



STAYING  
SUSTAINABLE

|  
ACTING NOW FOR  
A SUSTAINABLE FUTURE

DE VERE

# ACTING NOW FOR A SUSTAINABLE FUTURE



WE LIVE IN A TRANSFORMATIVE TIME, BUT MORE THAN ANY OTHER MOVEMENT IN RECENT TIMES, IT'S SUSTAINABILITY THAT IS DRIVING THE POLITICS OF CHANGE, INSPIRING NEW GENERATIONS WHILST UNITING COMMUNITIES AND BUSINESSES AROUND THE GLOBE.

We have seen the optics of sustainability change in recent years, both in the consumer appetite for personal responsibility and in the level of optimism surrounding the positive impact we can make as an industry.

At De Vere we are proud to see the fruits of our immediate-term initiatives taking effect and I'm greatly encouraged by our longer-term plans. Our vision is to make every moment memorable and this same attention to detail applies

to sustainability. By making small everyday changes, the bigger initiatives become a step closer.

Thank you for all your support in this important work. We invite you to join our journey towards a sustainable future.



**James Burrell**  
Chief Executive Officer



ONCE OUR FINAL HOTEL IS  
AWARDED CERTIFICATION IN 2022,  
DE VERE WILL BE A FULLY GREEN  
TOURISM ACCREDITED GROUP.

This award recognises the commitment of tourism businesses who are actively working to become more sustainable.



# MAKING EVERY STAY MORE SUSTAINABLE

The climate change movement has never been more important, within the hospitality industry and beyond. The United Nations have called for action to be taken and at De Vere we couldn't be more passionate about the part we can play. That's why we're making changes today to reduce our environmental footprint tomorrow.

However our sustainability programme isn't just a long-term vision. It's a set of initiatives, many already in action, some big some small but all helping us to create a brighter future.

THE EVENTS INDUSTRY COUNCIL HAS LAID OUT THREE KEY AREAS FOR US TO FOCUS OUR EFFORTS, AND THESE ALIGN WITH OUR OWN VISION AND VALUES.

01

OPERATIONS

At De Vere two of our core values are to deliver an 'intuitive approach' with 'every detail considered' for our customers. Today we're applying these same principles to our sustainability programme. From the chemicals we use in our cleaning products, to providing electric car charging points in our car parks, we're ensuring that the day-to-day running of our hotels is aligned with our environmental responsibilities.

02

COMMUNITY

Community links to our core value: 'heart and soul'. People are at the heart of everything we do, whether that be our guests, colleagues or those in our local communities. So going forward, we'll continue to reduce the environmental impact our hotels can have on their surrounding areas. We'll take care of the beautiful grounds that our guests and communities enjoy. And we'll continue to work hard to support our local charities.

03

SUPPLY CHAIN

This final area relates to our core value: 'valued relationships'. We inspire our colleagues to build genuine relationships with our suppliers and partners, and we believe that it is our duty to ensure that they're also doing everything they can to look after the environment. Whether it's trying to reduce the number of deliveries that are made, or ensuring we only ever use seasonal produce, we all have a part to play.

Becoming more sustainable is a journey, and we can't do it alone. It's only through joined-up green thinking that we can make a real difference. So we need everyone - guests, colleagues and partners to support us and make changes of their own. After all, when we do good, we feel good too. Together, we can ensure that a stay with De Vere is as sustainable as it is memorable.

# 01

## OPERATIONS



# ELECTRIC CAR CHARGING POINTS

## HOW WE HELP

We support our guests in reducing their carbon impact by providing charging points across many of our country estate properties. This encourages both the use of and visibility of electric vehicles, which can have up to four times less carbon impact than traditional fossil fuel powered vehicles.

In a year the total charges we provide is enough to power an electric vehicle 2.5 times around the circumference of the globe

## ELECTRIC VEHICLE

# 2.5

TIMES AROUND THE CIRCUMFERENCE OF THE GLOBE



## WHAT'S NEXT?

We currently have electric charging points at most of our residential properties at key locations around the M25, M4 and M1 corridors and plan to continue the roll out across the group

# RESOURCE SAVING INITIATIVES

## HOW WE HELP

We're committed to investing in replacing the majority of legacy lighting systems across the group, such as fluorescent and halogen, with energy-saving LED lighting that are up to 80% more efficient and last up to six times longer. This has the added benefit of removing the impact of noxious chemicals used in legacy lighting such as mercury which can contaminate the environment in landfill.

To further reduce energy wastage, we've installed presence sensors in public areas and conference spaces. We're also conserving water by installing water efficient toilets across the group.

90% of our properties now use energy efficient LED lighting, and the water saving system Hippo Bags have been installed in all guest and colleague toilet systems that can accommodate them across the group.

We're affiliated with The Energy Managers Association ensuring best practice in energy management and putting this initiative at the heart of British business.



Clean renewable energy is a vital tool in the UK's plans to reduce the effects of climate change. Replacing fossil fuels with wind and solar power dramatically cuts greenhouse gas emissions and air pollution.

As of July 2023 100% of the electricity we use across our portfolio is from a renewable source which is a mixture of Biomass, Wind, Hydro and Solar.



We're saving over 850 tonnes of CO<sub>2</sub> each year, which is more than the average emissions of

**FOUR**  
FULLY-LOADED  
JUMBO JETS

flying from Paris to New York.

### WHAT'S NEXT?

We're committed to investing in environmentally friendly projects across the group such as LED lighting, Building Management systems and staff training.

Following a recent energy management course attended by our Chief Engineers, key business leaders are scheduled to attend a net zero strategy training course. The knowledge gained better equips us as a business to understand long term carbon reduction across the estate. This helps us immensely as we look towards a net zero commitment for carbon emissions.

Looking longer term we're conducting an audit of all properties and considering new renewable energy schemes such as solar energy, combined heat and power systems and Biomass boilers.

WE'RE CONTINUALLY  
INVESTING TO DRIVE  
CARBON REDUCTION  
ACROSS THE GROUP



# WASTE

## HOW WE HELP

We partner with Olleco, who collect all our waste frying oil across the group to be cleaned and converted into renewable biofuel.



We make 84,728Kg of CO2 savings across a year, which is the equivalent of

## REMOVING

# 680

FAMILY CARS FROM THE ROAD EVERY YEAR.

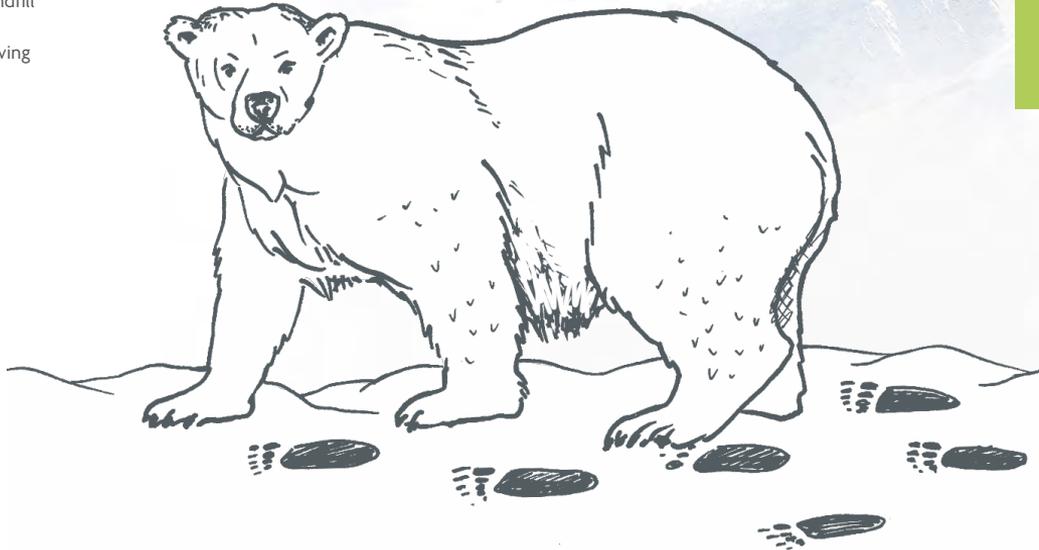
## WHAT'S NEXT?

We're committed to continue playing our part in this virtuous circle and reduce our carbon impact. We'll also be looking at other initiatives to avoid waste going to landfill, such as partially used soap and toiletries being diverted to community based projects for those most in need of hygiene products.

# PLASTICS

## HOW WE HELP

We're moving from single use 40ml toiletries in our guest rooms to 250ml refillable bottles, saving on unnecessary plastic waste. And to ensure we take an ethical stance in the sourcing of our toiletries, we only work with vegan-accredited and Fairtrade suppliers. We only provide paper straws, when requested, saving over 350,000 plastic straws from going to landfill each year. We have also introduced filtered water machines for our events guests, removing the use of single use plastic water bottles.



These changes save 626kg of plastic over the course of a year,

THE EQUIVALENT OF A FULLY GROWN MALE

# POLAR BEAR

## WHAT'S NEXT?

We're determined to continue our plastic reduction. We'll be continuing the full roll out of filtered water machines, followed by a trial to assess the impact of glassware and mugs versus multi-use water bottles, keep-cups and biodegradable water cups; completely eliminating the non-recyclable cup and helping our guests to reduce their personal impact on plastic use outside of our venues.

## HOW WE HELP

We're making it easier for our guests to recycle whilst visiting us with the introduction of waste stations near our coffee areas. This promotes segregation at point of disposal which in turn makes it easier for transfer. We then work with sustainable recycling partners to ensure more of our waste is diverted away from landfill, with battery bins available to avoid contamination of our waterways.

We also ensure we have a culture of daily recycling so any in-house printing is dual-sided using paper sourced under the forest certification scheme. Plus the 400 printer toners we use each year are collected and recycled with zero waste to landfill, using an innovative process that breaks down all the components for use in the manufacturing of other goods.

We only print internally when necessary and have even installed QR systems and paperless audits to avoid having to store printed records for things like daily fire safety checks. Any confidential paper waste is shredded offsite and recycled back into paper, closing a virtuous circle. When it comes to stationery in our meeting rooms, we're encouraging less wastage by limiting the volume available and trialling electronic flipcharts.

We're also engaging in an innovative recycling scheme that converts used plastic bottles into carpet backing. We've already installed this product at two of our properties which equates to over 13,000 recycled bottles.

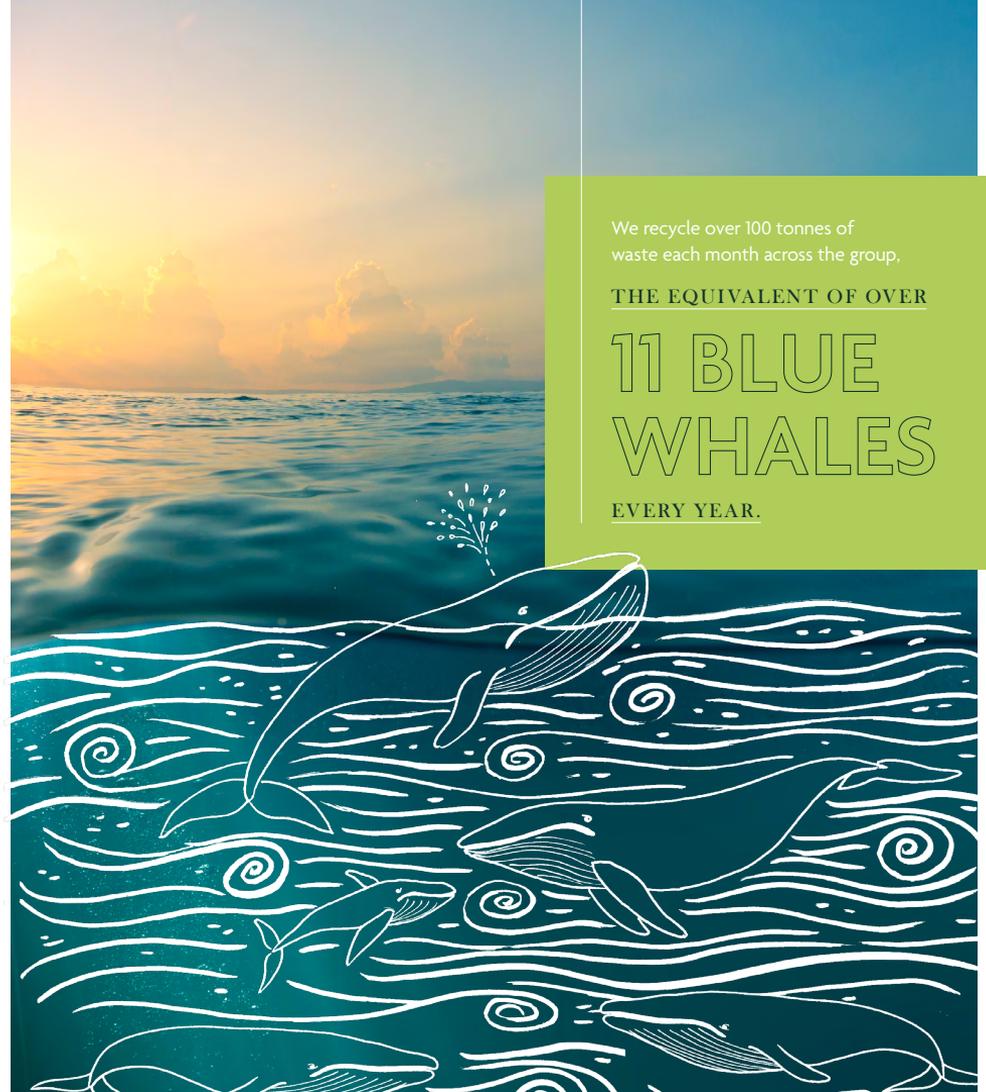
# RECYCLING

We recycle over 100 tonnes of waste each month across the group.

THE EQUIVALENT OF OVER

# 11 BLUE WHALES

EVERY YEAR.





WE'RE COMMITTED  
TO ADDING  
RECYCLING POINTS  
AT ALL OF OUR  
COFFEE POINTS  
ACROSS THE GROUP

#### WHATS NEXT?

We're committed to adding recycling points at all of our coffee points across the group and investigating how technology and advanced materials can help create more sustainable touchpoints within our hotels, such as door hangers and guest directories that are frequently replaced through wear and tear. We'll continue to roll-out the recycled plastic materials based carpet and, because every initiative counts, we'll look at small changes like emailing guest receipts, napkin use and replacing individually wrapped food items like butter.



# 02

## COMMUNITY

# CHARITY

## HOW WE HELP

In 2021 we donated over £560,000 to NHS Charities Together to help staff, volunteers and patients at the centre of the Covid19 pandemic.

We encourage our colleagues at properties and head office to actively participate in fundraising for local charities, with committees in each location nominating a charity of the year.

Each year we donate breaks away to seriously ill young adults through the Willow Foundation and provide access to available bedrooms for 'Room To Reward' to thank charity volunteers who give up their time for those who need it most.

We also help our customers donate via charitable contributions on our bedroom bookings and via our loyalty schemes.

And because our approach to sustainability means we look at all opportunities to make a difference, we donate all our old uniform stock to 'The Clink Charity' who provide a simulated professional working environment for prisoners working towards vocational qualifications in catering.



"We are so grateful to De Vere for its support of NHS Charities Together. Donations mean NHS charities across the country can continue to be there for NHS staff, volunteers, and patients - helping with immediate needs, supporting mental health and wellbeing. Thank you to De Vere for supporting our appeal"

**ELLIE ORTON, CHIEF  
EXECUTIVE NHS CHARITIES  
TOGETHER**

OUR HEART OF THE  
COMMUNITY TEAMS  
FOCUS ON PROJECTS  
THAT CAN MAKE A REAL  
COLLECTIVE DIFFERENCE

WHAT'S NEXT?

Our heart of the community teams focus on projects that can make a real collective difference, with each hotel selecting their own local charity to support on a yearly basis.

We'll continue to support NHS charities Together by hosting their fundraising team meetings at our hotels and we're adding more charity partners to our Showtime Rewards catalogue meaning event organisers can use their reward points to donate to eco related charities such as Friends of The Earth, Greenpeace and Carbon Neutral Britain



# ENVIRONMENT

## HOW WE HELP

Our local environments are as important to us as our own green spaces, so each property has a 'heart of the community' team to engage in local outreach projects, be they protecting the local environment or addressing social causes.

We ensure each property has responsibility for their local initiatives so we can make a positive impact on our local communities and encourage colleague engagement. And when it comes to our own great outdoors, we have over 800 acres surrounding our country estate hotels which includes managed woodlands, lakes and wild meadow habitats.

Our Estate Management team champion biodiversity and conservation, We have tree and invasive species management, carbon offsetting tree planting programmes and industry awards recognising our conservation efforts.

And with properties featuring kitchen and herb gardens, bug hotels, bee keeping and even an arboretum, it's a responsibility that's close to our hearts and an opportunity to engage local schools to learn about biodiversity.

## WE HAVE CREATED

# 3,800M<sup>2</sup>

## OF WILDFLOWER HABITAT

to support biodiversity, pollinating insects and bees.



### WHAT'S NEXT?

We will continue to make our outdoors great with the introduction of open air gyms whilst expanding our wild flower meadows and adding more beehives across the estate. We'll also continue our established work in tree management, whilst investigating new ideas like seed-to-plate hydroponics.

As active members of the IACC, and as part of an association-wide sustainability effort, we will continue to roll out Green Star Global Sustainability accreditation.



AS ACTIVE MEMBERS  
OF IACC, WE WILL  
CONTINUE TO ROLL  
OUT THE GREEN  
STAR GLOBAL  
SUSTAINABILITY  
ACCREDITATION

# WELLBEING

## HOW WE HELP

We know the health and wellbeing of our colleagues has a direct reflection on our customer satisfaction levels, so unsurprisingly it's a real focus area for the business. We have certified mental health first aiders, discounted gym memberships and have even created 8 modules within our online training platform to provide guidance on everything from managing stress to the dangers of sitting.

We've launched the De Vere Welbeing at Heart Strava club which encourages both guests and colleagues alike to access the great outdoors and track their activities which we know is so beneficial to our mental and physical health.

We also work with Hospitality Action to provide our colleagues with 24/7 access to counselling and support on a range of issues from parenting to financial management, health & wellbeing and legal advice. We also take our business ethics seriously, whether it's protecting against modern day slavery, the ethical sourcing of uniforms or monitoring gender pay gaps. We encapsulate this in our code of conduct which is also part of our Inspire Online training platform.

All of our hotel General Managers and HR Managers have attended Mental Health first aid training in order to support our colleagues within the business.



# ALL COLLEAGUES

COMPLETE OUR ON-LINE  
HEALTH AND WELLBEING  
COURSE EVERY YEAR.



## WHAT'S NEXT?

We also want to encourage our colleagues to consider the benefits of daily exercise, where possible, so we will be looking to invest in staff bike racks and cycling facilities. We'll also be ensuring our suppliers have the same approach to modern day slavery by auditing our supply chain for compliance.

# 03

## SUPPLY CHAIN



# PARTNERS

## HOW WE HELP

We recognise that sustainability is not an internal issue; to make a difference we have to work together with our entire supply chain. We have already made procurement a priority, choosing only to work with new suppliers with strong sustainability credentials. And when it comes to long-standing partners we have completed an audit of all CSR policies and accreditations to ensure we have common ethics and sustainability goals.

Furthermore we are actively consolidating our suppliers across the group in a concerted effort to reduce the amount of unnecessary light duty vehicle transportation miles from multiple deliveries.



By halving our nominated suppliers, the resulting reduction in deliveries to our properties and associated haulage miles is estimated to save 1,923,700 miles over the course of a year, based on the UK average.

THAT'S ENOUGH FOR

# 8 TRIPS

TO THE MOON

## WHAT'S NEXT?

This is a long-term goal that will shape our procurement moving forward, whether it's mandating seasonal produce to avoid air freight, avoidance of Palm Oil or removing wasteful newspaper stocks.

# FOOD & BEVERAGE

## HOW WE HELP

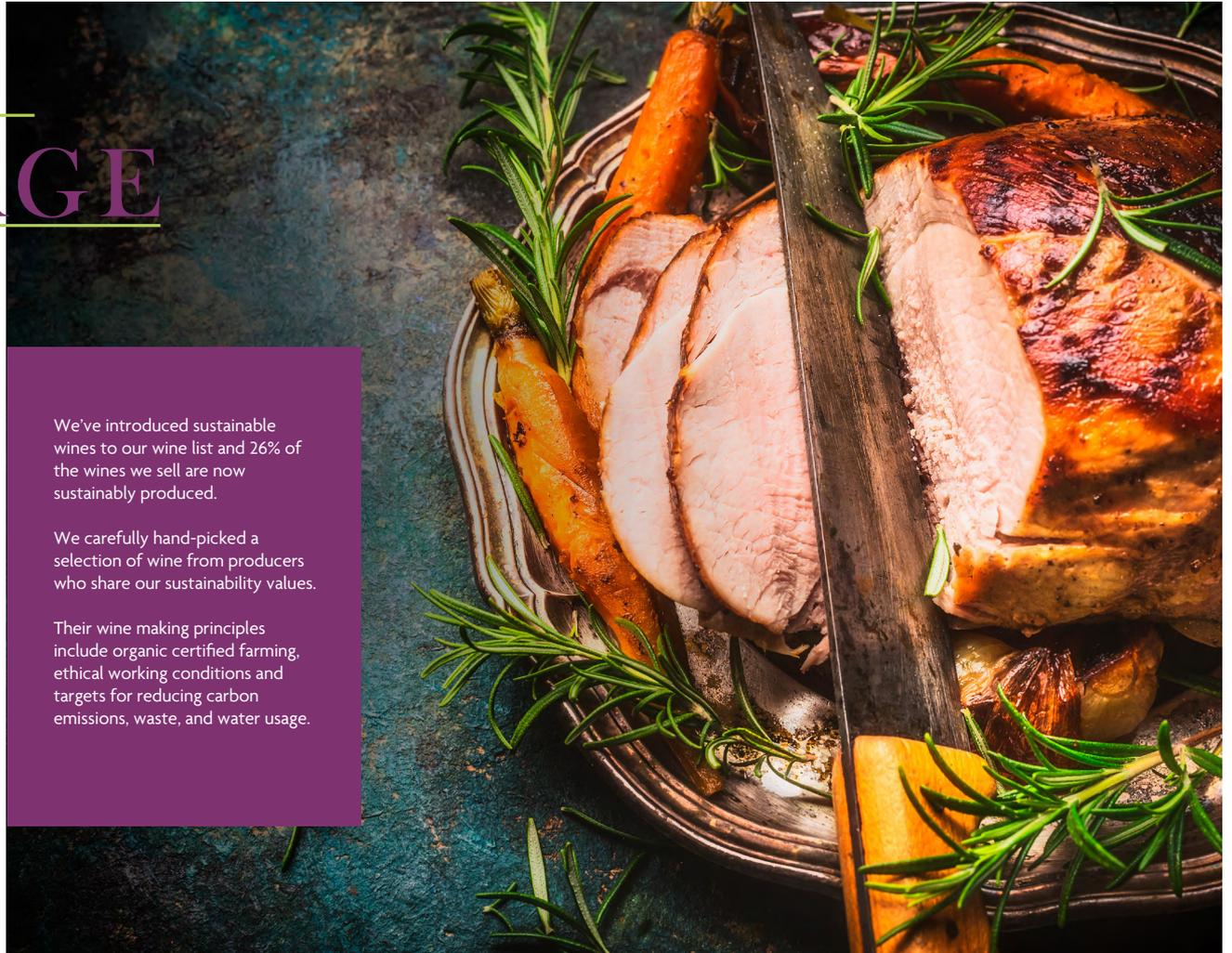
We champion health and wellbeing, providing our customers with balanced dietary options. We've adapted our core restaurant and conference menus in line with the rise of veganism, acknowledging the positive environmental impact this lifestyle affords our guests. In fact by using plant-based ingredients that use fewer natural resources, we can save 31,936Kg of greenhouse gas over 12 months. It's the greenhouse gas saving equivalent of driving over 18 times around the globe. We also provide market leading open communication on allergens and the dietary requirements of our guests.

It's the start of the journey but we're actively reducing our food miles by stocking more British products, particularly beverages, and encourage our chefs to use locally sourced ingredients to reinvest in their local businesses and communities. We're introducing kitchen gardens at our properties, working towards a 'seed to plate' ethos where we can grow core menu items within a stone's throw of the kitchen.

We've introduced sustainable wines to our wine list and 26% of the wines we sell are now sustainably produced.

We carefully hand-picked a selection of wine from producers who share our sustainability values.

Their wine making principles include organic certified farming, ethical working conditions and targets for reducing carbon emissions, waste, and water usage.



Where we can't source or produce locally, we adopt a 'just in time' ordering process through our procurement partner to address one of the key areas of sustainability in F&B, food waste. We have further managed unnecessary wastage by optimising our operational hours to the specific demands of the day.

When food wastage is unavoidable, we ensure it is collected and taken to anaerobic digesters to create biogas and compost. Our bars and restaurants play a key role in our move away from single use plastics, such as removing plastic straws, and we work with our key suppliers to reduce unnecessary packaging, such as moving our vegetable supplier on to reusable containers rather than cardboard.



Switching from plastic to paper straws saves us over 390,000 plastic straws over the course of a year, which if placed end-to-end would be

AS TALL AS

**NINE**  
MOUNT EVERESTS



### WHAT'S NEXT?

We have big plans to make lots of small changes to provide our guests with a more sustainable experience. We're starting to measure our production and plate wastage to help quantify where we can make the biggest interventions to avoid landfill.

WE HAVE BIG PLANS  
TO MAKE LOTS OF  
SMALL CHANGES  
TO PROVIDE OUR  
GUESTS WITH A  
MORE SUSTAINABLE  
EXPERIENCE





# FOOD FOR THOUGHT



CO2 LEVELS HAVE RISEN ALARMINGLY SINCE THE INDUSTRIAL REVOLUTION AND, IN MORE RECENT TIMES, HAVE CONTINUED TO INCREASE AT AN UNPRECEDENTED RATE.

This goes hand-in-hand with increased life-expectancies, population growth and the increased consumerism of a more affluent population. And as we start to see the impact of resulting climate change, we find ourselves hurtling towards a tipping point where we need to act now just to stand still. This means a coordinated approach

to sustainability is not just the responsible thing to do, but something we can't afford to delay. We look forward to working together to act now.

# FURTHER READING

## THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS REPORT

This UN report asks the question of whether our actions today are laying the right foundation to achieve the agreed Sustainable Development Goals (SDGs).

[Read more >](#)

## IACC

IACC is a global community of passionate people and companies delivering exceptional meeting experiences. IACC standards are the benchmark for what a meeting venue should aspire to by creating a unique point of entry that is inclusive of only the best-in-class meeting venues from around the world. Being certified members of this elite group means our properties are committed to demonstrating our mission to drive innovation and to always meet the high standards of excellence expected of us.

[Read more >](#)

## STARWOOD CAPITAL GROUP

Our majority shareholders have a commitment to eco-conscious investment. The firm continues to set a new standard for the private equity industry in environmentally responsible investment and development, across all real estate asset classes. Nowhere is this commitment more apparent than 1 Hotels. Operated by Starwood Capital affiliate SH Group, this luxury lifestyle brand represents hospitality with a purpose: To celebrate nature while encouraging sophisticated travellers to live well, do better and connect with the world around them.

[Read more >](#)

## WILLOW FOUNDATION

Each year we donate one hundred free stays in partnership with the Willow Foundation, providing seriously ill young adults aged 16 to 40 with uplifting and unforgettable special days.

[Read more >](#)

## MODERN DAY SLAVERY

[Read more >](#)

## ROOM TO REWARD

Room To Reward is a volunteer-recognition charity created to thank volunteers who give up their time to make a difference to those who need it most. We donate under-utilised bedroom stock to provide them with a well-earned break away.

[Read more >](#)

## THE CLINK CHARITY

The Clink helps reduce reoffending through the training and rehabilitation of prisoners, helping them to make a fresh start by gaining qualifications in catering or horticulture within the hospitality sector.

[Read more >](#)

## GENDER PAY GAP REPORT

[Read more >](#)

## NHS CHARITIES TOGETHER

De Vere donated over £560,000 to NHS Charities Together 2020/2021 to help NHS staff, volunteers, and patients at the centre of the Covid19 pandemic.

[Read more >](#)

## GREEN TOURISM

An awards certification programme recognising the commitment of tourism businesses which are actively working to become more sustainable.

[Read more >](#)

[CLICK HERE TO READ  
MORE ON SUSTAINABILITY >](#)

THANK YOU

  
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