



## STRAND PALACE 2024 IMPACT REPORT

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## ABOUT THIS REPORT

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Welcome to Strand Palace's first sustainability impact report covering the 2024 calendar year, January 1st to December 31st. Whilst we have also included data and events from 2023 to demonstrate progress over time, unless stated otherwise, all data and activities relate to the 2024 period.

We believe that open and transparent communication with stakeholders is essential for building trust and driving sustainable growth. Therefore, we are committed to publishing annual impact reports.

We are excited to share our sustainability achievements and objectives with you. If you have any feedback, feel free to contact us at [alexandra.berry@strandpalacehotel.co.uk](mailto:alexandra.berry@strandpalacehotel.co.uk).



# COMPANY OVERVIEW & HIGHLIGHTS

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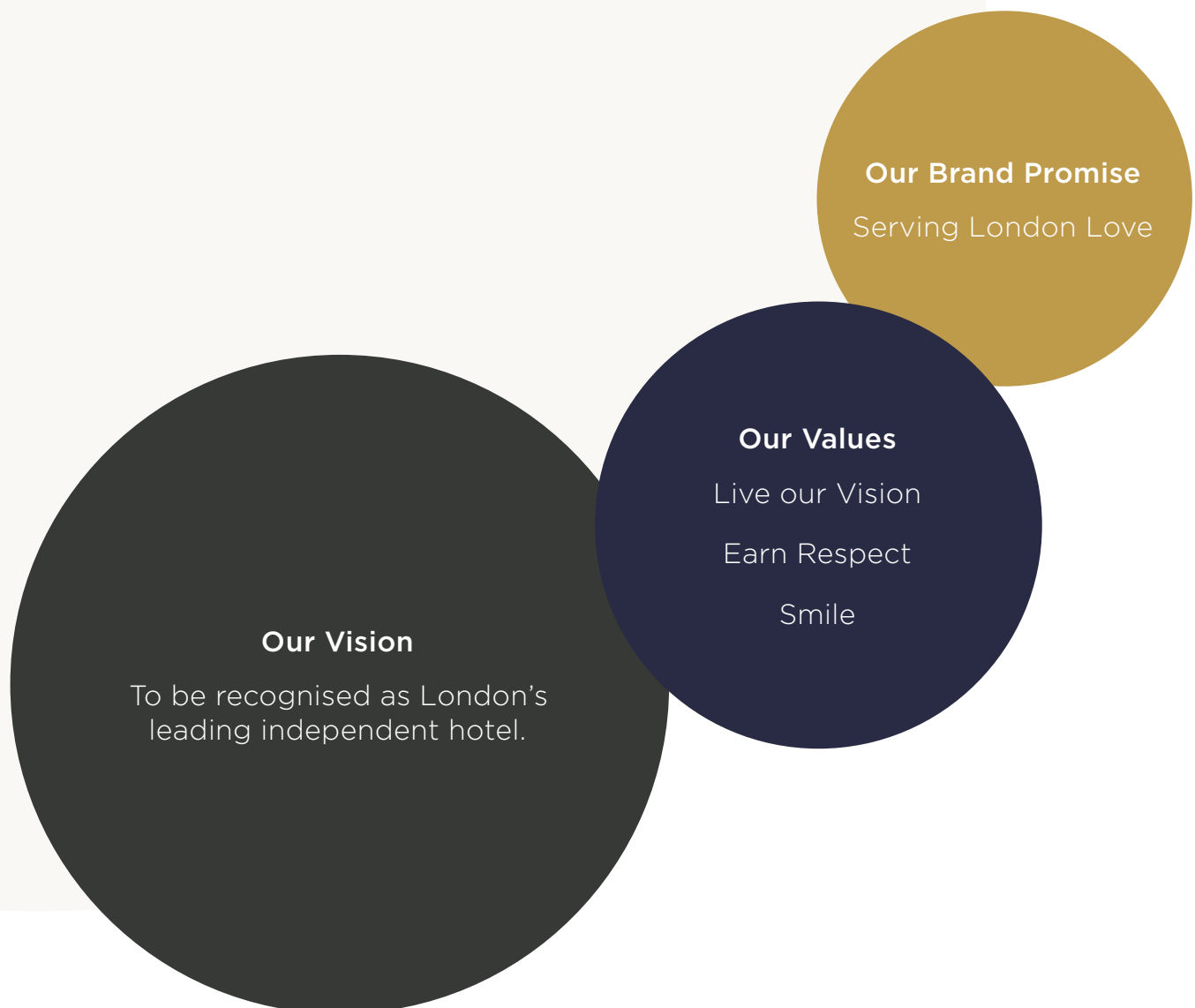
## ABOUT US

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Since opening our doors in 1909, Strand Palace has been a cornerstone of London's hospitality scene. Our rich history is rooted in a commitment to providing exceptional guest experiences and making a positive contribution to the community.

Our commitment to quality, service, and sustainability has guided us through years of evolution, ensuring we meet the ever-changing needs of our guests. We are dedicated to responsible and ethical practices, striving to minimise our negative impact and maximise our positive contributions.

From energy efficiency and waste reduction to community engagement and responsible sourcing, we are committed to making a positive difference. This report highlights our sustainability journey in 2024 and outlines our ongoing commitment to environmental stewardship and social responsibility.



STRAND PALACE  
2024 HIGHLIGHTS

**107**

team members  
recruited

**2,293**

Smart Cards issued  
to the team

**54.45%**

reduction in carbon  
footprint\*

**8.5%**

reduction in Scope 1  
and 2 carbon footprint  
since 2023\*

**3**

team members  
graduated from their  
apprenticeships

**47,334**

guests opted into  
our Green Key  
Programme

**59,628**

trees planted with Eden Reforestation  
Project through LoveCocoa and  
DripDrop

**17,611,000L**

of water donated to  
Made Blue Foundation through Bottle  
Up

**7**

team members completed the  
One Way to Excellence training  
programme

**5**

cross-departmental  
sustainability working groups  
created

**£3,116**

donated to various  
charities

**84.5**

hours volunteered with  
various causes

**8**

learners enrolled in an  
apprenticeship

**Hosted 10 work experience students**

**Over 250,000 occupied room nights**

**FuturePlus IMPACT CERTIFIED**

**Green Key accreditation for the third consecutive year**

**Great Place to Work accreditation for a second consecutive year**

**Refill stations were used 165,757 times**

\*2019 baseline using Hotel Carbon Measurement Initiative (HCMI) tool

## OUR ACCREDITATIONS

### FuturePlus



Since November 2022, we have been working with FuturePlus to measure, monitor, and report on our sustainability performance. The FuturePlus framework assesses sustainability impact and ambition across five themes: Climate, Environment, Economic, Diversity & Inclusion, and Social. The assessment's comprehensive indicators have been researched and adapted from multiple international standards and ESG (Environmental, Social & Governance) indexes, and are aligned with the United Nations (UN) Sustainable Development Goals (SDGs).

After completing a rigorous assessment process, we became FuturePlus IMPACT CERTIFIED in May 2023.

### Green Key

We are proud to announce that Strand Palace has achieved its Green Key certification for the third consecutive year. The Green Key certification sets a benchmark for excellence in environmental responsibility and sustainable operations within the tourism sector.



Strand Palace underwent an assessment against stringent standards set by the global Foundation for Environmental Education (FEE), endorsed by the World Tourism Organisation and the UN Environment Programme. The assessment covers 13 criteria areas, including staff involvement, guest information, and sustainable management of energy, waste, water, cleaning products, and food and drinks. In our second year, we exceeded expectations by meeting an additional 5 guideline criteria.



### Global Secure Accreditation

Global Secure Accreditation is independent reassurance for accommodation providers seeking to demonstrate their security credentials to both corporate and leisure travellers, as well as attesting to continued compliance with security good practice.



# ESG STRATEGY & GOVERNANCE

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## GUIDING FRAMEWORK

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Our ESG Strategy is underpinned by the FuturePlus framework, which provides a robust structure for identifying, prioritising, and addressing key sustainability challenges. This framework encompasses five interconnected pillars:



By leveraging this framework, we are able to:

- **Prioritise key sustainability issues:** Identify the most significant ESG challenges facing our business and understand our current sustainability performance.
- **Set ambitious goals:** Establish an ambitious 3-year roadmap for improvement across all five pillars.
- **Track progress effectively:** As we hit (or miss) our targets, our scores will change accordingly. This helps us monitor our performance in real-time, identify areas for improvement, and transparently report our sustainability journey.
- **Align with best practice standards:** Ensure our ESG Strategy is consistent with global sustainability standards and is underpinned by the UN Sustainable Development Goals (SDGs).

## SUSTAINABILITY GOVERNANCE

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We strive to embed sustainability principles and considerations into every aspect of our organisation, from strategic planning to day-to-day operations. A robust sustainability governance structure is crucial to ensure accountability, transparency, and effective implementation of our ESG Strategy. By defining clear roles and responsibilities for key stakeholders, we can effectively manage our environmental and social impact, mitigate risks, and strive towards our long-term sustainability goals.

**Executive Team:** Sets sustainability goals, allocates resources, oversees implementation, and reviews progress.

**Head of Sustainability:** Develops and implements sustainability strategies, coordinates with departments, monitors performance, and reports to the Managing Director.

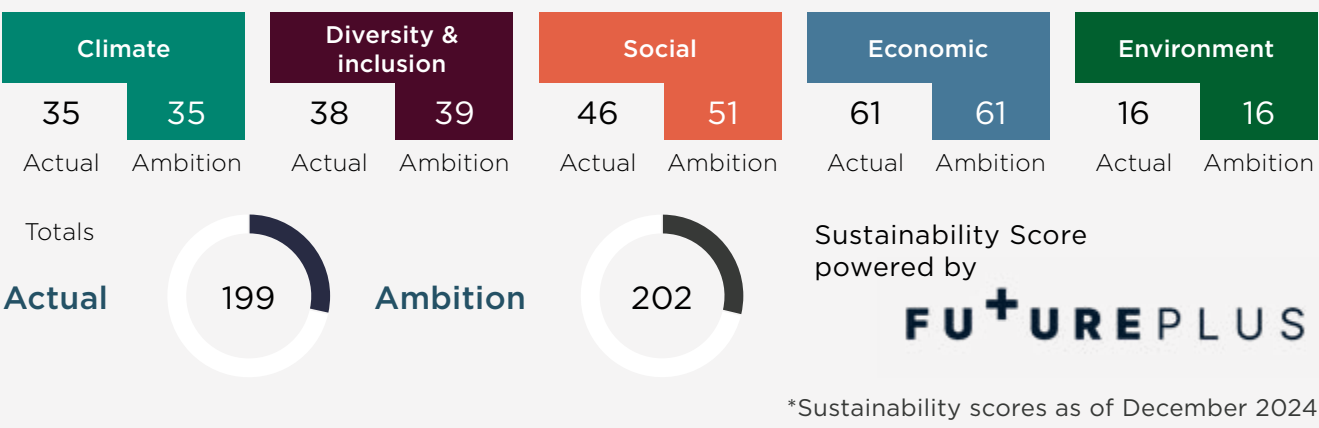
**Sustainability Working Groups:** All departments are organised into five working groups aligned with the FuturePlus sustainability themes: Climate, Diversity & Inclusion, Environment, Economic, and Social. These task-focused groups conduct research, develop and implement initiatives to achieve measurable targets, and report to the Head of Sustainability.

# TRACKING OUR IMPACT

FuturePlus provides organisations with the following sustainability scores (both out of 500 points):

- **Actual score:** Measures our current sustainability performance; and
- **Ambition score:** Quantifies our sustainability commitment for the next three years.

These scores are further broken down across the five themes, each out of 100 points. We expect our Actual score to increase as we achieve our time-bound goals ('Ambitions') over the coming months. Recognising that sustainability is an ongoing process, we will continue to assess the FuturePlus framework to set additional goals.



**QR code IMPACT CERTIFIED badge.**

Our FuturePlus scores will be publicly available and updated in real time for transparency and accountability. These scores track our progress towards our sustainability goals. Scan the QR code below to join us on the journey!



According to FuturePlus, Strand Palace is positively contributing to 16 out of the 17 UN SDGs:



The UN Sustainable Development Goals, also known as the Global Goals, are a set of 17 interconnected goals adopted by all United Nations member states in 2015. They aim to achieve a more sustainable future for all by 2030. Click [here](#) to find out more.



# ENVIRONMENTAL SUSTAINABILITY

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Strand Palace has long been committed to environmental stewardship. A testament to this dedication is our extensive renovation project, which was undertaken in 2019. Sustainability considerations were at the forefront of our decision-making, leading to various energy-saving upgrades and incorporating environmentally focused features into our design. One such example is our carpeting, made from over 84,500 recycled plastic bottles, diverting them from landfills.

“We are a large hotel with 788 rooms, so the sheer scale of our operation means every choice we make and action we take, has a considerable consequence....My team and I have been collectively and strategically working towards, and putting resources behind, our mission to reduce our environmental impact and improve guests’ experiences for now and many years to come.”

**Matthew Beard, Cluster Managing Director, Strand Palace**

This section outlines our environmental sustainability commitments, current practices, and partnerships, as well as our future initiatives.

## WASTE

Since 2023, we have implemented several waste management initiatives, including introducing mixed recycling in our back-of-house areas. Additionally, we have partnered with Veolia, a company focused on reducing waste to landfills. Through the Veolia data, we are able to monitor our waste.

Waste Stream	Total Waste
General waste	3,297,768 L
Mixed recycling	1,200,590 L
Food	1,760 L
Glass	2,788 L
Cardboard Bale	1,850 kg



## CLIMATE ACTION

As part of our commitment to sustainability and responsible business practices, we have been closely monitoring and managing our greenhouse gas (GHG) emissions since 2019.

For the last few years, our primary focus has been reducing our carbon footprint through raising guest awareness and optimising our daily operations.

Scope	Activity	2023		2024	
		tCO <sub>2</sub> e	MWh	tCO <sub>2</sub> e	MWh
Scope 1	Onsite Gas (Stationary Combustion)	665.7	3639	597.1	3265
Scope 2	Purchased Electricity (Location-Based)	449.0	2322	420.8	2176
	Purchased Electricity (Market-Based)	0.0	-	0.0	-
<b>Total (tCO<sub>2</sub>e)</b>		<b>1404.2</b>		<b>1284.9</b>	
Emissions per room nights (kgCO <sub>2</sub> e)		TBC		5.07	

Since 2022, Strand Palace has been powered by a 100% renewable energy tariff, further strengthening our commitment to climate action. However, we recognise that reducing our electricity usage is still an essential part of our climate strategy, in tandem with our commitment to purchasing renewable electricity.

We are pleased to report over 10% reductions in GHG emissions from onsite gas use, and over 6% reductions in our electricity used in 2024 compared to 2023.

Our Go Green Programme, launched in 2019, has played a pivotal role in reducing our carbon footprint. By providing incentives to guests, we have encouraged sustainable practices and minimised the environmental impact of their stay.

**We have achieved a 54.45% reduction in Scope 1 and 2 GHG emissions compared to our 2019 baseline.** We are proud of our progress in reducing our carbon footprint, but our journey does not end here. We remain dedicated to exploring new opportunities to reduce our energy use and carbon footprint further.

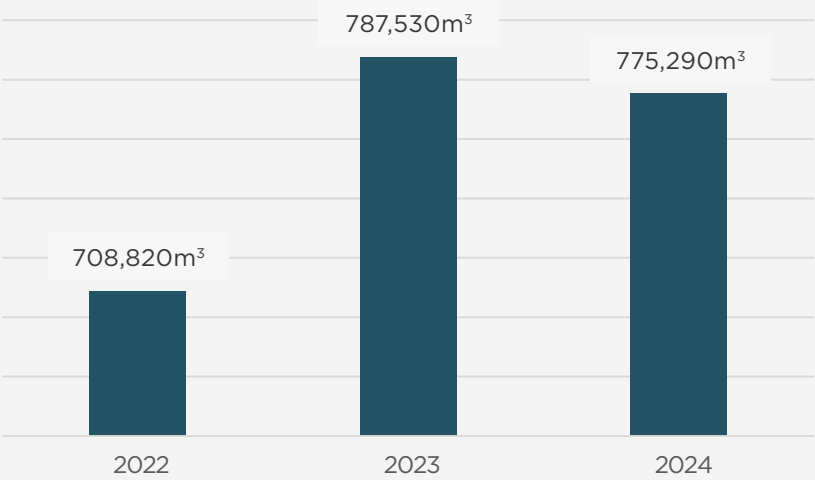
To strengthen our commitment, we are looking to set ambitious energy and emissions reduction targets within the next three years. Additionally, we are actively working to better understand and measure our scope 3 emissions. This will enable us to develop more accurate and realistic targets, ensuring that our sustainability efforts are aligned with our overall environmental goals.



# WATER

At Strand Palace, we are committed to minimising our water footprint and raising guest awareness around the importance of water-saving initiatives. Through our Go Green Programme, guests are offered the option to reuse their towels and bed linen, significantly reducing the water consumption and energy use associated with laundry.

We track our water consumption closely and implement measures to identify and address areas of inefficiency.



As part of our ongoing commitment to sustainability and operational efficiency, we have undertaken a major upgrade to our heating system by replacing six outdated, conventional gas boilers with a state-of-the-art modular boiler system. This project, completed in October 2024, introduced a cascade-mode configuration, where multiple smaller, high-efficiency boilers operate dynamically based on real-time demand. Unlike traditional boilers that run at a fixed output, the new system intelligently activates only the necessary units, ensuring optimal energy usage while reducing waste.

This adaptive approach has resulted in a 27% decrease in gas consumption, significantly lowering our operational costs and environmental impact. The reduction in gas usage has directly translated into a substantial decrease in carbon emissions, 65 tonnes of CO<sub>2</sub> circa, supporting our commitment to a Net Zero strategy and reinforcing our role as a responsible, forward-thinking business. Beyond energy savings, the modular system enhances reliability, reduces maintenance downtime, and provides greater flexibility in heating operations. Implementing this heating solution helps not only to improve efficiency but also to set a benchmark for sustainable practices in our industry.



## SINGLE-USE PLASTIC REDUCTION

As part of our commitment to environmental sustainability, we have taken significant steps to reduce our reliance on single-use plastics. This section highlights our initiatives and progress in this area.

To minimise plastic waste, we have replaced single-use water bottles with canned water and transitioned to refillable toiletries from Rituals in guest bathrooms. These changes have not only reduced our plastic footprint but have also provided our guests with high-quality products. We continuously evaluate our practices to identify further opportunities for plastic reduction.

**Target:** Eliminate all single-use plastic in our restaurant and bars by 2026.

### Bottle Up & Culligan UK

Towards the end of 2023, we installed 17 Culligan UK water refill stations across 9 guest floors. Additionally, we replaced single-use water bottles with refillable bottles as an in-room amenity. This made it easy for guests to refill their reusable bottles, including those provided through our partnership with Bottle Up.

Bottle Up's refillable bottles are made from renewable sugarcane sourced from Brazilian grasslands and filled with British spring water to reduce transportation-related GHG emissions.

*"This partnership with Bottle Up and Culligan has presented a fantastic opportunity for us to help keep our guests hydrated, and to do so in a sustainable and fun way. We are always looking for ways to get our staff and guests involved in our sustainability journey."*

**Matthew Beard, Cluster Managing Director, Strand Palace**



### Dripdrop Umbrella Rentals

*Started in November 2022.*

Guests can rent an umbrella from our lobby. Each umbrella is made from five recycled plastic bottles and designed for longevity. Additionally, every umbrella rented contributes to reforestation efforts through the Eden Reforestation Project.

The full calendar year of 2024 saw 2,246 trees planted through DripDrop, and 4,870 trees have been planted since the start of the partnership.



## RESPONSIBLE SOURCING

We endeavour to drive responsible procurement throughout our value chain and seek to collaborate with suppliers who uphold the same ESG values and standards. To encourage sustainable alternatives, we have updated our purchase orders to include a request for suggestions from suppliers.

By partnering with local and British suppliers, we are able to reduce the environmental impact of food transportation, minimising food miles and associated carbon emissions. We have also expanded our menu to include a wider selection of plant-based dishes, catering to guests who seek sustainable dietary options. This helps contribute to reduced greenhouse gas emissions associated with traditional food production.

### Love Cocoa Chocolate Partnership

*Started in February 2022*

One of our notable partnerships is with Love Cocoa chocolate, crafted with responsible sourcing and ethical practices in mind, and wrapped in plastic-free packaging.

Every chocolate bar sold contributes to the planting of a tree through the Eden Reforestation Project. In 2024, we planted 57,382 trees through this partnership. By partnering with LoveCocoa, we not only provide our guests with delicious, ethically sourced treats but also actively support wider environmental initiatives.



# SOCIAL RESPONSIBILITY

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# WORKFORCE

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## Promoting Well-Being

We recognise the importance of creating a safe and positive environment that allows our employees to work, learn, and grow. At Strand Palace, we are committed to creating a supportive and nurturing environment where our employees can thrive. We prioritise their well-being through a range of initiatives:

**Healthcare:** Upon completing a probationary period, employees have access to Medicash healthcare insurance

**Mental Health Support:** In 2023, four of our staff became qualified Mental Health First Aiders, providing mental health support to our workforce. They will re-qualify in 2026. The team also has access to further mental health support through Hospitality Action.

**Wellness Perks:** We offer three healthy free meals daily and complimentary laundry and dry cleaning of uniforms to help employees feel energised and supported.

**Social Programmes:** To foster a positive work environment, we run various social activities, such as Friday Afternoon Tea and monthly hot breakfasts served by the Executive team.

In 2024, we were proud to have been officially named a 'Great Place to Work' for a second year. This prestigious accreditation underscores our commitment to fostering a positive and enriching workplace environment. The award is a testament to the hard work, dedication, and satisfaction of our employees. To ensure this continues, we regularly share an employee feedback survey. Here are some highlights:

- 81% of People here are treated fairly regardless of their race or ethnic origin
- 82% of People here are treated fairly regardless of their gender
- 84% of People here are treated fairly regardless of their sexual orientation
- 80% I am treated as a full member here, regardless of my position
- 80% I'm proud to tell others I work here

## Empowering Our People

We believe that investing in our people is essential for our continued success. Through various initiatives and training programmes, we strive to provide our employees with the skills and opportunities they need to excel.

**Umbrella Training Partnership:** We have partnered with Umbrella Training, a hospitality apprenticeship provider, for the past six years. Through the Umbrella programme, we encourage staff to take part in award-winning culinary and hospitality training. This tailored training is a fantastic opportunity for our team to gain experience at an accelerated rate and build relationships with other apprentices and mentors from the programme.

**One Way to Excellence Programme:** In 2024, we developed a comprehensive upskilling programme. By providing targeted training modules to our employees, we aim to boost engagement, foster career growth, and cultivate a deeper understanding of the hospitality industry. We had 7 team members complete and graduate from this programme in 2024. A second cohort has been enrolled for 2025.

**Financial training:** We ensure fair wages for all team members and provide financial training and support to employees in partnership with Wagestream and Hospitality Action.

## Promoting a Culture of Diversity, Inclusion, and Equity

Our commitment to empowering our people is rooted in creating a diverse and inclusive workplace. By fostering a culture where everyone feels valued and respected, we unlock the full potential of our team. This not only enhances employee satisfaction and engagement but also drives innovation, attracts top talent, and ultimately improves our bottom line.

To ensure that all our employees are equipped with the knowledge and skills necessary to foster a diverse and inclusive workplace, we have implemented mandatory annual Diversity, Inclusion, and Equity compliance training. This training module is designed to be engaging and informative, delivered through the user-friendly online platform, Mapal One.

### Celebrating Cultural Diversity through Culinary Experiences

We have instituted a monthly themed lunch initiative. Each month, a different department organises a culinary experience, showcasing a variety of international cuisines.

The initiative promotes cultural understanding, fosters a sense of community, encourages diverse perspectives, and promotes an inclusive work culture.



We are dedicated to making continued progress in this area. In the coming year, we have set various D&I objectives, including:

- Ensure our internal policies promote diversity and inclusion.
- Conduct annual pay gap analysis.
- Conduct annual D&I assessments of our organisation.
- Develop a menopause support programme for employees.
- Create clear policies to prevent and penalise discrimination, harassment, and bullying within our supply chain.

## GUESTS

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### Go Green - Skip A Clean Programme: Guest Impact

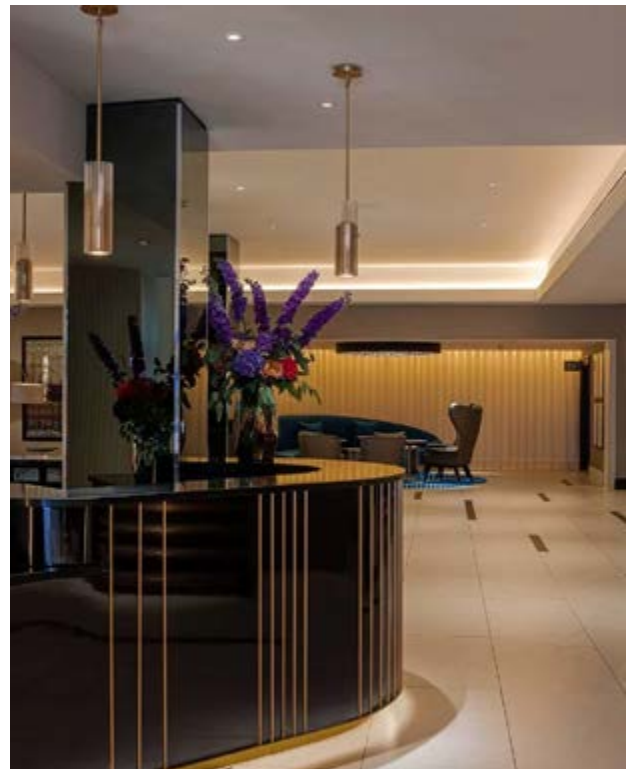
At Strand Palace, we believe in delivering exceptional experiences while reducing our environmental impact on the planet. Our Go Green Programme is a testament to this commitment. To incentivise guest participation, we have implemented educational material in guest rooms and public areas to highlight the benefits of sustainable practices, and rewards opportunities, such as discount vouchers to use in our food and beverage outlets. Through these initiatives, we have empowered our guests to play a vital role in our sustainability efforts.

**47,334 guests opted into the Go Green - Skip A Clean Programme in 2024.**

### Health, Safety and Security

In partnership with Food Alert, we conduct rigorous health and safety audits twice yearly to identify and address potential hazards. These audits ensure compliance with industry standards and regulations. Our dedicated 24-hour onsite security team provides round-the-clock surveillance and assistance, ensuring the safety and security of our guests and staff.

We have implemented emergency procedures and conducted regular training to equip our staff with the skills to handle various emergencies, including fire safety, medical incidents, and security threats. Furthermore, employees receive ongoing training on health and safety protocols.



## SUPPLIERS

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As part of our Green Key accreditation, we engaged with our rental outlets, including Joe Allen and Gee Ricci, to encourage them to join us on our sustainability journey. We work with Joe Allens in particular on waste, as we have a shared bin room.

Our work with FuturePlus is another way in which we aim to further our supply chain sustainability efforts. We have set a wide range of supplier-focused goals that will inform our decision-making over the coming years. These ambitions range from the development of a supplier code of conduct and implementation of preferential trading terms with SMEs to undertaking a human rights risk assessment and assessing suppliers for positive social and environmental impact.

## COMMUNITY

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At Strand Palace, community engagement is a fundamental part of our values. We believe that businesses have a responsibility to contribute positively to the communities in which they operate. To foster a culture of giving back, we encourage our employees to take one paid volunteer day per year to support a cause of their choice. This empowers them to make a meaningful difference in their communities.

We were proud to support several charities this year through various fundraising and awareness campaigns. Here are some of the amazing organisations we partnered with:

### **ONLY A PAVEMENT AWAY**

ONLY A PAVEMENT AWAY is a charity dedicated to helping individuals experiencing homelessness, veterans, and prison leavers find employment in the hospitality industry.

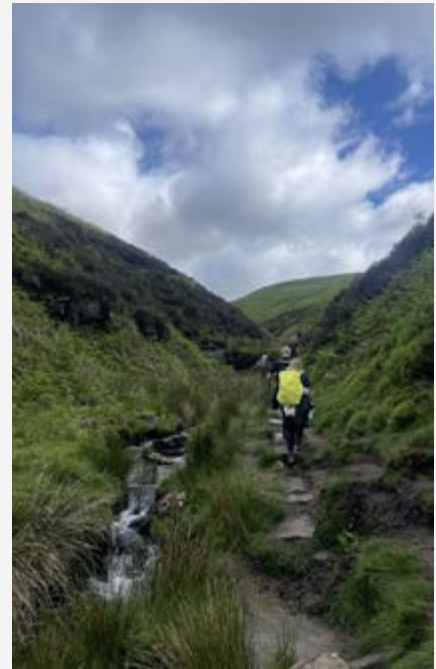


Since 2021, we have been actively involved in their initiatives, such as the Hike Against Homelessness and Winter Warmth campaigns. We have hosted their Annual Conference for the past few years, including in 2024

Additionally, we provide spaces for client training and organise staff fundraising events.

### Event Highlight: 'Hike Against Homelessness'

Despite facing four seasons in one day, three of our team hiked 18kms through the Peaks District in June 2024 to raise funds for this fantastic charity, successfully raising £1,341. When this was combined with donations from fellow hikers, the grand total reached a fantastic £30,537.



### Hospitality Action

Hospitality Action provides unwavering support to workers in the hospitality industry facing various challenges, ranging from physical illness and mental health issues to financial difficulties, family problems, and addiction. These vital services provide employees in the hospitality sector with 24/7 support at times when they need it most.



### Event Highlight: 'Walk for Wellbeing'

As part of our ongoing support for Hospitality Action, we participated in various fundraising initiatives, including the Walk for Wellbeing event. We joined colleagues from Nobu Hotel London Portman Square, The Mayfair Townhouse, 11 Cadogan Gardens, The Lensbury Resort, and the L+R corporate office on a 23-kilometre walk across London. We visited each of our respective properties along the way, raising funds for Hospitality Action.

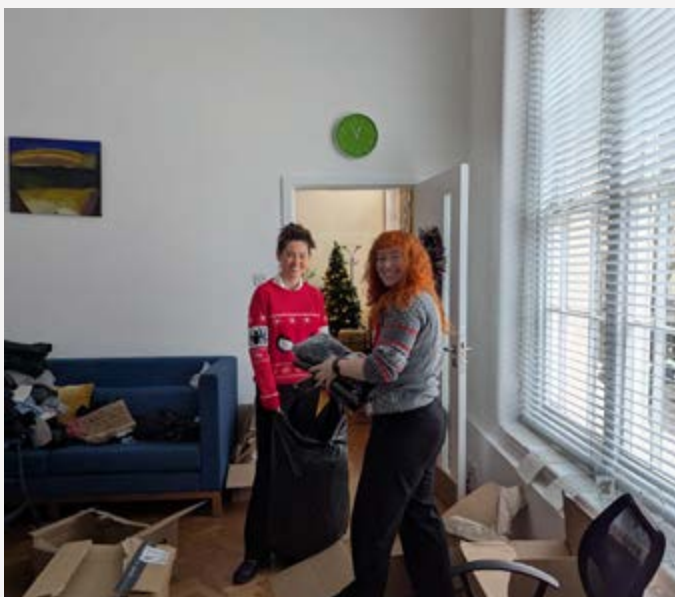


## The Connection at St. Martin

The Connection at St Martin's plays a crucial role in helping individuals sleeping rough on the path to recovery and a life off the streets. With a century-long legacy of serving the heart of Westminster, an area with a higher concentration of rough sleepers than anywhere else in the UK, their team is committed to making a difference.



Strand Palace has partnered with The Connection at St Martin's through staff volunteering at art workshops, kitchen service, and packing Christmas hampers. Additionally, our contribution extends to clothing and towel donations from the Strand Palace staff and suppliers. We are proud to be part of their impactful work towards creating positive change in our community.



# LOOKING AHEAD

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We are firmly committed to creating a more sustainable and resilient future for our hotel, our guests, and the community we serve. While we are proud of our achievements, we recognise that our sustainability journey is an ongoing process.

We are grateful for the contributions of our employees, guests, and partners in helping us achieve our ESG objectives. As we look ahead, we are committed to learning from our experiences, seeking new perspectives, and forging partnerships to develop innovative solutions.

We look forward to sharing our progress and achievements in next year's reports. Follow us on social media for year-round insights.



