



The Sykes Impact Report 2022

Making a difference to our people and the planet

 | SYKES HOLIDAY COTTAGES

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ABOUT US, WHO WE ARE

Sykes Holiday Cottages is one of the UK's leading independent holiday cottage rental agencies with over 30 years' experience in the industry.

We now represent more than 22,500 properties, available across the UK, Ireland and New Zealand, and help millions of holidaymakers make lasting memories each year.

Our impact on people and the planet is as important to us as shareholder profit, which is one of the reasons why we've won the British Travel Award for 'Best Large UK Holiday Cottage Booking Company' for nine consecutive years.

While the business has grown significantly over the years, our commitment to offering quality accommodation to travellers – and

being the best choice for holiday homeowners – has never changed. Meanwhile, our pledge to deliver positive social and environmental impact will remain as important as ever in the years to come.

Along with thousands of owners across the country, every one of our 1,000 employees is helping us do our bit to create a cleaner, greener and fairer future for the business and the world in which it operates.

While our head office is based in Chester, the Sykes Holiday Cottages family spans regional brands with local offices throughout the UK and in New Zealand.

Helping to create lasting holiday memories with a positive social and environmental impact



ABOUT US, THE SYKES FAMILY



Helpful Holidays



JohnBray Cornish Holidays



bachcare

IMPACT MISSION, HOW WE WORK

Our journey and purpose principals

Where we've come from and what we plan to do next

After starting life on a kitchen table in the Yorkshire Dales in 1991, the company has grown to become one of the biggest players in UK holiday letting – employing more than 1,000 people across 23 regional brands; working with tens of thousands of owners; and taking more than 3 million people on holiday each year.

Our aim is to create lasting holiday memories and we intend to do so both responsibly and sustainably.

As part of our commitment to making a positive impact on our people, local communities and the planet, in 2021 we introduced our profit with purpose strategy.

Our purpose is a primary consideration, not just a nice-to-have.

We've been making a difference for years, but our new strategy is a step-change for the business and an acknowledgement that we want to do even more with the support of the whole Sykes family.

To deliver on this, we've set out a number of environmental and social pledges, which will help to focus our efforts.

Further detail on our impact mission, past activity and plans for the future is included throughout this report.

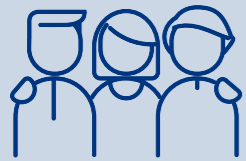
Sykes employs more than 1,000 people across 23 regional brands and takes more than 3 million people on holiday each year



IMPACT MISSION, HOW WE WORK

Sykes has four key principals that are at the heart of everything we do as a business, providing us with the foundation to achieve the right results, in the right way.

These were devised with input from across the entire organisation, for everyone's benefit:



Be one team

We believe in what we do and we do it together as one team



Own it

We care about our business as if it were our own



Communicate honestly

We communicate openly to ensure we all deliver against our goals



Learn, grow and innovate

We are a place where nothing stays still

We are committed to doing business fairly; paying fair wages to all employees; and promoting inclusion and equality so colleagues bring their best selves to work every day.

We're introducing new ways of working to make a positive social and environmental impact, helping to create a cleaner, greener, fairer future for all.

We've signed up to the Better Business Act and are one of the founding members of the UK For Good initiative – joining hundreds of like-minded companies also looking to do the right thing – we're working to rubber-stamp this with B Corp certification.



Our Impact on people and the planet is just as important to us as shareholder profit



IMPACT MISSION, HOW WE WORK

Our passion for delivering our purpose

This year has been a transformative one for the Sykes Group. Throughout the course of the year, we've added nearly 5,000 properties to our portfolio and took more than 3 million people on holiday. Not only this, but we welcomed six new businesses to the Sykes family.

It's safe to say that we've got big ambitions, and this especially rings true with our impact mission, which will be clear to see throughout this report. We're committed to doing good and will provide annual updates on our journey, starting now.

Over the past 12 months, we've had a laser focus on our environmental and social goals – investing in our Impact team, going after B Corp certification, and launching new internal processes and pilots as we work towards these.

I've been particularly impressed with the hard work and commitment of our people this year. This includes each and every one of our colleagues and

our property owners throughout the country. We have navigated the last few years to be stronger than ever and have now doubled down on our support of others – whether that's colleagues volunteering their time to worthy local causes, or owners gifting time at their holiday homes to families in need.

To show our gratitude, we're doing all we can to create the happiest workplace possible by investing in colleague wellbeing, staff rewards and development, and our company culture.

Our passion for delivering on Sykes' purpose principals is steadfast, and we will continue to ensure we balance profit, people and planet as the business grows in the years to come.

Graham Donoghue,
CEO, Sykes Holiday Cottages



“ It's safe to say that we've got big ambitions, and this especially rings true with our impact mission, which will be clear to see throughout this report. We're committed to doing good and will provide annual updates on our journey, starting now ”

OUR IMPACT GOALS

Our environmental and social impact goals

Sykes' impact on people and the planet is front-of-mind when making business decisions, with a particular focus on achieving specific objectives.

Goals for FY23 have been set based on learnings this year, including our first carbon footprint analysis, and an understanding of current best practice science-based targets and the Paris Agreement.

Our strategy and objectives will continue to evolve to ensure we're focusing in the right places – and delivering change that's the most beneficial, based on scientific recommendations.

Our targets are summarised below and more detail is included on subsequent pages.



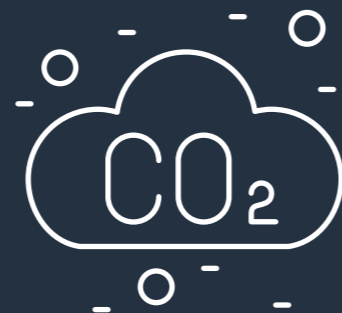
Support 20 biodiversity projects each year across the regions we operate in



Supporting biodiversity is just as important as reducing carbon emissions, which is why we're refocusing our efforts from tree planting to different biodiversity projects in the years ahead.

ENVIRONMENTAL IMPACT GOALS

Reduce carbon emissions by at least 50% by 2030 and reach net zero by 2050



This includes tree planting initiatives in areas most impacted by the climate crisis



Achieve Surfers Against Sewage Plastic Free Business accreditation by 2024



OUR IMPACT GOALS



SOCIAL IMPACT GOALS

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



Enable **100
disadvantaged
families to go on
holiday every year**



In FY22, we ran a successful pilot to help a number of disadvantaged families who would not otherwise have the means to go on holiday. We've taken on board learnings and are now developing the tech needed to scale up this project.



Support our people to be the best they can be, 365 days a year, and maintain our industry-leading employee engagement score



Positively impact
at least
**10 community
and charity
initiatives**



Our goals relate to SDGs:



ENVIRONMENTAL IMPACT GOALS

Reducing our carbon emissions

Cutting carbon emissions is essential in safeguarding the planet, which is why we've committed to halving our carbon emissions by 2030 and becoming Net Zero as soon as possible before 2050. It's a long journey but one we're determined to see through.

In FY22, as part of our journey to Net Zero, we:

- ✓ Completed our first carbon footprint measurement, in partnership with Green Small Business – including scope 1, 2 & 3 emissions
- ✓ Redefined our emissions targets in line with the Paris Agreement and current science-based targets
- ✓ Introduced a new purchasing policy amongst colleagues, with preference towards environmentally conscious suppliers and partners
- ✓ Implemented a permanent hybrid working policy, reducing mileage and carbon from employee commutes
- ✓ Completed a sustainable staff travel review to understand behaviours and attitudes in relation to commuting
- ✓ Joined the Tourism Declares a Climate Emergency initiative



We've pledged to halve our carbon emissions by 2030 and become Net Zero as soon as possible before 2050



ENVIRONMENTAL IMPACT GOALS

Moving forwards into FY23 and beyond, we plan to:

- Develop a 2030 carbon reduction strategy
- Set annual carbon reduction targets for FY24 onwards
- Share our carbon footprint analysis and plans with staff, owners and customers and encourage them to reduce their personal emissions
- Complete a fully-costed Environmental Action Plan to achieve our reduction targets, which we'll review and update every year
- Introduce sustainable staff travel initiatives including car sharing
- Reduce the amount of waste that goes to landfill by at least 5%, based on our FY22 measurement
- Reduce water usage by 5%, based on our FY22 measurement

How we will do this:

- Analyse our emissions and create and implement a reduction strategy (our Environmental Action Plan) – including measuring the carbon footprint of guest travel and stays
- Work with Tourism Declares to develop and deliver our Net Zero 2050 promise, while being open about our journey to help others with theirs
- Review energy supply to our offices and switch to a 'deep green' tariff
- Sign up to the Glasgow Agreement
- Change our fleet of vehicles to EVs when leases come up for renewal
- Implement a responsible business travel policy for all colleagues
- Deliver Environmental Responsibility & Carbon Literacy training to everyone that works for the Sykes Family
- Give all colleagues access to the Giki Pro carbon measurement and change app
- Share and develop resources with staff, owners and customers to help them to reduce their environmental impact

CARBON FOOTPRINT ANALYSIS

Our carbon footprint

This year, we conducted our first carbon footprint measurement to fully understand the business' total emissions from all sources.

To identify excess energy usage and other inefficiencies, plan out our reduction strategy, and accurately measure the impact of this, we set our baseline measurement. The date range for this was selected as the most recent 'normal' year, prior to the Covid pandemic (April 2019 – March 2020).

Moving forwards, we will continue to measure our footprint and will report on this annually, in line with our financial year, along with progress made against the baseline and our learnings.

Our baseline and FY21 measurements have been completed. As a growth business we will track our progress based on the reduction in our emissions per £m turnover.

	Baseline year tCO2e	FY21 tCO2e
Scope 1* - office heating	45.9	82.4
Scope 2 - office electricity	178.1	135.3
Scope 3**	7310.2	8089.7
Emissions per £1m turnover	104.1	79.9

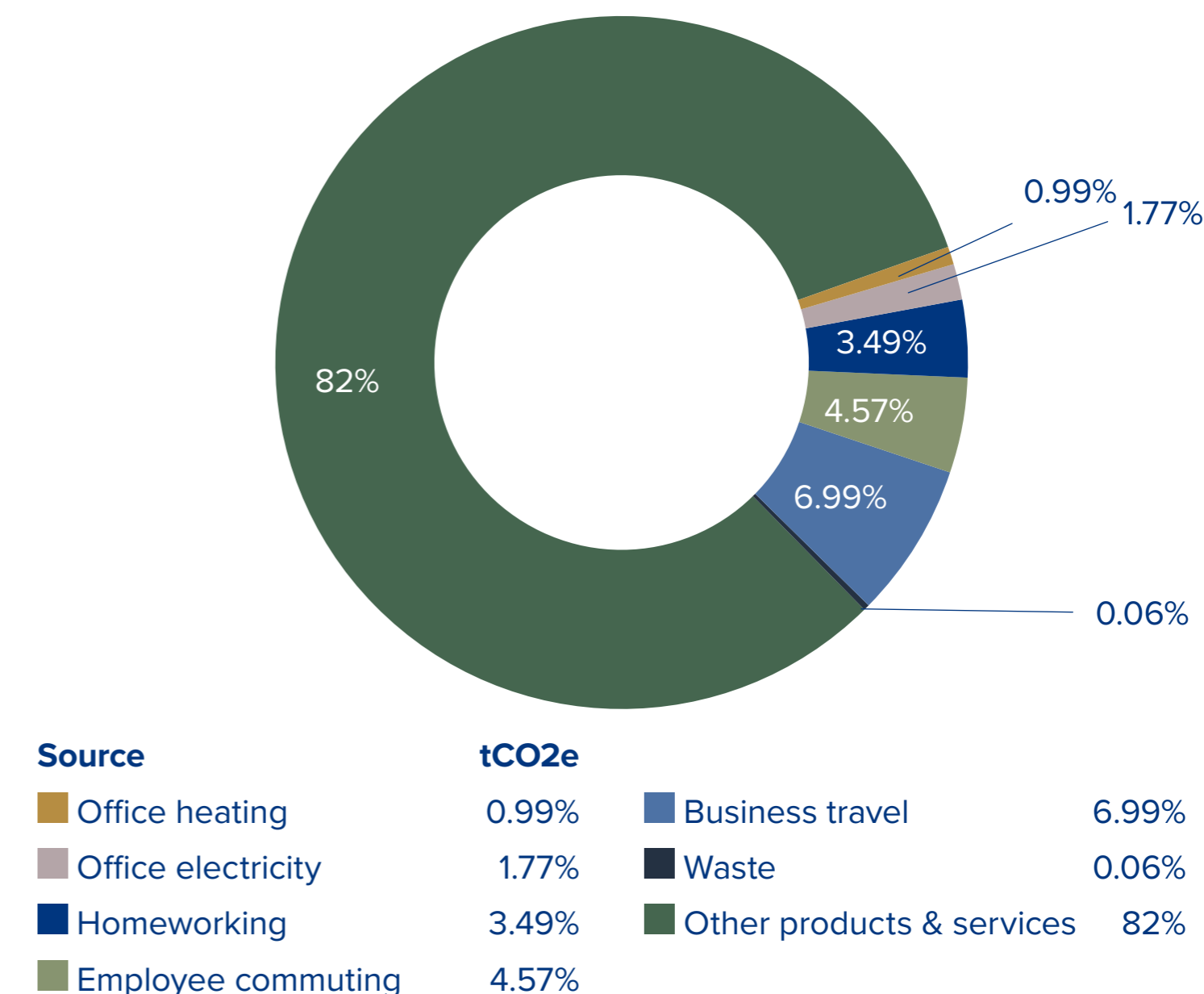
*Scope 1 emissions - segregated data on cooling refrigerants and fuel use in company vehicles was unavailable. We are working to improve the gaps in data for inclusion in future measurements.

**Scope 3 emissions include waste, water use and treatment, business travel and hotel stays, employee commuting and homeworking and spend on other products and services.

Baseline year reporting period, April 2019 – March 2020

Y21 reporting period, October 2020 – September 2021

FY21 full breakdown by named source



Whilst we recognise there are higher levels of uncertainty associated with the estimate of spend based emissions, they make up a significant portion of many business carbon footprints. We have included our Scope 3 emissions, including spend on other products and services which makes up 82% of our footprint, and are working to improve the granularity of data available for greater transparency in subsequent measurements.

New data sources are emerging all the time and will enable us to improve our approach to footprinting for future measurement as well as retrospective updates and our carbon reduction plans.

ENVIRONMENTAL IMPACT GOALS

Supporting biodiversity in the UK and overseas

What would our favourite holiday destinations be without splashes of colour from our flora and fauna? This is why we're supporting 20 biodiversity projects in FY23, helping to protect landscapes and local wildlife so they can be enjoyed for years to come.

After setting our specific tree planting target last year, we've since acknowledged that broadening our focus to biodiversity is more appropriate, given its critical importance to both conservation and carbon capture. As such, our tree planting efforts now sit under this target area.

In FY22 we have:

- ✓ Partnered with National Parks UK for a fifth consecutive year – including on its Park Protectors programme
- ✓ The UK's National Parks welcome more than 100 million visitors each year and are unique by their heritage, natural beauty and wildlife
- ✓ Our recent partnership saw us support two significant conservation projects, including funding the 'Pollen in Love' bee conservation project at Northumberland National Park and playing a role in the 70th anniversary celebrations at Snowdonia National Park
- ✓ The 'Pollen in Love' bee conservation project aims to extend the bee season in the National Park by planting goat willow trees and working with farmers and landowners to increase the number of wildflower species in hay meadows and verges
- ✓ Meanwhile, as part of Snowdonia National Park's 70th anniversary, we helped to plant 5,000 native broadleaved trees in the park – representing one for every child born within 20 miles of its boundary in 2022, as well as one for all residents marking their 70th birthday

We plan to support 20 Biodiversity projects in FY23



ENVIRONMENTAL IMPACT GOALS

Other biodiversity projects in FY22

- ✓ Supporting Chester Zoo's research project focused on the conservation of mustelids in the UK, including badgers, otters, weasels and polecats. This includes helping to protect the mammal species living across the zoo's 583-acre site
- ✓ Planting **5,225** native trees within the UK – including **75** trees and hundreds of snowdrop and bluebell bulbs in the Platt's Wood community woodland in Hayfield in the Peak District, **150** trees, including goat willow, in Northumberland National Park, and **400** trees in the Bala area
- ✓ Supporting **22** community councils in Snowdonia National Park with **78** Sykes volunteers. Teams were responsible for clearing invasive rhododendron in Dwygyfylchi and Llyn Gwynant, with others ridding Mawddach Estuary of conifer saplings
- ✓ Partnering with Sustainable Cheshire to install a litter picking hub at our One City Place HQ, and encouraging colleagues to take part in regular local litter picks
- ✓ Arranging a series of beach clean-ups with Cumbria Wildlife Trust and Cornwall Wildlife Trust
- ✓ Woodland management and wetland planting in Aberduna Nature Reserve and along the River Alyn, in partnership with North Wales Wildlife Trust
- ✓ Helping to refurb [Prickles in a Pickle Hedgehog Hospital](#), including painting and deep cleaning the charity's premises
- ✓ Taking part in Great Big Green Week with Sustainable Cheshire, including sponsorship of the event and staff volunteering
- ✓ Sponsoring five [Buckley's Bees](#) beehives to support pollination in Crewe and the surrounding area

Our teams helped to plant more than 5,000 trees throughout the UK in FY22



ENVIRONMENTAL IMPACT GOALS

Looking ahead - how we plan to build on our biodiversity activity in FY23

- ▶ Extending our Parks Protectors partnership with National Parks Curlew Conservation in Brecon Beacons and forest habitat restoration in Dartmoor
- ▶ Continuing our partnership as a Chester Zoo Conservation Supporter into FY23
- ▶ Supporting regional habitat protection projects across the country, including the Cheshire Wildlife Trust's Wasted Spaces initiative, Cumbria Wildlife Trust's Fix the Fells and further work with Platt's Wood community woodland
- ▶ Building on existing relationships and reaching out to new biodiversity projects to support them with our Sykes volunteering days – including clean-up events, tree planting and invasive species removal on World Environment Day 2023
- ▶ Planting 1,000 trees every month to protect habitats in areas most impacted by the climate crisis, while supporting local communities too

Over the next few years, we will up the ante on tree planting through our work with our tree planting partner, Ecologi.

- ▶ Ecologi helps individuals and businesses plant trees in the parts of the world that need it most. The organisation works with hundreds of charities and projects globally to help mitigate the impact of climate change through reforestation and habitat restoration
- ▶ It is also a B Corp and has been recognised as being Best in the World for Environment and Governance

ENVIRONMENTAL IMPACT GOALS

Becoming a single-use plastic free business

Plastic has become a constant in our daily lives and is threatening wildlife and contributing to global warming. In the UK, we generate around five million tonnes of plastic each year, with some of this waste ending up in the environment.

We want to put a stop to this, which is why we've committed to become a plastic free business by the end of 2024.

To do this, we will:

- ▶ Work with Sustainable Cheshire to become a [Surfers Against Sewage accredited Plastic Free Business](#)
- ▶ Carry out a business-wide plastic audit, before creating a plan to cut plastic across our operations. This plan will be communicated to colleagues, owners and customers

Surfers Against Sewage is a grassroots charity that started in 1990 with a view to keeping Britain's waters clear of waste and rubbish.

Sykes and our employees share these values and have pledged to be single-use plastic free.

Recently, teams from the Lakes took part in two beach cleans at Walney Island supporting the work of Cumbria Wildlife Trust, collecting 21 bags of waste that could otherwise have ended up in the sea.

We will continue to safeguard British coastlines, given these are important habitats and also the backdrop to fond holiday memories now and in the future.

Volunteers removed more than 20 bags of litter from Britain's beaches in FY22



SOCIAL IMPACT GOALS

The value of volunteering

At Sykes, we recognise the value of volunteering, which is why we've set a goal to inspire and enable each and every person in the business to volunteer their time in FY22 and beyond.

Whether it's local community or environmental initiatives, we understand that certain causes are close to peoples' hearts, and actively encourage colleagues to find volunteer projects they're passionate about.

We want our people up and out of our offices to help good causes across the country, and have already completed more than **550** volunteering days in FY22, with more than **40** different charities and community projects supported.

This year, we launched our volunteering scheme and commitment across the Sykes family as well as:

- ✓ Introducing monthly 'Make a Difference' sessions to inspire staff, with different charity guest speakers each month. This year we've heard talks from Cheshire Wildlife Trust, the British Heart Foundation, Teenage Cancer Trust, and a representative from Chester Pride
- ✓ Launching Volunteer of the Month awards to celebrate and reward those helping to make a difference, while encouraging participation
- ✓ Surveying staff and asking for feedback on the volunteering experience to gauge colleague opinion and improve engagement with the scheme
- ✓ Relunched our partnership with Cheshire Connect with a view to connecting local charities and not-for-profit organisations with key skills within the business. This year, we delivered a brand and logo redesign for Improving Generations and supported mental health charity Platform for Life with photography and videography to raise awareness of their services



SOCIAL IMPACT GOALS

A few of our Volunteers of the Month...



Klara Naibova, Partnerships Manager

After seeing the horrors of the war in Ukraine unfold and having friends directly impacted by the situation, Klara knew she had to help in whatever way she could. She rallied staff at our Chester HQ to donate food and supplies and spent her two volunteering days packing supply trucks being sent over to Ukraine to help those affected.

“I gained a feeling of fulfillment, that I was doing something meaningful, something that will help someone in need and make them smile.”



Gail Dalton Hines, Owner Relations and Retention Expert at Helpful Holidays

Gail is part of a sewing group at St Petrock’s, a charity dedicated to helping the homeless community in Exeter. The group, the Petrock Patchers, bring people together to repair any clothing they might have for the homeless, while giving out sewing tips and advice.

“Creating awareness around homelessness and making people aware of ways they can help has always been a passion of mine.”



Andrew Jay-Bates, Regional Marketing Executive

As Andrew and his husband were looking to adopt a child, he thought his volunteering days would be a great opportunity to get some first-hand experience of childcare, using his time at a local nursery to assist the staff. Andrew has since gone on to grow his family and the skills he learnt through volunteering are proving invaluable!

“It has been incredible; I’ve really enjoyed my time. I’ve helped with the babies, and we’ve also taken the older children outside to the local farm, where they got to learn useful life skills.”

SOCIAL IMPACT GOALS

Other highlights of our volunteering activity in FY22 include:

- ✓ A team of eight colleagues helped with the [Chester Pride](#) event set-up, which attracted thousands of people across the city. This included installing fencing, erecting banners and helping to stock the bars on one of the hottest days of the year!
- ✓ [Save the Family](#) is a charity that supports vulnerable homeless families in and around Chester. Several Sykes staff groups have supported the team on gardening and general property maintenance, such as painting fences and sheds and weeding
- ✓ Sykes colleagues have lent a helping hand at [Cheshire Food Hub](#) and the [West Cheshire Foodbank](#), including helping to unload donations, make deliveries and pack food parcels for those most in need
- ✓ A team volunteered their time to help [Cheshire Autism Practical Support](#) (CHAPS) clear its garden area. This meant that the charity's users had more space and better access to the fruit and veg patches they tend to

In FY23 we plan to further strengthen our volunteering programme by building on existing charity partnerships. We will also:

- Aim to increase the number of volunteering days by 20% in FY23
- Motivate staff involvement by including volunteering as a target within each colleague's own personal development plan
- Build a volunteering calendar so staff are aware of possible events and opportunities that work for them
- Increase staff awareness of volunteering opportunities with events, regional opportunities, guest speakers and teambuilding days. And also do more to promote successful volunteering case studies across the business
- Engage with more charities to add diversity to the volunteering on offer

Sykes colleagues took part in 557 volunteering days in FY22, with over 40 different causes supported



SOCIAL IMPACT GOALS

Helping disadvantaged families holiday

A holiday is important for families to reconnect and spend quality time together. That's why we've committed to help a hundred disadvantaged families go on holiday this year, with plans to send even more families away in subsequent years.

In FY22 we took the first steps towards achieving this by launching a pilot with newly-created charity, Time Away. The trial saw eight property owners donate time in their holiday accommodation, which was gifted to families with children with additional needs so they could enjoy a Sykes holiday. The families then fed back to us on the process and overall experience.

We've now gained valuable lessons which we will use to plan the delivery of this target in the year ahead.

FY23 activity will include:

- ▶ Launching our Time Away partnership in full, meaning families across the country who would not otherwise have the means to do so will enjoy a staycation – and in some cases their first family holiday
- ▶ We will be encouraging our owners to donate one stay a year, between 2-7 nights, to charitable causes – whether that's the dedicated Time Away scheme or another charity of their choice
- ▶ Our tech teams will work to develop a new platform to facilitate owners to make donations through the owner portal and eligible families to book their stay online so we can enable more gifted stays every year

We will help 100 disadvantaged families go on holiday each year



Greetings from Devon

We have had such a wonderful time at The Old Vicarage. My son was so excited to explore the garden and see all the different fruit growing.

We had beautiful meals together sitting at the big dining table. We enjoyed a lovely evening in front of the open fire, such a treat for us. I felt SO relaxed which is unusual for me.

We have laughed so much and will always remember this time away. Thank you



SOCIAL IMPACT GOALS

Supporting our people to be the best they can be

We're proud of our culture and people and believe that it's one of the things that sets us apart from the rest. We also attribute our success and rapid growth to the hard-working teams across the Sykes family.

Because of this, it's important to give back to our employees for all they do for us – helping them be the best they can be and achieve something every day they come to work.

In FY22 we:

- ✓ Rolled out Retail Trust membership for all colleagues, with a support package available including health and wellbeing initiatives and financial assistance
- ✓ We understand how essential our team's mental health and wellbeing is, which is why we introduced an in-house counsellor who is available to lend a listening ear when necessary
- ✓ Extended our colleague recognition programme – including launching our Volunteers of the Month to run alongside our monthly Value Awards, which celebrate those who deliver on our company values
- ✓ Allocated two working days a year to volunteering for all colleagues
- ✓ Continued to give all staff an additional day's leave to celebrate their birthday
- ✓ Conducted regular staff surveys to source feedback, measure engagement and get suggestions on changes colleagues would like to see. This also included a survey with Diverse Matters with a view to bolstering our diversity and inclusion practices
- ✓ Reviewed all HR policies and introduced new policies to support our goals and company values, including a new Code of Ethics aligned with Our Values
- ✓ Formalised our hybrid working policy to give our colleagues more flexibility and a better work/life balance

We invested over half a million pounds in colleague wellbeing and development this year



SOCIAL IMPACT GOALS

Moving forwards, we're looking to maintain our industry-leading employee engagement score and deliver the happiest workplace possible.



In FY23 and FY24, we intend to:

- ▶ Develop an Equality, Diversity and Inclusion (EDI) strategy and further embed this into company culture and business decision-making
- ▶ Build out our wellbeing plan to cover four key elements – mental wellbeing, physical wellbeing, financial wellbeing and social wellbeing

We will do this by:

- ▶ Continuing to survey our colleagues with Peakon to make improvements and introduce new initiatives that matter to our people, as well as consistently consulting with colleagues when updating our policies
- ▶ Training a network of mental health first aiders across the business and delivering mental health awareness training for all managers
- ▶ Implementing a calendar of national wellbeing initiatives – signposting colleagues to additional support resources. For example, Men's Health Week, Samaritans Talk to Us Month and World Menopause Day

- ▶ Delivering financial wellbeing webinars to all staff with Retail Trust
- ▶ Developing our Learning Management System to offer easier access and more relevant content for personal and professional development
- ▶ Establishing an EDI steering group and wellbeing group to drive business decisions and address the issues that are important to our colleagues
- ▶ Continuing to celebrate our colleagues' achievements through our long service awards, monthly recognition, and annual employee awards

When it comes to staff development, rewards and wellbeing initiatives, we ask, listen and take action to make sure our policies and programmes deliver exactly what our colleagues are looking for

It is our top priority to ensure the wellbeing of our people, and we realise that work is only one part of a full life. We design our policies with a 'support the whole person' mindset

Personal growth is woven into our culture, and we recognise the value of having knowledgeable and long-standing colleagues. At our Chester HQ, we have two dedicated learning suites, as well as an online learning platform, the Sykes Learning System

SOCIAL IMPACT GOALS

Positively impacting communities and charitable causes

We've supported a number of charities and causes, with a particular focus on the communities surrounding our network of regional offices. This ranges from endurance challenges and sports club sponsorship to school learning projects and bake sales – plus everything in between.

In FY23 we have pledged to positively impact at least 10 different community and charity initiatives. We will also build on the financial support provided to our regional charity partners throughout the country.

Our FY22 activity included raising more than £7,000 for seven regional charity partners and other good causes. This included arranging 10 fundraising events across all regional brands, such as:

- ✓ The team from John Bray hosted a rowing challenge, with the target of rowing 164 kilometres in 9 hours – the distance along the Cornish coastline from Land's End to their office in Port Isaac. More than £1,000 was raised to help fund the Port Isaac Harbour Repairs
- ✓ Menai Holidays took part in the Great Straits Raft Race in June – racing the raft they built from scratch in the Menai Straits and raising over £500 for their local hedgehog rescue, Hedgehuggles, in the process
- ✓ We organised the first annual Sykes Summer Pet Show. Sykes employees submitted photos of their pets for the chance to pick up the coveted Pet of the Year 2022 title. More than £200 was raised, to be split between all regional charity partners

Our FY22 charity partners



SOCIAL IMPACT GOALS

More FY22 charity initiatives

Awarding five £1,000 charity grants through the ActionFunder platform, in partnership with Cheshire For Good, including:

- ✓ Sherborne Community Bungalow – Donation to refurbish the community hub and to make minor alterations to improve disability access
- ✓ Pilot Podiatry Service, Neuromuscular Centre – Funding podiatry services for those with a range of neuromuscular conditions
- ✓ YMCA Crewe, Art Therapy – Helping to provide art therapy sessions to residents to support their emotional and mental wellbeing
- ✓ Aspire Disability Youth Club, Warrington Youth Club – Funding holiday clubs for disabled children over the school holidays
- ✓ Saturday Night Project, Winsford Youth & Community Forum – Supporting the delivery of a safe place for local young people to go on a Saturday night while reducing anti-social behaviour

We supported the following projects this year:

- ✓ Sponsored the St John's Hospice Forget Me Not Flower Appeal for the second year in row. This year, the hospice showcased a stunning display of blue forget-me-not flowers in North Lancashire and the South Lakes. All money raised from flower sales after the installation helped the hospice to continue its vital work for patients and families
- ✓ Attended the Passion for Learning Careers Carnival to help develop local young people's career aspirations, with over 280 children in attendance from Cheshire schools. Plus, sponsored the Passion for Learning Enrichment Club at Hoole Church of England Primary School, giving local school children access to a range of after-school activities including crafts, board games and outdoor play sessions
- ✓ Supported Chester's Big Green Week with volunteering, a staff litter pick event and sponsorship
- ✓ Volunteers from Sykes' IT team stripped and cleaned 275 old work laptops and computers and donated them to 11 Cheshire schools including Overleigh St. Mary's CofE Primary School. The total value of computer equipment was around £52,000.

We donated more than £50,000 in IT equipment to local schools – and raised more than £7,000 for seven regional charity partners



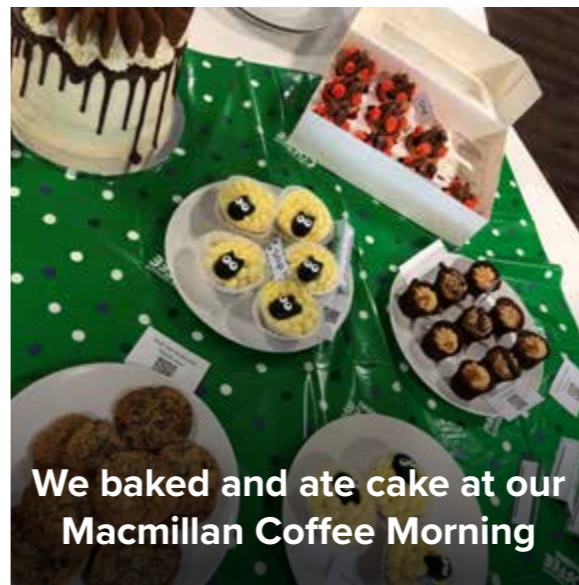
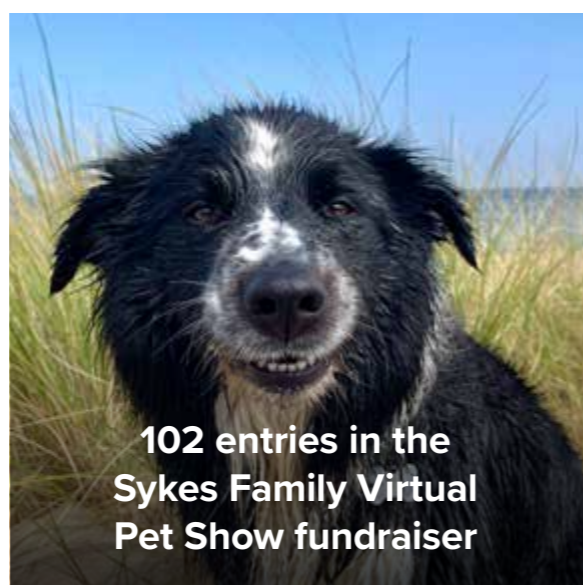
SOCIAL IMPACT GOALS

In FY23 we aim to improve upon the amount of money raised for charity, and strengthen existing community relationships while building new ones.

This includes:

- ▶ Supporting at least 10 community projects or events with sponsorship and funding
- ▶ Launching three [ActionFunder](#) funds for North England and Scotland, Central England and Wales, South England. This money will support important social value projects across the UK in January 2023
- ▶ Supporting quarterly grants through the ActionFunder platform, with a particular focus on causes and initiatives within tourism hotspots
- ▶ Promoting volunteering opportunities that encourage more skill sharing to support charities and provide expert consultancy pro bono – including web development, marketing strategy, logo design and social media
- ▶ Continuing with our support of [Passion for Learning](#). This includes sponsoring Hoole Primary School's Enrichment Club and hosting office visits to One City Place, showing children what working in an office is like and the variety of careers available
- ▶ Becoming an official supporter of [Chester Pride](#), including providing volunteers and taking part in the annual parade for the first time





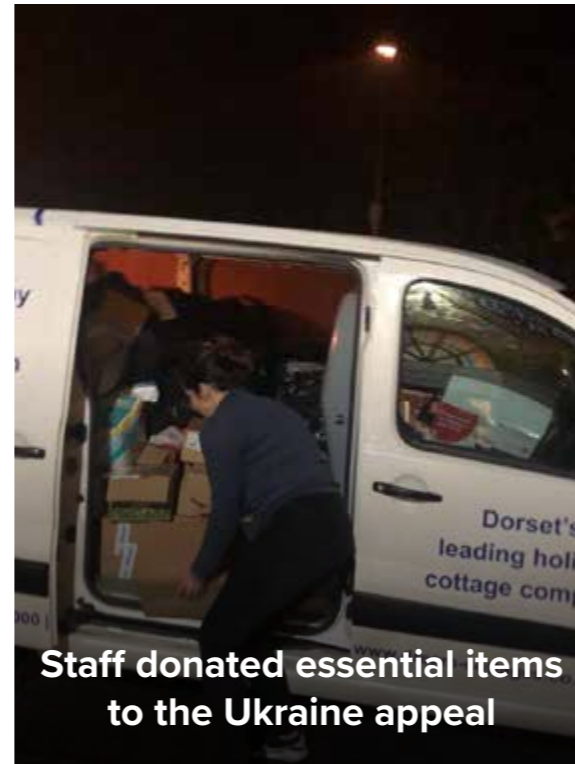
**FY22 REGIONAL
BRAND HIGHLIGHTS**



Prickles in a Pickle hedgehog hospital makeover, Devon



Charity row for the South West charity partner, The Wave Project



Staff donated essential items to the Ukraine appeal



We sponsored the Swanage Carnival



Beach cleans on Anglesey and the Llyn Peninsula



Charity row for the Port Isaac breakwater repairs



We sponsored Weldmar Light Up A Life Service



Menai Raft race in aid of Hedgehuggles



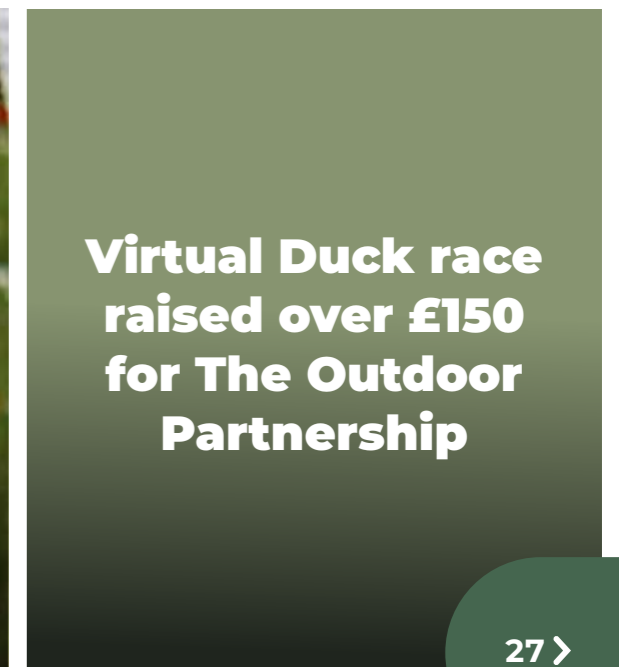
South West Macmillan coffee morning



Christmas Card competition with 19 primary schools in the South West region



Partnered with Cotswold Lavender to give away wildflower seeds



Virtual Duck race raised over £150 for The Outdoor Partnership

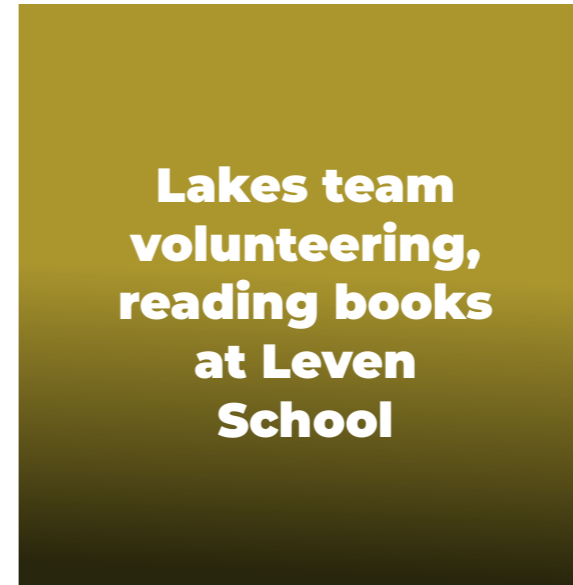
**FY22 REGIONAL
BRAND HIGHLIGHTS**



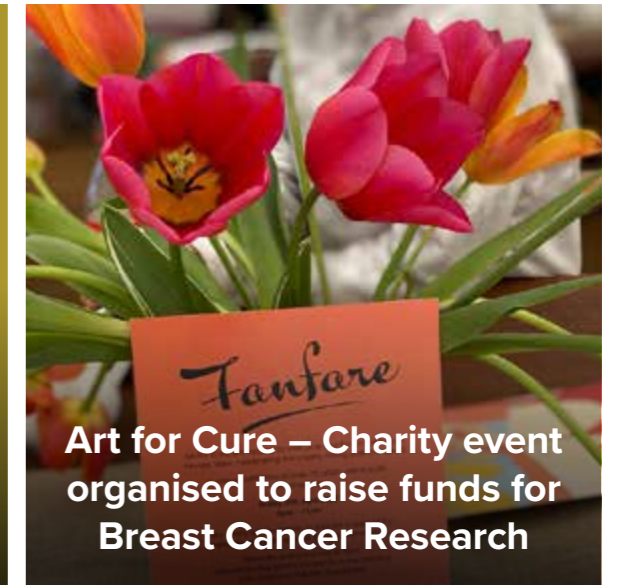
Proud sponsors of the St John's Hospice Appeal, raising over £19,000



We volunteered at Suffolk Dog Day



Lakes team volunteering, reading books at Leven School



Art for Cure – Charity event organised to raise funds for Breast Cancer Research



Litter picks in Keswick and Barrow in Furness



We helped The Cumbria Wildlife Trust with a Coastal & Marine Survey



We had a great time at 'We're a Knockout' with other Suffolk businesses



Supported the Festival of Suffolk Jubilee Torch Relay



Pink Friday in aid of Cancer Campaign in Suffolk

WHAT'S NEXT

Our B Corp ambitions

We're well on the way towards becoming one of the only B Corp certified UK holiday companies

B Corp is one of the most demanding certifications that evaluates companies' social and environmental impact. At the time of writing, there are only around 5,000 certified businesses across the globe.

To make the grade, we have to meet the highest standards of social and environmental performance, transparency and accountability.

To us, it's important to join this community so we can prove to our customers, owners, employees and communities up and down the country that we're doing good. They won't just have to take our word for it.

In next year's report, we hope to share the good news and set out where we plan to make further improvements across the business, in line with B Lab feedback.

Find out more about [B Corp](#)

FINAL WORD

Striving to be a better business

A huge thank you to our colleagues, owners and guests for helping us to be a better business

FY22 has been a busy year for Sykes. We've been able to firmly establish our purpose and set clear goals which we've taken the first steps towards achieving.

None of this would have been possible without support from across the business – including Sykes Family staff, our property owners and also our millions of guests. A big thank you goes to all who have already contributed their time, efforts, and opinions throughout the last 12 months.

As we move forward into FY23, we will use the groundings we've gained this year to do even better. This means doing better for our people, the planet and the communities that we operate in.

We look forward to providing an update on our further progress this time next year.





www.sykescottages.co.uk