

Sawday's

Sawday's has spent 30 years finding, visiting and choosing brilliant places to stay across the UK and Europe. We like to think of ourselves as a shortcut to the most special places and authentic experiences in travel. Our places are run by independent owners and we inspect every one so that we can give our guests honest descriptions to help them find something they'll love.

CANOPY STARS

Our sister company, <u>Canopy & Stars</u>, named the most ethical travel booking site by the Ethical Consumer in 2022, is a collection of unique, creative places to stay in the outdoors that give you a genuine experience of a life more wild. They're also personally inspected by our team and we keep the collection small and special, accepting only 20% of those that apply.

paws &stay

Joining the Sawday's family in 2021 was <u>Paws & Stay</u>, the UK's only dog-first travel website, made by animal lovers to take the frustration out of finding genuinely dog-friendly places to stay. It's run on the same solid principles, but with a focus on dogs in everything from the places chosen to the walks and pubs recommended.

A word from our Tessa, our Sustainability Manager



"We live in a short-sighted world, where we fail to look ahead to the consequences of our actions as a business. It's time for that to change."

As the world turns its attention to sustainability and ethics with more force than ever, many brands are investing heavily in painting pictures of their efforts or drastically altering their methods. We are forever grateful that our business was born 30 years ago with strong ethics, authentic values and a genuine ambition to improve the impact of travel. Socialism and environmentalism are in our blood. The very nature of our unique business model, where employee ownership joins with our charitable trust, allows both the people and the environment to have a voice at the most senior level.

2023 was about weaving this way of thinking into every team within the business and reviewing our practices to ensure we act always with integrity. We wanted to get away from the common failing of short-sighted thinking, failing to plot and follow a long-term plan.

We designed our 2027 strategy, envisioning what we wanted the future of travel to look like 4 years from now. We allowed ourselves to think big, dream of a utopian future of travel and lay out steps to get there.

We proudly launched a 3-year charity partnership with Campaign for National Parks, where we've committed to raising awareness and funding for the protection of nature in our national parks, as well as wider access to them for all. At the same time, we haven't lost sight of our emissions targets, or stepped back from the bold decision to focus on Scope 3, generated by guest travel and owners properties. This year, we began trying to influence behaviour change with both our property owners and their operations, and our guests travel habits.

The landscape is shifting quickly. We have to adapt, change behaviours and think differently. More importantly, we have to come together to share ideas and resources. We can't do this alone, nor do we want to. Alongside our Travel by B Corp group and other partnerships, we'll inspire change and use our business as a force for good wherever we can.

All that planning and those conversations are important, but we're ready to start the doing. We're in gear and ready to take action. This report rounds up our progress in 2023 and shows our ambitions for 2024.

Bring it on.

Tessa Holmes Sawday's Sustainablity Manager

How we do business

Employee Owned

The majority share, 52%, belongs to our employees. This means every member of our team is part of deciding our future, and ensures we will always remain true to the values that our business was founded upon.

Charitable Trust

The Sawday Charitable Trust was established with a 24% share of company ownership and profits, which are used to address the impact of tourism on the climate crisis by financially supporting impactful environmental initiatives.

The Sawday Family

Being built upon strong social and environmental foundations means we've been able to forge ahead make deeper change through creativity and innovation. The founding Sawday Family's continued presence helps us stay rooted in our values.





















OUR IMPACT AREAS

2027 goals

KEY OVERARCHING GOAL

2030 Net Zero

Take responsibility for the emissions our business creates and reduce, not off-set.

TARGET Scope 1 & 2: 90% reduction. Scope 3: 30% reduction



CORE FOCUS AREAS



Raise awareness & promote undertourism to drive solutions and preventions

TARGET

Commission and fund a piece of academic research to aid solutions



Responsible Travel
Promote & inspire
more guests to use
low-carbon transport
to travel to our places

TARGET

Increase low-carbon guest transport to places by 25% by 2030



Access to Nature
Support disadvantaged
and under-represented
groups to help
access nature

TARGET

Raise £50,000 and activate 50,000 people to take action and improve access to nature



Support projects focused on protecting nature and increasing biodiversity

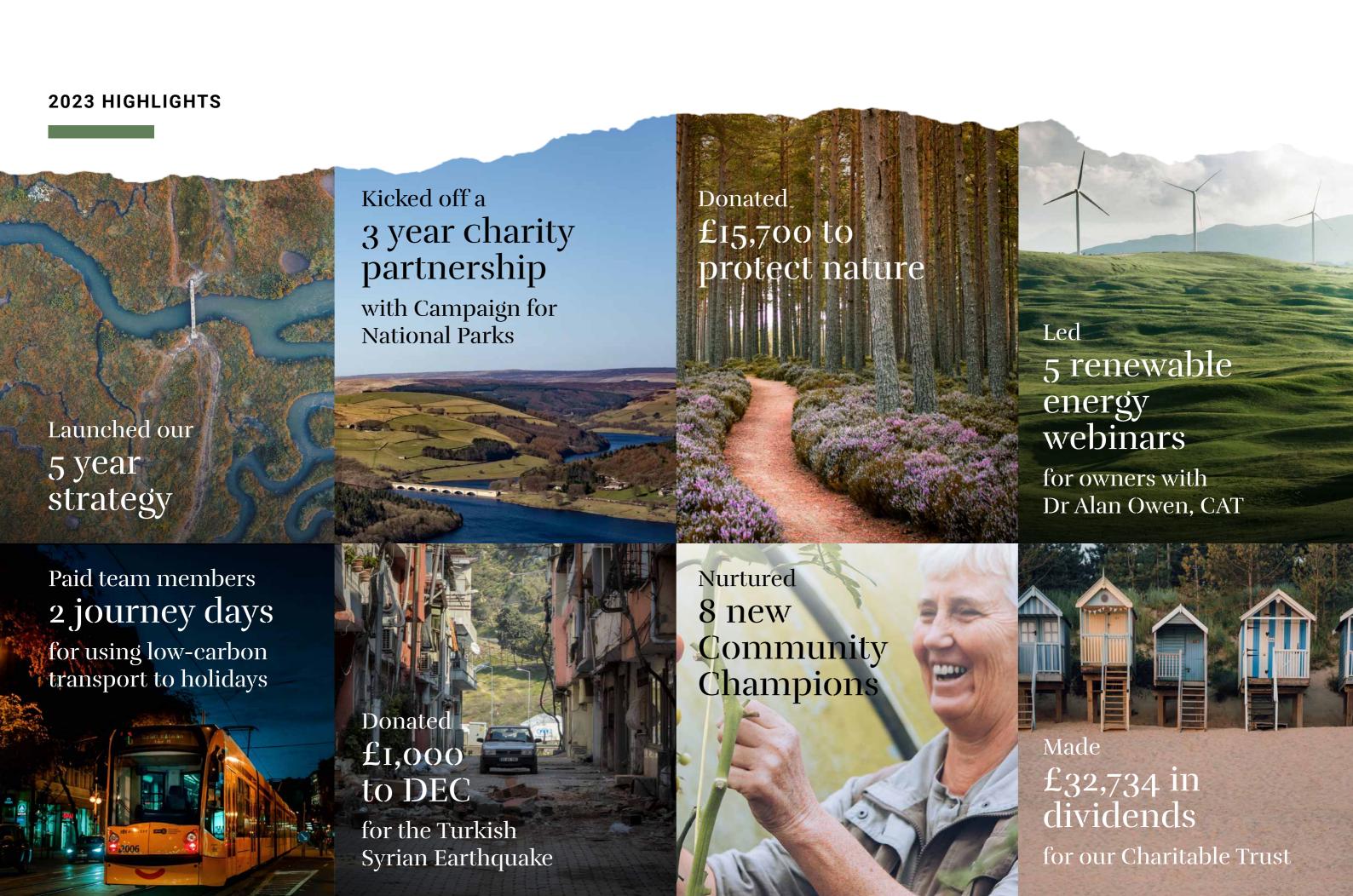
TARGET

Raise £50,000 and activate 50,000 people to take action and improve access to nature

OUR FOUNDATION

Using the B Corp model to improve and ensure our business is a force for good, we consider every decision we make and embrace our responsibility in helping to create a sustainable future for travel.





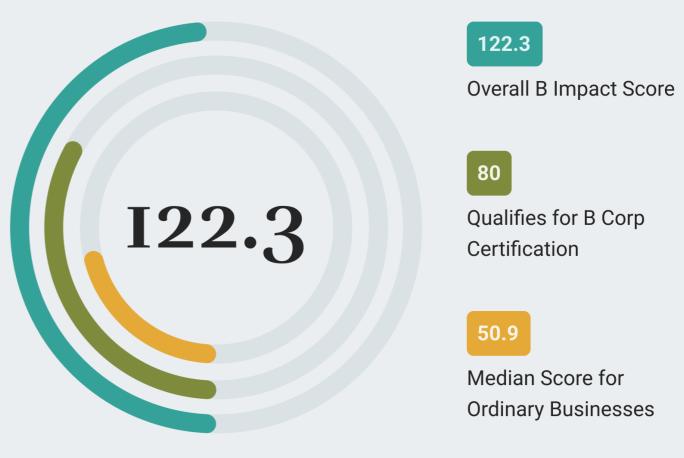
B CORP IMPACT SCORE

We're amongst the highest scoring travel B Corps in the world.

This community grows every day, so it wasn't long before we lost our status as the world's top travel B Corp. After a minute of being disappointed, we reflected on what this means. More companies in our industry putting purpose first, which can only be a good thing!

We have set ourselves the ambition to remain within the top 5% and we'll continue to put our heads together with all the other brilliant B Corps to see greater change in the industry.





Score breakdown

Governance	Workers	Community	Environment	Customers
18.6	56.9	35.6	8.1	2.9



Travel by B Corp are...

- Leading voices at the forefront of an urgent mission
- Committed to changing the language of sustainability
- Not radical, but do not accept the status quo
- The most recognised, respected collective voice for sustainable and ethical travel

Our aims...

- Identify a transformational impact on customers by travelling more sustainably
- Support its members by creating common standards around key issue
- Prove the benefits of being a better company and have that communicated among the media and wider industry

This year we...

- Relaunched Travel by B Corp in June. Creating a new brand identity and doubling the number of Member companies from 11 to 22
- As a group we commissioned Dr Milena Nikolova to conduct research into how behavioural science could help us close the intention gap in sustainable travel
- Kicked off working groups to start taking action for our industry

increase in Member

companies



- Spend the year looking at areas we can improve and start to implement actions, ready for recertification in 2025
- Face the new B Corp assessment, but we'll welcome the opportunity to grow and better understand the new standards
- O Together with Travel by B Corp, we'll help create a toolkit of examples so others within the travel industry can make the shift to being more sustainable, ethical businesses



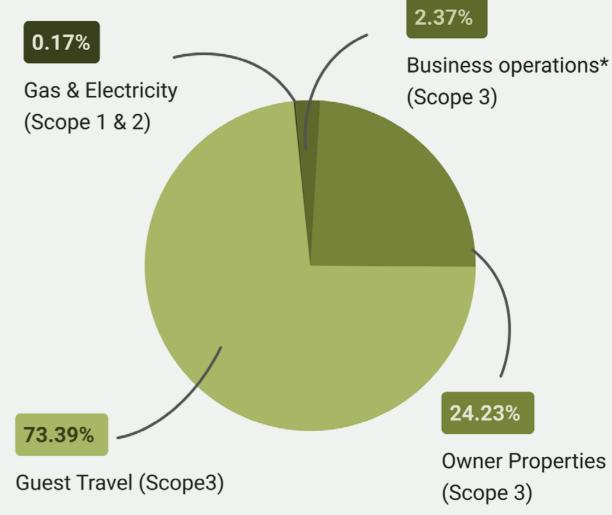
NET ZERO 2030

Reducing the impact our travel business has on the climate is our priority.

We work with external consultant Ecollective measuring our emissions in alignment with The Paris Climate Accord. Wherever possible we've used actual data from DEFRA and other sources. In some areas, where data isn't yet available, we've made assumptions.

We've continued to invest time to improve the accuracy of our data, but also recognise the importance of not getting caught up in perfect calculations, when that time could be spent taking action.

97.6% of our emissions come from owners properties and guest travel. This is the area we can make the most significant change. This is why Scope 3 is our focus.



^{*}Business travel, commuting, working from home, website, events, purchased goods, post and printing

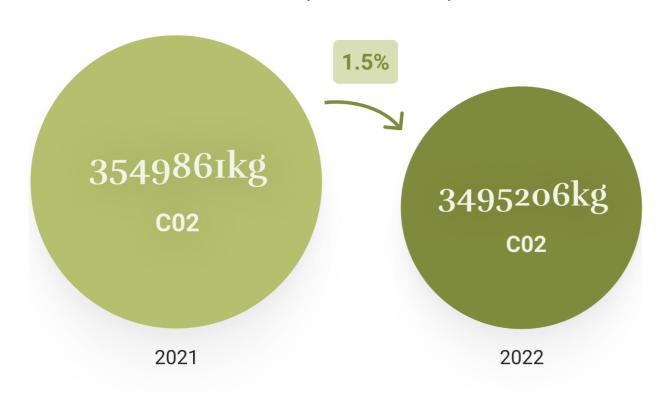
NET ZERO 2030

Our findings

2022 was only our second year of full data, so we're still refining our tracking and making sure we capture everything as accurately as possible. However we also recognised the importance of not getting too caught up in the numbers and instead started taking action, focusing on quick wins.

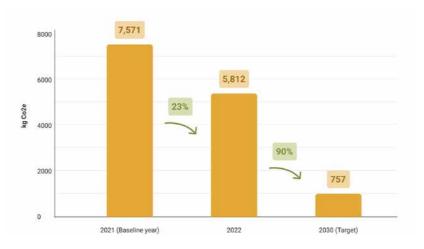
Total emissions Scope 1,2 & 3

1.5% decrease, but this doesn't paint the whole picture.



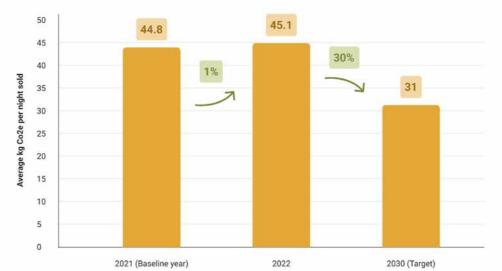
Total Office Gas & Electricity emissions Scope 1 & 2

Despite the increase of people back in the office in 2022, use of electricity went down! This is due to energy saving measures, including timers on the car park and lobby lighting. However we did see gas usage go up considerably. We are lobbying our landlords to demand better use of renewable energy.



Total HQ, Property & Guest Travel emissions Scope 3

No one likes to see an increase when you're trying to reduce, however for us this felt inevitable as we improved the accuracy of our data. Business travel in particular saw an increase as we found better ways to capture every mile travelled by our team. We hope to see more improvements in 2023.





In 2023 we said we would...

Tackle 10 points on our 58-point action plan

AND WE...

- Had our landlord commit to switching to a 100% renewable energy tariff as part of our new lease agreement
- Offered our team climate journey days
 extra days holiday for travelling in low-carbon transport to their holidays
- Ran a carbon emissions training session for the team
- Did an 8-week lease trial of an electric car and continuing to promote our green business travel policy
- Moved parts of our website to serverless systems, which reduces energy consumption
- Reduced our printing and only using ethical printers 'Park Lane Press'
- Kicked off our carbon labelling project by conducting research and scoping out plans
- Hosted summer and Christmas parties at venues within walking distance of the office
- Reduced and optimised image sizes (the biggest part of web page bandwidth) by up to a third
- Launched a new supplier manifesto

Continue education and advice on access to grants for our owners

AND WE...

- Led a series of five webinars on renewable energy for our property owners, showing owners how to harness solar and wind
- Created grant map for owners to help them access green grants
- Worked with our Customer Advisory Group to learn how we could get owners switched to renewable energy

Improve and refine our tracking and reporting

AND WE...

- Began tracking our business mileage better, including types of transport
- Tasked our platform with scoping out how to better track our online emissions
- Surveyed our owners again to increase the emissions data we have on properties, but had a fairly low response. We will be exploring how to make engagement easier next year

Climate Journey Days

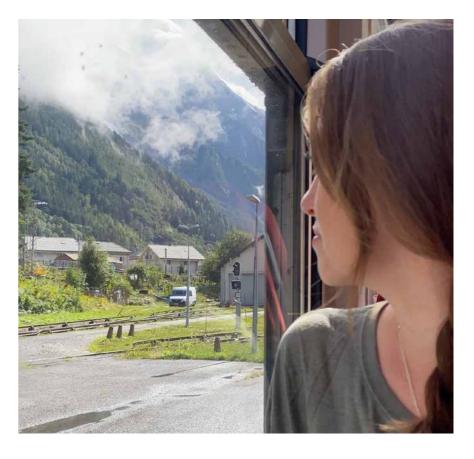
In August, we became a member of Climate Perks, offering every member of our team paid journey days if they travel by low-carbon transport to their holidays. Whilst personal holidays do not come under our company emissions, we recognise that slow travel takes time. By lessening this barrier, we are able to contribute to making sustainable transport decisions easier for everyone.

"we recognise slow travel takes time"



"I really wanted to visit Sweden but didn't want to fly for environmental reasons. Going by train takes a little longer but it's so worth it. It's a much more relaxing experience, and you get a sense of each place's culture. The best bit... I was able to use my Climate Journey Day so I didn't worry about using up extra holiday and it extended my trip."

Naomi Adventure to Sweden



"This summer, I hopped on the train from Bristol all the way to Martigny in the Swiss Alps, taking the opportunity to join my partner and work remotely for a couple of weeks. The scenery on these train rides was incredible, I loved watching the landscape transform, speeding from cities to rolling fields, past Lake Geneva and finally into the mountains."

Helen Trip to Swiss Alps



- Begin transitioning our owners to renewable energy. Asking all new Canopy & Stars owners joining the collection to be on renewable energy
- O Partner with an energy company to offer advice and incentives
- Transition to an office with 100% renewable electricity
- O Implement incentives to help team to use EV or train more often

Scope 1&2, 30% reduction of Scope 3

Responsible Travel

With over 66% of our emissions coming from how our guests travel it felt essential to make responsible travel a key impact area. We'll use inspiration, influence and incentives to help guests change how they travel to our places and be responsible travellers when they get there.

We recognise being a responsible traveller isn't always easy, but we also know it can often improve your experience, so we'll be finding ways to remove barriers to better travel.



In 2023 we said we would...

Collect better public transport options from 70% of owners

AND WE...

- Surveyed 13,000 guests to find out how they travel to our holidays
- Prepared a survey to go out in January, gathering better information from owners on public transport
- Prioritised 'Public Transport' above 'Driving' directions on our listings
- Shared tips with owners on making their space more public transport, EV and active travel friendly
- Needless to say, we didn't hit our 70% target. We quickly realised this needed much bigger thinking and started laying the foundations to work towards this

Improve booking journey to help more guests choose responsible transport

AND WE...

- Mapped our customer journey for ethics and responsible transport and started implementing changes
- Grew our Canopy & Stars places with EV charging by 50%, with searches up by 45% in the past 6 months
- Updated our confirmation email series to inspire guests to travel by train

Inspire with flight/car free content and explore travel incentives for guests

AND WE...

- Formed a long-term partnership
 between Sawday's and Byway travel
 launching 4 x Byway train itineraries
- Created new collections of the best places to access by train
- Launched 'The Wild Weekends' series, which saw Jack Harries use train and EVs to reach our places
- Sent influencer Lottie Gross and her Dog on some inspiring train journeys
- Celebrated getting to The Lake District car-free in our overtourism campaign
- Unfortunately, didn't launch our incentives, but have started scoping this out and it's in the plan for 2024

Form industry groups and lobby decision makers for improved train travel

AND WE...

Didn't manage this in 2023. However, we did strike up an ongoing partnership with Campaign for Transport, giving them a £250 voucher for a giveaway and celebrated some of the best holidays to take using a bus



- Launch carbon labelling on Canopy & Stars
- Add an icon to highlight places most accessible by public transport
- Add post-booking train travel education and explore incentives
- Soft launch the 'Sawday's Awards' to celebrate our greenest places

25%

Increase in number of guests travelling by low-carbon transport to our places by 2030

SAWDAYS IMPACT REPORT 2024 $_{
m I}$

Overtourism

2023 taught us a lot when it comes to overtourism. The community and environmental impacts of too many tourists and overcrowded sites remain the same. However, as new licensing and tax rules for self-catering properties are imposed, some local communities are seeing big economic impacts. We recognise the problems are nuanced and our approach needs to informed and adaptable.



In 2023 we said we would...

Hold two national overtourism forums

AND WE...

- Began with a series of interviews with people and organisations in The Lake District, including University of Cumbria, The Friends of The Lake District, Cumbria Tourism and our accommodation owners
- Reflected on what we have learnt.
 Overtourism affects places very differently, problems are nuanced and lack of data makes it harder to address
- Managed only one destination this year, but intend to replicate somewhere else early next year to explore the similarities and differences

Raise awareness about the problems overtourism causes

AND WE...

- Worked with artist Natacha de
 Mahieu and ran an overtourism
 campaign, using image layering to
 show how crowded our most popular
 destinations become at peak times
- Took out an advert on a large billboard at Liverpool Street Station on the busiest travel day of the summer to share these images
- Launched with advice on how guests should 'Travel Better' this summer

Celebrate new destinations and encourage guests to visit other places

AND WE...

- Led our 'Wild Weekends' series with Jack Harries choosing less-travelled destinations, such as Herefordshire and Monmouthshire
- Recognised telling people to completely stop visiting destinations wasn't the answer. Instead we created guides to spread the impact of tourism in these places, such as our 'Slow Guide to the Isle of Skye', highlighting the challenges and encouraging people to visit in a different way and at different times of year

"There is no single problem, so there is no single solution."

Mike Bevens MD Sawday's



- O Review our destination caps
- O Hold at least one more series of interviews in a new destination
- Use insights and community engagement from our interviews to decide upon the most useful academic research, then tender two universities to conduct this research

One piece

of commissioned and funded academic research to help guide solutions and preventions for overtourism



Our National Parks

The UK has 15 National Parks, making up 10% of our land in England and Wales and 7.2% in Scotland. Home to extensive wildlife and over 86% of threatened bird species, according to studies only 5% of this land is effectively protected for nature and biodiversity.

By giving a voice to nature in National Parks, changing policy and raising the profile of the people doing essential work we can improve the health of nature.

Their work...

Not only does Campaign for National Parks fight for better protection of nature in National Parks, it also seeks access to national parks for a wider group of people. Half of the country's Open Access land is found in National Parks, but a small demographic make up the visitors.

We'll be starting by supporting CNP's Youth Ambassadors, giving a voice to young people inspiring broader access.

We have committed to..

 Raise £50,000 and activate 50,000 people to take action for nature and improve access to national parks.



6%

of visitors to National Parks are aged 16-24

5% of this land is effectively managed

Access to Nature

The cost of living crisis, global unrest and climate anxiety, are just a few reasons why people's mental health is at an all time low. A report by the Mental Health Foundation found 70% of people felt being close to nature improved their mood, but the huge disparity of who has access to nature remains.

We witness first hand the benefits our holidays give to people, so we'll be supporting the great initiatives to get more people into nature whilst doing our part to be more inclusive.



In 2023 we said we would...

Directly support access to nature for disadvantaged young people

AND WE...

- Kicked off our Campaign for National Parks partnership in November, with a commitment to help more young people access nature in National Parks
- Joined a session with their Youth Ambassadors to better understand their perspective and strategy and how we can help
- Would have liked to run a campaign this year, but didn't have time. We've started making plans for 2024

Launch accessibility landing page and filters on Sawday's and Paws & Stay

AND WE...

- ✓ Updated our member area so owners could improve their accessibility information. Early next year we'll inspire and influence more owners to do this, by launching a dedicated collection landing page
- Continued to grow the accessibility collection on Canopy & Stars, with every new place having accessibility information, photos and videos

Strengthen representation in our marketing

AND WE...

Worked to make this the norm in our marketing, although this is still an ongoing process. Many of our photoshoots have models from diverse backgrounds and we've been working with influencers and experts from a broad variety of voices on features such as:

- Chloe, Editor of Disability, who reviewed her experience staying at Wonham Oak
- Gemma @wheelsnoheels, who tested out our new accessible safari tents 'Flora & Fauna'
- The six groups improving access to the outdoors
- Series 3 of 'The Life More Wild' podcast welcomed a whole host of brilliant folks sharing their stories; Mike Duxbury shared his experience on life as a blind farmer, Tom Leonard, The Drag Queen Gardener, spoke on the benefits of gardening and Liv Little advocate for marginalised voices, spoke about creativity, loss, grounding herself by the sea



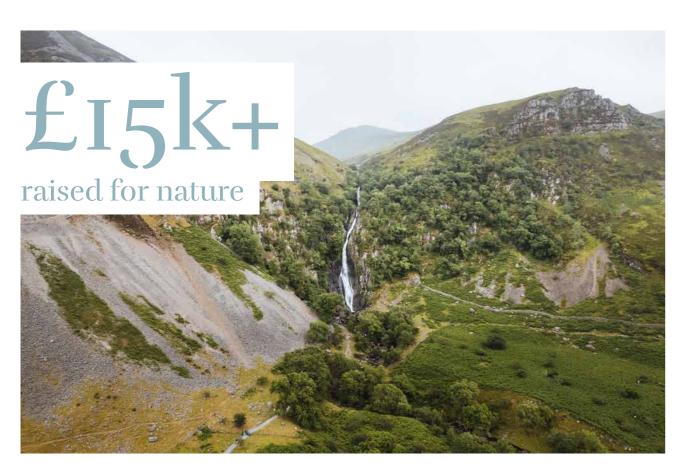
- Fund bursaries for young filmmakers to tell stories about their experiences in National Parks
- Host a Campaign Camp with the Youth Ambassadors at one of our places
- Launch accessibility landing page and filters on Sawday's and Paws & Stay

£50K

and 50k people
to take action for
National Parks

Protection of nature

Nature gives us our business. Without a healthy ecosystem, nothing can thrive. When exploring how we could best give back to our natural world, the options seemed endless. What we recognised is that the cause had to be close to our hearts, and our customers. When people can relate to a problem, they are more inclined to help. This is why we chose to protect and regenerate nature in the UK's National Parks.



In 2023 we said we would...

Develop a 5-year strategy for the role we will play in the protection of nature

AND WE...

- Began our 3-year partnership with Campaign for National Parks which gives us a long-term goal, where we really feel we can make a difference. We're committed to protecting nature in National Parks
- Launched landing pages and a donation feature on our booking form for guests

Engage with two or three academics and experts to better understand urgent needs within nature and biodiversity protection

AND WE...

Had some important conversations with people in the field. We'll be following the lead of our new partners Campaign for National Parks and their community of experts to better understand what needs to be done for nature in National Parks. In March, they'll be releasing a State of Nature report, which will paint a better picture of what needs to be done.

Lead one campaign to raise money and awareness for the protection of nature

AND WE...

Donated £15,700 to protect nature:

- £11,700 to Treesisters, funding ethical, community-led planting projects that empower women and support indigenous communities
- £1,000 to help fund the tree cover mapping for the State of Nature report led by Campaign for National Parks
- £2,500 for Campaign for National Parks as part of the Big Give, cracking down on mismanagement of land and rivers to create a safer, better and wilder home for animals and plants in National Parks
- Over £500 to Avon Needs Trees. We also provided free pro-bono consultancy on several projects
- Used our voice to raise awareness of nature through content to our guests. Read 'Meet the man on a mission to save Lake Windermere' and 'Your favourite walk might have an expiry date'



- Lead one campaign to raise money and awareness to protect nature in National Parks
- Sponsor the Changemaker Awards in 2023, recognising the people fighting for national parks
- Get our team out and volunteering in National Parks

5015 and £50k people to take action for National Parks

The Sawday Charitable Trust

In 2023, the Trust received a dividend from the company's profits of £32,734. It awarded two main grants this year, leaving a little left to donate before the next dividend in May 2024. They also built a website making themselves more visible to charities seeking funds.

New Chair Wendy Stephenson

Wendy has been a trustee since The Sawday's Charitable Trust was formed six years ago. She brings with her 30 years of experience working nationally and internationally in the climate and environmental sector. Alastair, the Founder of Sawday's, remains firmly on the board, but makes room for new ideas and energy.



The Resilience Project £16,000

Recognising the importance of continued funding streams, the trust again funded The Resilience Project, which trains and empowers young changemakers navigating pathways to resilience whilst addressing the climate crisis head on. The Trust's 2023 grant allowed them to recruit and onboard a Partnerships and Fundraising Director.



Conservation Without Borders £10,000

An inspiring charity following the paths of migratory species – connecting communities, business and government with essential frontline climate action. The Sawday's Trust provided an emergency fund to help support core costs and allow the charity to develop and deliver new programmes.



Among them, they...

- Built a pond at a newly opened community centre in South Bristol
- Painted a fence (and played with puppies) at Hollyhedge Cats and Dogs home
- O Took to the beach to clean up plastic waste

- Planted bulbs at a care home, bringing some colour for the residents in Spring
- O Team members Isobel & Helen ran marketing workshops for migrant businesses, helping set up and further their small businesses

336 hours volunteered in 2023

COMMUNITY

Our Community Champions

This year, we shone a light on the property owners working incredibly hard to make their places accessible. We welcomed two particularly special community champions who have developed fully accessible accommodation, which offer memorable holidays without barriers.





Flora & Fauna, Exmoor

Inclusivity is at the heart of Flora & Fauna. The whole site has been developed with ecology and sustainability in mind utilising fully accessible Doc M design principles. Rachel and Dan are dedicated to helping everyone access their spaces, and enjoy all of the benefits that Exmoor has to offer.



Trevessack Holidays, Cornwall

Run by the charity, Children's Sailing Trust, CEO Jakie has poured her heart and soul into this project and is absolutely brilliant with guests. Their entire site is disabled friendly, with wheelchair access throughout and additional equipment available for those who need it, free of charge.

SAWDAYS IMPACT REPORT 2024 27

OUR TEAM

Diversity, Equity, Inclusion, Belonging & Accessibility

In 2022 we formed our DEIBA team. They've been hard at work better understanding the diversity of our team and implementing policies to improve equity and inclusion. In 2023, they surveyed the team for a second time, comparing the data to the local and national 2021 Census.



What we need to work on...

- At Sawday's we value diversity, but we recognise that we're not a very diverse company, and there's a lot of work to do to improve this. Only 40% of employees agreed that 'Sawday's is a diverse company', while 86% agreed that we 'value diversity'.
- The main areas lacking diversity are ethnicity, religion, physical disability and socio-economic status.

What's working well...

- Despite this, there is a high sense of inclusion and belonging, with 88% of employees agreeing that 'Sawday's is an inclusive company' and 86% agreeing that they 'have a sense of belonging while working at Sawday's.'
- Forming the DEIBA Team in 2022 has been a step in the right direction: 76% of employees now agree that 'Sawday's invests the right amount of time and energy into inclusion and diversity', up from 41% in 2022.

Our focus...

- Out of all our initiatives in 2022, our Disability Inclusion training program with Leonard Cheshire was rated highest in terms of impact and importance.
- One of the areas highlighted in this year's survey that we need to work on is equity. Although a small company like ours has limited scope for career advancement, we intend to ensure that the available opportunities are accessible to everyone.

86%

of employees agree we value diversity

OUR TEAM

Workers & Governance

We've been happy to see the improved reward schemes and worker policies we put in place in 2022 have been utilised by the team, and pleased to be able to support our teams' wellbeing in a difficult year for the economy.

We want to see this translate to our eNPS so this will be a focus for 2024. We've maintained 50% women on our board and 68% of our senior management team identify as female. Our DEIBA team are working hard to introduce policies which ensure diversity and inclusion remains a priority.



In 2023 we said we would...

Get our employee happiness score over 70 with a response rate of at least 70%

AND WE...

- Formed a 'Work Life Balance' team to better understand how people are feeling about keeping the balance
- Still have work to do to improve our scores. We achieved a response rate of 65% and our eNPS was 50

Become Level 2 Disability Confident

AND WE...

- Successfully became Level 2 Disability Confident
- Received a company wide programme of disability training in association with the charity Leonard Cheshire

Implement our inclusive hiring policy

AND WE...

Completed our inclusive hiring policy which is now live and operational

Improve our mental health policy

AND WE...

- ✓ Increased the counselling allowance from £50 to £65 per session
- ✓ Joined the Wellbeing of Women Employer Membership Programme

Review a more ethical pension provider and policy

AND WE...

Weren't able to review this year, instead we focused on supporting the team with a financial resilience scheme, including webinars and training

Improve frameworks around sustainability and ethics, guiding teams and holding the company to account

AND WE...

- Reviewed and released our new ethical supplier guide and questionnaire, to help our team make decisions on who to partner with in line with our values
- Held a company-wide 'away morning' at a community farm, to present our 2027 impact strategy, and help embed the goals into team strategies



- O Develop a company miscarriage policy to support those who experience miscarriage or ectopic pregnancy and make it less taboo
- O Make eNPS a focus of the employee council in the first quarter of 2024
- Review our pension scheme and decide whether it meets our ethical supplier standards
- Lead quarterly inspiring sustainability and impact sessions with the team, with guest speakers and academics
- O Have the Work Life Balance survey the team and assess feedback

score rating aim for eNPS

Thank you

It's been a year of discovery. More improvements, some goals met and some not quite reached. We're excited to keep forging ahead and we know we couldn't do it without the engagement of our team, owners, guests and the wider community. We will keep listening and learning as we go. We will stick to our plan but welcome feedback and advice. We will remain committed to our vision for a better, greener, more collaborative travel industry.