



Responsible Business Report

2024

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A responsible business

At Clarity Business Travel, being a responsible business is at the heart of everything we do.

In November 2023, we significantly expanded our business with the acquisition of Agiito, almost doubling our headcount and adding two new offices. This has enabled us to grow our team, enhance our capabilities, and broaden our impact.

In line with this growth, we've established a dedicated Corporate Responsible Business team to lead our sustainability and ethical initiatives, ensuring we operate with integrity, transparency, and a commitment to positive change. The team is committed to increasing our positive impact internally and externally.

The Responsible Business Report outlines the journey Clarity is on, highlighting our efforts to reduce our environmental impact, promote human rights, and support employee wellbeing. It also provides context within the wider travel industry, where sustainability and responsibility are increasingly central to operations.

The aim of this report is to communicate our progress, share our challenges, and outline the steps we are taking to build a responsible, sustainable future for both our business and the wider community.

A message from our CEO

Clarity are committed to understanding our impact on the environment and to the journey of decarbonisation to reach Net-Zero. Making sustainability part of our culture is key, and in 2024 we have redefined our Responsible Business strategy that is underpinned by the philosophy of being good citizens, an ethos we apply to all our decision making and planning.

As a leader in the UK business travel industry, we acknowledge the role we must play to combat climate change, balanced with the positive impact travel facilitates through human connection and economic growth.

Looking both internally at our own operations and externally to our value chain we are committed to change and to driving and supporting progress towards a more sustainable future.



Pat McDonagh
Clarity CEO

Who are Clarity?

Clarity Business Travel were established in 2010 as a joint venture between the Co-operative Group, Midlands Co-operative Society and Thomas Cook Group. But our roots go back decades. In 2016 Clarity acquired Portman Travel (1959), leading to the creation of The Portman Travel Group, before then acquiring Ian Allan (1951) in 2019, bringing 70 years' of travel, meetings and events experience into a family of great travel brands.

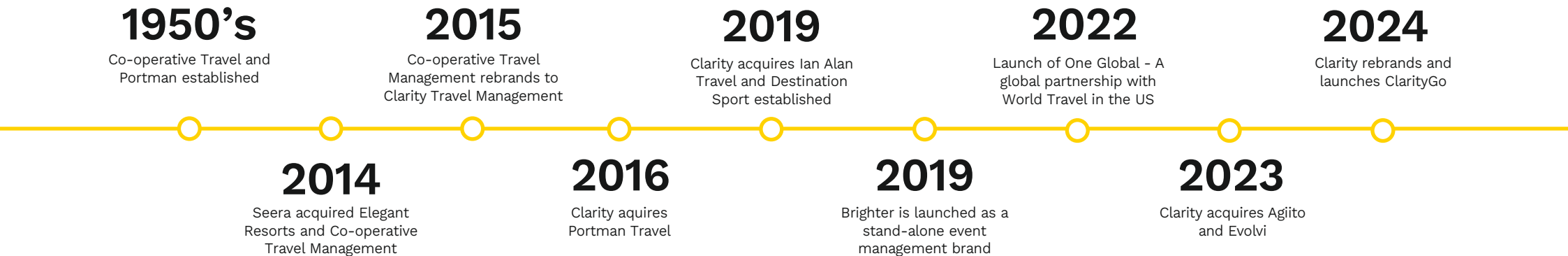
The business has continued to grow in our niche sectors, including Marine, Infrastructure, and public sector, including UK Government, where we are an approved supplier on the Crown Commercial Services agreement.

A further acquisition in 2023, saw Agiito (formerly Capita Travel and Events) joining the fold, and placing Clarity as one of the top 10 travel management companies in Europe.

Over these years, we've built a team of creative minds, innovators and problem-solvers, living and breathing our vision, promise and values every day - it's what makes us who we are.

We listen. We adapt. We deliver.

We're the travel, meetings and events people you can count on.



A bit more about us...

We make business travel straightforward. Delivering the right service at exactly the right moment to get your people where they need to be, safely, efficiently, and cost-effectively. We work hard to stand out in our industry, it's in our DNA. We believe that great tech is only as great as its people, and we have 910 of them! Without human support, advice and knowledge, where would we be?

That's why we're committed to providing inclusive, hassle-free travel solutions that resonate with progressive businesses everywhere.

Find out more about us [here](#)

910

employees

8

UK sites and a
hybrid/home
working community

24/7

365 days a year
support



We take our responsibility seriously!

As an employer, customer, supplier, neighbour, and industry leader, we operate in a rapidly changing and often volatile world. This brings greater responsibility for all of us - and while it can feel both exciting and impossible to navigate, responsible business shouldn't feel like something new or revolutionary. It's about doing the right thing, for the right reasons, in the right way - so we can stay resilient amid the change we create and the change happening around us.

Our strategy is for everyone to contribute to, learn from, and use as guiderails for collaboration toward a more sustainable future.

See this as our conversation starter!

The core message:

We're all custodians of our planet - and it needs our help. Everyone can make a difference, big or small.

Being a good citizen matters - at work, at home, and in the community.

We're stronger together. By supporting our value chain, we help everyone succeed.

Everyone deserves a voice and the chance to thrive. Diversity must be met with real inclusion.

Sustainability by design. It's not an add-on - it's how we work. If it's not sustainable, why do it?

Business strategic priorities...



People

Make Clarity
the best place
to work



Process

Delivery of our
Target Operating
Model (TOM)



Technology

Continue the
innovation of
our technology



Anisha Tansley
Corporate
Responsibility Manager

To minimise our negative impact and maximise the positive, we aim to combat climate change, improve quality of life for our people, contribute to our wider community, and support sustainability across the entire value chain.

Our 4 pillars of responsibility

How we define our responsible business strategy



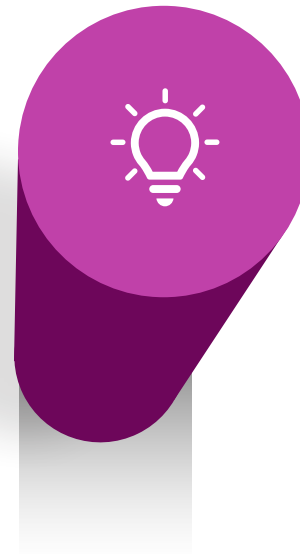
Responsible business

A good citizen approach means we are always transparent about our impact & take tangible steps forward, both socially, environmentally & ethically.



Confident conversations

We confidently engage with customers and suppliers, encouraging conversations about sustainability.



Sustainable solutions

Our data, technology and products support our customers to achieve their sustainability goals.



Expert connections

We are the travel experts, and we can introduce you to our trusted sustainability experts.

Responsible business pillar

How we define our responsible business strategy



Combatting Climate Change - Our business creates an impact on the planet through direct operations and indirect use of our services. We are committed to understanding, reporting, and reducing this impact as we deliver against our transition to Net Zero.

People at Heart - People are at the heart of everything we do and the driving force behind our success and growth. We want to attract, grow, and develop high performing and engaged people.

Connecting Communities - Community connection is about how we build strong bonds internally within our own business community but also how we engage with the communities around us. In giving back and being 'good citizens' we have the potential to make a powerful lasting impact and generate social value.

Ethical Business - Ethical business goes beyond legislation and regulation, reflecting our moral obligations and business culture. We hold ourselves to account and ensure we are setting the highest ethical standards and operating with our stakeholders' best interests at heart.

Our responsible business strategy aligns to supporting the below UN Sustainable Development Goals:



Responsible business – Combatting climate change

Our environmental journey

Clarity has been making progress in our environmental objectives since 2015 when we obtained ISO14001 (Environmental Management System). Take a look at what we have achieved since then:

- **2015**
ISO14001
- **2016**
ESOS Compliant
- **2016**
ISO 50001 Energy Management System
- **2019**
First Carbon Reduction Plan published & baseline emissions created
- **2019**
ISO20121 Sustainable Events
- **2020**
First Ecovadis Assessment
- **2021**
Partnership established with Greengage & Thrust Carbon
- **2024**
Re-baseline of carbon emissions to 2023 & extended scope
- **2024**
First submission to Carbon Disclosure Project



Carbon

Our reporting journey began in 2019, when we established our first baseline emission year and set an ambitious Net Zero target.

Since then, the business has transformed, and our carbon reporting has matured. A significant milestone came in 2023, when we acquired Agiito - doubling our headcount and adding two new offices. This expansion prompted a re-baselining of our emissions to accurately reflect the changes. We also extended the scope of our reporting to include all relevant Scope 3 categories. This exercise was carried out across Portman Travel Group, our parent company.

We're proud to work closely with Smart Carbon and use their online carbon measurement tool to ensure our reporting remains transparent and accurate. Together, we follow the Greenhouse Gas (GHG) Protocol, an internationally recognised standard for measuring, managing, and reporting emissions.

The GHG Protocol provides a comprehensive framework for assessing emissions across three distinct scopes:

Scope 1: Direct emissions from owned or controlled sources (e.g. company-owned vehicles or facilities).

Scope 2: Indirect emissions from the generation of purchased electricity consumed by the organisation.

Scope 3: All other indirect emissions across the value chain, such as those from suppliers, transportation, and employee commuting.

Clarity is committed to achieving Net Zero by 2050 across Scope 1, 2 and 3, in line with the Paris Agreement and UK commitments.

To achieve this goal, we will focus on these key areas:

1. Energy efficiency and reduction
2. Electrification and reduction of fleet
3. Improved business travel policy
4. Waste reduction
5. Sustainable Procurement & Supplier Engagement
6. Creating a more sustainable product offering
7. Influencing customers and industry

We are currently setting science based targets and submitting them for external verification. Based on this exercise, we will likely set an earlier Net Zero target for Scope 1 and Scope 2 emissions.

Emissions - Our baseline

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

- The reporting boundary includes all Clarity's UK operations. The operational control to boundary setting has been adopted and Scope 3 emissions categories mentioned in PPN 06/21 guidance are included, with additional categories reported voluntarily.
- **The baseline year has been revised from 2019 to 2023**, owing to a significant change in size of the business following acquisitions within Clarity and across the wider Portman Travel Group throughout 2023.
- An assessment in line with GHG protocol has been conducted on relevant categories. Scope 3 categories excluded to the nature of Portman Travel Group's activities include:

Category 9 Downstream transportation and distribution
 Category 10 Processing of sold products
 Category 13 Downstream Leased Assets
 Category 14 Franchises

- Emissions from the Use of Sold Products have been excluded from this report, however, Clarity has measured this category, and it is part of the Net Zero reduction plan. Within 2023 baseline the Use of Sold Products equates to over 99% of full carbon footprint.

Emissions	2023 (tCO ₂ e)	2024 (tCO ₂ e)	+/-
Scope 1	25.6	5.04	-80%
Scope 2 <i>Location based</i>	127.09	76.62	-40%
Scope 3	4169.25	4954.5	+18%
Cat 1 - Purchased goods and services	3203.2	3703.84	+16%
Cat 2 - Capital goods	41.17	320.04	+677%
Cat 3 - Fuel and energy related activities	127.64	85.56	-33%
Cat 4 - Upstream transportation & distribution	29.05	40.82	+41%
Cat 5 - Waste disposal	0.3	0.08	-73%
Cat 6 - Business travel	172.85	168.25	-3%
Cat 7 - Employee commuting	440.01	469.41	+7%
Cat 8 - Upstream leased assets	150.88	150.88	0%
Cat 15 - Investments	4.12	15.62	+279%
Total (Location based)	4321.96	5036.15	16.5%

For the full carbon report click [here](#)

Combatting climate change

Energy

We aim for a 42% reduction in carbon emissions from purchased electricity by 2030.

4

of our offices
are on renewable
energy tariffs

Ft²

reduction of
2.9 kWh per Ft²

38%↓

YoY reduction
of 229,895 kWh

71%

of our offices
have LED lighting

2

of our offices
have solar
panels installed

287kWh

reduction per person

An impressive **27%** reduction per sqf has taken place from 2023 to 2024 but this is taking into account that our Derby office was open in two locations for a period of 3 months during the office re-location and has therefore impacted the figures.



Combatting climate change

ESOS

At Clarity, we are fully committed to Environmental Sustainability and comply with the Energy Savings Opportunity Scheme (ESOS), a mandatory energy assessment program for large businesses in the UK.

We recently re-submitted our ESOS application in August 2024 and are now compliant until August 2027.

As part of our ESOS compliance, we regularly conduct energy audits across our operations to identify energy-saving opportunities and reduce our overall energy consumption.

We take proactive steps to implement energy-efficient practices in our offices and travel operations, ensuring that we meet the regulatory requirements while advancing our broader sustainability goals. Through this compliance, we not only demonstrate legal responsibility but also strengthen our commitment to reducing our environmental impact.

Renewable energy

As part of our energy reduction planning, we are committed to building closer relationships with our landlords to influence energy management decisions, including lighting, heating, and overall efficiency measures, where we do not have full direct control over these changes.



Our Derby office:

In August 2023, we worked with the landlord of our Derby office to switch to 100% renewable energy via TotalEnergies. We also installed sub-meters to monitor usage across our two leased suites, helping us set more accurate reduction targets.

Accessing energy data can be challenging due to reliance on landlords, but sub-metering improves transparency and control. We plan to roll this out across all offices to enhance reporting and performance tracking.

Our goal is to transition 71% of offices to renewable energy by the end of 2025, with efforts already underway in Edinburgh and Bury St Edmunds.

We're also committed to improving energy efficiency. Currently, 71% of our offices use LED lighting, and we aim for 100% by the end of 2025. We're also installing Passive Infrared (PIR) sensors to ensure lights are only on when needed, reducing unnecessary energy use.

Waste and water management

Reduce

As we operate within shared office buildings, isolating waste data for our specific suites is challenging. To calculate our carbon footprint, we currently apportion average waste per square foot using data from our sister company, Elegant Resorts, which occupies a standalone office.

For electrical waste, we partner with Stone Group to manage WEEE (Waste Electrical and Electronic Equipment) disposal. Their zero-to-landfill commitment ensures proper recycling and repurposing of electronic items in line with regulations - a commitment we proudly support.

Looking ahead to 2025, we'll begin manually measuring waste per office before bins are removed. This will help us establish a reliable baseline and set realistic reduction targets.

0%

of waste from our Manchester head office was sent to landfill in 2024

Reuse and repurpose

Throughout 2024, we transformed several offices, including opening our new Edinburgh location, with sustainability at the forefront:

Manchester: Reused onsite materials like plasterboard and repurposed 100% of desks. All new furniture was FSC certified.

Stockport: Prioritised reuse and gifted surplus furniture to the landlord for further repurposing.

Edinburgh: Saved and reused onsite materials and sourced furniture secondhand from a previous tenant, cutting both waste and transport emissions.

East Kilbride: All new furniture met FSC certification standards.

Only
0.01%

of our carbon emissions come from waste

Everyday waste reduction efforts

Soap20

Replaced single-use plastic soap dispensers in offices we manage with dissolvable tablets - one tablet makes 4 litres of soap and arrives in cardboard.

Glass milk bottles

Switched to reusable glass milk bottles in Edinburgh, East Kilbride, Stockport, and Derby.

Supplier Showcase

After recent supplier visits, leftover food was donated to Derby City Mission, reducing food waste and supporting the local community.

Waste and materials

2024

100%	Recycling available within the office	✓
100%	Paper Recycling available within the office	✓
42.86%	Of offices using glass bottled milk*	✓

*We aim to switch all office milk to glass bottle from plastic in 2025

Water

At Clarity, our water usage primarily comes from general office activities, as we don't operate any manufacturing processes. Because we're based in shared office buildings, it's been challenging to measure our exact water consumption.

To address this, we're installing sub-meters in 2025 to track our usage more accurately. We've also secured a budget for additional water-saving initiatives, such as dual-flush toilets and aerator taps, to reduce waste and improve efficiency over the next two years.



791

plastic bottles saved in 2024
by using glass bottled milk

Business travel and fleet

At Clarity, company car use is limited, as most of our team works remotely or uses alternative transport. In 2025, we're proud to say our vehicle fleet will be fully free of solely petrol or diesel models, having transitioned to electric and hybrid-electric cars, or removed the need for company vehicles.

We've also introduced a new benefit, giving employees the option to switch to an electric car through our company scheme - supporting both sustainability and the financial wellbeing of our employees.

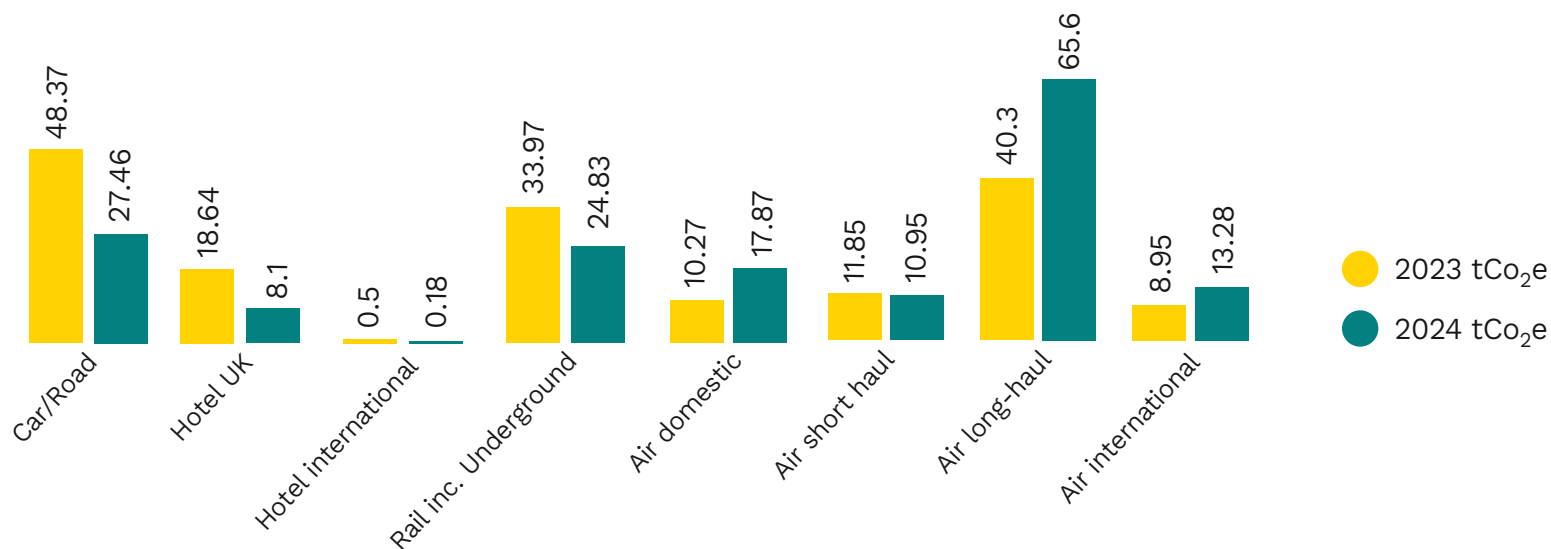
In 2024, we updated our travel policy to promote more sustainable choices, including rail travel and car sharing. By adding an approval process, we're helping employees make greener travel decisions that align with our environmental goals. Encouraging these practices not only reduces our carbon footprint - it also reinforces our commitment to responsible business and ensures we practice what we preach.

4.6

tCO₂e - the reduction in emissions from business travel YoY

17.9

tCO₂e - the amount of carbon we could save by switching from domestic air to rail



Employee commute

To improve the accuracy of our carbon emissions data from employee commuting, we launched an optional company-wide survey as part of our online sustainability training. It collects insights into commuting patterns, including travel modes and distances, helping us better understand the environmental impact of employee travel. With a 50% response rate so far, we're encouraging full participation to strengthen our data and inform more effective reduction strategies.

Our Manchester head office is well connected to public transport, making it easy for employees and visitors to commute by tram or train. To make rail travel more accessible, we offer season ticket loans to support commuting via train.

We also support hybrid and flexible working, giving employees the freedom to work from home or locations closer to them. This flexibility helps reduce long commutes, lowers emissions, and promotes a better work-life balance; further supporting our sustainability goals and encouraging more eco-conscious choices across our workforce.

48%

of employees drove to the
office in 2024

15%

of employees took the train
to the office in 2024

51%

of employees describe
themselves as
homeworkers

Responsible business - People at the heart

People are at the heart of everything we do and the driving force behind our success and growth. We want to attract, grow and develop high performing and engaged people.

Looking to the future, the new People Strategy has landed in 2025 focusing on these pillars:

1. Better together
2. Brilliant leaders and managers
3. Performance and recognition



Jane Harrington
Group HR Director
Clarity

At Clarity, our people are at the heart of everything we do and our driving force for change and growth. Our focus is to create an environment, that serves as a healthy safe place that encourages authenticity and through a sense of community, where our people thrive. We do this through meaningful engagement, role development and learning experiences.

Our strategy is for our people to be Better Together, supported by Brilliant Leaders and Managers where high performance is recognised and rewarded.



Learning & development

We believe that learning is at the heart of an exceptional employee experience. In the fast-moving world of business travel, our people are our greatest asset - empowered individuals create outstanding journeys for our customers and for each other.

Here are some of the ways we support our people to achieve their potential and grow their careers at Clarity.

11,355

hours of training delivered in 2024

94%

average compliance across all
mandatory training modules

Learning & Development - In person

2024

No. of experiences held	135
No. of learners	1151
% increase in knowledge	94.73%
Work experience hours provided	160
No. of apprenticeships	11
Talent Academy hours provided YTD	569

Mandatory training

Financial Crime	✓
Data Protection (GDPR)	✓
Diversity & Inclusion	✓
Health, Safety & Fire Safety	✓
Sustainability	✓
Tax Evasion	✓
Modern Slavery Act	✓
Introduction to ISO	✓
ISO 14001 & 50001	✓
ISO 9001 & 22301	✓
ISO 27001 & ISO 27701	✓
Brighter Service 1	✓
Brighter Service 2	✓

People at the heart

Talent Academy

The Talent Academy is our internal initiative to develop future leaders, subject matter experts, and successors - equipping them with the skills to grow within the business and strengthening Clarity from the inside out.

Each year, a cohort of talented individuals takes part in a year-long, tailored programme of self-led and interactive learning, designed to support personal growth and career aspirations. The programme also builds a diverse talent pipeline for future internal opportunities - this year alone, 7 promotions have come from the cohort.

As part of the 2024 Talent Academy, participants were challenged to deliver a small, achievable project supporting Clarity's sustainability journey. Working in teams, they designed and delivered projects with environmental or social impact.

Throughout the year the groups campaigned for their projects - gaining support from their colleagues.



Ellie Kean
Marketing Executive,
Clarity

The Talent Academy helped me deepen my understanding of the business during our merger, grow my network, and boost my confidence - especially in public speaking. The sustainability projects taught me about teamwork, environmental solutions, and my natural project management style. Most importantly, it showed others I was open to new opportunities, which led to my new role.

Highlights include:

The Email Detox

Raised awareness about the carbon impact of email, encouraged staff to turn off unnecessary notifications, and promoted concise, productive communication.

Team Greenify

Audited the Talent Academy sessions to reduce their footprint, including improvements in catering and travel, and collaborated with partners on carbon offsetting.

Waste Reduction

Investigated waste practices in our Stockport office, surveyed staff, and introduced a new bin for paper towels to improve segregation.

Green Wardrobe

Set up donation points in our Derby office to collect used clothing for reuse or sustainable recycling via charity partners.

Paperless

Worked with Finance and Recruitment to digitise key processes, including rail refunds and printed interview packs, cutting down unnecessary paper use.

People at the heart

Talent & career showcase

The talent & career showcase gives the Clarity team greater visibility and insight into roles across the business, supporting career development and internal progression. It's an opportunity for employees to connect with colleagues from other areas and discover potential talent to unlock!

180

attendees (across
all sessions)

68

virtual and face-to-
face sessions held

47

area
representatives

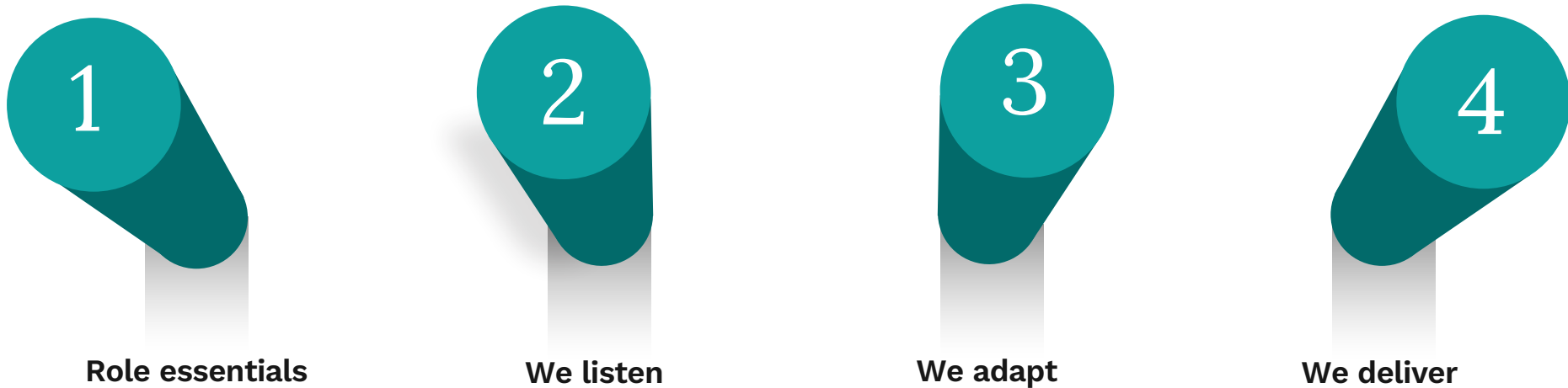
Elevate

At Clarity, we believe that if you're a people manager, you're also a leader. And great leadership starts with self-awareness. To bring out the best in others, we must first understand our own leadership style and the value we bring.

That's why we're committed to developing not just great managers, but exceptional leaders in the business travel industry. Our Elevate Leadership & Management Development Programme equips people managers with the theory, practical skills, and reflective practice needed to thrive by providing them with 22 short courses, covering four pillars.

Insights Discovery is at the heart of Elevate, providing a common language and self-awareness tool that runs throughout the programme. From soft skills and leadership development to hands-on training in HR policies and procedures, Elevate offers a comprehensive, practical, and engaging learning journey for our management team.

The programme covers four key pillars:



Apprenticeships

At Clarity, apprenticeships are more than just training - they're a vital part of our growth and future success. We've expanded our programme because we believe apprentices play a key role in shaping our journey. Our pathways span from Level 2 (GCSE equivalent) to Level 7 (Master's degree), offering opportunities at every stage of development.

90+

apprenticeships
available

75

apprentices
recruited since 2014



Kirsty Given
Director of Corporate
Responsibility &
Sustainability, Clarity

Having left education over 20 years ago, I never imagined I'd have the chance to 'go back to school' while continuing to work. Thanks to Clarity's support, I'm able to grow and develop alongside my day job - an opportunity I'm incredibly grateful for. The course is directly relevant to my role, allowing me to apply and practice what I learn every day. There's truly no better way to grow.



Internal audit team

In 2024, we expanded our internal audit team. It now includes a mix of employees who carry out audits as part of their core role, alongside others who support our ISO accreditations in addition to their day jobs. All team members are trained, with some holding external qualifications across a range of ISO standards.

This approach not only strengthens our audit readiness but also helps employees develop valuable new skills. We're supported by an in-house lead auditor who trains and mentors the team, and we currently have qualified internal auditors for ISO 9001, 27001, 14001 and 45001.



Carole Brown
Service Optimisation
Manager, Clarity

I'm naturally curious and enjoy asking questions - it helps me understand different areas of the business. I love seeing how we're improving and continuously reviewing our processes to find better ways of working.

Educating others on ISO best practices - like keeping process documents up to date and accessible - adds real value. I'm passionate about people, and I believe that clear, supportive processes empower teams to do their jobs well. That creates a happier, more efficient workplace.



internal auditors

Recruitment & retention

At Clarity, attracting the right talent is key to our success – and we do it all in-house. Led by Group Head of Talent Acquisition Rachel Bamford, our expert team brings over 20 years of combined recruitment experience.

With clear policies on internal promotion, sourcing, and interview processes, we’re committed to finding and developing the best people for the job.

The Restart Scheme

Clarity is proud to be part of the Restart Scheme, having hired five successful candidates in 2024.

The scheme supports individuals who have been out of work long-term, offering a wide range of services including skills training, CV and interview preparation, financial assistance, online tools, and health and wellbeing support.

2024 statistics

No. of referrals from Restart Scheme	22
No. of pre-screen interviews offered from Restart applications	17
No. of successful candidates from Restart Scheme	5
Reasonable adjustments or accommodations offered to all applicants	✓

Clarity attrition rate vs. industry

The UK’s average employee turnover rate is 16.8%, but the hospitality and travel sector experiences higher attrition, averaging 37.6%.

Clarity is proud to have an attrition rate of only 16.29%.

20
years combined
recruitment experience

5
members of the
Restart Scheme in 2024

100%
of applicants offered
reasonable adjustments

58
internal promotions

Employee benefits

At Clarity, we don't just want to hire the best talent - we want to make their experience the best it can be. We know that when people feel valued and appreciated, they enjoy their work and stay motivated to do it well.

That's why every employee has access to the following benefits:

- Birthday bonus day – Your birthday off
- Paid volunteering day – An opportunity to support local communities
- Company funded social events
- Generous holiday entitlement
- Cycle2Work scheme
- Free flu jabs
- Referral scheme with £1000 payment for successful referrals
- Travel season ticket loans
- Discounted sporting events and tickets
- Incentive trips, competitions and prizes
- Company sick pay
- Wellbeing support – Includes Employee Assistance Programme
- Long Service Award and Recognition
- Tastecard/Dining card – Discounted eating out membership
- Discounted staff travel – Airlines and hotels
- Familiarisation (FAM) trips - A sample of what our suppliers can offer
- Hybrid and homeworking opportunities
- Free eyecare tests
- Life insurance cover
- Electric car scheme
- Company pension scheme
- Career progression
- Family friendly policies
- Reframe Cancer Support services
- Health Cash Plan



Spotlight on

As part of our wellbeing benefit offering, we've partnered with Reframe Cancer, the experts in workplace cancer support. Reframe Cancer's support service provides critical assistance if you are concerned about cancer or diagnosed with cancer. Their Cancer Nurses and Support Managers can support you from pre-diagnosis to post-treatment.

Diversity, equity, inclusion & belonging

In employee experience

At Clarity, we're committed to creating an inclusive, respectful workplace where everyone feels valued - regardless of background, experience, or perspective.

We ensure equal opportunities for growth and success, and take a firm stance against bullying, harassment, and all forms of discrimination, including biases related to disability, long-term illness, or neurodiversity.

Our commitment includes:

- **Mandatory Diversity & Inclusion training for all employees**
- **Ongoing training and development to support individual growth**
- **Clear, confidential processes for raising concerns - backed by our 2024 Dignity at Work Policy**
- **Zero tolerance for retaliation when concerns are raised**

In 2024, we also introduced enhanced family-friendly policies covering maternity, adoption, paternity, and parental leave - as well as risk assessments and return-to-work plans for new mothers. These policies ensure carers across our business have the flexibility and support they need to balance work and family life.

In Pay

The gender pay gap is defined as the difference in average earnings between men and women over a standard period of time, regardless of role or seniority. This is determined through six calculations that highlight the gap in average pay across our organisation.

The figures must be based on a 'snapshot' date of 5 April each year, with organisations required to publish their report within 12 months of that date. This report therefore analyses data as of 5 April 2024.

Whole company % gender split

Year	% Male	% Female
2022	31.06%	68.94%
2023	31.28%	68.72%
2024 (Clarity)	32.57%	67.43%
2024 (Agiito)	29.60%	70.40%

For the full report click [here](#)

Gender pay reporting

The mean gender pay gap is the difference between the average hourly pay of men and women.

The median gender pay gap is the difference between the midpoints in the ranges of men's and women's hourly pay. The median represents the middle point of a population. If you lined up all the women and all the men in a company separately in order of hourly pay, the median pay gap is the difference between the pay of the woman in the middle and the man in the middle.

Year	2022	2023	2024 Clarity	2024 Agiito
Mean gender pay gap	29.60%	22.90%	20.1%	24.6%
Median gender pay gap	15.70%	8.40%	-0.6%	11.9%
Mean bonus pay gap	51.90%	65.40%	63.5%	47.8%
Median bonus pay gap	37.70%	45.60%	32.3%	77.7%
Proportion male receiving bonus	30.60%	80.50%	85.1%	28.2%
Proportion female receiving bonus	44.60%	87.70%	90.1%	18.2%



People at the heart

In recruitment

Our responsible recruitment practices ensure fair, inclusive, and bias-free hiring:

Structured interviews – Standardised questions and scoring to assess all candidates fairly on skills and competencies.

Hiring manager training – Ongoing training on unconscious bias and inclusive decision-making.

Diverse sourcing – Active outreach via varied job boards, partnerships, and targeted strategies to attract a broad talent pool.

Monitoring & feedback – Regular review of outcomes and candidate feedback to continuously improve fairness (note: no formal audits currently).

Data tracking – We monitor recruitment data where possible to identify trends and track DE&I progress, supported by our new ATS's enhanced reporting.

Inclusive candidate experience – We ensure an accessible process, offering reasonable adjustments and promoting fairness at every stage.

External benchmarking – We stay aligned with industry DE&I best practices.

Continuous improvement – We regularly review and refine our approach to uphold fairness, inclusivity, and transparency.

Disability Confident Employer

A Disability Confident Employer is one that has made a commitment to providing equal opportunities to people with disabilities. It also means that they are part of the Disability Confident Scheme, a government-backed initiative in the UK aiming to promote workplace inclusivity.



Health, safety and wellbeing

Health, safety & wellbeing is a top priority for the business to ensure the happiness of all our people.

Wellbeing

Mental health at work commitment made	✓
Mental health at work action plan	✓
Mental health at work action plan progress	✓
3rd party free mental health & wellbeing support in place	✓
3rd party traveller assistance in place	✓
Free eye tests provided	✓
Mid-year reviews with documented wellbeing check in	✓
End-of-year reviews with documented wellbeing check in	✓

Wellbeing

Mental Health First Aiders	15
Total no. of Healthy Space team	23
No. of dedicated wellbeing activities	24

We couldn't be prouder of our Healthy Space Team and Mental Health First Aiders.

Made up of passionate individuals from across the business, the Healthy Space Team champions mental and physical wellbeing. They run monthly online stretch and move sessions, keep our Healthy Space Hub updated with useful resources, and are always there for an informal chat.



Sarah Higginson
Account Manager
Clarity

I've been a Mental Health First Aider since 2019 and I am proud to sit within the Clarity Health Space Team. Clarity take staff wellbeing very seriously and we pride ourselves on our activity together, alongside our community team of charity supporters and volunteers. There are 20 HS members across all departments and we meet twice a month for themed discussions on subjects from family matters of fostering, adoption and fertility to bereavement and menopause or simply getting through grey days.

All the team are available for any staff to reach for support and we stress the message that its OK to not be OK.

We are supported by Care First experts and guidance and all staff have access to a Employee assistance app too.

Health, safety and wellbeing

Our talented team produces its own newsletter - Mind Matters - with the first edition, focused on Happiness, published in 2024. The content is available to all employees and shared on our intranet, alongside a range of helpful resources.

The Healthy Space Team also hosts regular Time2Talk sessions, each centred on a specific topic. These sessions provide a safe space for colleagues to talk openly and share personal experiences and coping strategies. Topics in 2024 included the menopause, bereavement, and men's mental health.

To support everyone, all staff have access to our confidential Employee Assistance Programme, available 24/7, 365 days a year.

In 2024, we launched our first Mental Health Policy, reinforcing our commitment to creating a workplace free from discrimination, bullying, and harassment. We aim to raise awareness, reduce stigma around mental health issues like depression and anxiety, and provide supportive initiatives. Our managers are trained to foster a respectful environment where open conversations about mental health are encouraged - without fear of judgement.

Mental Health at Work Commitment

Signed by more than 3000 UK employers, the Mental Health at Work Commitment is a simple framework. It's based on the Thriving at Work standards, pulling from the pledges and standards that are already out there, using up-to-date research, from UK employers and mental health experts.

Clarity is proud to have made this commitment in 2024 and look forward to implementing our action plan in 2025 and beyond.

Spotlight on wellbeing: Olympic Challenge 2024

As the Olympics landed in Paris, France, the unusually sunny UK saw the Clarity team getting active in a friendly competition of their own.

The Seine-sational challenge had the team running, cycling, kickboxing, yoga-ing, walking, and swimming - all in a bid to rack up the most points!

This framework sets out 6 clear standards based on what best practice has shown is needed to make a difference:

Standard 1

Prioritise mental health in the workplace by developing and delivering a systematic programme of activity.

Standard 2

Proactively ensure work design and organisational culture drive positive mental health outcomes.

Standard 3

Promote an open culture around mental health.

Standard 4

Increase organisational confidence and capability.

Standard 5

Provide mental health tools and support.

Standard 6

Increase transparency and accountability through internal and external reporting.

Safety

The safety of our people is paramount - whether that's staff, suppliers, visitors, or customers.

As a service provider and office-based organisation, we're considered low risk, but we have dedicated processes in place to ensure everyone's wellbeing. When our people travel, they're supported by traveller assistance and covered by comprehensive business travel insurance.

- ☒ All offices are risk assessed
- ☒ All offices have trained first aiders and fire marshals
- ☒ We have DSE qualified assessors in-house
- ☒ We have dedicated resource within the business who look after health & safety
- ☒ We have a trained health & safety internal auditor to ISO 45001 and are in the process of adopting the standard
- ☒ Accident, near miss and risk reporting procedure

Insurance

As a business, we maintain a number of insurances:

- Public liability
- Employers' liability
- Public and products liability
- Professional Indemnity
- Property and Business Interruption
- Cyber
- Tour Operator's Liability

Statistics

In 2024

No. of reported RIDDOR risks	Non reported
No. of accident reported	5 reported
No. of near misses reported	Non reported
No. of risks reported	Non reported

Engagement

Internal engagement	2024
Employee Pulse survey - eNPS score	+54
Exec Q&A sessions	11
Monthly People Manager calls	12
Customer NPS	+80
No. of business communications sent (internal)	173
Internal awards - nominations	87
Internal awards - achieved	59

At Clarity, we want every employee to feel empowered and part of our journey.

Our monthly Exec Q&A's see different members of the leadership team share updates on key topics, with plenty of time for employee questions. For managers, dedicated monthly calls go deeper - equipping them with the latest business insights and tools to cascade key messages to their teams.

We're passionate about making Clarity the best place to work. Quarterly pulse surveys give every employee the chance to share honest feedback. In 2024, we smashed our employee Net Promoter Score target of 30+, finishing the year at +54!

Internal awards

Frequent check-ins and clear objectives help employees discuss performance and goals year-round. And through our Shining Star Awards, announced at our 2024 company conference, we celebrate individuals and teams who embody our values and drive our success.

Winners received a well-deserved trip to Toronto, Canada - hosted by Steve Riley, our Executive Director – Operations and former Toronto resident, alongside partners Kevin Rogers (Air Canada) and Jane Beeley (United Airlines). From touchdown to take-off, it was a curated, awe-inspiring experience designed to forge lasting connections.

What's next? Even more impact!



In 2025, we're excited to launch the IMPACT Awards - a refreshed recognition scheme that celebrates the people and principles at the heart of how we work. Held quarterly, winners will go forward to our annual awards at the company conference.

Recognition in 2024



CN 30underThirty

Olivia Taylor



ITM Conference Awards

Travel Buyer of
the Year - Sarah-Jayne
Holley (JLP)



ITM Achievement Awards

Programme
Achievement (Individual)
- Jake Lawley



ITM Achievement Awards

Service
Excellence (Individual)
- Sarah Higginson



The Business Travel People Awards

Buyer of the Year
- Sarah-Jayne Holley
(JLP)



The Business Travel People Awards

TMC Above and Beyond
(Individual) - Donna
Fitzgerald



The Business Travel People Awards

Rising Star - Jake Lawley



The Business Travel People Awards

Meetings & Events Team
of the Year - Brighter



The Business Travel People Awards

People Manager of the
Year - Chris Lawn
(Highly Commended)



C&IT Agency A-List

Hannah Stones (Brighter)



miaList

Events & Operations
Team of the Year
- Brighter



miaList

Individual Award -
Jo Lake

6th

BTN Leading
UK TMCs

10th

BTN Leading
European TMCs

Responsible business - Connecting with communities

Charity

Community at Clarity is about how we build strong bonds internally within our own business community but also how we engage with the communities around us. In giving back and being ‘good citizens’ we have the potential to make a powerful lasting impact.

Community & Charity	Target	2024
Charity partnership - total fundraising	£100,000	£83,423 (since 2017)
Charity partnership - fundraising YTD	£10,000	£10,531

We are proud to say that Macmillan Cancer Support is our official charity partner, and together, we’ve set an ambitious fundraising goal of £100,000 by July 2026.

Macmillan is a leading UK charity that provides essential support to people affected by cancer, offering services such as financial aid, emotional support, and specialist care. This partnership is close to our hearts, as we aim to make a meaningful contribution to Macmillan’s vital work in supporting individuals affected by cancer.

Through various fundraising initiatives, employee engagement, and corporate donations, we are committed to reaching this target and providing much-needed support to those facing cancer across the UK.

[Check out our progress here](#)

£100,000

fundraising goal
by July 2026



Have a look at what we've been up to in 2024...

Mighty Hike – Ben Nevis by night

Eight adventurous colleagues from our East Kilbride office tackled an 8-hour, 15km night hike to the summit of Ben Nevis, climbing 1,300m and raising an incredible £2,400 for Macmillan.

Macmillan Coffee Morning

In September, teams across three offices came together for Macmillan's World's Biggest Coffee Morning. Our star bakers – and snackers – raised £786.35 while enjoying some well-deserved breaks during Happiness at Work Week.

Christmas raffle

Our festive favourite, Clarity's 10 Days of Christmas, returned with a virtual raffle supported by generous suppliers. In 2024, we raised £2,200, with fantastic prizes bringing extra holiday cheer.

Charity bike ride – Vietnam to Cambodia

Dawn Bellman from Evolvi cycled 85km a day over five days, from Ho Chi Minh to Angkor Wat, raising £1,500 for Blood Cancer UK. An incredible achievement in support of a vital cause.

£83,423

raised for Macmillan Cancer Support

MACMILLAN CANCER SUPPORT

What's the impact?

- Paid for a Macmillan Support Worker for over 2 years, helping people living with cancer and their families receive the support they need.
- Run Macmillan's Online Community forum for 4 and a half months, reach and providing, on average, 231,532 people with a space to give emotional and practical support to each other on anything to do with cancer.



Making a difference, one community day at a time...

We rolled out our Volunteering Policy in January 2024 to give every team member one day a year to support a cause close to their heart - and they've been putting it to great use!

Cooking up community at YMCA Derbyshire

We swapped laptops for ladles at YMCA Derbyshire's Community Meal, serving baked potatoes and good conversation: "It was eye-opening and enjoyable... I left feeling accomplished and more aware of the vital work YMCA does."

Willow Wood Hospice volunteering

The team got their hands dirty restoring a community garden at Willow Wood Hospice with Village Hotels. To keep the impact going, Clarity donated £1,000 in gardening equipment and furniture.

One Global Conference – Giving back in South Africa

At the 2024 One Global Conference in Boschendal, delegates dedicated a day to volunteering at a local school - gardening, painting, and supporting with a shared lunch for pupils. £4,000 was raised on the day, with a further £4,000 from a fundraising auction.

Helping paws at Just for Dogs

The animal lovers amongst us got stuck in at Just for Dogs in Ashbourne - cleaning kennels, washing yards, and playing with pups awaiting adoption. It's a regular Clarity favourite, and the wagging tails say it all.

#Strongtogether

working with our wonderful partners and the community

Sprucing up for Sparks Project

Some of our recruitment team joined Sparks Project in Scarborough to help paint and prep their new premises. Supporting a charity that offers crisis relief, debt support, and suicide prevention made the day especially meaningful.

Building shelters with Sleep Pod

At a hands-on charity day hosted by GOTO, our teams completed fun challenges to earn materials before assembling emergency sleep pods - compact shelters that provide vital protection for people experiencing homelessness. A little competition, a lot of impact.

Teaming up with East Midlands Rail

In May, we got our hands dirty alongside East Midlands Rail during Community Rail Week, helping to brighten up Duffield station with flower planting, painting, and maintenance.

Fighting food waste with The Felix Project

We teamed up with Lime Venues to support The Felix Project in London. Together, we helped pack 4,500 nutritious meals, keeping good food out of landfill and getting it to people who need it most.

Giving back to the local community with Village Hotels

The team were proud to roll up their sleeves alongside our partners at Village Hotels for a day of volunteering at Emmanuel House in Nottingham. Emmanuel House is an incredible independent charity providing vital support to people facing homelessness.

Making a difference, one community day at a time...

18

charities supported

7.6%

of the business
have volunteered

67

volunteer days taken
across the business
in 2024

373

hours donated - 319.5
on social projects, 53.5
on environmental

£6,923

equivalent of hours
donated



Nurturing future talent

Burton and South Derbyshire College

Clarity recognises the importance of nurturing future talent in our local areas, showcasing what our industry does and building strong links with the local community.

Our Derby office has an ongoing relationship with Burton and South Derbyshire College where we host sessions with students on a variety of topics to get them inspired by business travel.

Our Learning and Development guru Emily hosted a session with Level 3 students in our Derby office to explore the different sectors of the industry, Clarity's history, hotels, flights, and many more to support them in their assignment.

Kirsty, our Director of Sustainability and Corporate Responsibility visited the college to showcase sustainability within the industry and her role at Clarity. The students even calculated their carbon footprint of getting to college that day!

Marie Toone
Course Leader
Travel and Tourism,
Burton and South
Derbyshire College

I just want to say a huge thank you for supporting our college this year. Our awarding body, wrote in their report, how amazing, your support was with our learners and what a great industry link to have.

United Academy92

We have an ongoing partnership with United Academy92, through which we actively support their students' career development and exposure to the professional world.

University Academy 92 (UA92) was founded by Gary Neville and the Class of 92, who were inspired by the teachings of Sir Alex Ferguson. Driven by a desire to give back and create opportunities for young people, they partnered with Lancaster University and a line up of exciting industry partners to establish a different kind of higher education institution.

Key activities:

- **Insight weeks:** We host structured insight weeks that provide students with hands-on experience, exposure to different business functions, and networking opportunities with professionals across our organisation.
- **Career fairs:** We regularly participate in their career fairs, offering guidance, sharing job opportunities, and engaging with students to help them understand potential career paths.
- **Additional engagements:** Our team also supports Academy92 through guest speaking, mentoring sessions, and tailored workshops focused on employability skills and industry insights.

These initiatives reflect our commitment to responsible business practices by investing in education, supporting social mobility, and helping young people transition into meaningful employment.

Responsible business - Ethical business

Supply chain

In 2024, we began developing a Supplier Code of Conduct, which will be officially launched in 2025, to establish clear expectations for all our travel suppliers regarding their Environmental, Social, and Governance (ESG) commitments.

The Code outlines our standards for sustainability, ethical practices, and social responsibility - ensuring that our suppliers align with our values and contribute to a more sustainable future for business travel.

As part of our phased approach, Phase 2 will extend the Code to include all our contracted overhead suppliers, further embedding ESG principles across our entire supply chain. This initiative underscores our ongoing commitment to driving positive change and fostering responsible business practices throughout our operations.

We recognise that, as part of the travel industry, supply chain engagement is essential to operating responsibly - not just within our own business, but across the entire ecosystem. The travel supply chain is deeply interconnected, and the actions of our partners play a critical role in achieving our sustainability goals.

By collaborating with our suppliers to promote ethical conduct, environmental stewardship, and social responsibility, we aim to create a ripple effect - encouraging responsible practices at every stage of the supply chain. This holistic approach ensures our sustainability commitments are embedded not just within our organisation, but across the broader industry.

To view in full click [here](#)

Human rights & modern slavery

In 2024, we launched a human rights policy aligned with the UN International Bill of Human Rights, reinforcing our commitment to fair treatment, equality, and ethical labour practices across our operations and supply chain. The policy was communicated to all employees at the parent company level to foster awareness and a shared sense of responsibility.

That same year, we conducted an in-depth impact assessment at Portman Travel Group to evaluate our operations in relation to modern slavery. This helped us identify potential risks and reaffirm our high ethical standards. We're proud to confirm that we do not use zero-hour contracts, and we maintain fair recruitment practices at all levels of the business.

All supplier contracts include robust clauses addressing modern slavery, and our new Supplier Code of Conduct further strengthens our commitment to ethical sourcing and responsible supply chain practices.

We're also committed to fair pay and proud to pay all staff the real Living Wage or above, with monthly wage reporting to ensure compliance. We recognise the right to freedom of association and collective bargaining. While no active trade unions or agreements are currently in place, all employees are fully empowered to exercise this right if they wish.

To view in full click [here](#)

Whistleblowing

Whistleblowing is when someone reports suspected wrongdoing within the company to their employer or the relevant authority.

At Clarity, we're committed to fostering an open culture where employees feel safe to speak up. Honest and effective communication is essential to identifying and addressing malpractice.

We have a clear and robust whistleblowing procedure in place, aligned with the Public Interest Disclosure Act 1998, to ensure all concerns are taken seriously and addressed fairly, transparently, and promptly.

When a disclosure is made, our response team assembles within 24 hours, either in person or via Teams, to assess the issue and determine the appropriate action.

Employees also have access to a confidential Independent Whistleblowing Helpline, provided by Protect, a trusted whistleblowing charity. Concerns can be reported confidentially by calling 020 3117 2520, ensuring that every voice is heard and respected.

Financial conduct

At Clarity, we maintain a series of policies around Financial Conduct to ensure all employees are operating in an ethical manner.

We maintain:

- Anti Bribery and Corruption Policy
- Business Conduct Policy
- Gift and Hospitality Standard
- Whistleblowing Policy and Procedure

In addition, employees under-go mandatory online Financial Crime training to raise awareness of what to look at for within the business and beyond.

[View Portman Travel Group's Tax Strategy here](#)

Financial control

The financial reporting, processes and controls are subject to continuous independent review at all stages of the financial year.

External auditing partners perform audits and reviews each quarter-end and year-end, providing assurance over all aspects of financial control and reporting. Internal auditing providers complement external audit procedures, and perform additional assessments of processes, internal systems, and policy to ensure the business maintains a robust control environment.



0

whistleblowing
disclosures in 2024

0

corruption incidents
in 2024

Ethical business

Information security & data privacy

At Clarity, protecting customer and employee data is a top priority. We take a proactive approach to information security, with robust systems, policies, and procedures in place to safeguard sensitive information across all areas of our business.

We're proud to be ISO 27001 certified, reflecting our commitment to the highest standards of information security through an internationally recognised framework. All employees complete mandatory training on ISO 27001 and data protection to raise awareness and ensure everyone is engaged in maintaining our standards.

We maintain a central technology and data security risk register in line with ISO guidelines. Risks are RAG-rated and assessed against the CIA triad, with controls and residual risks calculated accordingly. Registers are reviewed at least quarterly, with any critical risks escalated to the executive team.

[View our privacy policy here](#)

ISO27001 **ISO27701**
certified certified

Governance Risk Compliance structure

As part of Portman Travel Group we established a GRC framework in 2024 that report into the groups executive team. The GRC is still maturing as we align the risk culture across the wider group.

The purpose of the committees is to identify and manage risks related to their specialism. By engaging with stakeholders across the group, each committee ensures risk mitigation and promotes risk reduction activities.

The GRC committees that are already established are:

- Environmental Sustainability
- Financial Control & Legal Compliance
- Security & Resilience
- People & Social Value



Confident conversations

Training around responsible business

Our Account Management and Sales teams took a deep dive into sustainability in October during a series of training sessions across Derby, Manchester, and London.

Led by sustainability experts Sam Cande and Muryel Boulay at Greengage Solutions, these sessions weren't just about the basics - they were designed to turn our team into sustainability champions! With a focus on climate change, the environmental impact of the travel industry, and ESG (Environmental, Social, and Governance) terminology, the training empowered our teams to drive our sustainability journey towards net zero, while also helping customers reach their own green goals

As part of our Learning and Development, we ensure that online mandatory training is undertaken by all employees on crucial topics such as Financial Crime, Data Protection and Modern Slavery. In 2024, we decided to add sustainability to that list.

The Corporate Responsibility team designed a course for Clarity's Learning Managing System that covered the basics of sustainability, climate change and social value to increase awareness internally. The training also included a whistle stop tour of our carbon footprint and the reduction strategies we have in place.

Our aim is to keep the sustainability conversation going across the business and to confidently engage with our customers about it.



Klaudia Dickens
Account Manager
Clarity

With this new knowledge, I'm more equipped to make sustainable choices, both in my personal and professional life. Understanding how sustainability influences business decisions helps me align better with our company's goals and initiatives. This knowledge also prepares me to advise customers on sustainability and offer solutions that meet both their business objectives and environmental goals.



Ed Reece
Senior Account
Manager, Clarity

It was a fascinating day learning about all the different components that make up both company & industry sustainability initiatives. The big thing – do your research and don't take everything at face value.

Supporting our customers - Knowledge Exchange

In October 2024, we hosted our first ever Knowledge Exchange specialising in sustainability. Clarity's Knowledge Exchanges provide a calendar of virtual and in-person events where customers can learn from our experts and each other on hot topics in the travel industry.

This particular session was attended by 60 professionals including travel managers and representatives from Sustainability, Risk Management and CSR teams. Our experts spoke about Clarity's sustainability strategy and roadmap, customer best practice and sustainable solutions. We conducted live polls to steer the content, finding that the majority of our customers wanted to implement carbon budgets and were already reporting scopes 1 and 2. Only 10% had implemented carbon budgets, and just 13% were reporting all scopes across all categories.

In 2025 and beyond, we are setting up a new Sustainability Network Group based on interest generated from the ESG Knowledge Exchange. Its purpose? To bring together a network of valued key stakeholders to share experiences, challenges and successes creating discussion on sustainability topics. To introduce our expert connections to our customers and highlight the benefits available. To engage with our customers on future sustainability requirements and solutions.



Zoe Booth
Net Zero
Adviser, UK
Centre for
Ecology &
Hydrology

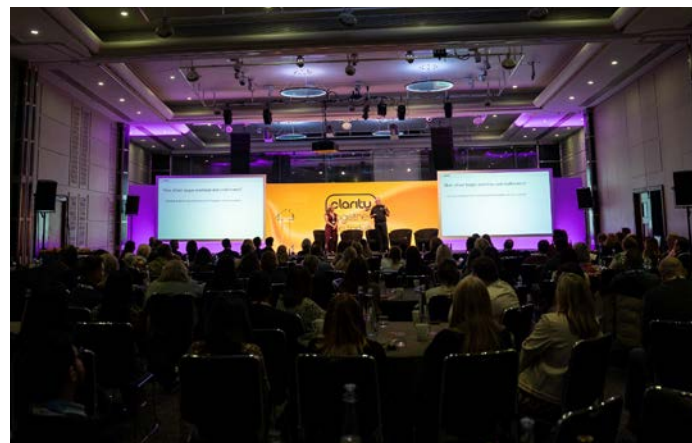
It's been great to see Clarity's proactive engagement with customers like us through the Sustainability Knowledge Exchange. By openly discussing progress to date and future aspirations, Clarity has provided us with a clearer understanding of its commitment to sustainability. We look forward to being a part of Clarity's journey, through its ESG working group, to help advance travel data analytics which we use for our own environmental reporting, informing internal policies and making informed decisions that will drive us towards our Net Zero targets.

Customer conference 2024

The Together We Thrive 2024 customer conference took place in November at the stunning Leonardo St Pauls Hotel in London. Together customers, partners and teams from Clarity and Brighter explored the trends, tools and strategies shaping the future of business travel, meetings and events.

Key highlights were:

- Engaging sessions and lively discussions covering key industry topics and trends, including sustainability, costs, and budgets.
- Key findings from our latest customer survey presented by our Executive Director, revealing only 5% of travel managers prioritise sustainability, with most focused on reporting (78%) over action (22%).
- Showcasing Clarity's innovative technology solutions: ClarityGo, our intuitive corporate booking tool, and MeetingsPro, our advanced meetings management platform.



**In 2024, we had 12
representatives across 15
industries bodies.**

Engaging with the industry

At Clarity, we're proud to have a number of incredible people from across the business that represent us on a variety of industry panels and boards, helping to influence positive change for our ever-growing industry. Take a look at some of the work we've been doing:

Generation BTA

The Board engages the next generation of business travel talent, bringing fresh, diverse perspectives to help the industry thrive by better reflecting its people's views and needs.

Working in groups, the Board evaluates how the BTA and industry appeal to a broader demographic and drives positive change from within.

Highlights include:

- Launched social media videos featuring TMC voices to raise industry awareness
- Created a slide to help new employees understand the BTA's purpose
- Designed/hosted the BTA Generation Event for early-career professionals

Our current focus areas:

- Promoting business travel as a rewarding career
- Expanding and strengthening the BTA network
- Enhancing communications and PR

Planet Plan Council

The Planet Plan Council is a pioneering initiative driving sustainable progress in the travel industry. Rather than overwhelming organisations with sweeping changes, the council promotes practical, manageable steps suitable for businesses of all sizes.

Focusing on five key sustainability areas, the council offers clear pathways for members, partners, and buyers to take meaningful action - making sustainability both accessible and achievable across the travel ecosystem.

Clarity's Kirsty Given, Director of Corporate Responsibility and Sustainability, is leading on the Charter: developing clear guidelines and commitments for sustainable business practices.



beam

beam is one of the UK's leading associations with its roots firmly based in business events, accommodation and meetings. Their values are built around our four pillars – resilience, innovation, ethics and quality.



Lindsey James
Head of Partner
Management
Clarity

As a beam member, I represent Clarity at forums and events focused on best practices, insights, and industry challenges. I've been an active member (formerly HBAA) for over 17 years.

beam





GENERATION
BTA
— ADVISORY —
BOARD

It's a real honour - and a genuine joy - to collaborate with like-minded people from other TMCs and different roles who share the same passion. Knowing we're working together for the greater good of the industry, and shining a light on what's often a 'hidden' part of the travel world for those looking to get in, is something I truly love being part of.

Neil Wainwright-Farrar
Head of Learning & Development, Clarity



Sustainable solutions

ClarityGo

ClarityGo is our proprietary online booking platform, built in-house using the latest cloud-based technology and launched in 2024 after three years of development.

It empowers users to make more sustainable travel choices by displaying CO₂ emissions at the point of sale, highlighting potential savings when switching to rail, and offering electric vehicle options.

ECOsmart

In December 2024, we launched ECOsmart - a green booking and sustainability certification programme from Greengage. Soon to be integrated into ClarityGo and MeetingsPro, the ECOsmart API will highlight independently audited, corporate-ready venues rated Bronze to Platinum. Bookers will be able to easily identify certified properties via digital badges, making informed, sustainable choices without extra research.

Read all about it [here](#)

MeetingsPro

Our MeetingsPro technology lets meeting planners search, book, and manage meetings, conferences, and group accommodation - all in one place. Planners can identify green-accredited venues and access CO₂ emissions reports via a powerful dashboard. With TravelTime API integration, walking times are highlighted to encourage more sustainable travel choices.

ClarityInsights

ClarityInsights helps customers to turn data into sustainable action. By highlighting carbon hotspots, tracking emissions by traveller routes and helping customers to identify trends, our powerful reporting suite makes it easier to reduce environmental impact without compromising on productivity.

Whether customers are shaping policy or reporting progress, ClarityInsights offers the visibility and confidence to hit sustainability goals.

Thrust Carbon

Clarity partners with Thrust Carbon to display CO₂ emissions at the point of sale for travel bookings. Emissions data is sourced from academic research, government publications, and Thrust's own analysis - excluding figures from emitters, which often underreport. Instead, Thrust uses raw data (like fuel burn) to apply more accurate multipliers, including radiative forcing and localised factors.

Sustainability consultancy

As a trusted corporate travel partner, Clarity helps clients make more sustainable choices through expert consultancy, particularly during Quarterly Business Reviews.

We focus on actionable changes, like encouraging a modal shift from air to rail, to reduce Category 6 emissions under the Greenhouse Gas Protocol. With data insights and sustainable options embedded in our tools, we support measurable progress toward net-zero targets.

Sustainable events

In November 2023, Brighter achieved ISO 20121 certification for sustainable meetings and events. All Events Team members completed sustainability training, improving compliance, risk management, and delivery. Roles for staff, suppliers, and contractors were redefined to align with the standard. We've embedded a culture of "reduce, re-use, recycle," ensuring our Event Managers minimise environmental impact while enabling better sustainability reporting to support clients' goals.

So, what can this look like?

- Carefully curated CSR activities
- Purchasing with purpose and longevity
- Supporting local suppliers
- Carbon Footprint calculation
- Zero use plastics and repurposed materials
- More sustainable catering – for example, locally sourced seasonal food
- Electric vehicle transfer options
- Offsetting
- Accessibility
- Quiet areas
- Wellbeing activities

Case Study: Understanding what matters: A tailored, sustainable event experience

In September 2024, we delivered a successful sales conference for a leading biopharmaceutical company.

Working collaboratively with a long-standing client, we made impactful choices such as removing beef from the menu in favour of fish and vegetarian options – now, over 50% of our menus are plant-based. We encouraged attendees to bring reusable water bottles, supported by water stations throughout the venue, and eliminated all single-use paper by digitising agendas, menus, and table plans. All staging materials were recycled and the carpet was repurposed for future use.

To accurately measure and offset the event's carbon footprint, we partnered with Trees4Travel. We calculated the total environmental impact and offset it through verified reforestation projects.

The result was a high-impact, low-footprint event that exemplified how sustainability and excellence can go hand in hand.

275
delegates

2,160
meals served

3
day
conference

266
trees
planted

Expert connections

At Clarity, we believe real impact comes from learning from the best. That's why we partner with leading experts to guide our sustainability strategy with accurate data, insights, and consultancy.

Greengage

Founded in 2019, Greengage Solutions is a UK-based sustainability consultancy supporting the travel, hospitality, and events sectors. We've worked with them since 2021 on everything from carbon reduction planning to staff training, helping to embed sustainability into our services.

One standout initiative that we'll have in 2025 is the integration of Greengage's ECOsmart certification into our booking platforms, ClarityGo and MeetingsPro - making it easy for bookers to choose accommodations that meet independently audited sustainability standards, from Bronze to Platinum.

To find out more click [here](#)



Andrew Perolls
CEO, Greengage
Solutions

We are proud to be a trusted partner of Clarity, helping to shape the company's sustainability strategy and collaborating on ways that help Clarity customers reach their own sustainability goals.

Smart Carbon

Smart Carbon is a carbon measurement platform that helps organisations calculate emissions across Scopes 1, 2, and 3 using government-approved and internationally recognised data.

In 2024, Smart Carbon played a key role in helping Clarity re-baseline our 2023 emissions, providing the methodology and tools to ensure accuracy and compliance with standards like the GHG Protocol and SECR.

To find out more click [here](#)

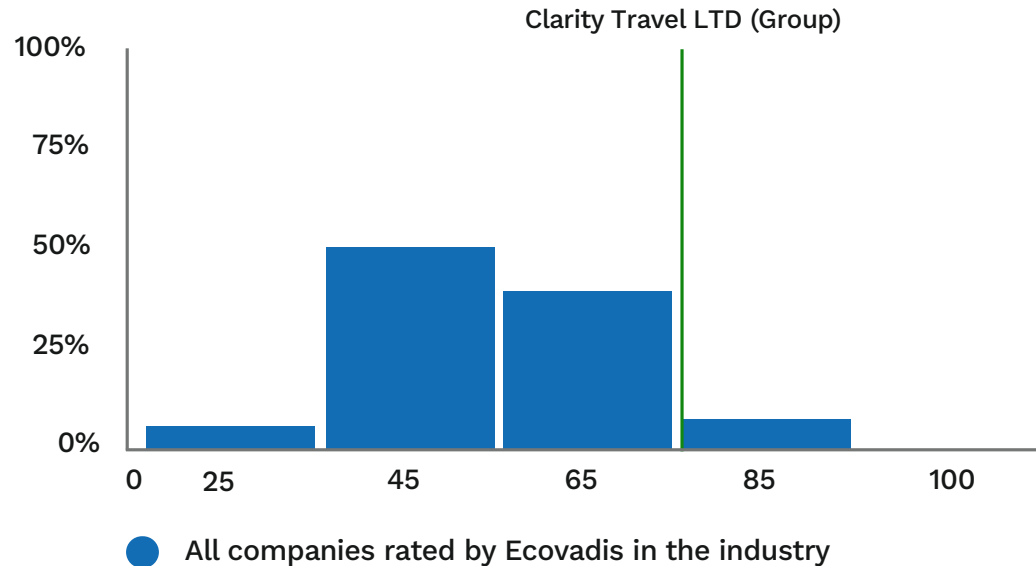


Our Ecovadis scorecard

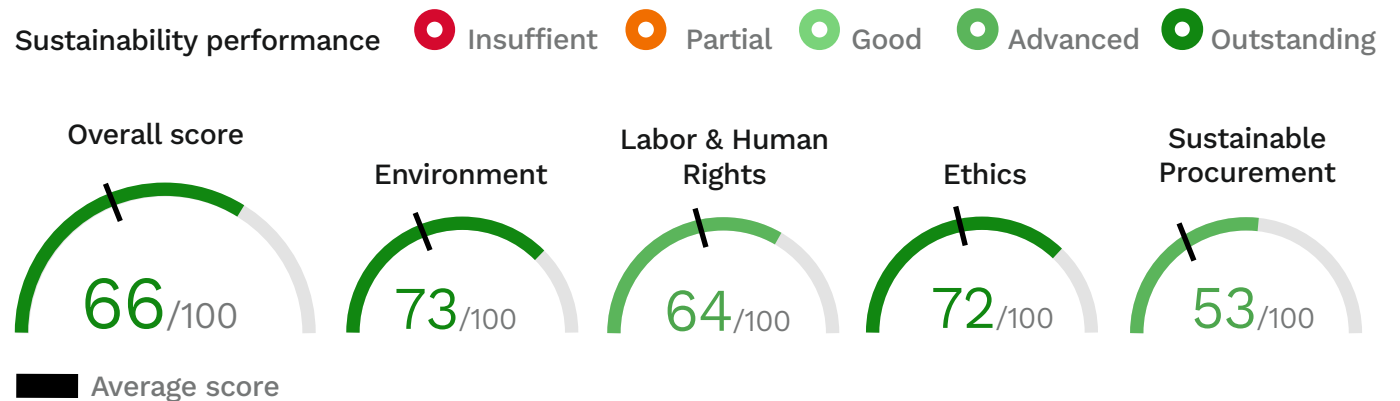
Clarity submitted our first Ecovadis questionnaire in 2021 and since then, we have been implementing action plans to improve across all areas.

Ecovadis is an external sustainability assurance mechanism that provides reliable, globally recognised sustainability ratings and insights, enabling companies to reduce risk and drive improvement.

We currently have achieved a Bronze medal and sit in the 80th percentile of companies. We're proud to share our achievements with our suppliers and customers through Ecovadis.



[Scan here to view our Ecovadis scorecard](#)



Carbon Disclosure Project

What is the Carbon Disclosure Project?

CDP is a global non-profit that runs the world's only independent environmental disclosure system.

CDP scores represent the highest rating an SME can achieve. They play a critical role in helping companies move from transparency to action. The data they collect helps manage increasing risks as a result of climate change, the impacts of more sustainable practices and their effect on business models and returns on investment.

What does our score mean?

The highest SME score in 2024 is an SME B. Clarity Travel was scored on questions relating to Climate, we did not participate in Water or Forest.

Not only does our score inform customers and suppliers of the progress we are making, but it enables us to further develop our climate transition plan and identify gaps.

Our score:

SME B



Our assurance mechanisms

Solution		Status	Date first obtained	Valid until
Ecovadis - Ecovadis is a globally trusted provider of business sustainability ratings with a network of more than 150,000+ rated companies. The sustainability assessment is scored on four key areas: Environment, Labour & Human rights, Ethics and Sustainable Procurement.		Bronze	2021	May 2026
CDP - CDP is a global non-profit that runs the world's only independent environmental disclosure system for companies, capital markets, cities, states and regions to manage their environmental impacts.		SME B	2024	Sept 2025
Sedex - Sedex is a global technology company that specialises in data, insights and professional services to empower supply chain sustainability. They offer a blend of scalable and site-specific capabilities for efficient, in-depth analysis on social and environmental practices globally.		Completed	2024	2025
Energy Savings Opportunity Scheme (ESOS) - ESOS is a mandatory energy assessment scheme for organisations in the UK that meet the qualification criteria.		Compliant	2016	2027
FSQS - FSQS-UK&I is a platform that collects and manages supplier data for the UK and Irish financial markets.		Completed	2024	2025
ISO 14001 Environmental Management - ISO 14001 is the internationally recognised standard for environmental management systems (EMS). It provides a framework for organisations to design and implement an EMS, and continually improve their environmental performance.		Accredited	2005	2025
ISO 50001 Energy Management - ISO 50001 is an international standard that provides a framework for organisations to establish, implement, and maintain an energy management system to improve energy efficiency and reduce environmental impact.		Accredited	2016	2025
ISO 20121 Sustainable Events - ISO 20121 is an international standard that provides a framework for organisations to manage sustainability in event planning and execution, helping to reduce environmental, social, and economic impacts.		Accredited	2025	2026
QSA - PCI DSS Qualified Security Assessors who have independently assessed and certified ClarityGo.		Compliant	2025	2026

Expert connections

Solution		Status	Date first obtained	Valid until
Institute of Customer Service - ServiceMark is a national standard, independently recognising an organisation's commitment to customer service and to upholding high standards as part of a long-term embedded strategy.		Accredited Distinction	2020	2025
Mental Health at Work Commitment - A commitment in line with Mind providing a framework to achieve better mental health outcomes at work.		Committed & action plan in place	2022	On going action plan
Charter for Employers Positive About Mental Health - The Charter for Employers Positive About Mental Health is about recognising employers who are committed to supporting the mental health of their staff.		Committed	2018	2025
Disability Confident Employer - A Disability-confident employer is one that has made a commitment to providing equal opportunities to people with disabilities. It also means that they are part of the Disability Confident Scheme, a government-backed initiative in the UK aiming to promote workplace inclusivity.		Committed	2018	2025
Achilles Network - The Achilles Network is a truly global network, providing supply chain pre-qualification across all industries for businesses of all sizes.		Valid	2008	2026
Achilles UVDB - Achilles UVDB stands for "Achilles Utilities Vendor Database," a pre-qualification system used by the utilities sector in the UK to manage risk within the supply chain and comply with EU regulations.		Valid	2008	2026
Cyber Essentials - Cyber Essentials is a set of standard technical controls organisations should have in place to protect themselves against the most common online security threats.		Accredited	2016	2025
Cyber Essentials Plus - The same protections as Cyber Essentials, but with more rigorous, independent technical testing.		Accredited	2022	2025
ISO 27001 - ISO 27001 is an information security standard. It specifies the requirements for establishing, implementing, maintaining and continually improving an information security management system (ISMS).		Accredited	2016	2028
ISO 27701 - ISO 27701 is an international standard that specifies requirements and provides guidance for establishing, implementing, maintaining, and continuously improving a Privacy Information Management System (PIMS).		Accredited	2025	2028

What's next?

Responsible Business

Combatting climate change

- Improved water measurement capabilities
- Establish a waste baseline for our operational waste
- Implement further energy reduction measures
- Continue to roll out the Octopus EV scheme making road travel less carbon intensive
- Explore ways to safeguard biodiversity and build this into our climate action plan
- Finalise and verify our science-based targets

People at the heart

- Set guiding principles to support our strategy and values
- Launch our IMPACT awards championing internal recognition
- Continue diversity data collection to inform our DEIB strategy
- New recruitment software investment to improve how we find new talent
- Progress action to strengthen our Mental Health at Work Commitment, keeping wellbeing front and centre
- Launch the Accelerate programme, equipping our new and future managers
- Adoption of the ISO45001 standard and embedding a safety culture

Connecting communities

- Continue working towards our £100,000 fundraising target for Macmillan Cancer Support
- For at least 10% of the business to use their community day in 2025 so we can continue to give back and do good
- Build on the education relationships we have today, sharing the benefits of a career in travel, helping to shape the next generation

Ethical business

- Continued rollout of the Supplier Code of Conduct
- Review and revise our mandatory training on Modern Slavery
- Continue to embed good governance principles and mature our GRC
- Supply chain auditing
- Strengthen our internal audit function through external training and qualification

Community & Charity

- Develop Carbon literacy training for internal teams
- Establish the Customer Sustainability Network Group
- Embed the Supplier Code of Conduct through engagement with our suppliers on sustainability topics

Sustainable solutions

- Maximise the carbon measurement and comparison features within our technology
- Increase carbon reporting capabilities within Clarity Insights
- Introduce ECOsmart hotel sustainability certification into ClarityGo and MeetingsPro
- Launch the range of supporting sustainability services via Greengage 360 consulting

Expert connections

We will continue to review the requirements both internally and externally to ensure we connected with the right people at the right time.

We can't wait to share our progress and continue to progress on our Responsible Business journey.



Thank you for reading!

If you would like further information on what Clarity are doing to be responsible business, please reach out and we would be happy to discuss and share.

Get in touch

We listen. We adapt. We deliver. Straightforward business travel.
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