

Environmental and Social Responsibilities Policy

At Park Holidays UK, we remain dedicated to environmental sustainability and social responsibility. We continuously strive to minimise and reduce the impact of our operations on the environment and local communities while fostering a positive and inclusive culture for both our customers and employees. Our long-term goal is to create a sustainable future where our parks, people, and partners can thrive together.

Park Holidays UK's approach to Environmental and Social Responsibility has prioritised the following key areas to achieve our sustainability and responsibility goals:

- **Environmental Impact** – Reducing carbon emissions, enhancing energy efficiency, and promoting responsible resource management.
- **Employee Development** – Providing a safe, inclusive, and rewarding workplace that supports personal and professional growth.
- **Customer Focus** – Delivering exceptional guest and owner experiences through responsible business practices and sustainable holiday and holiday home accommodation.
- **Community Engagement** – Supporting local initiatives, charitable causes, and environmental conservation efforts.
- **Supply Chain Transparency** – Collaborating with ethical suppliers who share our commitment to sustainability and responsible sourcing.

By embedding these priorities into our operations, we aim to create a lasting, positive impact on the environment, our employees, our customers, and the communities we serve.

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, Natural England, Natural Resources Wales and The Scottish Environmental Protection Agency.

We have developed an environmental management system with objectives and targets that are monitored and reviewed annually.

We actively manage and monitor our energy consumption and strive to continuously improve energy efficiency.

We promote reuse and recycle and work to ensure our waste avoids landfill at every opportunity.

Water consumption is carefully managed, and we continue to investigate methods to reduce water intensity across all our parks.

We work closely with local authorities and invest in wastewater treatment programmes that ensure long-term compliance with legislative policies.

We continuously invest in sustainability initiatives to reduce our carbon footprint and operate responsibly.

- **Energy Efficiency & Carbon Reduction:**
 - o Solar panel installations completed on 5 parks, with estate-wide surveys underway to start building a solar panel rollout programme over the next few years.
 - o Currently 75-80% of lighting has been converted to LED across the business, with a target to achieve 95% LED coverage.
 - o EV charging stations installed across 12 parks, with expansion planned for 2025.
- **Water Conservation:**
 - o Advanced monitoring equipment and real-time leak detection implemented to reduce water waste.
 - o Ongoing installation of water meter loggers to track consumption.
- **Waste & Recycling:**
 - o 100% of waste diverted from landfill
 - o Partnership with Veolia to improve recycling, improving our waste targets across all parks and our central office in line with simpler recycling legislation

- **Sustainable Accommodations:**
 - o New fleet of caravans, lodges, and eco-friendly pods designed for reduced energy and water consumption.
 - o Target to achieve 100% green energy use in manufacturing by 2025.
- **Biodiversity & Conservation:**
 - o 15 parks enrolled in our in-house Bee Green Scheme, promoting habitat conservation and wildlife-friendly initiatives.
 - o Active participation in tree-planting and pollinator protection programs.

Social Responsibility

Employee Development

We foster a culture that supports personal and professional development. We invest in training and well-being initiatives to ensure a safe, rewarding, and motivational environment.

Park Holidays UK are proud of our Investors in People (IIP) award, which we have held Silver status since 2009 and have recently been accredited Gold Status in 2025 in the Investors in People (IIP) programme.

We remain committed to equal opportunities, offering career progression regardless 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 3:1 seasonal-to-permanent employee ratio, we support flexible working arrangements to maintain a work-life balance.

We have also launched:

- **Employee Support Programme:** Providing access to financial hardship grants, mental health support, legal advice, and family support services.
- **Learning and Development Initiatives:** Including the Sun Unity scholarship programme, apprenticeship schemes, and managerial training programmes.
- **Employee Benefits Enhancements:** A new benefits handbook is planned for 2025, covering flexible working, discounts, and referral incentives.

Guest & Owner Focus

Guest & Owner satisfaction is at the heart of our operations, ensuring an exceptional holiday experience while prioritising sustainability.

- **Continuous Guest & Owner Engagement:**
 - o Regular surveys and feedback analysis to improve guest and owner experiences.
 - o Recognition through awards, including three British Travel Awards in 2024.
- **Sustainability in Guest Offerings:**
 - o Investment in energy-efficient holiday accommodations.

Community Engagement

We actively contribute to our local communities through partnerships, volunteering, and charitable initiatives.

- **Coastal Cleanup Initiative:**
 - o Over 150 volunteers participated in the 2024 cleanup, removing plastics and fishing nets from coastal areas.
 - o Waste collected was sorted for recycling, reducing environmental impact.
- **Charitable Support:**
 - o Fundraising for Macmillan Cancer Support, Children in Need, and local food banks.
 - o Continued our support for 'Give us Time' by pledging 100 holidays annually for armed forces personnel reintegrating into family life.

- **Passionate About Pets:**

- o Pet-friendly parks with designated dog-friendly areas, hydration stations, and waste disposal facilities.

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.

Park Holidays UK works closely with suppliers to ensure ethical and sustainable sourcing practices.

- **Sustainable Manufacturing:**

- o Major suppliers use 100% renewable energy and maintain high recycling rates and have all implemented strong environmental initiatives.

- **Ethical Sourcing in our supplier and contract chain:**

- o Pre-Qualifying Questionnaire (PQQ) Scheme ensures safety and ethical standards among suppliers and contractors, which is reviewed annually with all suppliers and contractors required to re-submit the relevant paperwork each year.

Women Leaders Programme

WiHTL offers the Women Leaders Programme (WLP), an award-winning, comprehensive, cross-industry initiative designed to support the career progression of high-potential women leaders in the Hospitality, Travel, and Leisure industry.

The programme is available in two formats:

- **WLP: Global:**

Tailored for women aiming to develop an international executive career.

- **WLP: UK&I:**

Focused on women seeking to advance their executive careers within the UK and Ireland.

Participants benefit from a series of experiences and learning opportunities, including:

- **Understanding strategic thinking for leadership.**
- **Increasing confidence and personal resilience.**
- **Building career-enhancing networks.**
- **Gaining insights into the journey of a C-suite leader.**
- **Creating an Individual Action Plan.**

Graduates have praised the programme for its inspiring content, confidence-building aspects, and the valuable networks formed. One participant noted, "I've come away with more confidence and a great network."

Sales Training and Development Journey

The sales training and development journey is a structured programme designed to equip our sales professionals with the skills, knowledge, and mindset required to excel in their roles. It's a comprehensive approach to nurturing talent and enhancing performance.

All employees benefit from complete Sales training, development, and continued support, which includes:

- **Onboarding**

The journey starts with well-rounded onboarding, which ensures all new employees have the best start with us here at Park Holidays & Park Leisure.

- **Skill Development**

All sales employees learn essential industry-leading sales process training and sales techniques, such as lead generation activities, relationship building, objection handling, and concluding the sale. Role-playing is often used to refine these skills in real-world scenarios.

- **Ongoing Learning**

Continuous learning is encouraged through workshops, on-park support, periodic national meetings, and conferences, where sharing best practices is at the very heart of what we do.

- **Leadership Development**

Leadership training prepares high-performing individuals for roles such as sales managers. It includes business leadership and management skills, team management, and strategic planning.

Our well-designed sales training and development journey not only boosts individual performance but also inspires personal growth, driving organisational success by fostering a culture of growth and excellence.

Overview of the Level 3 Team Leader Apprenticeship

At Park Holidays, we are delivering the Level 3 Team Leader Apprenticeship in partnership with Fieri, providing aspiring and new managers with the essential leadership skills they need to succeed. This **13–15-month** programme blends face-to-face workshops, online modules, and practical application, ensuring our leaders are equipped to manage teams effectively.

The apprenticeship covers core leadership competencies, including:

- **Effective communication and influencing skills.**
- **Leading and developing high-performing teams.**
- **Problem-solving and decision-making.**
- **Managing performance and delivering results.**
- **Self-awareness and personal development.**

Why We Are Delivering This Programme

We recognise that strong leadership is crucial to our success. As Park Holidays continues to grow, investing in the development of our managers ensures we maintain high standards, excellent team engagement, and a strong culture aligned with our 4 Pillars framework. This apprenticeship provides a structured and accredited pathway for managers to gain the confidence, knowledge, and skills needed to excel.

The Importance for Future and New Managers

For new managers, the transition into leadership can be challenging. This programme helps them develop the skills required to motivate teams, drive performance, and manage responsibilities effectively. For future leaders, it builds a solid foundation for career progression, preparing them for more senior leadership roles within the business. By investing in this apprenticeship, we are ensuring that Park Holidays continues to develop strong, capable leaders who can drive our business forward while fostering a positive and high-performing workplace culture.

We are also currently working on a scheme to help integrate people with learning needs and disabilities into the workplace following on from a successful trial scheme with a local college in 2023.