



ESG case study



FRANCIS HOTEL
NO. 5 TO 11 QUEEN SQ. BATH

CASTLE HOTEL
NO.18 HIGH ST. WINDSOR

Accreditation and awards

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THE ATHENAEUM
HOTEL & RESIDENCES



To promote a greener, cleaner environment for people, places and our plants we are involved with the [Green Tourism Accreditation programme](#).



Green Tourism celebrates everything we believe in: thoughtfully reducing energy use and embracing efficient, eco-friendly waste solutions, staying beautifully local and seasonal while minimising food miles and choosing sustainable products across our restaurant, spa, and hotel, and nurturing biodiversity to protect the natural world around us.



Since 2023 we have achieved [EarthCheck](#) silver certification. A globally recognised certification that helps demonstrate our commitment to the planet, our community, our people and to greener tourism.



Conde Nast Johansens Award for Excellence 2026
Best Hotel for Green & Sustainable Practises



Providing a safe and secure working environment for our teams and offering them the support they need to work effectively. This includes:



Recruitment

Hiring team members without any discrimination on the grounds of age, race, gender, religion, disability or status.

The Athenaeum Hotel & Residences is a Level 2 disability confident employer and are committed to maintaining this standard.



Employee assistance programme

Every employee has access to our new EAP, Wisdom Health. Providing tools for financial planning, stress management and exercise routines. Alongside access to 1-to-1 counselling and support sessions.



Learning and development

Every employee has the opportunity to grow through a wide range of courses.

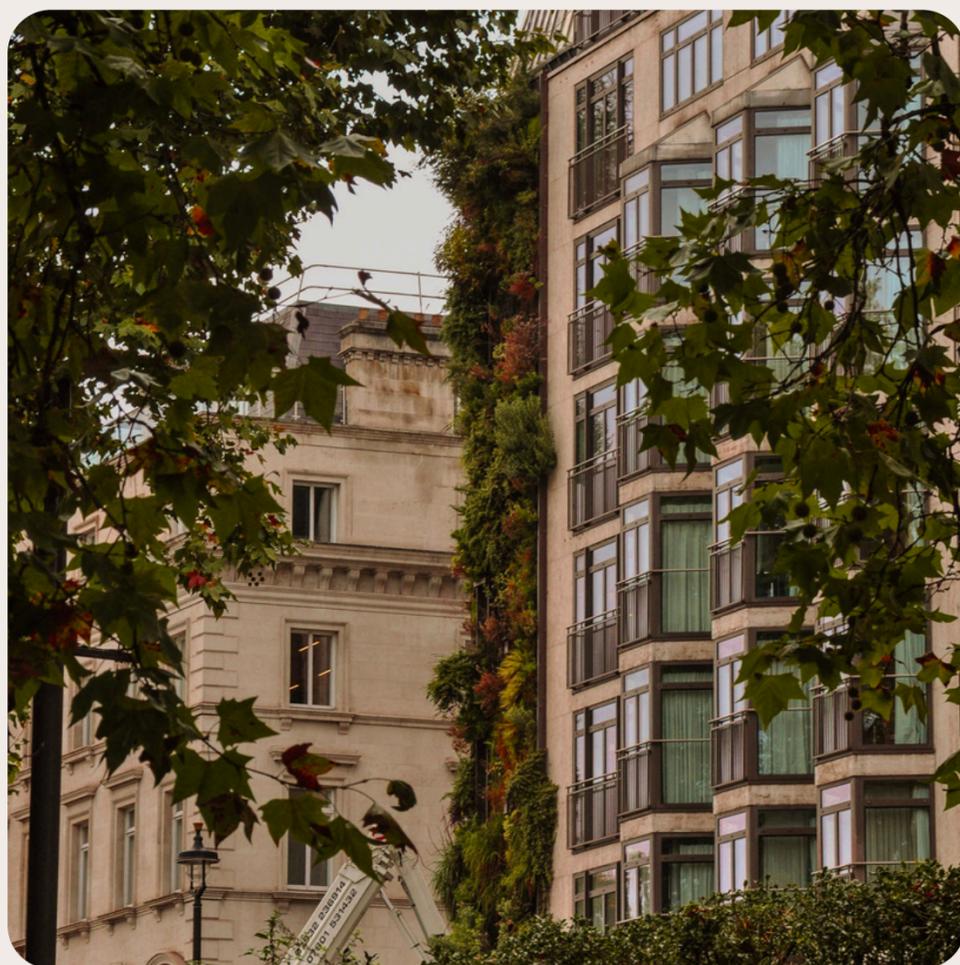


10%

Mental health first aiders

We are committed to ensuring 10% of our workforce are mental health first aiders.

Our commitment



Measuring our carbon

We are committed to measure and reduce our carbon footprint working with the Hotel Carbon Measurement Initiative to calculate the carbon footprint of hotel stays and meetings at our hotel.

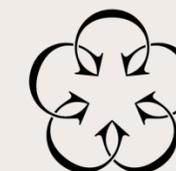


Identify areas for improvement and innovation at each hotel and support the efforts of our onsite green teams.

Encouraging biodiversity by installing bird boxes, bug hotels and our 10 storey living wall in London. 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.

For every piece of feedback we get, whether you praise us or challenge us, we plant a tree with [More Trees](#). Supporting tree planting and community programmes in North Haiti, East Kenya and Madagascar.



Emberwood

A BRITISH BRASSERIE

Our menus

The menu at Emberwood is a celebration of locally-grown and sourced produce including beef from grass-fed, ex-dairy cows from Lower Westcombe Farm and Cornish seafood from Wings of St. Mawes. We've added artisan dairy products, like butter from Somerset-based Wyke Farm.



Partner with Greenview who monitor and calculate our waste, and our energy use to help set specific energy saving targets.



Reduce use of pollutants and harmful chemicals. We ensure all of our cleaning materials are eco-friendly.



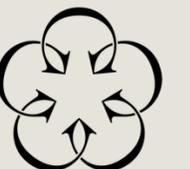
Value the cultural heritage of our hotels, allowing us to give our guests an authentically local experience.



A continued drive to source products locally, wherever possible and to ensure all suppliers have their own green and ethical procurement policy.



Encourage our guests and our team members to travel sustainably and enjoy the bio-diverse areas we are located close to.



We work with British producers across the hotel. This cuts our carbon footprint and supports regional producers and our local community.

Our menus

Our menus are crammed full of quality ingredients produced by suppliers based locally, such as Darvilles of Windsor tea. Our responsible sourcing makes a significant reduction to our carbon footprint and contributes back into our local community and regional economy. It also means our seasonal dishes are bursting with quality flavours which adds to the overall dining experience.



Partner with Greenview who monitor and calculate our waste, and our energy use to help set specific energy saving targets.



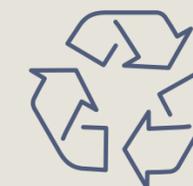
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Installed a business management system to control ambient temperature across the hotel and using only the energy we need.



We have installed water flow reducers to all our taps and were the first London hotel to use Molton Brown sustainable products in our bathrooms.



LED lighting throughout the hotel.



We are working with ethically sourced and predominantly seasonal produce across our kitchen and ensure fairtrade and British produce standards are adhered to.

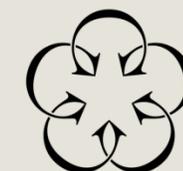


All our food waste goes to an anaerobic digester, we recycle our cooking oil and aim for zero waste to be sent to landfill.

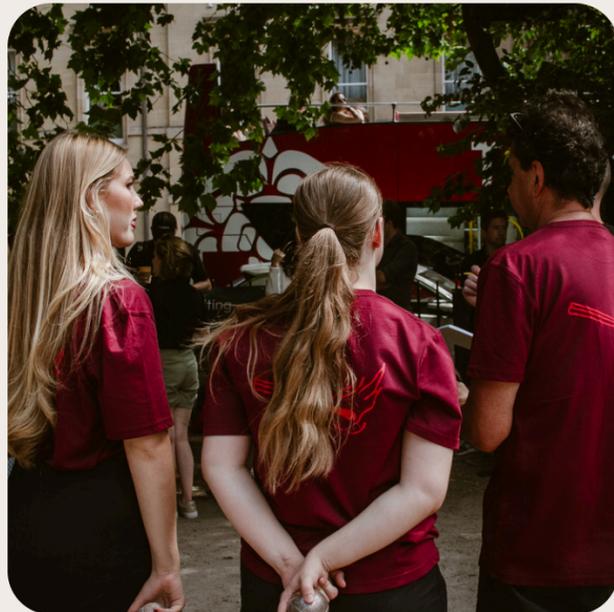
Our menus

We ensure we have diverse menus across the hotel, including vegan, vegetarian, gluten-free and low-carbon options are available at all times.

Our menu changes with the seasons. Enjoy juicy tomatoes from the Isle of Wight or freshly caught Cornish crab. Sip English sparkling wine from Gusbourne's vineyards in Kent and Sussex, treat yourself to Fairtrade loose leaf tea from Cornwall.



Community partnerships



We're committed to being an active part of Bath's community. We support key local events including sponsorship of Bath BID's boules event.

Bath Life Business Lunches

Placing ourselves at the heart of Bath's business community, we regularly host the Bath Life business lunches in Emberwood. Welcoming the diverse businesses who all choose to call Bath their home.

Graham and Green, Mr B's Emporium and Piglet in Bed

Bath's leading independent retailers. We incorporate their expertise into our guest recommendations and local experiences

Bath Radio

A patron of Bath Radio for over three years we help us champion local voices and keep community thriving in Bath.

The Space Yoga

Offering in-room wellness through our partnership featuring sessions led by local instructors.



Community partnerships



Putting our hotel at the heart of the local community, creating initiatives that support the local businesses and community around us including regular team litter picks to help keep local areas tidy and waste-free.

Royal Windsor & Maidenhead Borough

Working closely with the local tourism board to support and partner with local attractions such as the Theatre Royal, Windsor.

Alexander Devine Children's Hospice

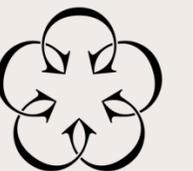
Organising a number of initiatives including their annual Christmas Santa dash and hosting annual charity dinner.

Darvilles of Windsor

Ensuring our restaurant and bar are stocked with local suppliers including tea from local family-run business.

Windsor & Eton Brewery

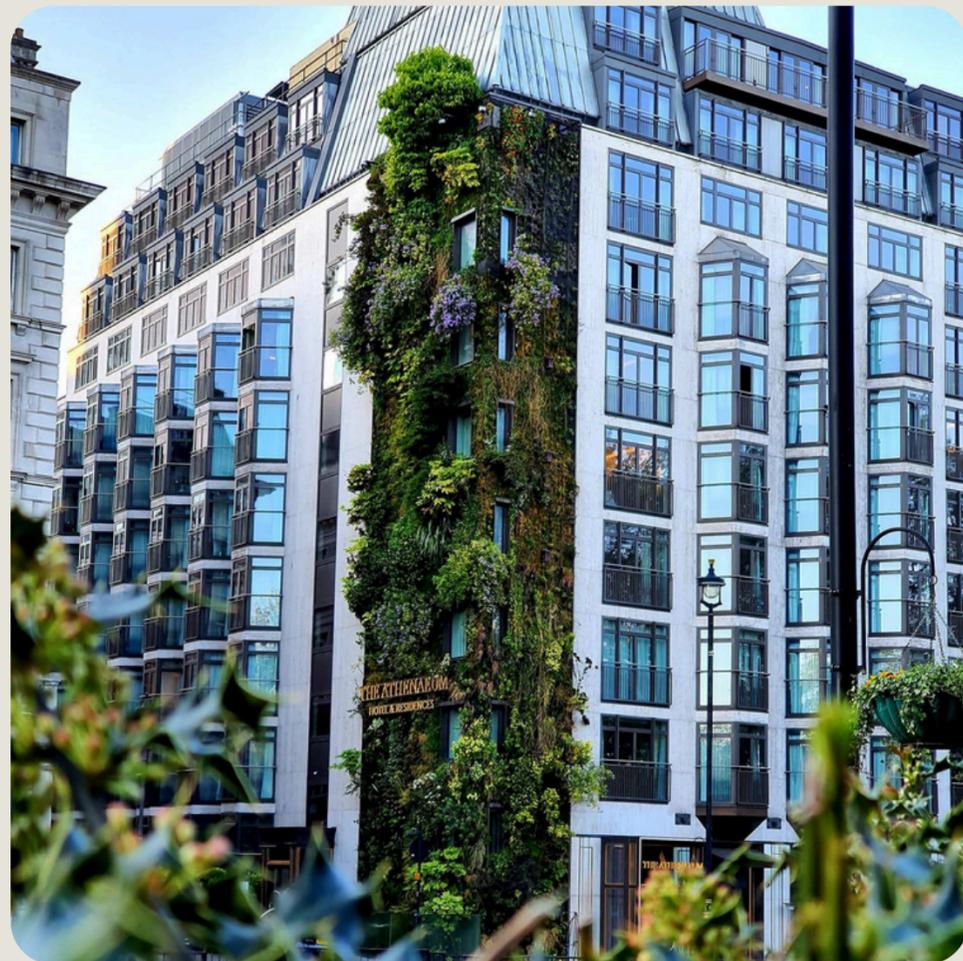
Giving our guests a real taste of Windsor with locally brewed beers.





Living wall

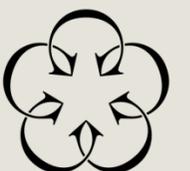
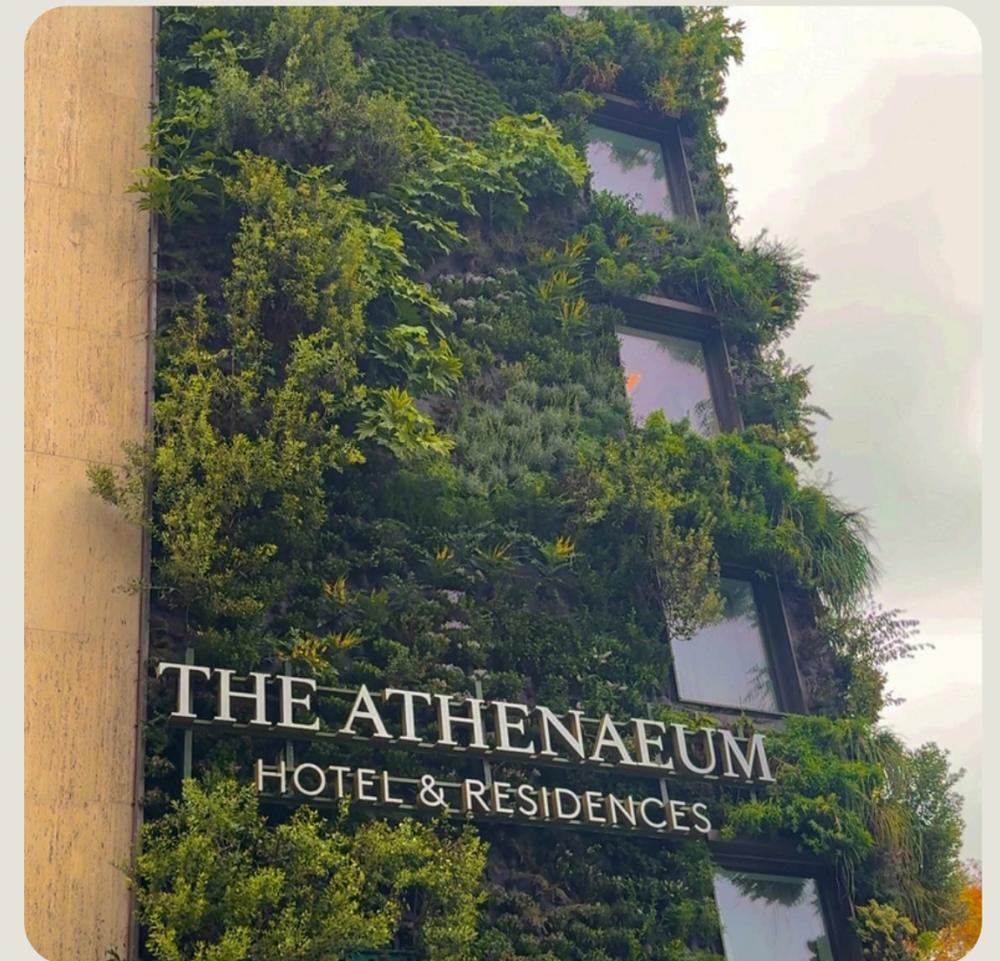
Our wall of over 2,000 plants, stretches all the way from street level to the 10th floor. Providing an important, natural refuge for birds, bees and insects in busy London.



removes 757kg of CO₂ and produces 559kg of oxygen per year

Our living wall covers an impressive 329 square metres, totalling the equivalent of 16 and a half middle sized trees.

Purifying the air around us by soaking up greenhouse gases and converting CO₂ into oxygen.



Charity Partnerships



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Through meaningful donations and acts of service to organisations like Genesis Trust and the local Food Bank, we're helping support our neighbours in need.

We truly believe hospitality means caring for everyone, not just our hotel guests, but every person who calls this city home.

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Thames Hospice is the charity of the year for Castle Hotel and the hotel team organise a number of initiatives and fundraising events to support them..

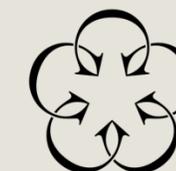


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HOTEL & RESIDENCES

We have partnered with Clean The World, recycling guests' unused toiletries into soaps and hygiene products for vulnerable children and families across the world.

Our long-standing partnership with Belu Collective provides us with recyclable, refillable water bottles, and the opportunity to support life-changing initiatives through their profit donations to Water Aid.

2026 sees the launch of the **The Sutton Charity Committee** with the aim of supporting more employee nominated charitable causes. Through match funding or direct donations, the Sutton Family are investing in more meaningful causes across the organisation.



Going Forward

The Athenaeum living wall

We want to take our living wall to the next stage, commissioning specialist ecological surveys to better understand and strengthen its biodiversity value. Alongside this, we are exploring opportunities to bring the concept indoors, mimicking natural environments by using elements of the external vertical garden in the guest spaces to enhance wellbeing and overall experience, integrating nature more intentionally into the hotel.



"Across our three hotels, ESG is embedded in how we operate every day, demonstrated by the strong accreditations each hotel has earned over the last few years. From reducing energy consumption, to strengthening community partnerships and having in place a strategy for continual improvement, our focus is to strengthen resilience in the face of climate change while enhancing the guest experience and delivering excellence." Alyson Parkes, ESG Manager

Reducing food waste through Winnow partnership

We are partnering with Winnow to strengthen our approach to food waste reduction across the hotels. Using Winnow's intelligent technology, we will be able to gain detailed insights into where food waste occurs across the operations and, more importantly, why so that our chefs can make informed improvements to their operations, ensuring greater efficiency and reducing environmental impact.

Strengthening local food supply

A truly unique project is underway to bring produce directly from our own farms in England to the hotel kitchens. We aim to increase traceability, reduce supply chain complexity, and celebrate the quality of our home grown produce, following the seasons through our menus. Rooted in a long tradition of land stewardship, our farms are managed holistically, with the habitats, wildlife and distinctive characters of the estate prioritised and preserved to support biodiversity recovery and long-term resilience.

