



americangolf

American Golf

The company

American Golf is Europe's largest golf retailer, with 99 stores in the UK and Republic of Ireland, and still growing! Although there was no existing waste recycling strategy in place, the company had identified specific objectives relating to implementing more sustainable waste management processes across the entire estate and turned to B&M Waste Services to help achieve its goals.

The solution

A full site audit of a cross-section of sites revealed common practices in waste handling that were inefficient and which could be vastly improved upon. The majority of site waste was found to be cardboard – accounting for 90% of waste on some sites – and this was not being flattened so cardboard containers were being filled quickly and required frequent collections.

General waste and mixed recycling containers were found to be inadequate for the general waste and mixed recycling volumes and these were replaced with more economic alternatives that required less frequent collections.

Various site access problems were identified and resolved, such as difficulties in servicing mixed recycling 1100ltr containers due to steep inclines on the Menston site and padlocked gate issues at Hazel Grove.

Training resources, tools and guides were provided to all sites.



The results

B&M have managed to help American Golf remove any extra and unnecessary costs to their waste removal. It has helped to improve their recyclability and their carbon performance, plus remove any unnecessary manual handling on site. B&M will continue to work closely with each individual site to ensure that the very best waste services are provided.

"A great business to partner with. It's been a real pleasure dealing with B&M Waste who have demonstrated exceptional professionalism along with a proactive, personal touch. With over 90 sites nationally we needed a contractor with the flexibility to adapt to the needs and demands of each individual site and I've been nothing short of impressed by how seamless the mobilisation process was. The flow of communication between their service teams and our stores, along with regular communication between our management team and our dedicated B&M Account Manager has been excellent.

"I'd highly recommend B&M Waste to any business keen on improving their green credentials and seeking a hassle free, no-nonsense national waste solutions provider."

John Mantle, National Loss Prevention Manager, American Golf.



- ✓ **100% of waste diverted from landfill**
- ✓ **76% of total waste recycled**
- ✓ **2% of total waste to Anaerobic Digestion facility**
- ✓ **22% of total waste to Refuse Derived Fuel power plant**

How equivalent energy generated from Refuse Derived Fuel (RDF) and Anaerobic Digestion (AD) could be used:

112 TVs powered for a whole year
29,996 miles driven in a family electric car
6493 Washing machine cycles completed