

Sykes Holiday Cottages Impact Report 2023

Helping to create a cleaner, greener, fairer future for all.



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Welcome

Welcome to our latest Impact Report – a showcase of everything we’ve achieved over the past year through our mission to become a better business.

Well, what a year it has been! In our last report we set out our ambitious plans to progress our purpose strategy and pledged clear goals towards achieving this.

Fast forward 12 months and I could not be prouder of what we’ve done as a business. We’ve had a laser focus on our environmental and social goals – investing in our communities, launching new initiatives, and doubling down on our environmental impact – and the results have been fantastic.

Whether it be the wide range of biodiversity projects we’ve supported, our work with Chester Pride as their sustainability partners, or helping over 100 disadvantaged families go on holiday, it’s hard to pick one thing that we’re most proud of.



Graham Donoghue,
CEO, Sykes Holiday Cottages

I’m thrilled to say 2023 saw us achieve B Corp certification, something we’ve been working hard to achieve. This marked a real milestone for us as a business, and is a reflection on the hard work and commitment every one of our people and property owners have put in.

With over 30 years’ experience in the industry, we now represent more than 22,500 properties, helping more than three million holidaymakers make lasting memories each year. With that comes a huge responsibility to do good and we take that very seriously.

Our passion for purpose is stronger than ever, and we hope you enjoy reading about all we’ve done to give back to our people and planet over the past year.

**“Our passion
for purpose is
stronger than ever”**



Becoming a B Corp

This year we achieved B Corp certification, marking a major milestone in our company purpose.

'B Corp' recognises ethical businesses which combine profit with purpose.

To achieve certification, businesses must be committed to accountability, continuous improvement and transparency in areas such as employee benefits and charitable giving, to supply chain practices and customer services.

In May 2023, we were proud to be recognised as a B Corp – a culmination of years of hard work across our team to ensure we are consistently meeting the highest possible standards of social and environmental performance.

The certification demonstrates all the effort we have put in as a business to making a positive contribution to our people, the planet, and the communities we serve, using business as a force for good.

From joining the Better Business Act and co-founding the UK For Good initiative, to placing our people at the forefront to create the happiest workplace possible, our passion for delivering on Sykes' purpose principals is steadfast and achieving B Corp certification is just the start.

We will continue to ensure we positively balance profit, people and planet as the business grows for years to come.

"We're committed to making a positive impact, and as a certified B Corp, we have the badge to prove it! We're now part of a growing global community working to create a cleaner, greener, fairer future for all."

Claire Binns, Senior Impact Manager

"I'm proud to work for a company using business as a force for good."

April Heasman, Regional Marketing Executive



Our journey to B Corp

B Corp certification is the culmination of years of hard work.

What's next for Sykes as a B Corp?

As part of the B Corp community, we're constantly working towards a collective vision of business as a force for good.

We've made a great start, but there's still so much we can achieve as a business, and we will make improvements to ensure we continue to do better and recertify as a B Corp every three years.

We're currently working on a plan for our continuous improvement and looking at areas most relevant to our business and team to make these improvements and introduce new initiatives.

July 2021
Became founding members of UK for Good

November 2021
Initial contact with B Corp and started to complete The B Impact Assessment

The B Impact Assessment (BIA) is a free and confidential online tool that helped us start to measure our company's impact on its workers, communities, customers, and the environment.

April 2022
Submitted full application to become a B Corp

Completing the BIA was the first step to certification, with all B Corps required to score 80+ to certify.

January 2023
Entered verification stage of the B Corp process

October 2021
Launched Sykes' Volunteering Initiative

November 2021
Joined the Better Business Act

December 2021
Launched our Impact Pillar at Sykes' annual conference

March 2022
Completed our first carbon footprint measurement

April 2022
Entered evaluation stage and shared supporting evidence for application

May 2022
Added our support to Tourism Declares a Climate Emergency

February 2023 Changed our Articles of Association in line with B Corp requirements

All companies seeking to become a B Corp must meet the B Corp legal requirement and update their Articles of Association to include mission-aligned legal language.



We're collaborating with a collective of companies that believe travel is a force for good.

May 2023



Our impact mission continues

A reminder of our impact mission and what we plan to do next.

As part of our commitment to making a positive impact on our people, local communities, and the planet, in 2021 we introduced our profit with purpose strategy.

This marked a real step-change for the business, introducing our company purpose as a primary consideration in our overarching strategy – not just a side project.

In 2023, we remained committed to delivering on this purpose strategy, working with our colleagues and owners to drive change.

To deliver on this, we've been working towards a number of environmental and social goals which were set out in our 2022 report and have helped to focus our efforts.

Not forgetting achieving our B Corp status, of course.

At Sykes, we now employ more than 1,000 people across 23 regional brands and take more than three million people on holiday each year.

As ever, the strategy is underpinned by four key principles, which sit at the heart of everything we do as a business. These are:



Be one team

– we believe in what we do and we do it together as one team



Communicate honestly

– we communicate openly to ensure we all deliver against our goals



Own it

– we care about our business as if it were our own



Learn, grow and innovate

– we are a place where nothing stays still



An update on our impact goals

In last year’s report, we revealed our long-term environmental and social goals.

We’re as focused as ever on achieving these goals as part of our company purpose - to make a positive contribution to our people and the planet – and continue to make great strides.

The underlining targets remain the same, but our strategy will evolve over time - ensuring we’re making the right changes and focusing our efforts in the right places.

Our environmental impact goals

Summary of targets	Progress since 2022 report	Plan for FY24
Reduce carbon emissions by at least 50% by 2030 and reach net zero by 2050	Focus on measuring, understanding and educating our colleagues at this stage	Continue to improve the data quality for our measurement, to enable us to set targets and report on progress
Support 20 biodiversity projects each year across the regions we operate in	Supported 20 biodiversity projects throughout UK and New Zealand by either funding, volunteering, or both. Including more than 12,000 trees planted globally with our partner Ecologi	We will continue to work with community-led biodiversity projects across the UK and New Zealand and commitment to larger projects through our new 3-year partnerships with Chester Zoo and National Parks
Achieve a Blue Standard Plastic Free Business accreditation with Oceanic Global by 2024	Became Sustainability Partners for Chester Pride 2023 and joined the Sustainable Cheshire Litter Picking Hub, as well as taking part in several beach cleans across the UK	We will be completing our first plastic audit in early 2024 and we will use this data to work towards the Blue Standard with Oceanic Global

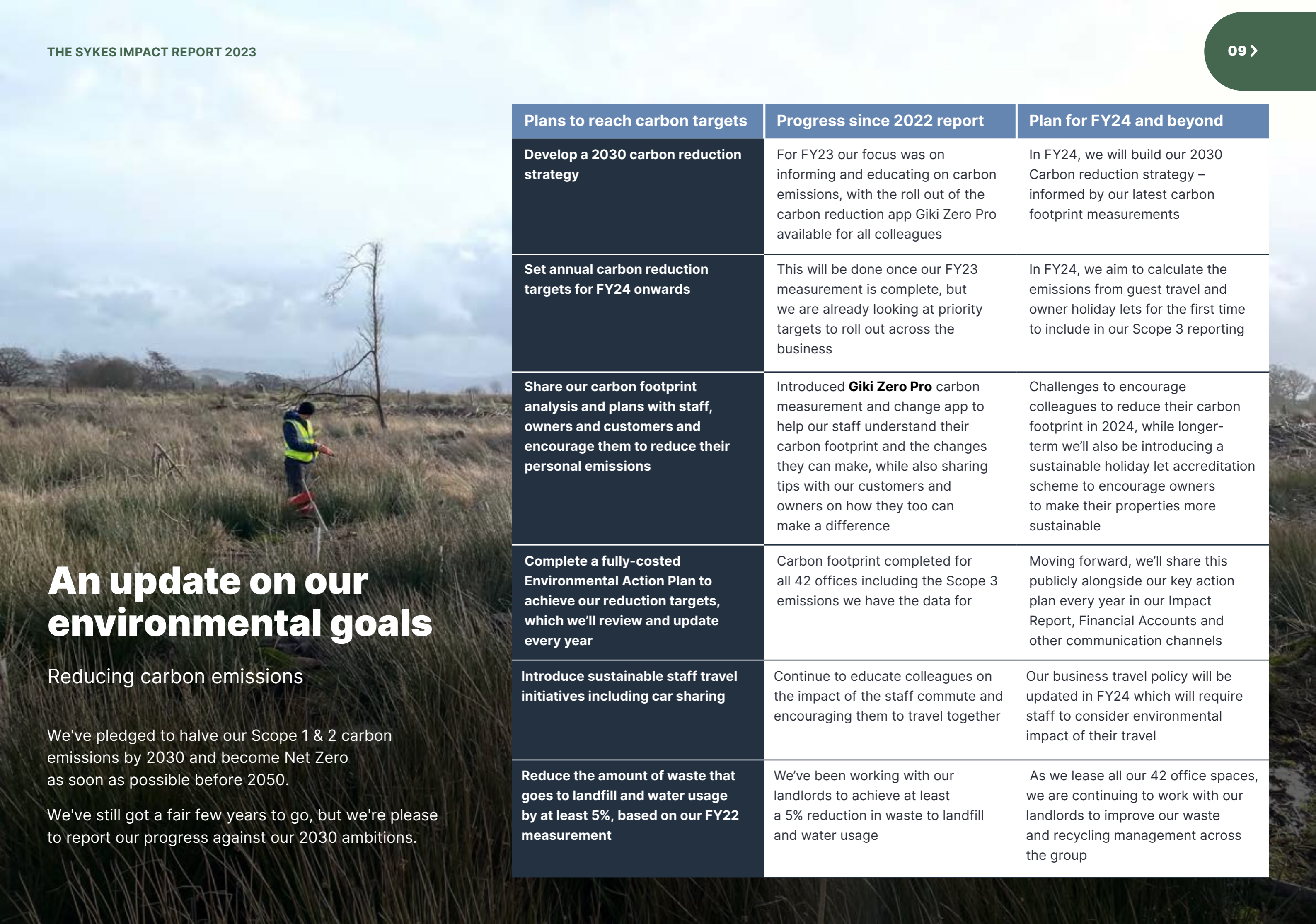
Our purpose and goals align with SDGs:



Our social impact goals

Summary of targets	Progress since 2022 report	Plan for FY24
<p>Inspire and enable 100% of our team to volunteer every year</p>	<p>37% of our team volunteered, 3,969 hours in 2023, with over 45 charities supported</p>	<p>We will be working with a diverse range of charities and social causes to offer even more ways for our colleagues to make a difference</p>
<p>Support our people to be the best they can be, 365 days a year, and maintain our industry leading employee engagement score</p>	<p>We've launched a host of benefits, including the weekly Breakfast Club, access to Retail Trust benefits such as 24/7 access to a Virtual GP service and launched a payroll savings scheme with West Cheshire Credit Union</p>	<p>We will continue the rollout of our new e-learning system, and using this we will work to further embed our Equality, Diversity and Inclusion strategy into induction programmes and training for all staff</p>
<p>Enable 100 disadvantaged families to go on holiday every year</p>	<p>In 2023, we took 106 families on holiday via our Time Away scheme</p>	<p>We plan to steadily increase the number of families we send on holiday year by year, by encouraging more owners to get involved</p>
<p>Positively impact at least 10 community and charity initiatives</p>	<p>Supported 17 community initiatives, including Platform for Life and AmaSing, and 22 charitable causes with fundraising and donations</p>	<p>With the help of charitable platform Action Funder we will work with several new charities and projects to support them with funding in FY24</p>





An update on our environmental goals

Reducing carbon emissions

We've pledged to halve our Scope 1 & 2 carbon emissions by 2030 and become Net Zero as soon as possible before 2050.

We've still got a fair few years to go, but we're pleased to report our progress against our 2030 ambitions.

Plans to reach carbon targets	Progress since 2022 report	Plan for FY24 and beyond
Develop a 2030 carbon reduction strategy	For FY23 our focus was on informing and educating on carbon emissions, with the roll out of the carbon reduction app Giki Zero Pro available for all colleagues	In FY24, we will build our 2030 Carbon reduction strategy – informed by our latest carbon footprint measurements
Set annual carbon reduction targets for FY24 onwards	This will be done once our FY23 measurement is complete, but we are already looking at priority targets to roll out across the business	In FY24, we aim to calculate the emissions from guest travel and owner holiday lets for the first time to include in our Scope 3 reporting
Share our carbon footprint analysis and plans with staff, owners and customers and encourage them to reduce their personal emissions	Introduced Giki Zero Pro carbon measurement and change app to help our staff understand their carbon footprint and the changes they can make, while also sharing tips with our customers and owners on how they too can make a difference	Challenges to encourage colleagues to reduce their carbon footprint in 2024, while longer-term we'll also be introducing a sustainable holiday let accreditation scheme to encourage owners to make their properties more sustainable
Complete a fully-costed Environmental Action Plan to achieve our reduction targets, which we'll review and update every year	Carbon footprint completed for all 42 offices including the Scope 3 emissions we have the data for	Moving forward, we'll share this publicly alongside our key action plan every year in our Impact Report, Financial Accounts and other communication channels
Introduce sustainable staff travel initiatives including car sharing	Continue to educate colleagues on the impact of the staff commute and encouraging them to travel together	Our business travel policy will be updated in FY24 which will require staff to consider environmental impact of their travel
Reduce the amount of waste that goes to landfill and water usage by at least 5%, based on our FY22 measurement	We've been working with our landlords to achieve at least a 5% reduction in waste to landfill and water usage	As we lease all our 42 office spaces, we are continuing to work with our landlords to improve our waste and recycling management across the group

An update on our environmental goals

Our carbon footprint progress

Our annual carbon footprint measurement allows us to fully understand the business' total emissions from all sources.

To identify excess energy usage and other inefficiencies, evolve our reduction strategy, and accurately measure the impact of this, we continue to compare our carbon footprint to a baseline measurement, using figures from the date range of April 2019 - March 2020.

As a growing business, we also track our progress based on the reduction in our emissions per £m turnover.

Moving forwards, we will continue to measure our footprint and will report on this annually, in line with our financial year,

along with progress made against the baseline and our learnings.

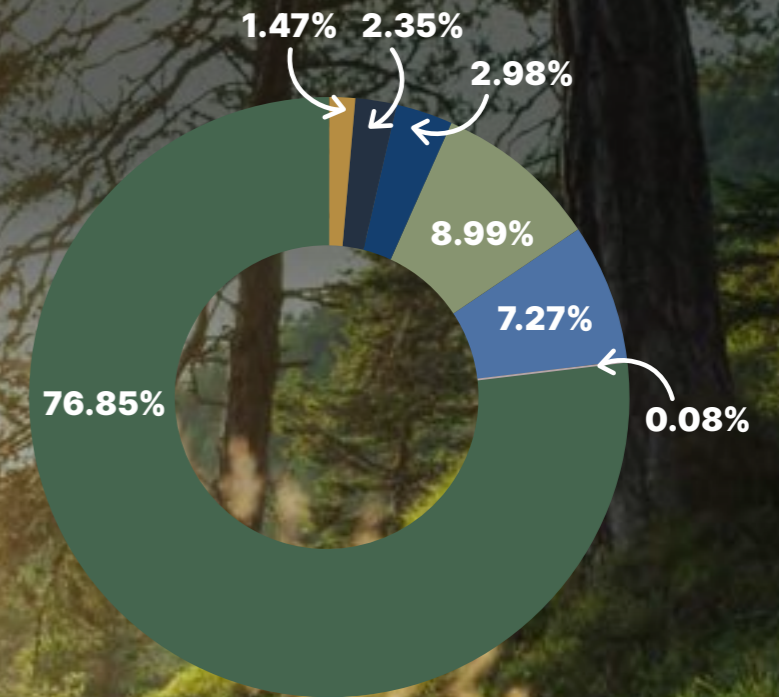
For our FY24 measurement we'll be working to update our baseline data retrospectively, for better comparison, improved accuracy and transparency. We're also prioritising working with our landlords to improve our data on energy, waste and water usage.

Like many businesses, our Scope 3 emissions make up a large part of our total footprint. As new tools become available this will enable us to more accurately measure these emissions, rather than relying on spend based emissions data, and develop our plans to reduce them.

*Scope 1 emissions - segregated data on cooling refrigerants was unavailable. We are working to improve the gaps in data for inclusion in future measurements.

**Scope 3 emissions include waste, water use and treatment, business travel and hotel stays, employee commuting and homeworking and spend on other products and services.

FY23 full breakdown by named source



Source	%
Office heating and cooling	1.47%
Office electricity	2.35%
Homeworking	2.98%
Business travel	8.99%
Employee commuting	7.27%
Waste	0.08%
Other products & services	76.85%

Our carbon footprint

tCO2e	Baseline	FY21	FY22	FY23
Scope 1* - office heating	45.9	82.4	63.8	111.5
Scope 2 - office electricity	178.1	135.3	143.2	163.9
Scope 3**	7310.2	8089.7	7862.6	7306.6
Carbon Intensity tCO2e/£m turnover				
Scope 1&2	3.1	2.1	1.5	1.8
Scope 1, 2 & 3	104.1	79.9	56.9	50.7

Baseline year reporting period, April 2019 - March 2020
 Financial Year (FY) reporting period, October - September

An update on our environmental goals

Supporting biodiversity in the UK and overseas

Another of our environmental goals is to support **20 biodiversity projects** each year across the regions we operate in – helping to protect the stunning landscapes and local wildlife that we’re lucky enough to have on our doorstep in the UK.

This year, we’re proud to report we’ve hit that target through a mix of funding and volunteering.

A wide range of projects across the UK and New Zealand have benefited from funding to micro-grants provided by Sykes, including:

- ✓ **Llyn Parc Mawr Community Woodland in Anglesey, North Wales** – sustainable forestry which is actively managed to improve biodiversity and is home to red squirrel populations.
- ✓ **Platt’s Wood Community Project in Hayfield, Derbyshire** – fruit trees planted to create an orchard, woodland and wetland flora to encourage pollinators and restore wetland areas.
- ✓ **SeaWilding Sea Grass in Ardfern, Argyll and Bute** – planting scheme in Loch Craignish to restore degraded inshore marine habitats.
- ✓ **Cornwall Beaver Project in Ladock, Cornwall** – protecting and reintroducing beavers in Cornwall in a five-acre fenced enclosure of plantation woodland.
- ✓ **Chester Zoo Networks for Nature in Chester, Cheshire** – a three-year partnership to support a new project looking to improve the wider landscape of Chester Zoo for wildlife.
- ✓ **Ecologi** – 12,000 trees planted in areas most affected by climate change – including reforestation and flood prevention projects in Tanzania, Kenya and Ethiopia.
- ✓ **National Parks** – sixth year of partnership with funding in 2023 going to Curlew Conservation in Bannau Brycheiniog (Brecon Beacons) National Park and the Reforestation of Dartmoor NP.
- ✓ **Tawharanui Open Sanctuary Society Inc in New Zealand** – planting areas of wetland to increase the biodiversity and improve the habitat for a variety of species.
- ✓ **Buckley’s Bees in Cheshire** – sponsoring eight beehives, in several locations across Cheshire.



Meanwhile, our own teams have been busy getting up to all sorts of conservation and sustainability work this year too, volunteering for a number of projects to show their support including:

- ✓ **Cheshire Wildlife Trust and RSPB's Our Dee Estuary project** – 16 volunteers helped to improve the pond habitat for the Natterjack toad at West Kirby Beach.
- ✓ **Cheshire Wildlife Trust** – several groups helped with a variety of projects, including helping to pot wildflower plants and remove invasive Himalayan Balsam from Swettenham Nature Reserve.
- ✓ **Platt's Wood Community Project** – groups of volunteers helped to plant a new orchard at the woodland, plant other trees and bulbs, and remove bramble to encourage woodland flora.
- ✓ **Eryri National Park** – a team of volunteers went to a former forestry plantation near Bala to re-plant it with native broadleaved trees, while others helped to clear footpaths on Yr Wyddfa (Snowdon).
- ✓ **Chester Zoo** – a team of volunteers helped to create new enclosures for rare birds in the off-show Conservation Management Area of the Zoo.
- ✓ **Forestry England** – Sykes volunteers joined colleagues from Forest Holidays at Forestry England's Dimmingsdale reserve to help clear invasive plant species from the wood.

Over the next few years, we will go further on our biodiversity target, funding even more projects and helping build a nature-positive future.



An update on our environmental goals

Reducing and removing single-use plastic

We've committed to achieve a single-use plastic free business certification by the end of 2024. With this target fast approaching, we'll be undertaking a plastic audit over the coming months to inform our reduction plan.

In the meantime, we've been making real strides in cutting back on single-use plastic, whether it be through changes to our own workplace or the projects we support.

This year we were proud to partner with Chester Pride to help reduce the carbon footprint at its annual Pride event.

As part of an aim to halve the carbon footprint of the event by 2025, we were the official sustainability sponsor—helping to fund a series of initiatives to cut back on plastic waste and promote recycling.

Reducing single use plastic in our offices – with various communications out to staff about reducing plastics in office events and day-to-day.



New Environmentally Preferable Purchasing Policy – launched to encourage staff to consider unnecessary plastics when purchasing.



Litter Pick Week in September 2023 – colleagues in our East Anglia brands took part in a litter pick event, cleaning up the beaches of Suffolk.



Plastic Audit and our Single-Use Plastic Reduction plan – planning for both of these is underway to apply for an Oceanic Global accreditation.



Chester Pride – we were the official sustainability partner this year, helping to fund a series of initiatives to cut back on plastic waste and promote recycling at the event.



Litter Pick Hub at One City Place – colleagues have taken part in lunchtime litter picks around our head office, while regional teams across the country have played their part in their local communities.

An update on our social goals

Our commitment to volunteering

We continue to recognise the value of volunteering, actively encouraging each and every person within our business to volunteer their time, whether that's towards local community or environmental initiatives, or causes close to peoples' hearts.

Expanding on our volunteering scheme, which launched in FY22, we want our people to find volunteering projects they feel passionate about to help good causes across the country.

In 2023 we completed more than 567 volunteering days, 3,969 hours, supporting over 42 different charitable causes and community projects.

The Sykes family also achieved a number of charitable and community commitments including:

Running regular Make a Difference sessions to inspire and engage staff about local charities, community projects, carbon literacy and biodiversity.



Adding volunteering case studies to the Staff Volunteering Guide to inspire and engage our people in future opportunities.



Continued our excellent relationships with Save the Family, KidsBank Chester, North Clwyd Animal Rescue and Chester Zoo.



Launched a volunteering calendar of opportunities available to all staff.



Started working with several new charities and organisations, including Llyn Parc Mawr Community Woodland in Anglesey, Cheshire Horse Sanctuary and Tawharanui Open Sanctuary Society in Auckland, New Zealand.



An update on our social goals

Other highlights of our volunteering activity in FY23

- ✓ Volunteers gave their time to support SHARE Chester and West Cheshire Foodbank over Christmas, serving hot meals to the homeless community and sorting donations for those most in need.
- ✓ Sykes colleagues lent a helping hand at Chester Zoo, assisting with an interpretation and education signage audit to ensure the Zoo remains inclusive for all.
- ✓ Kids Bank Chester supports families facing a range of challenges including homelessness, unemployment, high living costs and domestic violence. Several teams volunteered at the local charity over the past year, sorting donations, packing referrals, and delivering donations.

In FY24 we are committed to continuing to strengthen our volunteering programme, we will:

- Continue to inspire and enable 100% of our team to volunteer every year.
- Improve and grow the initiative, taking learnings from staff feedback.
- Connect staff with community projects and social causes.
- Continue to inspire and engage with staff through Make a Difference sessions and charity talks.
- Build on our existing charity partnerships whilst also adding further diversity to the volunteering opportunities on offer.
- Work with our colleagues to grow local volunteering partnerships in the regions we operate in.



An update on our social goals

Helping disadvantaged families go on holiday

Since 2022 we have been working in partnership with Time Away to help disadvantaged families who would not otherwise have the means to go on holiday, recognising the importance of enabling families to reconnect and spend quality time together.

In FY23, we worked with Time Away and property owners to take 106 families on holiday, matching up families with donated stays, gifting eligible families a Sykes holiday and the opportunity to make memories that will last a lifetime.

We look forward to continuing our commitment with Time Away in FY24, working with our owners to donate 100 more holidays for disadvantaged families across the UK.



FY22

8 families



FY23

106 families



FY24

and beyond, at least 100 families every year

“We had a wonderful time it was honestly just what we needed. Thank you so much for giving us this much needed break.”

The Whitney Family

An update on our social goals

Helping our people thrive

The wellbeing and development of our people is a priority in ensuring we create the happiest workplace possible. Personal growth is woven into our culture with policies designed to support each and every person.

In FY23, we pledged to develop an Equality, Diversity and Inclusion strategy to further embed this into company culture and business decision-making, as well as building out our wellbeing plan to continue supporting our people to the best of our ability.



Developing our Equality, Diversity and Inclusion strategy:

- Established an Equality, Diversity and Inclusion steering group with representatives from across the business.
- Introduced Equality, Diversity and Inclusion within the corporate induction process, demonstrating how it links to our values, as well as encouraging involvement in various initiatives.
- Implemented a Management Essentials Development Programme including adjustments to help people return to work following sickness or absence, offering support from The Retail Trust, and adjusting our approach to recruitment in order to support the benefits of a diverse workforce.
- Worked with Chester Pledge who connects employers with school and college leavers and supports students into the workplace.
- Developed our Supported Employment Service which helps candidates with Autism and disabilities in the interview and recruitment process and supports the employer in assisting the candidate.

Building on our wellbeing plan:

- Developed our wellbeing plan to cover four key elements of mental, physical, financial and social wellbeing.
- Established a calendar of national wellbeing events to raise awareness throughout the year, for example Mental Health Awareness Week, Men's Health Week, and Stress Awareness Day.
- Launched our virtual GP service allowing colleagues and their families to access 24/7 GP appointments.
- Delivered our Breakfast Club to encourage social wellbeing by eating with colleagues and giving a good start to the day for free.
- Launched the Payroll savings scheme with Credit Union.

We will continue to build on these commitments in FY24 including offering menopause awareness training, supporting Learning at Work week, and providing additional personal finance support.

An update on our social goals

Supporting communities and charitable causes

For FY23 we pledged to improve upon the amount of money raised for our regional charity partners, alongside strengthening existing community relationships and working to build new ones.

We are pleased to have made real progress in our support across both community initiatives and local charitable causes.

Staff raised £22,761 for our regional charity partners, Sykes matched every pound raised making a grand total of £45,342 donated.

60 employees fearlessly scaled Sykes HQ in Chester for a charity abseil, raising more than £15,000 for Hospice of the Good Shepherd.



The team from Dream Cottages and Lyme Bay Holidays came together for a coastal hike from Lulworth to Weymouth, raising £1,180 for mental health charity Mind.



Coast & Country Cottages hosted a series of fundraising events for The Wave Project, including a charity pop-up day and beach clean. £1,800 was raised from events throughout the year.



Wider support included:

Contributed over £7,000 to community funds through the ActionFunder platform, supporting initiatives from Fish, Chips and Chatter for Yorkshire Coast Sight Support to Studley Dementia Allotments for Voluntary Action Stratford Upon Avon.



Sponsored Vauxhall Novas Girls Under 11s football team for another year, providing them with winter sports coats.



Supported AmaSing, a local Arts Charitable Foundation, by sponsoring their concert at Chester Football Club ground.



Sponsorship of our local Passion for Learning Enrichment Club and Careers Carnival with volunteers attending to inspire schoolchildren about their future careers.



Contributed £2,000 to the For Cheshire Community Foundation fund, which helped to support community groups including Deafness Support Network, Cheshire Young Carers and Platform for Life.



In FY24, we aim to build on the financial support provided to communities and charitable causes, continuing our commitment to make a positive impact for local communities across the country.

This includes:

- Supporting at least 10 community projects or events with sponsorship and funding.
- Developing new opportunities to help community projects with skills-sharing and expert consultancy – including web development, marketing strategy, social media, communications planning and HR support.
- Continuing to work with Passion for Learning supporting the annual Careers Carnival, our local Enrichment Club and hosting office visits to Sykes HQ for school children.
- Build on our partnership with Chester Pride through funding, advocacy, workshops and increased volunteering.
- Supporting further grants through the ActionFunder platform, with a particular focus on causes and initiatives within tourism hotspots.

FY23 highlights

Sykes Holiday Cottages

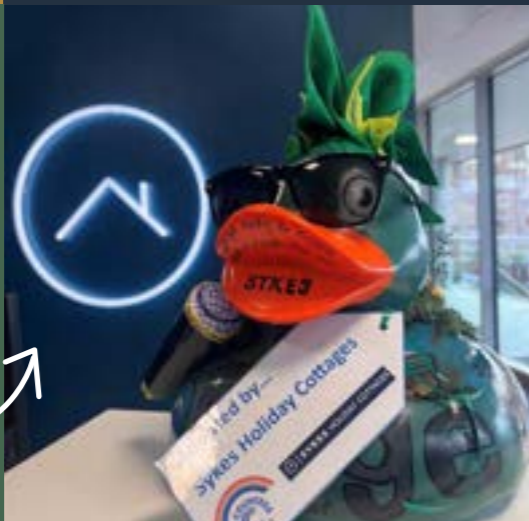
Hosted several donation drives for Hospice of the Good Shepherd, Save the Family and Kids Bank Chester.



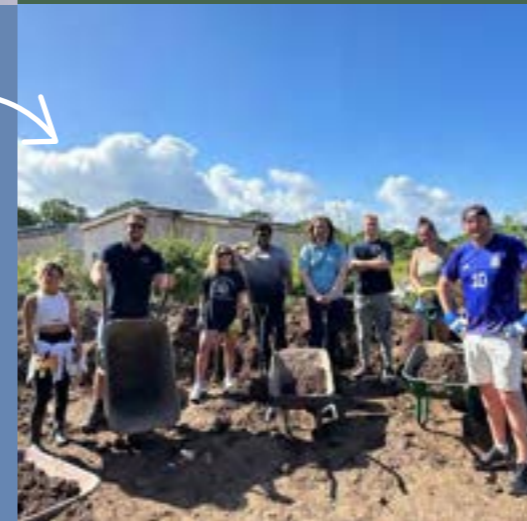
Over £1,000 raised for Hospice of the Good Shepherd by selling plants, sweets, cakes, and personalised water bottles, as well as hosting raffles and quiz nights.



Entered a duck in the Countess of Chester Duck Race! An annual competition run by the Countess of Chester Hospital NHS Foundation Trust to raise funds.



Sykes volunteers helped to move 35 tonnes of soil into a new enclosure at Chester Zoo.



Sykes volunteers helped to audit the Information and Education signage at Chester Zoo.

£1,750 raised with Sykes' Christmas Raffle.



Hosted Make a Difference at Christmas week – volunteering at local homeless charities and food banks, and staff donated food and supplies to SHARE Christmas Appeal.



Staff donated Easter eggs to Save the Family and CAFT's Easter Egg Appeals.

FY23 highlights

Regional Brands

Eight colleagues from our East Anglia brands raised £1,345 in a coastal hike for Macmillan Cancer Support.



A group from Coast & Country Cottages supported Lottery Dogs by helping to create an enrichment area for the dogs at their local shelter.



Charity pop-up day hosted by Coast & Country Cottages for The Wave Project, with activities including a 'mini beach clean', design a surfboard competition, a 'pop up' surfing challenge, grand raffle and face-painting.



Our Welsh brands hosted the annual Great Welsh Duck race, raising £192 for their charity partner The Trussell Trust.

Christmas Card Competition – "Winter in the Cotswolds" themed photo competition run by our South brands – raising a total of £500 for charities including Dorset Mind, Dorset & Somerset Air Ambulance and Macmillian.



Our regional brands in the Lake District hosted a sponsored swim and short story competition, raising £470 for The Lake District Mountain Rescue Team. Coast & Country Cottages walked 20 miles from Bantham to Salcombe, raising funds for Salcombe RNLI.

Final word

As ever, a massive thank you must go to our colleagues, owners and guests for continuing to join us on our mission to being a better business.

Becoming a B Corp in 2023 marked a major milestone on this journey, demonstrating our commitment to the people we serve and the communities we operate in.

From the hours spent volunteering and supporting important social and environmental projects, to creating a happy workplace for our colleagues who are central to our success by investing in their wellbeing and development, our passion for delivering on Sykes' purpose principals is steadfast.

Looking ahead, we will continue to ensure we positively balance profit, people and planet as the business grows, playing our part to make this world a better place.

We look forward to providing an update on yet more progress in FY24 in our next report.



About us

Sykes Holiday Cottages is a B Corp certified, holiday cottage rental agency with over 30 years' experience in the industry.

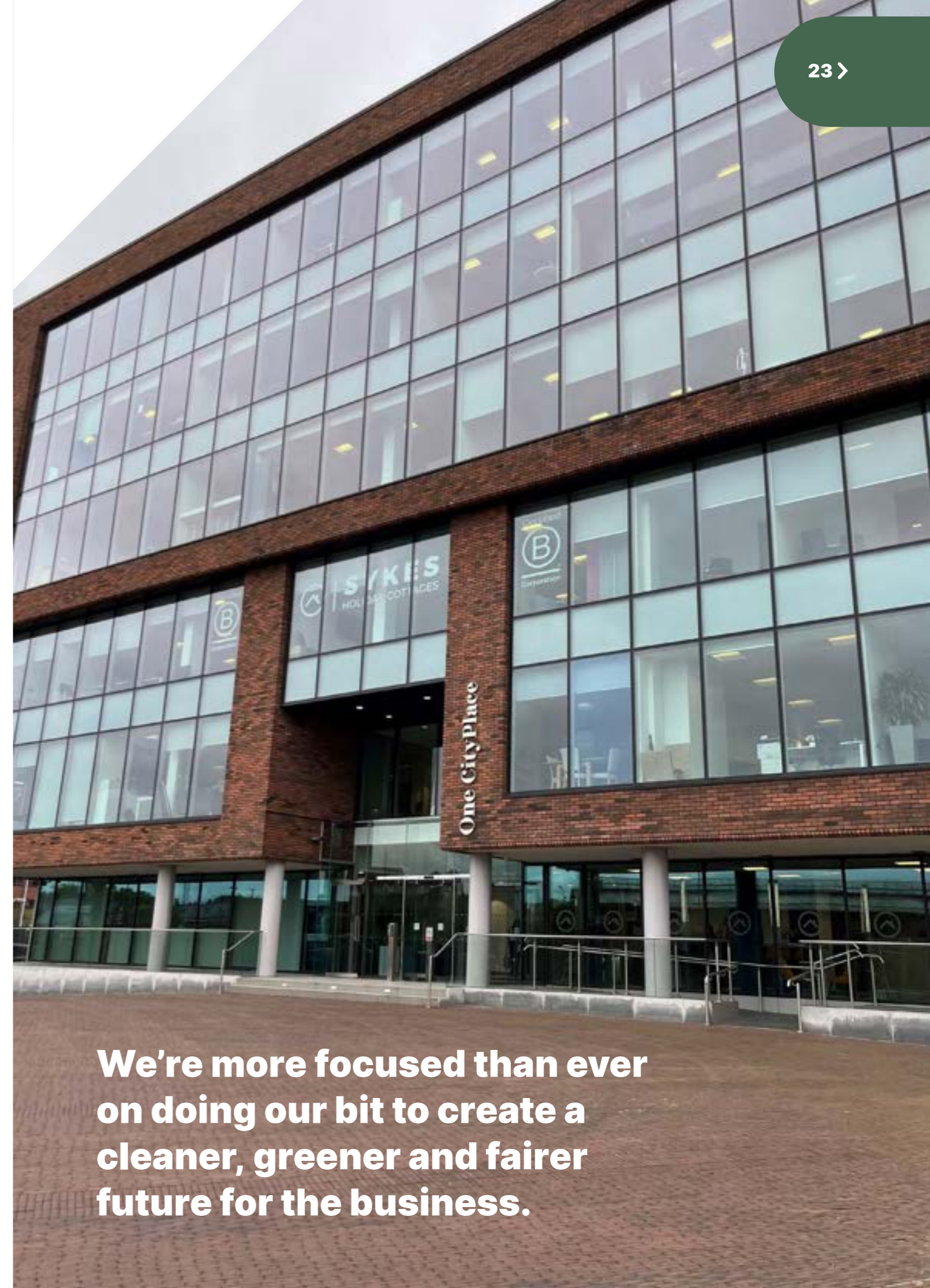
Owned by parent company Forge Holiday Group, who manage over 30,000 accommodation units, Sykes now has more than 22,500 properties available across the UK and Ireland and we take over three million people on holiday each year.

While the business has grown significantly over the years, our commitment to offering quality accommodation to travellers – and being the best choice for holiday homeowners – remains unchanged.

That's why we've been awarded 'Best Large UK Holiday Cottage Booking Company' at the British Travel Awards for ten consecutive years.

Along with our 1,000 employees and thousands of owners across the country, we're more focused than ever on doing our bit to create a cleaner, greener and fairer future for the business and the world in which it operates.

While our head office is based in Chester, the Sykes Holiday Cottages family spans regional brands with local offices throughout the UK and in New Zealand.



We're more focused than ever on doing our bit to create a cleaner, greener and fairer future for the business.

Sykes Holiday Cottages

One of the UK's leading independent holiday cottage rental agencies with over 30 years' experience in the industry.

We now represent more than 22,500 properties, available across the UK, Ireland and New Zealand, and help millions of holidaymakers make lasting memories each year.

Our impact on people and the planet is as important to us as shareholder profit, which is one of the reasons why we've won the British Travel Award for 'Best Large UK Holiday Cottage Booking Company' for nine consecutive years.

While the business has grown significantly over the years, our commitment to offering quality accommodation to travellers –

and being the best choice for holiday homeowners – has never changed. Meanwhile, our pledge to deliver positive social and environmental impact will remain as important as ever in the years to come.

Along with thousands of owners across the country, every one of our 1,000 employees is helping us do our bit to create a cleaner, greener and fairer future for the business and the world in which it operates.

While our head office is based in Chester, the Sykes Holiday Cottages family spans regional brands with local offices throughout the UK and in New Zealand.

Helping to create lasting holiday memories with a positive social and environmental impact.



ABOUT US, SYKES HOLIDAY COTTAGES



♥ Heart of the Lakes.





www.sykescottages.co.uk

Certified



This company meets high standards of social and environmental impact.

Corporation