

# Positive Impact Report

2025

Lovat

HOLIDAY PARKS

# Contents

# A note from our founder

2024 was a challenging but good year for Lovat. Our customers continue to face the high cost of living and mortgage rates and so we are proud to enable value holidays and holiday homes in some of the most beautiful parks of the United Kingdom.

Our industry still suffers from a small minority of competitors who unfortunately do not put their customers first and we see this particularly in the sale of holiday homes. We recognise some of the anger that this has engendered and hope that people will change their behaviour. We became a B Corp principally because we do believe that business can be a force for good and that profits should not be the sole aim.

Our holidays business has continued to grow and it has been particularly pleasing to see the strong customer reviews across all of our parks.

This is what motivates us and while we don't always get it 100% right, we are very focused on it and do not take lightly the trust that our customers put in us by choosing us as their holiday destination.

From a brand perspective, our partnership with ITV has brought us a national audience and I remain excited about how this is going to evolve over the coming years

My sincere thanks to all of the Lovat team for their hard work and commitment to B Corp.

**Raoul Fraser**  
Founder



# Welcome

This year our guests, owners and team have steered us further towards our 2030 net zero goal.

We saw significant savings against our 2022 baseline and considerably reduced our waste sent to landfill alongside seeing a marked increase in our recycling rates alongside an outstanding 227% increase in organic composting. Carbon wise, we have managed to reduce Scope 2 electricity by the equivalent of 30 Blue Whales!

We have also been privileged to partner with some prestigious B Corps including Big Potato Games, Truemark coffee, FatFace and Jude's. They have enhanced our retail and welcome pack product lines, team and guest discount offerings and forged valuable relationships with a shared better business purpose.

We look forward to a change-making, collaborative 2025 at Lovat Parks. One that will see further learning and education in the travel sector and making a real difference in responsible tourism in the UK.

**Lian Locke**  
Positive Impact Manager



# Our 2024 achievements

## **Marie Claire Sustainability Award**

Holiday With Kids UK 2024  
Travel & Leisure Sector

## **British Travel Awards**

Silver 2024

## **International Green Apple**

Environment Award 2024

## **Visit England**

Five Star Award  
Gold Award

## **Land, Leisure & Tourism Awards**

Lovat Parks: Sustainable Tourism Award 2024  
Padstow: Gold Holiday Park of the Year 2024

## **South West England**

Prestige Awards 2024/25

## **The Sunday Times**

Best Places to Work 2024

## **New Forest Sustainability Champion**

Highly commended 2024





# Our 2024 achievements

## **Cornwall Tourism Awards 2024/5**

Lovat Cornish parks were delighted to take away four awards in November at the Cornwall Tourism Awards sponsored by Falmouth University.

### **Silver in Holiday Park of the Year**

Padstow Holiday Village

### **Bronze in Holiday Park of the Year**

Sun Haven Holiday Park

### **Bronze in Self Catering Accommodation of the Year**

Penmarlam Lodge Retreat

### **Commended in Wildlife Friendly Tourism Business**

Parbola Holiday Park

# Regenerative Tourism Award

We are delighted to announce that Lovat Parks are the very first company to be awarded the brand new Regenerative Tourism Award for commitment to regenerative tourism, championing positive impacts in tourism, acknowledgement of a dedication to environmental and cultural respect, as well as our B-Corp certification, and understanding of the importance of having respect for the community, culture and communications



# Our product suppliers

Our local and B Corp product suppliers

- ◆ Jude's ice cream
- ◆ Forthglade Natural Dog Food
- ◆ Tony's Choclonely
- ◆ One Water
- ◆ Tarquin's Cornish Gin
- ◆ Padstow Brewing Company
- ◆ The Bearded Brewery
- ◆ Dorset Dairy
- ◆ Doisy And Dam
- ◆ Cornish Tea Company
- ◆ Trevibban Mill Vineyard
- ◆ Wilton London
- ◆ Honest Mobile
- ◆ Rodda's
- ◆ Graze







# Our product suppliers

Our local and B Corp product suppliers

- ◆ Beachcomber Distillery
- ◆ Brook Hill Vineyard
- ◆ Pentire Drinks B
- ◆ The Garlic Farm
- ◆ Cornish Ketchup Company
- ◆ New Forest Shortbread
- ◆ Cornish Sea Salt Company
- ◆ Dr Will's
- ◆ Flawsome Drinks B

# Our community partnerships

Our continued memberships and working relationships include:

- ◆ Cornwall Wildlife Trust - Business Member
- ◆ Norfolk Wildlife Trust - Business Member
- ◆ Travel by B Corp - Founding Member
- ◆ St Petrocs for the Homeless - Cornwall Business Member
- ◆ Mawgan Porth Village Hall - Committee Member
- ◆ SeaPalling Lifeboat Trust
- ◆ Pier 2 Pier Norfolk
- ◆ Harlyn Lifesaving Club
- ◆ Cornwall Seal Sanctuary - Business Ambassador
- ◆ Nancegollan Community Café
- ◆ Local Cornwall





# Our community partnerships

Our continued memberships and working relationships include:

- ◆ Horsey Seals
- ◆ Wild New Forest
- ◆ Go New Forest
- ◆ Rewilding Britain
- ◆ Alzheimer's Society
- ◆ Animal Welfare Trust
- ◆ Corton Village Residents Association
- ◆ BugLife
- ◆ CoppoFeel
- ◆ Gwinear Residents Association
- ◆ Hedgehog Haven, Oulton
- ◆ Gwinear Residents Association



# Our recertification B Corp elements & scoring in 2024

91.1

our overall  
impact score

We were rigorously assessed  
50.9 is where a 'normal' company would score

Our impact scores in the categories assessed:

Workers	Governance	Community	Environment	Customers
29.3/40	18.7/20	22.6/40	17.1/45	3.1/5



# New Forest Primary School Project

This year we launched a circularity project with New Forest Primary school near Green Hill Farm Holiday Village, after the success of our Newquay based project last year (at Summercourt Academy) .

We delivered some educational sessions to the pupils around plastic waste and its affect on our oceans and forests. Pupils and teachers were asked to collect their used household toiletries packaging and these were collected by our friends at ReFactory along with our guest contributions from the 2024 season stand at Green Hill Farm.

We will be returning in 2025 to deliver their new mud kitchen made from the collected toiletries packaging!



Community



Governance



Customer



Environment

# Launching our board game libraries with Big Potato Games

We are thrilled to have teamed up with fellow B Corp, Big Potato Games to introduce our very first board game libraries at our holiday parks.

These have been hugely popular, enjoyed not just on rainy days.

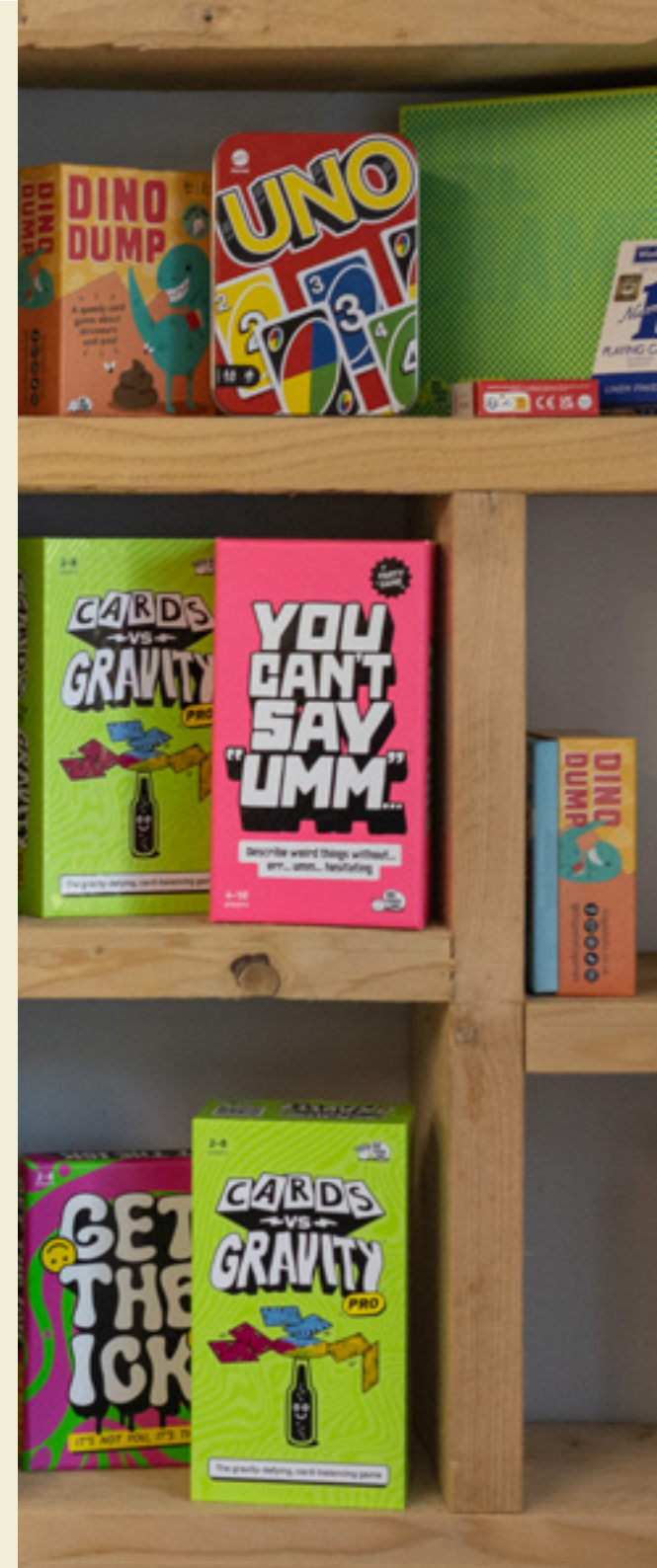
From 'Chicken vs Hot Dog' to 'P for Pizza' all of the family have been getting involved in their wonderfully crazy quiz games, drawing games and even one that comes in a bucket!



Customer



Governance



# 2024 B Corp in action



48,500 water  
refills to date



Over 4 parks 100kg of  
toiletries recycled to date



80 team hours  
volunteered



Over our five coastal  
parks you hired our belly  
boards over 200 times!



100% of new suppliers  
screened: 220 to date

A photograph of a man and a woman walking away from the camera on a dirt path through a lush green forest. The man is on the left, wearing a blue and white plaid shirt and a yellow backpack. The woman is on the right, wearing a purple t-shirt and a black backpack. The path is surrounded by tall trees and dense foliage.

# Travel by B Corp

We are founding members of a group brought about by B Corp. We came together to create 'Travel by B Corp' with the simple aim of helping UK consumers to travel better by choosing B Corp certified travel businesses.

At Travel by B Corp, we believe that great experiences go hand in hand with doing the right thing. Sustainable travel is a more exciting, rewarding and enjoyable way to experience the world around us. We also know that consumers can struggle to make the choices we know they want to make in the face of confusion and cynicism. That's where Travel by B Corp comes in.

B Corp is the most rigorous and comprehensive certification of a company's social and environmental performance, transparency and accountability. B Corp certified travel companies have been independently verified as a force for good.

Near or far, short break or sabbatical, the positive impact sustainable travel has on the people and places we visit makes for a better experience all round. A customer choosing to travel with a B Corp certified business is a customer choosing to do the right thing.

At the heart of the Travel by B Corp mission is a promise, to our customers, to our members, and to the travel industry.



# Travel by B Corp

To our customers, we promise...

To take the hard work and doubt out of sustainable choices in travel.

To be accountable, transparent and honest.

That our experiences will be better, not compromised.

To be friendly, welcoming, and not preachy.

To demonstrate responsible travel.

To our members, we recognise...

The greater impact of working together.

That we have already reached a new industry standard.

That we are not perfect: we are on a continuous journey of self-improvement.

The need to look at what we are doing, not what others are not.

To the travel industry, we...

Are committed to changing the language of sustainability.

Are the leading voices at the forefront of an urgent mission.

Are not radical, but we do not accept the status quo.

Will be the most recognised, respected collective voice for sustainable and ethical travel.





# Harlyn Lifesaving Club

This season we entered the Great Atlantic Raft Race in Cornwall, to raise funds for the fantastic Harlyn Lifesaving Club.

Our team banked their paid volunteering time to make our raft from upcycled park materials and steer it through rough seas to come 5th overall from 11 entrants (and 10 finishers!).



Workers



Community



Environment

# Volunteering in 2024

This year we were delighted to join several projects throughout the UK including:

- ♦ Making Space for Sand Project  
Cornwall Wildlife Trust
- ♦ Cornwall Clean-Up, Perranporth  
Surfers Against Sewage
- ♦ Nancegollan Community café
- ♦ Sea Life Trust Global Beach Clean  
Cornish Seal Sanctuary
- ♦ CoppaFeel's Brecon Beacons  
100km 5 day fundraising trek



Workers



Governance



Community



Environment



# Introducing our values

This year the team at Lovat took feedback from our team survey and held several workshops to create The Lovat Way, Our Values and appointed from these workshops, our Values Champions within our team.

These values reflect the heart of our business.

At the beginning of the year we travelled to every Lovat location to launch these with our very own roadshow!

Our 2024 team survey score showed that 89% in feeling committed to the values and 87% understand how the values relate to their day-to-day role.



We create a culture of warmth and welcome, where everyone has a voice.



We value our communities, holiday-makers, owners, team and neighbours. We encourage and listen to their feedback.



Our guests and owners expect the best and our team members are proud to deliver it. We set out to do things differently.



We believe in business as a force for good, we respect the environment and protect the future through our actions and decisions.



Workers



Governance



Community



Customer



Environment

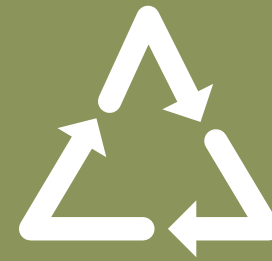
# Measuring and reducing our outputs

We have measured our waste and carbon outputs since 2022, which we refer to as our baseline report.

From this baseline, each Lovat Parks location implemented waste reduction initiatives to critically improve recycling rates on site and reduce waste going to landfill. Now that we have two years of data since baseline we are able to produce a park-by-park summary of performance including: an overall performance of Lovat Parks, team and B Corp Champion feedback and future sustainability interventions.



Reduced our waste to landfill by 45.5%



Increased our recycling rate by 49%

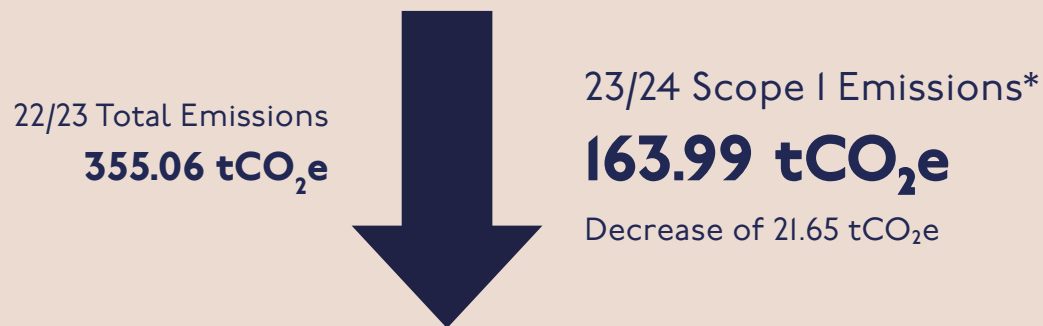


Increased organic composting by 227%

# Carbon

From a baseline year of 2022, we have decreased total electricity emissions to improve Scope 2 total emissions. From a carbon perspective, we have managed to reduce Scope 2 electricity by 30 tCO<sub>2</sub> or the equivalent of 30 Blue Whales.

## Scope 1 emissions:



**19.74%** decrease in Scope 1 emissions year on year and above the target in the 10% yearly reduction

## Scope 1 & 2 emissions:



**15.73%** reduction in Scope 1 & 2 emissions

*Liquefied Petroleum Gas: 109.48 tCO<sub>2</sub>e*

*Diesel & Unleaded: 22.13 tCO<sub>2</sub>e*

# Our solar panel project

To date we have saved 50280kWh of usage, totalling 11.308 tonnes of CO<sub>2</sub>e saved.

In March 2023 we completed the installation of 30.6kWp roof mounted 72 solar panels.

This also supports our goal of being net zero by 2030.



# Waste

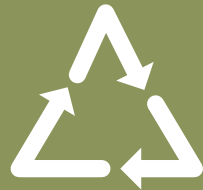
Across all sites, in 2024, Lovat Parks achieved (against 2023's performance):

9%



Reduction of approximately  
17,150kg of waste sent to landfill

15%



Increased dry mixed  
recycling by 22,243kg

The same weight as 83 adult grey seals!

40%



Decreased organic waste  
compost by 13,368kg

Against our 2022 baseline year:



**Waste sent to Landfill**  
Reduced by 145,992kg  
45.5% decrease



**Dry Mixed Recycling (DMR)**  
Increased by 56,067kg  
49% increase



**Organic Composting (food scraps waste)**  
Increased by 13,988kg  
227% increase



# Waste

Overall

Overall across all parks: each guest sent 2.2kg to landfill in 2024; that's the same weight as a small beach cooler filled with drinks.



In 2023 collectively Lovat Parks reduced waste to landfill by the equivalent weight of **one blue whale!**

Padstow

**3.553kg**

A portable gas stove

Penmarlam

**3.272kg**

A set of foldable camping stools

Green Hill Farm

**2.737kg**

A camping lantern

Parbola

**1.992kg**

A portable camping chair

Sun Haven

**1.866kg**

A handheld cooler bag with snacks

Waxham Sands

**1.654kg**

A water bottle and travel mug set

# Waste spotlight

Padstow Holiday Village: a snapshot of the 2024 season



Our target is 10% reduction on volume of waste sent to landfill year on year.

On average, each guest at Padstow holiday Village saved 3.553kg from going to landfill.

The best recycling rate to date was achieved this season of 45% of all waste uplifted, a 3% increase on 2023 and an 18% improvement on 2022.



However, we have seen a very small 2% increase on food/organic waste since 2022.

Overall, in Lovat we have increased organic composting by 13,988kg (227% increase) so we need to explore how this could work better at Padstow.



# Waste spotlight

For 2025 at Padstow Holiday Village will explore:

- ◆ In accommodation communication to guests on the above performances and clearly setting out how they can contribute to achieving our 10% reduction target in 2025 with a focus on food waste practices
- ◆ Trailing the replacement of all single use hot drinks cups in our reception area with reusables for a £1 returnable deposit
- ◆ Creating a mud kitchen from our toiletries and crisp packet recycling collection stands and presenting to The Cornish Birds of Prey Centre for their children's play area
- ◆ Food waste boxes displayed on counter tops for all check ins
- ◆ In-accommodation recycling bins
- ◆ Plastic-free kitchen packs
- ◆ Clearer bin store signage

# Further Improvements

In 2025

- ◆ Adding recycling bins to every accommodation
- ◆ Trialling reusable coffee cups that will replace single use hot drinks cups at our coffee machines
- ◆ Adding 'recycling your plastics' bin store signage to improve guest knowledge and reduce those sent to landfill
- ◆ Adding fridge food waste education stickers to encourage better in accommodation practices
- ◆ Adding literature into accommodations including our vs baseline waste performances and simple steps to take to contribute to these
- ◆ Making future mud kitchens from our hard to recycle waste from our; toiletry packaging collection stands and crisp packet collection stands
- ◆ Crisp packet collection stands
- ◆ Toiletry packaging collection stands
- ◆ Crisp packet collection stands



# Independent biodiversity enhancement plan & ecological review

New Forest

This year Professor Russ Wynn from Wild New Forest conducted further ecological surveys throughout the 2024 season at Green Hill Farm.

These took place between 1st March and 31st October for the second year running, with a focus on the conservation fields that comprise about one-third of the park.

Initial results indicate that over 120 additional species were recording on site this year, taking the 2023-24 survey total to 846 species. A site-wide breeding bird survey in the spring produced about 140 territories of 30 species, with the number of territories showing a 15% increase compared to 2023. At least three pairs of Stonechat bred on site for the first time, taking advantage of the developing rough grassland and gorse scrub habitats in the conservation fields.

Other notable birds included protected species like Dartford Warbler and Woodlark, which breed on the adjacent open forest but are now using the conservation fields outside the breeding period. Buzzards and Kestrels were regularly seen hunting over the fields, with the latter successfully catching Field Voles in the long grass.



Governance



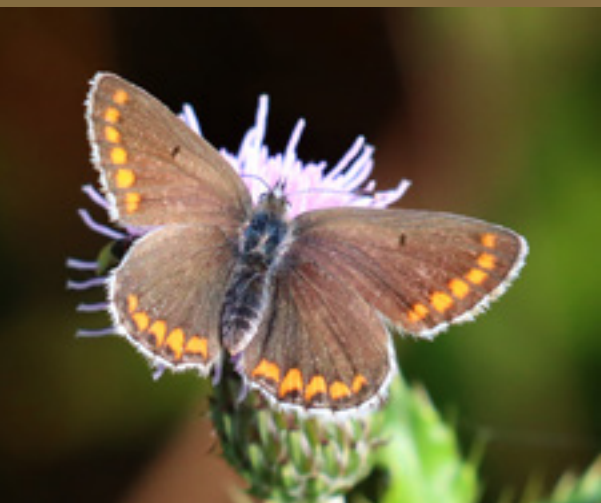
Customer





# Independent biodiversity enhancement plan & ecological review

New Forest



Grass Snake and Common Lizard were again recorded in the conservation fields on multiple dates, and Slow-worms also started to appear this year; all three species are harmless to humans.

The trail camera in the woodland operated continuously for ten months and recorded regular sightings of three species of deer and a stunning Polecat for the second year in a row; nocturnal birds such as Tawny Owl and Woodcock were also caught on camera!



A count of the orchids on the conservation fields produced impressive totals of 505 Southern Marsh Orchids, 58 Pyramidal Orchids, and five Bee Orchids, while notable fungi included the first confirmed record of Scarlet Elf Cup for the New Forest and the third record of Magenta Rustgill.

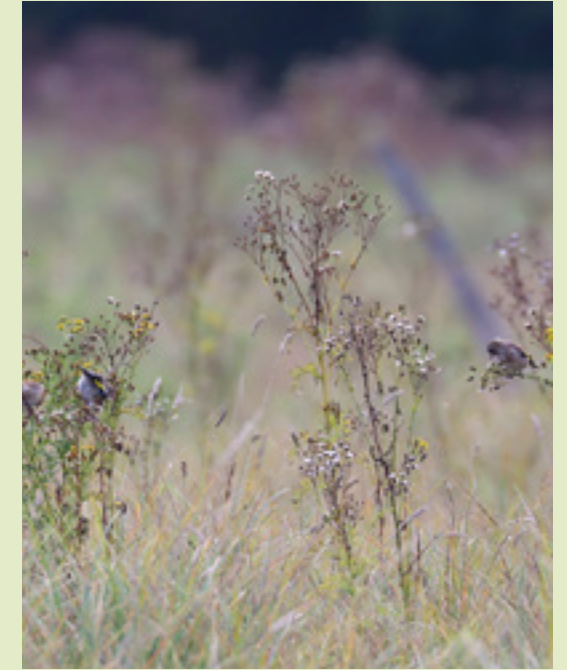
Going forwards, we are looking at options for conservation grazing by cattle on part of the site with no public access, and will also be working to increase and improve the damp grassland habitats holding the orchid population. In addition, in late spring or early summer 2025, we plan to hold an open day with guided walks to enable lodge owners and local residents to see and hear about the nature conservation work being conducted on site.

Wild New Forest

# Our Bellamy Blooming Marvellous Awards 2024

This season we celebrated our parks achieving the following Bellamy Awards for Nature:

- ◆ Home Sweet Home
- ◆ Wonderful Wetlands
- ◆ Everyone Active
- ◆ Pollinator Patch
- ◆ Special Species



# Our Beach Adventurer Set

This season we championed our newest free lend alongside removing all crabbing sets from retail.

Plastic crabbing buckets are so often found in UK beach cleans and is a very popular past-time in Cornwall, we wanted to intercept this wasteful holiday activity with our own Beach Adventurer Set. Where no crabs are harmed at all!

Adventurers of all ages have enjoyed our sets so much that we are introducing even more this season alongside our newest Pond Dipping and Forest Adventure Sets to borrow and explore our localities.



Customer



Environment







# Team

- ◆ We offer paid volunteering time to all team
- ◆ There is a well-being section in every one to one
- ◆ We host independent one to one and group resilience training
- ◆ We are a Certified National Living Wage Employer
- ◆ Team have developed The Lovat Way; Our Values
- ◆ Our healthcare provider offers confidential 24/7 counselling, health as well as fitness and nutritional advice
- ◆ We offer well-being webinars
- ◆ We award length in service starting from one year

# Team

- ◆ We award a team member of the month by location, that are voted for by the team
- ◆ Over 60% of our team are women, 19 of who are in management
- ◆ We award parks annually for their satisfaction rates on public platforms and internal scores
- ◆ Our latest team survey showed that 89% in feeling committed to the values and 87% understand how the values relate to their day-to-day role
- ◆ We have an email free time zone
- ◆ Everyone has a paid day off for their birthday
- ◆ We have on park team larders, 'grow our own' areas
- ◆ We provide team Lovat and B Corp discounts



Helping to reduce plastic from  
entering our oceans & landfill

# Our upcoming better business projects include



## Making our seas cleaner:

- ◆ Fitting our holiday homes with the Cleaner Seas microplastic filter into our washing machines- preventing over 700,000 microplastics entering the seas with every wash
- ◆ Introducing plastic free kitchen packs

## Circular projects:

- ◆ Our crisp packets and toiletries packaging that have been collected in Cornwall in the 2024 season will be made into a mud kitchen in early 2025 with ReFactory, and presented to our friends at The Cornish Birds of Prey Centre
- ◆ Championing treefo- by leaving a review on a stay with us, guests support us in funding tree planting projects
- ◆ We will be trialling returnable cups in Cornish parks with Circular&Co with a £1 returnable deposit. Eliminating all hot drinks cups from use

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# Our upcoming better business projects include

## Waste reduction:

- ◆ In-accommodation guest education including sharing our 2024 vs baseline waste performance and guest opportunities to contribute to 2025
- ◆ In-accommodation recycling bins
- ◆ Introducing a reusable jute holiday bag in every accommodation, eliminating any need to buy a bag when out and about and waste it later
- ◆ Quarterly review sessions with the parks to review their waste and carbon emissions vs 10% year on year reduction target

# Our upcoming better business projects include

## Our values:

- ◆ Launching quarterly Values Champion events and workshops to keep our values alive and support the momentum of celebrating our values amongst the team

## Education:

- ◆ Co-hosting Cornwall B Local events and continuing as co-chair. Appealing to fellow B Corps, 'B Curious' and those currently in the certification process throughout Cornwall
- ◆ Team carbon training
- ◆ Enhanced 'waste well' signage to support further increase in our recycling rates
- ◆ Screening all of our existing suppliers (our two year audit) against our B Corp aligned Code of Conduct



# Lovat

HOLIDAY PARKS

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