



Lovat Parks: 5 years as a certified B Corp

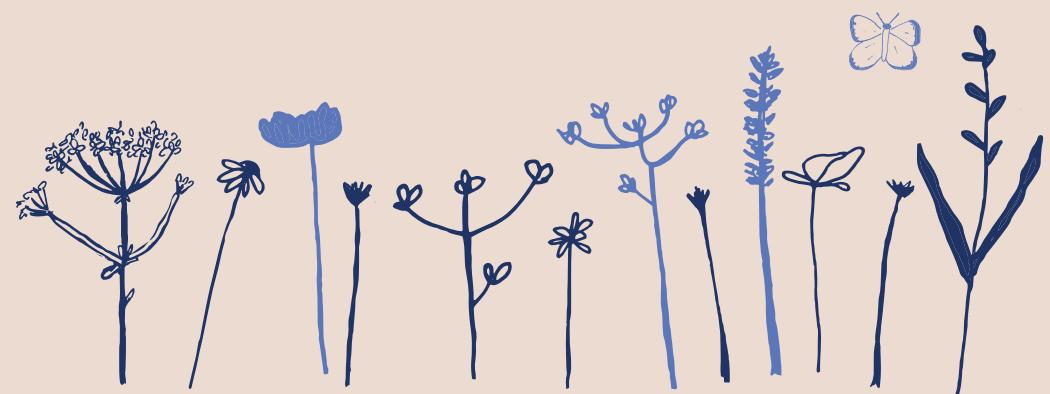
A landmark moment - the first holiday park operator to achieve this milestone

Positive Impact Summary 2026

Lovat
HOLIDAY PARKS

Our purpose statement

Championing parks that enrich lives and leave a lasting, positive impact on the local environment.



A note from our founder

In 2025 we had a record year for our holiday rental business with over 14,000 holidays up 40% on 2024. This was made possible by our significant investment in new holiday accommodation and expansion of our parks last Winter. We remain grateful to all of our customers for choosing us and for taking the time to kindly review us via one of the many public platforms. This year 5 out of our 6 parks won Tripadvisor People Choice Awards reflecting the top 10% of all accommodation providers globally and to date, we have had over 1,100 independent reviews on the Feefo platform rating us 4.8 out of 5. We don't always get things right but hopefully these reviews show that we genuinely care and are always looking to not only maintain standards but importantly enhance them. I have always said that we measure our success in terms of our customers first, our team second, and our profits third.

While our holiday rental business performed well, we found our holiday home sales business far tougher in line with the wider industry. I commented in last year's report that unfortunately a small number of operators had not treated their customers well leading to numerous negative press articles in 2025. While I



remain hugely sympathetic to anyone who has not had a good experience as an owner, I also believe that if the process is transparent, owning a caravan can be a fantastic experience. We always tell our customers that they should not rush into any purchase- it is probably the second biggest purchase anyone will ever make and so customers should take the time to think about the ongoing costs and the likely depreciation of their holiday home e.g. like buying a new car.

I remain incredibly grateful to all of our team. Everyone has worked incredibly hard this year and continue to demonstrate the Lovat values. One of the highlights was being included in the 'Sunday Times Best Companies to Work for' awards and seeing all the fantastic volunteering initiatives and wider engagement with the local communities.

Raoul Fraser
Founder

Welcome message from Lian

This year, we have strengthened our long-standing relationships to expand equitable opportunities, champion fair labour, and improve access to vital resources — laying the groundwork for a more sustainable and inclusive future:

- **Launched our Modern Work Experience Programme** providing on park, five week placements to SEND and EHCP young learners.
- **Introduced Supported Internships** with United Response and Cornwall Council.
- **Offered micro-internships** with Falmouth University.
- **Welcomed residents from St Petrocs** to build support in experiences that will lead them towards paid employment.
- **Co-hosted three B local events** to support the continued knowledge sharing and purposeful relationships that this B Corp certification champions.

Behind the scenes, our waste reduction interventions and regenerative tourism projects have evolved into an exciting partnership with Falmouth University. Together, we aim to transform how the holiday park industry approaches waste and regenerative practices.

We continue to map a better business future with Travel by B Corp and create the conditions for team to bring their best to the collective mission. A changemaking, collaborative future lies ahead.

Lian Locke
Positive Impact Manager



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Our recent achievements

Feefo

Gold Trusted service award

Sunday Times Best Places to work
2025 medium size company

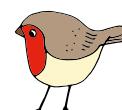
Commended: Regenerative Tourism Award
Cornwall Tourism Awards

2024 Hoseasons Diamond Awards
Finalist

New Forest Brilliance Awards
2025/2026 Finalist
Brilliance Award Award

Suffolk & Norfolk Tourism Awards 2026
Regenerative Tourism Award Finalists

Winners announced January 2026!



Marie Claire Sustainability Award

Holiday With Kids UK 2024
Travel & Leisure Sector

Cornwall Tourism Awards Regenerative Tourism Award 2024-25

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

British Travel Awards
Silver 2024

South West England
Prestige Awards 2024/25

The Sunday Times
Best Places to Work 2024

“Lovat Parks are making changes in an industry that could definitely do things more sustainably. I love how easy it is to see the steps they’re taking to build a better tomorrow on their website.”

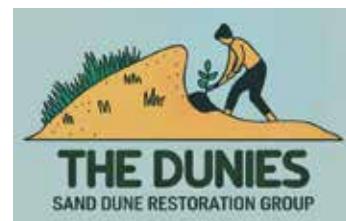
Marie Claire Awards judge and Senior Health and Sustainability Editor Ally Head.



Our community relationships

Our continued memberships and working relationships include:

- Cornwall Wildlife Trust Business member
- Norfolk Wildlife Trust Business member
- Travel by B Corp (founding members)
- Surfers against sewage Ocean Network member
- St Petrocs for the homeless, Cornwall Business member
- Mawgan Porth Village Hall- committee member
- Falmouth University
- United Response
- Cornwall Seal Sanctuary Business Ambassador
- Prickles and Paws Hedgehog Rescue
- Nancegollan Community café
- Horsey Seals
- Wild New Forest
- Go New Forest
- Rewilding Britain
- Alzheimer's Society
- Animal Welfare Trust
- SeaPalling Lifeboat Trust
- Corton Village Residents Association
- BugLife
- Pier 2 Pier Norfolk
- Harlyn Lifesaving Club
- CoppaFeel
- B Local Cornwall
- Hedgehog Haven, Oulton
- Gwinear Residents Association



Collective Action: Driving change

This year we have continued to contribute to shaping the future landscape of our industry.

Social Value

Working with Cornwall & Isles of Scilly Careers Hub to deliver person centred experiences of work to SEND and EHCP young learners.

Supporting Cornwall's Work Experience Advisory Group in shaping a Modern Work Experience 'Employer Resource Tool'.



B Local, Cornwall

Working across sectors to host B Corp events and workshops that champion better business across all industries in Cornwall. Most recently at The Lost Gardens of Heligan, a fellow B Corp.



Reinventing Recycling

An overhaul on away from home practices- gamifying the process driving the use of an original student-created bin design.



Travel by B Corp

Founding members: coming 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. Building a platform for best practice behind the scenes to drive change.



Ocean Network with Surfers Against Sewage

A powerful community uniting committed brands and passionate professionals to tackle sewage, plastic, and chemical pollution in our waterways.



Collective Action:

Driving change



- Businesses often prioritise shareholder profit over societal and environmental wellbeing.
- This misalignment has helped create major global problems.
- These problems now threaten people's health, financial security, and the natural environment.

The Better Business Act supports business leaders to transform the way Britain does business so every single company takes ownership of its social and environmental impact. The objective of the act is to see four principles reflected in an amended Section 172 of the Companies Act: It can no longer be a choice to align the long-term interests of people, planet and profit.

The Better Business Act will transform the way we do business, so that every single company in the UK takes ownership of its social and environmental impact.

This year's BBA milestones have included:

- BBA announces there are now 3,000 members of the Better Business Act coalition, marking a tenfold increase since the campaign's launch in 2021.
- Lib Dem MP Martin Wrigley secured a second reading (Hansard) of his Private Members' Bill, the Company Directors (Duties) Bill, in July 2025 which directly supports the Better Business Act by proposing a change to Section 172 of the Companies Act that empowers directors to consider all stakeholders when making decisions.
- Before the Private Members Bill, there was also an early day motion (essentially MP-only petitions in parliament that signal support for something) supportive of the BBA which had 29 MPs' signatures, and a separate one supportive of B Corps which got 14 MP signatures.
- Better Business Day 2025 was held in parliament
- Attending Labour party conferences, meeting MPs and peers to discuss the BBA and had a BBA stand at Labour party conference
- Co-hosting a private lunch with the Good Growth Foundation. This connected business leaders and MPs to discuss the role of responsible business in supporting the government's growth ambition. The main theme was the thread of humanity throughout everyone's experiences and ensuring this government achieves growth that touches all (rather than just GDP growth).



77% of people in the UK want businesses to be legally responsible for their impact

"We've reflected on campaign progress so far along with performance of the Labour government since taking up office, and we're also keen to leverage B Lab UK's just-published Take 10 report which reflects on 10 years of the B Corp movement in the UK and pulls out some fantastic stats on the impact of purpose-led business models. All of these, and more, are informing our strategy refresh for 2026 in which we'd like to engage coalition members across the UK, and pick up on the human thread we've seen reflected in impactful storytelling this year."

Sophia Greacen, Campaign Manager, B Lab UK

Collective Action:

Driving change



Travel by
B Corp

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.

Our Mission Narrative

The Problem

Travel and tourism too often damage our natural world and exploit host communities.

As an industry, we're undermining our own future.



Our Belief

We believe that together it's possible to imagine, design and scale a travel industry that benefits everyone, including generations to come.



Our Mission

To practise, prove and promote travel and tourism that benefits all,

In working groups, we Plan, Pilot, Practise and Prove interventions that show that travel and tourism can benefit all. We do this through Shared Impact Projects (SHIPs).

Our Vision

People and planet-positive travel is the norm; a norm that delights travellers and that supports the long-term health of the travel industry.

Collective Action:

Driving change

This year we have moved forward with four shared impact projects including:

- **Citizen Science:** We want to create more opportunities for travellers to add beyond-economic value and a stronger connection with the places that they visit

- **Best Practice in Accommodation:** The accommodation industry has in part engaged with sustainability, yet some companies forge ahead and pioneer brilliant co-benefits and ideas for communities, teams, businesses & nature. We want to help the level up by sharing great ideas and supporting systemic change.

What's best practice?

How can we support systemic change in the industry?

The basics, the mainstream, the pioneers?

- **Swap the Sky:** Aviation is one of the fastest-growing sources of carbon emissions globally. Despite this, flying continues to be the default for most journeys within Europe and even within the UK, despite its environmental impact.

Sawday's

A spotlight on our Travel by B Corp Shared Impact Project

Introducing: **The Regenerative Series: From Practice to Progress**

Sharing our B Corp in action initiatives and interventions through digital media:

The aim of this will be to build a multimedia catalogue to share within the industry to support holiday park and self catering accommodations to:

- Reduce their waste to landfill
- Increasing their food waste collections
- Increasing their recycling rates

...to sit along side the highest performers in our sector.

We join fellow B Corp travel companies in bringing this to life:

Sharing solutions to cut waste, boost recycling, and build a cleaner industry.

We are collaborating with fellow Travel by B Corp members including;



Tess Holmes

the
WHAT IF?
dept



Rachel Parsons



wilderness
retreats

Alistair Malins



Prioritising local to our parks

This year we have embarked on a new relationship local to our Cornish parks with a fellow B Corp. We are now offering local food boxes delivered to our guest and owners' doors!



Tor from the Cornish Food Box says "We are thrilled to be working with Lovat Parks to make it really easy for guests to buy real food from fantastic producers while they are on holiday. As a BCorp we really value working with like minded businesses who put their community at the heart of everything they do. Guests get delicious food from more than 200 local producers and award winning customer service, while supporting a food system that has a genuine and important impact on the community that they are staying in. Forget the hassle of the supermarket shop and buy local when you visit. It makes all the difference!"



Prioritising local to our parks: Prickles and Paws, Cornwall

John from Prickles & Paws Hedgehog Rescue joined us at Padstow Holiday Village, following the successful release of Paddy, who was a hog in need brought to us and released very recently-he is settling in very well in his new home on park!

John shared some expert tips on how we can provide the very best environment for hedgehogs to reside and breed here on park. Matt, (who keeps our grounds looking incredible- most recently building our newest garden area from scratch which you can see a glimpse of in this picture) shared our secluded hedgehog homes with John as well as some frequent sightings here and the mischief the resident hoglets have been getting up to -such as being brave enough to share his cat's dinner!

We support Prickles & Paws by continuing as an official release sites at Padstow and Sun Haven and championing fundraising for their newest Hogspital in St Mawgan through our visitors, business relationships and B Corp community as well as launching as a Business Member of the rehabilitation charity.

Proud To Support



Prickles & Paws
Hedgehog Rescue



Prioritising local to our parks:

Azure Seas: Hedgehog Haven, Oulton Broad



Tracy and the team at Azure Seas are continuing to welcome hogs in need from Hedgehog Haven Oulton Broad

Azure Seas Holiday Village in Suffolk were the first Lovat location to welcome hogs in need and now have too many to name! Four hoglets were born on the park this year and rescued as their mum abandoned them. Hedgehog Haven took them in for a while to feed them up and then they have returned to Azure Seas to enjoy their new life. Holiday home owners at the park have named them Harvey, Travis, Jules & Lucky.



Prioritising local to our parks:

St Petrocs

We're currently launching a scheme with St Petrocs that focuses on creating positive, real work experiences at Sun Haven Holiday Park. This programme offers St Petrocs residents an experience to broaden their understanding of work in tourism and build on their skill sets in a person-centered, learning environment.

We offer residents of St Petrocs experience of work sessions along side our teams to enhance their skill set, confidence and support their future careers.



Vocational Development Officer Mike says

“thankyou for the wonderful opportunity given to our residents to come and visit the park and learn about the great work you are doing. We were particularly impressed with the supportive attitude towards staff and the environmental ethical approach you are promoting to reduce waste and the impressive plans to enhance and incorporate nature and biodiversity.”



Prioritising local to our parks: South West Coastal Path Association



This winter we launched a new relationship with a charity local to our Cornish parks. The South West Coast Path Association is on a mission to protect, enhance and celebrate the Coast Path as one of the world's great trail experiences.

Offering a walk for every season, the Coast Path offers a choice of 5 mile family friendly routes, an abundance of cream tea pit stops and a choice of dog friendly pubs to choose from. All ages can enjoy a year round holiday season.

With 19th century origins as a coastguard patrol route to restrict smuggling, the modern day South West Coast Path is England's longest waymarked footpath. From Minehead on the edge of Exmoor to the shores of Poole Harbour it also offers the ultimate challenge for endurance walkers.

The history and landscape of the Path has also been celebrated by artists and writers from all over the world as well as its scenery featuring frequently in film and TV productions. Explored by

Kate Humble, Julia Bradbury and of course Gillian Anderson and Jason Isaacs in *The Salt Path*.

Both Padstow Holiday Village and Sun Haven Holiday Park are now official 'Way Makers' of the Path and will be stamping points for the Association's Passport Holders-joining over 200 businesses on the 630-mile route.

"We are thrilled to be supported by yet another fantastic business in the South West. Our Way Maker businesses are not only a key part of the experience on the South West Coast Path but their support makes our charity's important work possible. Lovat Parks are a B-Corp with an amazing focus on sustainable tourism and local communities, we are excited to have them onboard." **Emma Parkman, Head of Fundraising, SWCPA**



Meet our B Corp Champions



Our B Corp Champions. At each location have been working behind the scenes to keep us on track to reduce our waste to landfill by at least 10% year on year through several hands-on interventions including;

- Introducing our very own coffee soap for retail in to our park shop, made from park coffee grounds.
- Redesigning the layout of each of our on park bin stores to drive reductions in waste to landfill.
- Launching a returnable cup scheme- replacing all single use on our locations.
- Driving our food waste scheme throughout the accommodations using our guest communications and holiday home food caddies to drive this.
- Championing our toiletries and crisp pack circular schemes.
- Working with local food banks to capture low date stock from our retail stocks and departing guests. Passing items swiftly on to their local Food Banks.



Ollie at Sun Haven and Penmarlam



Heidi at Padstow



Alisha at Green Hill Farm



Alisha at Green Hill Farm says

"I became the B-Corp champion at Green Hill Farm because I'm passionate about driving positive change and wanted to help embed sustainability and ethical practices into everything we do."

Lovat Parks: Positive Impact Timeline

A comprehensive timeline showcasing Lovat Parks' journey as the first B Corp certified holiday park, highlighting our key achievements and initiatives in carbon emissions reduction, waste management, biodiversity conservation, and education from 2020 to 2030.

2020

Lovat Parks become first holiday park to be certified B Corp.
B Corp certification awarded: 82.4.

Employee assistance scheme introduced.

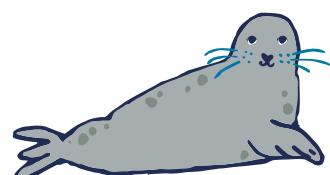
Baseline Totals (2022)

Landfill: 32,940 kg

DMR: 115,419 kg

Organic: 6,144 kg

Total baseline waste (2022) = 442,503 kg



2022

Positive Impact Manager appointed. (Promoted from within team)

B Corp Champions identified at each park:
 ✓ Carbon and waste training completed.
 ✓ Workshops on waste reduction interventions completed with sustainability consultants and Impact Manager.
 ✓ Waste tracking with KPIs agreed.

Baseline measured: Carbon and education calculator launched with external sustainability consultants.

Wild New Forest biodiversity tracking started at Green Hill Farm- monthly reporting and wildlife cameras with Prof Wynn and Biodiversity Enhancement Plan.



Canine Care stands introduced.

Community partnerships built eg: Surfers Against Sewage, St Petrocs, Beach Guardian, Horsey Seals, Sea Palling Lifeboat, RNLI, FareShare, ShelterBox, Go New Forest, Cornwall Wildlife Trust.

B Corp Partnerships launched eg: Big Potato Games, TrueStart, Pentire, Honest mobile, Who Gives a Crap.

Cornwall receptions refurbed to include; sensor lighting, improved insulation and eco fire extinguishers throughout parks.

Founding member of Travel by B Corp.

Real Living Wage Employer.

Water refill stations installed with Refill app supporting: all plastic water bottles removed from sale.

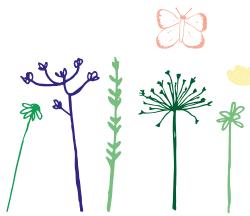
Parks donate 267 items to local food banks mid season, 401 at season close (October).

Weekly B Corp in action team newsletter introduced.

KEY FOCUS AREAS

Carbon emissions
Waste
Biodiversity

Education
Social



2023

Mental Health First aiders independently trained and appointed at each location.

Solar panels installed - Sun Haven, Mawgan Porth.

Big 5 nature campaign launched.

Norfolk park refurbished to include new reception-improved insulation, sensor lighting, bin stored redesigned.



X5 bin stores introduced nationwide to support waste to landfill reduction and increase recycling rates.

87kg Toiletries packaging uplifted Toiletries recycling project launched-educational roll out with Beach Guardian at Summercourt Academy, Newquay (used toiletry packaging collected on parks and at school and creates a mud kitchen for the young learners).



Lovat Parks volunteering scheme launched - 120 hrs banked in Y1. Every Lovat Parks team member has the opportunity to spend paid time volunteering locally.

Wild New Forest biodiversity tracking.

Nature trails at each park launched alongside Big 5 activity education sheets. Guest and team benefit from discounted admissions.

Free borrow equipment launched: wooden belly boards, Beach Adventurer Sets (to replace crabbing), beach toy libraries.

Values Champions introduced and Values Roadshow- nationwide completed. Our Values: The Lovat Way are built by the team through several workshops.

Supplier screening introduced, with 221 this year, aligning to Lovat Parks' Code of Conduct which screens: child labour, employment terms, environmental practices, sourcing ethical goods, living wage and company management systems.

Events

21 Beach volunteering events attended.

Appointed co-chair of B Local. Co-hosted x4 B Local events.

Speaker at Sustainability focus forum with Future Shift.

Cornwall Careers Hub-work experience panel: forum.

Operational snapshot

Parks donate 312 items to local food banks mid season, 422 at season close (October).

108 belly boards hired.

724 species was recorded on site using all survey methods, including 40 priority species of high conservation interest.





2024



Operational snapshot

Parks donate 387 items to local food banks mid season.
 Lovat Parks volunteering scheme - 165 hrs spent 218 belly boards hired.
 Over 60% of our team are women, 19 of who are in management.
 43,000 water refills dispensed to date

Over 120 additional species were recorded on our Green Hill site this year, taking the 2023-24 survey total to 846 species.



Wild New Forest

2025

Events

27 Beach volunteering events attended
 Co-hosted x3 B Local events (fourth is at Heligan in Sept).
 St Petrocs residents join Cornish parks for 'behind the scenes' experiences.
 Presenting at Cornwall Business School event at Falmouth University on innovations to intercept waste in tourism.
 Speaking at Social Value conference.



- B Corp recertified: 91.1
- Food: 7,425 kg of organic waste was diverted from landfill through our food waste scraps scheme (that's around 25 grey seals in weight!)
- All four Cornish parks averaged 11% diversion rate from landfill.
- Waste & carbon workshops completed with B Corp Champions early in the year to plan for interventions to be launched based on 2023 results. Since 2022, we have reduced waste sent to Landfill by 11395 kg (44% reduction) from 32,0940 kg to 18,703 kg in 2024.
- Interventions actioned for the season to reduce outputs included: replacing all single use cups in Cornish parks, increased guest 'nudges' on sustainable stays, free borrows, belly boards, beach toy library, board games libraries, book swaps, wind breaks, beach trollies, canine care stands, toiletries and crisp packet recycling stands. Children's recycling challenge competition to record the most crisp packets collected during their stay with rewards. We improved bin store layouts and introduced dedicated food waste bin areas.
- 67kg: Toiletries recycling project completed with New Forest Primary School used toiletry packaging collected on parks and at school and creates a mud kitchen for the young learners).
- Returnable cups phased in-replacing single use for all hot drinks retailed.
- 80 smart meters installed.
- All new units have EV charging installed.
- Plastic free in accommodation packs launched.
- Careers Hub Cornwall: Cornerstone Employee: experience of working launched for SEND & EHCP young learners.
- Work Experience Committee, Cornwall member.
- Residents project with St Petrocs (Cornwall homeless support) agreed: providing experiences behind the scenes leading a scheme to support an end goal of paid work.



Events

24 Beach volunteering events attended
 Co-hosted x4 B Local events

"Thank you for the wonderful opportunity given to our residents to come and visit the park and learn about the great work you are doing. We were particularly impressed with the supportive attitude towards staff and the environmental ethical approach you are promoting to reduce waste and the impressive plans to enhance and incorporate nature and biodiversity in and around the park."

Mike Radford, Vocational Development Officer,
 St Petrocs



Wild New Forest

2025

Events

Five Years of B Corp certification!
 Waste & carbon workshops completed with B Corp Champions.

74kg Toiletries packaging uplifted: recycling project completed with The Cornish Birds of Prey Centre: used toiletry packaging collected on parks and creates a mud kitchen for the young learners.

Cornwall biodiversity tracking baseline ecology report with Cornwall Environmental Consultants to determine baseline for green space project at TR8.

Wild New Forest biodiversity tracking.

Recycling project launched with Falmouth University (see specific timeline).

Childrens 'Green Sprouts Squad' app mapped drive recycling project with Falmouth universi

Circularity in our soaps- coffee grounds soaps launched with Kernow Soap and Cyril's Soap Shed.

FALMOUTH
UNIVERSITY



Operational snapshot

Treefo: planting a tree for every review left: 450 trees planted.
 Parks donate 387 items to local food banks mid season.
 49,000 water refills dispensed to date.





Our Social Impact: B Local Co-Chair, Cornwall

B Local Co-Chair

We are proud to support as a local co-chair for over two years. Now standing alongside Cornish Gems, Hyield, Stephens-Scott Scowen, Fresh Communications and agile comms in an all female team! Our most recent events include co-hosting B local events at Falmouth University, Watergate Bay and Community Roots, Porthtowan.

Our most recent event was at The Lost Gardens of Heligan where we shared certification and re-certification journeys with Origin coffee, the new standards with B Leaders and coming together to explore collective action opportunities.

Our Christmas event will be held at Tresevern where we will host a fundraising raffle to support St Petrocs sleeping bag appeal 2025.



Heligan's newest resident- Lowarnes, a 6-metre-tall sculpture, who is crafted from around 600 pieces of wood gathered from a 150 year old rhododendron tree that fell at The Gardens during storm Darragh.

Our Social Impact: Cornwall Careers Hub



United Response

We are welcoming supported internships with United Response to provide person-centered experiences for young learners.

Creating impactful opportunities, addressing skills gaps and fostering economic growth in Cornwall. We frequently assess the quality of our careers education outreach, tracking our progress over time.

- We are a Cornerstone Employer - part of a dynamic network of over 450 leading employers, 4,000 business volunteers and over 50 sectors bodies across England.
- A member of their Work Advisory Group
- Working with The Careers Hub to:
 - Build and develop a strong talent pipeline
 - Support diversity in our workforce
 - Champion our social value commitments
- We offer person-centered, modern work experience to local SEND and EHCP pupils throughout the County. We are offering micro-internships in Cornwall to Falmouth University students.
- In late 2025 and early 2026 we will be launching a scheme with **Hampshire Careers Hub**.

Our Social Impact: Modern Work Experience

This season saw us say farewell to James- who completed his experience of work this year at Padstow Holiday Village. We will continue to stay in touch as he embarks on his next chapter- James is applying to join the army at the end of this year and we will be supporting him with his application needs to showcase his approach to his experience with us at Padstow.

James gave some really positive feedback and was appreciative of our person led approach saying; **"I have found the experience really enjoyable, I was worried about doing the same tasks on repeat as this is something that I know I struggle with. But it has suited me really well having a daily plan that suits my interests and gives me time to reflect on paper each day. It has really been supportive of my autism too which has helped my confidence."**

James has flourished within the team and his can-do approach has been recognized throughout the park!

We look forward to welcoming two more young learners in the next few months within Cornwall to embark on our experience program. We also look forward to sharing our learnings and James' feedback within our shared purpose groups including Social Value Cornwall, United Response, Work Experience Advisory Group and Cornwall Careers Hub!



In late 2025 we shared our successes, learnings and future plans as part of the panel at the Social Value Conference 2025 and continue to share our work transparently throughout different sectors looking to embark on similar offerings.



Waste Interventions: Introducing circularity in to our sector

Our toiletry and crisp packet recycling schemes;

This May, Lauren, our Guest Experience Manager at Padstow Holiday Village, paid a special visit to the Cornish Birds of Prey Centre – and she brought along something truly unique. She was there to present a brand new mud kitchen for the children's play area, created with purpose, passion and a little bit of Lovat magic.

This isn't your average mud kitchen. It's been made using 2024 guest toiletries packaging collected at our four Cornish holiday parks. As this type of packaging isn't easily recycled through traditional waste systems, we partnered with ReFactory – Creating circular solutions for recycling waste to turn it into a hands-



on learning tool for the next generation of conservationists at the Birds Of Prey Centre. Kelly from the Centre says:

"A huge thank you to Lovat Parks. We are over the moon to have been donated this recycled mud kitchen unit. What a great addition to our small play area and kids are going to love it!"

At Lovat Parks, sustainability is at the heart of everything we do as a B Corp. We're proud to support our local communities and champion projects that inspire care for the planet – especially when they help children connect with nature in meaningful ways.

This mud kitchen is more than just a play feature – it's a symbol of creativity, conservation and collaboration. And we're thrilled to see it find a home with one of our partners.



Waste Interventions: Introducing another circularity project - our coffee soaps

These aren't just any soaps. They've been thoughtfully crafted by Kernow Soap for our Cornish parks and Cyril's Soap Shed for our New Forest location, Green Hill Farm!

The soaps are carefully cured over several weeks using our park coffee grounds. During the process the coffee smell is lost but leaving the gently exfoliating grounds.

This is a fantastic example of circularity in action and might even be a first of its kind in the industry!



Catherine from Cyril's Soap Shed say:

"We were thrilled to be asked to collaborate with Green Hill Holiday Village to create a new soap using their coffee grounds. Recycling and sustainability is at the heart of everything we do, as well as making amazing soaps, and so using excess coffee grounds makes it all come together. Coffee soap is rich in antioxidants and mildly exfoliating and combined with our creamy New Forest goats milk makes this soap a little slice of luxury and perfect for sensitive skin."



Waste Interventions: Returnable cup scheme with Circular&Co

We've now introduced a returnable cup scheme with Circular&Co at all of our Cornish parks meaning no more single-use hot drinks cups at these locations!

How It Works:

We're removing all single-use hot drinks cups from these parks.

Our new returnable cups from Circular&Co are available with a £1 refundable deposit.

Simply return your cup after enjoying your drink to get your £1 refunded, or keep it and reuse it!

Why It Matters:

In 2024, we served over 500 hot drinks at one Cornish park alone—that's a lot of disposable cups!

It's a small change with a big impact. And it's just the start. Thank you for being part of our journey towards a greener future.

We are in the process of phasing in returnables in to our Norfolk and New Forest locations.



**circular
&co.**



Did you know in the UK we use between 2.5 and 5 billion disposable cups every year! Only about 1% of these get recycled, the rest are often found polluting our beaches and rivers.

**circular
&co.**

Waste Interventions:

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 three 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.

Future

Currently in 2025, we are on track to continue to increase our overall recycling rate by 4% to 56%. Our target recycling rate (organic and DMR combined) should be 75% by 2030. To do this we will be continuing to improve on site renewable and regenerative interventions. B Corp Champion facilities and education through signage and awareness education of all visitors as well as driving our recycling campaign with Falmouth University. B Corp Champions will continue to manage their location's SMART targets to reduce their outputs and continue to champion their interventions.



Landfill

44% reduction

Since our 2022, we have reduced waste sent to Landfill by 11395kg from 32,0940kg to 18,0703kg in 2024.



Organic

Increased by 327.67%

Since 2022, we have increasing from 6144kg to 20132kg in 2024.



Dry mixed recycling

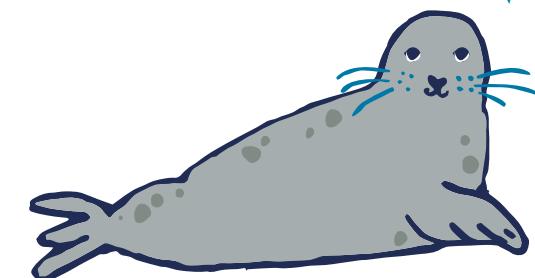
Increased by 150%

Since 2022, we have increasing from 115419kg to 173731kg in 2024.



Total

We have **nearly doubled** our recycling rate from 27.5% in 2022 (26.1% DMR and 1.4% Organic) to 52.3% in 2024



Waste Interventions:

2025 Actions to divert our waste from landfill



- ✓ Launched returnable coffee cups that will replace single use hot drinks cups. Cornwall- complete, 2026- complete the phase-in at New Forest and Norfolk locations.
- ✓ Created our own coffee soap using our park coffee grounds and worked with local soap kitchens to create bars for retail in Cornwall and the New Forest. Norfolk is planned to launch in early 2026.
- ✓ Added 'recycling your plastics' bin store signage to improve guest knowledge and reduce those items sent to landfill
- ✓ Increased in-accommodation literature on 'what and how' to recycle at our parks.
- ✓ Created mud kitchens and delivered educational sessions on our hard to recycle waste from our:
 - Toiletry packaging collection stands
 - Crisp packet collection stands
 - We shared our journey with Falmouth University through a talk and presentation at Cornwall Business School earlier this year
- ✓ We share our learnings transparently through speaking at Cornwall Business School.



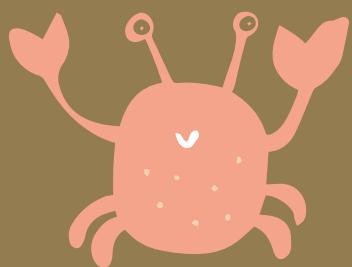
**Cornwall
Business School**

Waste Interventions: Our recycling project with Falmouth University

Since Falmouth University awarded Lovat Parks the very first **GOLD Regenerative Tourism Award** late last year we have moved a valuable relationship forward with them. We started by hosting a talk for Cornwall Business School at Falmouth University, earlier this year, speaking at Cornwall Business School at the university around our sustainability interventions and innovations including our Beach Adventurer Sets, food waste scheme, waste reduction projects and our circularity innovations!

Currently in 2025, we are on track to continue to increase our overall recycling rate by 4% to 56%.

Working with Natalie, Senior Lecturer in Sustainable Tourism Management and Jo, Business Development Fellow Research and Knowledge Exchange, from Falmouth University on sustainable business management. We have launched our recycling practices project with their students tackling the industry's biggest sustainability challenges. **Focusing on tourism; waste practices: reimaging the way we recycle on holiday.**



FALMOUTH
UNIVERSITY

“The upcoming recycling project with Lovat Parks, is helping to shape the future of sustainable tourism. By exploring innovative materials like seaweed to create recycling bins, we’re showing that holidays in Cornwall can be both enjoyable and environmentally responsible. I hope that we can play a small part in setting a new standard for how the tourism industry protects the places people come to experience through their holidays.”

Jo Lake-Jones, Business Development Fellow Research and Knowledge Exchange, Faculty of Business and Design, Falmouth University

Waste Interventions: Continuity into the future



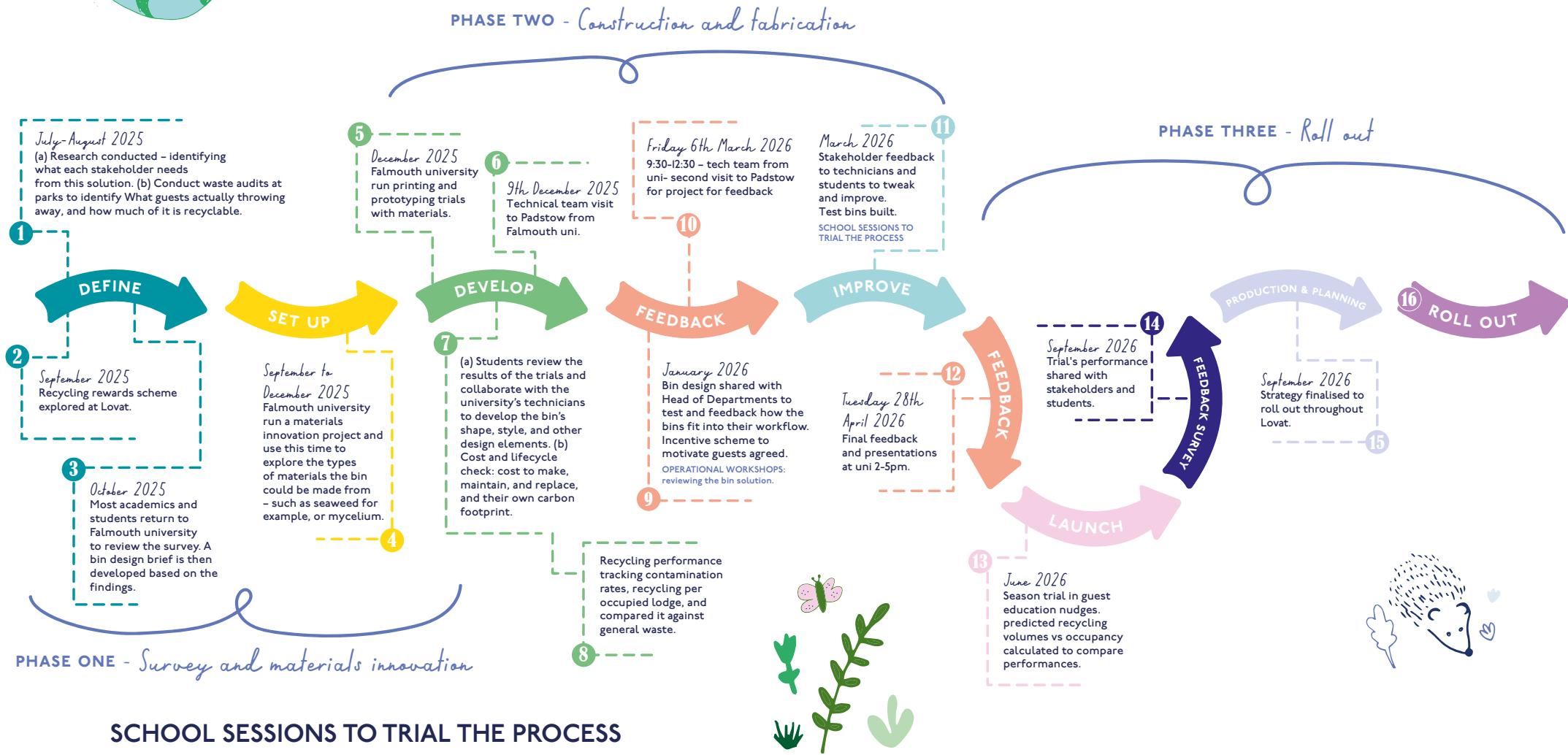
Lovat Parks & Falmouth University: Recycling Project 2025-2026

A bold project partnering with Falmouth University. A guest-friendly recycling solution designed to intercept dry mixed recycling at the source and make recycling whilst on holiday, second nature.

Vision: Partnering with Falmouth University to revolutionise recycling practices across all Lovat Parks' accommodations.

Aim: To increase and maintain recycling rates overall, by 10%.

To date, our sustainability interventions within Lovat Parks have seen a fantastic success rate largely based on the fact that each intervention is effortless, fun, rewarding and different. Is it possible we could adapt the same approach to recycling?



Waste Interventions: Our survey results so far



A snap shot at halfway:

The findings show that while many guests are willing to recycle, their actions are shaped by three key factors: whether they understand what to do (**capability**), whether the environment makes it easy and convenient (**opportunity**), and whether they feel motivated and engaged (**motivation**). At present, uncertainty, inconsistent bin provision, and limited incentives reduce the likelihood of recycling behaviours being maintained during holidays.

What are your frustrations/
apprehensions/thoughts when
it comes to recycling when on
holiday?



Waste Interventions:

Looking at the psychology of why we choose to/not recycle when on holiday

Our survey responses so far have been reviewed by Dr P Thompson-CPsychol, AFBPsS, FHEA, FRSA, RAPPS.

I. Capability

The survey highlights that capability which the guests' understanding of how and what to recycle, is varied.

Some guests felt confident, reporting "I am clear what can be recycled," while others were less certain, stating "I am fairly sure, but not certain." A common theme was that visitors often lack clarity on mixed recycling,

with one response noting that "Holidaying guests don't know what can and can't go into the DMR (dry mixed recycling) bins." This suggests that even if guests recycle regularly at home, the change in environment and lack of simple, visible information on-site creates uncertainty. Without this knowledge, recycling behaviours are less likely to transfer smoothly into the holiday setting.

Recommendations to strengthen capability:

Develop clear, standardised signage across all parks and accommodations, with simple language and universal symbols/pictures to reduce confusion.

Offer short "why it matters" messages in guest information packs, reinforcing both what to recycle and why it's important in the park context. Gamified?

Include 'Recycling Made Simple' welcome pack inserts or digital QR code guides showing exactly what can and cannot go in each bin on-site.

Provide team training to ensure all teams can answer guest questions about recycling confidently.

Standardise colour-coded bins (e.g., clear for recycling, black for general waste) across all units to create consistency and visual reminders. Can this be fun to do?

2. Opportunity

Opportunity relates to whether the environment makes recycling easy and practical. Guests highlighted several barriers in the current system, particularly around bin provision.

One respondent noted, “There are no / few fit-for-purpose in-accommodation bins in which to capture their recycling,” while another said, “take my own bags so they don’t put black bags in the bins as they refuse to empty the bin with black bags, they are not recyclable.” Others focused on bin design and visibility, stressing that they should be “bigger bins and should be visible and brightly coloured” and “Easily cleanable, easily emptied, clear signage in the accommodation, sustainable.”

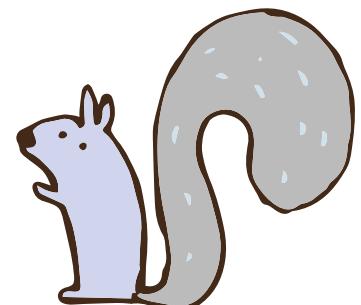
3. Motivation

Motivation was the most variable theme in the responses.

While some guests emphasised that they are already committed recyclers, noting “I would recycle anyway so an incentive would not matter,” others highlighted that rewards and engagement could make a real difference. Suggestions included financial or practical incentives such as “10% off on-site food outlets, free kids’ meals, or free activities,” alongside vouchers: “holiday or shop vouchers.” Families in particular emphasised engagement: “QR code scanning at the bin compound for kids to collect points” and “a digital counter that could show the amount of waste collected and the effects of recycling.” These comments highlight the potential of blending intrinsic motivation (doing the right thing) with extrinsic motivation (incentives, gamification) to reach a wider range of guests.

What's next?

- 1) We will use these results to create a brief for the Falmouth University through Lovat team workshops.
- 2) We will build a gamified process aimed at younger holiday makers with rewards to drive a higher recycling rate.
- 3) The game will be trialled in schools with feedback being used to shape the process further in advance of the 2026 guest holiday season
- 4) We will measure our progress through monthly waste reviews with B Corp Champions and continued stakeholder feedback.



Waste Interventions:

Waste spotlight - Padstow Holiday Village: A snapshot of the 2025 season

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

For 2025 we ...

- **Introduced in accommodation communication** to guests on the above performances - clearly setting out how they can contribute to achieving our 10% reduction target in 2025 with a focus on food waste practices.
- **Returnable cups replaced all single use hot drinks cups** in our reception area with reusables for a £1 returnable deposit.
- **Created a mud kitchen** from our toiletries and crisp packet recycling collection stands and presented to The Cornish Birds of Prey Centre for their children's play area.



The best recycling rate to date was maintained this season from 2024- 45% of all waste uplifted. That's a 3% increase on 2023 and an 18% improvement on 2022.

Our recycling project with Falmouth university will aim to increase this by a further 10%.

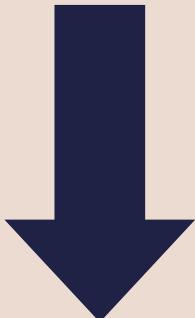
- **Food waste boxes displayed** on counter tops for all check ins.
- **Launched Plastic-free welcome and kitchen packs.**
- **We introduced Cornish Food Box deliveries** that take their used packaging back for reuse and recycling.



Carbon

We have calculated the operational Scope 1 & 2 emissions of Lovat Parks, with a baseline year of calendar year 2023. Since installing PV on-site and taking steps to improve energy efficiency in on site accommodation through renovations.

Scope 1 emissions:



2024 398.10 tonnes CO2-e
2025 374.06 tonnes CO2-e

-14.66%
reduction

Decrease in Scope 1 emissions
year on year and above the target
in the 10% yearly reduction

Scope 2 emissions:



2024 167.6 tonnes CO2-e
2025 178.55 tonnes CO2-e

-3.69%
overall
reduction

Scope 1 & 2 combined
reduction 2024-2025

Liquefied Petroleum Gas: 109.48 tCO₂e
Diesel & Unleaded: 22.13 tCO₂e

Our solar panel project

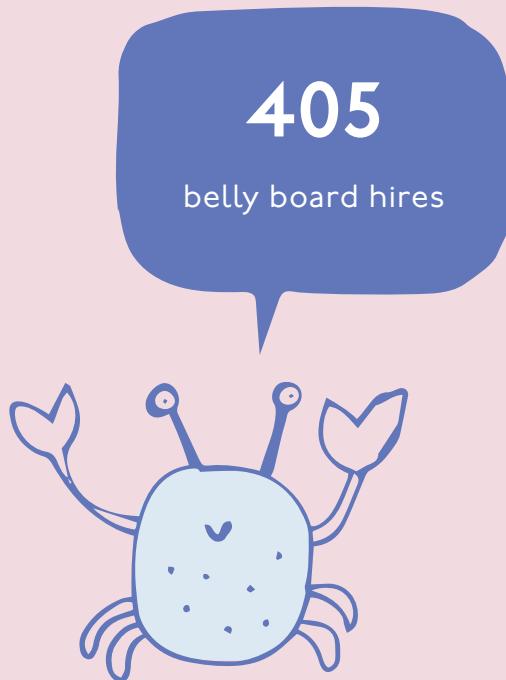
In March 2023 we completed the installation of 30.6kWp roof mounted 72 solar panels.

To date we have saved 36.55 MWh of usage, totalling 25.91 t CO2 saved of CO2e saved.



2025 B Corp in action

Since our 2022 baseline there have been...



2025 B Corp in action:
Volunteering locally



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

- Making Space for Sand Project with Cornwall Wildlife Trust: The Dunies
- Surfers Against Sewage
- HM Coastguard Hastings
- Nancegollan Community café
- Nancegollan Community Newsletter
- Boardmasters volunteering event support
- Prickles & Paws Hedgehog rescue hogspital fundraising support
- RNLI
- St Petrocs art class sessions and resident experience of work days
- Cornish Seal Sanctuary SEA LIFE TRUST Global Beach Clean



2025 B Corp in action:

Volunteering locally

The team at Azure Seas hosted a local beach clean this April, welcoming their local MP and residents in Corton. What started out as a Parish Council meeting then welcomed the attendees to visit us at Azure Seas to get involved with the community clean! Tracy and the team at Azure Seas are looking forward to a Christmas clean and will be welcoming local neighbours.



2025 B Corp in action: Volunteering with HM CoastGuard Hastings

Jo, Lovat Parks' Operational Support Manager has spent time volunteering with Hastings Coastguard.

Being part of the team is about so much more than just specialist training in casualty care, search, water and rope rescue — it's about being part of a team, with the sense of camaraderie, trust, and belonging.

We look out for each other, we train together, and we respond together when our community needs us most.

Jo says "After a 2 year process from first applying, to be becoming a fully Operational CRO (Coastguard Rescue Officer), it was definitely worth the wait, theory and practical assessments to be able to volunteer and help out.

I'm proud to say that at Lovat Parks we get 2 volunteering days per year – I'm yet to meet someone from another employment that can say they also get the same support with volunteering at their own workplace.

I would highly recommend all team to use their 2 days (or 4 half days) to do some volunteering in your local area, or remotely (call support etc), as you never know what opportunities may arise from there, or what magic you may bring to your local voluntary organisation."



Our Values: The Lovat Way

2025 was the second year of championing and recognising our values in our every day.

We have celebrated team in our **Team Member of the Month** throughout the season with some wonderfully thoughtful feedback that recognises our values

Our nominated colleagues-recognising the values in action;

"We build lasting relationships - We are all one team, Rachel helps out in all the departments!"

We commit to great quality and service:
"Nick shows commitment and enthusiasm to all that he does."

We care: "Louise is always outstanding in everything she does, tackles everything with ease and enthusiasm. Really cares about the customer and the business."

We build a better tomorrow: "Heidi spent some time patiently sharing her duties with our work experience learner today. Carefully listening to his feedback and questions and going above and beyond to support him in understanding. He flourished in confidence as a result!"



Our Values: The Lovat Way

Team Member of the Year!

Throughout 2025, we've seen countless examples of our team living our values — showing care, delivering great quality and service, building lasting relationships, and creating memorable experiences for our owners and guests.

Each winner and nominee has made a unique and meaningful contribution, and we're proud to celebrate their impact. Whether supporting colleagues, going above and beyond for customers, or championing innovation, they've helped make Lovat a better place to work.

We are delighted to have awarded Louise at Cornish Meadows Holiday Park as Team Member of the Year 2025!



Louise CONSTANTLY goes out of her way to support others. She always takes the time out of her day to answer the phone (and teams calls) and patiently talk me through things when I've been stuck on tasks. Her willingness in wanting to help shows genuine care for her colleagues.



Charlotte is always thinking of fresh new ideas to elevate our brand and build our presence on social media and beyond. She spent so much time and effort on the Cocopup campaign thinking each detail through and how it would work, picking the right influencers and making sure it attracted the right audience



Garry's kindness and reliability shine through every time he's called upon. Whether it's staying late for stocktake or helping out on a day off. He brings warmth, positivity, and a real team spirit, making him a dependable and valued team member.





Our continued biodiversity and ecological tracking with Wild New Forest

Our annual Biodiversity result highlights with Prof R Wynn from Wild New Forest. Based upon his monthly walk-throughs, 24hr tracking and baseline from 2022.

Ecological surveys were conducted on five dates between 30 Apr and 09 Oct this year. A total of 68 new species of animal, plant, and fungus was recorded during the year, bringing the overall species total for the site to 914 species.

For the third year running we recorded an increase in the numbers of breeding birds on site, with an overall total of 151 territories of 25 breeding bird species, a 27% increase since 2023. Our new Stonechat population increased to four breeding pairs and non-breeding Woodlarks (a nationally rare New Forest speciality) were seen using the conservation fields on two dates, including a group of four seen dust bathing.

The conservation fields are also attracting a variety of migrant insectivorous birds in autumn, including Spotted Flycatcher, Tree Pipit, Willow Warbler, and Yellow Wagtail, while a Hobby falcon was seen hunting House Martins and Swallows.

Wild New Forest
= * ♀ ♂



We ran a static acoustic bat detector in the southern conservation field for 24 nights in early summer, and a total of 13,469 individual bat detections was recorded. Common Pipistrelle was the most frequently recorded bat, accounting for 88% of all detections.

The red-listed Serotine was the next most frequently recorded species, accounting for 4% of all detections. Soprano Pipistrelle, Noctule, Natterer's Bat, and Brown Long-eared Bat were also recorded on most nights, and there were 11 detections of the red-listed Barbastelle (both this species and Serotine are widespread at low density in the New Forest).

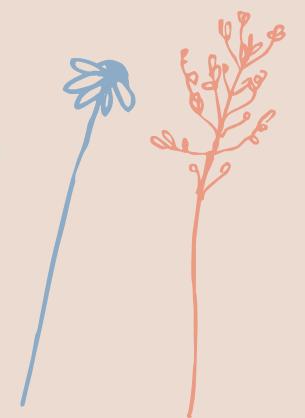
The acoustic bat detector was positioned on the margin of the southern conservation field, no more than 50m from the nearest lodges. The presence of at least seven bat species, including two red-listed species, and the high number of detections overall, is further evidence that the conservation fields are providing lots of moths and other invertebrate prey items.

Other sightings in the conservation fields this year included regular Grass Snake and Slow-worm, with notable invertebrates including the nationally scarce Oak Jumping Spider and Downland Villa fly.

We recorded some notable fungi, including Alder Scalycap and Wrinkled Conecap, both of which are nationally scarce and have not previously been recorded in Wiltshire.



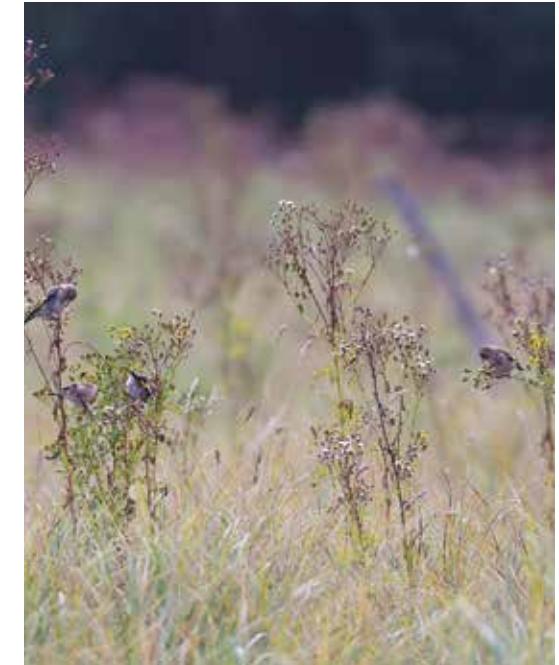
Tracking and reporting is led by Prof Russell Wynn, Chair, New Forest Biodiversity Forum, Director, Wild New Forest CIC



Our Bellamy Blooming Marvellous Awards 2025

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

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



Team: The Lovat Way

- We offer paid volunteering time to all team
- There is a well-being section in every one to one
- We have invested in 1-2-1 and group resilience training
- Our Values Champions have continued to drive and embed our values and way of working across the business.
- Our EAP provider offers confidential 24/7 support which includes counselling, health, fitness and nutritional advice, plus legal and financial advice
- We offer well-being webinars
- We offer length of service awards starting from one year
- We award a team member of the month and overall year winner, voted for by the team

- We believe in equal opportunities for all and are proud that women make up 60% of our team, with 19 in management roles
- We reward our parks for their guest satisfaction ratings
- Our latest team survey showed 87% of team feel committed to our values and 87% also understand how our 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 introduced a 'grow our own' concept on our parks, providing team with their very own larders
- We provide team Lovat and B Corp discounts:



Exclusive Team Discounts

50% off holidays for team members

20% off holidays for family and friends

Retail discounts:

Team can explore savings via our EAP service with Hospitality Action.

YorkTest allergy testing 40% off for Lovat team and their friends and family; a leading provider of food intolerance, allergy and health tests.

Also exclusive B Corp partner discounts



Team:
The Lovat Way

We are a certified member of the Living Wage foundation.

100% of our team are paid no less than the real Living Wage.

The real Living Wage is the only UK wage rate based on living costs. Over 16,000 Living Wage employers have decided to pay the real Living Wage and Lovat Parks are proud to be one of them.



Our vision

Our goal is to be recognised as a zero-landfill, circular holiday park operator, driving for a regenerative tourism industry. We do this with openness—sharing our learnings, supporting 'competitors', investing in education and championing meaningful change across the sector.





Lovat

HOLIDAY PARKS

