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Green Practises Implementation at Premier Inn Whitley Bay

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Table of Content

Executive Summary	4
Introduction	5
Overview of Proposed Green Practise Initiative	5
Analysis.....	7
Implementation Strategy.....	7
Environmental Benefits	8
Operational Advantages	9
Implementation Challenges and Solutions	9
Staff Training and Development	10
Conclusion and Recommendations	11
References	13

Executive Summary

Premier Inn Whitley Bay is the landmark hotel situated in the centre of the coastal town, merely 50m from the sea, and can be recalled as the pioneer for sustainable hospitality business. This report aims to identify and discuss the overall advanced waste management system at this particular hotel with more focus on food waste management because the hotel is located in the coastal areas where there are possibilities of contaminating key natural resources like the water bodies. In addition, the analysis emphasises the need to implement smart waste management systems, which could be instrumental in landfill and prepare the hotel for the new UK food waste regulations in 2025. This initiative falls squarely within the framework of several of the UN Sustainable Development Goals, such as SDG 12 about responsible consumption and production and SDG 11 about sustainable cities and communities. Additionally, the proposed changes reflect the Triple Bottom Line model's principles of promoting sustainability and social and economic impact.

Introduction

The environmental impacts of the hospitality sector have been scrutinised because the nature of operations in key areas, such as coastal regions, may have significant impacts on the local ecosystems. The Premier Inn Whitley Bay is strategically located about 50 metres away from the beach and very close to leisure facilities that include Wet n Wild UK, a water park and Ocean Beach Pleasure theme park (Trivago, 2024). In this regard, this hotel acts as a significant touchpoint between tourism and environmental conservation. The hotel offers numerous food services, including breakfast and dinner services, which present challenges and opportunities regarding waste management. New food waste policies that have been proposed by the UK government to be implemented in spring 2025 for the hospitality business that employs ten or more employees increase the need for effective waste management. Under the Environmental Act 2021, under the established food waste regulations, businesses producing more than 5kg of food-based waste will be necessitated to separate food waste from general waste (Browne Jacobson LLP, 2024). The regulation changes linked to the changing customer awareness of environmental issues facilitate a compelling case focused on the implementation of effective sustainability initiatives at Premier Inn Whitley Bay.

Overview of Proposed Green Practise Initiative

Premier Inn Whitley Bay has sought to implement waste management approaches that align with the hotel's goal of protecting the environment. For instance, the use of colour-coded containers provides simple and consistent waste disposal approaches (Veolia, 2024). However, the sustainable waste management programme at Premier Inn Whitley Bay should comprise a

triangle of three activities that simultaneously meet the existing requirements and long-term objectives. The first component is adopting a smart waste management system that requires smart, intelligent bins and a smart waste tracking system. The United Kingdom generates over 200 million tons of waste annually, as a result, it has become critical to implement reliable waste management systems to prevent illegal dumping of waste; this could be realised when businesses adopt smart waste management systems (Whittaker and Ashton, 2019). This technology helps track the patterns of waste generation and aligns the collection system, thus also contributing to SDG 9, which is focused on industry innovation and infrastructure, which is needed to meet future challenges and build stable and prosperous societies (United Nations, 2024). Further, the second component deals with the reduction of food waste as a result of the responsibility the hotel has as a food establishment.

Indeed, this entails having waste kitchen controls, adopting contracts with local food banks to take excess foodstuff, and incorporating joint efforts in food waste collecting service (Premier Inn, 2024a). The above aspect of the initiative best fits SDG 12, which facilitates sustainable consumption where people are encouraged to use and produce in sustainable ways (The Global Goals, 2024b). The third aspect focuses on the hotel's sea coast by developing particular measures of preserving the sea. This entails putting in place filtration systems that will avoid letting microplastics go to the sewers, organising cleaning activities involving staff, guests and volunteers and making efforts to raise awareness on the effects of conservation of the marine environment (Premier Inn, 2024b). All these activities align with the framework of SDG 14, Life Below Water, which encourages protection initiatives which are aimed at eliminating pollution and other efforts aimed at protecting marine life (The Global Goals, 2024c). Such engagements

and efforts could be instrumental in demonstrating the hotel's commitment towards protecting the local environment.

Analysis

Although the current practises at Premier Inn Whitley Bay Hotel can be described as functional, the existing waste management system leaves potential opportunities for improvement, especially regarding the upcoming changes to the 2025 legislation. The hotel is situated in North Tyneside, a perfect area that has demonstrated a good commitment towards environmental conservation. Other establishments in the area have even embraced waste management policies. The Village Hotel, located in North Tyneside, has also adopted innovative solutions for managing the hotel's waste. For instance, it has been established that the hotel operates on 100% renewable energy, which has helped reduce carbon emissions. The proactive initiatives adopted have helped reduce waste and facilitated recycling. Further, 98% of waste from Village Hotel is diverted from landfills to recycling and third-party sourcing (Village Hotels, 2024). Therefore, other nearby hotels have demonstrated significant efforts in cutting down food wastage through the use of innovative waste management systems such as recycling.

Implementation Strategy

To enhance the success and effectiveness of the smart food waste management system, the type of implementation strategy to be utilised has been split into three phases, as shown below; the first phase for the first three months of the pilots is dedicated to structure developments such as the implementation of smart bins and monitoring systems, the creation of staff training programme and formation of the local partnerships; this training is vital in ensuring staff are informed how to handle waste to avoid contamination (John et al., 2022). Further, in this phase, all the preparations for structuring the programme and defining all the stakeholders'

responsibilities are made. The second phase, which is from the fourth to the sixth month, is on operational integration. This includes linking the new waste management systems with the hotel management software running in the hotels, launching the guest communication strategy and designing sound monitoring and reporting frameworks. The last phase is critical for embedding the new systems into the daily hotel operations. The third phase covers months 7 to 12 and is characterised as the optimisation and expansion phase. It is agreed that during this phase, the first results will be obtained, processes will be fine-tuned based on operating experience, and further sustainability measures will be proposed using the experience gained. This phase is significant so that the programme will be sustained over time and change incrementally for the better.

Environmental Benefits

Interestingly, many environmental improvements can be made if the proposed initiative is adopted by Premier Inn Whitley Bay, which sits on the coast. The reduced waste to landfill expected with the implementation of the project could reduce waste to landfill upon implementation, which will have positive consequences for the immediate environment. The reduction of marine pollution through exhibiting efficient waste management techniques leads to improved health of the marine ecosystem and, secondly, carbon emissions, which leads to common climate action goals. This has the potential of making the initiative complement North Tyneside Council's coastal operation and protection plans, whereby benefits can be harmonised (North Tyneside Council, 2024). This is a good opportunity for a hotel to embrace regional environmentalism campaigns so as to enhance its achievement of conservation objectives that are already fuelled by support structures and assets.

Operational Advantages

Smart waste management assesses the state of waste bins, whereby efficient waste collection systems at Premier Inn Whitley Bay can highlight operational benefits other than environmental ones. The automated waste monitoring system significantly cuts down the workload of the staff regarding the need to check waste levels and organise collection and disposal. This efficiency gain is important in moments when it is crucial to attend to many guests and maximise the staff workload. It helps set up the system in a way that many waste problems can be significantly addressed before they emerge as true challenges; this minimises the potential of having overflows, which can cause health and safety hazardous conditions (Farooq et al., 2022). In compliance, the new system put the hotel right on track with the new UK food waste laws that are to be implemented in 2025. Besides keeping abreast of legal requirements, this prevents a proactive company that can show leadership in sustainable hospitality. Another advantage of the smart system is the goal of enhancing the tracking and reporting of the digital system to help record and analyse compliance, thus helping with the continuous improvement principle of sustainable development. The tangible sustainability ideas alongside training aspects regarding marine life can help to establish a use proposition for the hotel. This can be well related to the social aspect of the Triple Bottom Line model in an effort to illustrate how environmental schemes can help meet organisational targets and enhance social quality.

Implementation Challenges and Solutions

There are multiple challenges that should be addressed in order to facilitate effective strategy implementation at Premier Inn Whitley Bay. The most urgent problem is the lack of space in the framework of the existing building facilities. Due to modifications in the methods of waste disposal, the current area in the hotel where waste is temporarily kept needs some modifications to accommodate the new smart bins and sortation stations. In regard to this, the

implementation plan entails the provision of modular bin systems that enhance space utilisation and an enhanced collection and disposal frequency during periods of congestion (John et al., 2022). Another factor that makes waste segregation difficult is the fluctuation in waste and guests throughout the year. Furthermore, the laws governing food waste management in the United Kingdom are changing, making it crucial for Premier Inn Whitley Bay to align with these policies. By early March 2025, it is expected that Premier Inn Whitley Bay will have separate food storage and collection processes (Keenan Recycling, 2024). This means the hotel should have a better understanding of which wastes are produced, the frequency at which the waste is produced and how the waste should be collected and stored in compliance with these new legislations. This compliance will be achieved when smart waste management systems will be fully implemented.

Staff Development

The success of waste management will be reliant on factors such as employee training and the development of other necessary programmes. The training strategy aligns with an advanced approach over the normal procedural directions and embraces the ideas of environmental influences and sustainability. This mitigates institutional blindness, where the staff members will not only understand how to manage waste sustainably but also why they should do it. Some of the training modules that will be covered in the training programme are the right way to sort waste, how to operate smart monitors, the local environmental legal requirements, and how to communicate the message of sustainability to the customers. For instance, training could allow all organisational members to understand how food waste in the hotel contributes to pollution through the emission of greenhouse gasses (Malik et al., 2024). Training also takes place at least twice annually in the form of so-called refresher courses in

order to update existing knowledge and implement new developments in sustainable practises. SDG 8 (decent work and economic growth) facilitates the need to promote sustained, inclusive and sustainable economic growth (The Global Goals, 2024a). Training on workers and employees is key because it facilitates a safe working environment for everybody. This ongoing education component contributes to the company's efforts to educate its employees about environmental protection.

Conclusion and Recommendations

Adopting a smart waste management system in Premier Inn Whitley Bay shall be an added advantage in a way that the hospitality organisation will stand to gain in empowering its organisational sustainability strategy besides preparing for other changes of regulations on sustainable waste management. It has been shown that the initiative is compatible with several SDGs and that implementing the Triple Bottom Line concepts enhances the program's ability to achieve sustainable hotel operations, especially in coastal areas.

Consequently, the following recommendations should be implemented in the hotel:

- Training the staff, together with the application of smart waste management systems, should start right away since the company must prepare for the 2025 regulations.
- Cooperation with other environmental non-profit organisations and waste management services should be developed in order to have a supportive network for the organisation.
- The hotel should establish a routine of monitoring and reporting concerns to assess performance and mark constructive changes.
- Proper planning could have significant impacts where Premier Inn Whitley Bay presently stands as a pioneer of sustainable coastal hospitality. In this way, it is possible to create long-

term positive change in the environmental, social, and economic spheres and improve its competitive advantage in the highly competitive field of the hotel business.

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