



THE BELFRY

HOTEL & RESORT





OUR JOURNEY

At The Belfry Hotel and Resort, we are committed to protecting the environment and are constantly looking for ways to improve our green status. We are proud to have received the Silver Award from Green Tourism and will continue to work towards an improved rating.

Surrounded by 550 acres of rolling countryside, 700 team members, 300+ bedrooms, four bars and restaurants, and three golf courses, The Belfry is one of the largest hospitality properties within the Midlands. With this we have a responsibility to the local community and our surroundings to ensure we are committed to giving back to, not only residents of the area but the wildlife that have chosen our grounds as their home.

We are taking steps to place sustainability at the heart of everything we do. From our charity initiatives to our golf course maintenance, we're striving to make The Belfry a more socially and environmentally responsible place.

Here are some of the ways in which we're trying to make a positive impact.

SOCIAL

DIVERSITY & INCLUSIVITY

Our 2024 focus to increase our team's diversity and the experience of all employees is on two groups: people with disabilities and women.

By disability, we mean physical, invisible but mostly, centered around mental health. We are currently supporting 27% of our employees through mental health issues, however, these are purely the people we know of.

Whilst women are well represented at The Belfry, a total of 55% of our workforce is female, we do have several departments where we would like to further encourage women to join such as greenkeeping and kitchens.



🔔 We aim to close the gender pay gap by **2030**

🔔 In 2023 we hosted a Springboard Takeover Day where we invited 120 children from local schools and gave them an opportunity to learn about the hospitality industry, promoting it as a viable career choice.

🔔 We are proud to work closely with local job centres, Springboard, The Prince's Trust, Only A Pavement Away, and SIFA Fireside to provide career opportunities to the homeless, disabled, ex-prisoners and unemployed young people.

🔔 As a Charter Hotelier, we are committed to providing a workplace environment built on the foundations of respect, fairness, equality, diversity and opportunity; and to place colleagues wellness & career development at the heart of our operations.

🔔 Braille, lifts, and ramps have been installed to assist those with physical disabilities, such as wheelchair users and those with visibility impairments. We also have 13 x disabled bedrooms and disabled pool access.

CHARITY SUPPORT

Each year we support a local, national and industry charity or campaign, which we commit our energies and fundraising towards.

Our elected charities for 2024 are Teenage Cancer Trust, our local charity (as voted for by our employees), Motor Neurone Disease (MND), our national charity and Hospitality Action, our industry charity.

To view our most recent charitable work, visit:
<https://impact.makegoodgrow.com/the-belfry>



🔔 In 2022, The Belfry took part in the Back in Business tour 2022 where our team took a 1,266 mile virtual trip to the next Ryder Cup host, Marco Simone Golf Course in Rome! We went the extra mile to raise money for Hospitality Action through running, walking, cycling, swimming, and clocking up the miles whilst on shift to travel as far as possible and celebrate the joy hospitality brings to our lives.

🔔 We work closely with Matt Hampson Foundation who provide advice, support, relief and/or treatment for anyone suffering serious injury or disability which has arisen from any cause.

🔔 Each October, in support of Breast Cancer Awareness Month, we serve a Pink Afternoon Tea in Brabazon Bar. In 2022, we served 882 Pink Afternoon Teas and as a result, donated £2,000 to CoppaFeel.

🔔 We also support other charities throughout the year, such as MacMillan Coffee Morning, Children in Need, Missions Christmas and Salvation Army.

🔔 We sponsor local children's football team, Coleshill Town FC.

🔔 £84k was raised for Prostate Cancer UK during the 2023 Betfred British Masters.

🔔 0% fat. 100% charity. We support Hospitality Action's Invisible Chip scheme, providing guests with the opportunity to chip in £2 to help support staff within the hospitality industry whose livelihoods are disappearing.



🔔 Make Good Grow. We have recently partnered with Make Good Grow who assist us with recommended volunteering support from a range of much needed requests.

COMMUNITY INVESTMENT

- 🔔 We are committed to recruiting from the local area. As of September 2022, 99.77% of new recruits within the last 12 months were from the local area.



- 🔔 Blue Light Card: We are proud to support our NHS, Social Care, Emergency Services and Armed Forces by offering discounts on overnight stays and leisure memberships

- 🔔 We have a public right of way through our PGA course and another one within close proximity to the Resort. Active dog walkers and ramblers use the course.



II.

HUMAN

PROMOTING HEALTH & WELLBEING

GUESTS

- 🔔 Guests can benefit from free access to our leisure club facilities, including the gym, pool, sauna and steam room.
- 🔔 We have a woodland walk area, outdoor gym & children's play area which provides guests with space to get some fresh air.
- 🔔 We stock a wide range of no and low alcoholic beverages in each of our outlets.
- 🔔 Our 3 legendary golf courses and spa treatments are key facilities which focus on customers emotional/mental wellbeing, enabling them to experience nature and the calming ambience of our spa days.

- 🔔 With four onsite restaurants/bar, we offer healthy menus which also meet dietary requirements.



STAFF

- 🔔 We offer a range of health & wellness benefits to our employees including a cycle to work scheme, 24/7 GP Access, monthly wellness events centred around mind, body, soul, access to inhouse mental health first aiders and resort gym/spa discounts.
- 🔔 We're proud to partner with The Burnt Chef Project who are fully committed to making the hospitality profession healthier and more sustainable by focussing on people's wellbeing first. The charity provides us with mental health training for all employees, giving our teams a safe, open environment to talk and find the right support where needed.
- 🔔 There are times in our lives when we all need someone to talk to. That's why we have an Employee Assistance Programme that gives every one of our teams safe and confidential support from professional advisors and counsellors.
- 🔔 In 2022, we launched a Wellness Programme. We host monthly wellness events centred around mind, body and soul in which we invite guest speakers to discuss different issues with our teams, such as financial wellness, mental health, mindfulness and confidence.
- 🔔 In 2023 we launched new policies and an employee support toolkit to raise awareness of the impact of menopause can have, and to help our team navigate their personal experiences. We run regular menopause sessions open to all management and staff, as well as partnering with Bupa to offer personalised treatment and support, enabling staff to speak to a specialised GP.

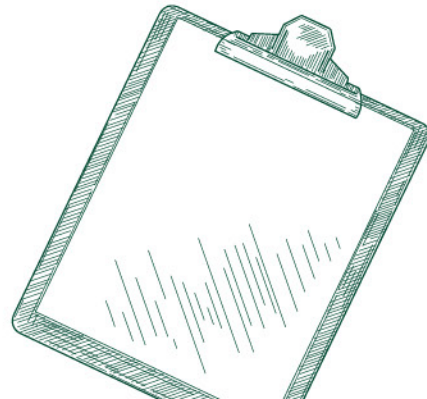
II. HUMAN

CREATING A HEALTHY ENVIRONMENT

We have a Visitor Charter which provides guests with helpful tips on how to be a responsible Belfry visitor.

This covers everything from water management, reusing towels, conserving energy, recycling and respecting nature. You can view our Visitor Charter here: thebelfry.com/media/jxcfha45/belfryvisitorcharter.pdf

- 🔔 We are working on our environmental quality through reducing negative impacts on soil, water, and air quality, with limited nitrogen use and pesticide inputs. We use data to determine nutrient inputs, which allows us to reduce applications, helping save costs with reduced machinery, diesel, and petrol usage.
- 🔔 60-70% of the food served in Rocca's, our Italian Restaurant, is authentic Italian based products.
- 🔔 As part of our post-stay survey, we ask guests for their feedback on what they'd like us to do to protect the environment.



III.

NATURAL

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SUSTAINABLE GOLF COURSES

Our golf courses have achieved a Golf Environmental Organisation (GEO) accreditation, the most widely regarded and credible sustainability distinction in golf.



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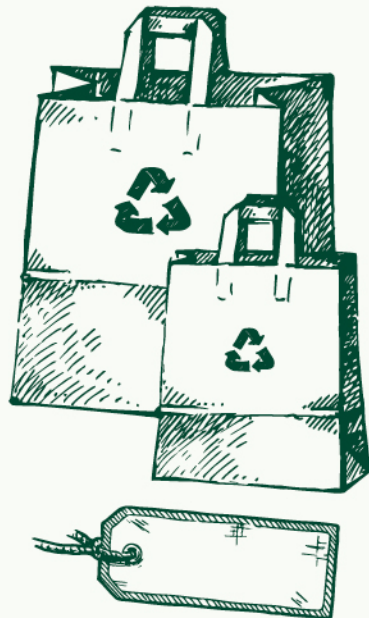


SUSTAINABLE PRODUCTS & MATERIALS

We monitor and select our suppliers based upon their own ESG status, as well as sourcing locally produced products wherever possible.

- 🔔 Our business cards are made from 100% recycled materials.
- 🔔 We have replaced single use plastic giveaways with reusable cups and metal keyrings for our Hotel Staff Induction Gift.

- 🔔 Paddy & Scott Coffee – The coffee we serve in Brabazon Bar comes from the Paddy & Scott's Muchomba farm in Kenya. For every 1kg bag of coffee we purchase, they donate a school meal for a child in coffee growing regions so they can focus on studying and not where their next meal will come from.



- 🔔 Our very own signature gin, 1960, is traditionally distilled with handpicked botanicals from our Resort. Including golden honey from our Belfry bees, courtyard lavender, Manor House roses and golf course willow.




- 🔔 Our marketing materials including roadside banners and pull-up banners are PVC free, made from 100% natural fibers, which decompose within 9-12 months.
- 🔔 We have recently removed all plastic and polystyrene cups from our staff canteen and replaced them with mugs to help reduce single-use products.
- 🔔 The carrier bags used in our Golf Shop are made from carbon neutral sugar cane which are 100% recyclable.
- 🔔 Our Golf Shop exclusively sells Bamboo Golf Tees, helping to reduce the amount of plastic waste generated by golf.
- 🔔 We stock a range of spirits across our bars which support a variety of causes. e.g. Hawksbill Rum donates 10% of profits to Sea Turtle Conservation projects in Barbados.
- 🔔 A large part of our nutrient program consists of organically sourced material well composted down, as well as liquids as they are readily available and less prone to leaching and loss through the atmosphere.
- 🔔 Our greenkeepers utilise 'buffer zones' around water sites when using any products which might impact water quality. Herbicides are not blanket sprayed. The team spot treat or dig weeds out completely to lower the environmental impact.





WASTE MANAGEMENT

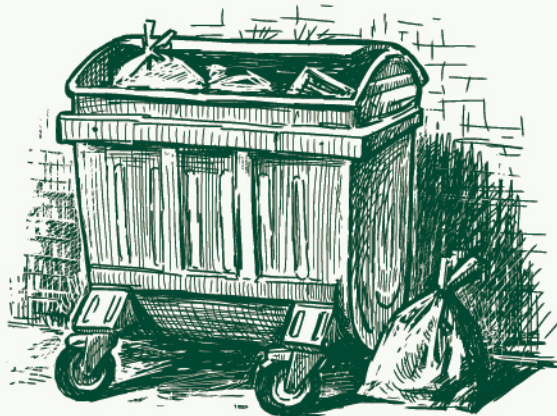
Zero-waste to landfill

We are proud to divert 100% of our waste from landfill. We achieved this through our waste segregation system, whereby all waste gets separated to allow materials to be recycled and disposed of correctly.

 We are in the process of introducing a new waste system around the Resort. The new system will include new internal and external bins, improved signage, and training for all staff.

 Across our golf courses, we use leaf litter and tree felling to create habitats and encourage wildlife to the area. Any waste which cannot be used will be recycled as compost.

 We recycle old/damaged branded uniform. Rather than going to landfill, our uniform is shredded and made into new textiles or insulation.



RECYCLING

Across the resort we aim to recycle as much as possible. This includes glass, cardboard, kitchen oil, fluorescent tubes, metal & large items and general waste.



Our 2023 Recycling round up:

Glass:

153.60
TONS

General Waste:

373.2
TONS

Cardboard:

48.9
TONS

*Saving 850 trees
over the year!*



Food Waste:

169.9
TONS

General Industrial
& Commercial:

75
TONS

NATURE & BIODIVERSITY

Championed by our Director of Greenkeeping, Angus Macleod, we have ensured that we look at cultivating wildlife on our property.

Our resort is home to a diverse range of wildlife including birds, bats, barn owls, snakes, badgers, foxes, and otter.

Our greenkeepers plant and maintain a range of plants, flowers and trees to encourage wildlife and biodiversity. We also have multiple bird and bat boxes throughout our golf courses and surrounding areas to provide a safe space for these animals to lay and help grow their young.



Belfry Bees

The Belfry is home to over 100,000 honey & bumble bees, with 8 hives onsite. As part of 'Operation Pollination' we provide bees with a strong base to feed on seasonal flowers throughout the year and spread pollen throughout the area.

We are home to a variety of plant life, specifically purple lavender and petunias which are a favourite for the bumble bees at The Belfry.

The honey is used by our chefs who feature it in dishes across our menus, as well being one of the main ingredients in our very own 1960 gin.

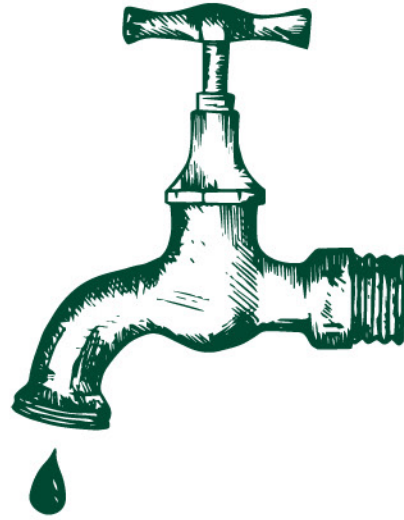
Tree Health

Each year we have committed to managing tree health across the resort and to planting additional trees every year. Trees form part of the VTI process of safety and are only removed or pollard if deemed unsafe and we plant out on the course to impact any losses.

Turf Nursery

Our Greenkeeping team use our existing greens to produce up to 1000sqft of new turf within our Turf Nursery. Using all products that have been grown on site enables us to cut down our carbon footprint.

III. NATURAL



WATER MANAGEMENT

🔔 Our Resort benefits from a Waste2Water management system. This enables us to clean any waste & water used across the resort from toilets, showers, baths to our bars & restaurants and either filter this out to one of our reservoirs or lakes or spray directly onto our courses.

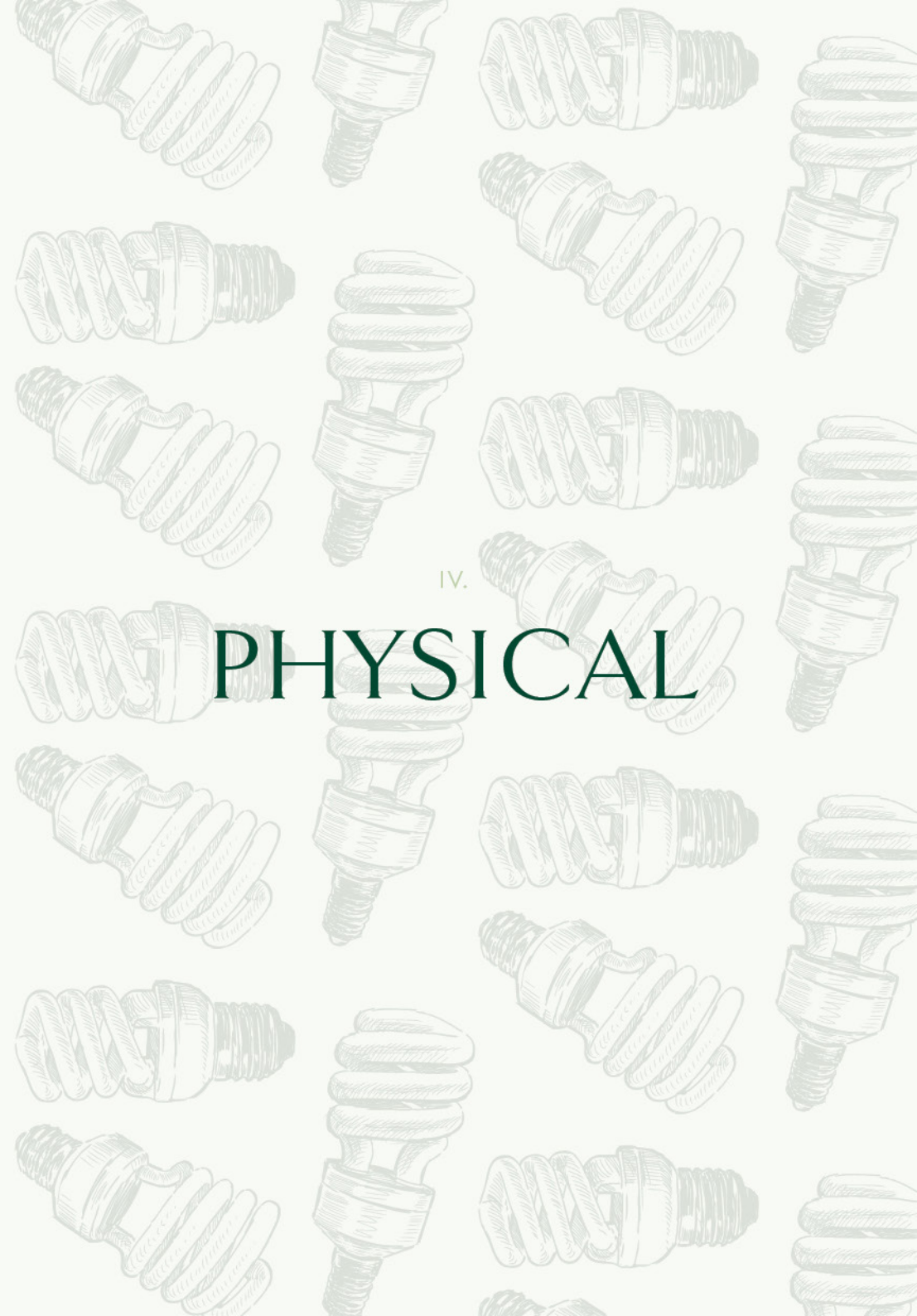
🔔 The Brabazon golf course operates an irrigation system whereby rainwater is collected in our reservoirs and used to water the golf course.

🔔 We take many factors into consideration before scheduling irrigation. Our irrigation specialist will look at the forthcoming weather forecast, as well as temperature and ground conditions to ensure we limit our water usage.

🔔 In 2022, we introduced waterless urinals which reduces our water usage and, by implication, our site's carbon footprint.

IV.

PHYSICAL



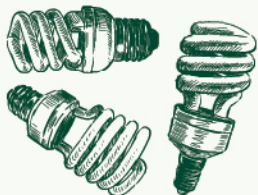
LOW CARBON ENERGY

We are working towards net zero carbon by 2030.

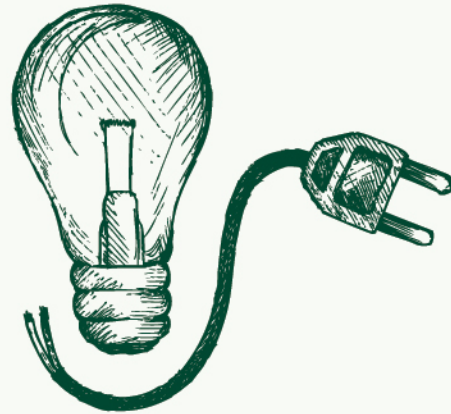
- 🔔 We have installed smart thermostatic radiator valves in 187 bedrooms across our Resort, which allows us to reduce our energy consumption by controlling the heat in each individual room. We saw a 64% reduction in heat energy usage following the installation of the system.

- 🔔 We have an efficient heating and hot water system in place where we use controls, thermostats and other measures to adjust heating and hot water temperatures. We manually adjust operating times or have them on auto control based on the outside air temperature.

- 🔔 We have introduced Eco Burners for sustainable buffet systems. Eco Burners produce zero fuel waste and use 75% less CO₂ than traditional chafing fuels.



- 🔔 Nearly 80% of our Resort is lit by LED lights. Many areas are covered by motion sensor lights, which has resulted in an approx. annual reduction of **12,000-24,000 kWh.**



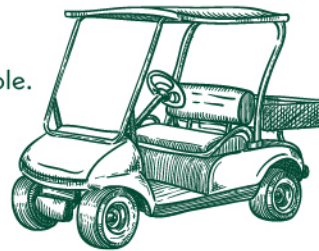
SUSTAINABLE TRANSPORT

- 🔔 We've set up a Car Share initiative for our employees, to encourage people to share journeys to work wherever possible.

- 🔔 We have begun to introduce electric vehicles across our Resort, including our all-electric Derby Bus, electric golf buggies, and plan to continue adding more

- 🔔 We currently have six electric vehicle charging points on site and plan to continue installing more across our Resort.

- 🔔 To promote healthier journeys to work and reduce environmental pollution, we have partnered with Halfords to offer a Cycle2Work scheme, giving our team the opportunity to save up to 32% on a brand-new bike and spread the cost over 12-18 months.



IV. PHYSICAL

TRANSPORT IN THE SUPPLY CHAIN

- 🔔 During 2022, we changed our waste collection process so that everything is collected from one central area of the Resort, helping reduce vehicle traffic.

- 🔔 We are aiming to reduce our miles associated with food and beverages by

50% by **2025**



V.

ECONOMIC

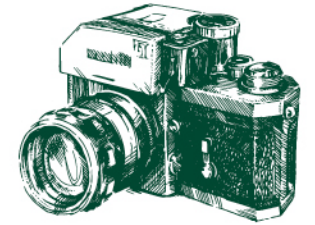
HIGH QUALITY & ACCESSIBLE EMPLOYMENT

- 🔔 We are proud to work closely with local job centres, Springboard, The Prince's Trust, Only A Pavement Away, and SIFA Fireside to provide career opportunities to the homeless, disabled, ex-prisoners and young unemployed.
- 🔔 We are thrilled to support the UK government's Kick Start scheme, providing high quality work placements for young people deemed to be at risk of long-term unemployment.
- 🔔 We promote policies which enable better quality jobs through flexible working, inclusive employment practices, and skills development for disadvantaged groups.

- 🔔 In 2022, we introduced a service charge which is helping to close the gap between national minimum wage & real living wage.



ETHICAL SUPPLY CHAIN



- 🔔 We work with local SME's wherever possible, including local photographers/videographers, as well as a local printing company.
- 🔔 Locally sourced produce for good, services and equipment.

TRAINING & EDUCATION



- 🔔 We are proud to partner with UCB, BMET and QAC to offer a range of apprenticeships to help local young people launch their careers. In 2023, we aim to provide 40 apprenticeships.
- 🔔 We provide employees with an ongoing training programme.
- 🔔 We aim for 5% of our workforce to be apprentices/trainees/ graduates by 2025.



THE BELFRY

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FUTURE GREEN INITIATIVES

Our in house ESG Champions comprises of members from all hotel departments, meeting monthly to review, agree & communicate on projects that can reduce the impact that our business has on the planet.

We'd love to hear from you...

If you have any feedback or suggestions on how we can continue to improve our sustainable journey, please get in touch at enquiries@TheBelfry.com