

WHITE HORSE DORKING

The first provincial hotel to receive the Global Secure Accreditation



One of England's most storied coaching inns, The White Horse Dorking receives the Global Secure Accreditation.

Summary

The White Horse is situated in the market town of Dorking Surrey. The hotel is located on Dorking's famed High Street, amidst the rolling hills of the North Downs and Surrey's world-famous Denbies Vineyard and Estate. The White Horse offers 56 bedrooms and a meeting space. The hotel has just received a substantial £4 million refurbishment with improvements across all 56 bedrooms and throughout the public spaces.

Challenge

The White Horse, Dorking is a historical property set within a location attractive to both leisure and corporate guests. This diverse range of guests means that despite the property being in a relatively low risk location, safety and security considerations for corporate travel managers and large leisure parties require key security standards to be upheld. As the White Horse is a part of Bespoke Hotels, the UK's Largest Independent Hotel Group there was already a strong commitment to security in place. Following the multi-million-pound renovation to the property, this was an ideal time to reassess security due to the changes within the hotel structure. The independence of the accreditation was key to the hotel team as it offered an impartial expert opinion.

At a glance

Challenge: Despite being in a provincial low risk location, the diverse nature of the guests at the property means security has always been a key initiative, backed by protocols laid out by Bespoke Hotels. An exterior assessment of safety and security had never been undertaken previously, allowing an essential independent analysis.

Approach: Global Secure Accreditation (GSA) undertook a rigorous assessment of security standards at The White Horse Hotel. The security assessment process was independently supervised by SFJ Awards, who then tested the results of the assessment against the accredited standard.

Results: The GSA accreditation allowed The White Horse to:

- ◇ Allow guests and customers advanced notice of the property's commitment to security.
- ◇ Assess its safety protocols post refurbishment.
- ◇ Rely on an external independent assessor to monitor and feedback on current internal guidelines.
- ◇ Have an independent accreditation for the sales team to use moving forward for RFP processes.
- ◇ Have a physical certificate to display in the hotel, drawing the awareness of guests.
- ◇ Be prepared for Protocol ISO 31030 when it is applied in 2020.

About The White Horse Dorking



Historic
Property



Situated in
Dorking



56 Bedrooms
and Meeting
Space



£4 million
refurbishment

“I am delighted to have achieved the GSA accreditation standard for the White Horse Hotel. It reflects the hard work and investment we have made in security. Our corporate clients are increasingly concerned about security issues and this award will help me to reassure those clients, and other guests, that we have high security standards which have been verified independently. The process was simple and discrete and since placing the accreditation certificate in the hotel, it has been a source of interest and conversation for both leisure and corporate guests.

- **Beccy Gunn, General Manager at The White Horse.**

Approach

Global Secure Accreditation (GSA) undertook a rigorous assessment of security standards at The White Horse. The security assessment process was independently supervised by SFJ Awards. They tested the results of the assessment against the accredited standards and confirmed that the standards were met or exceeded.

The assessment took the form of a thorough structured physical inspection of the hotel's security systems, practices and apparatus. In addition, interviews and observation of staff took place, plus a detailed examination of relevant policies and other documentation supplied by the hotel. The White Horse was also able to take advantage of the yearly membership which accompanies the annual Global Secure Accreditation.

Results

As Bespoke Hotels already had many key protocols in place, the White Horse was already in a strong position as security had been taken seriously through set guidelines, disaster recovery manuals and a support network of training. The independent assessment highlighted these strengths whilst also offering easily applicable updates following the refurbishments.

The strength of the independent accreditation will also be helpful for the corporate clientele at the property and for RFP processes which require proof of security and safety measures.

Despite being situated in a low risk location, external to the level of threat in large and busy cities, there are still aspects of security very relevant for clients and visitors to be aware of.

No other hotel in the area has such an accreditation or independent security reassurance, so The White Horse's new accreditation is a strong differentiator for corporate bookings and travel managers looking to place clients.

The White Horse's approach to safety and security is not just a tick box exercise to achieve accreditation but to create an environment within the hotel where every guest feels safe and comfortable. Feeling safe and secure means something different to each individual.

The team at The White Horse have received many enquiries on the accreditation since the certificate has been showcased, highlighting the growing trend for all guests to understand more about what hotel safety and security means and how it is quantified. Allowing guests to make a more informed choice on their safety.