EST 1960

THE BELFRY

HOTEL & RESORT



FOR A SUSTAINABLE FUTURE



OUR JOURNEY

At The Belfry Hotel and Resort, we are committed to operating responsibly and continually looking for ways to improve our environmental and social impact.

In 2025, we achieved EarthCheck Silver Certification, an internationally recognised accreditation that recognises organisations demonstrating consistent, independently verified sustainability performance. We were also proud to be awarded BREEAM Excellent for our new development, recognising the high sustainability standards achieved in its design and construction. Together, these milestones reflect our commitment to continuous improvement and embedding responsible practices across our operations.

Set within 550 acres of countryside and home to 468 bedrooms, four restaurants and bars, three golf courses and more than 1000 team members, The Belfry is one of the largest hospitality destinations in the Midlands. With this comes a responsibility to support the communities around us and care for the natural environment that surrounds us, creating a positive impact for people and wildlife alike.

We continue to take practical steps to strengthen our approach to sustainability. From fundraising and community initiatives to biodiversity projects and responsible golf course management, we are working to make The Belfry a more socially and environmentally responsible resort. Here are some of the ways we are making a positive impact.

I.

SOCIAL

DIVERSITY & INCLUSIVITY

We are committed to creating opportunities for everyone to build a successful hospitality career. Through targeted apprenticeship and development programmes for women, we actively support the progression of female talent and help overcome barriers to leadership roles.

We recruit from a wide range of backgrounds, working closely with local communities, under-resourced schools and the Department for Work and Pensions (DWP) to create pathways into employment for individuals who may have faced barriers to entering or returning to work.

In partnership with a local college, we provide meaningful work experience opportunities for students with neurodiverse conditions and visual impairments, helping to develop confidence, skills and employability in an inclusive and supportive environment.

During 2026, we have strengthened our DE&I approach by collecting and analysing workforce demographic data to better understand recruitment outcomes, employee experience, career progression and development opportunities. This insight helps ensure we are promoting equitable opportunities and fostering an inclusive workplace for all colleagues.



1. SOCIAL



- We continue our efforts to close the gender pay gap.

- In 2026 we hosted a Springboard Takeover Day where we invited 100 children from local schools and gave them an opportunity to learn about the hospitality industry, promoting it as a viable career choice.

- We work closely with organisations including Springboard, BMET, University College Birmingham, Hospitality Connect and local schools to help bridge the gap between education and employment.

- As a Charter Hotelier, we are 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.

- Lifts and ramps have been installed to assist those with physical disabilities, such as wheelchair users and those with visibility impairments. We also have 24 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 2026 are St Giles Hospice, our local charity as voted for by our employees, Motor Neurone Disease (MND), our national charity, and Hospitality Action, our industry charity. So far this year, our fundraising efforts for St Giles Hospice have raised £13,000, supported by a range of activities and initiatives across the resort. Colleagues have also volunteered their time and skills, carrying out maintenance and improvement projects around the hospice to help create a welcoming environment for patients, families and visitors.

1. SOCIAL

- We are proud to support a number of charitable causes through fundraising and volunteering initiatives. This year, our team donated over 60 hours to local charity St Giles Hospice, hosted a successful charity auction, took part in the Walk for Wellbeing, and together raised more than £120,000 for our chosen charities.

- A member of our team is an ambassador for the Matt Hampson Foundation who provide advice, support, relief and/or treatment for anyone suffering serious injury or disability which has arisen from any cause.

- We support both the Matt Hampson Foundation and the Parkinson's UK charity golf days.

- In support of Breast Cancer Awareness Month, we serve a wonderful Pink Afternoon Tea in Brabazon Bar. In 2026, we're supporting the Pink Ribbon Foundation by donating £2 for every afternoon tea sold to the charity.

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

- We sponsored local under 16s Tamworth Saxons Rugby Team.

- £168k was raised for Gudie Dogs UK during the 2026 Husqvarna British Masters.

- We support Rainbows Hospice for children and young people as part of our association with Champions PLC.



COMMUNITY INVESTMENT

- We are committed to recruiting from the local area. As of 2025, 97.5% of the workforce and 89% of our mangers 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

- 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 & 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 and 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.

- We provide employee support toolkits to raise awareness of the impact menopause can have, and to help our team navigate their personal experiences.

CREATING A HEALTHY ENVIRONMENT

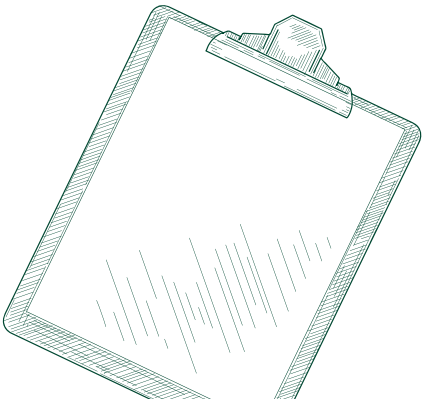
We have a Visitor Charter which provides guests with helpful tips on how to be a responsible Belfry visitor.

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

SUSTAINABLE GOLF COURSES

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

We have installed bunker edging made from 100% recycled astroturf recovered from artificial sports pitches. Repurposing these materials for bunker construction and similar projects helps divert waste from landfill while giving it a valuable second life.



III. NATURAL

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 380,000 honey & bumble bees, with 10 hives onsite. 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. This year more than 8,000 bulbs we're planted, lasting 5 years with pollination in mind.

Enhancing Our Landscape

As part of our development offset initiatives, more than 15,000 shrubs and plants were planted across the resort in 2025, helping to enhance local biodiversity and landscaped areas

Tree Health

Each year we have committed to managing tree health across the resort and to planting additional trees. VTI process takes place not only for the safety of guest, but also to monitor the health of our trees.

Turf Nursery

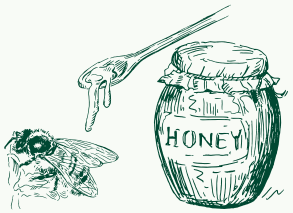
Our Greenkeeping team use our existing greens to produce up to 1000sqft of new turf within our Turf Nursery. Using all products that have been grown on site enables us to cut down our carbon footprint.

SUSTAINABLE PRODUCTS & MATERIALS

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

- We have replaced single use plastic giveaways with reusable cups and metal keyrings for our Hotel Staff Induction Gift.
- Our marketing materials including roadside banners and are PVC free, made from 100% natural fibers, which decompose within 9-12 months.

- Our very own signature gin, 1960, and Belfry Cask Whiskey is traditionally distilled with handpicked botanicals from our Resort including golden honey from our Belfry bees.

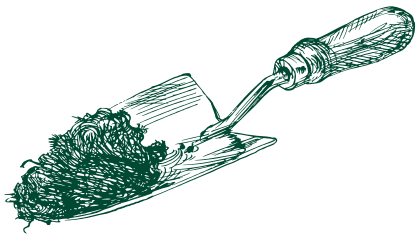


- We have removed all plastic and polystyrene cups from our staff canteen and replaced them with mugs to help reduce single-use products.

- The carrier bags are photo-degradable polythene made in the UK

- Our Golf Shop exclusively sells Bamboo Golf Tees, helping to reduce the amount of plastic waste generated by golf.

- 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.

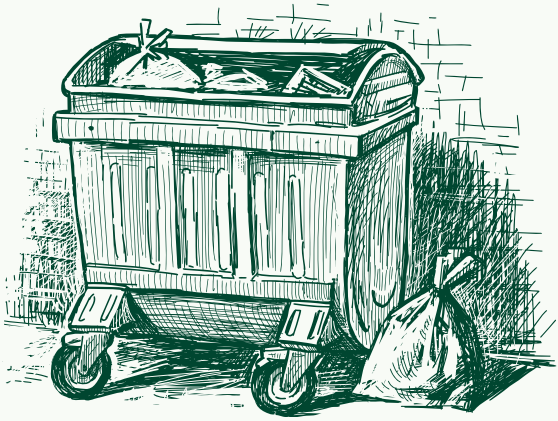


WASTE MANAGEMENT

- **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.

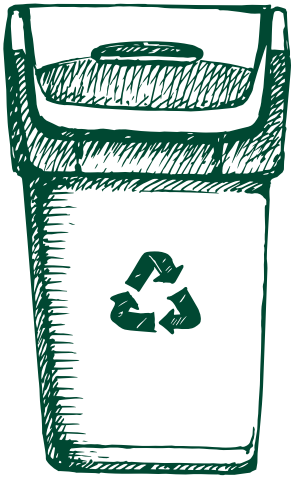
- We have successfully implemented new waste bins and improved signage throughout the resort and are continuing to enhance the system by introducing additional bins and signage where needed. Ongoing staff training remains a priority to ensure consistent waste management practices across all departments.

- 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.



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 2025 Recycling round up:

Glass:

131.58

TONS

General Waste:

289.6

TONS

Cardboard:

63.45

TONS

Saving 1079 trees over the year!



Food Waste:

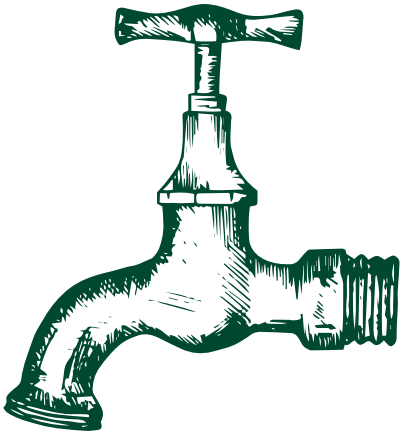
98.03

TONS

General Industrial & Commercial:

47.06

TONS



WATER MANAGEMENT

- Our Resort benefits from a waste water treatment plant. This enables us to clean any waste produced across the resort from toilets, showers, baths to our bars & restaurants and irrigates our golf courses.

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

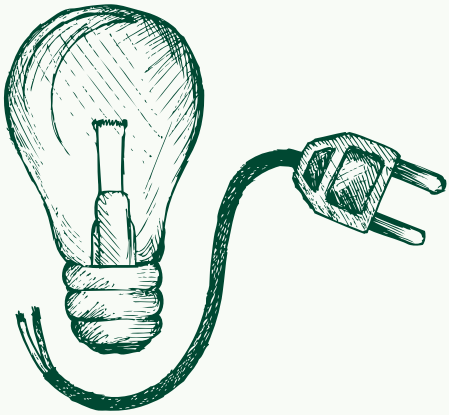
- We take many factors into consideration before scheduling irrigation. Our irrigation specialist will look at the forthcoming weather forecast, as well as temperature and ground conditions to ensure we limit our water usage.

- We have 51 waterless urinals which reduces our water usage and, by implication, our site's carbon footprint.

IV.

PHYSICAL

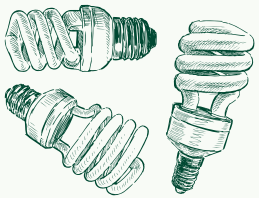
LOW CARBON ENERGY



- 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 temperatures. We manually adjust operating times or have them on auto control based on the outside air temperature.

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



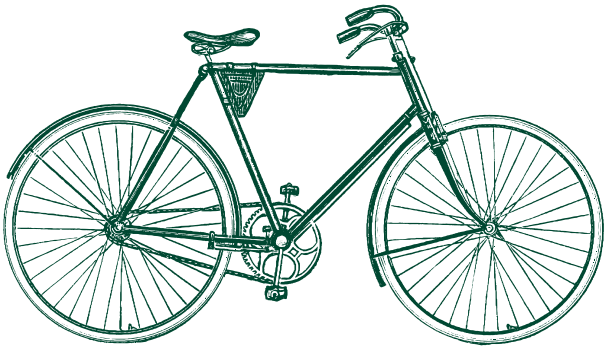
- Nearly 95% of our Resort is lit by LED lights. Upgrading to LEDs and implementing smart controls has helped us reduce our annual usage by up to 1 million kWh vs outdated lamp types

SUSTAINABLE TRANSPORT

- 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.



V.

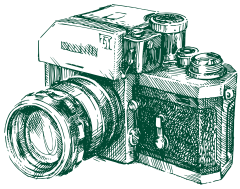
ECONOMIC

V. ECONOMIC

TRAINING & EDUCATION



- We are proud to partner with a range of organisations, to make apprenticeships available in all our departments, from F&B, to Greenkeeping, to Finance, to Leisure. In 2025, we had over 20 employees complete apprenticeships and move from entry level positions into positions requiring qualifications.
- We provide employees with an ongoing training programme.



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.

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THE BELFRY

HOTEL & RESORT



FUTURE SUSTAINABLE 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