

At Park Holidays UK we recognise our environmental and social responsibility. We continually strive to minimise and reduce the impact of our operation on the environment and our local surroundings. We are committed to fostering a culture in which both customers and employees can enjoy and benefit from their interaction with Park Holidays UK over the long term.

Park Holidays UK's approach to Environmental and Social Responsibility has prioritised the following key areas:

- Environmental Impact
- Employee development
- Customer focus
- Community engagement
- Supply-chain transparency

ENVIRONMENTAL IMPACT

Park Holidays UK is committed to complying with and, where possible, exceeding all relevant environmental legislation, including those issued by the relevant local authorities, the Environment Agency and Natural England.

We are committed to developing an environmental management system which contains objectives and targets that are monitored and reviewed on an annual basis.

We actively manage and monitor our energy consumption and strive to continuously improve energy efficiency where possible. At Park Holidays UK we continuously explore initiatives to reduce our carbon footprint.

We are committed to promoting reuse and recycling and ensuring our waste avoids landfill at every opportunity.

We strive to carefully manage water consumption and investigate ways to reduce water intensity across all our parks.

We will work closely with the local authorities and invest in waste water treatment programmes that enable us to exceed compliance with legislative policy for many years to come.

SOCIAL

Employee development

We strive to foster a culture which allows individuals to flourish within a positive working environment. We invest in both the personal and professional development of our staff to ensure that all employees work in a safe, rewarding and motivational environment.

We are proud of our Investors in People (IIP) award which we have held since 2009 with Silver Status being achieved and retained in recent years.

We are an equal opportunities employer and are committed to nurturing future talent and allowing for personal development and progression, irrespective of experience, age, race or gender. The pace of the development is determined by the employee's work commitments and their work-life balance requirements.

With a seasonal to permanent employee ratio of 3:1, flexible working hours and days are a key aspect of Park Holidays' support in helping employees maintain the work-life balance.

Our employee engagement strategy will remain a key element of our continuous improvement strategy.

SOCIAL

Customer focus

We are a people-centric customer-focused business and understand that happy and satisfied customers are essential to the success of our business.

We request, analyse and monitor customer feedback to ensure we are providing the best possible service and experience.

We will continue to ensure our capital investment programme is targeted at measures to enhance the enjoyment and ensure the safety of all our customers.

We ensure that all operational, administrative and commercial decisions are taken with consideration to our customers.

We are committed to recognising and rewarding owners through various incentive schemes and promotions.

Covid-19 Response

We put the health and safety of our customers and staff first when responding to the pandemic in 2020. Immediate and significant investment was made in:

- Safety Equipment, Covid risk assessments and protocols
- Covid training and access to additional learning & development opportunities during periods of furlough
- IT support and equipment to support home-working and provide robust connectivity
- Flexible working

All holiday guests were offered the choice of either a full refund on holidays booked or the option to defer to a later date, along with a substantial discount on their re-booked holiday. Guests were also permitted to hold any payment on account until they decided when and where to book. Our 'no quibble' response to holiday bookings was welcomed by guests at a time when the rest of the travel and leisure industry were heavily criticised for their behaviour towards their customers.

Our owners were permitted to stay on their parks if they were either unable to return to their home due to travel restrictions or were self-isolating. Our park services remained available to these owners who had declared their holiday home as their 'interim abode'.

Owners were refunded 50% of their annual pitch fees in 2020 for the time the parks were closed by legislation. This refund was discretionary as we were not required to make this payment.

We have voluntarily passed on VAT savings on annual owner pitch fee bills in the form of a credit on the following year's fees. We also passed on business rate savings immediately.

We provided free accommodation to a number of NHS staff who were concerned about passing Covid to vulnerable family members.

Community engagement

We recognise the importance of working with our local community and will continue to encourage all parks to work closely with their immediate community and support good causes through fundraising events throughout the season.

We encourage Head office staff to participate in local and national fundraising events throughout the year.

SOCIAL

Supply-chain transparency

At Park Holidays UK we work to develop long term partnerships with all our suppliers; we believe that treating our business partners fairly is an investment that protects us and enhances our business. We have worked with our beverage supplier, landscape and building partner and marketing and print agencies for over 15 years and many of the large caravan manufacturers for more than 20 years.

We are committed to supporting local businesses whenever practical when selecting product or service suppliers for our business.

We strive to ensure raw materials and consumables supplied to us are produced from an ethical and sustainable source and that transportation of these goods have minimal impact on the environment.

To ensure safety standards and ethical practices in our supplier and contractor chain, all suppliers and contractors must participate in our PQQ (Pre-Qualifying Questionnaire) Scheme which is reviewed and update annually; all suppliers and contractors are required to re-submit the relevant paperwork each year re-confirming their safety and ethical working practices.

In addition to the PQQ scheme, we have embarked on a staged programme of contacting all suppliers and contractors to engage with us by completing our Modern Slavery questionnaire so that we can ensure the integrity and transparency of the supply chain of goods and services being provided to Park Holidays UK.