

Case Study

Legacy Hotels & Resorts: Sustainability in Action with Greenzone

Key Facts

Contract Start: 2022
Sites Serviced: 16
Live Services: 260+

Waste Streams

Dry Mixed Recycling
Cardboard
Food
General Waste
Glass
WEEE



INTRODUCTION

Established in September 2005, Legacy Hotels & Resorts is a leading hotel and leisure management company operated by its founding directors and majority shareholders. As one of the UK's foremost "white label" management companies, Legacy specialises in delivering exceptional hotel operations, refurbishments, repositioning, and rebranding projects, while also developing new-build branded hotels under internationally recognised flags. Their commitment to quality and sustainability is at the core of their operations.

PARTNERSHIP OVERVIEW

In 2022, Legacy Hotels & Resorts engaged Greenzone, through Entegra, as their principal provider of total waste management services. This collaboration was designed to streamline operations, improve recycling rates, and drive sustainable waste management practices across the hotel portfolio.

CHALLENGES

Key areas were identified where recycling efforts needed improvement:

- Operational Gaps: Kitchens, guest rooms, and housekeeping departments showed low levels of recycling.
- Cultural Shifts: Encouraging staff and guests to adopt a more sustainable mindset towards waste management was essential.

STRATEGIC SOLUTIONS

To address these challenges, Greenzone and Legacy Hotels & Resorts introduced a range of innovative and practical initiatives:

Introducing a Hotel League Table

A performance-ranking system was established to foster healthy competition among hotels, incentivising improvement in recycling rates.

Conducting Best Practice Audits

Greenzone Account Managers conducted audits across all properties to identify key areas for improvement and provide tailored recommendations.

Stakeholder Collaboration

Regular meetings with General Managers, Head Chefs, and Heads of Housekeeping were organised to align goals and develop bespoke recycling plans for each property.

Educational Campaigns

Internal and external materials, including posters, flyers, tent cards, and signage, were designed to guide staff and educate guests about the importance of recycling.

Enhancing Internal Recycling Infrastructure

Recycling bins were introduced into guest rooms, making it easier for guests to segregate recyclable materials.

Optimising Waste Collection Processes

- Transitioned to waste carriers specialising in Dry Mixed Recycling (DMR) collections and disposal.
- Adjustment to the external bin sizes and configurations to complement internal recycling efforts.





Results



The partnership has delivered tangible results, demonstrating the success of these initiatives:

- Improved Recycling Rates
- Recycling rates increased by 5.3% in 2024 compared to 2023, reflecting the impact of improved waste segregation and operational adjustments.
- Reduced General Waste
- The proportion of general waste across the group decreased from 52.61% to 48.43%, showcasing a notable shift towards recycling.
- Zero Waste to Landfill
- Legacy Hotels reaffirmed their commitment to this target, ensuring waste was diverted from landfill through enhanced recycling and material recovery efforts.



FUTURE ALIGNMENT WITH LEGISLATION



Legacy Hotels & Resorts is well-prepared for the introduction of the Simpler Recycling legislation, effective from 31st March 2025. By proactively addressing waste management challenges, the group is positioned to lead the way in sustainable hospitality practices.

CONCLUSION

This case study highlights the successful partnership between Legacy Hotels & Resorts and Greenzone, showcasing how a strategic approach to waste management can achieve measurable improvements in sustainability. Through collaboration, innovation, and commitment to continuous improvement, Legacy Hotels is not only enhancing their environmental impact but also setting a benchmark for the industry. Together with Greenzone, Legacy is paving the way for a greener, more sustainable future in hospitality.

