

# Positive Impact Report 2023

**Lovat**  
HOLIDAY PARKS





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## A Note From Our Founder

This year the team at Lovat have worked hard to focus on our customers and to continue to develop the culture that helps differentiate us.

It has been so pleasing to see all the fantastic reviews from both our lovely owners and holiday-makers and we are grateful to everyone who puts their trust in us. We don't always get things right but we will try to do the right thing and we truly believe in the B Corp motto that business can be a force for good.

When we originally got certified as a B Corp back in early 2020, we had a score of 82.4 points. This year, we had to re-certify and I am pleased to say that our score is 91.1. This is evidence of the team's engagement in trying to make Lovat a better company, one that we can all be proud of.

**Raoul Fraser**  
Founder



Raoul Fraser  
Lovat Parks Founder



# Welcome

2023 was one of the biggest years for Lovat Parks to date.

Not only did we launch our volunteering scheme, but we also brought together a team of B Corp Champions at each location who focused on identifying our waste and carbon performance and leading our reduction strategy at each park.

We look forward to a creative, collaborative 2024 at Lovat Parks. One that will see new relationships born from team volunteering in our local communities. A year of inspiring future conservationists with our school educational projects and a journey of driving transparent, better business.

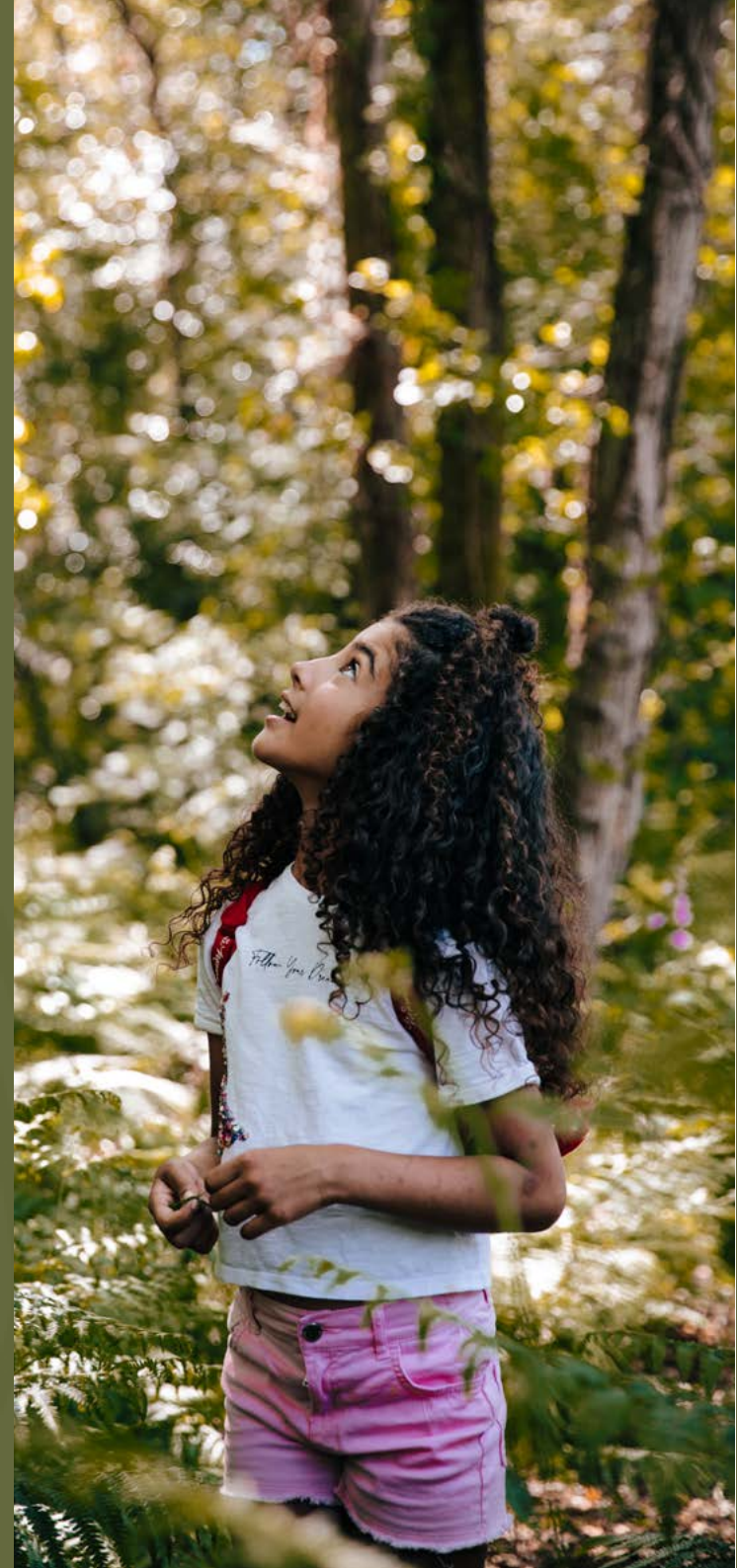
I am delighted to say that in 2023 Lovat Parks parks reduced waste to landfill from 2022s data, by the equivalent weight of one blue whale! What an amazing impact!

**Lian Locke**  
Positive Impact Manager

# Our Achievements

## Our Most Recent Awards

	Year
Recertified as a B Corp	2024
Cornwall Tourism Awards: Holiday Park Of The Year	2023
British Travel Awards: UK Family Holidays. Silver Award	2023
Visit England Gold Award	2023
Visit England Five Star Holiday Park	2023
Economic Innovator Spectator Awards: Top 6	2023
Cornwall Tourism Awards: Commended Holiday Park of the year	2023
TripAdvisor People's Choice Award	2023
South West England Prestige Awards: Luxury Campsite of the Year	2023
New Forest Marque	2023
Bellamy Everyone Active Wildlife Challenge	2023
Bellamy Home Sweet Home Award	2023
Bellamy Pollinator Patch Award	2023
Bellamy Wonderful Wetlands	2023
The Financial Times: Europe's Fastest Growing Companies	2023



# Our Achievements

## Our Most Recent Awards

	Year
Certified Cycle Friendly Park: Waxham Sands	2023
Best Companies: Top 100 Best Mid-size Companies To Work For	2022
Best Companies: Top 10 in Hospitality and Leisure	2022
The Sunday Times Top 100 Fastest Growing Companies	2022
David Bellamy Blooming Marvellous Pledge for Nature	2022
TripAdvisor People's Choice	2022
Tripadvisor Travellers' Choice Best of the Best	2022
New Forest Marque	2022
Cornwall Wildlife Trust Peat Free	2022
Disability Confident	2022
Official National Living Wage Employer	2022
Mental Health First Aid at Work	2022
Go New Forest Silver Leaf Award	2022





# Our Product Suppliers

## Our Local and B Corp Product Suppliers

Padstow Brewing Company

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Tarquin's Cornish Gin

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The Bearded Brewery

---

Dorset Dairy

---

Doisy and Dam

---

One Water

---

Tony's Chocolonely

---

Cornish Tea Company

---

Lovat Coffee at the Coffee Hub Group

---

Trevibban Mill Vineyard

---

Wilton London

---

Honest Mobile

---

Jude's

---

Rodda's

# Our Product Suppliers

Graze B

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Beachcomber Distillery

---

Brook Hill Vineyard

---

Pentire Drinks B

---

The Garlic Farm

---

Cornish Ketchup Company

---

The Open Air Dairy

---

Ford Farm

---

New Forest Aromatics

---

Malcolm Barnecutts Bakery

---

Dorset Sea Salt Co

---

Cyril's Soap Shed

---

Fordingbird Fudge

---

New Forest Shortbread

---

Cornish Sea Salt Company

---

Dr Will's

---

Flawsome Drinks B







## Our Community Partnerships

Our continued memberships and working relationships include:

Travel by B Corp (founding members)

Cornwall B Local (Co-Chair)

Cornwall Wildlife Trust; Business Member and Peat Free Commitment

Kernow Conservation; Business Member

St Mawgan Parish Council; beach clean appeal

Committee Member of Mawgan Porth Village Hall

Horsey Seal Sanctuary

Newquay Orchard

FareShare

The Trussell Trust

Disc Newquay

Rewilding Britain

# Our Community Partnerships

Cornish Seal Sanctuary

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Sanctuary Care

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Beach Guardian

---

British Holiday and Home Park Association member

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Premier Parks

---

Dick Pearce

---

St Petrocs

---

Sea Palling Lifeboat Trust

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The Animal Welfare Trust

---

RSPCA Cornwall

---

Go New Forest

---

Wild New Forest

---

Corton Village Residents





# Our Recertification B Corp Elements & Scoring in 2024



(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	18.7	22.6	17.1	3.1





## Recertification May 2023

### Including improvement initiatives such as:

B Corp Champions at each park

Big 5 back to nature campaign

Lovat Volunteering scheme

Mental Health First Aiders at every Lovat location

B Corp product line in every park shop

Toiletry packaging recycling scheme at every location

Canine care stands

Beach toy libraries

In accommodation food waste scheme

Email-free time zone

Challenging suppliers

PV install project

Sustainable, organic uniforms

Free guest lends of belly boards

# A Circular Project: Educating Future Generations

Given that we saw circa 46,500 guests at Lovat Parks in 2022 and 18,500 of these at our Cornish parks we wondered if we could intercept this waste and create something purposeful in 2023.

Our idea stemmed from seeing numerous holiday toiletries packaging left in our accommodations and bin stores—shampoos, baby lotions, shower gels time and time again. We decided to learn a little more around how we could put these to better use. We already had a great relationship with MyGroup <https://mygrouppltd.com/mygroup-hull>, who can recycle the un-recyclables—they shared with us that much of this packaging can not be recycled through usual household collections. So we got started. We created some collection stands with a design company

Pickle, local to our parks. These went in to our reception areas for the start of the 2022 season.

We also put one in to a local primary school in Newquay and introduced this with an educational sessions in partnership with Beach Guardian <https://www.beachguardian.org/>

Pupils learned about plastic pollution and how we can keep our beaches clean as well as diverting waste from landfill and how they can make a difference with just a small change. We asked the school to contribute their toiletries packaging from

home and added these to our Cornish parks' collections. Guests, pupils, teachers and team contributed to 8.44kg being uplifted by MyGroup early 2023.

These were then soon transformed in to a mud kitchen which was presented to the school in early May. The pupils loved being able to see and feel the small flecks of colour from their packaging and understanding this circular story that they all contributed to, hopefully inspiring future conservationists.



# B Corp in action

2023 end of season figures:



Amount of times guests refilled their water bottles at our free park water stations



73kg of used toiletries packaging collected in our toiletries recycling scheme



We refilled our milk bottles 1,270 times



185 free belly boards hired in our coastal parks



255 items were donated to our park shop food banks and passed on to those in need



108 hours team volunteering banked



## B Corp in action continued

2023 end of season figures:



100% new suppliers screened against our Code of Conduct



26% of our stock in our park shops is local.

26% of all our collective park shops' stock is local.

10% of our collective shop stock is B Corp certified.

# Our Business Relationships

## Community, governance, environment, customers

We handpick all our partnerships to ensure they help us deliver on truly sustainable travel.

- We prioritise local vendors in our Purchasing Policy
- Our team have a list of preferred local suppliers to work with
- We screen all our suppliers against our B Corp aligned Code of Conduct
- We audit our suppliers every two years
- We prioritise B Corp certified suppliers





# Purchasing at Lovat

We screened 100% of our suppliers against our Code of Conduct. In 2023 we screened 123 new suppliers. Our new Purchasing Policy was launched internally- this gives priority to local suppliers. 26% of all our collective park shops' stock is local. 10% of our collective shop stock is B Corp certified. Our park shop suppliers include:

## Cornwall

Roddas (B Corp and local)

One Water (B Corp)

Jude's (B Corp)

Cornish Ketchup Co (Local)

Trevibban Vineyard (Local)

## New Forest

New Forest Shortbread (Local)

Tony's (B Corp)

New Forest Burners (Local)

New Forest Aromatics (Local)

Forest Edge Coffee (Local)

## Norfolk

Doisy and Dams (B Corp)

Sea Palling Honey (Local)

Lucky Saint (B Corp)

Cawdron's Butchers (Local)

Linzer's Bakery (Local)





## Kickstarting The B Corp B's UK Travels

This year we hosted B Corp's giant letter B in Cornwall.

Normally the centrepiece of B Lab UK's HQ in London, the iconic 7 foot "Big B" went on tour to build understanding in all corners of the UK about the need to transform our economy for the better. Our focus at Lovat was on sustainable tourism.

We were asked to come up with creative ways to bring it to life so we featured it throughout Cornwall-getting the conversation started with our guests, owners and locals. From Padstow Harbour to Padstow Holiday Village finally resting on the clifftops of Harlyn.

We were the first location in It's 7 stop UK tour.

The significance of bringing this B to Lovat Parks Cornwall was to drive conversation around responsible tourism and this was covered in national news.

# Volunteering Locally — Our Paid Time Scheme Launches

**This year saw the introduction of our paid volunteering time scheme.**

Each and every team member is offered time in which to volunteer. 108 hours in 2023 were banked with local charities including Beach Guardian, Corton Residents, Newquay Orchard and St Petros.

In early 2024 we will be supporting with teams at The National Trust at Horsey Windpump, Cornwall Wildlife Trust and Forest for Cornwall.



# Getting Our Guests Involved

We continue in our parks to host positive impact opportunities including;

- ◆ Beach Clean Stations
- ◆ Free Belly Board Hires
- ◆ Water Refill Stations
- ◆ Food Waste Schemes
- ◆ Canine Care Stations
- ◆ Beach Toy Libraries
- ◆ Forest Clean Stations
- ◆ Book Swaps
- ◆ Retailing Our Reusable Water & Hot Drinks Cups (made from disposable cups)
- ◆ On Park Food Banks
- ◆ Doy Toy Libraries
- ◆ Beach Adventurer Set lends
- ◆ Milk Refill Stations

In 2023 we introduced a Beach Adventurer Set (pictured) which hopes to reduce crabbing in our coastal locations as well as a sustainable free lend for those little seaside explorers including a metal bucket, retractable net and binoculars.



# Our Grow Our Own Scheme With PotGang

We are delighted to work with PotGang to launch our Grow our Own vegetables, herbs and fruit scheme.

Our crop grew so well at our Cornish parks that we introduced an honesty pot for guests to enjoy our produce! We also ensured that our team enjoyed complimentary produce bags.





## Independent Biodiversity Enhancement Plan & Ecological Review: New Forest

We want to understand the wildlife and environments that surround and live with us on our parks. We have enjoyed adding our own little touches for the wildlife to enjoy such as our ladybird houses, hedgehog homes and squirrel cafes.

Wild New Forest's 2023 Young Conservationist Mentoring Scheme. They saw Red Kite and Peregrine, found several Scarlet Elf Cups, and also Vinegar Cup fungus that is only the second New Forest record according to the national database!

Other photogenic fungi included Turkeytail and Jelly Ear and they also watched several craneflies (Tipula Heidei e) egg-laying along the muddy margins of one of the streams.

To finish the season Prof. Wynn provided us with a full species list based on results to date in

the and also analysed all of the breeding bird survey data. From this data we are working to shape our future improvement and enhancement plan.

Our guests throughout the season joined our guided walks where we were able to share these sightings, footage and survey results to better understand our neighbours and protect their habitats.

Wild New Forest



# Our Team

## Governance + Workers

1. We offer paid volunteering time to all team
2. There is a well-being section in every one to one.
3. We host independent one to one and group resilience training.
4. We are a Certified National Living Wage Employer
5. Our healthcare provider offers confidential 24-7 counselling, health as well as fitness and nutritional advice.
6. We offer well-being webinars.
7. We award length in service starting from one year.
8. We award a team member of the month by location, that are voted for by the team.
9. Over 60% of our team are women, 19 of who are in management.
10. We award parks annually for their satisfaction rates on public platforms and internal scores.
11. Quarterly team surveys showed that 84% of team are satisfied/ engaged against our key survey measure 'I love working at Lovat Parks'
12. We have an email free time zone.
13. Everyone has a paid day off for their Birthday.
14. We have on park team larders, 'grow our own' areas.
15. We provide team Lovat and B Corp discounts.



# A Focus On Waste Management

## Environment + Governance

Early 2023 saw us meet with our appointed B Corp Champions at every park. We spent time reviewing our waste reports and looked at how we could positively affect our performance again in the 2024 season.

Interventions included;

- More bin stores were erected
- Better waste area signage was designed and installed
- More recycling bins were introduced by our waste contractor
- Introducing food waste bins in to our accommodations
- Introducing food waste bins and collections with our waste contractor in our bin stores
- Conducting a waste review with our waste contractor and setting KPIs to reduce by 10% overall based on this data





# A Focus On Waste Management

## Environment + Governance

### How did we do?

#### Waste

We have diverted 35 tonnes of waste away from landfill this season.

#### Carbon

We have reduced our scopes 1 and 2 emissions by 124 tonnes this year.

#### Circular Economy

Our toiletries recycling scheme has to date collected 73kg of used packaging.

Parbola performed exceptionally well in 2023 and rolled out their interventions to divert their waste to landfill including;

- o A second bin store
- o Enhanced and frequent signage in the bin stores
- o Improved recycling opportunities throughout the park including more split bins
- o Food waste boxes in accommodation
- o Food waste signage in accommodation
- o Messaging around recycling in arrival booklets



# Our Solar Panel Project

## Environment + Governance

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

To date we have generated 17,000kWh of electricity.



# SOLAR PANEL INSTALLATION AT SUN HAVEN

## HOW IT WORKS

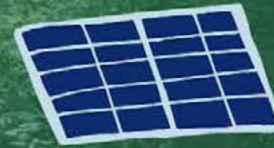
Light energy from the sun contains photons



The photons hit the solar panels which are made of many cells



The cells have layers and the photons hitting the cells cause electrons to flow through the bottom layer



This movement generates DC electricity that flows to an inverter converting into AC electricity



AC electricity is used to power things on our park, like the lights in our reception area

## SOLAR ENERGY FACTS!



1

Solar helps to create a healthier environment. With solar energy no air pollution is emitted.



2

Sunlight and solar power can travel 90 million miles to earth in just 10 minutes!



3

Solar energy is the **cheapest source of energy** in the world.

4

Those who use solar energy can save up to **75 million barrels of oil** and **35 tons of carbon dioxide** a year.

# Introducing: Our Wildlife Trails At Each Holiday Park

## Environment, Governance, Customer + Community

Following on from the success of launching our Big 5 nature spotting campaign in 2022, we wanted to give our guests the opportunity to take their own adventure through our parks.

In each holiday park we have created a Nature Trail, using an Adventurer's map to guide between rubbing posts, each revealing a letter to spell our wildlife creature. Encouraging the whole family to take time in nature together and spot our resident wildlife.

We have had some amazing feedback from Adventurers of all ages!





“This will not be in the hearts and minds of those around us if it is not in ours.”

**Lovat**  
HOLIDAY PARKS

