




Sawday's

Impact report 2022





ABOUT US

We believe in a
better way to travel,
experience the world,
and do business.

Sawday's

Sawday's has spent over 25 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, **Canopy & Stars**, 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 this year is **Paws & Stay**, the UK's only dog-first travel website, created 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.

OUR MISSION

Bring together people and places of spirit and character, for meaningful experiences – whilst having a positive social, cultural and environmental impact.

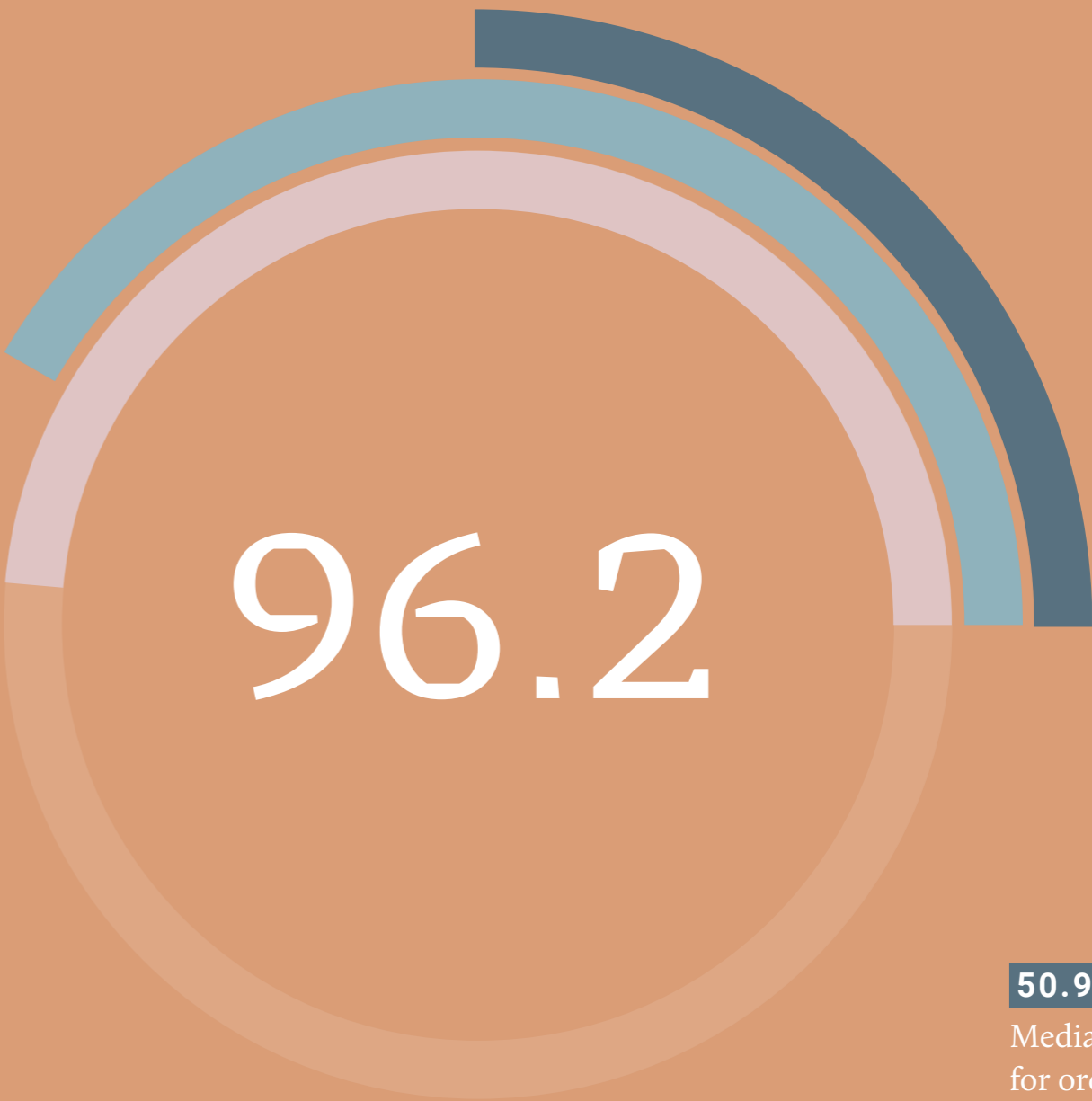


How we work

- We were founded on strong principles about the way travel should relate to the environment and the communities it impacts.
- We are proud to be the first accommodation platform in the UK to achieve B Corp certification.
- We are majority employee-owned and part-owned by a charitable trust that uses a share of profits to support environmental causes.
- We are committed to doing business fairly: paying fair wages, promoting equality and diversity, and paying our taxes.

B CORP IMPACT SCORE

In 2022 we
will aim for a
B Impact Score
of above 100



50.9

Median score
for ordinary
businesses

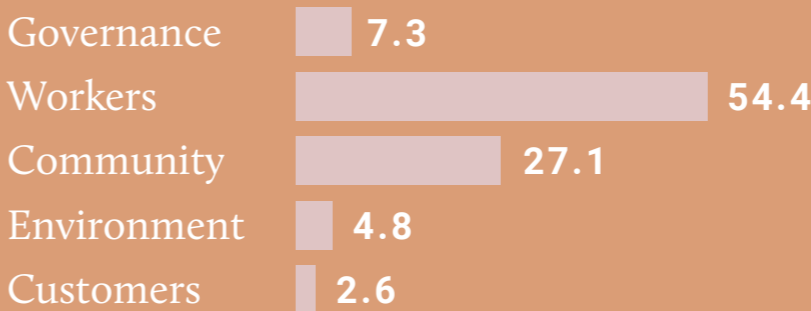
80

Qualifies
for B Corp
Certification

96.2

Sawday's
overall
impact score

Score breakdown



A word from our MD, Mike Bevens



It has been another year where news headlines have focussed on the travel and hospitality industries, from the impact of the **pandemic** to the cost of emissions on the **environment**. COP26 was a significant conference but seems to have produced limited action against the serious climate issues we face.

We recognise we are part of this problem and we are determined to look at ways of addressing our role. However, we also need **local and national governments** to do even more to tackle the dire issue of rising global temperatures.

For over 26 years, we've taken our responsibilities as an ethical and sustainable travel company seriously, so you won't be surprised to learn that this year we pledged to become **net zero by 2030**.

We've started this journey by understanding our impact on the planet and we'll then be making strides to reduce it.

Part of our commitment has been to create a new **Sustainability & Impact Manager role** and I'm pleased to say we've appointed the wonderful Tessa Holmes to take on the responsibility of ensuring we are making real progress and sticking to the commitments we make.

In 2021, we were proud to become recipients of B Corp's **Best for the World for Workers**, which means Sawday's scored in the top 5% of B Corps of our size. That's important recognition for us as an employee-owned company as we genuinely place people at the centre of our business.

We hope you enjoy finding out more about what challenges we are working on. We have a lot to do but it's an exciting and important job.

OUR IMPACT STRATEGY

Re-evaluating our objectives

In 2019, we pledged to complete a number of goals by 2025. We have implemented many of these goals ahead of schedule and we continue to push those which are still in action.

We also recognise the importance of evolving our objectives and making sure that we are not only challenging ourselves, but focusing our energy on what will be most beneficial for people and planet.

In light of this we've re-evaluated several of the original goals. Our goals are set in line with UN Sustainable Development Goals and Science Based Targets.



OUR IMPACT STRATEGY

Environment & Nature goals

Environmental impact is considered in every decision we make and we embrace our responsibility in helping to create a sustainable future.



Achieve Net Zero by 2030 through a reduction strategy

ORIGINAL GOAL
Become carbon negative

STATUS IN ACTION
READ MORE >



Promote responsible travel, support owners to reduce their impact

ORIGINAL GOAL
Encourage green energy usage by all owners through our Ecotricity partnership

STATUS IN ACTION
READ MORE >



Plant 1 million trees, help protect and restore other important natural habitats

ORIGINAL GOAL
Plant 1 million trees to help address the climate crisis

STATUS IN ACTION
READ MORE >



Ensure our suppliers meet ethical and environmental standards

STATUS COMPLETED ✓



Establish a Charitable Trust with an environmental focus

STATUS COMPLETED ✓
READ MORE >

ENVIRONMENT & NATURE GOALS

Achieve Net Zero by 2030

As a business founded on responsible and thoughtful travel, tackling the impacts of the climate crisis is a key part of our strategy. We aren't perfect but we are trying to be better. We are on a mission to reduce our emissions and lower our carbon footprint year on year, working closely with experts to create strategies for ourselves and our owners of places to stay.



In 2021 we...

- ✓ Partnered with Ecollective to measure and reduce our emissions
- ✓ Made the B-Corp Climate Commitment to NET Zero 2030
- ✓ Created a survey to send to our suppliers to ensure our partnerships are responsible
- ✓ Surveyed team members to understand work related energy use and transport emissions.

In 2022 we will...

- Develop a 2030 reduction strategy
- Reduce our carbon footprint by at least 8% in 2022
- Support owners and guests to reduce their emissions through education, support and partnerships.

HOW WE WILL DO THIS

- Evaluate our internal emissions and establish a reduction strategy
- Survey owners to understand their footprint and develop a strategy to help them reduce their emissions
- Work with B-Corp to develop and deliver Net Zero 2030 promise and share to help others in their journey
- Promote renewable energy usage (solar, EV points, ground source) to our owners through sustainable solutions partners
- Devise responsible business travel policy internally.



COP26 Day of Action

As global leaders met for COP26, at a critical point in the fight against climate change, Canopy & Stars and Sawday's both closed for 24 hours, donating a day's profits to our charity partner Treesisters, and engaging the whole team in what we can do to address the climate emergency. We also used our platform to call for governments to commit to more.

#COP26COMMITTOMORE

ENVIRONMENT & NATURE GOALS

Promote responsible travel

Recognise our contribution to the negative effects of the travel industry. Encourage the industry and our guests to think about the impact they have on the places they visit and work with. Develop strategies promoting undertourism and combating overtourism.



In 2021 we...

- ✓ Organised an online seminar with other founding members of the TravelbyBCorp group, where travel experts discussed Responsible Travel to mark Earth Day on April 22 2021.

In 2022 we will...

- Cap the places we represent in locations subject to overtourism
- Celebrate the less-travelled destinations
- Encourage guests to travel responsibly and incentivise this wherever possible.

HOW WE WILL DO THIS

- Develop sustainable tourism guide to support owners in their decision making
- Promote and reward owners for making changes to develop and operate more sustainably
- Improve our listings to help guests make better travel choices
- Promote better travel decisions to guests through information sharing, positive marketing and incentives.

ENVIRONMENT & NATURE GOALS

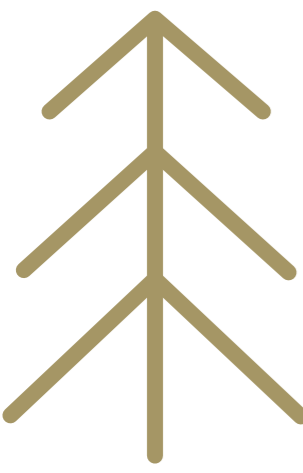
Plant 1 million trees

We have committed to tree planting and conservation as part of our mission to use our profits and influence to restore ecosystems, increase biodiversity and also develop productive carbon storage and sequestration habitats. We recognise this has to go beyond trees and as we look ahead, we will explore other important habitats which require protection and restoration.

In 2021...

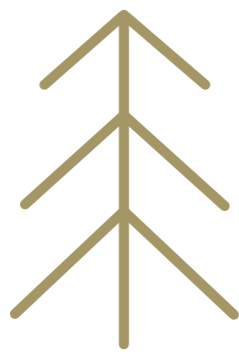
43,000

trees planted through donating one tree per booking, guest match donations and other initiatives



8,000

trees saved from being destroyed by joining the 'Save The Oaks' campaign



2,000

trees planted as part of an Oliver Bonas auction, following a brand partnership in summer 2021



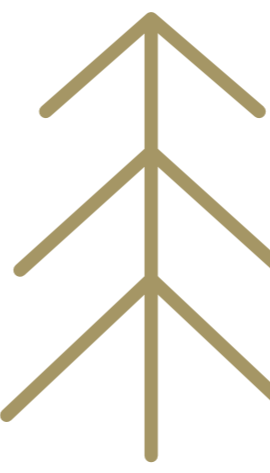
5,700

trees planted as a result of donating our profits for a day and asking guests to donate as part of our COP 26 Day of Action



34,000

seeds distributed to our owners to plant on their land



£1,000

donated to Forest of Avon Trust



In 2022 we will...

- Plant 250,000 trees in 2022 to ensure we meet our target
- Engage with habitat restoration projects.

HOW WE WILL DO THIS

- Improve online tree planting journey for guests
- Donate ten trees per new owner
- Continue to invest our Quartet Foundation investment fund into tree planting or conservation projects
- Continue to support our owners with tree planting and conservation.



We will continue to seek out, support and fund people and organisations who are innovating and **thinking big**; above all making a **big impact**.

ENVIRONMENT & NATURE GOALS

Establish a Charitable Trust

In 2018 the Sawday's Charitable Trust was established with a 24% stake in the company. It uses its share of profits to address the impact of tourism on the climate through supporting environmental organisations which are leading the charge in the fight against climate change on local, national and international levels.

In 2021 we...

- ✓ Donated £1,700 to Save The Oaks
- ✓ Gave our Charitable Trust £10,000 in donations in 2021.

In 2022 we will...

- Invest £20,000 currently with the charitable trust.

HOW WE WILL DO THIS

- Focus on supporting youth activism
- Make effective donations to carefully chosen individuals and groups which require small funding quickly.



OUR IMPACT STRATEGY

People & Communities goals

We inspire connections between people, nature and places that help communities to thrive.



Improve our B Corp Score to over 100

ORIGINAL GOAL
Become B Corp certified

STATUS IN ACTION
READ MORE >



Provide 50 bursaries to Community Champions: places that help to create thriving local communities

ORIGINAL GOAL
Provide 25 bursaries to...

STATUS IN ACTION
READ MORE >



Send 100% of the team on volunteering days supporting local community or environmental projects

STATUS IN ACTION
READ MORE >



Develop and implement strategies promoting undertourism and combating overtourism

STATUS IN ACTION
READ MORE >



Support equality in access to nature and the countryside

STATUS NEW GOAL
READ MORE >

PEOPLE & COMMUNITIES GOALS

Improve our B Corp score

Becoming B Corp is one of our proudest achievements and a huge opportunity for us to grow and learn from a supportive community of like-minded businesses. We see creating partnerships as an essential part of being B Corp, leveraging our services, resources and expertise with a shared goal to make a positive impact.

We are already part of the Bristol & Bath B Local group where we hope to team up efforts in the local community, share best practice and educate other businesses to grow the B Corp community locally. We've also formed partnerships with other B Corps such as Finisterre and Lily's Kitchen.

In 2021 we...

- ✓ Were in the top 5% for B Corp's Best for the World for Workers
- ✓ Took part in B Corp month in March 2021, promoting B Corp and Better Business practices across all of our channels
- ✓ Launched travelbybcorp.co.uk (with others) to help guests, media and the travel industry find out more about the movement that puts people and planet before profit.

In 2022 we will...

- Aim to improve our score to over 100 during recertification in November
- Continue to influence the business community.

HOW WE WILL DO THIS

- We're working on this. 'Customers' and 'Environment' feel like areas we may be able to improve on. We have until November 2022 to develop a strategy and make changes
- Share content and lead talks with our Travel by B-Corp group.

PEOPLE & COMMUNITIES GOALS

Support our Community Champions

Our Community Champions are charities, Community Interest Companies (CICs) and other purpose-driven organisations or cooperatives who receive free or subsidised membership, or reduced commission to aid the causes they support. By offering bursaries to these businesses, we are helping them to survive, thrive and benefit from the expertise we can offer, allowing them to focus on their mission.

In 2021 we...

- ✔ Extended the community across all three brands
- ✔ Welcomed nine new community champions, giving us a total of 15.

In 2022 we will...

- Onboard 10 new Community Champions bringing us two years ahead of our 2025 target
- Find ways to help these businesses thrive.

HOW WE WILL DO THIS

- Use our inspect and select process to gather more information about the positive impact our owners are having
- Share and celebrate their stories in our marketing
- Provide 1-2-1 support to help them.



Our Community Champions



WilderMe

WilderMe is a social enterprise offering wellbeing & activity retreats to adults with autism giving them the tools to re-connect with nature.

It's the first autism-led holiday of its kind in the UK, possibly even the world, dedicated to developing inner wellbeing. When not being used on their autism retreats, they offer the Eco Geodomes to people & groups looking to re-connect with nature for wellbeing.

Profits go directly towards supporting autism retreats, keeping WilderMe sustainable and affordable and helping to subsidise spaces for people with autism on low incomes.



Wetherdown & South Downs Eco-Lodge at The Sustainability Centre

The Sustainability Centre believes climate change, drought, dwindling resources, wasted energy, conflict and social injustice are becoming more and more pressing.

Owned and operated by The Earthworks Trust, they believe we can all make the decision to live in a way that's better, greener, happier and more just. We hope that by supporting them we can help spread their important message.



Furnace Brook Lodge

Over recent years Furnace Brook has been transformed from a mixed coarse fishery into an Arts & Ecology Hub.

In 2020 owners Alistair and Diane established Furnace Brook CIC to support and foster models of resilience, health and wellbeing in connection with the natural environment.

Their commitment to community and sustainable living is embodied in the site and by making them one of our community champions, we hope their great work will continue.

PEOPLE & COMMUNITIES GOALS

Engage in Volunteering

Through offering volunteering days, we want to create a positive culture within the company and give employees the agency to make a meaningful impact in their local communities.

Volunteering gives the team the opportunity to learn new skills, build strong relationships with colleagues across the business/local community and feel part of a company that cares about social and environmental issues.

We think this will have a positive impact on the health and wellbeing of the team and encourage them to take part in community activity outside of working hours.

In 2021 we...

- ✓ Aimed for 100% of the team to volunteer in the community in 2021, we will finish the year on over 90% which we are really proud of in what has been another challenging year.

Volunteering included:

- Bringing Christmas cheer to elderly people with dementia at Brunelcare care home
- Working with the Avon Wildlife Trust with growing and conservation practical work at their Grow Wilder initiative in Bristol
- Helping with habitat restoration at Avon Needs Trees 6-hectare site in Gloucestershire by planting over 300 trees.

In 2022 we will...

- Engage the team in meaningful volunteering opportunities that have real impact
- Aim to send 100% of the team on volunteering days.

HOW WE WILL DO THIS

- Partner with charities to find out what support they need to thrive
- Promote a flexible volunteering policy to allow staff to volunteer more regularly
- Develop skill sharing / pro-bono packages to offer to charities and organisations.



PEOPLE & COMMUNITIES GOALS

“Spending a day out of the office and at the care home was a great way to get into the festive spirit. It’s days like this that I feel so lucky to work somewhere where we don’t just have the opportunity but are positively encouraged to give back to the local community.”

Alice Senior PR Executive

“Who would have guessed that planting trees could be so enjoyable & rewarding? We planted over 170 trees over the course of the day and, although my back was not thanking me, it was a great feeling to do something to help the local environment and community.”

Gwen Senior Account Manager

“Working with a local charity that helps resettle refugees is incredibly humbling. Seeing the amazing work that happens in my community has given me the kick to do something more regularly and connect and understand my community better, even in a small way.”

Ruth Head of Marketing



PEOPLE & COMMUNITIES GOALS



Promote Equality & Access to Nature

A new campaign for 2022. We recognise the importance of having access to nature for the health and wellbeing of all people. The past two years have highlighted this, with 57% saying the lockdown had made them more aware of the importance of these spaces for mental health and wellbeing*.

* Campaign to Protect Rural England (CPRE) and the WI

In a survey from the ‘Campaign to Protect Rural England’ we learned:

- Protected countryside is more than 15 miles away from almost half of the most deprived areas
- Ethnic minority backgrounds account for about 1% of visitors to National Parks despite making up about 14% of the population
- 9 in 10 journeys to National Parks are by car



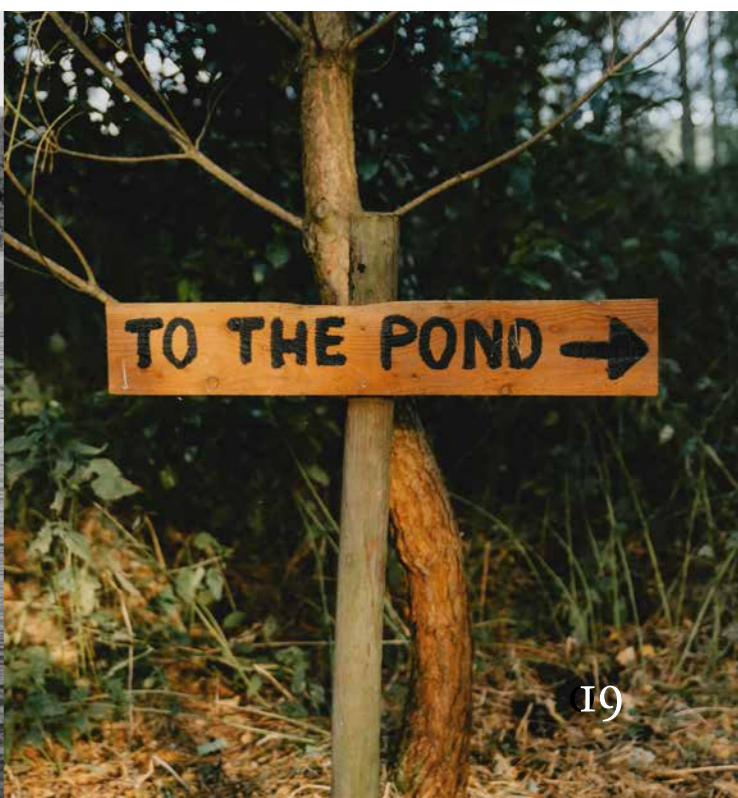
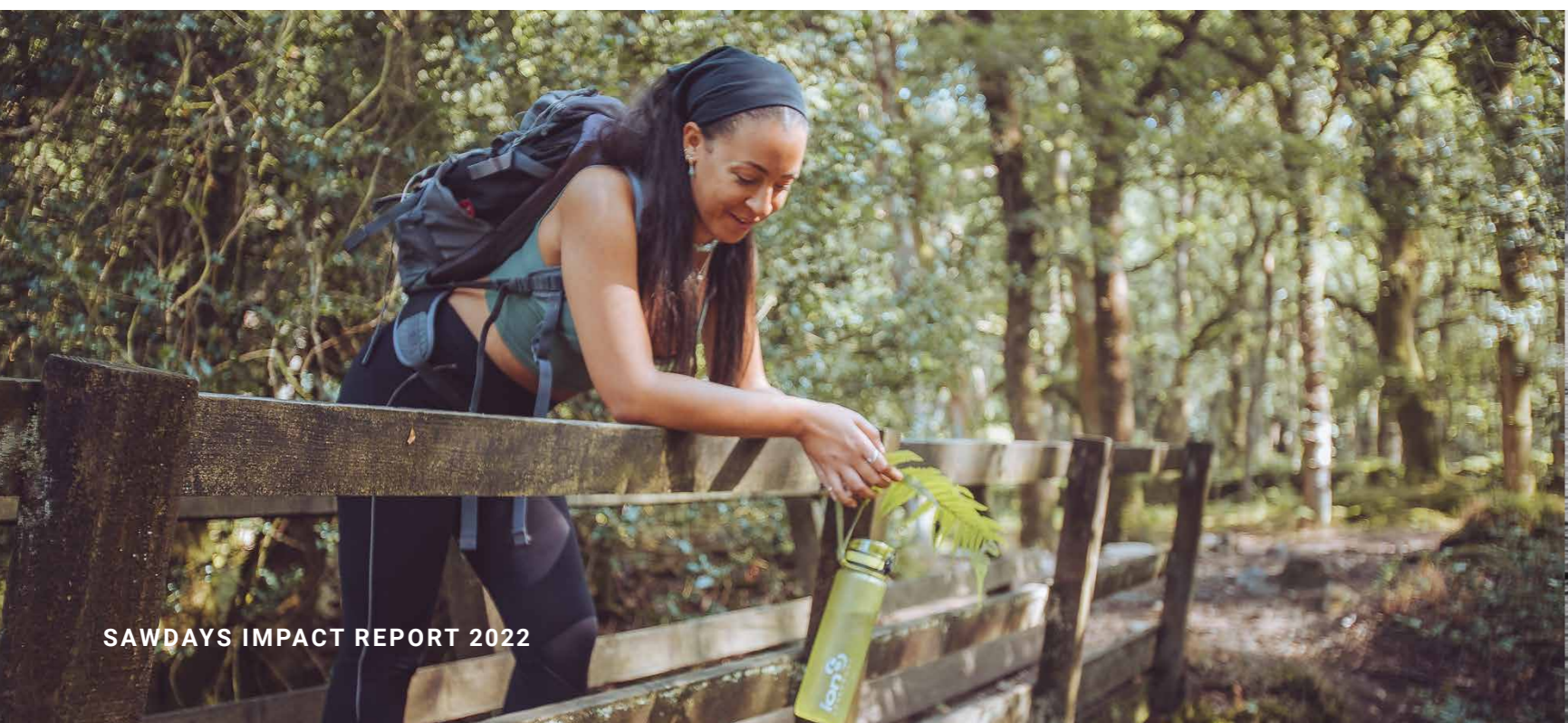
90%
of journeys
made by car

In 2022 we will...

- Support everyone, particularly those from disadvantaged and under-represented groups, to access nature and the countryside.

HOW WE WILL DO THIS

- Launch a campaign with two identified groups: Disability and limited mobility and disadvantaged young people
- Develop better filtering options and content for all Sawday’s brands, enabling us to provide better information
- Improve representation in marketing
- Connect with and learn from charities and organisations active in our focus areas



PEOPLE & COMMUNITIES GOALS

Working with us

As a majority employee-owned business, the health, happiness and wellbeing of employees is part of our purpose and central to everything we strive to do.



In 2021 we...

- ✓ Achieved our top 5% score by putting in place exemplary employee-friendly practices, such as ownership opportunities, job flexibility, and fair-chance hiring policies
- ✓ Organised diversity and inclusion training for all employees and our Board
- ✓ Improved our health benefits – introducing a counselling policy
- ✓ Held awareness and acceptance training on autism.

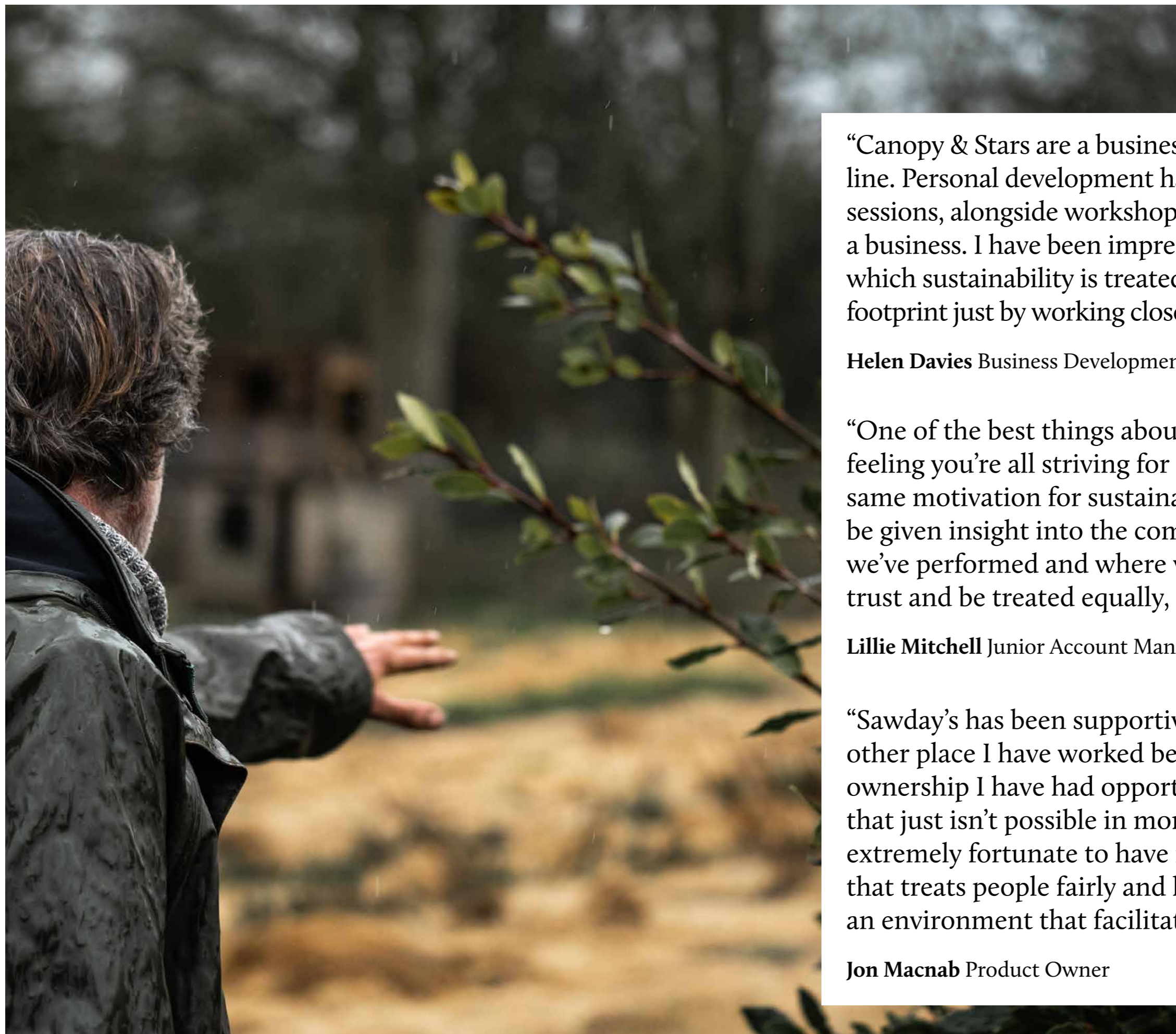
In 2022 we will...

- Continue to ensure health and happiness is prioritised in our business
- Work towards improving our 'happiness' score on our annual employee survey.

HOW WE WILL DO THIS

- Create a support policy for mothers returning from maternity leave
- Implement a 'Carers policy' for employees looking after a family member or partner with illness, disability, mental health problem, addiction etc.
- Add another benefit of meaningful impact to our HR policies next year and allocate budget to achieve this
- Continue our diversity and inclusion journey.

We were awarded
'The Best For The World
B Corps' in the Workers
impact area in 2021



“Canopy & Stars are a business that cares beyond the bottom line. Personal development has been encouraged with useful sessions, alongside workshops on how we can improve as a business. I have been impressed by the seriousness with which sustainability is treated, and learnt ways to reduce my footprint just by working closely with these fantastic humans.”

Helen Davies Business Development Executive

“One of the best things about working at Sawday’s is the feeling you’re all striving for the same goal and share the same motivation for sustainable travel. It’s also special to be given insight into the company at a higher level – how we’ve performed and where we’re heading – to be given this trust and be treated equally, no matter your role.”

Lillie Mitchell Junior Account Manager

“Sawday’s has been supportive and encouraging like no other place I have worked before. Through employee ownership I have had opportunities to operate at a level that just isn’t possible in more traditional businesses. I feel extremely fortunate to have found my way to a company that treats people fairly and has a clear focus on creating an environment that facilitates positive mental health.”

Jon Macnab Product Owner

PEOPLE & COMMUNITIES GOALS

Governance

We have a unique model as a company – a majority employee-owned, charitable, family business. Governance plays an important role in ensuring this continues to work and that we aim to work with other businesses that share our values and ethics.



In 2021 we...

- ✔ Conducted an employee survey around pay and benefits which has already seen improvements to pension contributions, with more planned for 2022
- ✔ Appointed a new chair of the Employee Council and also voted in several new members to the Council
- ✔ Added another female member to the board in addition to an existing female Chair. The board is now over 40% female
- ✔ Committed to move our banking to an ethical bank – Triodos Bank
- ✔ Developed an ethical supplier checklist and survey to roll out to all new suppliers in 2022.

In 2022 we will...

- We aim to further empower employees and help them have significant and positive influence over the direction over the company
- We will encourage employees to ask challenging and difficult question and hold decision makers to account
- A closer working relationship between the Leadership Team, Employee Council and Board.

HOW WE WILL DO THIS

- We're not sure yet! This is something we'll explore with everyone to ensure all voices are heard
- We will maintain at least three women on our board and review our ways of working.

We aim to further empower employees and help them have significant and positive influence over the company

A FINAL WORD

Thank you

We wouldn't be in a position to do any of the above without the support of guests and owners who care deeply about the way things are done. We owe them all a debt of gratitude that we can only repay by trying even harder to increase our positive impact on the environment, the travel industry and that wider community that we feel so lucky to be a part of. We hope those who are involved and interested will continue to be a part of our progress, supporting and challenging us in our efforts to be a better business.
