

“Matching our 'eco-friendly' ethos”

Paul Burgess, Operations Director, Best Western Ullesthorpe



Situated in the Heart of England, this 72-bedroom, 4-star modern country house style hotel is ideally located to entice customers from the length and breadth of the UK. With its 18-hole championship golf course and leisure club, the Best Western Ullesthorpe Court Hotel is within easy reach of many attractions including Warwick Castle and Silverstone.

Serving a host of visitors from those taking a break away to enjoy the leisure facilities and beauty salon; to those attending a conference or meeting; or just a relaxing break to visit the local attractions - the hotel certainly has to cater for a variety of guests and activities on a daily basis.

Paul Burgess, operations director continues: “The hotel is a buzz of activity throughout the week with a variety of guests demanding different services. From delegates attending conferences to our regulars teeing off on the golf-course, we have to ensure we have adequate catering facilities that not only enable us to service the quantity of people each day, but also have something tailored to their specific needs.

“It was with this in mind that we decided to begin offering PG tips in our hotel bedrooms. We’d been looking for suppliers who matched our ‘eco-friendly’ ethos and PG tips was the ideal candidate. We were aware that they’d started working with Rainforest Alliance™ a few years ago, but hadn’t realised how much this could benefit our business until we started along the path of obtaining our first Green Tourism Award. The benefits of offering Rainforest Alliance™ certified PG tips to our customers became an obvious selling point and advantage for us in obtaining our Green Tourism Award.

“In addition to being a key ethical supplier, offering PG tips in our in-room catering was also due to the recognition and reassurance the brand gives our guests. We felt that there was no other ‘tea’ brand that had the instant recognition that PG tips has reminding our guests of the comforts of home. As a hotel our guests are our utmost priority, and ensuring they’re relaxed and have an enjoyable stay is paramount to our business. PG tips is a great way to ensure we’re delivering both great quality and taste to our customers whilst serving them the perfect cup of tea.

“I’m delighted to say that we recently received our Green Tourism Silver Award for recognition of the work we’ve undertaken to become a ‘greener’ business and will be going for Gold next year and therefore ensuring we raise our game to be able to achieve this over the coming 12 months.

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“At the Best Western Ullesthorpe we always endeavour to ensure we tailor our offering to suit all our guests and in addition to supplying PG tips in-room, we also offer PG2GO to our golfers. Served from the bar in the golf area, PG2GO is perfect as an on-the-go option that can be carried around the course whilst also giving the guest complete control over the brewing strength of their tea. This is a relief to our team as it’s impossible to serve the perfect cup of tea to everyone, and having this responsibility handed over to the guest themselves has been perfect!”

As the biggest group of independently owned and managed hotels in Great Britain, Best Western have big ideas when it comes to looking after the environment and the local community and are always thinking of new initiatives from recycling paper, tea bags and orange skins to name but a few. With every hotel in the group instrumental in the overall CSR programme, the team at Best Western Ullesthorpe is definitely showcasing its ‘green’ credentials.