



THE GOODENOUGH

HOTEL LONDON

Goodenough Hotel Sustainability & Regenerative Tourism Policy

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1. Purpose and Scope

Goodenough Hotel is committed to embedding sustainability and regenerative tourism principles into every aspect of our business operations. We will align our strategy with the VisitEngland Regenerative Tourism Guide and PLANT framework, ensuring that our work contributes to the wellbeing of people, place, partnerships, and prosperity while leaving the communities and environments we operate in better than we found them.

This policy applies to all staff, contractors, suppliers, guests, and stakeholders who interact with the Goodenough Hotel.

2. Our Sustainability Commitment

Goodenough Hotel is a small organisation with a clear social purpose. We recognise that our size, resources, and operational context shape both the pace and scale at which we can deliver sustainability and regenerative tourism initiatives.

We are committed to meaningful, evidence-based transformation, delivered responsibly, proportionately, and at a reasonable pace and cost. Our approach prioritises actions that create the greatest positive impact for people, place, and environment, while ensuring the long-term financial sustainability of the organisation.

We understand that regenerative tourism is a continuous journey rather than a fixed destination. As such, we focus on steady improvement, transparency, and learning over perfection. We will:

- Take practical, achievable actions that align with our mission and resources;
- Embed sustainability into everyday decision-making rather than isolated initiatives;
- Balance environmental and social ambition with financial responsibility;
- Be honest about what we can achieve now, and what we are working towards;
- Avoid over-claiming or greenwashing, clearly communicating both progress and limitations.

Through this measured and thoughtful approach, Goodenough Hotel aims to contribute positively to its community and environment while remaining resilient, accountable, and mission-led.

3. Alignment with VisitEngland's Regenerative Tourism PLANT Framework

Our approach follows the five-step PLANT Framework:

3.1 Prepare

We will establish a baseline understanding of our current sustainability performance and priorities using tools such as sustainability self-audits and risk/opportunities checklists. This will inform strategic planning and target-setting.

Actions:

- Conduct a comprehensive sustainability self-audit annually;
- Identify regulatory, environmental, social, and economic risks and opportunities;
- Establish short-, medium-, and long-term goals.

3.2 Learn

We invest in ongoing education for our leadership and staff to build knowledge on environmental stewardship, climate change, social responsibility, and regenerative tourism principles.

Actions:

- Provide sustainability training for all employees;
- Share regular learning resources on topics such as energy efficiency, biodiversity, and community impact;
- Engage with industry networks, forums, and VisitEngland resources to stay current with best practice.

3.3 Act

Taking measurable action is central to achieving our sustainability objectives. Our action plans include quick-wins and strategic initiatives to embed regenerative practice across the hotel.

Core Focus Areas:

Environmental Stewardship

- Reduce energy consumption and transition to renewable sources;
- Minimise water usage and optimise water efficiency;
- Improve waste management (reduce, reuse, recycle);
- Protect and enhance biodiversity around hotel properties.

Social Responsibility

- Promote fair labour practices and encourage employee wellbeing;
- Support local suppliers, artisans, and businesses;
- Respect and celebrate local culture and heritage.

Responsible Operations

- Implement responsible purchasing policies;
- Reduce single-use plastics and harmful chemicals;
- Monitor and reduce greenhouse gas emissions.

3.4 Nurture

Sustaining progress requires embedding responsibility across operations and nurturing relationships with stakeholders to co-deliver regenerative outcomes.

Actions:

- Conduct regular review meetings to track progress against targets;
- Develop partnerships with local community, ecosystems conservation initiatives, and sustainable suppliers where feasible;
- Encourage guest engagement in responsible travel behaviours through communication and nudges;
- Include regenerative tourism goals in staff performance objectives.

3.5 Transform

We commit to transparent communication of our sustainability performance and regenerative tourism journey. Communications will be honest, verifiable, and free from greenwashing.

Actions:

- Publish an annual sustainability scorecard that includes performance metrics;
- Integrate sustainability messaging across marketing and guest materials;
- Share stories about community, environmental and economic impact with stakeholders.

4. Governance and Accountability

Policy Owner: General Manager, Goodenough Hotel

Reporting To: Director of Finance & Resources; Goodenough College Executive team

This policy will be reviewed and updated annually or when relevant changes occur in regulatory requirements, industry standards, or business strategy.

5. Measuring Success

We will track performance through key sustainability indicators, and these will be reported on an annual scorecard. KSI's include:

- Energy and water usage intensity;
- Waste diversion rates;
- Supplier sustainability engagement;
- Staff training completion rates;
- Quantitative community impact measures (e.g., local spend, employment).

6. Communication and Training

Goodenough Hotel will:

- Educate staff on sustainability principles and regenerative tourism;
- Provide clear guidance to guests on how they can participate;
- Transparently report progress publicly through our website and annual reports.

7. Continuous Improvement

We commit to regular evaluation of our strategy, refining goals based on evidence, stakeholder feedback, and evolving regenerative tourism best practices. Participation in industry collaborations and certifications is a key part of our improvement journey.