



Case-Study: 14

December 2007

Park Plaza is Passionate About Environmental Principles

In recognition that the environment has become a matter of wider community and political concern Park Plaza Riverbank in London has been focusing on innovative but practical means of addressing the energy efficiency of the business – with award winning results.



Dave Bell, Chief Engineer, has long been pioneering the drive to reduce the hotel's carbon footprint and has realised through his labours that protecting the environment can simultaneously add a sizable contribution to the profitability of the business. Dave comments:

“Once you get involved in introducing new ways of improving energy efficiency it becomes very rewarding and motivating as with clear reporting and logging procedures, you can demonstrate conservation of natural resources, minimal chemical waste, and improved water and air quality within our properties with the unexpected benefit of significant cost savings.

“Increasingly, staff and guests are becoming more environmentally aware. Our initiatives have been implemented with the aim of continuing to educate our staff and guests whilst giving them the sense that they are doing their bit.”

Simple but effective

Examples of how Park Plaza Riverbank London has achieved its savings are:

BOILER MANAGEMENT SYSTEM

Boosts gas heating system only when required not on standard setting Confirmation of savings made by install company.

35.11% saving

ELECTRIC PIR MOVEMENT SENSORS

Lights only come on when required. Calculated by Steinal lighting products.

18-22% of lighting costs

E CUBE FOR ALL REFRIGERATED AREAS

Minimises the need to constantly boost cold air in fridge by detecting temperature of food rather than air temp in fridge

x28.7% saving

ADAPT T 5

Reduces running costs by up to **50%** on fluorescent lighting. Manufactures confirmation of savings.

50%

ENERGY EFFICIENT LAMPS

Saving upto 25% of running costs Philips came to site and carried out testing of different areas and savings in excess of 25% where made.

25%

REDUCTION OF CARBON EMISSIONS:

**GAS 1671792.4 Kwh
SAVED = 325 TONNES CO2**

**ELECTRIC 1362833.1 Kwh
SAVED = 156.8 TONNES CO2**

Award Winning

As a result of the enormous contribution that the management and staff have made to reducing their business' carbon footprint, Park Plaza Riverbank won the highly commended Energy Award in the Considerate Hoteliers Association's annual scheme in 2006, with high hopes for this year. The Energy Award is sponsored by Hospitable

Climates and is presented to a hotel or guesthouse that has demonstrated the greatest savings in energy consumption over a three-month period.

Dave Bell comments:

“Winning this award means a lot to the whole team and is a real testimony to the hard work we’ve been doing here. This acknowledgement from the Considerate Hoteliers Association is motivating for staff and demonstrates our ongoing commitment to adhering to stringent environmental policies.”

Setting and Example

Park Plaza Riverbank focus on green issues is providing a blueprint for the whole chain of Park Plaza Hotels. With environmental codes of practice being written, and reports illustrating huge cost savings, Dave Bell has been tasked with the corporate demand for an Environmental Policy which can be rolled out across the group.



Tree committee

The positive feedback from guests, staff, suppliers and corporate customers about these energy-saving initiatives combined with the enhanced profitability, has prompted Dave Bell to actively encourage a green approach throughout the hotel by forming a TREE committee. The committee incorporates a representative from every area of the business, be it sales and purchase or the kitchen, to hold quarterly meetings to create a forum for new ‘green’ ideas and initiatives.

Sean Melville, Executive Chef, stated:

“We are trying out a Green Menu within our Banqueting and Events offering. In addition to our normal extensive menu choices we have now included a ‘Green selection’. All the foods on our ‘Green’ menu are locally sourced and the revenue created supports a tree planting donation scheme that we have set up.

“By introducing this menu we are making a statement about our environmental policy within the hotel, but are not ‘forcing’ customers and companies to adopt our position – the choice is theirs. It’s a great way for us to test the water and it is already proving successful for leisure and business bookings.”

Joe Sheeran, Regional Purchasing Manager adds:

“We are looking at more environmentally efficient ways of sourcing not just food and drink but all our goods from stationery to chemicals. We have also changed our waste disposal procedures which has been a significant shift but worth it for the results. I find it extremely motivating to find profitable and eco-friendly solutions.”

Find our more

The Considerate Hoteliers Association is an organisation established specifically to enable the hospitality sector to run with a more environmentally sensitive approach. Run by hoteliers, and backed by key environmental bodies, such as WRAP, Sustain, Envirowise and Hospitable Climates, the Association offers up-to-date advice and information on all the latest legislations and environmental developments with a membership that includes many of the industry's flagship hotels.

For further information on:

- The Considerate Hoteliers Association or the Awards - please visit www.consideratehoteliers.com or telephone John Firrell on 01308 482313.
- Park Plaza Riverbank London please contact Dave Bell on 020 7958 8000