

new forest
escapes



impact report

2022-2023



leading from the front...



Last year, certifying as a B Corp meant we could use our voice to encourage, inspire and support others to innovate and incorporate more sustainable solutions for tourism. We're proud of our B Corp status and what we achieved in our first year. However, we recognise that there's a lot still to do, and this report shares our projects and progress over the last twelve months...

Setting out our strategy

We were pleased to develop our sustainability strategy during the year. Setting out a long-term approach has enabled us to focus on priority areas, measure baselines and set targets, and align our projects against the UN Sustainable Development Goals. Throughout this report, you'll see how we are supporting the areas most relevant to our business.

Sustainable tourism

We know delivering sustainable tourism from start to finish isn't easy. While we're B Corp certified, our owners' houses are not, and although that creates a big opportunity to support them to change for the better, there's always the risk owners won't engage.

Thankfully over 20% of our owners got involved last year to varying degrees. But we want all our guests to enjoy more sustainable holidays, and this challenge will be ongoing. Thanks to exciting collaborations this year, we've learnt about the value of reducing barriers for our owners to start greener projects, and we're sharing that learning across our industry as we go.

We know that up to 90% of emissions on holiday are produced by guests and how they behave in houses. Over the last twelve months, we've spent much time working on engagement initiatives, signage research, and green-tech. This will all come together in a project launching later this year.

Taking action

2022 saw us take a bold move; allocating one person – our founder Rachel (and salary) – to driving as much change as possible. This could be seen as a considerable risk for a small business, but the payback has been amazing. We've initiated many projects, seen what has stuck and, notably, what hasn't, and we've collaborated across the industry and shared our learning journey. The coming year will be one of delivery and refinement as we integrate these projects into our day-to-day activities.

We must give thanks to our lovely team here in the office for their energy and support on our B Corp journey. Together we have pushed the boat far, far, beyond the norm!

Jane Wilkinson
Managing Director of
Everyday Happiness

Rachel Parsons
Founder &
Eco-preneur

the year in numbers...

12

New projects defined and implemented for sustainable stays...

754

Totally biodegradable 'bee-tastic' kids packs given away...

15.7%

Reduction in electricity usage and a 2% increase in gas consumption compared to last year...

100%

Office food waste now composted by our pet worms...

27%

Reduction in general waste...

4

Initiatives with 2 leading universities aimed at helping to reduce guests' emissions in holiday houses...

...and

Finalists in the New Forest Business Awards and Beautiful South Tourism Awards



Overall B Impact Score

Based on the B Impact assessment, New Forest Escapes earned an overall score of 95.7. The median score for ordinary businesses who complete the assessment is currently 50.9.

Becoming B Corp...

...has been a priority for our business. We took the first steps towards certification in 2021 and were delighted to receive a rating of 95.7 on our first submission. But getting a good rating is just the start of our journey, and over the coming years we are committed to furthering what we do in the name of all things sustainable.



- 95.7 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



source: [B Corp](#)



our business...

Working together – a shared mission with purpose...

At New Forest Escapes, we actively engage and seek, at all levels of our business and influence, a positive environmental, social and cultural impact – leading, educating, learning and sharing our journey.

Our Stakeholders

In New Forest Escapes, we have created a company that benefits all our stakeholders. It's a founding principle that guides us on our journey to success and change.

We do this across all stakeholder groups; our hard-working team, our owners who so generously share their houses, our discerning guests, and our local communities; including traditional farming and Commoning communities in the New Forest.

We also always consider our 'silent stakeholder' – the fragile and unique habitat of the New Forest and its surrounds. Our business creates impacts locally, regionally and globally; we prioritise this and take it seriously. We know that having this breadth of care is a primary driver of business success and profitability.

Our guests...



Our suppliers...



Our team...



Our owners...



Our environment...



Still, we are conscious of the need to balance our commitments with the needs of our stakeholders, who are the core of our business. Through our projects, we aim to influence and guide to give better outcomes for our team, customers, communities and the environment...

the bigger picture...

...and we've aligned our activities to the United Nations Sustainable Development Goals...

We did this to show that while our business directly impacts the New Forest, we also want to play our role in helping to address the bigger challenges that society and the planet face.



Life on land At NFE, we seek to protect, promote, and respect the natural habitats of the National Park and local area. This is why many of our guests come here to stay. We take a proactive conservation approach to the private gardens that surround our houses. We support owners with a renaturing project, encourage composting, and educate visitors about the impact of dogs on the wildlife in the area.

Life below water Our business relies on a healthy coastline and waterways. We can make strong positive gains by reducing the negative impacts that our business creates in coastal and maritime systems. We work with our owners to reduce two main areas of damage: chemicals from cleaning materials and pollution from plastics. By educating others and sharing this project, we can influence far beyond our local area, creating more gains.

Climate action Tourism contributes to and is affected by climate change. We know we need to lead in this area; we support our owners to ready their homes for guests' low-carbon stays. We are encouraging owners to improve their houses with the introduction of a programme of green initiatives, including insulation gains, greener-cleaning, and electric vehicle charge points, for example. We speak publicly on this subject and are an active partner in many innovations in this area.

Responsible consumption and production We know that the tourism sector needs to adopt sustainable consumption and production models. At NFE we try to educate, support, and influence our owners to invest in quality items, reusing, repairing, and repurposing items so they do not decrease in value until absolutely necessary. This circular model of product use is key to a responsible future for tourism.

Reduced inequalities When delivered with care, tourism can be a powerful tool for community development. NFE is a purpose-based business with goals around 'business for good', and we try to engage all stakeholders, including our 'silent stakeholder' the environment, into solutions and innovations, creating more balance for all.

Quality education Tourism has the potential to promote a more sustainable quality of life for us all. Travel and tourism are aspirational behaviours, and we want to provide holiday homes where people can experience luxury without negative impacts. We want balance for all, including the environment. It is our long-term goal to achieve this important step.

Gender equality Wherever we can, we always choose charities and projects that seek to empower women and families alongside other outcomes. We know Gender Equality is a global issue and seek to challenge stereotypes. We know every step towards balance is important. We also support our team to increase their self-worth and knowledge to increase their safety and quality of life.

Decent work and economic growth As a services sector, tourism is one of the top four export earners globally. We know our local influence is significant, especially through our supply chains. We seek ethical, responsible choices whenever possible, so we are evaluating our supply chains and trying to choose the most ethical local suppliers.

governance...

Good governance is at the heart of how we work and guides our practices as a responsible and sustainable business. From our overarching strategy to the policies and processes that support its implementation, governance gives us a framework from which to work.

Our sustainability strategy

As a business, we set goals and KPIs by creating our overall sustainability strategy. We used the information gathered in our initial B Corp assessment to develop a baseline of metrics (where we had sufficient information to do so) against which we set targets for the business and our people. Company-shared data helps the whole team to see and track our performance, from energy use to employee commuting, and to understand where we are against our targets. We have also identified and implemented training to help our team best deliver against our goals. Later in 2023, we plan to share our goals and strategy on our website.

Policies

We have clear policies in place that set out our expectations on our people and suppliers, and help our business to make the right decisions. As part of the B Corp process, we thoroughly reviewed all our existing policies, making updates where needed, and it's an area that we will look at again in the coming year.

Responsible supply chain

We have developed a more robust approach to understanding our supply chain during the last twelve months. We've done this through three separate supply chain surveys to our tier-one suppliers, two of which (spend-based suppliers and homeowners) have already been implemented. While we had planned to assess our food suppliers at the same time, we have deferred this to the next reporting period.

The supplier results to date (34% completed) have given us visibility on what our suppliers are doing and where we can either champion good practices or encourage a shift to more sustainable practices.

We have set a target for 50% of homeowners to have completed the self-assessment by year-end. To date, 15% have responded. The findings from the homeowner assessment will form the foundation for our Eco Homes Collection.

By the end of the next reporting period, we aim to have complete insight into all our purchasing activities, enabling us to make responsible decisions about where we spend our money and identify which businesses align with our sustainability commitments. In the case of local food producers, this will drive decisions on who we recommend to our guests.



As a holiday booking company, our influence over 'spend' in the local greener economy has a huge impact.

We steer approx. **£1.7** million into the New Forest economy per year...

How do we know? Using data from our local tourism association study*, we know that for every £1 spent on accommodation, circa 85p is spent in the local economy. This represents a Gross Value Add of 85%.**

Our Total Transactional Value figure in 2022 was over £2 million, therefore the spend in the local economy is 85% of £2 million = £1.7 million.

*The Economic Impact of Tourism New Forest 2015 by Tourism South East. To see a copy, please request one from Go New Forest.

our team...

As we celebrated our B Corp status, we wanted to keep our team engaged and excited about the next stage of our activities. We have shared our commitment and aims with the team, and they have been an important part of our journey.

Team feedback

In 2023 we also conducted our first full employee survey, designed to allow everyone to respond anonymously. We were also pleased to score **4.86/5** in our Gallup Employee Engagement Poll.

We all believe that sustainability and our green work are critical to our well-being. We found that **85%** of the team understood how important for their well-being it is that we deliver a positive impact and make our sustainability ambitions a reality.

75% of the team had, at some point, experienced climate anxiety as part of their daily lives (matching the national average), as a result, we try to find ways to tackle the small things that can make a big difference.



Team training

The most impactful team training event was our Violence Against Women and Girls training day. Self-Defence is so empowering! Our second most impactful event was our Colour Works team leadership and skills development day. We really learned to celebrate our diversity and difference across the team.

Broader Learning

We also ran monthly 'Life Lessons' for the whole team. These are more than 'work' learning sessions and look at a range of different topics covering everything from changing a tyre to pensions and 'making a will'.

We also accompanied Wild New Forest on two educational walks; one in autumn to learn about farming and Commoning, and the National Park forests and heath, and the second took us along the sea wall to learn about migrating birds and how we can help protect our coastal habitats. We're able to share our learning with guests and owners too.

Living Wage

We set ourselves a goal to certify as a Living Wage employer and were pleased to do this in November 2022. The certification proves that our team get paid based on independently-calculated rates related to what people need to live on rather than what they need to get by. We will continue to pay our people well and adjust salaries with the rise in the Living Wage Standard that will likely come from an increased cost of living in early 2024.

We are a
Living Wage
Employer

Volunteering

We know volunteering is a key part of feeling engaged and reduces anxiety. However, in our employee survey, we found that only one-third of the team felt able to create positive impacts by volunteering. That's why, in March 2023, we launched our volunteer programme, offering everyone two days of paid volunteer time. Our goal is to continue supporting them as they create and sustain their own positive impacts over the year.



our customers...

We work with our owners and guests in different ways, but with a common aim – to create and enjoy memorable and sustainable stays...

Guest satisfaction

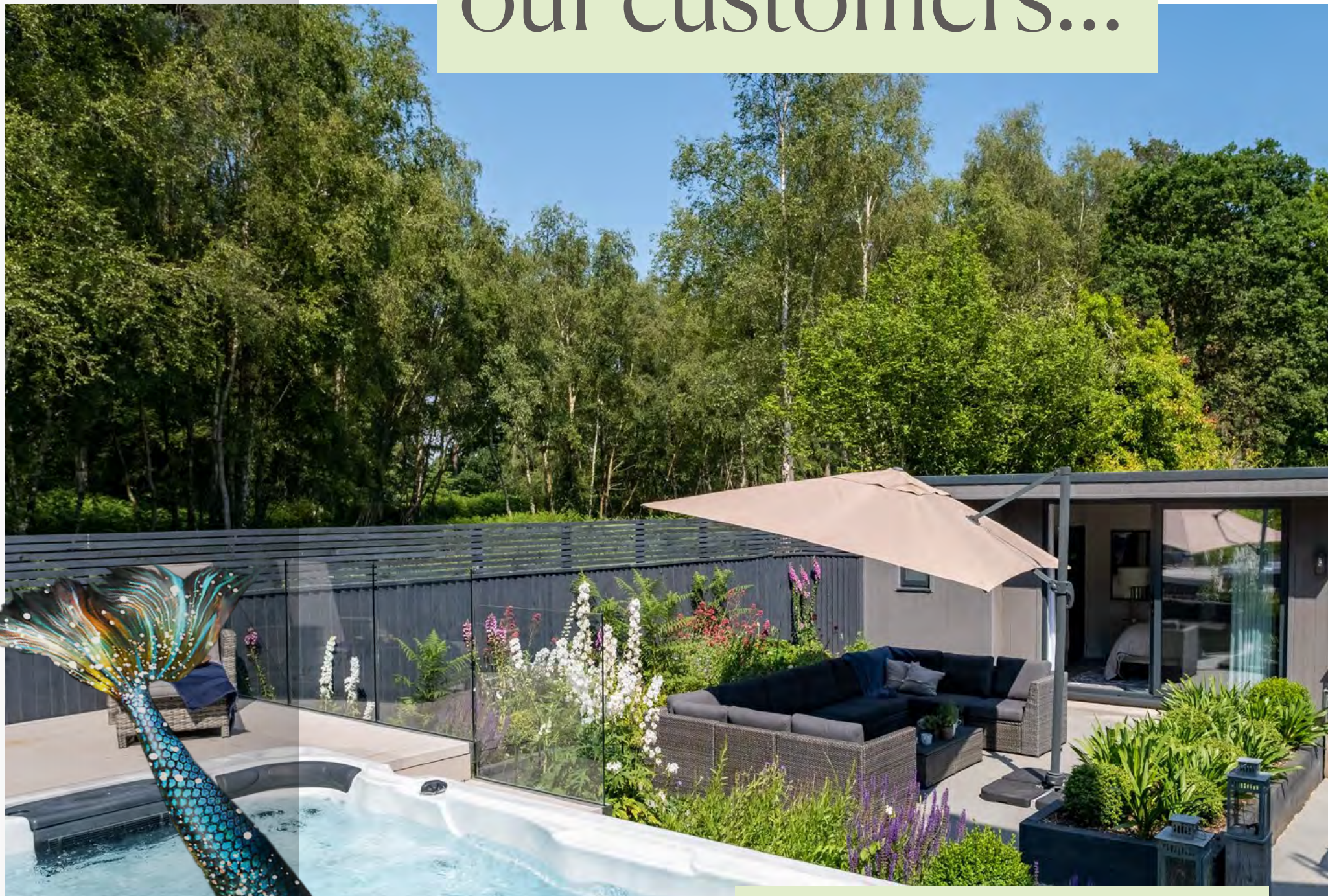
Keeping our guests happy is vital for our business, and we set great importance on providing top-notch customer service to all our guests.

We really work hard at our customer service and support. Earlier in the year we launched a live-chat service to help more people find what they need, and we use Facebook, Google and Upfront Reviews (part of our booking system) to track customer feedback scores. The results have been overwhelmingly positive.

Feedback	Score (out of 5)
Facebook Reviews	4.5
Google Reviews	4.7
Upfront Reviews - overall	4.7
✓ Customer service	4.8
✓ Cleanliness & comfort	4.7
✓ Condition	4.6
✓ Value	4.4

...and 96% of guests we asked say they would recommend us...

During the year, we had hoped to gather more specific information from guests while they were in the house on holiday. We'd planned to combine this with our online house guide, but this project was delayed. We now aim to launch the online house guide in the next 12 months, giving us a clearer route to gather feedback from guests during their stay. As well as giving us valuable insights into guest behaviours around sustainability, it will help us to increase the support available to guests.



Greener stays are better for all...

One of our key opportunities is to educate and influence everyone we work with that greener living improves their lives. Holidays are the perfect platform because people need to learn how a house works when they set foot in a new property. Travel is aspirational – they want to stay better, be better, relax better, and revive and reconnect better.

eco-projects in action...

A force for good...

Our long-term vision is to use our business as a force for good and we developed a range of eco-projects to demonstrate how we're using our business to accelerate positive change.

That's why we researched, developed and collaborated with third parties, trialling and testing in readiness to launch 12 guest and owner projects that focus on education for the benefit of all our stakeholders...

1.
Cleaner cleaning
removing chemicals and plastics from holiday home cleans

4.
Where to walkies
helping dog owners find 'Walkies!' so the wildlife can thrive undisturbed

2.
Waste-Ed
reducing waste, increasing composting in holiday homes

5.
Green homes guides
helping owners set up houses to be greener, showcasing to our guests what they could do at home

3.
Renaturing gardens
making spaces for the conservation of species in owners' gardens

6.
My green butler
using cutting-edge green-tech to enable guests to interact with energy in a fun, gamified way to play with energy consumption.

guests and owners

7.
Educational stays
helping show our guests that conscious luxury is best. We've done the hard work for them; this project shows them how to reduce their impact at home

8.
Supply chain
Building our responsible local supply chain; holiday homes, foodie places we recommend, and suppliers we use in the office

9.
'Change-Makers'
celebrating the local leaders contributing to a positive, low-carbon future in our community.

10.
Regenerative tourism
kickstarting in the area & asking how can we all contribute on holiday?

local community

11.
Roadmap to Net Zero
specifically for self-catering homeowners – clearly showing what will make the most material difference.

12.
Collective action
we share our projects whenever we can; they're 'open-source' for all stakeholders to contribute to.

13.
Lucky 13th project!
Next year we want to be 'Measuring Guest Happiness'. This is a fun project with Cumbria University to explore the idea of holiday happiness.

wider industry



Find out more here...!

We take an educational approach to almost everything that we do. As hosts and agents, we are in service to others every day. People joke that we're the 'alternative tourist information service', and they're right – we try to help. Increasingly, as we learn about how we can all live greener lives, we encourage others to live greener lives – aiming to increase positive impacts and reduce negative impacts.

As these projects move from creation to day-to-day operation, we plan to share what we learn with the industry and hope that 50% of them can be shared by the end of 2023. Some of our projects are still in the early stages, so we hope to share them as they mature.



our guests, owners & team say...



“

Being part of the NFE team has really changed my knowledge & interest in making greener choices.

“

We booked with New Forest Escapes and found the experience and local knowledge was exceptional. The [team] was fantastic and really sought to understand what I was looking for before making recommendations.

“

We've found the perfect partner to manage our home in New Forest Escapes. The team have helped us through every stage of launching and looking after our property.

“

Lovely firm to deal with if you want a holiday in the New Forest, very friendly & helpful staff. All their properties are of high quality & beautifully presented...we have returned to the same property twice and will continue to use NFE.

“

The accommodation was spotless, comfortable and well-equipped. Highlight was the glorious grounds; kids loved the roaming chickens and baby swallows!! Would definitely visit again.

“

As an avid gardener, providing space for nature to thrive is important to me, and projects like the Bumblebee Conservation Trust audits help to deliver easily achievable positive change.

“

The house is beautiful & super spacious, the team at New Forest Escapes was quick to respond and very helpful - can't wait to stay with them again!

Measuring guest happiness...

Next year we want to be 'Measuring Guest Happiness' – a fun project with Cumbria University – to understand the deeper reasons around the idea of sustainability provision and behaviours that create happier holidays. How much is it to do with what the owners provide, how much do the guests' own experiences or the weather contribute, and, importantly – how does a sustainable home add to people's experience or reduce their climate concerns?

environment...



While our core business is helping people to enjoy great holidays, there's a lot that we've been doing in our own offices to be more sustainable, particularly in terms of reducing our emissions and waste.

Our first year leading up to B Corp allowed us to start collecting information about our business and our main environmental impacts. As with many projects, getting the right information at the right time is not always easy, and our data collection is improving as we mature.

Where we have been able, we have set targets and KPIs to help us get there, and these are in our overall sustainability strategy and on our business sustainability dashboard so that we can see our progress each month.

Measuring our carbon emissions

We've measured our carbon footprint in alignment with the Greenhouse Gas Protocol, using actual emissions factors where available (e.g. from our energy provider) and DEFRA emission factors. In some areas, such as water, we have made assumptions on consumption as we share the premises and cannot get specific usage data.

Our scope 1 (direct GHG emissions from owned sources) and scope 2 (indirect emissions from purchased electricity) have been calculated, along with the most relevant areas of scope 3 emissions (indirect emissions in our value chain).

Activity area

2022-23 target

2022-23 achievement

Overall emissions (scopes 1, 2 and 3)	8% reduction	24% reduction
Electricity consumption (kWh)	8% reduction	15.7% reduction
Gas consumption (kWh)	8% reduction	2% increase
Overall non-organic waste (kg)	30% reduction	24.9% reduction
Waste to landfill (kg)	Baseline year	40.7% reduction
Food waste to compost	Baseline year	100%
Recycling waste (kg)	Baseline year	12.8% reduction
Water consumption (m ³)	No change	No change

Even though our team & portfolio have grown, our emissions fell by 23.9% compared to last year. Some of this can be put down to a change in working practices (after the requirements for open windows to prevent the transmission of covid). Our energy provider has also updated their energy mix.

Pssst...here's a full breakdown...

Overall carbon footprint



Toward net zero

While we have performed well in some areas – with a reduction in emissions overall (scopes 1, 2 and part of scope 3) of 24% against the previous year – our report clearly shows that there’s much more to do.

And, as we improve our data collection each year, we’re getting a better picture of where we can make good decisions on reducing our overall impacts.

This year, the business set a target for Net Zero for scopes 1 and 2 of 2035 and for scope 3 in 2035. Our current reduction target for scopes 1 and 2 aligns with the SBTi 1.5° absolute contraction approach.

Looking into waste

We have reported a reduction in the overall waste that was recycled. Far from being a negative indicator, this shows that less waste needed to be recycled due to careful management. For example, changes in purchasing meant we did not generate as much waste.

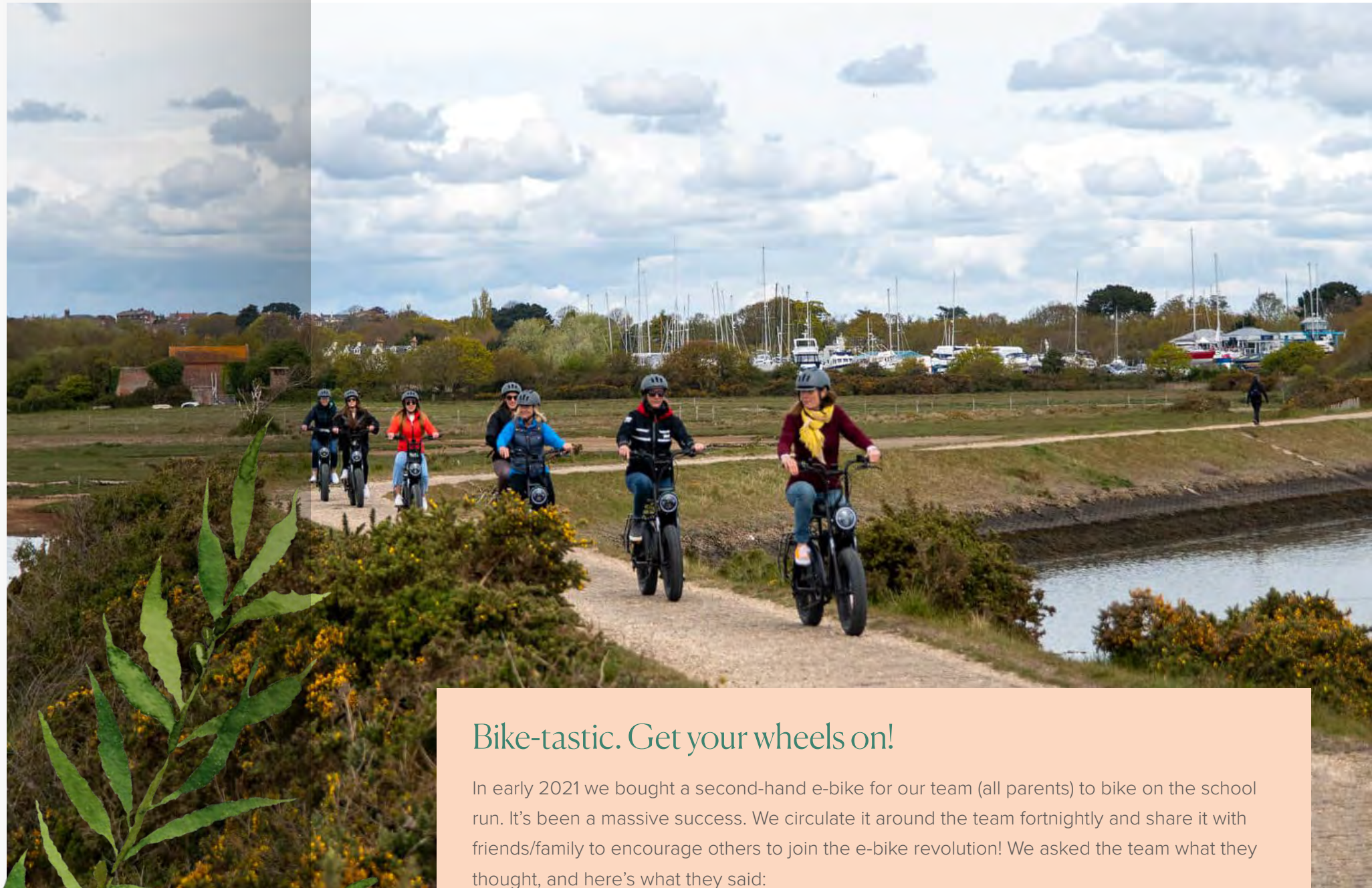
Another factor that meant we generated less waste was the shift to composting. All our food waste goes to our worms who live in our wormery in the office garden; that’s 23.5kg throughout the year. This is being trialled at some of our holiday properties as part of an overall commitment to reducing waste.

Water usage

Our bills remain static because they’re estimated at half our occupancy. We aim to keep water use the same even though we have additional staff, and as the company grows. Even though we can’t see the exact figures, we encourage best practices for water use in the office.

The office commute

In September, we bought an electric car for business use, enabling us to reduce emissions from business travel by 12.8% against the previous year’s figure. We’re car-sharing and car-planning more carefully now to help keep these emissions as low as possible. And we have set up an online tracker to capture how each of us travels to the office or out on business. This will help us to be more accurate in our scope 3 emissions reporting.



Bike-tastic. Get your wheels on!

In early 2021 we bought a second-hand e-bike for our team (all parents) to bike on the school run. It’s been a massive success. We circulate it around the team fortnightly and share it with friends/family to encourage others to join the e-bike revolution! We asked the team what they thought, and here’s what they said:

- | | |
|---|--|
| 100 % of us enjoyed riding the e-bike | 60% had to drop kids at school on the way to work (and can’t fit two bigger children on the bike with them) |
| 80% of those friends and family said the bike helped them understand how to reduce their car usage in future and want to explore biking more | 90% of us feel more confident biking as a result |
| 60% of the team felt that the work we’d done to remove barriers to cycling had helped them feel more bike-confident | 90% feel fitter |
| 60% of the team felt the weather stopped them from biking | 50% are more likely to cycle to work now |
| | 100% of us loved the feeling of riding the bike and sharing it with our kids, friends and community |

We have also joined the Bike 2 Work scheme allowing our team to take advantage of cheaper prices for new bikes & equipment.



community...

Collective action – leading and helping our industry toward better

We decided to share some of our most impactful internal test-and-trial projects throughout the industry to promote emissions reduction projects, share our successes and help build radical change toward net zero by 2035. To do this, we collaborated with two universities:

Solent University – We supported them with three projects: visiting them to speak about ‘Climate Anxiety and Business for Good’, we gave them a ‘live’ project for their International Marketing Week business case study. We worked with their Innovations team around behaviour change in houses. We also worked with their events team around the future of Tourism and Virtual Reality as an idea to reduce the need for flights during people’s holiday year.

Surrey University – Conscious Decadence Project – we hosted a four-hour training webinar, for and with our industry competitors, for training on Authentic Sustainability Communications with Professor Xavier Font at Surrey University. In March, 35 competitor companies, industry consultants and councils attended as we collectively supported each other and swotted up on best practices to understand sustainable luxury.

We plan to continue our support of Solent University with more collaborations in the coming year...

More broadly, we want to create six online training events per year with **Travel by B Corp Collective** and share our insights by speaking at industry events.



Donating to good causes

We set ourselves the goal to donate 1% of our profits to charity again. Over the year we have donated nearly 2%, including:

£750

Bumblebee Conservation Trust

£750

The Crossings

(a local Christian homeless outreach centre)

£350

New Forest Basics Bank

(our local foodbank)



Team members and families!

In September 2022, the team ran the New Forest Marathon with our families. New Forest Escapes topped up the team’s giving, and together, we donated **£650** to Simon Says, a local charity that supports children and young people (under 18) who have a significant person in their life who has died or is dying.

We also twin our office toilet yearly through a Toilet Twinning charity. We’ll continue to make donations through the coming year.

Being responsible members of the local community is important to our business. We’re proud of where we’re located and want to champion other amazing businesses in our area and support the communities who live and work here.

Giving back

Rachel, one of our directors, had contributed an impressive **147 volunteering hours** during the year, providing strategic support to the Amberwood CIC. This project provides outdoor and science-based education to home-schooled children in the New Forest. This has helped Amberwood refine its offering, double its income, and get some wonderful new kit for the science room.

We had hoped to match the 325 hours of Rachel’s hands-on volunteering implemented in the previous year but were practicably only able to get started in March 2023. We have now formalised a way for our teams to be engaged by giving them two paid days a year to support local volunteering opportunities. We’ll help them in this throughout the year.

Celebrating change-makers and slow travel experiences

We want to raise awareness of people doing extraordinary things to create a positive future – our change-maker series – is sharing their stories through our blogs. We launched a series in January 2023 to celebrate those who are leading from the front and delivering business as a force for good. Leadership takes courage, and these quietly brilliant people have it in spades. We’ve written about four amazing people, and his series will continue monthly. We also created five blogs about amazing companies that inspire people to take integral, slow and joyful experiences that connect them with their deeper values and nature. What could be nicer?

Looking to the future...

It's not always easy balancing the purpose/people/planet/profit elements of a business, but as a team who take both our time on this precious planet and our custodianship of the New Forest seriously, our shared passion for sustainable tourism means that we always find a way to do the right thing; the greener, cleaner, smarter thing.

It's both energising and challenging but, most of all, gratifying that we are on a mission to use business as a force for good.

Thank you for reading our 2023 B Corp Impact Report.