

# Sustainability Report 2023

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# 00 Introduction

SINCE FEBRUARY 2019, WE HAVE IMPLEMENTED A ROBUST AND EVER EVOLVING PLAN TO DRIVE THE BUSINESS FORWARD WITH A COMMITMENT TO SUSTAINABILITY AND PROTECTING OUR ENVIRONMENT.

We are a family owned business and the commitment to operating with high standards of ethical behaviour and environmental best practices is hugely important to us.

From the start of our journey we have partnered with both Now Sustainability and Earthcheck to gain guidance and accreditation. EarthCheck is the worlds leading scientific, certification and advisory group specifically for the travel and tourism sector. They provide a creditable auditing and monitoring service, benchmarking the hotel's annual performance against their stringent criteria.

Our commitment to the environment is at the heart of our business. Achieving our sustainability goals is a whole team effort; every member of the team is empowered to contribute ideas to constantly improve our performance.

As our journey has evolved we have won several prestigious, industry awards for sustainability recognising the great commitment that has been applied.

In October 2021 EarthCheck awarded us a Bronze Accreditation.

In January 2021 we were awarded the new Green Michelin star recognising restaurants at the forefront of the industry when it comes to sustainable practices. The Dining Room was one of 23 restaurants in the UK to be recognised with this distinction.

Our promise as a business is to strive towards a balance of purpose and profit, placing our social and environmental goals at the forefront of everything we do.



# 01 Mission statement

Whatley Manor is committed to achieving best possible sustainability practices to reduce our Carbon emissions and our negative impact on the world. Future proofing the economic and environmental resilience of our hotel, local community and wider hospitality sector.

It is our mission to achieve scope 1 & 2 Net Zero emissions for our energy use by 2028 & Net Zero emissions for our supply chain by 2035



EARTHCHECK RATING  
- **Silver Certified**



NOW SUSTAINABILITY  
- **Conscious Travel**



AWARDS  
- **Green Michelin Star**



CONDE NAST JOHANSENS  
- **Sustainability award**



THE SUSTAINABLE SPA ASSOCIATION  
- **Gold award**





## 02 *Our* sustainable vision

IN 2019 WHEN WE BEGAN OUR JOURNEY WE REALISED VERY QUICKLY THAT THE CLIMATE CRISIS IS DEVELOPING RAPIDLY AND AS A BUSINESS WE NEEDED TO SET OUT HOW WE COULD OPERATE WITH THE HIGHEST LEVELS OF INTEGRITY.

To align these goals and continue to offer guests the luxurious experience they want to enjoy at Whatley, has been and will continue to be our challenge. However as the world becomes increasingly aware of the climate crisis and the need for action it becomes easier to bring guests, suppliers and employees on this journey with us.

From the start we set out a clear strategy with The Whatley Environmental Action Plan, which was designed to engage firstly our employees then our suppliers and as a result of our actions generate commitment from our guests too.

Sustainability is an ever-evolving concept and our vision and goals are set to be adaptive to changing situations. This means that sometimes our progress is challenging but our commitment is resolute.

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# Our vision



## Ultimate goal

Working towards carbon positivity

## Our goals

### By 2028 we will

- Achieve 95% Net Zero for our Scope 1 & 2 emissions

### By 2035 we will

- Achieve 90% Net Zero for our Scope 3 emissions in line with SBTi

Working with our team, suppliers, and guests, we will improve our practices and fully integrate the environmental aspect in our day-to-day operation. We are committed to decarbonise our operation by:

- Conducting a full supply chain review and sourcing responsibility
- Helping to educate and build awareness
- Refuse, Reduce, Reuse, Recycle, embrace the circular economy
- Be energy efficient
- Measure and be transparent
- Engage and share knowledge with our local and industry community

## Our strategy

## Our vision

To be an environmentally responsible hotel, restaurant & Spa.

To help achieve a cleaner safer and healthier world for ourselves, our families and for future generations

# 04

# Environment

WE HAVE COMMITTED TO WORK WITH GLOBALLY RENOWNED EARTHCHECK WHOSE ASSESSMENTS ARE MEASURED AGAINST THE UN SUSTAINABLE DEVELOPMENT GOALS.

The Sustainable Development Goals which includes weaving the UN sustainable development goals into our work or Global Goals are a collection of 17 interlinked global goals designed to be a “blueprint to achieve a better and more sustainable future for all”. The SDGs were set up in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030. Our vision ensures that we contribute in some way to all of the SDG’s however there are some that we are able to focus on more fully as a business and contribute most positively to.

## EarthCheck audit 2022 results

**73%**  
reduction in  
Scope 1 & 2 CO2e

**21%**  
reduction in  
potable water

**31%**  
waste reduction  
per guest night

**28.7kg CO2e**  
per guest  
night\*

\* Performing 25% better than EarthCheck’s Regional Average benchmark.





**THE GLOBAL GOALS**  
For Sustainable Development

[globalgoals.org](http://globalgoals.org)

<p><b>3 GOOD HEALTH AND WELL-BEING</b></p> 	<p>Ensure healthy lives and promote well-being for all at all ages</p>	<p><b>6 CLEAN WATER AND SANITATION</b></p> 	<p>Ensure availability and sustainable management of water and sanitation for all</p>
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<p><b>11 SUSTAINABLE CITIES AND COMMUNITIES</b></p> 	<p>Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p> 	<p>Ensure sustainable consumption and production patterns</p>
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<p><b>13 CLIMATE ACTION</b></p> 	<p>Take urgent action to combat climate change and its impacts</p>	<p><b>14 LIFE BELOW WATER</b></p> 	<p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p>
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The EarthCheck Certified programme ensures that we credibly measure, report, monitor and improve our economic, environmental, and social practices for a sustainable outcome. The Earth Rating certification is awarded after a rigorous assessment and audit.

As a business we are now transitioning to net emissions by achieving zero waste to landfill, reducing our food waste & our water & gas consumption. We have calculated that 37% of our carbon is generated via our Supply chain, so we are committed to collaborating with suppliers to reduce this source of emissions.



## Scope 1

Emissions emanating from sources linked to a company's assets

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## Scope 2

Emissions caused by the generation of electric power, heat and steam purchased from third parties and consumed in the company's assets

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## Scope 3

Indirect emissions from suppliers, customers and products sold by a company or by associate producers

Net-Zero targets must cover at least 95% of company-wide scope 1 & 2 emissions and 90% of scope 3 emissions.

Before setting targets, companies must develop a full GHG emissions inventory across all scopes in line with the Greenhouse Gas Protocol, so that all activities that generate emissions are captured.

The decision to cover 95% of scope 1 & 2 and 90% of scope 3 was taken after following the science based targets initiative, a robust multi-stakeholder engagement process aimed at pin-pointing the most impactful level of coverage while being efficient, feasible and effective.

# 05

# Carbon footprint

WE HAVE CALCULATED OUR 2019 CARBON FOOTPRINT USING THE GREEN HOUSE GAS (GHG) PROTOCOLS DEVELOPED BY WORLD RESOURCES INSTITUTE AND WORLD BUSINESS COUNCIL FOR SUSTAINABLE DEVELOPMENT, WHICH HAS NOW BECOME THE REFERENCE-REPORTING STANDARD FOR EVERYONE ON THIS JOURNEY.

The carbon footprint is the total amount of Greenhouse Gas emissions induced by activities within a given timeframe (usually a year). It is expressed in carbon dioxide equivalent (CO<sub>2</sub>e) tons. It is divided in three scopes as follows.

**Scope 1:** Emissions that we have direct control over. It includes fuel combustion on site such as gas boilers, air-conditioning or fridge leaks.

**Scope 2:** This is the electricity consumed by the company. These are indirect emissions as they are created at the time of production and eventually used by us.

**Scope 3:** These are emissions which are not controlled by us, including but not limited to, the supply chain, waste, water or employee and guest travel. These are the greater share of the carbon footprint, and also the most difficult to calculate and manage.

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# Waste footprint

MANAGING OUR WASTE IS AN AREA WE HAVE ACHIEVED GOOD RESULTS IN, REDUCING OUR GENERAL WASTE BY 49%. ESTABLISHING “OUR OWN RECYCLING CENTRE” TO FOCUS ON SENDING MORE DRY MIXED RECYCLING MATERIALS BACK INTO THE RESOURCE MARKET. ULTIMATELY ACHIEVING ZERO TO LANDFILL.

We have introduced many systems and processes on site to reduce our waste volume; this includes a glass crusher and a bin press. Our suppliers are asked to deliver items without plastic and cardboard wrapping or remove packaging

with them at the point of delivery wherever possible.

Food waste is segregated and removed weekly for anaerobic digestion to form Biogas and rich liquid fertiliser. The Biogas is burnt in order to create renewable electricity for the National Grid while the fertiliser enriches the soil without the use of petrochemical fertilisers. We have built six compost bays on site to cultivate our own nutrient rich compost on site from our organic waste matter from the garden and kitchens. We have recently installed two Hot Box compost bins that can produce rich compost in just 30 - 90 days.

Our waste is bulked up at Grundon's transfer station and sent to an Energy from Waste Facility via an articulated, walking floor carbon-neutral waste collection vehicle. The waste carriers deal with our waste in the most compliant and environmentally sound manner.



# 07 Water

WE ARE COMMITTED TO ACHIEVING WATER EFFICIENCY ACROSS THE BUSINESS. IT IS A PRECIOUS COMMODITY GLOBALLY. WE HAVE INSTALLED NEW AGUARDIO WATER METRE IN THE SHOWER WHICH SAVES WATER UP TO 20% AND THE NEW WATER SHOWER HEADS WHICH REDUCE THE FLOW FROM 15L TO 9L PER MINUTE.

There is an 81,000 litre water borehole that provides all the irrigation for our garden.

We have installed a water filtration system for bottled water across the business. This change has contributed to SDG6, as 10% of our water sales is sent to Charity: Water, to achieve clean water supplies to remote communities around the world.



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# Supply chain

SINCE EMBARKING ON OUR JOURNEY TO OPERATE AS A SUSTAINABLE BUSINESS WE ARE INCREASINGLY AWARE THAT THE CHOICES WE MAKE NOT ONLY AFFECT THE GUEST EXPERIENCE BUT ALSO HAVE A DIRECT IMPACT ON OUR GOALS AND THE WIDER ENVIRONMENTAL ISSUES.

It is one of our key priorities to assess and evaluate our supply chain and ensure that their credentials are in line with our own. All suppliers are required to agree to our policies and practices, including health and safety and the Modern Slavery Act.

As a result we have made many changes to our supply chain and increasingly we are working with smaller brands that are committed to managing their impact on the environment.

We hold supplier workshops to share knowledge and discuss our environmental goals. Our aim is to collaborate on this complex subject to help us all decarbonise our businesses.



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# Community

WE HAVE WORKED WITH MANY HOSPITALITY INDUSTRIES OVER THE YEAR, BENEFITTING EMPLOYEES, THEIR FAMILIES AND ASSOCIATED CAUSES. WE ALSO UNDERSTAND HOW IMPORTANT IT IS TO CONTRIBUTE TO OUR LOCAL COMMUNITY AND FINDING WAYS TO SUPPORT THEM THROUGH COLLABORATIONS, FUNDRAISING AND BY VOLUNTEERING.

We invite local community environmental groups to Whatley four times a year, such as Sustainable Sherston, Fruitful Malmesbury, Malmesbury Climate Action Network and Greening Tetbury to name a few. We share knowledge, best practice and also

share resources where we can, learning from each other in a most productive way.

We work with Malmesbury Against Plastic and every year we join forces and carry out a litter pick in and around the town. Many of our team volunteer to take part in this event which brings us closer together as a community as we all value the natural beauty of our surroundings.



# 10

# People

KEY TO OUR SUCCESS AND TO OUR GUESTS ENJOYMENT IS OUR AMAZING TEAM. AS A FAMILY OWNED BUSINESS THE ROLE EACH AND EVERY EMPLOYEE HAS WITHIN THE HOTEL HAS ALWAYS BEEN OF THE UTMOST IMPORTANCE SO WE ARE NOW APPLYING A STRATEGIC APPROACH TO OUR COMMITMENT TO THEIR WELLBEING.

We aspire to provide a working environment that allows everyone to be the best version of themselves, to flourish, grow and progress.

As a business we are absolutely committed to providing equal opportunities and our HR policies set out our commitment to equality, diversity, sustainability and inclusion. We aim to create a positive working environment where everyone is treated with dignity, feels valued and respected and can achieve their full potential.

Where there are opportunities for training, development and progress we will make these available to all employees and support everyone on their career journey, enhancing their skill sets and growing their confidence.

The health and wellbeing of our team is hugely important to us, there have been such incredible pressures on us all during the pandemic and supporting team physical and emotional health is a key priority. One of our team is a trained yoga instructor and regularly runs classes for everyone to join in. We have run boot camps in the grounds and encourage team activities and social gatherings around food and wine tastings and product testing.

We have an accredited mental health first aid practitioner on our team who is accessible to help and support when required.

We invest in the Employees Assistance Program run by Hospitality Action.



Proud members of the hoteliers charter  
[hotelierscharter.org.uk](http://hotelierscharter.org.uk)

# 11 Key strategic changes



## Guest Experience

- Zero single use plastics in bedrooms
- Energy saving lighting
- Water saving devices
- Ceramic bottles for bathroom amenities
- Compostable coffee pods
- Fairtrade tea from a company who provides work for refugees
- QR code access to newspapers and magazines
- In room recycling bins
- Energy efficient heating
- Working with Ammique sustainable beds
- Citrus Vodka made from waste peelings
- Finest locally sourced ingredients



## Employees

- Sustainability is part of our recruitment process
- Environmental induction program
- Employee engagement survey
- E-training systems
- Support employee wellness programs
- Paperless comms



## Supply Chain

- Kitchen oil is recycled
- Collaborate, share knowledge and best practice
- Suppliers selected on the basis of their sustainable practices and locality
- All electricity certified from renewable energy source
- Work with all suppliers to remove plastic packaging from their products and from site



## Community

- Donations to the Trussel Trust of care packs
- On International Women's Day we supported a women's wellness event hosted by a panel of specialists in nutrition & women's health & wellbeing
- Supporting hospitality action
- Working with local community action groups such as Malmesbury Against Plastics and Malmesbury Climate Action Network
- Over the year we supported Sustainable Sherston's activities



## Operation

- On site glass crusher
- On site bin press
- Compost bins
- Wormery
- Borehole
- Team trained in waste management
- On site recycling centre
- Removed Google from our computers and use Ecosia search engine
- In house bottled water in reusable glass bottles
- Electric vehicle charging points
- Removed natural gas, now purchase only BioGas

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# Our goals

We have achieved an enormous amount in a short space of time but there is so much more we can do. As a team we are working to refine our environmental plan and put the next steps in place so this is a working document that will be continually reviewed and refined. The whole Whatley team are committed to doing what we can to make a difference and build a business that is fit for the future. As part of this journey we want to work with suppliers and partners who embrace our vision too so that working together we can take the right steps and achieve positive change.



Support the United Nations in achieving the Sustainable Development Goals (SDG's) 2030 agenda



Reduce our Carbon Footprint



Be recognised as a leader in the hospitality industry in term of sustainability credentials



Achieve 95% reduction in scopes 1 & 2 by 2028



Educate our team, community and suppliers



Keep working with suppliers to reduce the emissions of Scope 3



Look for suitable new technologies and AI to support our effort. Calculate ROI and check feasibility of innovative alternative solutions



Focus on well-being of staff and guests



Support the community and Green initiative projects



**NOW**  
SUSTAINABILITY

SUPPORTER OF THE  
**TERRA  
CARTA**  
*For Nature, People & Planet*

