

Sawday's

# Impact report

# 2024-25

Certified



Corporation



We're working for a better way to travel, experience the world and do business.

## Sawday's

Sawday's has spent 30 years finding, visiting and choosing brilliant places to stay across the UK and Europe. We work with independent, small-scale businesses, helping them stand out for their character and creativity in an industry increasingly dominated by huge corporations. Visiting each place in person gives us a personal connection to the owners, as well as first-hand knowledge that helps our guests get a deeper experience of the areas they visit.

## CANOPY & STARS

Our sister company, Canopy & Stars, is a top-rated B Corp, meaning we have a proven commitment to taking leading action in environmentally and socially responsible travel. The collection of unique, creative places to stay in the outdoors gives guests a connection to nature, a life more wild. We personally inspect every one of those too, finding out about everything from bed comfort to land management and accepting only 20% of those who apply into our collection.

## paws & stay

In 2021 we launched Paws & Stay, the UK's only dog-first travel website. It was made by animal lovers to take the frustration out of finding places to stay that were genuinely dog friendly, not just dog tolerant. It's run on the same solid principles of personal inspection and independence and individuality, but with a focus on dogs in everything from the places we chose to the walks and pubs we recommend.



New to the family in late 2023, Crown & Canopy is a leading consultancy, covering the development, planning and delivery of bespoke glamping spaces across the UK. Using their long-standing expertise they're on a mission to support landowners in creating low-impact and sustainable businesses.

# A word from our Tessa, our Sustainability Manager



“Responsible tourism should not be presented as a compromise.”

In September, I took part in a lively debate in Oxford Town Hall, where we, alongside other B Corp travel companies, asked the question, “can tourism be justified at all?” We debated the high carbon costs of flying versus the importance of travel to rural economies and shared appreciation of differing cultures. It was a compelling event, and it was inspiring to see some top global travel companies opening themselves up to criticism and committing to change.

As nations roll back on their promises, or pledge huge sums of money to the climate crisis but make no real changes to how they work, it’s easy to feel pessimistic, but events like that debate give me hope. They show me that travel, at least, is shifting towards increased awareness of its responsibilities, its struggles and its potential to do good.

The most exciting thing is that the shift is coming from the ground up, driven by a new wave of conscious consumers who are putting pressure on businesses and creating a bright future for sustainable tourism. As Gen X and Gen Z

move into the ‘big spender’ category in the sector, they bring with them a generational preference for responsible travel.

But this can only go so far without help. The widespread increase in flexibility around homeworking and office hours has helped guests make time for slower travel, but the transport network and perceptions of responsible tourism as a compromise hinder mass adoption. At Sawday’s, we’ve brought in extra days leave for the team if they replace flights for trains or ferries for their holidays, while our Gift Cards for guests taking public transport appear to have swayed more than a few towards ditching their cars.

We know that when it’s done right and fully invested in, travel can create meaningful local employment and add economic value, while also protecting valuable cultural and natural heritage. We also know that it doesn’t need to stop being fun. Responsible tourism shouldn’t be presented as a compromise, but as a way of travelling which benefits both the guest and the destination. If the conversation intensifies and the demand increases, investment in infrastructure will follow and a generational preference will have a chance of becoming lasting change.

We’re dedicated to educating, encouraging but, more importantly, exciting people about what responsible tourism can do for them and the places they visit. Our work so far is just the beginning and with the growing community of innovative, progressive travel companies, we can create a new world of travel. One in which we don’t ask if tourism can be justified, but how it can do even more good.

**Tessa Holmes** Sawday’s Sustainability Manager



# We're built around our purpose

- **Employee Owned**

The majority share of the company, 52%, belongs to our employees, so every member of our team is part of deciding our future, ensuring we always remain true to the values we were founded upon.

- **Charitable Trust**

The Sawday Charitable Trust has a 24% share of company ownership and profits, which it uses to financially support impactful environmental initiatives in the tourism sector.

- **The Sawday Family**

The founding family had strong social and environmental convictions and their continued presence keeps those close to our hearts and guides our decision making.



OUR IMPACT PURPOSE

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To encourage the joy of  
slow and responsible travel  
and inspire people and  
planet positive choices.

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OUR IMPACT MISSION

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To be leaders in  
sustainable, ethical and  
regenerative travel.

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OUR IMPACT AREAS

# 2027 goals



KEY OVERARCHING GOAL

## 2030 Net Zero

Take responsibility for the emissions our business creates and reduce, not off-set.

TARGET Scope 1 & 2: 90% reduction. Scope 3: 30% reduction

CORE FOCUS AREAS

### Overtourism

Raise awareness & promote undertourism to drive solutions and preventions

TARGET

Commission and fund one piece of academic research to aid solutions



### Responsible Travel

Promote & inspire more guests to use low-carbon transport to travel to our places

TARGET

Increase low-carbon guest transport to places by 25% by 2030



### Access to Nature

Support disadvantaged and under-represented groups to help access nature

TARGET

Raise £50,000 and activate 50,000 people to take action and improve access to nature



### Protecting Nature

Support projects focused on protecting nature and increasing biodiversity

TARGET

Raise £50,000 and activate 50,000 people to take action and improve access to nature



OUR FOUNDATION

Using the B Corp model to improve and ensure our business is a force for good, we consider every decision we make and embrace our responsibility in helping to create a sustainable future for travel.

TARGET Remain in the top 5% of travel B Corps in the world

Certified



Corporation

## A SNAPSHOT OF OUR PROGRESS

AREA OF FOCUS	TARGET 2027	END OF 2024...	IN 2025 WE WILL...
Net Zero	Scope 1 & 2 – 90% reduction Scope 3 – 30% reduction (by 2030)	Scope 1 & 2 – 26% reduction Scope 3 – 4.7% reduction  (2021 baseline year)	Scope 1 & 2 – hit 90% reduction target Scope 3 – at least 10% reduction
Overtourism	Commission and fund one piece of academic research to aid solutions	Not yet completed – but we’ve conducted interviews and struck up relationships with several universities. We’re working on it.	Conduct one micro-study with academic students.
Responsible Travel	Increase low-carbon guest transport to places by 25% by 2030	We’re a way off! We’re still standardising tracking of this data, but not letting that stop us taking action which we hope will contribute to a reduction.	Increase uptake of the Green Journey Gift Card by 25%, getting at least 420 guests on the train in 2025.
Access to Nature & Protection of Nature	Raise £50,000 and activate 50,000 people to take action and improve access to nature	We’ve raised £26k for Campaign for National Parks, 50% of the total 3 year target in 1 year. We’ve only seen 3,155 take actions in 2024.	Hit our £50,000 target 1 year ahead of schedule and get at least 30,000 to take action for National Parks.
B Corp	Remain in the top 5% of travel B Corps in the world	We are sitting in the top 4% of B Corps in ‘Travel Agency & Related’ and ‘Accommodation’ industry categories.	Face our second recertification, try to score over 130 points and remain in the top 5%.



2024 HIGHLIGHTS



Raised  
£26k for  
Campaign  
for National  
Parks



Gave  
£19,123 to our  
Charitable Trust



Developed  
two new  
Overtourism  
policies



Launched  
Good Energy  
Partnership for  
our owners



Inspired  
171 Canopy &  
Stars guests to  
take the train



Gave  
£5,000 to fund  
five young  
storytellers



Inspired  
12 team  
members to  
ditch flying



Implemented  
three new  
Worker policies

## B CORP IMPACT SCORE

# We're amongst the highest scoring travel B Corps in the world.

We've achieved our goal of remaining in the top 5% of travel B Corps globally, but we're pleased to say it wasn't easy. All kinds of travel-related businesses are upping their game and driving up scores across the board, which is great for the industry as a whole.

We're gearing up for recertification in 2025 and challenging ourselves even further in the five impact areas. Will we stay in the top 5%? We hope so, but if we don't it will be because travel has seen a welcome revolution.



122.3

Overall B Impact Score

80

Qualifies for B Corp Certification

50.9

Median Score for Ordinary Businesses

### Score breakdown

Governance	Workers	Community	Environment	Customers
18.6	56.9	35.6	8.1	2.9

## B CORP

# B Corp

We'd be pushing to be better, even if B Corp didn't exist. We admit the lack of new standards for 2025 is both a relief in that brings simplicity, and a disappointment in that it reduces challenge. While we recognise the imperfections in the process, we still believe it's a good system to monitor and assess our actions. The most valuable part of B Corp to us isn't the score, it's being part of the Travel By B Corp community who are driving genuine change in the industry.



## In 2024 we said we would...

Look at areas to improve and implement action, ready for recertification.

### AND WE...

- ✔ Identified 8 opportunities for improvement in all 5 impact areas
- ✔ Implemented three new working policies including pregnancy loss, lone working and sexual harassment. And one new death in service benefit.
- ✔ Volunteered at the B Corp 'Louder than Words' festival in Oxford.

Face the new B Corp assessment welcoming the opportunity to grow

### AND WE...

- ✘ Saw the new standards delayed until 2026
- ✔ Reviewed a draft version which will inform our 2025 recertification process
- ✔ Took part in academic research with Sheffield University to explore connections between organisational democracy and environmental performance in UK-based B Corps

Help create a toolkit to support others in the travel industry

### AND WE...

- ✔ Helped members launch a toolkit for the industry, sharing policies, knowledge and insights.
- ✔ Contributed to 'The Sustainable Practice Guide' led by Luxury Cottages and Rachel Parsons
- ✔ Put tourism on trial at the 'Louder than Words' B Corp Festival, in a lively debate that called our industry out.

# 8

improvement  
opportunities  
identified




AREA OF FOCUS

## B Corp

Next year we will...

- Aim to score over 130 and remain in the top 5% of Travel B Corps globally
- Adopt written policies for ethical marketing, advertisement, or customer engagement
- Develop a new virtual office stewardship policy
- Improve our code of ethics and create an anonymous mechanism to report grievances



5%

Remain in the top 5% of travel B Corps in the world

## NET ZERO 2030 GOALS

# 90% reduction in Scope 1 & 2 and a 30% reduction in Scope 3

This is our third year of tracking and each year we gain a deeper understanding of our impact and opportunities. These are ambitious targets, especially as we've decided to include guest travel, the most substantial portion of our emissions by far, as part of our calculations.

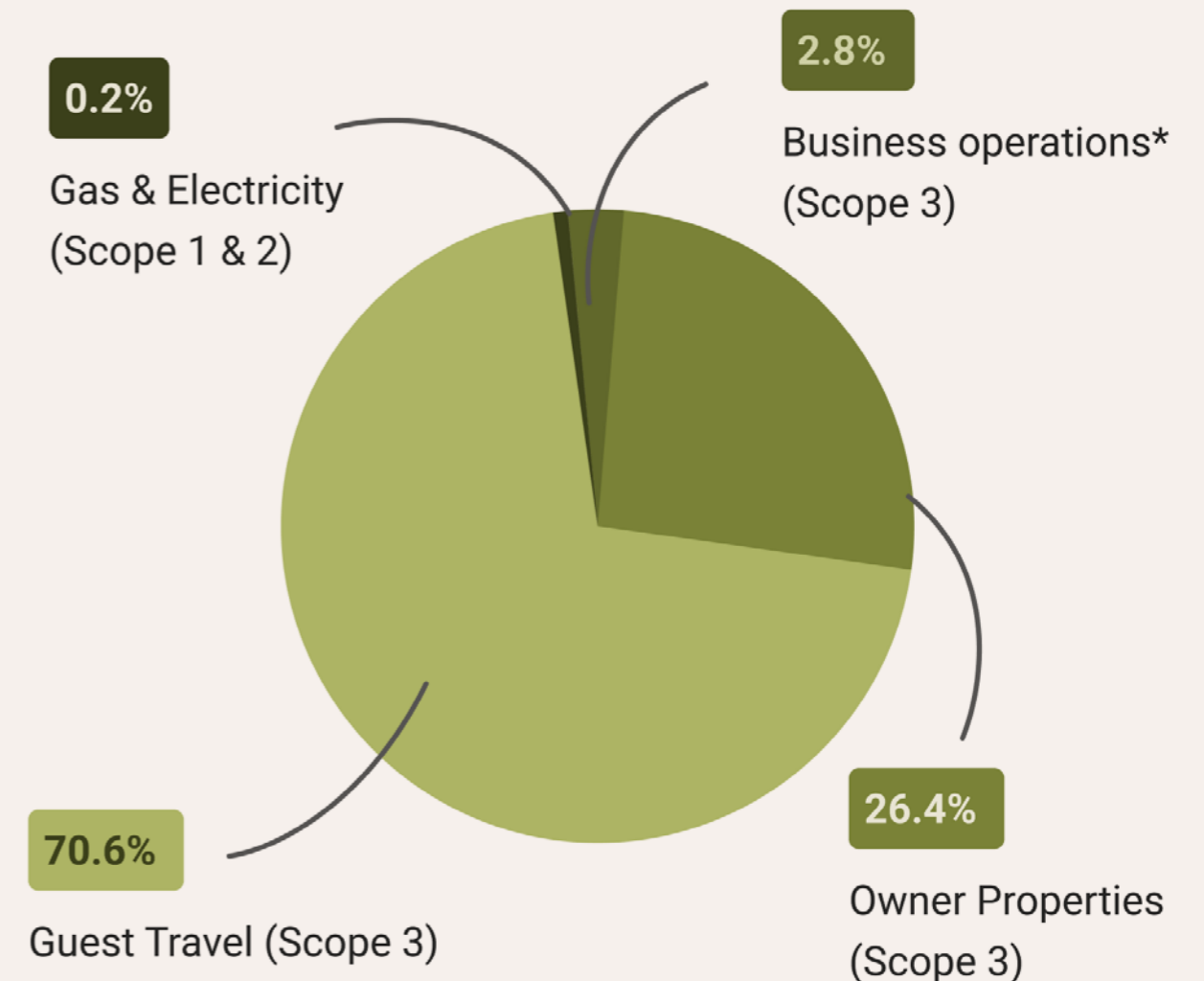
Offsetting guest travel, would see us rack up a likely unaffordable bill for a business of our size by 2030. We want to continue to invest in reducing our emissions, and while a movement towards insetting\*\* feels more productive and aligned to our mission, however we can also see how the system could be exploited without formal guidelines in place.

We work with external consultant Ecollective, measuring emissions in alignment with Science Based Targets. Wherever possible we've used actual data from DEFRA and other sources to see how we're doing. In some areas, where data isn't yet available, we've made assumptions.

Net Zero might seem a long way off, but we're still learning about the best ways to tackle the problem, and striking a balance between improving data and getting on with it as we go.

\* Business travel, commuting, working from home, website, events, purchased goods, post and printing.

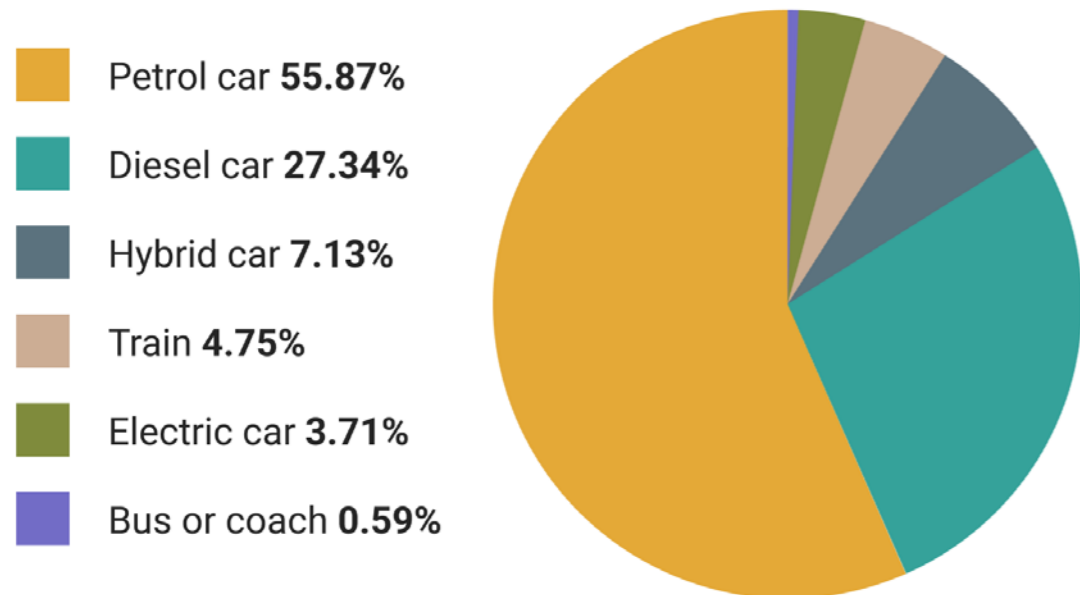
\*\* Insetting is a strategy companies can use to reduce their carbon footprint by investing in infrastructure or projects that reduce carbon emissions of the business directly, therefore removing the need for offsetting.



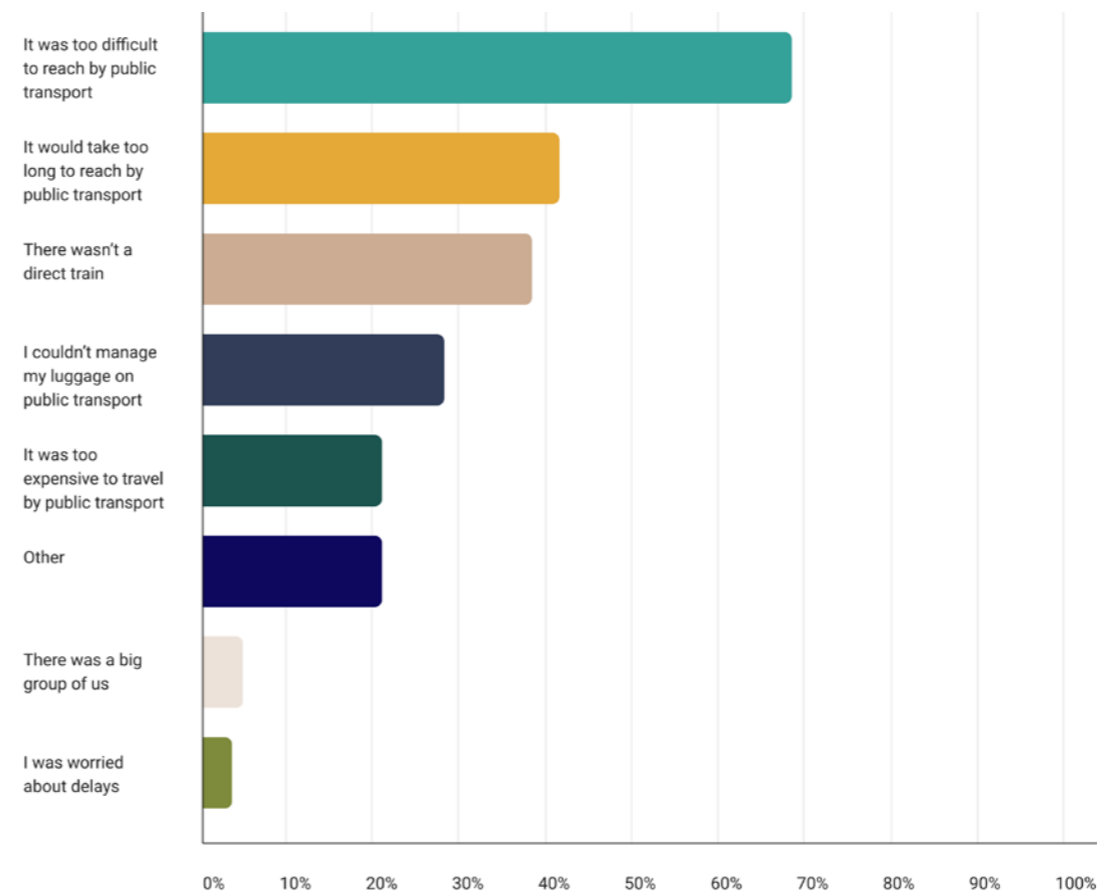
# Our findings

This year we've had highs and lows, with reductions in some areas cancelled out by increases elsewhere. Some of our biggest changes are still coming from how we track guest travel, so we are wary of things that look too good to be true, without losing heart. Refining the data and giving ourselves reliable information to work from is vital, but we're not letting the wait stop us from taking action on the negatives and celebrating the positives.

## How our guests travel to our holidays



## Why our guests did not travel via public transport



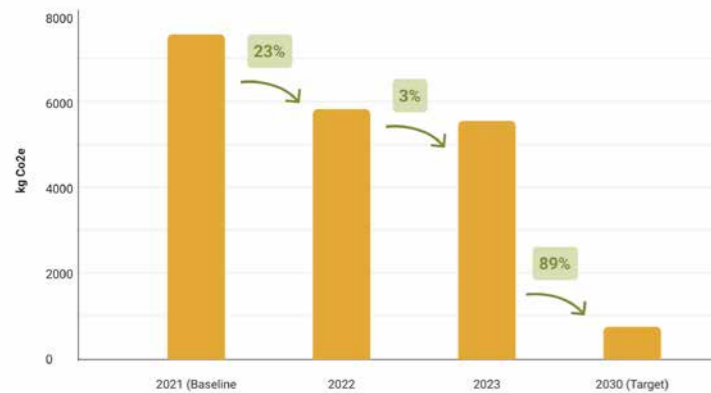
## NET ZERO 2030



### Total Office Gas & Electricity emissions Scope 1 & 2

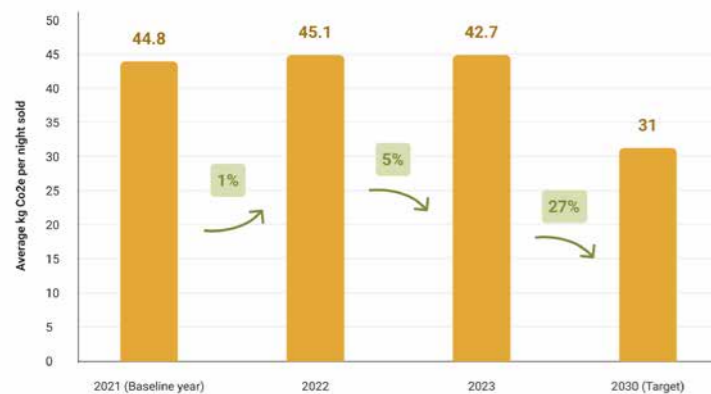
2024 only saw a small reduction in the gas and electricity usage in our building, but the great news is with our landlord switching to renewable electricity and green gas, we should see a dramatic reduction in our 2024 tracking which we hope will help us meet our Scope 1 & 2 90% reduction targets.

We have mixed feelings around green gas and are conscious of potential for change of land use emissions appearing within conversion factors in the future. We see this as a welcome interim measure whilst calling for alternative heating technology in the future.



### Total HQ, Property & Guest Travel emissions Scope 3

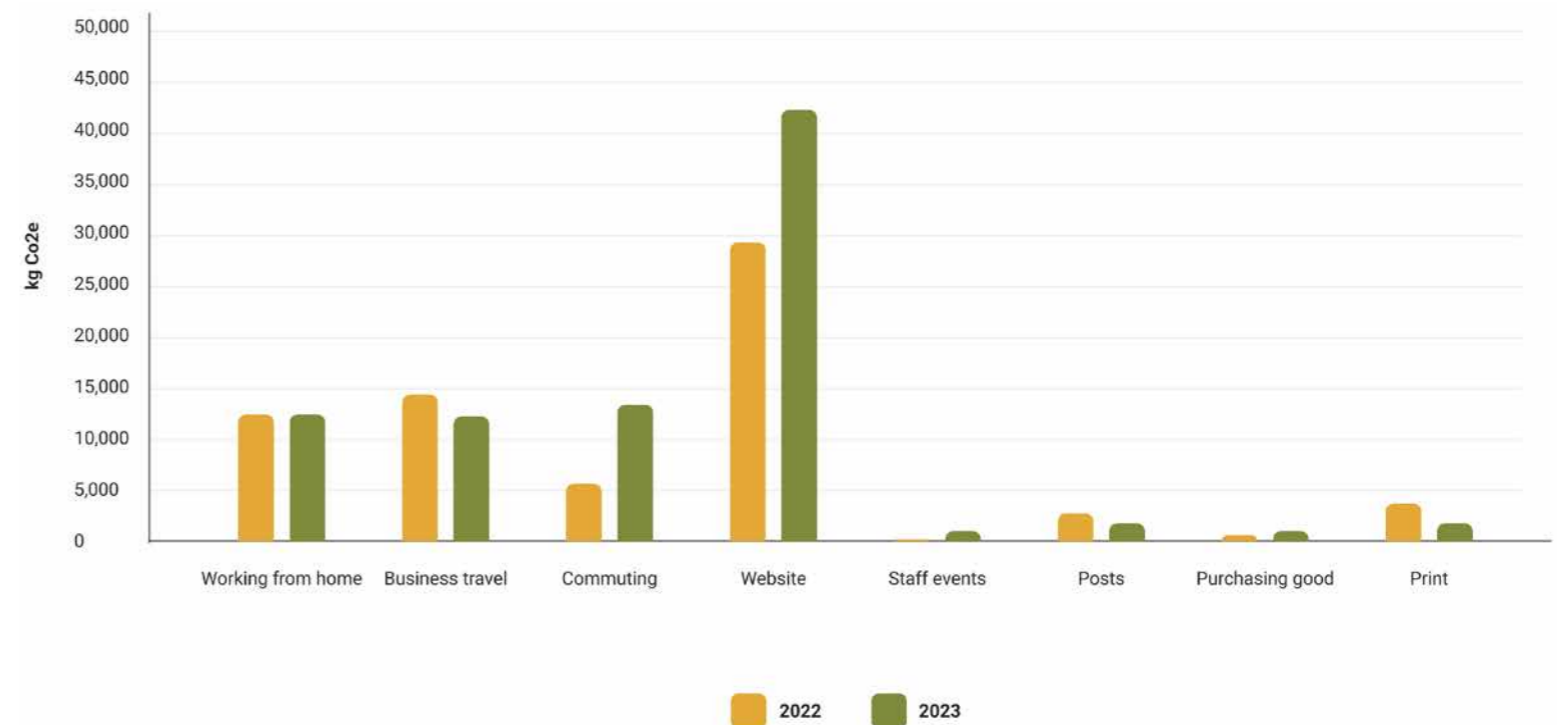
2023 saw another small reduction in our Scope 3 emissions. Primarily this came from improved data on the modes of transport our guests use (more on that later), but we also saw a drop in our business travel.



### HQ Emissions

We analysed our HQ Scope 3 emissions in greater detail this year, to see where we could make an impact.

- Business travel was down by 7%, with 17% fewer miles overall and 25% more miles in EVs or on public transport.
- However, we did take 7 flights vs 2 the year before. Without these flights we would have seen a significant drop in business travel emissions, we can see this being an ongoing issue we need to tackle.
- Commuting almost doubled, reflecting a better work-life balance for the team, as well as more people moving further away and travelling in more often.
- Website has increased by 45%. This was due to getting more accurate data on the carbon emissions per page of our sites. Our digital emissions represent the biggest proportion of our HQ emissions so will become a key part of our strategy.



AREA OF FOCUS

# Net Zero by 2030

## In 2024 we said we would...

Transition to an office with 100% renewable electricity

AND WE...

- ✓ We did it! We negotiated with our landlord as part of our contract renewal to switch to 100% renewable energy. By early 2025, we should see the effects and real progress towards our 2030 targets
- ✓ Ran workshops for the team on image sizing for website emissions and migrated more of our website hosting to use serverless technologies

Implement incentives to help team to use EV or train more often

AND WE...

- ✓ Partnered with Co-Wheels to make using EVs more affordable for the team
- ✓ Gave our team travel discounts through becoming Premium members of Climate Perks
- ✓ Saw 12 members of the team use our new Climate Journey Days in 2025

Partner with an energy company to offer advice and incentives

AND WE...

- ✓ Partnered with Good Energy the only B Corp energy company in the UK
- ✓ Brought our owners exclusive offers, including £1,000 off solar installations, £750 off air source heat pumps and £100 to switch to them as an energy supplier

Begin transitioning our owners to renewable energy, asking all new Canopy & Stars owners to be on renewable energy

AND WE...

- ✗ Found this difficult, experiencing push back from our owner advisory group
- ✓ Decided to continue encouraging switching with education and incentives
- ✓ Began offering consultancy advice calls for new owners, with a focus on reducing energy emissions



## AREA OF FOCUS

# Climate Journey Days

In 2023, we became a member of Climate Perks, offering our team extra paid time off to travel by low-carbon transport on their holidays. In our full first year we were proud to see 12 members of the team use Climate Journey Days, swapping flights for adventures by boat and train to Scotland and Europe. Here are some of their stories.

“we recognise slow travel takes time”



“I traversed 4,000 kilometres, 6 countries, 12 trains over 2 days to get to the Carpathian Mountains in Romania. There I joined a 'Much Better Adventures' bear and bison tracking trip. It was an incredible adventure, made even more special by the journey. I can't wait to hit the rails again.”

**Naomi**  
Adventure to Romania



“The Climate Journey Days gave us time to travel to France by ferry – a million times more relaxing than flying. We travelled overnight in a cabin and started our holiday first thing on a Saturday morning feeling fresh, rather than arriving later, feeling exhausted and losing a day to travel.”

**Patrick**  
Slow journey to France



“We took a road trip to Murcia in Spain, catching the ferry to Santander. We loved the crossing, reading books, playing cards... We drove through the Pyrenees, staying at places which wouldn't have been possible if we had flown. We are so grateful for the Climate Journey Days.”

**Emi & Joe**  
Road Trip to Spain



AREA OF FOCUS

# Net Zero by 2030

Next year we will...

- Hit our 90% reduction on Scope 1 & 2
- Reduce Scope 3 emissions by at least 10%
- Roll out new carbon survey for owners
- Develop improved carbon literacy training for the team
- Help others on their Net Zero journey with more open-source data and strategies

90%

reduction of  
Scope 1&2,  
10% reduction  
of Scope 3

AREA OF FOCUS

# Responsible Travel

Like many companies, guest travel represents the highest portion of our total emissions. It is simultaneously our toughest challenge and our biggest opportunity, so finding ways to reduce it remains our top priority.

In 2024, we used our carbon tracking and guest surveys to gather more insights into the way our guests travel and how we might be able to shift behaviours. We are focussing our efforts on Canopy & Stars, as this is where we take bookings, communicate most with guests and can have the largest impact.

## Canopy & Stars Guest Travel Data



3.9 million miles travelled by guests in 2023



146 miles average journey length each way



2.3 million kg of CO<sub>2</sub>e in one year

= 1,387 flights from London to San Francisco

AREA OF FOCUS

# Responsible Travel

According to our guest survey...



5% travel by train, bus or coach



68% said public transport was too difficult

Can often be true but could also be a misperception



Convenience and journey length is key

Cost appears less important



Train travellers don't mind long distances

50% said 5 hours+



90% book their train after booking with us

1-2 months before their stay via Trainline



55% of guests got a taxi from the station

... and the most important thing to guests when choosing to travel by public transport



Access to activities/things to do on foot



Clear information on how to arrive by public transport



A pub or shop in walking distance

70% of emissions come from guest travel

## AREA OF FOCUS

# Responsible Travel

Having armed ourselves with the data we needed, we formulated a strategy and set about taking action. This began by improving the information we hold for owners and devising content and incentives designed to inspire guests and shift behaviours.



## In 2024 we said we would...

Add post-booking train travel education and explore incentives

### AND WE...

- ✓ Created a [Sustainable Travel Hub](#) for guests to share top responsible travel tips and inspiring content
- ✓ Signposted train travel in our post-booking comms
- ✓ Launched our 'Green Journey Gift Card', rewarding guests who travelled by train to our place
- ✓ Brought hireable e-bikes to five Canopy & Stars places through 'Hurricane', in July and August. The trial met with varied success due to technical issues and saw limited rentals. We will explore fixes and alternative options for 2025

Launch carbon labelling on Canopy & Stars

### AND WE...

- ✓ Explored ideas through an internal task force and guest travel hack
- ✓ Discovered reports of the limited success of carbon labelling on behaviour change
- ✓ Added a link to [Route Zero](#), to test the appetite for carbon labelling

Add an icon to highlight places most accessible by public transport

### AND WE...

- ✓ Redefined 'accessible by public transport' based on insights from our guests
- ✓ Created a collection of 120 'accessible by public transport' places
- ✓ Planned the redesign of our place pages for 2025, with public transport signposting a priority

Soft launch the 'Sawday's Awards' to celebrate our greenest places

### AND WE...

- ✗ Decided awards wouldn't have the desired impact. Instead began exploring financial incentives to encourage owners to adopt sustainability initiatives.
- ✓ Developed 10 sustainability criteria to help assess our places and educate owners. Whilst helping to substantiate marketing in line with the forthcoming Green Claims Directive

## AREA OF FOCUS

# Green Journey Gift Card

One of our greatest successes of the year. We offered any guest who travelled to a Canopy & Stars holiday by train, bus, bike or foot between July and the end of the year, a £75 gift voucher towards a future stay. We have given away a total of 171 so far.

We had guests who walked and cycled, some travelling over 500 miles across the UK, and transborder trips to Spain and Portugal. We'll continue to share these inspiring stories.

# 82%

of guests rated their experience 'Good' or 'Excellent'

# 22%

felt positively influenced by public transport

# 2.4%

had a poor experience – we will explore ways to combat this

## Our learnings

- We set a limit of 100 gift cards, but we've almost doubled this in the face of a heartening level of demand
- Train delays and cancellations posed the biggest problem
- The final leg, from station to accommodation, was often the hardest and we'll work on clarity of information around this
- Many guests combined the train with a bike – something we can celebrate and encourage

# 171

gift cards  
given away



AREA OF FOCUS

# Responsible Travel

Next year we will...

- Extend the Green Journey Gift Card trial and aim for 420 guests across the year, a 25% increase in uptake
- Celebrate 200 years of passenger rail, and incentivise train travel with a campaign on Sawday's
- Continue to improve information for guests about public transport to our places
- Improve the way we track guest travel
- Create ongoing marketing & PR that inspires responsible travel

# 25%

increase in number of guests travelling by low-carbon transport to our places by 2030

## AREA OF FOCUS

# Overtourism

Residents in Barcelona and Majorca are pushing back against the influx of tourists, and similar reactions are likely in the UK. Overtourism is a persistent issue, and while visitors seek ways to avoid the crowds, we must avoid simply shifting the problem elsewhere.

Addressing the issue requires understanding its complexities and how it impacts different areas. The government's delay in registering tourism data leaves gaps that fuel rhetoric and misconceptions, so we're contributing to focused research to counter this. A balanced approach is needed. Our policies and onboarding criteria are informed by locals, academics, and campaign groups. We're also using our platform to promote longer stays and off-season travel, boosting local economies.

This approach seems to be working. On Canopy & Stars, we've observed a shift: popular spots like Cornwall and Somerset are seeing less traffic on our website while areas like Gloucestershire and Lincolnshire are gaining traction. It's a small change, but a promising start.

## In 2024 we said we would...

Review our destination caps

### AND WE...

- ✓ In February, we held a company wide review of our Destination Caps and decided to maintain them, having seen little change in the impacts of overtourism
- ✓ Developed an overtourism marketing policy to support these destinations
- ✓ Created a new onboarding criterion to ensure the places we represent are committed to sustainability and responsible tourism practices
- ✓ Started an audit of our places in capped destinations – measuring them against our new criteria

Use insights and community engagement from interviews to decide upon the most useful academic research, then tender two universities to conduct this research

### AND WE...

- ✗ Failed to tender to universities this year as best focus for research was still unclear
- ✓ Established ongoing relationships with the University of Exeter and University of Nottingham

Hold at least one more series of interviews in a new destination

### AND WE...

- ✓ Held five interviews with university academics, DMOs, campaign groups and tourism business owners. across Cornwall and The Lake District
- ✓ Established three key learnings:
  1. We need a long-term, holistic approach, not quick fixes – solutions that create lasting benefits for the community/environment
  2. Research needs to be place-based – overtourism affects areas differently
  3. Co-creation is key – effective research and solutions come from meaningful collaboration with local communities and visitors, learning from lived experiences

**"There is no single problem, so there is no single solution."**

Mike Bevens MD Sawday's



# Overtourism

## Overtourism Marketing Policy

Using feedback from a wide range of stakeholders we recognise that simply telling people not to visit a destination is not the solution. Instead this year we developed a marketing policy, to influence the how and when people travel to these places.

1. We will promote alternative or lesser-known places to visit or things to do in destinations that are subject to overtourism, encouraging guests to explore a wider range of places, easing pressure on popular hotspots.
2. We will not promote travelling to the destinations affected by overtourism during school or bank holidays and peak summer season (July-August). Instead, we will promote shoulder-seasons and off-peak, highlighting the benefits of travelling at these times.
3. We will create and commission content to raise awareness of the impacts of overtourism and inspire responsible travel – including respect for local culture and protecting the environment and heritage sites.
4. We will promote the use of environmentally conscious transport to our holidays, to help reduce traffic congestion, pollution and carbon emissions, through improved information for guests across all sites, as well as incentives and discounts.
5. We will continually monitor travel trends to identify emerging overtourism hotspots and ensure we do not over-publicise areas and create new problems.
6. We will remain committed to gathering insights annually, working closely with local communities to ensure their voices are central to our policy and campaigns. This will include perspectives from those negatively affected by tourism, as well as those who benefit from it, helping us gain a complete picture of tourism's impact. By ensuring collaboration, we aim to make tourism a positive, sustainable force that supports local needs and preserves community well-being.
7. We will review our policies, criteria, and capped destinations on an annual basis using data and insights gathered.

AREA OF FOCUS

# Overtourism



Next year we will...

- Conduct the annual review of our caps
- Conduct one small scale research study exploring ways to reduce impacts of overtourism
- Conduct one insight-gathering exercise
- Include at least four pieces of overtourism content in the year

One piece  
of academic research into  
solutions and preventions  
commissioned and funded

## AREA OF FOCUS

# Protection of nature

2024 saw our first complete year working with our charity partner Campaigns for National Parks (CNP). Already we've seen incredible benefits to having a long-term partnership and we've been working hard to get behind the brilliant work they do.

We set a target of raising £50,000 for them over three years and managed to reach £26,000 in year one, so we're well on track. Through that work, we learnt lots about how and when to engage our audience with a cause, using prompts at point of sale as well as inspiring content and storytelling to keep donations flowing.



## In 2024 we said we would...

Lead one campaign to raise money and awareness to protect nature in National Parks

### AND WE...

- ✔ Joined in with 'Big Green Give' in April, raising awareness of 'The State of Nature Report' published by CNP. Reached over 80,000 people through one social post on Canopy & Stars and drove 100 brand new donors to CNP. Donated an additional £2,500 to the cause, raising £22k in one week
- ✔ Promoted the Save our National Parks petition in celebration of 75 years since their creation
- ✔ Saw guests donate £5,367 by adding £2 to their booking – an average of 10% of bookings
- ✔ Doubled booking donations for three months over summer, boosting the total by £1,670, although we'd hoped for more and will be exploring more effective alternatives

Sponsor the Young Changemaker Awards, recognising the people fighting for national parks

### AND WE...

- ✔ Sponsored the Young Changemaker Award at the National Park Protector Awards
- ✔ Attended and judged the awards in person in the House of Lords in December
- ✔ Awarded a £250 Canopy & Stars Gift Card to The Penpont Project Youth Leadership Group who won the category we sponsored

Get our team volunteering in National Parks

### AND WE...

- ✔ Sent 10 members of the team volunteering in Bannau Brycheiniog, removing Himalayan Balsam and improving biodiversity

“I feel so privileged to be able to work with the team... the alignment of our aims and values has been a vital reason why the first year of the partnership has been so successful”

Jessica Glover Development Manager, Campaigns for National Parks



AREA OF FOCUS

Protection  
of nature

Next year we will...

- Aim to hit our £50k fundraising target
- Explore ways to increase conversion of guest booking donations from 10% to 12%
- Hold at least one volunteering day in a National Park
- Release at least four pieces of content in relation to National Parks

£50k  
and 50k people  
to take action for  
National Parks

## AREA OF FOCUS

# Young Changemaker Winners

This award celebrates devoted young volunteers, or individuals who have gone above and beyond for National Parks. Their passion is unmatched and their dedication to a future where National Parks and Landscapes can thrive is an inspiration.



### Winner: The Penpont Project Youth Leadership Group

Taking place on an upland estate in the heart of the Bannau Brycheiniog (Brecon Beacons) National Park in Wales, the pioneering Penpont Project is in part run by a Youth Leadership Group of twenty 12-18 year olds from diverse backgrounds. Working in partnership with farmers, the landowners, conservationists and local stakeholders, they are restoring habitats and ecosystems and exploring innovative farming and forestry approaches to provide a healthy support system for people, biodiversity and agriculture.



### Runner up: Exmoor Young Voices

Exmoor Young Voices (EYV) is a voluntary group of young people from across Exmoor, seeking viable and sustainable 'life' and 'work' opportunities for young residents. They tackle many issues including housing, digital inclusion, employment, communications, travel and local wages. They aim to engage with young people across Exmoor (covering parts of West Somerset and North Devon), listen to their issues, offer dedicated support from expert advisers and report their experiences to key policy decision-makers.

## AREA OF FOCUS

# Access to nature

Research shows that a shocking 6% of visitors to National Parks in England are under the age of 25. The current generation of children and teenagers are growing up less connected to nature than any before. The mental health crisis that's rippling through those same age groups has many causes, but this is undoubtedly a factor.

Feeding into this, rural communities are being drained of young people by a lack of jobs or training opportunities. After our successful partnership in 2024, we're backing Campaign for National Parks' Right to Discover campaign, using our platform to share stories and voices from a broad demographic.



## In 2024 we said we would...

Fund bursaries for young filmmakers to tell stories about their experiences in National Parks

### AND WE...

- ✓ Gave £5,000 to fund five young storytellers to share stories about People, Climate and Nature in National Parks in England and Wales
- ✓ Supported their creative journey with tips and advice in content creation and marketing

Host a Campaign Camp with the Youth Ambassadors at one of our places

### AND WE...


- ✓ Have booked the CNP team an away day for 2025. Due to kind support from the YHA our help wasn't needed for the Campaign Camp in 2024

Launch accessibility landing page and filters on Sawday's and Paws & Stay

### AND WE...

- ✗ Didn't make as much progress as we had hoped due to limitations with our website functionality but...
- ✓ Collected improved accessibility information from Sawday's owners and established a strategy for better signposting to accessible places

£5k  
for young  
storytellers



AREA OF FOCUS

Access  
to nature

Next year we will...

- Lead one campaign to get 30,000 people to take action for National Parks
- Support CNP's Right to Discover Campaign to help more young people access our National Parks
- Fund one strategic away day for Campaign for National Parks team

50k  
and £50k people  
to take action for  
National Parks

## AREA OF FOCUS

# The Sawday Charitable Trust

Our unique business model, which sees 24% of ownership allocated to our charitable trust, means that no matter what, every year profits go directly to brilliant environmental and social causes. 2024 was no different.

It welcomed a new trustee to help drive effective donations into more diverse under-represented communities, and to date has awarded one main grant to an inspiring charity making a difference for people with autism.

They are assessing two further causes with the hope to release funding early in 2025. Meanwhile, Canopy & Stars helped to amplify the stories of last year's charity 'The Resilience Project' by making a film about the founder Katie.

**£19,123**  
dividend received by The Trust



### **WilderMe CIC** **£1,000**

A not-for-profit dedicated to the autistic community, offering life-changing wellbeing nature retreats and breaks designed to optimise wellbeing and rekindle an ancient connection to the natural world. The grant funded nine nature art and campfire music sessions for up to 180 people in the autistic community. *"Our mission is to make wellness and nature accessible to all neurotypes. We believe in community and connection to foster a healthier and more inclusive world."*



### **New Trustee:** **Sibusiso Tshabalala**

Sibusiso brings over 15 years of experience in leading community-driven and purpose-led businesses, with a strong dedication to social justice, public engagement, and distribution of land, knowledge, and finance. Facilitator of Bristol Black History Month, and Green Party Councillor he is dedicated to tackling social inequality through political action.



## OUR TEAM

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# Team volunteering

Each year, we give our team the opportunity to spend a day volunteering without using a day of leave. We were disappointed to see the number of volunteer hours drop significantly from 2023. We understand engagement is a challenge so next year, we'll rethink how we can get more people involved. Despite a lower uptake, the team did get out on several great volunteering expeditions, including joining forces with our charity partner Campaign for National Parks on a conservation day.

### Among them, they...

- Helped with conservation efforts in Bannau Brycheiniog National Park
- Helped improve infrastructure at a local community garden The Dame Emily Park Project
- Got hands-on for some painting at the Ardagh Community Trust

- Helped at a food charity for homeless and vulnerable people
- Planted over 300 trees at Great Avon Wood with Avon Needs Trees



221  
hours  
volunteered  
in 2024

## OUR TEAM

# Diversity, Equity, Inclusion, Belonging & Accessibility

DEIBA surveyed our team for a third time, comparing the data to local and national 2021 Census stats. We are still striving for more diversity and improved inclusivity across the team and in our marketing, which we're also working hard to address. Canopy & Stars led a concerted effort ensuring our influencers, content creators and podcast guests came from a broad background and spoke about the barriers impacting their demographic in accessing nature.



## What's working well...

- ✓ An internal survey showed the DEIBA team is appreciated for its efforts in raising awareness and building inclusive practices
- ✓ We introduced important new internal processes, including DEIBA induction for new employees, non-discrimination processes and improvements to our inclusive hiring policy
- ✓ We've teamed up with [Not Impossible](#), a new scheme which partners 16-25-year olds for microplacements that fuel social mobility. One young person joined our Sustainability Manager and we were delighted to hear he went on to get a full-time role as Zero Carbon Living Advisor at 'OVO Energy'
- ✓ We championed female adventurers by working with founder of 'Women with Altitude' Elise Wortley who amplifies incredible stories of outdoor history's forgotten women
- ✓ We hosted a broad demographic of guests on our Podcast [A Life More Wild](#), including [Flock Together](#), who are leading the movement for diversity in nature, and Lira Valencia, reserve ranger at Walthamstow Wetlands, who highlighted barriers to inclusivity in wildlife conservation
- ✓ We created content helping people find the [UK's most accessible nature reserve](#)

## What we need to work on...

- ✗ Internally we're not a very diverse company and we need a lot of work to improve this. Only 33% of employees agreed 'Sawday's is a diverse company' but 84% agreed that we 'value diversity'
- ✗ The areas where we're least reflective in UK minority demographics are: people from lower socio-economic communities, people under 24 and over 45, and people with neurodiversity
- ✗ We need to work on inclusivity, with only 75% agreeing that 'Sawday's is an inclusive company' while 84% agreed that we 'value inclusivity'
- ✗ Despite work to improve the accessibility of our places for our customers, we haven't made as much progress as we would have liked

## Next year we will...

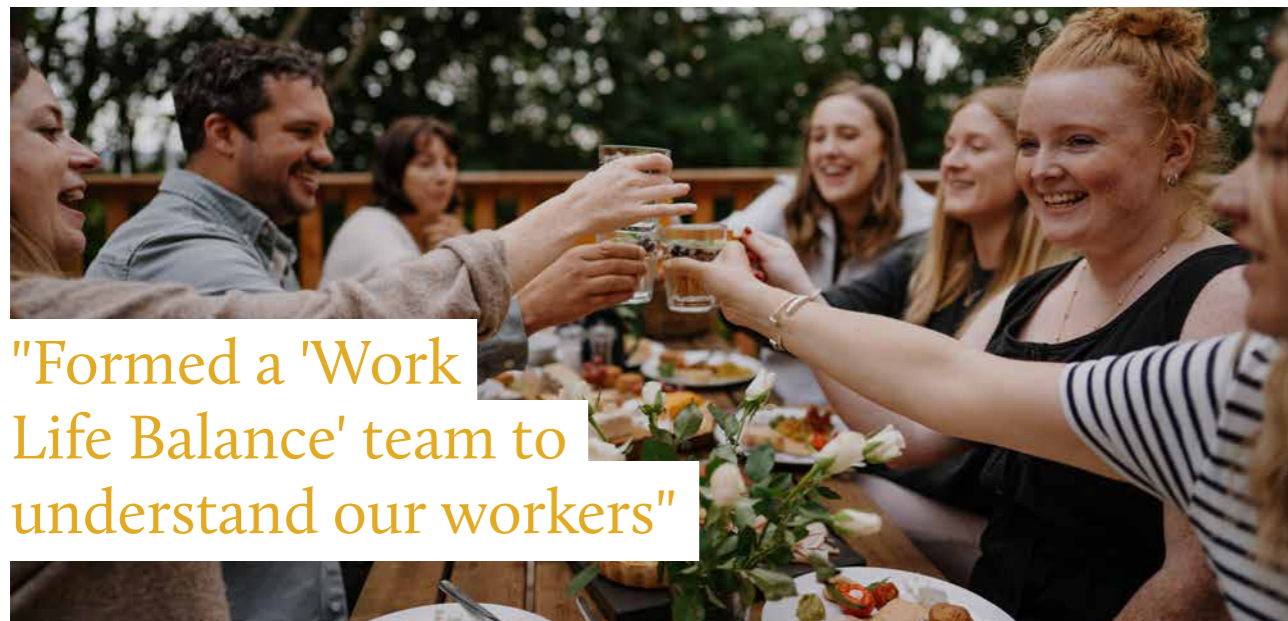
- Deliver team inclusivity training in Q1
- More opportunities for individuals from under-represented groups such as 'Not Impossible'
- Develop specific goals for improving diversity and inclusion within the team
- Continue to ensure our marketing remains diverse and inclusive
- Lead one insight-gathering exercise to inform our approach to accessibility for our customers across all brands

## OUR TEAM

# Workers & Governance

We prioritise the voices of our team and were hugely disappointed to see the worst ever engagement in our employee satisfaction survey, with only 56% completing. We'd hoped for at least 75%, as high engagement is particularly important for an employee-owned company.

Some of this drop-off possibly comes from survey fatigue, as we consult the team regularly on changes, but that wouldn't explain our decreasing eNPS score. The leadership team is working closely with the DEIBA team and Employee Council to better understand people's needs and see what will help improve scores and response rates across the board.



"Formed a 'Work Life Balance' team to understand our workers"

## In 2024 we said we would...

Develop a policy to support those who experience miscarriage or ectopic pregnancy, so it's less taboo

### AND WE...

- ✓ Created that pregnancy loss policy and shared it with the team
- ✓ Also launched a new Life Insurance Scheme/Death in Service benefit

Make eNPS a focus of the employee council in the first quarter of 2024

### AND WE...

- ✓ Analysed the results of the last few surveys with the Employee Council and Leadership team
- ✓ Launched management training to support our managers wellbeing
- ✓ Increased the socials budget for 2025

Review our pension scheme and whether it meets our ethical supplier standards

### AND WE...

- ✗ This was delayed by changes in our finance team and financial audits. We've prioritised it for 2025

Lead quarterly inspiring sustainability and impact sessions, with guest speakers and academics

### AND WE...

- ✓ Had a talk from a beneficiary of last year's Sawday's trust grant, Sacha from [Conservation Without Borders](#), who told us about flying the migratory routes of birds by paramotor
- ✓ Learnt how to make our houses EcoHomes with Martin Fodder, a Green Party Councillor
- ✓ Heard about six lifestyle shifts that could shape a better future from founder of environmental charity [Take the Jump](#), Tom Bailey

Send the Work Life Balance survey to the team and assess feedback

### AND WE...

- ✓ Had the WoLiBaG (Work Life Balance Group) present a survey results to the Leadership Team
- ✓ Learnt employees were generally happy with the flexibility the company offered, but there is still tiredness across the team
- ✓ Committed to exploring how to further improve wellbeing in 2025

OUR TEAM

# Workers & Governance

Next year we will...

- Improve work-life-balance through improved holiday allowance
- Lead two more management training sessions
- Hold four more inspiring story sessions
- Lead diversity and inclusion training with the team

70  
score rating  
aim for eNPS

A FINAL WORD

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# Thank you

We owe a lot of people thanks this year. We've had some great advice, some harsh truths and some brilliant collaborations. It's been fantastic to experience the generosity of our industry community, who were open, honest and caring about changing travel as a whole. It's also been personally rewarding to see our team weaving impact into everything they do and challenging us to go even further.

Our community of owners, some who also faced a difficult year, remained open to our mission and were a key part of turning our ideas into effective action. And to everyone else who put pressure on us to improve as a business, who engage on social media, email us, talk to us and hold us accountable. Please continue to do so. The more people involved in the conversation, the more power we have to make a real difference to travel.

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