

# ***The Royal Hotel(WSM) Limited***

***South Parade, Weston-Super-Mare, Somerset BS23 1JP***

## **Corporate & Social Responsibility Policy**

The Royal Hotel is situated in a prominent position on the sea front at Weston-Super-Mare and has provided a pivotal role in the community since the inception of the business, nearly two hundred years ago, in 1810.

The current owners and staff are pleased to continue this historic responsibility and are intent on developing good practice as the normal method of operation. The business is a well known local landmark and the ongoing success is acknowledged by the wide range of people that we affect including employees, customers, suppliers, local businesses and members of the community.

**Community:** The Royal Hotel is owned by a local family who are committed to restoring the this historic building and business to its former prominence, after years of decline under previous corporate ownership, by providing the capital and enthusiasm for a major refurbishment project. The business employs approximately 50 staff, the majority of whom are local people.

We make significant charitable donations to support local charities and sporting organisations & provide work experience programmes for students, in conjunction with the local colleges.

The implementation of training programmes, covering all aspects of the business, have resulted in the progression of many employees from raw trainees to valuable and experienced members of staff, a significant commitment which has undoubtedly played a major part in the progression from two star to three star status.

Weddings constitute a major proportion of the Hotel's function trade, the majority of which are for couples where the Bride and/or Groom are locals and is a service much appreciated by the local community.

The Hotel has a large multi purpose function room which is utilised for several large and successful charitable fund raising events, also provides facilities for many community service, music and arts clubs, and for two days a month is home to the Blood Donors Organisation.

**Environment:** We are committed to maximising the positive and minimising the negative impacts of the hotel on the environment. The Hotel is blessed with a large lawned area between the Hotel and the Sea Front with a substantial, recently planted, hedge lining the main entrance roadway and gardens to the front aspect. The Hotel is also surrounded by an attractive array of plant tubs/hanging baskets /barrels which are maintained to a high level. Daily litter patrols are the norm.

Reducing energy consumption, directly and indirectly, is a major objective. During the course of the ongoing refurbishment programme, which is approximately 75% completed, major improvements have been made to the heating system with boilers, valves, thermostats, all being replaced with modern, more efficient technology. Low energy lighting has been installed in bedrooms and corridors. Major draught exclusion improvements have been made to the majority of the numerous sash windows included in this Grade 2 listed building. Staff are all trained in turning off lighting and equipment.

**Policy Statement:** The Directors are committed to a policy which includes a desire to:-

- Improve all aspects of the business.
- Restore the splendid historic building to its former prominence.
- Maintain and improve current levels of client service. This will be achieved by providing a good level of training to staff members and ensuring a good working environment.
- To improve social and environmental issues as well as increasing profits.
- To continue to support local charitable and sporting organisations.
- Keep intact the links with the local population, businesses and community organisations.