

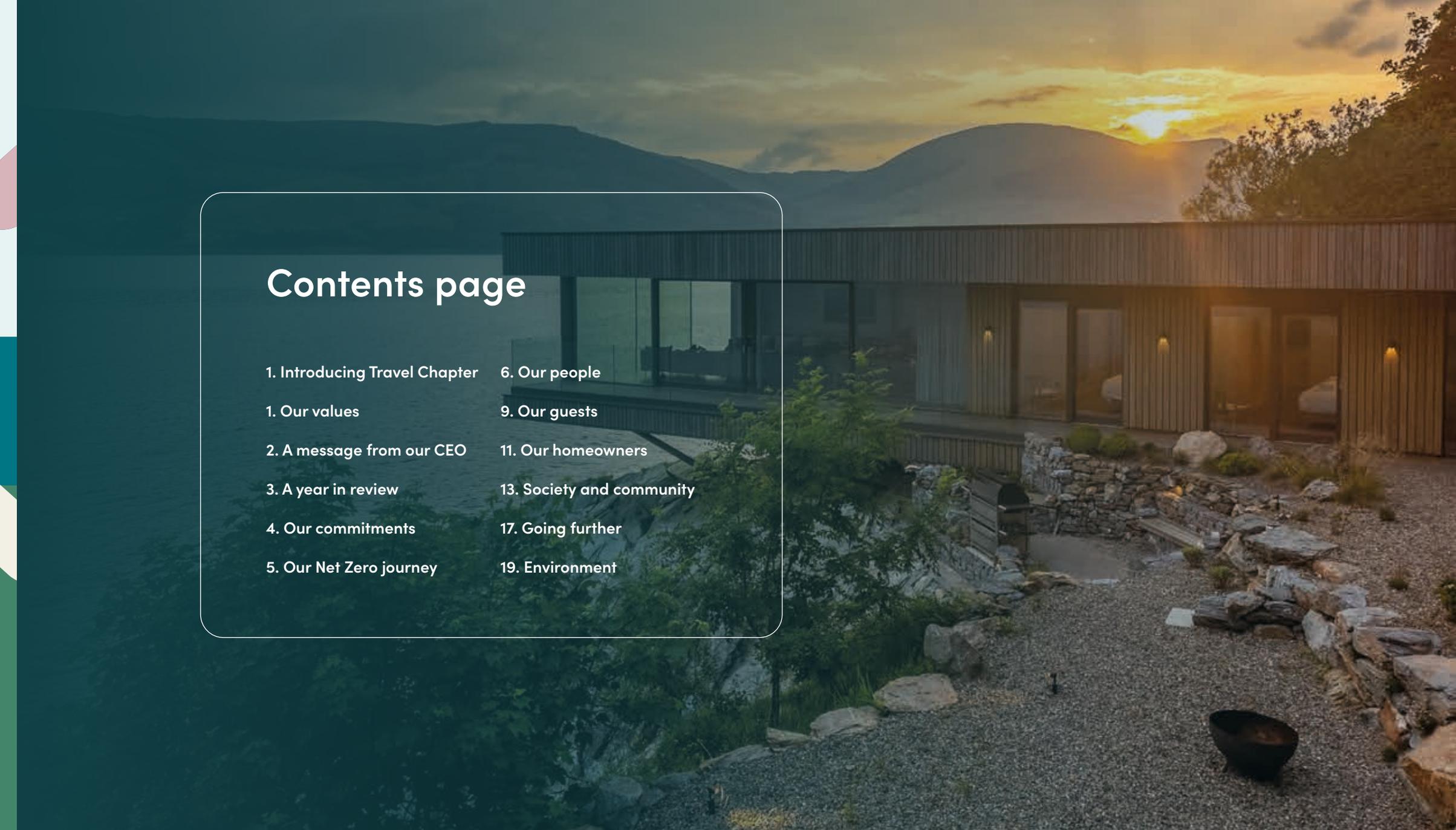
A photograph of a man with curly hair and a beard, wearing a dark blue jacket, carrying a young boy with curly hair on his shoulders. Both are smiling broadly. The boy is wearing a blue and grey striped long-sleeved shirt. They are outdoors, with a blurred background of a field and a bright sky.

# Sustainability & Impact Summary 2023/24

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An overview of our people, planet  
and community impact

 **travelchapter**



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# Introducing Travel Chapter

At Travel Chapter, we're on a mission to showcase great places to stay in the UK and Ireland. With one of the UK's largest collections of national and regional portfolios, spearheaded by our flagship brand, holidaycottages.co.uk, we're constantly working with our homeowners to create special and memorable experiences for our guests.

The people behind our company are at the heart of everything we do, and the natural beauty of our landscape makes the UK a special destination with so much to discover.

We believe that protecting the UK and supporting the communities we represent is very important. Therefore, we're always looking for ways to make positive contributions to the places in which we live, work and stay.

This snapshot of our brands enables guests to find their perfect escape, whether it's a dog-friendly break, a lodge holiday getaway or a trip to a particular county or country.



## Our core values

 <p><b>Recognition</b></p> <p>We value our people and their efforts</p> 	 <p><b>Accountability</b></p> <p>We own problems and make things right</p> 	 <p><b>Trust</b></p> <p>We keep the promises we make</p> 
 <p><b>People First</b></p> <p>We make time for people</p> 	 <p><b>Integrity</b></p> <p>We act with honesty, ethics, and transparency</p> 	 <p><b>Be Inclusive</b></p> <p>We embrace and respect our differences</p> 

# A message from our CEO

I am delighted to present Travel Chapter's Sustainability Report for 2023/24.

This year has been a defining moment in our journey to make travel a force for good. Achieving B Corp Certification in July 2024 underscored our long-held belief that great holidays and responsible business go hand in hand.

Across the UK and Ireland, our teams and partners have restored over one million square metres of woodland, protected vulnerable seagrass and kelp habitats, and supported 47 community organisations. We've also doubled our volunteering hours used, to over 1177 hours, and continued to invest in our people – creating a workplace where everyone can thrive and contribute to our shared purpose.

This report sets out not only our progress but also our commitments: reducing emissions, reaching Net Zero, and embedding the UN Sustainable Development Goals into every part of our operations. These are ambitious goals, but with the passion and dedication of our colleagues, our homeowners and our guests, I am confident we can deliver on them.

Thank you for reading this report and for supporting Travel Chapter's journey. Together, we are building a future where exceptional holidays help restore nature, strengthen communities and inspire positive change.

**Jayne McClure**

**Chief Executive Officer, Travel Chapter**



# A year in review

Using our values, we've navigated the past year using a mantra that flows through each of our endeavours: do the right thing. At the heart of our accomplishments lie three pillars and, through commitments to these three areas, we vow to support a more sustainable future.



## People and inclusion

- Gender pay gap reduced from **20.6% to 19.7%** (median)
- Named in **The Sunday Times Best Places to Work 2024**
- Received the **Feefo Platinum Trusted Service Award** for the 11th consecutive year
- The number of staff volunteer days taken more than doubled, totalling **over 1177.5 hours**



## Environmental commitments

- B Corp Certification (July 2024)
- Reduced electricity grid usage by **4%** and decreased overall emissions (market-based) by **28%**
- Increased our solar generation by **19.3%** since our last reporting year
- Expanded EV fleet and improved waste, water, and biodiversity practices (e.g. pollinator-friendly gardens)
- Supported international carbon offset projects committed to displacing over **1.5 million tonnes of CO<sub>2</sub>** annually
- Restored **over 1 million square metres** of British woodland with the RSPB



## Society and community

- An estimated **42,000** people have benefitted from our support
- Provided holiday vouchers to **77 organisations** for fundraising prizes
- Supported **84 community groups and charities** over two years; increased funding by **46.5%** compared to previous year
- Raised **£15,369** for our Charity of the Year, Cancer Research UK

# Our commitments

The Sustainable Development Goals (SDGs) are a set of 17 global targets developed by the United Nations, to guide progress toward a fairer, more sustainable world by 2030. They highlight the key social, environmental, and economic challenges where progress is most needed, providing a framework for businesses to address societal issues.

We're fully committed to integrating all the vital principles proposed by the SDGs into our business practices. We realise that confronting environmental risks and providing support to our customers and local communities can result in positive social and environmental impacts.

# SUSTAINABLE DEVELOPMENT GOALS

## Being a B Corp

As a B Corp in the travel industry, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy.

In July 2024, after a comprehensive assessment process, we were given our overall B Impact Score by B Lab. We now begin our B Corp journey, committing as a business to ongoing improvement and collective action.



## Getting better at being better

Every three years, we will be reassessed, with the assessment criteria constantly evolving and becoming more rigorous. The intention is that we strive not only to retain our certification but to improve.



# Our net zero journey

## What do we mean by 'net zero'?

The definition of net zero, according to the United Nations Intergovernmental Panel on Climate Change (IPCC), is when 'anthropogenic emissions of greenhouse gases to the atmosphere are balanced by anthropogenic removals over a specified period'.

Consequently, Travel Chapter is on a pathway to reduce all emissions within our operations to align with this UN goal.

We have created both long- and short-term reduction targets and have identified climate-related risks that are material to the company. These risks comprise operational, strategic and financial implications, to ensure we remain aligned with the most effective pathway.

### Long-term Net Zero Value Chain target:

to achieve net zero emissions covering Scope 1, 2 and 3 emissions by 2040.

### Short to medium-term emissions reduction target:

to reduce, in absolute terms, our operational emissions (Scope 1 and 2) by 42% by 2030 against the baseline.

# Our people



## Where we are

- Featured on The Sunday Times Best Places to Work list 2024
- Created employee groups ('circles'), covering LGBTQIA+, neurodiversity, parenting and more
- Reduced our median gender pay gap
- Revised our recruitment and selection journey
- Launched the TC Learning Hub
- Developed our internship and apprenticeship programme



## Where we're going

- Enhance our Line Manager Development Programme
- Develop dedicated sexual harassment training for managers and a company-wide educational programme
- Release additional supportive features on our learning management system (LMS), further supporting development and responding to the needs of individuals



People are at the heart of our business, and for 35 years, we've been working hard to maintain a workplace where people feel valued. We're a team of 850+ (and growing) exceptional individuals who are all experts in their fields. Together, each one makes a noticeable difference to what we do.



### Diversity, equity and inclusion

Creativity thrives in a diverse culture. That's why we make it our business to encourage and inspire a diversity of talent throughout Travel Chapter. Employee circles have been created by individuals keen to make a difference; these include LGBTQIA+ and neurodiversity circles, amongst others.

Our strong code of ethics sets out our commitment to select and promote our people without discrimination or concern for factors such as sex, gender, race and ethnicity, sexual orientation, age, religion, disability or family status



### Support if and when it's needed

We offer a range of benefits to support people through life's ups and downs. This includes two Employee Assistance offerings, one of which is open to our employees and their families.



### A great employer

Based on direct feedback from our employees, The Sunday Times named Travel Chapter on their 2024 Best Places to Work list. This illustrates our commitment to creating a workplace that nurtures talent and fosters a sense of pride and belonging.

We were delighted to receive a score of 'Excellent' in the job satisfaction, well-being, instilling pride, empowerment, and reward/recognition categories, telling of our agile and inclusive employee culture, affectionately known as our #TCSpirit.





### Gender pay gap

As with many businesses, gender equality is vital for our business success.

In line with UK Government reporting requirements, we share our gender pay gap data every year. Travel Chapter has a gender balance of **70.5% female to 28.9% male**. We're proud to see that our median gap has reduced from **20.6%** in 2023 to **19.7%**, showing that the steps we're taking are making a difference. One of the key drivers behind this improvement is the increasing number of women moving into mid-level and senior roles across the company.

We know there's still more to do, so we're not stopping here. We'll keep investing in initiatives and policies that promote gender diversity and equal opportunities across our business. You can find out more about our journey and future plans in our full **Gender Pay Gap Report**.



### Investing in learning

In 2024, we invested £222,915 in learning and development opportunities, and in February of the same year, we launched the TC Learning Hub, our companywide learning management system (LMS), which included a comprehensive Line Manager Development Programme.

By integrating the LMS with Udemy Business, we've enriched our educational landscape with a rich and diverse selection of courses, showing our commitment to promoting a culture of continuous learning and development.

Our commitment to inclusivity and awareness was laid bare when our people received training in vital social topics, such as pride, neurodiversity awareness, cancer awareness, International Women's Day, understanding bias, and sexual harassment.



### Internships and apprenticeships

Internships and apprenticeships provide young people with valuable experience, as well as providing Travel Chapter with access to an additional talent pool. All our internships and apprenticeships are paid positions that are accessible to people from all backgrounds.



# Our guests



## Where we are

- Invested in our customer service agents
- Received the Feefo Platinum Trusted Service Award
- Helped restore 1 million square metres of British woodland for each booking made on holidaycottages.co.uk



## Where we're going

- Continue to help our team be the very best they can be throughout 2025. This means providing continuous support and training so they can help our guests when they need it
- The 1 million square metres milestone marks an exciting chapter in our commitment to saving nature. But there's still more to do to protect British wildlife, and we want our guests to be part of the next million square metres





Our Customer Service team supports our guests from the very beginning. We're there for them during their stay, and our trained agents, along with our local Managed Service teams, are dedicated to helping rectify any issues on the rare occasion when something doesn't go quite right.

Exceptional customer service is an integral part of our business, and our guests regularly post reviews and email us to let us know when one of our agents has gone above and beyond for them; we always ensure this feedback gets back to them.

### Reviews

We're proud to announce that our flagship brand, holidaycottages.co.uk, was recently awarded the prestigious Feefo Platinum Trusted Service Award – a recognition that highlights our commitment to excellence in customer service for a fantastic eleventh year in a row.

Feefo only awards platinum status to businesses that achieve a Gold Standard for 3 years running. During 2024, holidaycottages.co.uk received over

**29,000 reviews**

with an average rating of

**4.7/5.0**

# Our homeowners



## Where we are

- Continued to offer owners unparalleled support
- Developed the online owner account
- Partnered with Sustonica for independent sustainability accreditation



## Where we're going

- Continue to help homeowners future-proof their businesses against both climatic and economic changes
- Provide a roadmap to support homeowners on their sustainable pathway
- Enhance our owner-facing and internal systems, improving the business offering and owner support



Here at Travel Chapter, we're proud to have built a reputation as one of the UK's leading holiday letting agencies. Our dedicated nationwide teams work with homeowners to create a collection of some of the UK's most beautiful and unique places to stay.

We understand that every homeowner and holiday property may have individual requirements when it comes to property management. We can therefore be as hands-on as our homeowners need.

Our growing network of regional and lifestyle holiday letting brands allows us to reach wider audiences, promote specific destinations and appeal to a wide range of tastes and interests.

### Sustainable accreditation

We understand the power our homeowners have in making a meaningful impact on their guests, local communities and environment, through embracing eco-friendly practices.

As a result, we have decided to partner with Sustonica, a leading sustainability accreditation provider. Sustonica has created a tailored validation framework specifically for short-term rental homeowners, which is in alignment with recognised sustainability benchmarks such as the UN SDGs, ISO, GSTC, EU Ecolabel and Travalyst.

The criteria include realistic, affordable improvement practices which can really make a difference.

### We offer:

- **A dedicated homeowner account manager**
- **Full customer communication, from booking to turning the key in the door and beyond**
- **Exclusive owner benefits**
- **24/7 access to an owner account to manage bookings**
- **A fully managed services option where we take care of all elements of managing the property on a homeowner's behalf**



# Society and community



## Where we are

- It's estimated 42,000 people have benefitted from our regional community support
- Increased our funding and sponsorship by nearly 50%
- Supported 84 organisations over the past two years
- Raised over £15,000 for our Charity of the Year, Cancer Research UK
- Staff volunteering has more than doubled, increasing from 570 to 1177.5 hours



## Where we're going

- Continue to offer meaningful monetary support to local groups and charities, with a key focus being mental health and wellbeing.
- Continue to fundraise and raise awareness for charities that we feel passionately about
- Encourage our colleagues to support causes that are close to their hearts by taking volunteer days, and make it easier for them to do so



## Creating a lasting impact

In 2023–24, our Regional Communities team supported 47 community groups, organisations and charities across the UK and Ireland, and an estimated 42,000 people have directly benefited from our regional community support.

Here are some of the highlights:

### Appledore Book Festival

Our support enabled six inspirational authors to visit a school in Bideford and funded over 50 books for the Books at Home Scheme.



### Flash Company Arts

Our funding supported the costs of running youth sessions at Flash Company Arts, which included a range of arts and music activities, as well as a hot meal.



### Cumbria Community Foundation

We provided funding towards the Winter Warmth Appeal, which funds grants to elderly people across Cumbria to help them heat their homes.



# Creating a lasting impact (cont.)

## Friends of Loch Lomond and The Trossachs

We're one of the sponsors of the Bonnie Banks Bin scheme, which contributes towards the emptying of bins and laybys in West Loch Lomond, promoting responsible tourism.



## Neptune's Army of Rubbish Cleaners

A volunteer-driven group dedicated to improving the marine environment along the Pembrokeshire coast. Our funding assisted NARC in clearing the seabed of litter during a two-day boat dive.



## Green Sod

Our support meant the organisation could acquire new, locally made signs for their land and community garden and deliver their Bee Aware education programme.

For more information, please read our blog on 'how we help our communities'.



## Charity of the Year



CANCER  
RESEARCH  
UK

In July 2023, we were proud to announce a 12-month partnership with Cancer Research UK, which kickstarted a pledge to raise £10,000 towards the charity's vital research and support for cancer patients and their families.

After a busy year of fundraising and spreading awareness, we were delighted to surpass our £10,000 target by raising

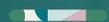
**£15,369.54**

(including Gift Aid)

from internal fundraising challenges and events, and individual efforts from employees.



# Going further



## Where we are

- Invested time to look at ways to maximise our carbon handprint
- 1 million square metres of woodland restored with the RSPB
- Protected seagrass habitats and kelp beds with the Marine Conservation Society



## Where we're going

- Continue to support our partnerships moving forward, looking for more ways we can actively help
- Increase the number of staff volunteering to provide even more tangible support to causes that need it the most
- Look to build upon our regional community support



At Travel Chapter, we consider science-based targets and reductions within our own value chain as standard practices. However, we want to do more by making significant changes to address the environmental injustices being experienced by so many.

By supporting beyond value chain mitigation (BVCM), we aim to make a difference to both people and nature while maximising Travel Chapter's carbon handprint. BVCM refers to actions that reduce or remove greenhouse gas emissions outside a company's own value chain, such as supporting conservation, restoration, and nature-based solutions that benefit the wider planet.

This is why we work with the Marine Conservation Society and the RSPB to improve the resilience and effectiveness of their respective biomes.



### Marine Conservation Society

In 2023, our partnership contributed towards the protection of approximately **50,000m<sup>2</sup> of unique seagrass habitat** off the south coast of England.

In 2024, our partnership supported several UK-wide climate and ocean projects which focused on recovering species and habitats that can deliver the fastest solutions to the climate and nature emergency. Our annual contribution could help to protect and recover up to **10,000m<sup>2</sup> of vital kelp beds**.



### RSPB woodland restoration

In 2023 and 2024, our funds contributed towards projects based at three RSPB sites in the UK: Franchises Lodge in the New Forest, Gwenffrwd Dinas in Wales, and Glenborrodale in Scotland.

For every booking made, we donated to the RSPB to help restore 1 square metre of British woodland. As of March 2025, we've helped to restore **1 million square metres of British woodland**.



# Environment



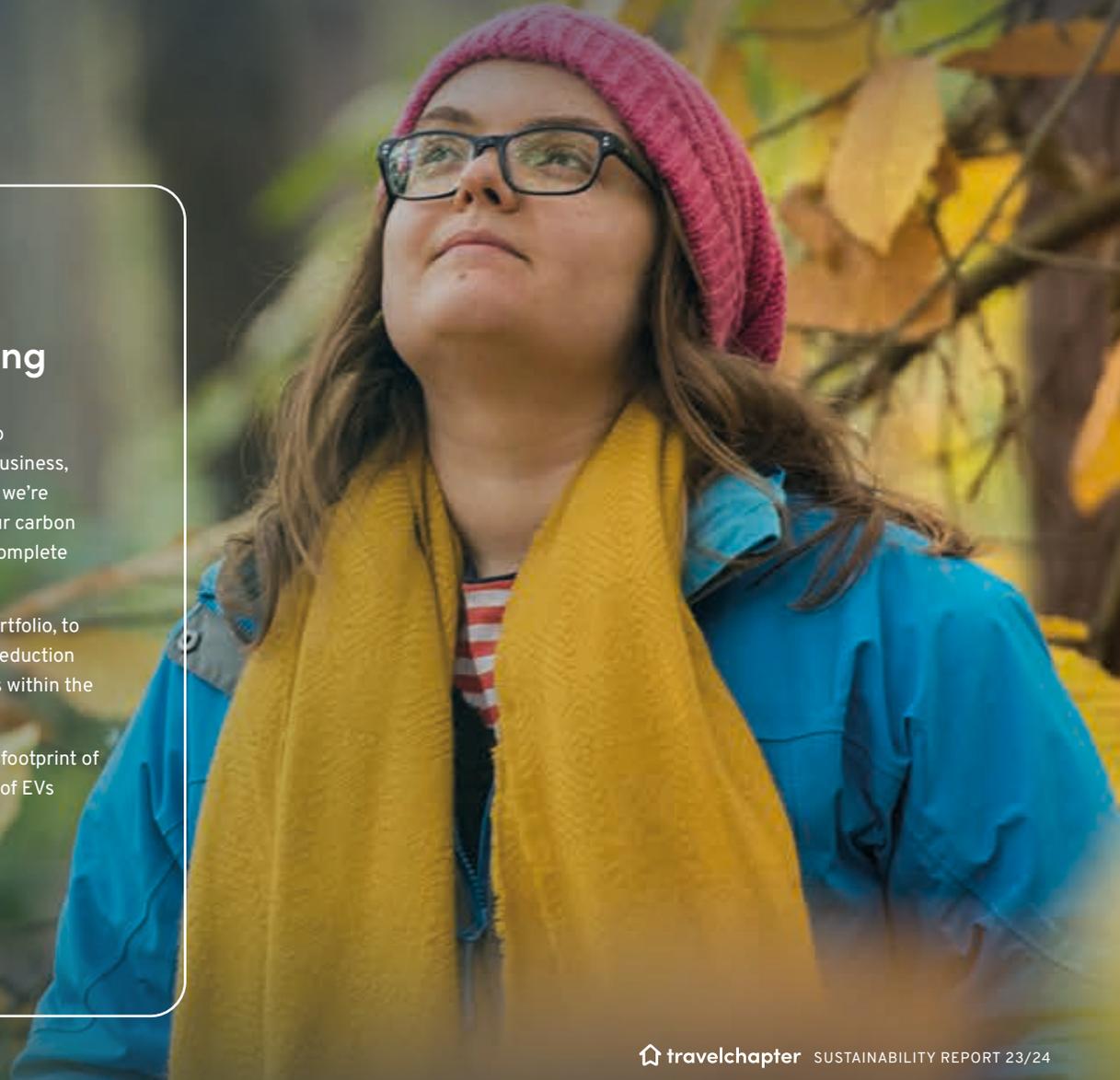
## Where we are

- Optimisation through the Energy Savings Opportunity Scheme
- Reduced our grid electricity usage by 4% and our overall emissions by 28%
- Implemented further solar panels, EV charging points, and energy-saving timed lighting in our offices
- Provided support to carbon offsetting projects that will displace over 1,553,021 tonnes of CO2 emissions per year
- Utilised renewable energy sources such as hydro, wind, solar, biomass and landfill gas
- Increased our solar generation by almost 20%



## Where we're going

- Expand our Scope 3 analysis to encompass all aspects of the business, ensuring that, moving forward, we're taking full accountability for our carbon footprint as well as providing complete disclosure to our stakeholders
- Review all offices within our portfolio, to begin the process of focusing reduction actions on the highest emitters within the group
- Continue to reduce the carbon footprint of our fleet, expanding our range of EVs



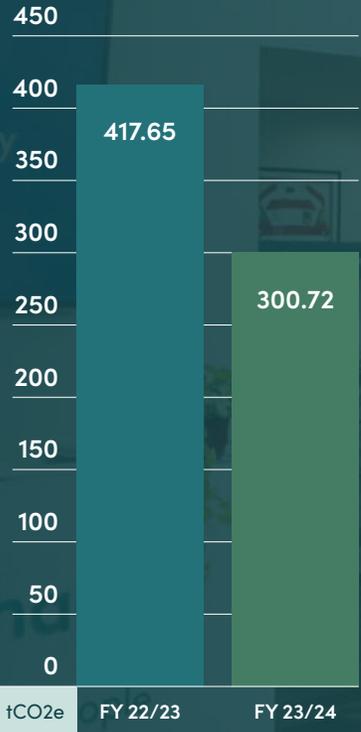
## Annual reporting figures

During the past year, we've continued to optimise our business practice through ecological modernisation, utilising the ESOS (Energy Savings Opportunity Scheme). As a result, we've reduced our electricity grid usage across our offices by 4%. Our location-based total has slightly increased (4.4%), but this is in keeping with the same percentage increase of full-time employed staff (FTE) during this reporting window.

Our overall emissions (market-based) reduced by 28%. This is due to our drive to use electricity from renewable sources, which has seen our use of grid electricity from fossil fuels reduce by over 87%.

We also regularly review our infrastructure and recently developed a new office to include solar panels, electric vehicle charging points (accessible to all Travel Chapter staff), and energy-saving LED timed lighting. Through additional photovoltaic (PV) installation, we've also increased our solar generation by 19.3% since our last reporting year.

**Total Scope 1+2+3**  
(Market based)



	FY 22/23 tCO2e	FY 23/24 tCO2e
Scope 1 natural gas	26.12	32.65
Scope 1 company car travel	199.92	201.29
Scope 2 grid electricity (location based)	145.69	139.23
Scope 2 grid electricity (market based)	153.73	18.48
Scope 3 employee-owned car travel (grey fleet)	28.43	43.57
Scope 3 transmission and distribution (location based)	12.77	12.34
Scope 3 transmission and distribution (market based)	8.24	0.88
Scope 3 rail travel	0.61	1.57
Scope 3 taxi travel	0.60	1.15
Scope 3 air travel	0	1.13
Total Scope 1+2+3 (location based)	414.14	432.92
<b>Total Scope 1+2+3 (market based)</b>	<b>417.65</b>	<b>300.72</b>



### Solar energy generated onsite (kWh)



### Physical energy savings measures

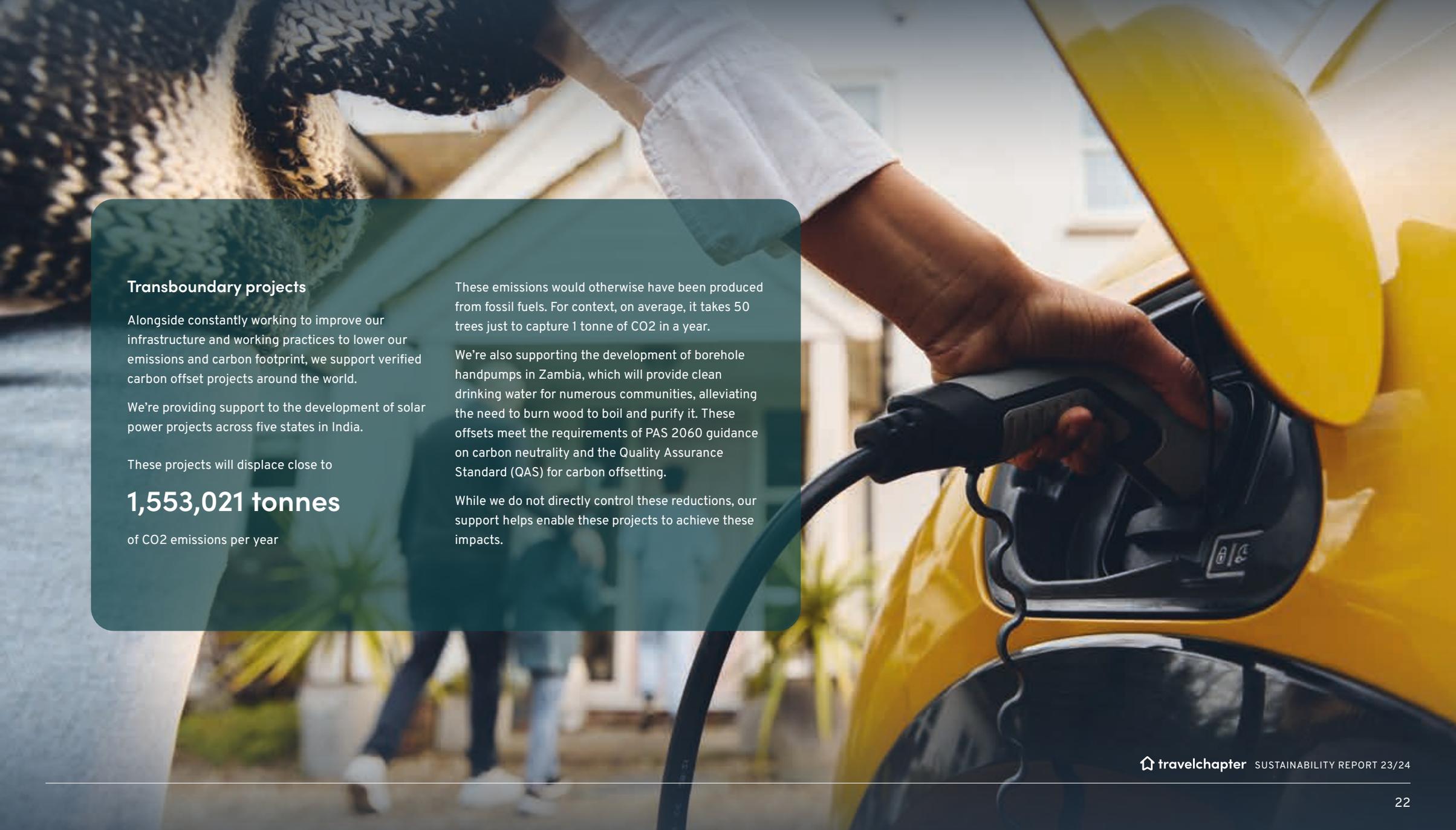
This reporting year, we continued to make changes to our operations to further reduce emissions. Some of the energy savings measures implemented during the compliance period include:

- Installing energy-efficient LED lighting in our buildings
- Adding several electric vehicles to our fleet
- Implementing further heating upgrades and electrification of our offices, improving overall efficiency

Moving forward, we aim to continue our reduction pathway through further reviews of our office spaces and fleet vehicles to maximise our carbon reductions.

### Verification

Our Scope emissions results were audited and independently verified by Carbon Footprint, a third party who completed the review in accordance with 'ISO 14064 Part 3 (2019): Greenhouse Gases: Specification with guidance for the verification and validation of greenhouse gas statements'.



### Transboundary projects

Alongside constantly working to improve our infrastructure and working practices to lower our emissions and carbon footprint, we support verified carbon offset projects around the world.

We're providing support to the development of solar power projects across five states in India.

These projects will displace close to

**1,553,021 tonnes**

of CO2 emissions per year

These emissions would otherwise have been produced from fossil fuels. For context, on average, it takes 50 trees just to capture 1 tonne of CO2 in a year.

We're also supporting the development of borehole handpumps in Zambia, which will provide clean drinking water for numerous communities, alleviating the need to burn wood to boil and purify it. These offsets meet the requirements of PAS 2060 guidance on carbon neutrality and the Quality Assurance Standard (QAS) for carbon offsetting.

While we do not directly control these reductions, our support helps enable these projects to achieve these impacts.

## Water

Where practical, we have implemented precision taps, blender taps to reduce hot water use at point of use, low-volume flush WCs, passive infrared (PIR) sensors on urinal flush systems, and chilled water dispensers to reduce unnecessary tap usage to optimise temperature.



## Energy

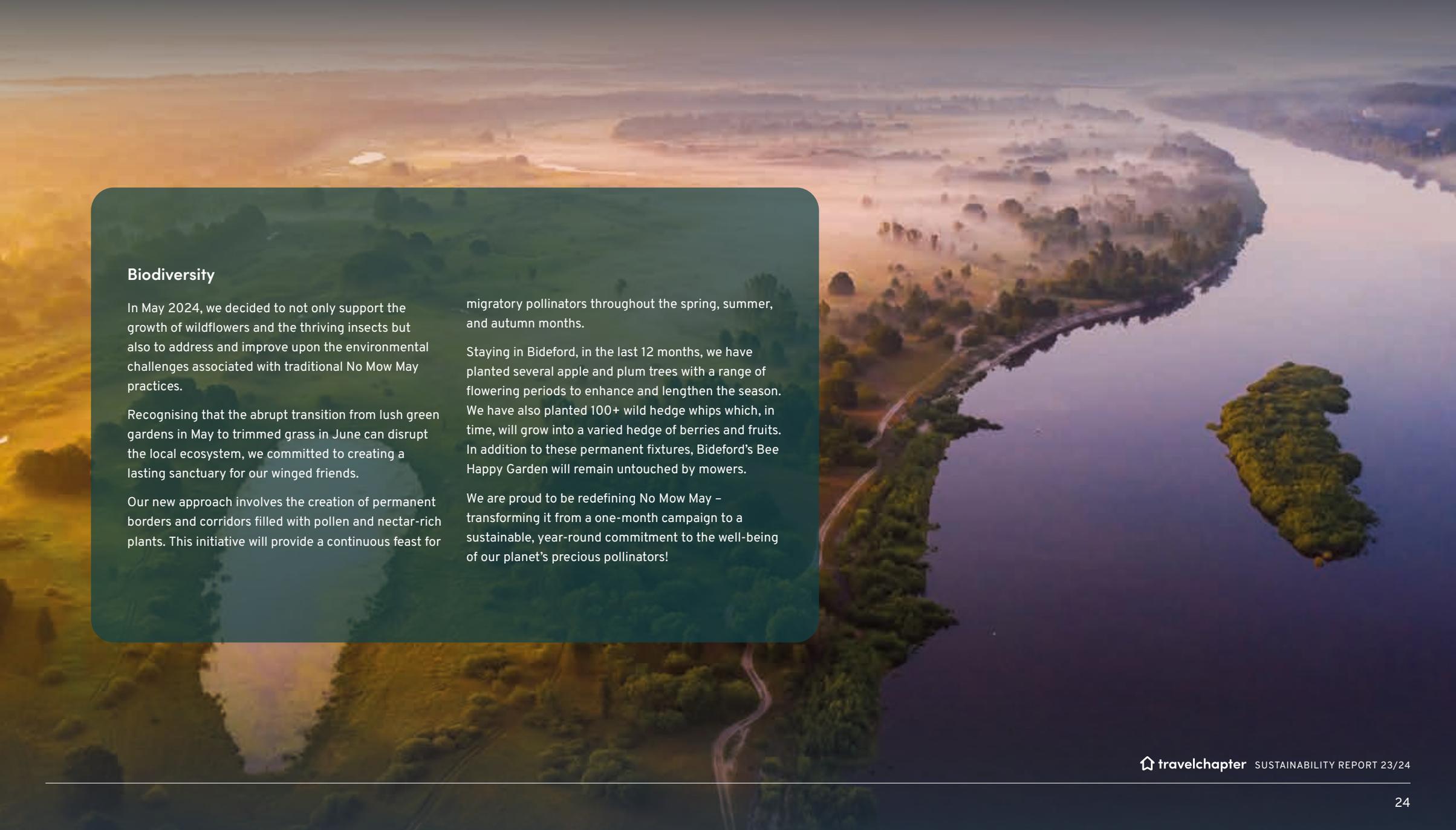
Travel Chapter utilises electricity generated from renewable sources from UK Renewable Energy Guarantees of Origin (REGOs) including hydro, wind, solar, biomass and landfill gas. We're in the process of working towards obtaining 100% of our electricity from these renewable sources, which will have a zero emissions factor for future market-based Scope 2 reporting.



## Waste

We ensure that as few materials as possible are used and that waste is recycled or appropriately disposed of. During this reporting period, we've created a dedicated E-waste management policy, as well as a sustainable printing and working-from-home policy.





## Biodiversity

In May 2024, we decided to not only support the growth of wildflowers and the thriving insects but also to address and improve upon the environmental challenges associated with traditional No Mow May practices.

Recognising that the abrupt transition from lush green gardens in May to trimmed grass in June can disrupt the local ecosystem, we committed to creating a lasting sanctuary for our winged friends.

Our new approach involves the creation of permanent borders and corridors filled with pollen and nectar-rich plants. This initiative will provide a continuous feast for

migratory pollinators throughout the spring, summer, and autumn months.

Staying in Bideford, in the last 12 months, we have planted several apple and plum trees with a range of flowering periods to enhance and lengthen the season. We have also planted 100+ wild hedge whips which, in time, will grow into a varied hedge of berries and fruits. In addition to these permanent fixtures, Bideford's Bee Happy Garden will remain untouched by mowers.

We are proud to be redefining No Mow May – transforming it from a one-month campaign to a sustainable, year-round commitment to the well-being of our planet's precious pollinators!



Proud to be a certified B Corp™



The Travel Chapter Limited is registered in England and Wales.

Registered office: Travel Chapter House, Gammaton Road, Bideford, EX39 4DF. Company No. 02431506 VAT reg: 143053210