

# Waste diversion from hotel helps charity needing emergency beds

Local households in Reading benefit greatly from donation

## Project overview

WT Partnership is a property and construction consultancy committed to social value. The company considers the environment and its contribution to the wider society in all its actions. Its recent project at the Crown Plaza Reading East in Winnersh, part of a multi-million-pound refurbishment, identified

a number of furniture items from the hotel bedrooms that could be reused. When a hotel is refurbished, it is generally an extensive project where all furniture items are upgraded and replaced. This means big, bulky items such as beds and mattresses need to be disposed of, and traditionally many of these

would end up in a skip.

WT Partnership took an active role in managing its waste items from the project and contacted Encore Environment to help facilitate a connection to an organisation in need that would be able to use the furniture.

## Making a difference - a place to sleep is everything

Through Encore Environment's ProjectDIVERT platform, a connection to a local charity in Reading was established. 11 beds and 12 mattresses were successfully delivered to the Christian Community Action Ministries organisation (CCA). The CCA provides support for individuals and households in Reading in need of emergency furniture, bedding and kitchen items which helps people that may be dealing with mental health, social or addiction issues.

Diane Lees, resource manager at the CCA said: "I can tell you that the items are now in diverse locations across our organisation or have been delivered to

clients. Five single beds and one king size bed were allocated to client stock and have either been delivered or will be delivered to households in Reading who will have ordered essential furniture through our support Centre.



Additional items were also provided said Diane; "These included 14 office desks/tables and a large mirror which will be sold through its furniture shop raising funds for its charitable operations."

This is a great example of how two like-minded businesses can support those most vulnerable in our society by thinking differently about waste.

**100%**

divert rate from landfill and traditional disposal routes

**£832**

cost saving achieved using ProjectDIVERT

**Priceless**

the social value created when supporting the wellbeing of people in need!