

## Corporate Social Responsibility Policy

At the Imperial Hotel Blackpool, we take the responsibility of our environment and support for local communities seriously and carry out our duties with pride.

We understand that sustainable environmental practices reflect the expectation and desires of our guests, suppliers and partners and choose achievable, realistic goals to support our Corporate Social Responsibility Objective.

Our CSR policy is a genuine, active and responsible commitment to our environment and society. This means making a positive contribution to the community, being a good employer and minimising environmental impact. This also means that we must keep this policy live and revisit it often.

1. Water
2. Energy Management
3. Purchasing
4. Waste Management
5. Learning and Development
6. Community Engagement
7. Charity
8. Corporate Travel ( carbon foot print)
9. Guest communication
10. Keeping our policy live and progressive

1. Water
  - Towel cards in bedrooms
  - Saeker monthly department checks – fault reporting
  - Measure and manage consumption and waste accurately

2. Energy Management
  - Last person close down
  - Back of House posters
  - Bedroom checks
  - Air conditioning checks in main conference rooms
  - Manual heating monitoring
  - Switch off light signs in guest bedrooms
  - Saeker monthly department checks - fault reporting
  - Investigating energy efficient investments for future
  - Accurately measuring total energy consumption

3. Purchasing
  - Use local ingredients wherever possible

- Work with suppliers ensuring they are aware of our policy and in turn have compatible policies
- Maintain a sustainable seafood purchasing policy

#### 4. Waste Management

- Encourage employees to dispose of all paper waste in secure bins, 100% of which is recycled
- Cardboard baler
- Identify, reduce and dispose of waste arising from operations in a way which minimises harm to the environment.
- Bottle recycling
- Compacting waste to minimise....

#### 5. Team Wellbeing

- Ensure all energy saving initiatives are cascaded to the team through induction training
- Ensure CSR is on the “Voice Committee” Agenda
- Team encouraged to meet the policy targets through training, communication and active involvement in local community projects.
- Clear succession plan and training opportunities open to every individual both on line and on and off job.
- Equal ops
- Diversity
- Human rights
- Hapi

#### 6. Community Engagement

- Use skills, experience and financial resources to support local communities.
- We currently regularly support:

Blackpool Carers

Aiming Higher for disabled children and their families

First Steps Community Project

Claremont Steering Group through Business in the Community

A number of local schools and colleges

Beach Cleaning Initiatives

#### 7. Charity

- Offer a 5% charitable donation to any M&E client booking direct with the hotel
- Offer a fund raising “package” to support any social events raising money for charities.
- Consider all requests for raffle/auction/fund raising events not linked directly to the hotel
- Support Friends of the Illuminations with a financial donation
- Support Make a Wish Foundation with a large charity week-long event

- Support Cash Quest for Carers with a large annual donation
- Sell “Rocco” Donkeys for Blackpool Carers
- Encourage hotel team to support their own local charity on a voluntary basis

#### 8. Corporate Travel

- Minimise any corporate travel for meetings through using conference call facilities instead
- Consider means of transport when travel is necessary
- Cycle to work scheme on hapi

#### 9. Guest communication

- Notices in rooms to support environmental policy i.e. towel card and a sign for turning off the lights.
- Provide paper recycling bins in each conference room
- Offer jugs of tap water rather than bottled water for conferences
- Gain support from customers of our policy and our commitment to the Green Tourism Business Scheme

#### 10. Keeping our policy live and progressive

- Review policy with the Heads of Department on a quarterly basis
- Ensure CSR is discussed at every Voice Committee meeting with a rep from each department
- Investigate ways of providing energy efficient investments for every Capex requirement
- Monitor Energy and water consumption and waste management on a monthly basis
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