



GREEN TOURISM AUDIT REPORT

Prepared By: Wendy Fail

Ramada Hotel & Suites Coventry

Site Environmental Coordinator: Michael Shaw

Date of Visit: 22/05/2013

Site Address:

The Butts

Earlsdon

Coventry

Warwickshire

CV1 3GG

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Ramada Hotel and Suites Coventry

A qualified assessor for the Green Tourism Business Scheme undertook an accreditation grading visit at the above named site. This is a summary of the activities being undertaken on site in relation to the Green Tourism criteria. This audit report is a statement on the performance of the business as a sustainable tourism operation

Percentage achieved	70%	Gold >80%	Level of Award Achieved	SILVER
		Silver 65-79%		
		Bronze 40-64%		
		Going Green <40%		

What's Green about: Ramada Hotel and Suites Coventry

Ramada Hotel and Suites Coventry have entered the GTBS Scheme with a SILVER Award. This is to be highly commended for a first grading visit. Mike and Pete clearly demonstrated that they are committed to ensuring the hotel can aim to become as environmentally sustainable as possible and measures are already in place to ensure that consumption is reduced and targets are set. Over the next 2 years the GTBS scoring will become more rigorous owing to advancements in technology, increasing awareness and the continuous improvement ethos of the scheme. Therefore, focus should be placed on retaining this grading level or aiming for GOLD at the next assessment visit.

Summary of general recommendations and observations

This report should be seen as part of Ramada Hotel and Suites Coventry's on-going environmental management. This report is based on a site audit that identified a number of measures that can be developed to reduce the site's environmental impact, reduce costs and enhance the guest experience. An initial step will be to develop an action plan with this report's recommendations and to set targets for future action with named members of staff responsible. There is also the option to look at procurement and consider more environmentally friendly options for cleaning products, stationary and further promoting local food through a food miles map. The latter would link nicely with the new deli that has recently been developed. Further recommendations have been made throughout the audit report, which should be read in conjunction with the criteria document. Additional supporting information can be found in the members area on the GTBS website.

Conditions for use of the Green Tourism Brand

The Member may use the appropriate Green Tourism logo at any publicly accessible location including signs, promotional and marketing materials, letterhead stationery and customer information. The logo should also appear on the Member's website, linked to the home page of www.green-business.co.uk, to enable consumers to understand its significance. A green/environmental page can also be included on the website explaining the actions taken toward gaining an award. The award relates ONLY to the named business and its management. The award must not be used in promotions involving any other named business which has not met at least the same overall grading. Please note that the percentage achieved must not be promoted, only the award level itself.

FURTHER RECOMMENDATIONS & ACTIONS

Reference	Measure	Comment
2.01	Green Management File	Great start with the Green Folder. Should continue to update with information relevant to GTBS as necessary.
2.02	Establish a green action plan	Could use the recommendations in this report to formulate an action plan and set targets for future work
2.03	Staff environmental awareness	Staff display good levels of awareness; how is the green message communicated to new and existing staff members? Could consider asking staff for their green ideas and offer a small prize for the best suggestion of the quarter
2.05	Attendance at Green Training Event	Could consider if opportunities were to arise. Might find the free training from www.zerowastescotland.org.uk of interest.
2.07	Specialist Environmental Advice	Methven - water restrictors, Jem Hotel Solts., advice sought re: wate2water. Could consider what additional advice is available with the http://www.energysavingtrust.org.uk
2.08	Monitoring: Energy	Get Solutions daily readings taken and recorded against occupancy. Keep an eye out for trends and identify opportunities for further reductions
2.10	Monitoring: Waste & Recycling	Could consider setting targets for waste reduction with an overall aim of 0% to landfill in the future (see Members' Area on GTBS website for more info)
2.13	Green Marketing	Could consider signing up to green traveller or responsible travel
2.14	Green Events Package	Could consider a green events package for conferences and weddings. See http://www.shsc.scot.nhs.uk/shsc/default.asp?p=136 or www.greenunion.co.uk for further information.
2.16	Visitor Feedback	Could consider asking specific 'green' feedback questions and offer a small prize for the best guest suggestion of the quarter
3.01	Responsible Visitor Charter	Charter is included in the environmental policy. Could develop specific RVC in line with advice given and example shown on day of visit. Should also display on site and on website (see Members' Area on GTBS website for more info)
3.05	Green information for customers	Could develop a green table or green board in reception to promote green issues to guests
3.06	Green laundry practices	City Linen. Could send a supplier screening questionnaire to identify how green their credentials are
4.02	Refrigeration: Condition and Positioning	No real issues; should defrost freezer and check seals regularly for signs of wear and tear
4.05	Use of Light Emitting Diode (LED) lighting	Replaced halogen bulbs with LEDs in reception area and gym. The initial outlay should have a relatively short payback period. For example a 50 watt halogen on for 8hrs per day will consume ~£14.50, the equivalent LED at 4 watts will consume ~£1.10. There is a lighting calculator available on the members area of the GTBS website. (see Members' Area on GTBS website for more info)

4.06	Internal lighting controls & sensors	Key card for all rooms, PIR in gym. Could consider PIR for public toilets, some corridors and BOH areas
4.16	Thermostatic settings on heating air conditioners and hot water	Set points range from 16-32 degrees. These should be limited to reduce energy and save costs
5.03	Self-closing or sensor Taps	Could consider for public toilets
5.12	Bag It and Bin It	Bags provided; could add discrete signage reminding guests not to flush inappropriate items (see Members' Area on GTBS website for more info)
5.13	Phosphate-free soaps and detergents	Johnson Diversey. Could consider sourcing a more eco-friendly brand such as Delphis Eco. See www.delphiseco.com for further details. Ecover used for cleaning bedroom cups. (see Members' Area on GTBS website for more info)
5.14	Chlorine-free cleaners	Titan sanitizer in store cupboard; should phase out/dispose correctly and look for more eco-friendly options
6.01	Supplier screening	Could send out supplier screening questionnaire to determine the green credentials of your suppliers (see Members' Area on GTBS website for more info)
6.02	Paper products in housekeeping	Triple Soft FSC. A useful hospitality trade site www.outofeden.co.uk - extensive range of greener products including ecover - prices would be good to compare.
6.05	Business Stationery & Marketing Materials	Lyreco budget paper. Could consider buying 100% recycled office paper, such as Viking Green and look towards FSC or recycled promotional leaflets printed using veg-based ink. See Badger Press for further details (see Members' Area on GTBS website for more info)
6.15	Fair Trade Food & Drink	Illy in restaurant. Could source FT coffee for guest rooms
6.17	Local Craft Products	Could consider promoting and displaying local craft work and artists
6.21	Natural shampoos and Hygiene Products	Alliance Elements Collection. Could consider a more eco-friendly option such as Gilchrist and Soames BeeKind Range without compromising on quality
6.22	Green Energy Tariff	Could consider a 100% renewable energy supplier such as Good Energy (see Members' Area on GTBS website for more info)
7.05	Specialist waste reduction measures	Pelican oils. Could consider replacing pens with pencils in guests rooms. This could lead to potential savings on collateral expenditure
7.09	Printer & Toner Cartridges (purchase & recycle)	Returned to supplier to be recycled; could consider buying re-fillable ones to 'close the loop'
7.11	Kitchen Waste Composting	Should consider a separate food waste collection service in light of new legislation that potentially could be rolled out across the UK
7.14	Paper reuse and recycling	Good recycling practices in place. With the waste hierarchy in mind look to develop ways in which items bound for recycling can be re-used or reduced. (see Members' Area on GTBS website for more info)

7.19	Hazardous waste disposal	Could install light coffin for safe storage of bulbs (see Members' Area on GTBS website for more info)
8.02	Marketing Materials have Details of Public Transport	Some information available but could further develop and add links to public transport providers such as National Rail and Traveline
8.05	Travel Incentives (not SSA)	Could consider offering a small discount to guest who arrive by public transport
8.13	Business Vehicles are Eco-friendly	Could consider options for an electric car charging point. See Zero Carbon World for further information
8.15	Carbon management	Could look at carbon management plan with longer term targets. Could also highlight offsetting on website to guests for their travel. See http://www.climatecare.org for examples.
9.01	Natural and Cultural Heritage Initiatives	Could consider a corporate membership of a conservation programme or adopting an animal through and local, national or international charity
9.08	Wildlife Habitats	Could link up with a local Eco School to identify options for developing wildlife habitats in the local area

Business Site Name: Ramada Hotel and Suites Coventry
Green Co-ordinator: Michael Shaw
Membership Code: WM130
Date of Visit: 22/05/2013
Assessor: Wendy Fail

Key to symbols

✓	Scoring measure (0-5) - included in the grading score
☑	Measure in place to some extent, but a sufficient number of relevant measures have already been scored to achieve award.
⊙	Recommended measure to focus on in future

No.	Measure	✓	Score	Action / Comments
Compulsory				
1.01	Commitment to Sustainability	✓	5	Fully committed
1.02	Minimum Standards and Risk management	✓	4	
	No pollution risk from oil tanks and car parks			No issues
	Suitable waste containment and disposal (including sanitary waste)			PHS
	Proper chemical storage			
	Good general maintenance			
	Litter and visual impression			Some litter in bin area; slightly untidy
1.03	Annual Performance Information	✓	5	Received
1.04	Green policy	✓	4	Good policy on display and on website
	Total	4	18	Compulsory actions completed

Management				
2.01	Green Management File	✓	4	Great start with the Green Folder. Should continue to update with information relevant to GTBS as necessary.
2.02	Establish a green action plan	⊙		Could use the recommendations in this report to formulate an action plan and set targets for future work
2.03	Staff environmental awareness	✓	3	Staff display good levels of awareness; how is the green message communicated to new and existing staff members? Could consider asking staff for their green ideas and offer a small prize for the best suggestion of the quarter
2.04	Establish a green team	✓	4	9 in green team; minutes kept in folder.
2.05	Attendance at Green Training Event	⊙		Could consider if opportunities were to arise. Might find the free training from www.zerowastescotland.org.uk of interest.
2.06	Green Business Network or Initiative	☑		C.C.C Tourism business sub-group
2.07	Specialist Environmental Advice	✓	4	Methven - water restrictors, Jem Hotel Solts., advice sought re: watse2water. Could consider what additional advice is available with the http://www.energysavingtrust.org.uk
2.08	Monitoring: Energy	✓	5	Get Solutions daily readings taken and recorded against occupancy. Keep an eye out for trends and identify opportunities for further reductions
2.09	Monitoring: Water	✓	4	Readings taken monthly (see Members' Area on GTBS website for more info)
2.10	Monitoring: Waste & Recycling	⊙		Could consider setting targets for waste reduction with an overall aim of 0% to landfill in the future (see Members' Area on GTBS website for more info)
2.11	Monitoring: Travel and transport			(see Members' Area on GTBS website for more info)
2.12	Monitoring Flora and/or Fauna			
2.13	Green Marketing	⊙		Could consider signing up to green traveller or responsible travel
2.14	Green Events Package	⊙		Could consider a green events package for conferences and weddings. See http://www.shsc.scot.nhs.uk/shsc/default.asp?p=136 or www.greenunion.co.uk for further information.
2.15	Joint marketing with other GTBS members			
2.16	Visitor Feedback	⊙		Could consider asking specific 'green' feedback questions and offer a small prize for the best guest suggestion of the quarter
	TOTAL	6	24	<i>Minimum of 3, 4, 5 ticks and 12, 16, 20 points required for Bronze, Silver & Gold respectively</i>

Communication				
3.01	Responsible Visitor Charter	✓	3	Charter is included in the environmental policy. Could develop specific RVC in line with advice given and example shown on day of visit. Should also display on site and on website (see Members' Area on GTBS website for more info)
3.02	Use of GTBS brand in on-site promotion	⊙		Will do once awarded
3.03	Use of GTBS brand in off-site promotion	⊙		Will do once awarded
3.04	The GTBS supply chain			
3.05	Green information for customers	⊙		Could develop a green table or green board in reception to promote green issues to guests
3.06	Green laundry practices	☑		City Linen. Could send a supplier screening questionnaire to identify how green their credentials are
3.07	Natural & healthy Living spaces			
3.08	Totally no smoking	☑		Legal compliance
3.09	Education on Sustainability			
3.10	Community work on Local Environment			
3.11	Local social community projects	✓	5	Heavily involved with numerous local good causes and charities/apprentice academy
3.12	International Social Responsibility Projects	✓	5	Beyond the Moon
3.13	Visitor Payback Schemes	☑		Credit in 3.12
3.14	Family focused Green Activities	⊙		See www.ecofriendlykids.co.uk for further information
3.15	Physical & Spiritual Health & Wellbeing			
3.16	Social Responsibility Reporting (CSR)			
	TOTAL	3	13	<i>Minimum of 3, 4, 5 ticks and 12, 16, 20 points required for Bronze, Silver & Gold respectively</i>

Energy				
4.01	Use of A-rated air conditioners and refrigeration	<input checked="" type="checkbox"/>		Commercial units
4.02	Refrigeration: Condition and Positioning	✓	3	No real issues; should defrost freezer and check seals regularly for signs of wear and tear
4.03	Mini kettles	<input checked="" type="checkbox"/>		
4.04	Use of low energy lighting	✓	4	Mostly low E (see Members' Area on GTBS website for more info)
4.05	Use of Light Emitting Diode (LED) lighting	✓	3	Replaced halogen bulbs with LEDs in reception area and gym. The initial outlay should have a relatively short payback period. For example a 50 watt halogen on for 8hrs per day will consume ~£14.50, the equivalent LED at 4 watts will consume ~£1.10. There is a lighting calculator available on the members area of the GTBS website. (see Members' Area on GTBS website for more info)
4.06	Internal lighting controls & sensors	✓	4	Key card for all rooms, PIR in gym. Could consider PIR for public toilets, some corridors and BOH areas
4.07	External Low Energy Lighting and controls			
4.08	Individual room heating controls	✓	3	Electric heaters in corridors; on summer/winter settings
4.09	Whole-system heating and cooling controls (HO/VA/CO only)	✓	4	Burner Management Unit
4.10	High Efficiency Boiler	✓	4	Lochinvar
4.11	Boiler Maintenance and Burn Efficiency	<input checked="" type="checkbox"/>		Serviced every 6 months
4.12	Heat Recovery			
4.13	Roof Insulation	<input checked="" type="checkbox"/>		Flat roof; limited options
4.14	Glazing and draught proofing	✓	4	DG throughout
4.15	Other Insulation and low energy design			
4.16	Thermostatic settings on heating air conditioners and hot water	✓	1	Set points range from 16-32 degrees. These should be limited to reduce energy and save costs
4.17	Hot water storage	✓	5	Tanks and pipes well lagged
4.18	Solar Hot Water Heating			
4.19	Renewable Energy for Heating and Hot water			
4.20	Renewable Energy for Appliances and Lighting			
4.21	District heating systems and CHP	✓		
	TOTAL	11	35	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Water				
5.01	Water Flow Through Showers (12l)	✓	5	No real issues; 9 lts/min
5.02	Water Flow through Taps – Basins and Sinks (8l)	✓	5	No real issues; 5 lts/min
5.03	Self-closing or sensor Taps	⊙		Could consider for public toilets
5.04	Urinal Controllers or Waterless Urinals	☑		Changing to PIR in July. Full credit would be given at the next visit
5.05	Low flush toilets	✓	4	6 lt cisterns.
5.06	Water efficient washing machine			
5.07	Water Efficient Dishwasher and Kitchen	✓	4	Blue Seal; good set points noted
5.08	Drip irrigation systems			
5.09	Chlorine-free water treatments			
5.10	Water Butts	⊙		Could consider
5.11	Rainwater and grey water harvesting			
5.12	Bag It and Bin It	✓	3	Bags provided; could add discrete signage reminding guests not to flush inappropriate items (see Members' Area on GTBS website for more info)
5.13	Phosphate-free soaps and detergents	✓	4	Johnson Diversey. Could consider sourcing a more eco-friendly brand such as Delphis Eco. See www.delphiseco.com for further details. Ecover used for cleaning bedroom cups. (see Members' Area on GTBS website for more info)
5.14	Chlorine-free cleaners	⊙		Titan sanitizer in store cupboard; should phase out/dispose correctly and look for more eco-friendly options
5.15	Natural based surface cleaners	☑		Using microfibre cloths. They have a larger surface area so less cleaning product is required.
5.16	Natural cleaning recipes			(see Members' Area on GTBS website for more info)
5.17	Ecological Water Treatment			
	TOTAL	6	25	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Purchasing				
6.01	Supplier screening	✓	0	Could send out supplier screening questionnaire to determine the green credentials of your suppliers (see Members' Area on GTBS website for more info)
6.02	Paper products in housekeeping	✓	4	Triple Soft FSC. A useful hospitality trade site www.outofeden.co.uk - extensive range of greener products including ecover - prices would be good to compare.
6.03	Recycled content plastics and bio plastics			
6.04	Recycled Glass Products			
6.05	Business Stationery & Marketing Materials	✓	0	Lyreco budget paper. Could consider buying 100% recycled office paper, such as Viking Green and look towards FSC or recycled promotional leaflets printed using veg-based ink. See Badger Press for further details (see Members' Area on GTBS website for more info)
6.06	Home Produced Food & Drink	✓	4	Home made jams, pickles, marmalade
6.07	Local Meat & Dairy	✓	4	Meat is sourced locally; could develop a food miles map showing guests the provenance of food on the menu. New deli opening soon
6.08	Sustainably Sourced Fish	<input checked="" type="checkbox"/>		Kingfisher Brixham
6.09	Local Fruit or Vegetable Products	✓	4	As 7.07
6.10	Local Food (non-meat & veg) & Drink	✓	3	Local ales and English wines on menu
6.11	Drinking Water	✓	4	Belu - Wateraid
6.12	Local Organic Food			
6.13	Vegetarian and vegan Food options	<input checked="" type="checkbox"/>		All diets catered for
6.14	Local Food Network or club	✓	4	Sustainable Restaurant Association 2 Star rated
6.15	Fair Trade Food & Drink	✓	3	Illy in restaurant. Could source FT coffee for guest rooms
6.16	Ethical and Organic Products (non-food)			

6.17	Local Craft Products	⊙		Could consider promoting and displaying local craft work and artists
6.18	Traditional Building Products & Techniques			
6.19	Building and Decorative Products			
6.20	Sustainable Timber			
6.21	Natural shampoos and Hygiene Products	✓	2	Alliance Elements Collection. Could consider a more eco-friendly option such as Gilchrist and Soames BeeKind Range without compromising on quality
6.22	Green Energy Tariff	⊙		Could consider a 100% renewable energy supplier such as Good Energy (see Members' Area on GTBS website for more info)
6.23	Financial Services			
	TOTAL	11	32	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Waste Minimisation				
7.01	Returnable Packaging (bottles crates etc.)			
7.02	Use less paper in marketing			
7.03	Dosing and Dispenser Systems	✓	5	Dosage and dispenser system in place
7.04	Food portion control			
7.05	Specialist waste reduction measures	⊙		Pelican oils. Could consider replacing pens with pencils in guests rooms. This could lead to potential savings on collateral expenditure
7.06	Garden waste – composting and peat free			
7.07	Rechargeable Batteries and alternatives & eco gadgets			
7.08	Electric and electronic equipment			
7.09	Printer & Toner Cartridges (purchase & recycle)	✓	4	Returned to supplier to be recycled; could consider buying re-fillable ones to 'close the loop'
7.10	Textiles, Fixtures and Fittings	✓	4	Bedding donated to New Hope Hospice
7.11	Kitchen Waste Composting	✓	0	Should consider a separate food waste collection service in light of new legislation that potentially could be rolled out across the UK
7.12	Construction Waste			
7.13	Conservation of Buildings			
7.14	Paper reuse and recycling	✓	4	Good recycling practices in place. With the waste hierarchy in mind look to develop ways in which items bound for recycling can be re-used or reduced. (see Members' Area on GTBS website for more info)
7.15	Cardboard Reuse or recycle	✓	4	As 7.14
7.16	Glass Reuse or recycle	✓	4	As 7.14
7.17	Aluminium and Steel Recycling	☑		As 7.14
7.18	Plastics Reuse or recycle	✓	4	As 7.14
7.19	Hazardous waste disposal	✓	2	Could install light coffin for safe storage of bulbs (see Members' Area on GTBS website for more info)
7.20	Dog Waste eco-treatment			
7.21	Compactors			
	TOTAL	9	31	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Travel				
8.01	Information on Public Transport	✓	4	Information available at reception
8.02	Marketing Materials have Details of Public Transport	✓	2	Some information available but could further develop and add links to public transport providers such as National Rail and Traveline
8.03	Car Free Activities (not VA)			
8.04	Public Transport Drop Off	✓	5	Public transport links nearby; well promoted
8.05	Travel Incentives (not SSA)	⊙		Could consider offering a small discount to guest who arrive by public transport
8.06	Information on Walking and Cycling	✓	4	Maps and routes available at reception
8.07	Cycle hire information			
8.08	Walking and cycling organisations (HO/SSA/SC)			
8.09	Cycle Storage	☑		Available but used infrequently
8.10	Coach Parking and Switch Off Policy			
8.11	Staff Travel (not SSA)			
8.12	Public Service Vehicle (PSV) (Hotels/VA)			
8.13	Business Vehicles are Eco-friendly	⊙		Could consider options for an electric car charging point. See Zero Carbon World for further information
8.14	Pitches for Touring Caravans (HP)			
8.15	Carbon management	✓	0	Could look at carbon management plan with longer term targets. Could also highlight offsetting on website to guests for their travel. See http://www.climatecare.org for examples.
	TOTAL	5	15	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Nature and Culture				
9.01	Natural and Cultural Heritage Initiatives	✓	0	Could consider a corporate membership of a conservation programme or adopting an animal through and local, national or international charity
9.02	Information on local cultural attractions	✓	4	Comprehensive information available
9.03	Cultural events and festivals			
9.04	Information about nature-related attractions in the area	✓	4	As 9.02
9.05	Information on natural heritage			
9.06	Nature Diary			
9.07	Native Tree Planting	✓	3	Some planted at front of hotel. Space limits options.
9.08	Wildlife Habitats	⊙		Could link up with a local Eco School to identify options for developing wildlife habitats in the local area
9.09	Wildlife Refuges			
9.10	Specialist Heritage and Cultural Buildings			
9.11	Light Pollution			
9.12	Accessibility to nature			
	TOTAL	4	11	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>
Innovation				
10.01	Reducing food waste	✓	5	Doggy bag initiative
10.02				
10.03				
10.04				
	TOTAL	1	5	

SCORING SUMMARY			
Sections	Done	Score	Percentage per section for measures scored
COMPULSORY	4	18	90%
MARKETING & MANAGEMENT	6	24	80%
COMMUNICATION	3	13	87%
ENERGY SAVING	11	35	64%
WATER ISSUES	6	25	83%
PURCHASING	11	32	58%
WASTE MINIMISATION	9	31	69%
TRAVEL & TRANSPORT	5	15	60%
NATURE & CULTURE	4	11	55%
INNOVATION	1	5	
TOTAL	60	209	SILVER

Maximum No. of measures scored	60	300	Total Percentage based on 300 pts
<i>Bronze award status</i>	40%	120	69.7%
<i>Silver award status</i>	65%	195	Award achieved
<i>Gold award status</i>	80%	240	SILVER