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# BEST INITIATIVE IN SOCIAL RESPONSIBILITY

**Helping Our Community**

London Heathrow Marriott Hotel



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# SUMMARY

Improving our community with social and environmental activities that focus on the environment, youth engagement and raise awareness and funds to help those in need.





# ABOUT OUR ACTIONS

A multi award winning hotel, the London Heathrow Marriott has worked hard to tackle many social and environmental issues in the diverse community of Hillingdon. Situated close to one of the world's largest airports, our 393 bedroom property is more than just a busy airport hotel.

We have taken many notable actions that have benefited the local area, by partnering with like-minded community leaders such as **the Mayor of Hillingdon** and organisations like the **World Wildlife Fund (WWF)**, **Clean the World** (soap recycling), **British Heart Foundation** and **DFN Project Search** (getting children with learning difficulties into employment) to name just a few.

London Heathrow Marriott Hotel is vigilant around the changing community needs and has raised awareness for the environment, created employment opportunities and raised money for charitable organisations.

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# ABOUT OUR ACTIONS

As the Government presses ahead with plans for a third runway it is thought that this will bring increased pollutant emissions, to address this, every March since 2013, the hotel joins with WWF's annual event 'Earth Hour' for climate change awareness with over 150 people of the local community.

From its humble beginnings, the hotel's unique 'glow show' to support Earth Hour, has grown to become the local highlight of the year.

Lights in the hotel lobby are turned off for an hour and the hotel associates cover themselves with glow sticks and perform organized dance routines while glow jugglers and baton-twirlers entertain guests.

A short climate change video is shown to hotel guests and visitors who join in the dancing and enjoy refreshments after the show.

A special 'dinner in the dark' is held for the local Mayor and community leaders and WWF have recognised our contribution over the years.



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# ABOUT OUR ACTIONS

DFN Project SEARCH is a unique internship programme designed to teach young people with learning difficulties, employability, social and life skills, in a real life fully supported work setting. We work in partnership with Meadow High School, Hillingdon Council, Prospects and Centre for British Teachers Education.

The programme creates life changing opportunities, offering young people a one-year transition to work programme in their final year of school or college to enable inclusion and empowerment.

At London Heathrow Marriott Hotel, we provide year round on-property training with teachers and coaches. Since 2016 up to 12 interns per year are recruited from the local Hillingdon area, interns work within different job roles such as housekeeping, conference and banqueting and our engineering department where they integrate with our workforce. This workplace learning not only benefits our interns with increased confidence, skill building and experience, but we also benefit from having a new and diverse talent stream. 21 out of 27 Interns have secured employment, 3 of those we are proud to say work at our hotel.



DFN  
Project | SEARCH

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# OUR RESULTS

DFN Project SEARCH has been running at London Heathrow since September 2016. We are in our 6<sup>th</sup> year having had between 5-10 students each academic year.

- 2016 – 2017 – 10 students, 7 gained employment (70% achievement)
- 2017 – 2018 – 8 students, 7 gained employment (87.5% achievement)
- 2018 – 2019 – 9 students, 7 gained employment (77% achievement)
- 2019 – 2020 – 5 students enrolled, 3 gained employment (60% achievement)
- 2020 – 2021 – 7 students enrolled (outcomes not reported yet)
- 2021 – 2022 – 8 students enrolled (on site at present)

In 2018 we were the top performing site in London. In 2019 we also had 2 nominations shortlisted in the Movement to Work Social Mobility Award (Mentor of the Year and Rising Star Award). In 2021 an ex intern (Rhianna Lavender) who gained work in a Care Home won the Graduate Keyworker Award presented by DFN Project SEARCH for all UK sites.



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# ABOUT OUR ACTIONS

We were the first hotel in Europe to partner with the global leader in soap recycling, Clean the World.

Soaps and toiletries are re-processed by the organisation into re-sanitised soap bars and toiletries and then distributed. This global enterprise repurposes hygiene supplies left behind by hotel guests to benefit homeless shelters, senior citizens and struggling families around the world.

There are also many green areas in the community that require attention. Since 2015 the hotel takes part annually in an important conservation project with Hillingdon Council's Green Spaces to protect a local river and help plants and wildlife flourish. Another space we tend to regularly are the gardens of a nearby Hospice. For over 10 years our engineering team cleared and maintained the gardens of the nearby Harlington Hospice. An annual event, the hotel staff along with friends and family, plus the staff at the hospice join together for a summer BBQ. Each year we participate in the Great British Spring Clean with support from our sister properties and in partnership with Hillingdon Council. London Heathrow Marriott Hotel is always looking for actions to improve the environment, always leading the way to inspiration.





Yearly river clean of Yeading Brook in Ruislip Gardens



Great British Spring Clean along Bath Road



Earth Hour party in the Lobby

