EST 1960

THE BELFRY

HOTEL & RESORT

SUSTAINABILITY POLICY





The Belfry is an award-winning hotel and resort situated in the heart of the country in Royal Sutton Coldfield, North Warwickshire (52.55437323247725, -1.737617669574525).

We are home to 469 luxurious bedrooms and suites, 16 bars, 5 restaurants, 24 indoor event and meeting spaces, golf shop, a driving range, mini golf course, leisure club, 3 swimming pools, The Belfry Spa with 22 treatment rooms and an outdoor play area and woodland walk. Our three 18 hole golf courses, including 2 halfway houses, are recognised as world-class, having previously hosted The Ryder Cup more than any other venue in the world and home to the British Masters.

The property is bounded by the A4091 to the east, the A446 to the south and rural countryside to the north and west. We have a number of ponds and streams on site but the nearest significant body of water is located at Kingsbury Water Park being approximately 1.6 miles away from the resort.

At The Belfry Hotel and Resort, we recognise our responsibility to protect the environment and contribute positively to our local community. As a sprawling resort nestled within 550 acres of rolling countryside, we are committed to sustainable practices that benefit our guests, employees and the local surroundings.



OUR VISION

We are committed to being an environmentally responsible resort and take our corporate social responsibility seriously. This commitment extends across our whole resort; the hotel, events, food and beverage outlets, spa and golf courses.



OUR STRATEGY

To achieve our vision, we monitor and revise our policies and procedures. Our goal is to ensure that environmental best practices are in place for the benefit of our employees, guests, stakeholders, and the local ecosystem. As part of our commitment to achieving best practice environmental and social sustainability, in 2024, we have partnered with EarthCheck, the world's leading Benchmarking and Certification provider.

KEY AREAS OF FOCUS



ENERGY & WATER EFFICIENCY

We actively seek ways to reduce our energy and water consumption. Our recent efforts have already resulted in significant savings, with 4 million kWh of energy (combined electricity and gas); enough electricity to power 1,140 houses for an entire year.



WASTE MANAGEMENT

We work closely with our Waste Management provider to ensure our 0% to landfill strategy is fulfilled through effective recycling and waste reduction strategies.



COMMUNITY & CHARITY

Each year, we support selected charities. In 2026 our chosen causes are St Giles Hospice, MNDA and Hospitality Action. We track our charitable work at various levels within the business to showcase our positive impact in the community. We support and encourage local employment by attending local careers fairs and working with the local job centre. We also work with local schools and colleges to provide work experience schemes.



NATURE & BIODIVERSITY

Our resort is home to diverse wildlife, including honey and bumble bees (over 380,000 bees across 10 hives), birds, bats, barn owls, snakes, badgers, foxes, and otters.



ETHICAL PURCHASING

Where possible, we work with local suppliers of products and services and support fair trade principles. We encourage all areas of the business to source fairtrade and ecofriendly products and services such as our biodegradable marketing banners, bamboo bedroom keycards and more.



Chris Eigelaar
Managing Director
01.10.2026

The Belfry Hotel and Resort will comply with all relevant labour laws, legislation and regulations, and aims to achieve international best practice. We have appointed our Sustainability Leader as the EarthCheck Coordinator, who leads the improvement of the Hotel's sustainable performance.

By integrating sustainability into our operations, we aim to create a positive impact on the environment, our guests, our employees and the local community.

For more information, visit our Sustainability page.