



FIRMDALE HOTELS

LONDON & NEW YORK

FIRMDALE HOTELS – THE GREEN INITIATIVE

Firmdale Hotels strive to create innovative ways to reduce our carbon footprint and minimise our impact on the environment. We continuously think of new and exciting ways to save the planet – ‘to do our bit’.

Our 10 year plan is to reduce energy consumption by 25%. Every month our dedicated Environmental Committee monitor and review figures to ensure we are on track. Here are some of the ways:

Eco-Friendly Design

Firmdale Hotel’s co-owners, Kit and Tim Kemp, are recognised for breathing new life into dilapidated areas, transforming overlooked properties such as warehouses and car parks into world-renowned hotels. Each new-build project is unique. We have received The Queen’s Award for Enterprise four times, for outstanding achievement in International Trade, Innovation and Sustainable Development.

- Crosby Street Hotel was the first hotel in New York to attain the GOLD Standard status under the LEED rating for environmental building
- Ham Yard Hotel in London was awarded the BREEAM Excellent rating. BREEAM assesses the sustainability and environmental performance of buildings. Ham Yard Hotel exceeds the standards by more than 40%, using CHP units and solar panels to generate electricity. Both Ham Yard Hotel and Crosby Street Hotel have living green roofs, Ham Yard Hotel has a roof terrace garden which is home to its own beehives and vegetable garden. Its produce is used in the restaurant’s daily special dishes
- Firmdale Hotels has carefully restored heritage buildings, including Haymarket Hotel, an original John Nash Regency building, Covent Garden Hotel, which was once a French Hospital in the 1800s and Charlotte Street Hotel in Bloomsbury

Kit Kemp Design

Over the years Kit Kemp MBE has been forging an internationally-acclaimed reputation for her unique hotel interiors as Co-Owner and Creative Director of Firmdale Hotels, and also as a successful textile, fragrance and homewares designer, author and a highly-respected champion of British art, craft and sculpture. It’s with this experience and keen eye for detail that Kit and her team have created an ongoing collection of interesting and sustainable items for the hotels. *“Just because our products are sustainable does not mean they can’t be beautiful”* says Kit Kemp.

Kit Kemp and her design team are always thinking of the most environmentally friendly ways to create beautiful things.

- Firmdale Hotels’ shopping bags have been created around a selection of Kit Kemp fabric designs and along with the individual brochures and printed materials, are made with a water soluble varnish so they can be fully recycled
- The guest laundry bags have been designed in Kit’s Ozone fabric. These are made from 6-8 recycled plastic bottles. Once used they are cleaned and sent back to the hotels to be reused
- RikRak is Kit Kemp’s bespoke bath and fragrance collection which includes body wash, lotion, shampoo, conditioner, hand wash, luxurious soaps and scented candles. RikRak bottles are made from biopolymers, a waste product of sugarcane, eliminating the use of fossil-based raw materials. Amazingly the renewable sugarcane captures CO2 from the atmosphere during its production,

helping to reduce greenhouse gas emissions. Biopolymers are also fully recyclable. RikRak products are paraben free, are not tested on animals and contain no animal derivatives

- The fun and collectable patchwork animals including bears, rabbits and dogs are created from the off-cuts and recycled fabrics used by the design studio
- Our entire disposable cutlery range, takeaway cups and straws are made from 'Vegware', a plant sourced product using no plastic. This means they biodegrade in under 12 weeks. The cups have been wrapped in Kit Kemp fabric designs making them colourful and fun
- The stylish coat hangers are made from Norwegian reclaimed wood
- All toothbrushes are made from bamboo and presented in a biodegradable and re-usable bag
- The handy sewing kits are reusable and made from a bio-plastic, created from a straw bi-product
- Bedroom slippers come in a biodegradable bag
- Many interior designs include antique furniture, found objects and artwork which are often restored and given a new lease of life
- There are always new ideas in the pipeline. The design team are currently working on a chic 'Bag for Life' featuring our 'Lost and Found' and 'Peace and Love' fabrics, and a reusable water bottle with our Sailor's Farewell design



Waste Reduction

- All linen is laundered at our own commercial laundry using a new tunnel washer which uses significantly less water than before
- All waste from the hotels is incinerated to make energy which means no waste is taken to landfill
- Any remaining RikRak hand soaps are recycled by a UK charity which supports jobs for the disabled
- In our restaurants, old menus are recycled into waiters' pads

Looking to the Future

Firmdale Hotels Environmental Policy – Key Aims:

- To minimise waste by evaluating operations and ensuring they are as efficient as possible
- Actively promote recycling internally, as well as ensuring all waste contracts focus on recycling and split collections. Champion waste reduction, re-use and recycle
- To source responsibly and use the best environmental practises
- To minimise 'road miles' by bulk buying and reducing the amount of deliveries into each hotel
- Ensure use and storage of chemicals, raw materials and waste is carried out in such a way as to prevent pollution and minimise the risk of further pollution to air, land and water
- Set objectives and work towards them to ensure ongoing improvement in environmental performance
- Ensure best practises, training and incentives for environmental improvement are implemented and available to all staff at Firmdale Hotels. Our new purpose built training academy is fully equipped to teach all aspects of hospitality to our staff and to reinforce our drive to sustainability.
- Use accredited programs for targeting our reductions - including a Cemars ISO number

“We are always looking to the future and welcome ideas, suggestions and new innovative ways to improve and play our part in creating a sustainable future.” Tim and Kit Kemp