



**McKEEVER**  
HOTELS

# ESG POLICY 23/24

## 1. Vision and Company ethos

- At McKeeever Hotels our core values are to deliver genuine hospitality through open and honest business practices, whilst looking after our community including stakeholders, employees and suppliers. Our mission is to minimise our environmental impact whilst maximising the benefits we can bring to the local community through employment, biodiversity and a pledge to reduce our carbon footprint.
- We are aware that our business activities impact upon the environment and we are committed to alleviating those negative impacts as it's our vision.
- We are delighted to have received Green Tourism Bronze Award across all properties in the current portfolio and aim to achieve Gold Standard by 2025

## 2. UNWTO definition

- At McKeeever Hotel, we believe that *sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities (UNWTO, n.d.)*. We therefore aim to reduce our negative effects and increase our positive impacts.



### 3. Continuous improvement

- ESG is a journey of continuous improvement, and we are aware that we have a lot to learn. So far, we have several -sustainable measures in place, however we are committed to continuously assessing, measuring and improving on these to ensure we protect the world in which we live, have a positive impact on our community and deliver an exceptional customer experience. Some of these measures currently include:
- Installation of EV Chargers at all hotels in the portfolio 2022
- Installation of Solar Panels in 2023 at Dunadry Hotel And Gardens
- New BMS System installed at Dunadry Hotel and Gardens in 2023 to reduce our energy expenditure are committed to monitoring and being more efficient through energy training, management and measurement.
- Achieved ZERO% waste to landfill across all McKeever Hotels Properties in 2022
- A ongoing omprehensive recycling and waste management program which looks after glass, cardboard, paper and food waste
- We have eliminated single use plastics in the bedrooms and continuously assess and reassessing our impact with disposables, especially in single use plastic across the entire hotel operation. Where possible, we have already replaced it with more sustainable products ie glass instead of plastic cups. Plastic straws have been replaces by paper straws. We have still a way to go yet but we are conscious of this and putting it as a priority for our procurement process.
- Procurement - we source all food, drink and hotel products from Local suppliers were possible, however we are looking at how we could further align with our suppliers to ensure they are also committed to sustainable tourism.
- We have installed bug hotels, bat boxes and bee friendly flowers.
- We have established a Green Team at each hotel made up of members of each department who will actively target sustainable objectives for the Company.
- We have still a way to go yet but we are conscious of this and are committed to continuous measurement and improvement.

### 4. Measuring and reducing negative impacts

#### 4a. Energy consumption

We commit to *measuring* our electricity consumption every month and are currently doing the following to *reduce* consumption: ...

- Solar Panels have been installed at one property with capex put in replace to emulate across all hotels
- Sensored LED Lighting in all hallways and stores. LED lighting throughout the building. Lights are switched off in areas when not in use. Light dip cards in all bedrooms

- All windows replaced to double glazing and cleaned regularly to allow for maximum natural day light.
- Once an appliance reaches end of life it is replaced with a A grade energy efficient model or most efficient model available.
- Staff training and awareness. Increased signage especially in high usage areas such as kitchen and leisure facilities but striving towards a fully environmentally conscious behaviour as part of our Company culture.

#### 4b. Water consumption and protection.

We commit to *measuring* our water consumption every month and are currently doing the following to *reduce* consumption:

- Boreholes in 2 of our properties
- Feasibility study underway to look at harnessing the natural power of the Six Mile Water at Dunadry Hotel And Gardens
- Low flow showers in all rooms
- Replaced all storm drains to protect the Six Mile River.
- Fixed leaks, turn off taps and educated the team about water conservation.
- Use environmentally friendly chemicals throughout the hotel for cleaning purposes.
- 2 flush toilet system in all new toilets.
- Staff training and signage throughout high water areas.
- Have completed a water survey and looking at installation of a borehole.

#### 4c. Waste production

We commit to *measuring* our waste consumption every month and do the following to *reduce* consumption:

- ZERO waste to landfill policy - achieved 0% Waste to landfill 2022.
- Have a comprehensive recycling and waste management program which looks after glass, cardboard, paper and food waste
- We have assessed our impact with disposables especially in single use products ie. Napkins, straws, beer mats. We have replaced it with glass water bottles, plastic cups in bedrooms have been replaced by glass. We have still a way to go yet but we are conscious of this and putting it as a priority for our procurement process.
- We work with a local company Clear Water for all our bottled water use. The recycled glass bottles is a social enterprise which gives

people a chance to work. Each bottle has a barcode that shows who bottled your water and their story.

- Reduce, Reuse, Recycle policy.

## **5. Ethical purchasing**

At McKeever Hotels we are committed to ethical purchasing through local suppliers and ensuring that they also have a commitment to sustainable supply chains. Some of these commitments include:

- Reducing our consumption and buying only what we really need.
- Sourcing products and services locally wherever possible to encourage local business and craftspeople, creating 'authenticity' and cutting down on the energy used for transport and distribution.
- Purchase products with less environmental impact in their manufacture, use and disposal.
- Buying bulk when it makes sense to reduce the amount of packaging and energy used for delivery.
- Working with growers and suppliers locally to overcome the necessity to import and where imports are essential importing fair trade products.
- Ensuring that all suppliers adhere to safe and ethical working practices.
- Review all purchases on a monthly basis and contract on a yearly basis.

## **6. Carbon offsetting**

We aim to reduce our carbon footprint by measuring, reducing and finally offsetting the carbon we cannot reduce. We are currently looking to find a partner to offset our remaining emissions. We aim at having found our partner by end of financial year 2025.

Our first priority will always be to reduce the amount of carbon we produce and every effort will be made in this area. Where this cannot be reduced we will seek to offset through a fully certified project.

## **7. Responsible sustainability marketing**

We know that it is important to communicate our efforts in an honest way. We are aware of the risk of greenwashing, and we therefore commit to sharing our achievements honestly and openly using measurable facts on our journey to a more sustainable tourism product.

## 8. Social responsibility

McKeever Hotels has always been aware of the Communities in which we operate and we place a high importance on making a positive social impact. Our primary focus is creating a culture that best serves our Team Members, suppliers and business partners as well as the communities in which we operate. From creating career opportunities for our Teams, to investing in community, to working with local and diverse suppliers, to responsibly sourcing products for our hotels, below are just some of the measures we currently have in place;

**OUR TEAMS** – We believe in our PEOPLE and most importantly as a hospitality industry, we believe in looking after the people who look after our customers. Winners of *Employers of the Year 2022 at NI Family Business Awards*, we are committed to going beyond the basic salary expectations to offer additional benefits that have a positive impact on our teams health and wellbeing and that of their family. Some of these initiatives include; Kingsbridge Private Healthcare access for our teams and their families, Perk Box which gives discounts from high street retailers online and offline including meals for the family, free and confidential counselling sessions, access to wellness apps for mental health and discounts for stays and restaurants across our portfolios. We also provide meals whilst on duty free of charge to all team members.

We foster inclusive growth by enabling everyone to participate in and benefit from education, whether this be entry level NVQs to Degrees and specialist courses. This is available to everyone working in McKeever Hotels regardless of age, background, ethnicity, and religious beliefs.

**OUR SUPPLIERS** – Local partnerships are important to us to ensure the prosperity of the communities in which we operate. Our procurement policy also has the impact of reducing our carbon footprint as we source from local first. By local we mean that we will try to source within the local county we operate in first before looking 25mile radius and then nationally. Examples; our meats and eggs and most of our food produce comes from the local butchers and farms, our TVs are purchased from local electrical retailers instead of shipping in, our coffee is a bespoke blend, roasted fresh in County Down.

**OUR COMMUNITY** – we are aware of our impact on our communities and look to make this positive through various initiatives and policies. Committed to looking after our community and we do this in part through our Charity of the Year initiative in which the hotel teams submit their charity suggestions for the year that make a positive impact in their local areas. This is linked to our bespoke coffee blend in which 5p from every cup of coffee sold through the hotels goes to the charity and each hotel creates their own fundraising activities for the year directly benefiting the areas in which we operate.

We bring urgent focus and committed action to the pursuit of Diversity, Equity & Inclusion and to the protection of human rights across our entire Company and supply chains.

## 9. Corporate Governance

We are committed to a Corporate Governance structure which ensures the Company acts with integrity at all times.

The Hotel Group Board of Directors structure and membership is integrated into the updated Articles of Associations of the Group which will be the modus operandi for the Board of Directors and all linked Committees.

The Board of Directors will be chaired by the Chairperson of the Company and will include shareholders of the Company and the holders of Group Function positions and the non -Executive Directors, for the duration of their appointment.

The Executive Committee will be a sub -board of the Group Board of Directors. The Hotel General Managers and Deputy GMs to be members of the Executive Committee which will be chaired by the Group Managing Director. This committee will be the forum for performance reviews and templates, employee reviews, group communication, consultation, and data on Hotels and operational planning and developments.

The Hotel Operations Management Team will be a sub-board of the Executive Committee and will comprise of the Management, Heads of Department, Finance, and Sales teams of the Hotel. It will be chaired by the General Manager who will present a standing agenda item report to the Executive Committee meetings.

Our Risk Strategy will be continuous assessed and amended for the Group, and with each Hotel having their own Risk Management plan for their property. This Risk Strategy will be a working document that is consistently updated and reviewed at each Board of Directors Meeting.

Our Corporate structure as presented below, includes a Board of Directors, Executive Committee and Hotel Operations Management Team Committee. It will also provide for a formal Remuneration and Risk Management Committee structure.

This Group Corporate Framework will be the structure and process for governance, decision making, strategy, plans, targets, performance measurement and review for the Group and individual Hotels for the period of the Strategic Plan.

Signed by:

*McKeever*

01/10/23

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Managing Director

Date

*CJ McKeever*

01/10/2023

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Chair of ESG Committee

Date

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