

Bluestone Sustainability - 2025

Founding Principles

In 2000 William McNamara proposed Bluestone as a development which could provide mutual benefit for the environment, the local economy and communities. 25 years later Bluestone is regarded as a best practice model for regenerative tourism and was recognised with the prestigious King's Award for Enterprise in the Sustainable Development category.

- Bluestone employs around 900 people (500 Full Time Equivalent) of which 97% live within 30 miles.
- Employees own a 30% share of the business, and we are the second largest employee owned business in Wales.
- The business is locally owned and operated.
- Bluestone spends approximately £10M annually in Wales, of which £5M in West Wales, and £2M in Narberth.
- To date the Bluestone Foundation has distributed £250,000 to local causes.

Net Zero

Bluestone has publicly stated a 2040 Net Zero target. Our strategy is to reduce our carbon footprint as fast as feasibly possible before investing in external offsetting schemes. When emissions have been reduced by 90% against a 2022 baseline, a strategy of offsetting the residual emissions will follow.

Energy

Annually Bluestone consumes £2M+ of purchased energy from a mixture of sources. Consistent progress has been made to increase efficiency, electrify processes where possible or otherwise to replace with biogenic fuels. Scope 1 and market-based Scope 2 carbon emissions have been reduced by 96% since 2022. Bluestone is the first large resort in the UK to be Fossil Fuel Free for operational energy use.

- Scope 2. All purchased electricity is from verified zero carbon renewable sources within the UK (Ecotricity).
- Our 3.2 MW solar park covers around 30% of the resort's electricity demand each year.
- 40% of our energy needs, including heating for the Blue Lagoon, are met using Biomass. This is sawmill waste sourced within 30 miles of Bluestone from FSC-certified forestry plantations. We were the first business in the UK to use biomass for heating a swimming pool, it's now been running for 17 years.
- BioLPG – Since May 2022, Bluestone has met its gas needs with 100% BioLPG, a renewable alternative to standard LPG. We were the first UK hospitality business to do so.
- Hydrotreated Vegetable Oil (HVO). First resort in Wales, probably the UK, to switch to HVO as a diesel replacement. All our vehicles are now either HVO or electric.

Supply Chain Emissions

Work is ongoing to map and reduce Bluestone's Scope 3 emissions across its suppliers. Our strategy is first to engage suppliers with the greatest carbon intensity. This work has led to life

cycle assessments being commissioned for key products, and several opportunities for reduction have been actioned.

Regenerating Nature

At the outset the site was of very low ecological value, over 60% had been intensively managed as farmland and the remainder low diversity woodland was due to be felled.

Today biodiversity is thriving at Bluestone. This change has been achieved through habitat restoration and the creation of interlinking wildlife corridors. A 2022 survey by the Kent Wildlife Trust found a 50% net gain in biodiversity.

“It’s easy to assume that large scale development inevitably has a negative impact on biodiversity and the natural world. In Bluestone’s case, that assumption is incorrect.”

Vincent Ganley, Managing Director of Kent Wildlife Trust Consultancy

Biodiversity Action Plan. Bluestone works to support the Pembrokeshire Nature Recovery Plan. It is an active member of the Pembrokeshire Nature Partnership and is committed to supporting the wider Nature Recovery Plan for Wales.

60 acres of broadleaf native woodland have been planted since opening, and large areas of monoculture have been diversified. This has sequestered 200% more carbon than if the land had been retained for dairy farming. And a further 40 acres of additional trees have been planted in development areas.

Circular Economy

Bluestone has committed to maximise the reduction, reuse and recycling of waste, with a focus on developing circular economy initiatives with community partners.

Bluestone has been cited as a keystone business in developing a regional Circular Economy. Of note are partnerships developing re-use loops, creating value from resources previously seen as waste. This is an active area of iterative design. Circular Economy practice has been incorporated into key operational job descriptions and has costs allocated in department budgets.

- Total waste volume reduced 8% between 2019-2023. Waste per sleeper night for the same period reduced by 14%. This has been achieved alongside the financial and material growth of the business.
- Zero to Landfill. Since 2022 Bluestone’s annual waste to landfill has been <1%
- Since 2019 food waste has been sent for Anaerobic Digestion (AD)
- A recent initiative reduced restaurant kitchen and plated food waste by 40% in 2024.
- 20 tonnes of used cooking oil is sent for processing into biodiesel each year
- Nappies. 72 tonnes of sanitary waste is diverted for recycling each year. One of the outputs of this process is an additive for asphalt, this product was used to create paths and driveways when building our most recent lodges.
- Furniture. When sofas become too worn for use in our accommodation, they are either donated to community partners for reuse or sent for recycling by a local Charity.
- Usable surplus resources are donated to community partners and charity groups.

- Old uniform is repaired and rebadged then donated to community partners.
- Christmas Decorations are repaired and recycled for continued use each year.

The Bluestone Foundation

The Foundation was set up in 2010 with the aim of supporting Pembrokeshire based good causes on two themes; mental wellness and the environment. Two funds provide direct support for local groups. These are administered by the Pembrokeshire Association for Voluntary Services (PAVS).

- **Bluestone Foundation Community Fund:** This is a fund that is contributed to by guest donations, match funded by Bluestone and through funds raised by staff. Local good causes apply for funds of up to £2500 in 3 rounds per annum.
- **Bluestone Community Events:** These events are a partnership with a named local non-profit org – where we donate the use of the Blue Lagoon Water Park to raise unrestricted funds for community partners. 75% of takings go to the partner (different charity each time), and 25% is distributed through the Bluestone Foundation Community Fund. We have 6 such events diarised for 2025.

Education

Each year around 20 schools and local groups visit Bluestone for ‘behind the scenes’ sustainability related walks and talks.

The Bluestone Academy works in close collaboration with Pembrokeshire college to administrate an apprenticeship scheme. The academy also works with local schools to facilitate work experience for pupils.

Bluestone is frequently sought out for collaboration with academia, government and third sector bodies looking to further the body of evidence on sustainable development. At any one time several projects are in progress, we refer to this as the “Living Lab”. Current projects include:

- **Switch Project:** a PHD research project, case study, in partnership with Cardiff and Swansea Universities. Looking at how AI and digital twin models can be used to improve energy efficiency.
- **Solar Field Biodiversity:** Swansea University will use our Solar Park as a long term, 25 year, research site.
- **Air quality:** Working with Swansea University and Health and Wellbeing 360. To measure local air quality.

Bluestone as the Blueprint

As the climate and nature crises escalates, it has never been clearer that sustainable practices are essential. Bluestone serves as a case study for other businesses, local authorities, and landowners to look to as a successful example supporting local economies, enriching lives, and protecting our planet for future generations.