

APEX EARTH



Our roadmap to a greener future



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A Message from our Managing Director

Excellence is at the heart of Apex Hotels. Since opening our first hotel in Edinburgh in 1996, we have stayed true to our core values of trust, friendliness, passion, and teamwork.

These values are embodied by the dedicated teams who create unforgettable experiences for our guests. For us, hospitality goes beyond providing luxurious stays — it's about making a meaningful impact on the communities we serve and the environment we cherish.

From our urban locations housing over 80,000 bees to support biodiversity, to our commitment to improving heritage buildings with sustainable technologies, we are setting new standards for what it means to be a responsible hospitality leader. Apex Hotels is a place where community, sustainability, and luxury meet, and this report is a testament to our ongoing efforts to build a better future.

Averil Wilson
Managing Director - Apex Hotels

A portfolio of modern luxury

Apex Hotels offers an authentic and heartfelt approach to contemporary hospitality. As a family-owned hotel group, we are deeply committed to finding innovative ways to seamlessly incorporate our environmental, social and corporate responsibility into every touchpoint and prioritise the wellbeing of our people, planet and guests.



Making every guest stay part of a greater worldwide impact

We recognise that the wellbeing of our people, our environment and our communities is just as important as the wellbeing of our guests.

900,000

single-use plastics room amenities removed from waste and supply chain



£100,000

our total donation to charity and fundraising for 24/25



**Over
£1million**

invested in energy saving initiatives last year



100%

of our car parks have EV charging stations



50%

of all of our waste is recycled at source



0%

the amount of waste that we've sent to landfill since 2019



100%

of our hotel portfolio has been awarded the Gold Green Tourism Award 2025



100%

of all hotels have refillable BELU water stations



56,000

plastic guest room door keys replaced with eco-friendly alternative bamboo



£11,282

donated to BELU Water in 2024/2025



25%

of all food at our hotels is locally sourced



2 days

of volunteering time per annum for each team member



Environmental Responsibility





Energy

- Building management technology upgraded to improve control over heating
- Sub-metering technology installed to monitor real-time energy use and identify inefficiencies

Water

- Water-saving technologies introduced across properties to reduce consumption
- Showerheads and taps that reduce waterflow to minimise water consumption
- Compressed air optimisation in commercial laundry to reduce water and carbon impact

Waste

- Zero-landfill policy implemented across the group since 2019
- BELU water filtration project eliminated 600,000 single-use plastic and glass bottles
- Bulk amenities project removed 900,000 single-use plastic bottles
- ORANKA juice bag-in-box system eliminated 43,000 single-use plastic bottles
- Eco-friendly alternative bamboo wooden key cards introduced, replacing 56,000 plastic cards annually

Renewal

- Over £1 million invested in new energy-efficient equipment
- Apiaries installed to support biodiversity in urban rooftops

Social Responsibility

At Apex Hotels, supporting our communities is part of who we are. Through Apex Gives Back, our dedicated charity committee, we channel our passion for social impact into meaningful action.



Our ethos and core values



We recognise that our teams are the cornerstone of our success. Having launched our 'Be Yourself Here' strategy in 2022, we've continued to build on opportunities to support our people in bringing their true selves to work, and to feel valued for their unique skills and experiences. We are proud to have implemented various initiatives to support our teams' well-being, professional growth, and engagement.

Employment Partnerships

We believe that meaningful employment is a crucial step towards social inclusion and economic stability. To support vulnerable individuals, we actively collaborate with organisations that help bridge the gap between communities and employers to create sustainable job opportunities.



Long-Term Unemployment

Through partnerships with Ingeus, Street League, and Enable Scotland, we help individuals facing long-term unemployment to easily access coaching, training, and meaningful job opportunities that build confidence and support long-term career success.

Disability Inclusion & Support

Through our partnership with Seetec, we provide tailored employment opportunities for individuals with disabilities, offering specialist support, workplace adjustments, and inclusive recruitment practices to ensure all candidates can thrive, build and form meaningful careers at Apex Hotels.

Homelessness & Reintegration

We partner with Only a Pavement Away to support individuals with experience of homelessness or the criminal justice system, offering structured hospitality career pathways that promote stability, rebuild confidence, and create long-term employment opportunities.

Youth & Career Inspiration

We partner with Springboard and Hospitality Connect to engage young people and the unemployed, inspiring them to explore careers in hospitality. These organisations provide practical training, early exposure, and support to help individuals build a foundation for a sustainable and successful future.

Employee Recognition

Our Employee Awards offer the perfect opportunity to highlight the outstanding hard work, dedication, and passion of our team members across every hotel in a fun, relaxed, and celebratory social setting.



Our Annual Awards Ceremony is the highlight of the year for our team members, bringing those who have been recognised throughout the year for their outstanding hard work, together to celebrate in style. The Employee of the Quarter awards nominates team members who demonstrate excellence in line with our company values, our ESG commitments and help to foster a positive, kind and encouraging workplace.



Apex Gives Back

Through our dedicated charity committee, Apex Gives Back, we channel our passion for community into meaningful action. From long-standing relationships with local causes to impactful fundraising campaigns, we are proud to support the people and places that matter the most.



Creative Fundraising

Inspired by our founder Norman Springford's passion for supporting local communities, our initiative brings structure to a culture of generosity that has long existed within Apex Hotels.

The iconic Apex Hotels animal statues, found throughout our hotels, were bought at charity auctions and serve as everyday reminders of our charitable spirit and our core values.



Community Efforts

Apex Gives Back has raised over £44,000 for charities including Maggie's, Mental Health UK and Hospitality Action since its launch.

The '20 Weeks' campaign that celebrated Apex City Quay Hotel & Spa 20th anniversary, raised over £23,000 for local projects including Dundee Bairns and Maggie's Dundee, achieved through strong bonds with our local communities and networks.

Charities & Communities

Sports Sponsorships



Through funding local teams, youth programs, and inclusive initiatives, we can support our local communities. We support external sporting ambitions and sponsor essential sporting kit and equipment for local teams and clubs nominated by our team members such as the Bayside Football Club Under 13s team in Dalgety Bay, Fife in Scotland.

Springboard

At Apex Hotels, we're proud to partner with Springboard, a charity that helps disadvantaged and unemployed people build careers in hospitality. Our partnership reflects our commitment to supporting the future of the industry and creating meaningful opportunities.

As part of this, Maureen Rodger, Operations Manager at Apex City of Glasgow, took on the Springboard 'Trek to Cambodia' initiative — a 13-day, 100km challenge where participants helped build an eco-bungalow to support sustainable tourism.

Paid Volunteering

We offer 2 days of paid volunteering time to our team members every year. This commitment allows Apex Hotels to support people to give back to causes which are important to those team members personally.





Awards & Recognition

Business Growth & Innovation Awards

Fast Growth Index Awards 2024

- Apex Hotels - Recognised as one of Scotland's '50 fastest-growing companies'

VisitScotland Awards 2024

- Best Hotel Experience – Central and East Region – Apex City Quay Hotel & Spa
- Best Hotel Experience – National Award – Apex City Quay Hotel & Spa

National Hotel Awards Scotland 2025

- Group Growth, Strategy and Innovation Award – Apex Hotels

Sustainability & Environmental Awards

Springboard for Excellence Awards 2024

- Best Sustainable Business – Apex Hotels

Green Tourism: Gold Award 2024:

- Apex City Quay Hotel & Spa, Dundee
- Apex Grassmarket, Edinburgh
- Apex City of Edinburgh, Edinburgh
- Apex Waterloo Place Hotel, Edinburgh
- Apex City of Glasgow Hotel, Glasgow
- Apex City of Bath Hotel, Bath
- Apex Temple Court Hotel, London
- Apex City of London Hotel, London

Business Growth & Innovation Awards

HIT Awards 2024

- The HIT Industry Award
 - Angela Vickers, CEO of Apex Hotels

Courier Business Awards 2024

- Employee of the Year
 - Lyndsey Nicholls, Front Office Manager, Apex City Quay & Spa

National Hotel Awards Scotland 2025

- Events Hotel of the Year – Apex City Quay Hotel & Spa
- Business Hotel of the Year – Apex City Quay Hotel & Spa
- One to Watch – Apex Waterloo Place Hotel
- Brasserie & Bar of the Year – Apex Waterloo Place Hotel



Governance leading with integrity

In today's business environment, strong ESG governance is not just a requirement, it is key to our success. We maintain high ethical standards by performing thorough checks across our operations and supply chains.

Ethical Supply Chain and Anti-Corruption

We select suppliers and business partners that reflect our values, maintaining strict policies against bribery, corruption and unethical work practices.

Sustainable Procurement & Circular Economy

By integrating ethical sourcing and circular economy principles, we ensure our supply chain maximises resource efficiency and minimises waste.

Security & Protect Duty

We continuously enhance our security protocols to safeguard in the digital and physical world, aligning with the upcoming Protect Duty, to proactively meet emerging regulatory standards and best practice.

Environmental

We include environmental concerns, the promotion of sustainability and the minimisation of our carbon footprint within all decision-making.

Diversity & Inclusion

We champion a diverse and inclusive workplace where equal opportunities and varied perspectives foster innovation and effective ethical decision-making.

Board-Level Oversight of Environmental, Social and Governance Initiatives

Our board maintains oversight of ESG strategies, ensuring that sustainability, ethics, and long-term value creation are integral to all strategic decisions.

Next Steps

Our journey doesn't end here; it's a pledge to keep innovating, holding ourselves accountable every step of the way through Apex Earth commitments.

We will continue to focus on our long-term goal of net zero by 2040, and to ensure we remain on the right path, our immediate focus is:

- Green Key accreditation achieved by 2026
- Green Meetings that embed sustainability across people, place, and planet, with guidance from our ESG Committee
- 100% green electricity across all hotels by November 2025
- 5% reduction in energy
- A further 10% reduction in waste





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