



Sutton Hotel Collection earns prestigious Green Tourism Awards for their portfolio of historic hotels

As a privately owned, independent business, Sutton Hotel Collection prides itself on delivering warm, authentic hospitality. Their three historic hotels reside in the heart of some of England's best loved areas and mission : net zero have played a key role in developing and delivering a measurable Environmental, Social Impact and Governance (ESG) roadmap for each hotel, including supporting them to achieve the prestigious Green Tourism Award.

Green Tourism is an internationally recognised ecolabel certification; acknowledged worldwide as an indicator of good environmentally-friendly practice. Achieving the prestigious award is a proven way for hotel Green Teams to progress their sustainability commitment as well as acting as a hallmark of 'green quality', attracting custom from increasing numbers of eco-minded corporate & leisure guests.

The three historic hotels achieved Gold status at the first attempt. This required meeting 80% or higher of the criteria which are rigorously assessed by an external auditor.

Below are some award-winning examples of sustainability best practise that Sutton Hotel Collection will continue to optimise across their hotel supply chains.

“Working alongside the team at mission : net zero we absolutely smashed our year one target to achieve Green Tourism awards across all three hotels. The fact that these were gold awards totally exceeded our expectations and we couldn't have done this without their support.”




- Curated collection of historic hotels in culturally-rich locations
- The Francis Hotel Bath has 98 impeccably curated rooms inside an eye-catching 18th Century Georgian building
- The Queens Hotel Cheltenham was one of the first purpose-built hotels in Europe - it originally opened in 1838, the same year as Queen Victoria's coronation, and was named in her honour
- With eight Royal Warrants, The Castle Hotel Windsor is renowned worldwide for its links to the British monarchy

 [View their Sustainability page](#)

Debbie Neate
Head of Marketing
Sutton Hotel Collection



Award-winning sustainability solutions



Locally sourced seasonal menus



Long service award celebration

Sustainable initiatives at the Sutton Hotel Collection:

- Minimising food miles by sourcing quality ingredients produced by suppliers based locally
- The three historic hotels are fully powered by renewable energy, reducing their carbon emissions
- Plant-based and vegetarian options give guests a wide range of healthy eating options, benefiting the environment too
- Partnership with More Trees to support tree planting and community programmes in North Haiti, East Kenya and Madagascar
- Active partners with local business improvement district (BID) initiatives to help drive visitors into local regions
- The Queens Hotel have added LINC to their 2024 charity roster whilst also continuing to support Cheltenham and Gloucester Hospitals charity. The Francis Hotel support St. John's Hospice, and The Castle Hotel have a new charity partnership with Thames Hospice.
- Celebrating team milestones to foster a culture of recognition and reward
- Regular team litter picks to help keep local areas tidy and waste-free
- Partnership with Greenview Portal which enables hotels to monitor energy and water usage, as well as wastage, and record community contributions
- The Castle Hotel has seen an annual energy reduction of 60kWh (pro rata), which reduces operating costs and carbon emissions
- The Castle Hotel is a proud member of AccessAble - a detailed access guide which helps people determine accessibility



Team litter pick at The Francis Hotel



Onsite honey production at The Queens



EV charging point

- Encouraging biodiversity by installing bird boxes and bug hotels providing shelter and nesting sites to native and migratory birds and insects
- Ethical procurement policies with toiletry products sustainably sourced, cruelty-free, with packaging that is fully recyclable or already recycled
- Reducing use of pollutants and harmful chemicals making sure that cleaning supplies are eco-friendly and safer for the environment
- Partnership with urban mobility solution Bikeable, which enhances the hotels green credentials by offering guests an environmentally friendly service

Next steps & goals: year ahead

We look forward to providing regular advice and guidance on how to monitor and reduce the consumption of resources, and to offering assistance to help motivate the hotel team as well as guests to act more responsibly to mirror the ESG commitments of Sutton Hotel Collection.

Actions and goals include:

- Become single-use plastic free across all hotels
- Implement Green Meetings Standard at The Castle Hotel Windsor and The Queens Hotel Cheltenham
- Enhance goal setting via Greenview Portal by incorporating social metrics such as team and local community initiatives
- Focus on sustainability training, aided by the Foundation for Environmental Education (FEE)
- Action a partnership with Dripdrop who provide eco-friendly and convenient umbrellas for hotels to hire to guests, planting a tree with the Eden Reforestation Projects for every umbrella hired
- Committing to the Glasgow Declaration on Climate Action in Tourism which unites the travel and tourism sector behind a common set of pathways for climate action

“It’s been a pleasure working with the Green Teams across the Sutton Hotel Collection. They are passionate about delivering meaningful change in the areas of the environment, sustainability, and social impact. We’re looking forward to monitoring and measuring further progress in the portfolio’s green credentials in the year ahead.”

Jane Kendrick - COO, mission : net zero

“We worked with mission : net zero to assist through a hotel grading for green tourism. They were professional, knowledgeable, friendly and approachable throughout. We felt like they genuinely cared about us as people and in helping us achieve our goals.

The team were so outstanding we have continued to work with them post grading and hope to work with them long into the future.”

Bruce Marques
Hotel Manager, The Francis Bath Hotel



Bikeable at Windsor



Birdbox installation



100 Acres toiletries

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