

Malmaison & Hotel du Vin



Malmaison and Hotel du Vin are a group of 26 boutique hotels located across the United Kingdom. Malmaison first opened in Edinburgh in 1994. Since then, the brand has grown to 12 hotels. After acquiring Hotel du Vin in 2004, the group expanded by another 14 hotels. The two brands now have over 1,900 bedrooms, and over 50 restaurants and bars.

Niall Fotheringham – Estates Energy Manager:

CRC league table position and Sustainability is very important to the group and we actively seek to reduce our carbon discharge and operating costs and be as sympathetic to our surroundings as possible in everything we do. We also wish to source locally wherever possible, and aspire to be among the leaders in Corporate Social Responsibility in our industry.

In order to help achieve these objectives, the group primarily refurbish old buildings. Our design ethos is to always consider sustainability and comply with and exceed the latest building standards wherever possible - whilst also considering brand standards and those expected by every one of our guests.

As a process, actively managing CRC, sustainability and the environment is a fairly young concept within the company. It was quickly recognised however that energy management would have the greatest impact on operating cost and that's where the initial focus went, alongside CRC compliance, water and waste management.

Our initial concern was that Malmaison & Hotel du Vin is a subsidiary company within a primary CRC organisation – our parent group MWB Group Holdings PLC. We also share that CRC registration with other subsidiary companies that operate brands offering a completely different product, and also have a fairly complicated organisation structure. That restricts our ability to directly assert improvement strategies on our league table position. Our subsidiary company is more able to meet the requirements of early action metrics but by sharing our registration, our efforts are diluted. Despite this major drawback, we decided to undertake all we could to improve our position.

In order to assist us in our endeavours, the company has established a Green Team. Headed up by the Estates Energy Manager, the group has a simple brief - to make on-going energy consumption reductions and make measurable improvements to the sustainability of the company. In addition, the team must devise, develop and

implement ideas, procedures and change with a view to limiting CRC liability, wherever possible and ultimately improving our corporate social responsibility overall.

Our first consideration was CRC compliance and the logical next step was to install AMR's on as many electricity and gas meters as possible. Malmaison and Hotel du Vin also invested in energy efficient lighting and are now fitting LED's as standard for refurbishments and replacements, most recently in the Bistro du Vin developments in London and the recently launched Smoak at Malmaison Manchester. These are saving approximately £5,500 and 33.5 tCO₂e of carbon annually compared to more traditional lighting products.

We have also invested over £180,000 in LED lighting for bedroom corridors in the past 12 months. The project is forecasting annual energy cost savings of over £150,000 and carbon reductions of 950 tCO₂e approximately.

We are now changing out the remainder of public area lighting and are forecasting further reductions in the region of 200 tCO₂e. Once we have completed the whole lighting replacement program it is anticipated that we will have invested over £500,000, however as a company we will have reduced our carbon footprint by over 1500 tCO₂e annually and will be in line to save approximately £182,000 on electricity at 2010/11 prices.

In addition to LED lighting, we are in negotiations to install Voltage Optimisation equipment, are undertaking comprehensive checks of BEMS controls and we are also looking at the hotel teams themselves and how to ensure that energy is used as efficiently as is possible.

The company's green teams, lighting replacement programme and other schemes have also helped the group to achieve the Carbon Saver Gold, rewarding the work already undertaken to reduce emissions and this will only help to engage members of staff at all levels within the business.

This foundation is one from which we can continue to create carbon reduction projects, and to develop stronger long term CSR policies.