

Achievements to date

Environmental

Waste Management

- Continued partnerships with Veolia, improving our waste targets across all parks and our central office. Veolia's extensive infrastructure across the UK enables us to responsibly manage general waste, segregated food waste, dry mixed recycling, and glass recycling. Launched segregated food waste collections, with food waste processed through anaerobic digestion to generate renewable energy. Their cutting-edge waste treatment technologies help us minimise our carbon footprint while ensuring environmentally responsible waste disposal.
- Companywide waste reduction targets set in line with simpler recycling, with 100% of waste diverted from landfill and sent to modern energy recovery centres.
- Complied with all new recycling laws by ensuring parks separate recyclable materials.

Energy Efficiency

- Continued Recycling and repurposing of all disposed mattresses annually, with the metal springs going for recycling and the flock to be processed via solid fuel recovery. more info here: <https://www.veolia.com/en/solution/srf-solid-recovered-fuel-energy-source>. To include repurposing donations to charitable causes. Circa 500 mattresses are recycled or repurposed from fleet accommodation annually.
- Replaced 390 energy-efficient caravans, consuming 45% less energy compared to older, non-double glazed, and non-centrally heated models.
- Installed solar panels at 5 Parks, with estate-wide surveys underway to start building a Solar panel roll out programme over the next few years.
- We have reduced our energy consumption (gas and electricity) through our accelerated fleet replacement programme. All hire fleet caravan and lodge accommodation has been equipped with double glazing and central heating which significantly reduces energy consumption. All holiday hire fleet have a thermal rating of 7.6 or higher.
- LED lighting now covers 75–80% of all parks, with a target set of 95%.
- Fuel – EV charging - Installed EV charging points at 12 parks, with further expansion planned for 2025.
- Energy champions in place across all parks, with monthly KPI's set and energy saving audits conducted.

Gas Bottles / Bulk

- Regular communications to owners with tips on how to reduce consumption.

Water Conservation

- Water consumption has been carefully managed and water intensity reduced through a number of initiatives, from using specially made eco-shower and tap heads within our accommodation and facilities to the employment of a consultancy that monitors water consumption in order to identify leaks.
- The management of wastewater is also important to us and has been the subject of substantial investment in recent years; working closely with local water authorities, we have invested millions to implement waste treatment programmes that will enable us to stay ahead of any legislative policy for many years to come.
- Installed water meter loggers across parks for real-time leak detection, aiming for full coverage in 2025.
- Conducted site surveys for reducer valves to optimise water consumption and reduce waste.

Renewable Energy

- Installed a number of Biomass boilers across the estate to heat swimming pools and central facilities. Biomass boilers are wood-fuelled heating systems that are an environmentally friendly alternative to oil and gas boilers. This has reduced our reliance on oil burning boilers and helped reduce our carbon footprint.
- Estate-wide surveys underway to develop a long-term solar rollout programme.

Sustainable Operations

- Transitioned most handheld maintenance equipment to battery-operated alternatives, reducing fuel dependency.
- We have replaced the vast majority of our maintenance department's plant and machinery, including trimmers, leaf blowers, hedge cutters, utility vehicles and buggies to more energy efficient electric models with reduced environmental impact.
- Continued investment in new developments featuring LED lighting, Class A gas boilers, and eco-friendly water systems.

Sustainable Manufacturing

- Major suppliers use 100% renewable energy and maintain high recycling rates and have all implemented strong environmental initiatives.
- We now market our products exclusively online and we were the first major UK holiday park operator to cease printing and posting an annual holiday brochure. This saved an estimated 38 tonnes of paper per year.
- We have designed our buildings, where possible, to minimise energy use; our new Head office is purpose built using the latest energy saving technology. All new developments on our parks feature LED lighting, Class A gas boilers, non-concussive taps to public convenience facilities and water save cisterns to WC's.
- We have participated in the CRC Energy Efficiency Scheme since it was introduced and are also audited under the Energy Saving Efficiency Scheme.
- We are the proud recipients of the CIEEM 2020 Eco Winner for Best Practice Award for large-Scale Project Mitigation in relation to our historic planning and survey work for bats.

Social

Community Engagement

- Organised Coastal Cleanups, our last had over 150 volunteers removing waste from local beaches.
- Partnered with local food banks through a reverse advent calendar initiative, supporting those in need during the festive season.
- Held various Macmillan Coffee Mornings, raising funds for cancer care services.

Employee Development

- Launched the Sun Unity scholarship programme and the Team Leader Level 3 apprenticeship.
- Introduced a General Manager to Senior Manager programme and provided Insights Discovery training for internal sales and HR teams.

Diversity and Inclusion

- Preparing for enhanced equal opportunities data collection using the Success Factors system, supporting inclusion efforts.
- Promoting internal progression with clear career pathways and leadership opportunities.

Awards and Recognition

- Awarded the prestigious Investors in People Gold Award, recognising our commitment to employee engagement, training, and leadership.

Charity Support

- Continued our support for 'Give us Time' by pledging 100 holidays annually for armed forces personnel reintegrating into family life.
- Our head office maintains a 13-year partnership with a local hospice charity while raising funds for national campaigns like Red-Nose Day and The Dogs Trust