicate how, where and why we recycle. Here at The Bristol, we recycle all possible materials including paper, plastic, cardboard, ink cartridges, batteries, and electrical equipment.

Also in 2015 our staff canteen was refurbished – now dubbed The Proud Lounge, it boasts a recycling centre available for all staff to recycle where possible and limit the use of landfill.

Our 2016 goals include several waste initiatives, including the reduction of the number of refuse bins being disposed at landfill. We aim to do this through educating staff on recycling and encouraging them participate in our awards and recognition initiatives. In 2015, we awarded all staff with one-hour free time as recognition for reaching our recycling goals. The Bristol was also awarded the Green Can Award from Every Can Counts as its further recognition of our efforts.

## Water

We recognise that unnecessary usage of water is wasteful and can result in global environmentally harmful impacts. An independent survey on the consumption and treatment of water within our property has shown that we continue to reduce the volume of water used in our hotels through investment in replacement fittings that eliminate excessive water consumption. Sustainable use of water not only refers to its consumption but also to the quality of the waste water produced. Some of the measures we introduced include:

the use of phosphate-free cleaning materials throughout our kitchen and house-keeping departments.

the use of water-efficient taps and toilet cisterns

the installation of automatic dosing systems and energy monitoring on our dish-washing equipment

use of concentrated detergents and biodegradable packaging.

Through monitoring and reviewing our water usage in partnership with energy consultants Clifford-Talbot and regularly seeking advice from Bristol Water, we aim to continue our efforts to reduce water consumption and discharge cleaner waste water within our operations.

## Energy

The Bristol is devoted to being as energy efficient as possible, beginning with the process of changing our light bulbs to both LED and Compact Florescent (CFL). In 2015, we were able to complete this in all public areas and in our Proud Lounge. Our goal for 2016 is to complete this in all offices and back of house areas. Further energy improvements for the hotel includes sensors or motion detectors as appropriate in areas where lights are left on for 8 or more hours.

We have invested £160,000 in replacing our elevators in order to produce a more eco-friendly system that reduced the operating energy use. The top to bottom journey uses less energy than that used to boiling a full kettle of water. This investment was important to us in delivering an efficient service matching guest expectation but in a more environmentally friendly manner.

Whilst we recognise the advantages that new technology can provide in transitioning our hotel to a low energy building, we equally recognise that human behaviour will play an important role in determining how effective our initiatives will be. This is why, through the help of the Green Team, we have put in place an end of day power audit which aims to identify equipment and appliances that may inadvertently remain in use mode.



## Procurement

We constantly aim to source locally and ethically with our supplies not just in order to attain the best quality produce and supplies for our guest but also in order to reduce our carbon footprint and support our local economy.

We understand the importance of sourcing locally and where this is not possible sourcing source responsibly. We endeavour to use, where possible, suppliers who have received environmental accreditation (e.g. MSC certified, Rainforest Alliance, Fair trade, FSC) and/or environmental certification such as ISO 14001.

Sourcing locally and responsibly is important to The Bristol, as we see ourselves as representing our city, the UK's first Green Capital (2015). Some of our favourite local and ethical suppliers are Orchard Pig, Clippers Tea and Clifton Coffee, each of which completed a sustainability survey to allow us to monitor their sustainability footprint.

## Guest Engagement

The Bristol has produced a children's Green Game which aims to promote sustainability at the hotel and at home for all guests travelling with children. Promoting our green ideology to children has been a success. It has been well received by both children and parents. The Bristol understands and believes that awareness needs to be spread to children of all ages in order to ensure that the world's finite resources are preserved in the future. Not only does our Green Game educate our children it also enhances the guest experience, both parent and child.

We have also created a Green Guest Journey, which is a document which all guests can read for information regarding our green policies. The Green Guest Journey provides a guided tour through the hotel, where guests can see for themselves exactly what we are doing in terms of corporate social responsibility and sustainability. This document not only acts as an information guide to guests, it also allows us to Proudly present our environmentally friendly credential. We see this as both a responsibility and a sustainable competitive advantage.

# Our Projects

This CSR report not only acts as an overview of the achievements and goals made by The Bristol for 2015, but also as a continual improvement plan for 2016 and the future. Here are some of our goals and objectives for 2016;

## 2016 Projects supporting each Pillar of Sustainability

### **Planning and Resilience**

- Health and Safety Culture
- Emergency and Crisis procedures
- Heightened Awareness Training and procedures in the event of a terror threat.
- Pre Planned Maintenance

### **Marketing and Communication**

- Go Green Awards to be held at The Bristol in February.  
**Energy & Efficiently Award (New Comer)** – The nomination is based on the company investment in the new boilers and lifts, behaviour change in the end of day power audit and checklist, the LED project, regular monitoring of energy consumption, and our Green Tourism achievement with our continual improvement plan for 2016. *Special Recognition.*  
**Healthy & Happy Award (New Comer)** – the final nomination included evidence from our hotel and from the Green engagement activities including Big Green Week, Happy and Healthy month, St Patricks Day challenge, training and development and our focus on our EOS goals, *Winner.*
- Green guest journey Event (Tour for all Go Green Members)
- Improve guest relations and communications via our website and social media.

### **Social Responsibility and Equality**

- Nominated charity for 2016 chosen by staff is Bristol Mind. Our aim is to raise Mental Health Awareness and £2,000 to support local projects.
- Launch Disability Awareness
- The hotel will increase the pay of all staff in excess of the National Living Wage as of April 2016.

### **Energy and Efficiency**

- LED Light project continued
- 42 High Efficiency Air Conditioning units to be installed, capital expenditure project of £100,000
- Set and monitor Energy consumption targets based on 2015 usage.

### **Water Management**

- Set and monitor Water consumption targets based on 2015 using.
- Regular meetings with Water Board Account Manager for advice.
- Fitting showers with a valve that reduces the flow of water from 15 litres a minute to 7 litres a minute.

### **Procurement**

- Work with the Doyle Collection to develop a wider commitment to procurement and sustainable sourcing.
- Develop a food and beverage map detailing our local, ethical and sustainable dishes, to be available to all guests.

### **Waste Minimisation**

- Monitor waste to landfill, recovery and recycled waste.
- Work with suppliers to reuse boxes and packaging
- Review use of plastics and disposable items and change for a sustainable option.
- Working with Refill Bristol to promote refilling water bottles and generating less plastic waste.

### **Travel and Transport**

- Complete Travel to work survey with employees.
- Promote Cycle to work salary sacrifice scheme
- Invest £7500 in secure bike storage for the team.
- Promote transport links on the website
- Encourage employees to using sustainable transport and finding travel options  
[www.travelnesw.com](http://www.travelnesw.com)

### **Nature and Culture**

- Purchase and plant trees with Avon Forestry Commission
- Business partner with Avon Wild Life Trust to promote and engage with 30 Days Wild.
- Adopt an Otter with WWT Slimbridge.
- Slice of the City. Promoting Bristol to guests.

### **Happy and Healthy**

- Commitment to staff health and fitness and Wellbeing Program
- Personal Financial Wellbeing Program
- Continue with Employee Opinion Forum and complete annual engagement survey.
- HR monitor and controls for absences, reason for leaving and reason for staying.
- Team development and training plans

**For further information on the current status of 2016 project please contact the hotel on 0117 923 0333 and a member of the Green Team will be happy to discuss with you.**