



 | SYKES HOLIDAY COTTAGES

IMPACT REPORT 2021

Making a difference





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Sykes Holiday Cottages are one of the UK's leading independent holiday cottage rental agencies with over 30 years' experience in holiday letting. Our purpose is to create lasting holiday memories with a positive social and environmental impact while inspiring our staff, customers and owners to make a difference.



Welcome

We are Sykes Holiday Cottages, a company that provides millions of holidaymakers with their dream holidays and happy memories that last a lifetime. We also represent holiday let owners all across the UK, Ireland and New Zealand. As part of our commitment to making a positive impact for our people, community and planet, in 2021 we introduced our profit with purpose strategy.

We have outlined our impact mission and key pledges in this, our first Impact report, along with some of the activities our Sykes Family were involved in during 2021.

As a responsible business, we believe that we need to play our part in giving back to the communities we operate in as well as doing everything we can to reduce our environmental impact to combat climate change. Working with partners like Chester Zoo, the National Parks and Cheshire for Good as well as backing initiatives like the Better Business Act; and supporting charities and community initiatives with staff volunteering and fundraising will enable us to achieve that.

We've also committed to working towards B Corp certification. So far, we've made improvements to existing processes and adopted new ways of working to meet the highest standards of environmental performance, transparency, and accountability.

Graham Donoghue,
CEO, Sykes Holiday Cottages



Our impact on people and the planet is as important to us as shareholder profit. We're introducing new ways of working to make a positive social and environmental impact and do our bit to create a cleaner, greener, fairer future for all.

Sykes Gives Back

We've been supporting social and environmental initiatives and helping charity organisations for over 30 years. We support by fundraising, volunteering and sponsoring, to help raise awareness and make a difference for people and the planet.

Staff Volunteering

We encourage every Sykes Family team member to use their 2 paid volunteering days and help a charity or community initiative that means something to them. In 2021, staff took part in volunteering including tree planting, beach clean-ups, mentoring and food distribution.



Fundraising - Charity Partner Of The Year

£26,000 donated to the Teenage Cancer Trust. Staff fundraising and match funding.



Cheshire Food Hub Christmas Box Project, December 2021

When we heard that the Cheshire Food Hub project needed help with their Christmas Box project, we found three eager volunteers and rented some vans to fill the gaps in their schedule.

Across three days, James Shaw - CMO, Martyn Lamb - Facilities Manager and Katie Williams - Events Manager distributed 3 tonnes of food as part of the fabulous project which supported 3 council areas, including 8 community groups and 47 schools with 3448 boxes packed and delivered.



Nature Conservation

We partner with projects that protect habitats and improve biodiversity, including National Parks UK initiatives across the country since 2017.

In 2021 we funded the Pollen In Love project at Northumberland National Park to plant 150 Willow and Crab Apple trees and the Eryri (Snowdonia) National Park 70th Anniversary project to plant 5,000 trees; 22 Sykes' staff got involved with volunteering sessions to help with planting at the park.

22

Days Volunteering

5,150

Trees Planted

Click to Find Out More :

- **The Better Business Act**
- **Cheshire for Good**
- **Tourism Declares a Climate Emergency**

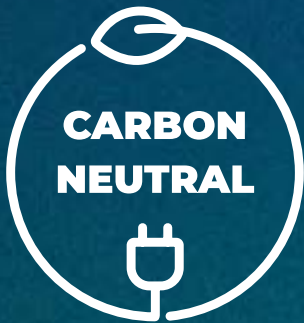
We support projects that aim to put people and the planet on an equal footing with profit.

Our Impact Commitments



Plant 1 million trees by 2024

Working with planting partners to protect habitats and improve biodiversity, supporting local initiatives for our staff to get involved in, as well as large-scale tree planting projects.



Become a carbon neutral business by 2024

We're committed to making a positive environmental impact and changing the way we work to combat climate change.





Enable 1,000 disadvantaged families to go on holiday, every year

We want to make a difference to families going through tough times and will be working with specialist partners and our owners to make this happen.



Inspire and enable 100% of our team to volunteer every year

Every member of the Sykes Family can take two days of paid leave every year to volunteer at a charity or community initiative of their choice to make a positive impact.



We've got B-ig Ambitions

What is B Corp and why does it matter?

We're working to become a certified B Corporation as part of our commitment to doing better business. B Corp are verified by B Lab through a rigorous assessment process to ensure they meet the highest standards of social and environmental performance, transparency and accountability.

We will continue to make improvements across our business, and work with others, to achieve our Impact goals and make a positive social and environmental impact.

Find out more about the B Corp movement.



About Sykes Holiday Cottages:

Sykes Holiday Cottages is one of the UK's leading and fastest-growing holiday cottage rental agencies, offering over 22,000 holiday homes from property owners across the UK, Ireland and New Zealand. From romantic cottages for two to larger properties that sleep 20 or more – couples, families and reuniting friendship groups can find something to suit them with Sykes.

Founded more than 30 years ago, Sykes is also one of the best-known travel brands, having won the British Travel Award for Best Large Holiday Cottage Booking Company for eight consecutive years.



About NMC Design+Print:

The Sykes Holiday Cottages Impact Report was designed by NMC Design and Print. Part of the NeuroMuscular Centre providing inventive design + print solutions for local businesses, charities and organisations. The social enterprise design company offers a healthy dollop of social value to graphic design and printing needs.

Find out more at www.nmcdesignandprint.com



www.sykescottages.co.uk