

The
Delegate Wranglers®

April 2026

SUSTAINABILITY

INSIDER SPECIAL



featuring

AVANTI WEST COAST

WYBOSTON LAKES RESORT

BMA HOUSE



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BMA HOUSE
LONDON



Welcome to the Sustainability Insider Special!

This edition shines a spotlight on three forward-thinking organizations that are redefining what it means to host responsible events. From high-speed rail travel to award-winning venues, our featured partners are proving that sustainability can enhance the delegate experience without compromising on quality or impact.

Whether you are looking to slash your event's carbon footprint through greener travel or partner with venues that prioritize "proof over promises," this edition will educate you on the practical, creative solutions available today.

Dive in to hear directly from **Sophie, Louisa, and Rebecca** about the game-changing initiatives they have in store.

You'll discover how **Avanti West Coast** is making low-carbon travel the norm, **Wyboston Lakes Resort's** innovative "Room2Give" scheme that's raising thousands for local charities, and **BMA House's** expert carbon reporting tools that help planners make informed, planet-friendly decisions.

There's so much to learn in this edition.



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With options including delegate fares, group travel and private carriages, clients can deliver more sustainable events without compromising on cost, comfort, or overall experience when using Avanti West Coast.

Sophie Morton
Avanti West Coast

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Hi Sophie, Can you give us a brief overview of your organisation - and why you feel you guys are perfect to feature in this edition of the Insider?

Avanti West Coast are the high speed rail operator on the West Coast mainline, connecting London with Manchester, Liverpool, Birmingham, Glasgow, Edinburgh, The Lake District and North Wales.



LEARN MORE

Group travel made easy with Avanti West Coast. Enjoy personalised service, flexible options, and book up to a year in advance. Perfect for corporate trips, schools, events, or private carriage hire.

Tell us a bit about your role and how your team look after your clients so well

At Avanti, I provide a dedicated focus on the MICE market and support event bookers with bespoke rail packages.



A key part of my role is to promote rail as a sustainable alternative for events while enhancing the customer experience from the moment they step on the train.

Proving we can offer greener alternatives without compromising convenience or comfort, working with wonderful hotels, venues and destinations on our route!

Arrive in the heart of the city

Leave the planet in better shape.



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Turn your event travel into part of the event, from DJ's to magicians, a private carriage can extend your event agenda. We make festive travel part of the celebration.

With the option of a private carriage and a dedicated host, your group enjoys comfort, privacy, and a seamless journey. Add to the experience with fun onboard activities like quizzes or tastings.

Plus, as the only UK train operator allowing group bookings up to a year in advance, you can plan early with confidence. Serving destinations across the UK, Avanti West Coast ensures your guests arrive in style and ready to celebrate.



Give us an overview of some of the amazing sustainability features that you provide

Our goal is to hit net zero by 2031, which means making low-carbon end-to-end journeys the norm. Rail travel offers a significantly lower-carbon alternative to air and car, helping our clients and organisations reduce the environmental impact of their events.

On key routes such as London to Birmingham, journeys can produce up to 80% less CO₂ per passenger compared to car travel, delivering measurable carbon savings

This supports our clients' ESG targets. With options including delegate fares, group travel and private carriages, clients can deliver more sustainable events without compromising on cost, comfort, or overall experience when using Avanti West Coast.

This means we can support you to achieve your sustainability goals whilst delivering a memorable onboard experience for your customers and clients at a competitive price.

What's new? Anything exciting to tell us about?

The Avanti Delegate Fare is designed to make sustainable travel accessible and cost-effective for event organisers and attendees. By offering discounted rail fares on selected services, it encourages a shift from higher-emission travel such as car or air to lower-carbon rail.



Available for key cities including Coventry, Birmingham, Manchester, Liverpool and Glasgow, it supports clients' ESG objectives and for organisers, it reduces congestion and parking pressures at venues, while providing a seamless, city-centre to city-centre journey.



Flexible and event-specific, email Sophie to see if this can work for your event.

You can find out more about Avanti West Coast here:





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We're extremely proud of our Room2Give initiative, as it brings our business, our community and our clients together as one, showing that behavioural change can deliver both social and environmental impact.

Louisa Watson

Marketing Director & Sustainability Lead

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Hi Louisa, can you give us a brief overview of Wyboston Lakes Resort please?

At Wyboston Lakes Resort we don't just talk the talk about doing the right thing - we live it every day.



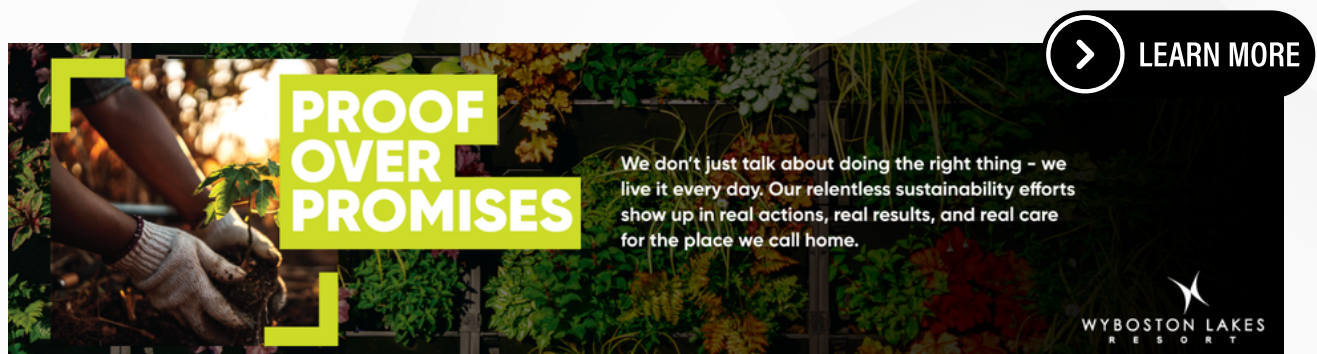
We're relentless in our sustainability efforts and will continue to learn and develop as our journey evolves.

Tell us a bit about your role and how your team look after your clients so well

I am the Marketing Director & Sustainability lead here at Wyboston Lakes Resort. Here, our team believe that great events start with great relationships. That's why for every event here, we work side-by-side with our agents and clients, building trust through openness, consistency, and genuine care.



Each one of our team members is invested in your success and is just as proud to celebrate it as you are.



Why are you guys such a good option for event planners to consider?

We're extremely proud of our Room2Give initiative, as it brings our business, our community and our clients together as one, showing that behavioural change can deliver both social and environmental impact.

Guests staying with us for multiple nights can opt out of room service, instantly reducing the amount of water, energy and chemicals used on-site. Guests are then invited, once having made that decision, to choose one of our three local charities, for which we will donate.

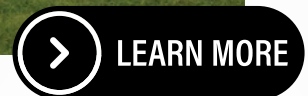
In 2025 alone, our Room2Give initiative raised £35,000 for our three chosen local charities, all whilst saving a total of 73 tonnes of CO2 emissions.

What's new? Anything exciting to tell us about?

Coming soon to Wyboston Lakes Resort is The Box, our brand-new event space situated beside The Woodlands Event Centre.



Sitting at 900sqm The Box is purpose-built for high-impact, large-scale events. Opening in July 2026, the space redefines what's possible when it comes to versatility.



It's designed for the future of events, meaning it is a truly flexible and intelligent space built to host events from 400 delegates, ranging from private dining to large exhibitions and a variety of bespoke event formats.

Forget compromise when it comes to layout, branding or size, The Box is here to allow us, and you to say yes more often.

You can find out more about Wyboston Lakes Resort here:





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We combine venue knowledge, responsive service and sustainability expertise, so clients receive clear advice, creative ideas and practical solutions that make planning easier and delivery seamless.

Rebecca Hurley

Venue Marketing Manager

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Hi Rebecca, can you give us a brief overview of your organisation - and why you feel you guys are perfect to feature in this edition of the Insider?

BMA House is a Grade II listed venue in Bloomsbury and home to the British Medical Association. We host meetings, conferences, dinners and receptions in a setting that combines heritage with modern event delivery.



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Sustainability shapes the guest experience, from catering and carbon reporting to responsible operations, helping clients create events that feel both high quality and credible.

Tell us a bit about your role and how your team look after your clients so well

As Venue Marketing Manager, I lead how BMA House is positioned in the market, working closely with our sales, events, catering and AV teams to showcase the venue and support clients from first enquiry onwards.



Together, we combine venue knowledge, responsive service and sustainability expertise, so clients receive clear advice, creative ideas and practical solutions that make planning easier and delivery seamless.



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**22 iconic event spaces, blending historical charm
with consideration for the planet**



Give us an overview of some of the amazing sustainability features that you provide

Our sustainability approach is designed to make better choices easier for organisers. We offer seasonal menus with strong plant-based options, carbon conscious dishes, filtered water, waste segregation, surplus food reinvented as centrepieces & smoothies to reduce food waste, and energy efficient technology.

We have retained ECOsmart Platinum status and now use EVENTsmart from Greengage to give clients clearer carbon reporting, alongside expert guidance on reducing impact. We are also expanding our lo and no alcohol offer, helping planners support wellbeing and give delegates more choice without losing the sense of occasion.

What's new? Anything exciting to tell us about?

BMA House is continuing to build on its sustainability strategy with several important developments for clients and delegates.



We have introduced EVENTsmart by Greengage, giving organisers clearer, more detailed carbon reporting and access to expert guidance on practical ways to reduce event impact. This marks a significant step forward in how we support clients with measurement, reporting, and informed decision making.

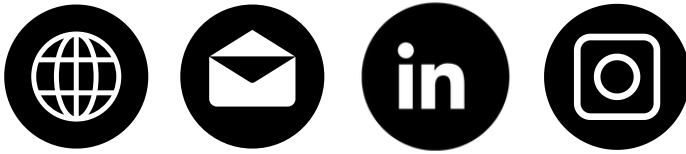


Another area of growth is our expanding lo and no alcohol offering, which is helping clients create more inclusive receptions and social events while supporting delegate wellbeing and changing audience preferences.

Alongside this, our Sustainable Events Lounge continues to bring together event professionals to exchange ideas, share best practice, and explore realistic actions that can make events more responsible without compromising guest experience.



You can find out more about BMA House here:



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INSIDER SPECIALS



Check out our Insider Specials Hub for everything you need to know about taking a space in one of our Insider Special Mailshots

You can be a part of our Insider Newsletter special editions

Exclusive emails

These one-off emails are in the form of a totally bespoke online magazine & are sent to thousands of event profs

Exclusive opportunity

Advertising in this special is limited to a maximum of four suppliers per newsletter

Tons of content inc short interview

You get to include a banner, promo photo, headshot, contact details, links to socials, as well as a short interview

You can post on your socials too

We give you the assets and a link to the online magazine for you to promote on your social media channels



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DW Special Insider

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