



# ROSEATE HOUSE

LONDON



 CARE *by* ROSEATE

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*Transforming our world. One step at a time.*

Roseate House London, a luxury boutique hotel overlooking the verdant Westbourne Terrace, spreads across three mid-19th century, Grade-II townhouses built in 1842, restored to the original allure and charm of their Victorian architecture, with minimal environmental footprint.

## Sustainability - A commitment

We believe that each one of us has a role to play in the larger story of a sustainable, equitable, and thriving planet for future generations. We wholeheartedly embrace sustainable practices. Sustainability is intrinsically a part of who we are and what we do. It is deeply embedded in the Roseate philosophy and permeates every aspect of our operations. Roseate House London is a sustainable urban retreat, where vintage charm meets modern luxury. As a brand we are driven by a deep sense of purpose and believe that we thrive in a live, constantly evolving ecosystem where everything and everyone is interconnected. While we continuously strive to raise the bar of our immaculate services, warm, intuitive hospitality and guest experience, we are mindful of our commitment to minimize our environmental impact.



## We are located in a Low Emission Zone (LEZ)

The Roseate House London is located in the Low Emission Zone (LEZ) of the city of London, which is a zone that has been identified in order to promote healthier living conditions and reduce air pollution. This outstanding location in close proximity to Hyde Park not only provides visitors with quick and easy access to one of London's most renowned green spaces, but also aligns with our sustainability goals.



# Sustainable Wellbeing



## Smoke Free Zone

Roseate House London is a smoke free building. Smoking is allowed only outside the designated perimeter of the hotel. By maintaining a smoke-free policy, we aim to provide a safer and more enjoyable atmosphere that enhances the well-being of our esteemed guests and team members.

## Serenity

A tranquil, serene environment is one of the sound pillars in our quest towards sustainable practices. As a guest enters the charming foyer of Roseate House London, the environment of discreet luxury, serenity and calm is palpable. It is an oasis of relaxation. Large bay windows overlooking verdant greens, gentle lighting and calming notes of curated music induce a deep sense of harmony with the environment.



## Dining

Our menus, curated by a team of culinary & wellness experts offer a range of wellness cuisine and beverages, which are featured in our signature breakfast and all day dining options. In our certified kitchen, we use fresh produce based on the profound philosophy of SLOW – seasonal, local, organic, wholesome foods.

As part of our commitment towards wellness and holistic wellbeing, sustainable dining is important to us. At Roseate House London, Our culinary team source 95% of ingredients locally within the UK to ensure that our carbon footprint is kept to a minimum. The meals we serve have been selected with care to accommodate a variety of dietary requirements and ethnic cuisines. Our kitchens operate without deep fat fryers and instead we use the latest Eco Air Fryers to ensure that greenhouse gases are not released into the atmosphere and our guests enjoy healthy food.



## Fitness

We encourage guests to practice Yoga every morning at the Hotel in our well-appointed Hyde Garden. A resident professional yoga instructor works closely with the teams and guests alike to impart knowledge of yoga and fitness for the mind, body and soul. For guests who prefer walking and running as part of their fitness journey, the iconic Hyde Park is a few minutes' walk from the Hotel.



## Sustainable Living

### Engaging with local community

We believe that on our planet, we are all interconnected. Building and nurturing a close sense of community contributes towards a larger sustainable goal of respect for life. We help build community through local hiring and sourcing, investing in professional growth.



### Promoting Local Heritage:

We actively promote local heritage on our website. Guests can book private tours conveniently via our website or at the reception. Additionally, we provide valuable information to guests on sustainable practices while exploring the city. At Roseate House London, we are committed to enhancing guest's experiences by integrating local culture, offering personalized tours, and supporting sustainable travel.



### Diversity, Equity & Inclusion:

We are proud to foster an inclusive environment that respects and celebrates the diversity of our guests and team members, regardless of ethnicity, gender, sexual orientation and even different abilities. We work closely with local charities to engage with volunteer work, especially that which supports larger sustainable goals. Our teams volunteer to help and reach out to the homeless and senior citizens. We sincerely support initiatives of UK Cancer Research organisations.



## Mental Health

Our teams are one of the strongest pillars of our Hotels. Their wellbeing and good health is important to us. We regularly organise awareness support classes for our team members under the tutelage of an experienced therapist who is equipped to provide professional guidance and support. These classes are a holistic blend of yoga, meditation, eco-friendliness and team-building exercises, held mostly in The Hyde garden. Furthermore, we have partnered with 'Citation Company', which offers comprehensive mental health support and exclusive sustainable training programs for our team members. As part of our initiative, Care by Roseate we regularly share information about health initiatives implemented across our hotels with our guests.

## Pet friendly

As part of our commitment to sustainable living, we believe in the welfare of all forms of life, including animals. We are a pet friendly Hotel. We welcome pets on board and go the extra mile, providing the best in pet care, comfortable bed baskets, bowls, meals and even recreation for pets.



## Minimal Carbon Footprint

Our efforts to eliminate single use and virgin plastic are on point. We firmly believe in finding circular solutions using creativity and innovation. We work closely with experts and authorities to ensure that we follow sustainable practices and do our best to have minimal carbon footprint.

We bottle our own drinking water in reusable glass bottles. We use eco-friendly materials to substitute everything from drinking straws, toothbrushes and recycled cloth laundry bags.

Roseate House London has also signed an agreement with Bio Hygiene to ensure that all chemicals that will be used at the hotel would have a Bio Hygiene sustainability certification.



## Electronic House Car

We are a luxury lifestyle destination committed towards sustainable luxury. Our House Car is a Tesla EV, meant for offering our guests bespoke tours of the city of London without any carbon footprint. We wholeheartedly encourage our guests to make best use of London's phenomenal public transport systems and network in addition to renting bicycles and electric vehicles. Convenient access to these eco-friendly travel options is guaranteed by the hotel's strategic location in close proximity to major public transit centres.

## Energy efficient lighting & HVAC

Our rooms are equipped with energy -efficient lighting to minimize resource consumption. Our hotel has an exclusive energy saving Panasonic HVAC system which has a unique motor control technology which in turn results in stable ventilation, air volume and significant energy conservation.

## Paperless offices

Roseate House London has implemented fully paperless back and front office operations by investing in the latest E-Reg Card systems by Samsotech to reduce paper consumption and save time that can be invested more usefully. At Roseate House London, all check in and check out procedures are executed smoothly and securely without the need to print any paper. Our eco-friendly wooden key cards have now replaced the erstwhile plastic cards.



## Breathe



## The Hyde Garden

The garden at Roseate House London features a Living Wall with a variety of native plant species that have acclimated to the specific climatic and soil conditions of the region. The Living Wall helps to reduce the need for extensive watering as it's equipped with an auto irrigation system to control the usage of water, promoting a healthier, more resilient ecosystem. We use organic gardening methods, avoiding chemical nutrients and pesticides. Instead, we use natural methods to grow plants, enhancing soil stability and protect the fauna. The Hyde Garden designed to support local biodiversity, making it very conducive for birds, butterflies and bees. This not only beautifies the space but also contributes to the wellness of the surrounding environment.

## First Mile Gold Recycling Certificate

Roseate House London has been awarded the prestigious First Mile Gold Recycling Certificate, demonstrating our constant dedication to outstanding recycling methods. This accreditation guarantees that our waste management procedures are environmentally responsible, with no waste being disposed in landfills and all used materials are being recycled sustainably.




*In this journey, we all are together.*

#EperienceTheUnimagined  
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To book your events  
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