Hilton
BIRMINGHAM METROPOLE

Let's Talk Sustainability

Travel with Purpose

Here at Hilton, we are committed to operating responsibly through our Travel with Purpose programme. Around the world, our brand is serving in three focus areas; creating opportunities for individuals, strengthening communities and living sustainably.

Lets Go Digital

Digital Key enables you to choose your room and check-in and out through the Hilton Honors app on your phone, without having to pick-up a key. Don't worry, if you still prefer a key, we have a wooden alternative option, too!

Locally Sourced

Our 24-hour Gild Bar and buffet style Arbor restaurant both focus on locally sourced ingredients, while our partners at Hope & Glory Tea use 100% sustainable packaging, meaning every component is recyclable, reusable and compostable. It doesn't stop there, our Gild to room service and Gild to go also use fully recyclable packaging, too!

GILD
BAR + LOUNGE

Stylish and Sustainable

Our Team Member uniforms are made of sustainable materials including organic cotton, recycled polyester and recycled plastic bottles that are rescued from the ocean! Stylish AND sustainable.

Event Waste Reduction

We've partnered with Event Cycle, who take unwanted event waste away and repurpose or redistribute the items to charities or back into the event industry. Better still, you'll even recieve a certificate to see the social impact that you have made.

Table Settings With a Difference

Why not think of a different table centrepiece for your next event? We can use plants, herbs and even trees, which are donated to our partners and re-planted at the nearby Saxon Village. Sit back and watch your legacy grow!

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Sustainability Initiatives Currently in Place

- LED lighting within hotel
- Sustainable packaging used for Room Service & Gild to Go
- Water saving urinals
- Digital Key or wooden access keys for guests who prefer
- No single use plastic used within hotel
- Seperate wastage system for recycling
- Power correctors
- Energy efficient boilers
- Induction hob to save energy in the Gild Kitchen
- Automatic air vents within the conservatory
- Energy efficient conservatory
- Cycle to work scheme
- Water conservation initiative
- Room service on departure unless stated otherwise
- Energy efficient hand dryers
- Lost property clothing is donated to Air Ambulance
- Beds, furniture and pillows are donated to Changes UK
- Relationship with local school in the area to plant trees, herbs and other sustainable initiatives
- Use of local suppliers for selection of signature drinks in Gild and Brightsmith

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Current Ongoing Projects

- Food Waste Digester
- Energy efficient shower heads
- Electric vehicle charging
-Replacing gas cookers with induction hobs
- Sustainable uniforms for use across all guest facing positions
- Relationship with Event Cycle to remove and repurpose Event Waste
- PIR Lighting in all meeting rooms and offices
- Energy efficient dishwashers
- Solar panel installation on the roof