



CLIMATE ACTION FOCUS AREAS



TEAM
ENGAGEMENT



SUPPLY CHAIN



COMMUNITY

CASE STUDY

WHATLEY MANOR HOTEL & SPA

ABOUT US

Whatley Manor Hotel & Spa is a family-owned, 23-bed, luxury five-star hotel in the heart of England's Cotswold countryside. The property's chief sustainability goal is to achieve net zero energy emissions (Scopes 1 and 2) on-site by 2028 and in their supply chain by 2035. In 2021, the business achieved Michelin's Green Star Sustainability Award. It achieved Bronze Accreditation through Earthcheck in 2021 and progressed to Silver Accreditation Level in September 2022.

“ Sustainability is a creative space and getting to progress your knowledge in this area can be really rewarding and interesting. Don't resist it! Go with it. It is what we all need now. ”

Sue Williams, General Manager,
Whatley Manor Hotel & Spa





Collaborative wins

GETTING STARTED

"We know change is happening and luckily for me, I really enjoy change. Sustainability is a creative space and getting to progress your knowledge in this area can be really rewarding and interesting. Don't resist it! Go with it. It is what we all need now. If you don't go on this journey and you are not

robust in your reporting, you are going to become irrelevant in the marketplace. At some point, you must step off the edge, get going and start asking questions."

Sue Williams,
General Manager,
Whatley Manor Hotel & Spa



Stakeholder engagement

"Success is having all your stakeholders with you on the journey and critical to us were our team members, our suppliers, and our community. When you live in the space and have your head down doing it, you look up sometimes and realise that other important people around you have no idea! Make sure to give your team 'the why', why we must all be doing this. Try to help them to understand carbon, climate change, the potential consequences, and the opportunities, and make it fun by running quizzes and competitions to grow their knowledge!"

Sue Williams,
General Manager,
Whatley Manor Hotel & Spa



WHATLEY MANOR HOTEL & SPA

JOURNEY TO SUSTAINABILITY ACCREDITATION

The Whatley Manor Sustainability Journey began in 2019, prompted by the owner's belief that the business had a responsibility to tackle climate action. The General Manager, Sue Williams, with no previous experience in the field committed to researching the topic and educating herself as much as possible. The business placed importance on developing strategic partnerships with organisations that had the tools and frameworks for the

process. This led to contact with NOW Sustainability www.itmustbenow.com for guidance and who in turn introduced them to EarthCheck www.earthcheck.org, which is a leading global sustainability accreditation body for Travel & Tourism. They are now well advanced on this journey, having achieved the Earthcheck Bronze benchmark in Oct 2021 and having progressed to Silver Accreditation Level in September 2022.



ROSE GARDEN,
WHATLEY MANOR HOTEL & SPA

SUPPLIER ENGAGEMENT

Whatley Manor has the ambitious goal of net zero energy emissions in its supply chain by 2035. The business looks towards suppliers who are following similar practices and seeks to build a community of suppliers with whom they can collaborate, share experiences and knowledge.

To begin the process of a greener supply chain in 2019, the team first discussed sustainable practices with the suppliers they deal with most regularly i.e., food and beverage suppliers. The objective was to understand their challenges. Next, they invited all suppliers to come together to discuss future plans

at an open forum. This helped to share insights into challenges and how they may be overcome. By sharing knowledge and setting joint goals for improvement, there has been a tangible positive ripple effect. Suppliers were prompted to accelerate their own sustainability and accreditation journey.



COMMUNITY ENGAGEMENT

For the Whatley Manor team, community is an important pillar of sustainability. 3-4 times a year, the team invites local community groups and enterprises to

come together in the hotel for sustainability knowledge-sharing evenings. In addition, Whatley Manor connects with the local community through litter picks

on Earth Day, supporting biodiversity community projects and collaborating with Malmesbury Against Plastic.

SMALL CHANGES – BIG WINS

- ✔ By encouraging suppliers to reduce packaging or take it away with them, the hotel reduced volume of waste by 33%. Weekly, 14 general waste bins have been replaced by 4 General Waste and 4 Dry Mixed Recycling bins. Reducing the number of waste bin collections per week resulted in a cost saving of over £5,000 per year
- ✔ By switching from complimentary newspapers to digital news via QR Code, the hotel reduced its expenditure from £9,500 per year to £1,400 per year
- ✔ By moving to LED lighting over a 3-year period, the hotel now uses 75% less energy to light the hotel
- ✔ By changing to Eco Knit towels, energy consumption during towel laundering is reduced by 40% and less water and detergent are used to process the towels
- ✔ By moving to ceramic refillable Molton Brown amenity bottles, the hotel removed 26,000 50ml single use plastic bottles from its waste stream



Top Tip

"It's all about collaboration. You need to share and help people on the journey. Eventually, it's a structure we are all going to have to follow. Five years from now, these conversations shouldn't be taking place. People will have comprehended and will have embarked on their journey. Every hotel will have a full-time sustainability officer or coordinator operating in their business."

Sue Williams,
General Manager,
Whatley Manor Hotel & Spa

About climate action

This case study is part of Fáilte Ireland's suite of climate action business supports, helping tourism and hospitality businesses on their climate action journey.

Find out more at [Climate action \(Failteireland.ie\)](https://www.failteireland.ie)