



Sawday's
Impact report
2025-26


Certified



Corporation

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Four brands, one team - working for a better way to travel, experience the world and do business.

Sawday's

Sawday's has spent over 30 years finding, visiting and choosing brilliant places to stay across the UK and Europe. We work with independent, small-scale businesses, helping them stand out for their character and creativity in an industry increasingly dominated by huge corporations. Visiting each place in person gives us a personal connection to the owners, as well as first-hand knowledge that helps our guests get a deeper experience of the areas they visit.

CANOPY & STARS

Our sister company, Canopy & Stars, is a top-rated B Corp, meaning we have a proven commitment to taking leading action in environmentally and socially responsible travel. The collection of unique, creative places to stay in the outdoors gives guests a connection to nature, a life more wild. We personally inspect every one of those too, finding out about everything from bed comfort to land management and accepting only 20% of those who apply into our collection.

paws & stay

In 2021 we launched Paws & Stay, the UK's only dog-first travel website. It was made by animal lovers to take the frustration out of finding places to stay that were genuinely dog friendly, not just dog tolerant. It's run on the same solid principles of personal inspection and independence and individuality, but with a focus on dogs in everything from the places we chose to the walks and pubs we recommend.

CROWN & CANOPY

New to the family in late 2023, Crown & Canopy is a leading consultancy, covering the development, planning and delivery of bespoke glamping spaces across the UK. Using their long-standing expertise they're on a mission to support landowners in creating low-impact and sustainable businesses.

A word from our Tessa, our Sustainability Manager



“The face of travel is changing.”

The climate is affecting when and where we go, while economic pressures and generational trends reshape how we explore the world. In this uncertain landscape, the increasing demands of what it really means to be a regenerative business makes it challenging to set longer term goals.

I often find myself desperate to shift the dial further, frustrated by a feeling of taking two steps back for every one forwards, but we never let that lead to stagnation. We think outside the box and try to stay agile in our approach. We need to measure, assess and reflect, but we also need to keep pressing on and be part of the movement shifting the industry. Because shifting that dial in any meaningful sense is bigger than us alone.

It's disappointing to see a drift in consumer attitudes, away from responsible purchasing, as travellers prioritise affordability and convenience, but even that gives us direction. Clearly, it's more important than ever that sustainable travel is made a central, positive part of the journey. That's why our collaboration with the Travel by B Corp group is vital. Together, we can create efficiencies, transition quicker and have a greater impact. We can amplify the conversation and start to make sustainable

travel the norm, or at least an attractive alternative, rather than a 'worthy' option that's weighed against other factors.

Over the last two years, we've been testing this approach with our 'The Good Travel Gift Card', giving vouchers to people who take public transport to our places. Engagement has risen by 60% compared to 2024, showing us the power of positivity. I don't believe that any amount of scaremongering emissions stats about trains vs cars would have had the same effect.

This is only a single example of something that encourages me enormously. This work is a whole-business problem, meaning it requires a whole-business solution and I'm proud to see everyone across our brands setting their own goals with our impact strategy in mind. We'll continue to ensure they're equipped to shift the dial.

As the earth's population soars, those with the economic means to travel grows commensurately. In the next 50 years, we'll see more people travelling around the world, increasing the impact of overtourism and sending emissions soaring. Now more than ever we have to work in collaboration with the wider industry to embed responsible travel, not in people's minds, as such, but in travel itself. It can't continue to be something people choose, it has to simply be the way things are done.

It might sound like a huge ambition, a ridiculous dream even, but in the face of frustration at shifting goalposts and lack of progress, I prefer to go even bigger than before. Even if we fell some way short of that incredible target, we would definitely do some good.

Tessa Holmes Sawday's Sustainability Manager



Employee owned

52%, the majority share of the company, belongs to our employees.

Every member of our team is part of deciding our future, ensuring we always remain true to the values we were founded upon.

Our unique business model

Charitable trust

The Sawday Charitable Trust has a 24% share of company ownership and profits, which it uses to financially support impactful environmental initiatives in the tourism sector.

The Sawday family

Our founding family had strong social and environmental convictions – and their continued presence keeps those values close to our hearts and guides our decision making.

A close-up photograph of a black camera lens with its front element partially covered by a lens cap, resting on an open, aged map. The map shows various geographical features, roads, and place names. The background is a wooden surface, and the lighting is warm and soft.

To encourage the joy of
slow and responsible travel
and inspire people and
planet positive choices.

Our purpose



To be leaders in
sustainable, ethical and
regenerative travel.

Our mission.

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

Overtourism

Raise awareness & promote undertourism to drive solutions and preventions

TARGET

Commission and fund one 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



Protecting 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.

TARGET Remain in the top 5% of travel B Corps in the world

Certified



Corporation

A SNAPSHOT OF OUR PROGRESS

AREA OF FOCUS	2027 TARGET	PROGRESS IN 2025	PLANS FOR 2026
Net Zero	Scope 1 & 2 – 90% reduction Scope 3 – 30% reduction by 2030	<ul style="list-style-type: none">○ 89% reduction against 2021 baseline○ A disappointing 0.5% increase y-o-y. Bringing our total reduction since our baseline year to 3.6%.	<ul style="list-style-type: none">○ Get that final 1%!○ Minimum 5% reduction.
Overtourism	Commission and fund one piece of academic research to aid solutions	<ul style="list-style-type: none">○ Shifted focus towards working with the travel industry to share existing data, collaborate and drive change in destinations.	<ul style="list-style-type: none">○ Release an ‘Overtourism Marketing Playbook’ with Travel by B Corp○ Hold an overtourism event, for collaboration between industry.
Responsible Travel	Increase low-carbon guest transport to places by 25% by 2030	<ul style="list-style-type: none">○ Raised low-carbon travel from 8% in 2023 to 18% in 2024*○ Issued 578 ‘Good Travel Gift Cards’, increasing uptake by 60% from 2024.	<ul style="list-style-type: none">○ Increase uptake of ‘Good Travel Gift Cards’ by a further 25%, getting at least 720 guests on the train in 2026.
Access to Nature & Protection of Nature	Raise £50,000 and activate 50,000 people to take action and improve access to nature	<ul style="list-style-type: none">○ Raised £37k for ‘Campaign for National Parks’, 75% of the total 3 year target○ 22,000 ‘actions’ taken.	<ul style="list-style-type: none">○ Exceed our target of £50k target, instead aiming to raise £60k○ Help ‘Campaign for National Parks’ hit 10k Instagram followers.
B Corp	Remain in the top 5% of travel B Corps in the world	<ul style="list-style-type: none">○ Scored 129.3 in our recertification in November, moving to the top 2.5% of B Corps in ‘Travel Agency & Related’ and ‘Accommodation’ categories.	<ul style="list-style-type: none">○ Begin preparing for our next recertification, where we will face the new assessment.

*We have changed the way we track our guest travel, therefore will not see a true indication of the change until 2026.

2025 HIGHLIGHTS



Raised
£37k for
Campaign
for National
Parks



Reduced
Scope 1 & 2
emissions
by 89%



Issued
578 ‘Good
Travel Gift
Cards’



Gave
£38k
environmental
grants via
Sawdays Trust



Reached
290k people
via ‘Protect
Our Rivers’
campaign




Gained
13k new
subscribers for
Campaign for
National Parks



Awarded
a new B-Corp
score of 129.3



Implemented
15 staff wellbeing
hours & 1 extra
day's holiday



We first certified for B Corp in 2019 and this year, in our second recertification, we were proud to increase our score from 122.3 to 129.3, moving to the top 2.5% for travel B Corps globally.

Being an ethical business committed to environmental and social justice has always been at our core and is built into our business model. B Corp rubber stamps this for us, but we're dedicated to pushing beyond our own and B Corp's expectations.

In 2028, we'll be facing B Corp's new and even more exacting assessment and we welcome having our core processes challenged more robustly. It gives us a strong foundation and the confidence to be bold and creative with our other activities.

B
C
C
O
R
P

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



122.3

Overall B Impact Score

80

Qualifies for B Corp
Certification

50.9

Median Score for
Ordinary Businesses

Score breakdown

Governance	Workers	Community	Environment	Customers
19.4	58.3	38.4	10.9	2.9

Targets & progress

This year was all about recertification. With our ambitious targets of scoring over 130 and staying in the top 5% of Travel B Corps Globally, we had work to do.

B Corp has grown from only 200 UK companies in 2019 when we first certified to 3,596 today – which keeps everyone on their toes but also means more fellow travel companies getting involved in the conversation. We threw ourselves into the process, relishing the chance to review our governance, refine our policies and introduce some new ideas to benefit the whole team.



In 2025 we said we would...

Aim to score over 130 and remain in the top 5% of Travel B Corps globally

AND WE...

- ✗ Missed our score target by a whisker!
Scoring 129.3
- ✓ Moved into the top 2.5% – ranking number **4 out of 178 Travel B Corps Globally.**

Adopt written policies for ethical marketing, advertisement, and customer engagement

AND WE...

- ✓ Have a new, evolving internal ethical marketing and advertising policy
- ✓ Developed a new supplier onboarding process and manifesto.

Lead diversity and inclusion training with the team

AND WE...

- ✓ We enrolled our team on Lloyds' Championing Disability and neuro-inclusion training
- ✓ Invited managers to join a Neuroinclusive Recruitment seminar.

Develop a new virtual office stewardship policy

AND WE...

- ✓ Did it! Our team now have guidance on reducing energy consumption, ethical purchasing and digital practices, waste reduction and sustainable travel
- ✓ Created two partnerships with renewable energy companies, offering our teams incentives to switch to renewables.

Improve our code of ethics and create an anonymous mechanism to report grievances

AND WE...

- ✓ Developed a new code of ethics and shared with the team
- ✓ Implemented a new anonymous grievance reporting process
- ✓ Recruited a People & Culture Manager to continue developing new worker policies.

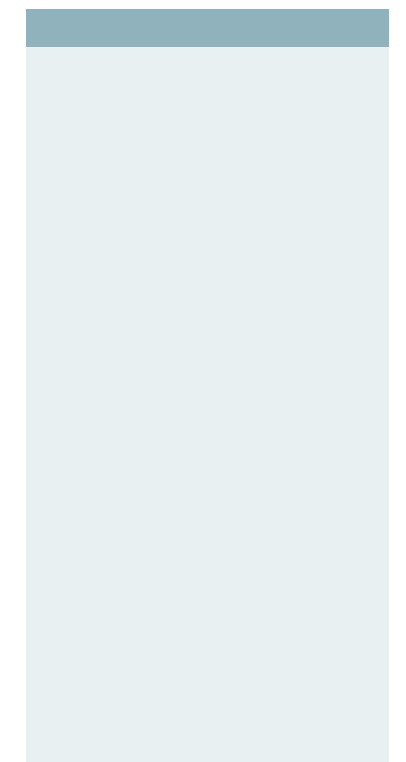
Goals for 2026

Next year we will...


- Improve the way we talk about our impact and increase engagement
- Enhance and publicise our ethical marketing and advertising policy
- Launch improved accessibility filters on Sawday's.

5%

Remain in
the top 5% of
travel B Corps
in the world



Net Zero



Including guest travel, the most substantial portion of our emissions by far, and the shift in understanding and expression of Net Zero as a concept makes our ambitious targets even harder to achieve. Across all industries, we're seeing certifying bodies moving the goalposts and people pulling away from Net Zero targets as the complexities deepen.

With this in mind, we're reviewing our Net Zero goals and carbon reduction plan – and once we've completed in 2026, we'll share it publicly. Ultimately, our mission will remain unchanged – reduce rather than offset, and prioritise our Scope 3 emissions. Net Zero might seem a long way off, but we're still learning about the best ways to tackle the problem, trying to strike the balance between improving data and just getting on with it, learning as we go.

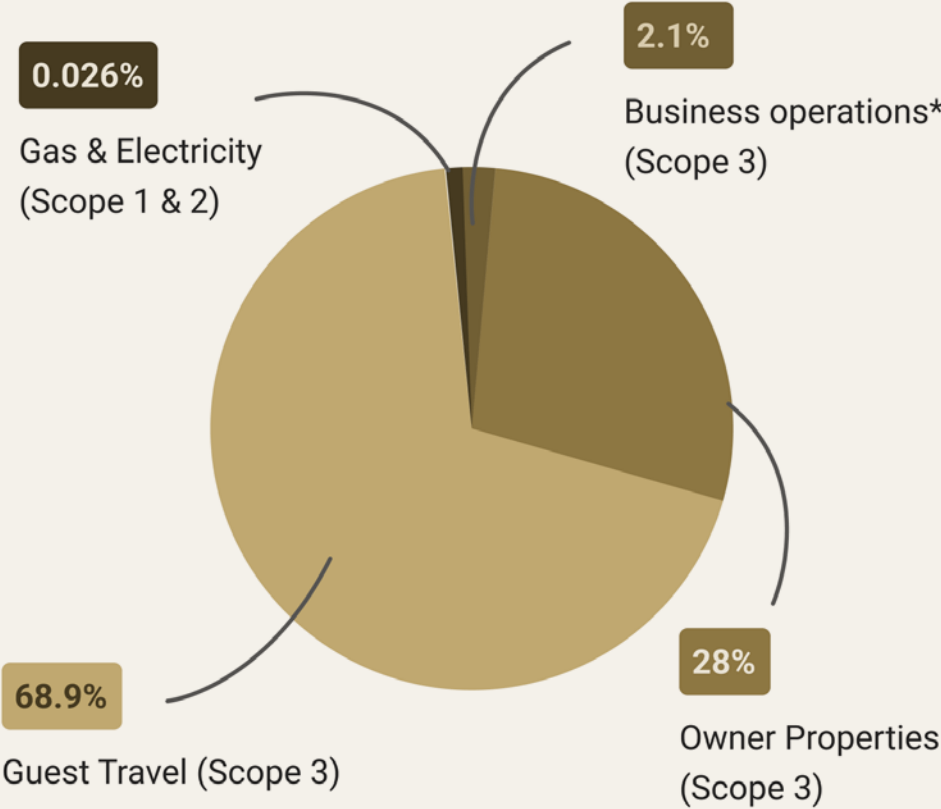
NET ZERO

Our net zero goals are a 90% reduction in Scope 1 & 2 and a 30% reduction in Scope 3 by 2030

This year we've had highs and lows, with reductions in some areas cancelled out by increases elsewhere. Some of our biggest changes are still coming from how we track guest travel, so we are wary of things that look too good be true, without losing heart.

Refining the data and giving ourselves reliable information to work from is vital, but we're not letting the wait stop us from taking action on the negatives and celebrating the positives.

We work with an external consultant, Ecollective, measuring our emissions in alignment with science informed targets



NET ZERO

In-depth analysis

Total Office Gas & Electricity emissions Scope 1 & 2

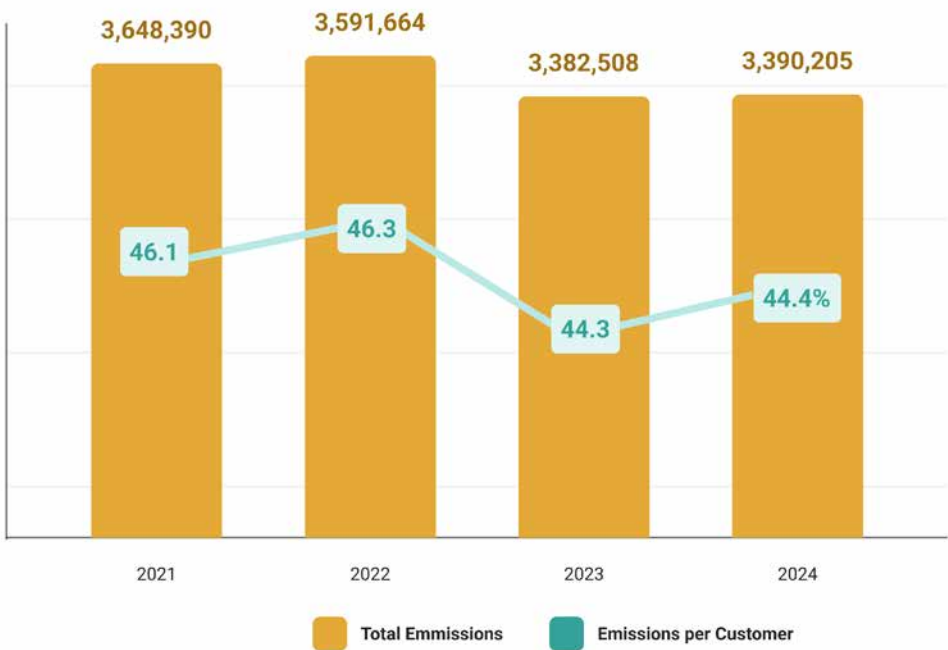
Following pressure from us, our landlord switched to a 100% renewable electricity tariff and a green gas tariff. This showed its worth in 2024, with a Scope 1 & 2 carbon emissions reduction by 89% – 6,717kg Co2e per year, the equivalent of 85 flights from London-Paris.

In 2026, we risk increasing again, as the landlord could switch back at any time, so we must hold them to account. Equally, we must remember that this only represents less than 2% of our carbon emissions and Scope 3 must remain our focus.

Total HQ, Property & Guest Travel emissions Scope 3

2024 saw a slight increase of 0.3% in our Scope 3 emissions. Primarily this came from a more thorough way of measuring our purchased goods, as well as increases in business travel, working from home and commuting emissions.

Fortunately, we saw decreases on guest and website emissions, which helped balance things out.



NET ZERO

In-depth analysis

HQ Emissions Scope 3

Working from home A slight increase in employees and number of days worked from home in 2023-2024.

Commuting Some of our team have moved and we've seen a 17% increase in commuting by carbon-emitting transport, along with a small increase in average distance travelled (47km in 2024 vs 44km in 2023).

Business Travel Journeys increased by 54% in 2024, along with a decrease in EV hire. Fortunately, fewer flights were taken (6 in 2024 vs 7 in 2023) and even better, an 800% increase in journeys by train (45 in 2024 vs 5 in 2023) – adding up to 213km in 2024 vs 70km in 2023.

Website emissions A steady reduction over the years as we create more efficiencies online. However the drop this year comes from a proper calculation of average page size across multiple pages.

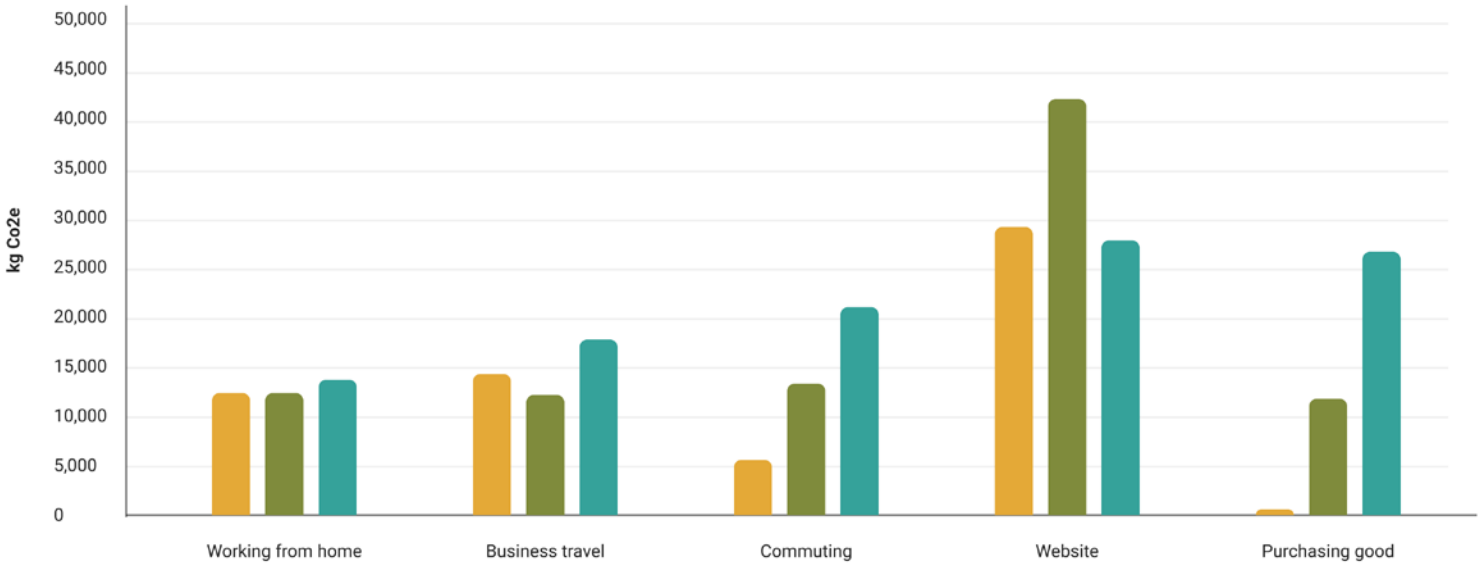
Purchased goods, post & print This saw the biggest increase, as we are now able to accurately attribute carbon to all products and services. It was a bit painful to see the jump in our emissions, but now we have the full picture, we can work on bringing that number back down.

Guest Travel Scope 3

In 2025, we changed the way we track guest travel. This, along with our incentivisation efforts like our 'Good Travel Gift Card', saw an increase from 8% to 18% of guests using low carbon transport. More on this in the next section – stay tuned.

Owners' Property Emissions Scope 3

Owners property emissions remain below the national average for a UK hotel, especially for our Canopy & Stars properties. Next year, our focus will be on how we can reduce our owners' property emissions, as this has been neglected while we focused on guest travel, yet still represents 28% of total emissions.



800%
increase in
business
journeys
made by train

NET ZERO

Targets & Progress



In 2025 we said we would...

Hit our 90% reduction on Scope 1 & 2

AND WE...

- ✗ Missed it by a whisker, hitting 89% reduction against our baseline year.

Reduce Scope 3 emissions by at least 10%

AND WE...

- ✗ Missed this goal significantly, seeing a small increase of 0.3% year on year. This does mean a 3.6% reduction against baseline, but an overall target of 30% leaves us a long way to go.

Roll out new carbon survey for owners

AND WE...

- ✓ Developed a new carbon survey for owners, integrated with our CRM system. It's taken a fair bit of testing, but we hope to roll it out early in 2026.

Develop improved carbon literacy training for the team

AND WE...

- ✗ Performed our annual carbon emissions session with the team, but didn't develop improved training as we had hoped.

Help others on their Net Zero journey with more open-source data and strategies

AND WE...

- ✗ Had to reflect on our Net Zero commitment and work with our consultancy to model future scenarios. We're still in the thick of it and plan to publicly share our findings in 2026.

NET ZERO

Climate Journey Days

We are members of Climate Perks, offering our team extra paid time off to travel by low-carbon transport on their holidays. It’s proved really popular, with our team switching their flights for ferry and rail adventures!

“we recognise slow travel takes time”



“I took the train to the east coast of Scotland and spent the journey dipping in my book, doing a bit of life admin and catching the great views. I felt quite smug I didn’t fly and essentially got the travel time back in climate days. I recommend stocking up on plenty of snacks and a decent packed lunch.”

Sarah
Adventure to North East Scotland



“The Climate Journey days allowed my family to discover a new way to holiday. As a wheelchair user, my husband was reluctant to fly, but after our experience, we now know that we can still go abroad and have holidays as a family without having to set foot in an airport.”

Lisa
Family train trip across France



“Over the Easter holiday we went interrailing across Europe. It was a great family adventure fuelled by incredible pizza. Despite a few unexpected Race Across the World style twists – only just making our return check point in time – we would definitely do again, just maybe a few less stops.”

Tom
Family Interrail Adventure



NET ZERO

Our goals for 2026


Next year we will...

- Increase carbon survey engagement to 30% (Canopy & Stars) and 10% (Sawday's)
- Switch 40 Canopy & Stars owners and 20 Sawday's owners to renewable tariffs
- Complete and share publicly our review of our Net Zero strategy.

90%

reduction of
Scope 1&2,
10% reduction
of Scope 3

Responsible travel



Guest travel is still our great white whale. It represents 70% of our total emissions – simultaneously our biggest challenge and our biggest opportunity. The fact many of our properties can be reached overland or by ferry gives us hope of effecting real change in this area – and we’ve seen an incredibly positive response to our rail campaigns and incentives such as the ‘Good Travel Gift Card’.

We’ll be working hard to get more people travelling by train, with Londoners a particular focus. The capital has always been a huge market for us and with survey data showing that 46% of people in London don’t own a car, tapping into this audience and helping them travel sustainably could have a massive impact.

RESPONSIBLE TRAVEL

Changing how guests travel

One of our primary focuses is increasing the use of low carbon transport amongst our guests. Our ambition is to drive a 25% increase in use of trains and EVs by 2030.

In 2025 we developed a more accurate way of tracking guests travel and, while we have seen an increase in low-carbon travel over the year, we take this with a pinch of salt, as we're yet to have like for like comparisons. It does, however, suggest that we're moving in the right direction.



Increase in low-carbon journeys



Increase in guest train travel



Increase in guest EV travel

146 miles

Average distance travelled by guests remained the same



Targets & Progress

In 2025 we said we would...

Extend the ‘Good Travel Gift Card’ trial and aim for 420 guests across the year, a 25% increase in uptake

AND WE...

- ✓ Exceeded our target, giving away 578 ‘Good Travel Gift Cards’ in 2025. Increasing uptake by 60% on 2024
- ✓ Actively influenced 25% of these guests to take the train, with 82% of them saying their experience was ‘good’ or ‘excellent’.

Celebrate 200 years of passenger rail and incentivise train travel with a campaign on Sawday’s

AND WE...

- ✓ Gave away four holidays in affiliation with a Trainline giveaway competition, and had over 4,500 entries.

Continue to improve the info for guests about public transport to our places

AND WE...

- ✓ Updated and strengthened the information we hold about public transport on our pages.

Improve the way we track guest travel

AND WE...

- ✓ Launched a new way to consistently track guest travel, inviting every guest to answer one question after their stay about how they travelled
- ✓ Saw 13% completion rate of the survey (2,916 guests)
- ✓ Increased low-carbon guest travel from 8% to 18%.

Create ongoing marketing & PR that inspires responsible travel

AND WE...

- ✓ Wrote over 25 pieces of content throughout the year, inspiring responsible travel and generating brilliant engagement
- ✓ Created three ‘Good Travel Gift Card’ posts reaching over 50k people
- ✓ Partnered with LNER to offer discounted stays to rail customers travelling in shoulder season
- ✓ Partnered with LeShuttle to promote European overland travel.

Good Travel Gift Card

This is one of our greatest successes. We launched the campaign in 2024, offering any guest who travelled to a Canopy & Stars holiday by train, bus, bike or foot £75 gift voucher towards a future stay.

Since its launch in July 2024, we've given away over 770 gift cards. We surveyed those who used them and were happy to see that 82% of them rated their experience Good or Excellent, while 25% felt positively influenced by public transport. Only 2.4% said they had a poor experience and we'll be exploring how we can combat this in the future. Each year we have increased our targets for uptake of the Good Travel Gift Cards and 2026 will be no different.

82%

of guests rated their experience 'Good' or 'Excellent'

25%

felt positively influenced by public transport

2.4%

had a poor experience – we will explore ways to combat this

770

Good Travel Gift Cards given away

Our goals for 2026

Next year we will...

- Aim to increase 'Good Travel Gift Cards' by 25% and give away 720 in 2026
- Develop two new partnerships with rail companies in the UK and Europe to promote local and transborder rail adventures
- Drive 8,000 visitors to the Sawday's Responsible Travel page.

25%

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

Overtourism

Overtourism continues to impact destinations globally and whilst 2025 saw some traditionally popular places like Santorini and Cornwall reporting a drop in visitor numbers, globally the pressure continues to increase. As a travel business it's our responsibility to address this.

Capping our destinations in 2022 was a bold business decision. It has undoubtedly impacted our profits but it has also given us a reason to examine some basic principles. We don't believe we should stop operating in destinations subject to overtourism, but we want to make sure we're promoting responsible travel to these places. If we don't act now, our industry is at risk of consumer and destination backlash and increased tourism regulation and restrictions.

OVERTOURISM

Facing the facts

Overtourism continues to dominate the headlines and for good reason. Whilst the issues are nuanced and fluctuate year on year, the main issue is undeniable. The global travelling population is growing exponentially, we're still visiting a small number of destinations and our seasonal preferences are only shifting slightly.

1.8 billion
international
tourist arrivals per
year by 2030, a 30%
increase on 2024
UN World Tourism Organization

80%
of travellers visit
just 10% of the
world's destinations
Murmuration satellite data

67%
of travellers said
they want to visit less
crowded destinations
Booking.com 2025 Travel Predictions

OVERTOURISM

Targets & Progress

The more we investigated overtourism and collaborated with Travel by B Corp, the more we realised how complex it really is. We ended up changing tack, from generalised research to working harder to build a collective of locals who could generate specific solutions in affected destinations, alongside a broad range of like-minded travel companies.

We ensure the places we represent are doing their bit to have a positive impact. This, combined with our collaborative work on better marketing, give us hope we'll be proud to send guests to these destinations, trusting we're doing it responsibly and respectfully.



In 2025 we said we would...

Conduct the annual review of our destination caps in February

AND WE...

- ✓ Held a company-wide review of our Destination Caps and decided to maintain them
- ✓ Audited all places in the Sawday's and Canopy & Stars collection which sit in these caps
- ✓ Began work to try and support and encourage property owners to make their places contribute to the levelling out of overtourism.

Conduct one small-scale research study exploring ways to reduce impacts of overtourism

AND WE...

- ✗ Didn't do this. Instead, we redirected our time into coming together with the Travel by B Corp collective to co-create a guide aimed at shifting how the industry markets overtouristed destinations. The 'Travel by B Corp Overtourism Marketing Playbook', will launch in 2026, providing a succinct and clear path for the industry to use its collective marketing to shift the impacts of tourism.

Conduct one insight-gathering exercise

AND WE...

- ✓ As part of our audit, spoke to several of our owners about the impact of overtourism in their area
- ✓ Came together with the Travel by B Corp to share feedback from their companies.

Include at least four pieces of overtourism content in the year

AND WE...

- ✓ Wrote eight pieces of overtourism related content across the year
- ✓ Encouraged guests to holiday off-season, visit lesser-known destinations and be responsible travellers.

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


Mike Bevens MD Sawday's

Our goals for 2026

Next year we will...

- Co-launch an overtourism marketing policy for the industry
- Help lead an Overtourism event with Travel by B Corp
- Gain three pieces of media coverage on overtourism.

Protection of nature



The 2023 ‘State of Nature’ report said that nearly one in six species are threatened with extinction from Great Britain – and that the UK has just 53% of its original nature left intact. Without nature, we would have no business – so we’ve made it our mission to ensure that protection of nature is part of our long term strategy.

Since 2023, we have be partnered with Campaign for National Parks to help their vital work in protecting our most important UK landscapes. Only this year, National Parks were threatened by changes to legislation – and it was Campaign for National Parks that successfully lead the fight to retain them.

Protect our National Parks



The UK is one of the most nature-depleted countries in the world



Our unique wildlife is disappearing - for many species, National Parks are their last refuge

6%

Only 6% of National Park land in England and Wales is managed effectively for nature to thrive



That's why we're supporting Campaign for National Parks to fight for wilder National Parks for all

PROTECTION OF NATURE

Targets & progress

Our work with Campaign for National Parks is one of the most rewarding and successful aspects of all our sustainability efforts. We integrated and refined fundraising in our bookings process, ran powerful awareness campaigns and partnered with them on a competition designed to increase their reach.

We also joined them, along with over 200 organisations and influential voices, including the National Trust, RSBP, Patagonia and The North Face, in signing an open letter to the Prime Minister demanding them to not weaken the laws protecting National Parks and National Landscapes. It succeeded, halting a damaging change to National Park law.



In 2025 we said we would...

Aim to hit our £50k fundraising target

AND WE...

- ✓ Donated £17k to Campaign for National Parks, reaching £37k in total. Whilst this didn't quite hit our target, we redirected funds to raise awareness instead
- ✓ Funded two hard-hitting campaigns to raise awareness of issues inside National Parks
- ✓ Sold old laptops to members of the team and raised £400 for CNP
- ✓ Donated £2,500 via 'The Big Green Give' in April, doubling our donation.

Hold at least one volunteering day in a National Park

AND WE...

- ✓ Sent a team of 13 to The New Forest National Park to help on a conservation project.

Explore ways to increase conversion of guest booking donations from 10% to 12%

AND WE...

- ✓ A/B tested some different donation copy and increased conversion from 10% to 11%, an additional £1,000
- ✓ Added the donation link to other pages on our website in November, which will drive more donations.

Release at least four pieces of content in relation to National Parks

AND WE...

- ✓ Released four pieces of content relating to National Parks
- ✓ Sent a spotlight on National Parks email, receiving over 6,300 clicks
- ✓ Shared 'The Big Green' on our socials in April reaching 46k people.



PROTECTION OF NATURE


Our goals for 2026

Next year we will...

- Help the Campaign for National Parks team with a content strategy, guide series and social audit
- Help Campaign for National Parks hit 10k Instagram followers (an increase of 200%)
- Continue to increase conversion of guest donations to at least 12%.

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

Access to nature



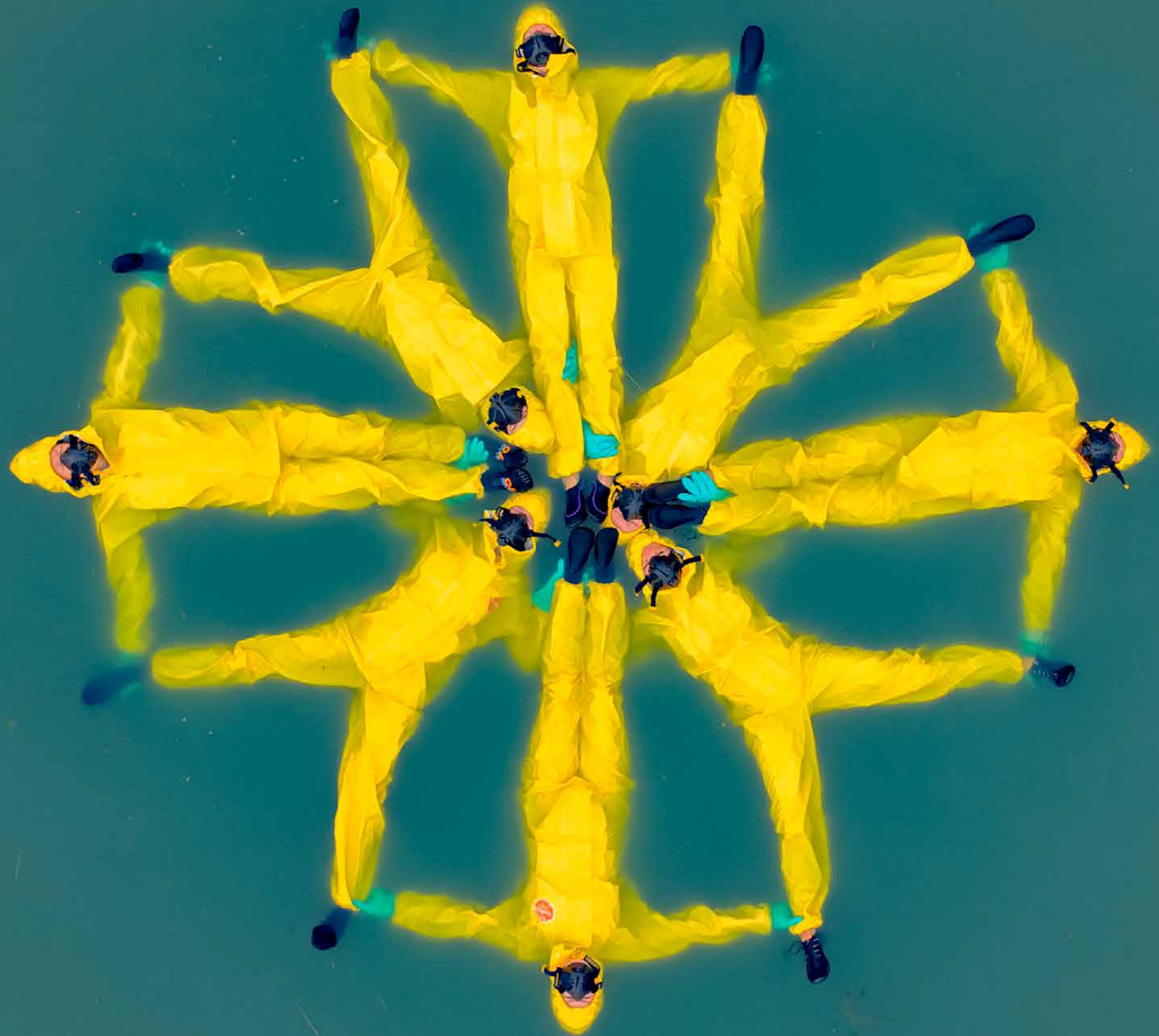
Getting out into nature has endless benefits, from improving your mental health to developing a connection with nature which encourages you to protect it. Our guests are lucky enough to have access to nature via our holidays, but not everyone is. The disparity in those who have access to nature is vast.

Our ongoing work with Campaign for National Parks looks at equal access to National Parks in the UK. For many, accessing and enjoying National Parks can be difficult. Young people are faced with barriers such as limited and expensive public transport, and few opportunities to connect with wild spaces and have their voices heard.

Rivers at risk

In 2025, Campaign for National Parks released their Rivers at Risk Report and the numbers on water pollution were appalling. On average, sewage overflow within National Parks is twice as high as it outside them and just over a quarter of a million hours of sewage flow was recorded in National Parks in 2024.

To raise awareness and catch the attention of the public, we ran a campaign, 'Sick of this Sh*t', asking if you needed a hazmat suit to go wild swimming in a National Park and implying that you soon would if nothing was done.



Targets & progress

The access side of our work with Campaign for National Parks focused on helping them raise their profile. When we began our partnership, we set ourselves the target of getting 50k people to take action for national parks.

We're behind on this target but after discussion with the charity, we've reviewed our approach to focus on quality of engagement rather than quantity. We'll reframe our targets for 2026, still with the hope of hitting 50k but with more emphasis on creating longer relationships between CNP and new members.



In 2025 we said we would...

Lead one campaign to get 30,000 people to 'take action' for National Parks

AND WE...

- ✓ Led two campaigns with a total of 16,000 taking action for National Parks
- ✓ Led a 'Rivers at Risk Campaign' using synchronised swimmers in hazmat suits to show that safe access to National Parks is at risk (see more on the next page)
- ✓ Ran a competition to win £1,000 holiday in a National Park which gained 13,504 new email subscribers for CNP.

Support CNP's Right to Discover Campaign to help more young people access our National Parks

AND WE...

- ✓ Redirected our main campaign to the 'rivers at risk' cause, as it was pressing and essential
- ✓ Funded CNP's ongoing project in which storytellers, such as the writer Felix Bill, talk about their love of the outdoors and enhance the presence of marginalised voices.

Fund one strategic away day for Campaign for National Parks team

AND WE...

- ✓ Funded a strategic away day at a Canopy & Stars place in Bannau Brycheiniog National Park for the Campaign for National Parks Team.



ACCESS TO NATURE


Our goals for 2026

Next year we will...

- Exceed our fundraising target by £10k
- Lead another campaign to raise money for Campaign for National Parks
- Develop 13 pieces of content for Campaign for National Parks to use in their marketing celebrating the joy of National Parks.

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

Sawday's Charitable Trust



Our unique business model, which sees 24% of ownership allocated to our charitable trust, means no matter what else happens, we have an impact every year, with profits going directly to brilliant environmental and social causes.

In 2025, we welcomed a new chair of the Trust, Miriam Sawday, former Co-Executive Director at the environmental campaigning organisation Friends of the Earth in England, Wales and Northern Ireland and a member of the Sawday's family, contributing her expertise and deepening the longstanding environmental values in the trust.

Charities we have supported this year

The trust had decided to take a fallow year for donations in 2024, so as to accrue more funding and allow for bigger donations the following year.

Alongside what was in the bank, the Trust received a dividend of £16,226 from the company's profits in 2024. This allowed for three impactful grants in 2025, which went to the following charities, which firmly meet the trusts environmental objectives.

In 2026, the trust will explore how they can further support the projects funded in 2025, whilst accruing more funds to make bigger donations in 2027. If a dynamic and aligned project catches their eye in the meantime, they'll remain agile and ready to fund.



Power Station CIC £16,500

A 'show and do' project, Power Station are building a solar power station across the rooftops of North East London as a rallying cry and call to action. The Sawday Trust funding helped get their film into UK cinemas, with the aim of gaining national traction.




Five Penny Farm £16,500

Five Penny Farm combines training in land skills with action in land justice. The Sawday Trust provided a grant to upgrade their off-grid energy system, allowing them to host groups all year round, and continue their important work in land activism, diversity and inclusion.



Somerset Wildlands £5,000

Somerset Wildlands is aimed at restoring land through rewilding. A grant from the Sawday Trust contributed to the essential core funding costs to help the team continue their important land restoration work, protecting wildlife and creating new habitats.



Our unique business model isn't just about giving to charity, it shapes the way we all work. With everybody co-owning the company, we're driven to amplify its impact on a daily basis, whether that's through volunteering outside work, changing how we run the business, or honing our message to inspire our owners and our guests.

Our team



OUR TEAM

Volunteering

Each year, we give every member of the team the opportunity to spend a day volunteering without using a day of leave.

This year, the team...

- Painted a mural to brighten up a care home in Easton, Bristol
- Tidied up gardens at a care home and helped the elderly residents plant some seeds
- Supported the Borderlands Team with their refugee Eid Celebration
- Joined RSPB rangers in the New Forest to help on a conservation project clearing Rhododendrons
- Got hands-on for some painting at the Ardagh Community Trust.

140
hours
volunteered
in 2025

OUR TEAM

Volunteering

In 2026, we'll look to reshape our volunteering offering. Coordinating whole-team volunteering days and combining volunteering with team building. Because giving back together, brings us together.



“Our volunteering day in the New Forest was a brilliant opportunity to spend time with co-owners across the company, outdoors and out of the city. It was an invigorating change of scene and deepening of connections – and I’m very grateful that we have the option to get involved in such projects.”

Patrick
Employee Owner



“Mural painting at the care home was so relaxing and therapeutic – I felt I’ve healed doing a beautiful painting and seeing folks’ big bright smiles when they walked pass us. We had so many chats, laughter and even little cute tea & cake break too! It was just a perfect day.”

Kelly
Employee Owner

OUR TEAM

Diversity, Equity, Inclusion, Belonging & Accessibility

What's working well...

- We enrolled our team on Lloyds' Championing Disability and neuro-inclusion training
- Invited managers to join a Neuroinclusive Recruitment seminar
- Our company health questionnaire was reviewed with a focus on neurodiversity and disability
- Supported the team on D&I concerns and consulted on new policies introduce
- We worked with the team on Inclusive hiring work & CV anonymising
- We set a 2025 action plan & established DEIBA Team Terms of Reference
- We offered 5 more 'Not Impossible' microplacements for 16–25 year-olds, fuelling social mobility.

What we need to work on...

- We sent our annual survey and received a 72.7% survey completion rate (down from 76.8% in 2024)
- Aside from LGBTQ+, overall the Sawday's demographic falls behind when compared to the England and Wales demographic data, especially underrepresenting people under 24 and over 45, as well as people from working class backgrounds
- Minority groups within the business rank lower for diversity, inclusion & belonging, and equity & fairness
- We would have liked to do more work with our customers this year, including assessment of diversity in our marketing, but we were unable to meet this goal.

Long term goals...

- Improve diversity demographics: By 2030, achieve demographic makeup reflective of England & Wales (within 5%) in the following areas: ethnicity, religion, physical disabilities, neurodiversity, socio-economic status
- Improve DEIBA satisfaction level: By 2030, achieve an 80% overall agreement rate for all DEIBA statements in the annual survey
- Improve Work Happiness Rate for minority groups: By 2030, achieve a Work Happiness Rate within 10% of the company average among all minority demographic groups in the annual survey.

Each year we promise to...

- Conduct an Annual Survey to measure DEIBA metrics
- Hold at least one piece of DEIBA training each year
- Maintain Disability Confident Level 2.

In 2026 we will...

- Introduce new accessibility filters on the Sawday's website, allowing guests to search by more personalised criteria. Our aim is to drive 6,000 visitors to accessibility landing page & 7,000 people to use our accessibility filters
- Deliver more training opportunities for the team
- Build a library of training resources.

OUR TEAM

Targets & progress

We prioritise the voices of our team and were hugely disappointed to see the worst ever engagement in our employee satisfaction survey, with only 56% completing. We'd hoped for at least 75%, as high engagement is particularly important for an employee-owned company.

Some of this drop-off possibly comes from survey fatigue, as we consult the team regularly on changes, but that wouldn't explain our decreasing eNPS score. The leadership team is working closely with the DEIBA team and Employee Council to better understand people's needs and see what will help improve scores and response rates across the board.



In 2025 we said we would...

Improve work-life-balance through greater holiday allowance or wellbeing days

AND WE...

- ✓ Increased our wellbeing time from one day per year to 15 hours per year (pro-rata)
- ✓ Added one day of annual leave per year for every employee.

Introduce a new grievances and discrimination procedure

AND WE...

- ✓ Implemented a new anonymous grievance reporting process
- ✓ Released new Grievance Policy, Conduct Policy, Capability Policy, Anti-Bribery and Corruption policy.

Roll out our Lone Working Policy and training

AND WE...

- ✓ Delivered a new policy as promised, to ensure safety of our team whilst working or travelling alone
- ✓ Developed a ReConnect program for parents returning from family leave.

Lead two more management training sessions

AND WE...

- ✓ Rolled out self-awareness & values coaching to the rest of the team
- ✓ Led a managers session on appraisals and performance and cultivating resilience, purpose and growth.

Hold four more inspiring story sessions

AND WE...

- ✗ Only ran one inspiring story session in 2025 – we want to do more in 2026
- ✓ Hosted a talk from brilliant local charity 'Action for Conservation' on their important work getting young people into conservation.



OUR TEAM

Goal for 2026

Next year we will...

- Improve our paternity leave offering
- Survey our team and assess our pension for sustainability and ethics
- Initiate peer-to-peer learning & development opportunities for the team.

A FINAL WORD



Thank you

While this report is centred on the work we've done as a company, everything in it is a collaborative effort. I'm constantly encouraged and surprised by how much people are willing, not just to be involved in what we do, but to take it even further. Our team have embedded sustainability into their thinking, our guests have shown us they value what we're doing more than we'd dared to hope, while our owners have embraced our advice, taught us, and helped us spread the word. We've also met and worked with a host of other companies, whose dedication and openness has made us feel like part of a genuinely significant movement. While there are some bumps along the road as the Travel 'bus' is analysed and re-evaluated, the direction is positive. All we need to do now is keep hauling on that wheel – and keep getting more and more people on board. Together, we can take travel off the beaten track.

Tessa Holmes Sustainability Manager