



# Corporate Social Responsibility & Accessibility Statement



WYBOSTON LAKES  
Why be anywhere else?

## 1.0 Corporate Social Responsibility

We set out to create and maintain a socially responsible community by developing a company culture that encourages our team of colleagues to work closely together to achieve consistently excellent results and to reach challenging but realistic targets. We judge our success not purely on financial performance, but also on the impact we have on our customers, our colleagues, our local area and our environment.

Our reputation has been developed over more than thirty years on the Wyboston Lakes site and over a further twenty years prior to that on our Potton site, as the Potton Timber Engineering Company and other divisions - before concentrating on Training and Hospitality as our core business.

We are committed to continuing investment in the Wyboston Lakes site, and to continuous improvement in all areas of our service delivery. Our **Vision & Mission** is:

***“To continually develop a strong and proudly independent family business that succeeds for our team, customers, community and the environment over the long term; upholding the highest standards of hospitality, integrity and courtesy.”***

Implicit in that Vision, is our desire to be highly regarded in all aspects of what we do and to have real regard for the impacts of our actions and omissions. Specific actions and achievements are set out in the following pages.

**Customer Delight:** One of our key measurement tools in this process is tracking our customer satisfaction. In the world of Hospitality we want to delight our customers, to make them smile and to offer them thoughtful and personal service to a level that they are perhaps not expecting. Our aim in 2015 is to achieve an approval rating of 90% and this is taken from the very many feedback and comments channels. We bring all these channels together through software known as Revinat which allows us full visibility of the good and the bad in real time as it happens, as well as many conversations with our guests and delegates as they stay with us.

As a privately owned family business, everything that we do is personal and we have a leadership and team that quite sincerely works as hard on getting our service and Hospitality right as we do on making the commercial side work. We have hit our 90% target for the first six months of 2015 – but we have our busiest and most challenging months in the second half of each year. That said, we are looking to raise that bar in 2016 and 2017 with an ambition to reach 92% over the next 24 months. Through genuine interest and continual review we understand our strengths and weaknesses and we work to remove any obstacles or impediments to customer delight through improving training, continuous capital investment in improved facilities and the constant emphasis on Hospitality as our reason to exist.

Being financially successful is of course vital. However, the simple truth is that being financially successful is a by-product. If you concentrate on being as good and as consistent

as you can be; then the by-product is that you will have long-term relationships, you will be successful and your team will be secure.

**Utilities:** We have recently completed a five year energy management programme to reduce our usage by units of utilities by 20%. At the mid-point in this plan, we invested in expanding our business by adding a spa with a thermal suite and 11 treatment rooms. We also expanded our Waterfront Restaurant operations and employed over 50 additional team members during this period. Not surprisingly, this means that overall units consumed have actually increased as the business has grown – but by measuring buildings where no physical changes have been made - we have been able to determine a reduction of 16.3% in units consumed. This has been achieved through investment in smart metering, timing devices, sensitivity switches, increased insulation to roof spaces, replacing over 1000 halogen lamps to LED, high efficiency gas boilers and staff education.

The figure for reductions will take a further leap forward during 2015/2016 as in 2014 we installed 88 solar panels on the roof of our Knowledge Centre serviced offices building with a capacity to produce 40,107 KWH of electricity.

We are now finalising a further Energy Management Plan and that is currently centred on achieving a further 8% reduction by the end of 2017.

**Waste Management:** We achieved a significant ambition in April 2015 in that we reached our goal of '**ZERO to LANDFILL**'. By sorting our principal waste streams on site for recycling and sending complex waste to a pre-sorting waste contractor we have been able to divert some 250 tonnes of waste a year from landfill to recycling and waste to energy.

In pursuing our aims and objectives, Wyboston Lakes accepts the responsibility to act in a manner which produces positive outcomes for our customers, our colleagues, our suppliers and the wider community. A key achievable that we work for is to manage our operations so as to reduce the inevitable negative impacts of a large employer with a substantial business footprint.

**Mark Jones**  
**Managing Director**

## 1.1 Our Customers

One of our driving principles is to deliver excellent and consistent customer care, so that we are well known in the market place for:

**Efficient and friendly delivery of service**  
**High quality, best value products**  
**Flexibility and innovation**

We take all appropriate measures, including comprehensive training programmes and structured maintenance schedules, to ensure that the safety and security of our customers, and our colleagues, is always assured. This is not restricted to 'compliance' but extends to the way we approach projects and daily operations to cause no harm and deliver quality experiences with pride.

## 1.2 Our Colleagues

We aim to recruit the right person for each job and to support our team members with fair, ethical and correct employment policies and to give them every opportunity for success and advancement. Our colleagues come from widely diverse cultural backgrounds, which we believe is a source of strength for us.

We have never paid wages as low as the minimum wage and we offer almost everyone incentives based on our Customer Service delivery. We have paid a minimum 2% pay rise every year through the recession and we have an active policy of internal promotion to nurture our culture and the Wyboston Lakes approach to Hospitality. This is hugely supported by 15 team members with over 10 years' service; 13 with 15 to 20 years' service and 6 with between 21 and 37 years' service.

**Women on Boards - February 2011.** One of the 10 recommendations in this report is:

*All Chairmen of FTSE 350 companies should set out the percentage of women they aim to have on their boards in 2013 and 2015. FTSE 100 boards should aim for a minimum of 25% female representation by 2015 and we expect that many will achieve a higher figure. Chairmen should announce their aspirational goals within the next six months (by September 2011). Also we expect all Chief Executives to review the percentage of women they aim to have on their Executive Committees in 2013 and 2015.*

We believe that ability, experience, attitude and personal values are the key drivers for an appointment and for that appointee to be successful. We are far from the Footsie 350, but by following these principles we have women in 3 out of 6 or 50% of Executive Board Director positions as Finance Director and Company Secretary, Commercial Director and People & Culture Director.

In our Executive Committee or Senior Management Team there are 7 women and 4 men as at August 2015.

We offer to provide work experience places to young people from local colleges and schools each year. In 2015 over 17 places will have been filled.

We value colleagues who accomplish goals and solve problems; our culture is one of continuous entrepreneurial achievement on this site since 1983 and in the parent company as a major player in niche market construction since the 1960's. Effective teamwork underpinned by two-way consultation coupled with sensible empowerment levels is the formula that turns words and intentions into action. Each of us also signs up to a set of Values and Principles that set the tone and ambitions for our community of over 250 persons. We expect our colleagues to embrace and live by these values set out below:

### **Values and Principles**

- ☐ Naturally hospitable, friendly and welcoming
- ☐ A hard-working team with our customers as the focus of our attention
- ☐ A real sense of humour to diffuse tension and maintain perspective
- ☐ Management will lead by example
- ☐ If one fails – we all fail - so we will nurture and develop all team members
- ☐ We expect to be good at what we do and will set high standards
- ☐ We will contribute to the best of our ability and give praise to others
- ☐ We will work together to get it 'right first time' across the business
  - We value highly, cleanliness and perfect presentation
- ☐ If it goes wrong, we'll put it right quickly and without fuss
- ☐ We will support each other and resolve challenges together
- ☐ We are committed to continual training and development
- ☐ We will use resources carefully to reduce our environmental impact
- ☐ We will never stop in our quest for excellence in all that we do

### **1.3 The Environment**

Our policy is to work in a manner such that our operations have the lowest possible impact on the environment - whilst ensuring that the business remains commercially successful to support all those who depend on our success. We are making continuing improvements in our energy efficiency as highlighted above and have active campaigns aimed at customers and colleagues alike to use energy efficiently.

We constructed all of our building with ecologically sound timber frames and we ensure that new buildings are as environmentally friendly as possible in line with the technology available at the time. In 2015 we have achieved **ZERO to LANDFILL** in our waste management. We are committed to preventing accidental pollution of the local water table and actively contribute to water management through the maintenance of an area of our land that is part of the local floodplain.

**Some of our environmental initiatives have been and are:**

- Planting over 5,000 trees on our site
- Fitting 88 solar panels to generate over 40,000 KWh of electricity
- Installing energy saving monitor switches in smaller rooms
- Constant and detailed monitoring and smart metering of energy usage
- Tight control of air conditioning systems with set-back temperatures to ensure rooms not in use are not treated
- The funding of cycle paths in the local area to encourage our employees to make their journey to work carbon neutral and offering a bicycle purchase scheme to help those wanting to get started
- Encouraging the re-use of towels in bedrooms rather than daily laundry
- Installing an in-house laundry for towels and robes thereby reducing road miles and optimising product and detergent usage
- Recycling of glass bottles, plastic bottles, cardboard, paper, newspapers, waste cooking oil, printer cartridges, gardening and golf course trimmings and clippings – with all other waste going to pre-sorting – thereby ZERO to LANDFILL.
- Installing electric charging points in car park for use by customers with electric cars. We have most recently entered into an agreement with TESLA for a supercharging station in our Wyboston Lakes Hotel car park

#### **1.4 The Community**

We are the second largest employer in Bedford Borough, with the majority of our colleagues living within three miles of our site.

Wyboston Lakes acts as a focal point for the local population because of the wide range of leisure activities on the site: golf course and driving range, sports and fitness club, water sports, coarse fishing on lakes and river, nature reserve, as well as dining in the Waterfront Restaurant & Grill and using our Y Spa for relaxation and renewal.

We provide funds to the St Neot's Town Centre Initiative; the Mayor's Charity Golf Day and support the local Young Enterprise scheme. We also offer a significant number of prizes and raffle gifts each year to smaller, very local causes that are concerned with the wellbeing of children and families.

Our Charitable Trust provides financial support to a wide range of local family and child-based charities, having donated £650,000 over the last 18 years. Notable recipients are the Bedford & District Cerebral Palsy Society and The Sick Children's Trust at Addenbrooke's Hospital.

#### **1.5 Our Suppliers**

We expect our suppliers to be environmentally and socially responsible. Wherever practicable we use locally sourced produce and local suppliers. In 2012 and 2013 local firms delivered some £2.5m of our re-investment capital projects.

#### **2.0 Accessibility**

We're committed to meeting all our customers' needs, and to helping change how people regard disability. We have invested specifically to create equality.

We've consulted disabled customers about ways to make our services easier to use. We want to do more than just meet the requirements of the Equality Act – we want to provide equal access to our products and services for all our customers – whilst expecting that this will be a two-way street. We would ask anyone wishing to use our facilities or their carer or supporter to contact us with any specific needs. We will make every effort to meet the needs as explained to us and will not shy away from extra effort to deliver Hospitality.

If mobility and dexterity are a problem, we can provide solutions to help you get the service you need. We can help you to get the most out of your time with us. Specific facilities to 'level the playing field' include:

- A level site with no inclines or hills to negotiate whether on foot or in a vehicle and guide dogs are most welcome – good meals will be available!
- Parking bays directly adjacent to each venue at the front door and as close as practical (within 15m) of the entrance to the Waterfront Restaurant & Grill.
- Automatic main entrance doors to all venues.
- Lifts where an upper floor exists.
- Low level reception counters for ease of registration, communication and settlement on departure.
- Ground floor bedrooms in each of our three venues with alarm cords. The 2015 refurbishment of our Atlantis bedrooms also offers the choice of a bathroom or wet room. Where there is a bath, it is a shallow bath, with a full set of grab-rails to assist manoeuvrability. We also have the opportunity to offer a double-bedded or twin-bedded accessible room according to guest needs.
- Specific accessibility bedrooms in each conference and training venue with fully equipped wet room or bathroom.
- Accessible toilets in all venues including the Y Spa.
- Seat hoist for the Hydrotherapy pool in the Y Spa
- Ground floor treatment room, changing and wet room facilities in the Y Spa
- The ability to welcome wheelchair users to all our restaurants and bars.
- The ability to welcome wheelchair users to all conference and training rooms.

- Induction loops in both our main conference rooms. In addition, we have two portable loops that can be deployed anywhere with power across the site.
- Vibrating alarms for use under pillows in tandem with our fire alarms.
- Menu options for all dietary dining needs - including Kosher with advance notice to order.
- Large font menus can be printed on the day.
- We make every effort with a broad range of issues to ensure our technology is available to and usable by all people whatever their abilities, age, economic situation, education or geographic location. We have ensured that our websites and applications are more accessible to people with disabilities when they are using mobile phones and a broad range of other devices. Our websites are all device-optimised, with use of tabs and the font size is larger than usual. We have used WAI (Web Accessibility Initiative) as a guideline when building our websites. Our websites conform to the WCAG 2.0 (Level AA) Guidelines for accessibility.