

# Waterside Holiday Group Sustainability *Pledge*



WATERSIDE

## *Our Commitment*

At Waterside Holiday Group we are committed to leading the way in sustainable tourism and protecting the natural beauty of our sites, the local communities, and the UK for generations to come.

Our mission is to minimise our environmental impact to a level as close to net-zero as possible, while providing unforgettable experiences for our guests and team.

We make every attempt to ensure our actions and operating procedures have the least possible adverse impact on our local and global environment.

Not only are our team fully committed to doing all they can to support our approach, but we also expect our suppliers and business partners to work proactively with us on this too.

# To fulfil this commitment, we pledge:



**Renewable Energy:** We will continue to harness the power of the sun through our solar installations, providing clean energy to power our facilities and reducing our carbon footprint.



**Electric Vehicles and Sustainable Mobility:** We are dedicated to expanding our fleet of electric vehicles, and providing EV charging to our owners and guests to ensure they can explore the local area with minimal environmental impact. Most parks are on bus routes, and we support local bus services to help reduce vehicle movements throughout our communities.



**Waste Reduction:** We are committed to removing non-recyclable products and encouraging responsible waste reduction practices among our team and guests. We only use waste providers that commit to our zero waste to landfill policy and recycle as much as possible.



**Solar-Powered or Energy Efficient Lighting:** Our outdoor spaces will remain lit by energy-efficient LED or solar-powered lights, reducing energy consumption to zero in places and minimising light pollution to preserve the night sky.



**Sustainable Materials:** We will continually seek out innovative, sustainable materials for construction and maintenance, minimising waste and environmental impact.



**Biodiversity Conservation:** Within our business and locally we will actively support biodiversity initiatives, preserving and enhancing the natural habitat and promoting wildlife conservation.



**Education and Engagement:** We will educate our owners, guests, team, and local communities about sustainable practices and actively engage them in our conservation efforts.



**Carbon Offset:** Whilst we aim to have a direct impact with our sustainability efforts, as a business we appreciate we can harness the work of others and will therefore also include carbon offset initiatives within our new projects, and we will support third party groups that will help fight the sustainability cause.



**Community Collaboration:** We will continue to work closely with local communities, businesses, and authorities to promote sustainable tourism practices and contribute to a greener, more vibrant future for all.



**Continuous Improvement:** We pledge to continuously assess and improve our sustainability practices through regular audits and feedback from our guests and community.

This pledge represents our unwavering commitment to sustainability and environmental stewardship. Together, we can make a positive impact on our planet and ensure that the beauty of the UK's landscapes endures for generations of caravan enthusiasts to enjoy.

# From pledge to reality...

## Renewable Energy

We have an ongoing programme of installing solar panels. Results so far have been superb, and we have detailed some technical information.

Additional solar panels are to be installed, with the long-term goal of running our business on 100% solar energy.



167.5kW maximum output, consisting of 503 panels with an annual output of 170,100 kWh/a or enough to power 63 average homes. Saving up to 38,273 Kg of CO2 emissions per year.



158kW maximum output, consisting of 487 panels with an annual estimated output of 178,400 kWh/a or enough to power 66 average homes. Saving up to 40,100 Kg of CO2 emissions per year.

## Electric Vehicles and Sustainable Mobility

Since purchasing our first electric van in 2016, the group has made considerable progress in converting the fleet away from fossil fuels.

- At Bowleaze Cove and Chesil Beach we have already purchased five electric vans for our Housekeeping and Maintenance departments, as well as seven electric vehicles for our Ownership Enquiry centres. At Tregoad, over 67% of the fleet is already electric.
- All future vehicles replacement's will now be electric where possible, especially given we can charge these vehicles from our solar panels.
- At our Bowleaze Cove Holiday Park & Spa, we have installed two Pod Point electric vehicle chargers, each with two 22kW Type 2 sockets that we can charge up to four vehicles simultaneously. Depending on the type and model of vehicle connected, these chargers can deliver over 70 miles of range in just an hour.
- Our Chesil Beach and Tregoad holiday parks also have 22kW Pod Point electric vehicle chargers available.
- Tregoad also has 90 of its 160 holiday home pitches 'EV ready', with all new lodges in the Samphire Cove development having EV charging points fitted as standard.
- Owners and guests can download the Pod Point Open Charge App from the Google Play or the Apple App Store.

To reduce dependency on private vehicles, the following alternative transport options are available to our guests and owners:

Bowleaze Cove, Chesil Beach and Tregoad parks are all on bus routes, and either have stops on park, or directly outside the entrance. Our owners can travel for free with their owners card. This helps reduce traffic flow into the local road network

Bowleaze Cove and Osmington holiday parks are on the South-West Coastal footpath.

Chesil Beach has easy access to the Rodwell Trail, a bicycle and pedestrian route to the town centre.

Cycle-hire is available at our Weymouth holiday parks through Weymouth Bike Hire.

## Waste Reduction

Our current waste processor commits to 'Zero Waste to Landfill', and going forwards we will only ever use suppliers that can commit to this principle.

- Biffa is our current waste contractor, and all recycling collected by them is processed in the UK. It is not packed into containers and sent to other countries for processing where there is a risk it could end up in the sea and on beaches.
- Small recycling bins in our own accommodation and owner sub-let caravans make it easier for guests to recycle their waste. Owners who do not sub-let can also join the scheme. We also supply clear recycling bags to all our holiday home owners and guests free of charge.
- We have joined a scheme to recycle wetsuits and beach toys.
- New signage has been added to bins and bin bays making it clear what can and cannot be recycled, and this is also inside each holiday home.
- Waste collections are monitored, and waste is sorted before collection to reduce contamination.
- We have achieved a 100% increase in recycling volumes following the implementation of our new recycling scheme.
- Used cooking oil from our food outlets is collected and converted into bio diesel, which is environmentally friendly and reduces reliance on Petro-Chemical products.
- All our parks have portable battery collection and recycling points.

## Solar-Powered or Energy Efficient Lighting

We keep our public spaces well illuminated at night for safety reasons but have still taken measures to ensure this is done as efficiently as possible.

- All streetlights on our parks have been converted to LED. These new lamps are much brighter, last up to 4x longer, and save 48% in energy costs and CO2 emissions.
- We've also installed solar powered streetlights at Bowleaze Cove, Tregoad and Chesil Beach.
- LED lighting has been fitted in our offices and the gym at Bowleaze Cove and Tregoad.
- Our streetlights are controlled by photocells which automatically turn them on and off when it gets dark. In addition, they have timers that turn the lights off between midnight and 5.30am when people are asleep.

Energy Consumption - We are also striving to reduce our overall energy consumption, and recent measures include:

All our fleet caravans are fitted with setback heating controls to prevent the heating being left on, double glazing and energy efficient LED lighting.

We have insulated the hot water pipes in our Bowleaze Cove and Chesil Beach swimming pool plant rooms.

Water at Tregoad is supplied from two boreholes, and we intend to install boreholes at our other parks should suitable underground sources be available.

## Sustainable Materials

We have taken significant steps to use sustainable materials in our daily business activities and when building new pitch developments.

- New caravan pitches are cast with a low carbon concrete mix utilising higher blends of cements using GGBS (Ground Granulated Blast-furnace Slag).
- When landscaping we try use wildflower meadow turf with biodegradable netting and secured with bamboo pins.
- For new paths, we now use 'recycle-bound' resin which includes recycled waste plastic in the resin mix. The path laid outside the reception building at Bowleaze Cove in 2023 used the equivalent of 2,500,000 plastic straws in its construction.
- When replacing or demolishing old buildings, we retain and reuse as many of the old materials as we can. At Tregoad this was demonstrated when we reused the old touring block roof tiles, crushed the concrete blocks for roads, and repurposed the topsoil for use elsewhere around the park.
- Plastic drinking straws have been replaced with paper or plant starch alternatives in all our food and drink outlets, and we only use recyclable and biodegradable packaging in our takeaways.

## Biodiversity Conservation

Biodiversity is essential to maintain the processes that support all life on Earth. Without a wide range of animals, plants, and microorganisms, we cannot have the healthy ecosystems that we rely on to provide us with the air we breathe and the food we eat.

We have introduced Hibernaculum's to the nature reserve area at our new Bowleaze Cove development.

At the start of 2021, we welcomed our first bee colony at Bowleaze Cove. They are now thriving, and we have since installed 3 'Eco Tree Hives' at Tregoad.

Tregoad and Bowleaze Cove have owl, bat, and bird boxes around the sites. The bird boxes at Tregoad have even been made from recycled electrical wiring!

Tregoad have reintroduced ducks and carp into the lakes as part of their wildlife program and have even installed 'Insect Hotels' in their woodland areas.

Wildflower meadow areas we have created help provide a safe haven for pollinators, insects, and small mammals to thrive.

## Education and Engagement

We want to explore every possible opportunity to educate our team, holiday guests, holiday homeowners, and the local community on what we are doing, and why.

We regularly clean our beaches, and there is a 2 Minute Beach Clean Station at Bowleaze Cove Holiday Park #2minutebeachclean

Our Forrest Ranger scheme at Tregoad provides information and education to guests, owners, and local residents throughout the season.

Tregoad has its own nature trail with interactive sign boards depicting native species and providing information on them.

## Carbon Offset

Whilst we like initiatives that are high impact deal directly with our pursuit of net zero, we will not ignore partnerships that help us offset anything we cannot remove from our operations.

This year our Tregoad Park in Looe has offset its 170 tonnes of annual emissions by investing with Higher Kestle Farm in St Ewe towards the planting of two fields of herbal ley.

Herbal ley is a deep-rooted plant which benefits the farm in several ways. The roots can absorb lots of water, which helps decrease surface water flooding. The plant also extends the grazing season and holds lots of nutrients, which is much better for the cattle than their normal grass feed.

Higher Kestle Farm is a family-run working farm set within 300 acres of rolling countryside, close to Mevagissey on Cornwall's south coast. They produce grass-fed beef and lamb and grow a variety of seasonal vegetables, which are available to buy in the family run farm shop along with a huge range of Cornish and Westcountry produce.

As well as helping offset Tregoad's carbon emissions, the initiative will help reduce regular flooding in the surrounding area and community.

## Community Collaboration

We always look for opportunities to engage with the local community and assist in fundraising activities for our supported charities.

- Bowleaze Cove Holiday Park & Spa and Chesil Beach are regular participants and promoters of the Great Dorset Beach Clean.
- Each year we welcome over 20,000 visitors, with 9,000 of them being children. We raise guest awareness of our environmental approach through public signage and our team, to provide a constant reminder.
- In July 2019, our Weymouth team completed a 22 mile walk for Weldmar Hospice care Trust. The walk was from our park at Osmington to Chesil Beach and followed the Jurassic Coastline through Weymouth and around Portland.
- Then in 2021, our team set off again on a 24 mile walk from Golden Cap to Chesil Beach, raising over £5000 for Weldmar Hospice care Trust.
- In 2022, we went a step further and challenged ourselves to a 30 mile walk from Corfe Castle in Dorset to Chesil Beach, this time raising money for the Dorset Air Ambulance.
- In Cornwall we have set up the Looe tourism ambassadors' scheme, which now has 30 business members and works together to help promote Looe as a destination and supports best practise.
- The Tregoad team have cycled the coast route around Cornwall, which was over 450 miles, and held small events including a prize draw raising money for "Ellies Haven", a local children's charity.
- We engage and support the local town and parish councils with events and goodwill.
- We sit on the committee and support the Looe food festival.
- Tregoad have supported the local community with their 'Love our Locals' cards, giving members of the Looe community 10% off food and drinks, as well opening the swimming pool and other activities to them.

## Continuous Improvement

Although we have made a great start on our sustainable journey, there is still much we can do.

AFC Bournemouth Community Sports Trust run soccer school sessions at Bowleaze Cove during May half term and the school summer holidays.

Our new Waterside Holiday Group mobile application provides owners and holiday guests with up-to-date park and events information, reducing waste by printing fewer posters, flyers, and leaflets.

To reduce the 'Food Miles' our ingredients travel before they arrive on our guests' plates, we always try to buy locally to support neighbouring suppliers, lessen our environmental impact, and contribute to the wider Dorset and Cornwall economy's.

In Weymouth, kayaks and paddleboards are available for hire from Weymouth Paddleboard and Kayak on the beachfront at Bowleaze Cove Holiday Park.