



Corporate and Social Responsibility Policy

Wyboston Lakes Resort is a privately owned business established for over 35 years with a strong reputation. 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.

In pursuing our aims and objectives, Wyboston Lakes Resort accepts the responsibility to act in a manner which produces positive outcomes in the following key areas.

1. Accessibility

We continue to improve access across the site with all bedroom areas having powered access to the main building. Each design and refurb includes a review of current facilities

Our accessible guest bedrooms are on the ground floor and as much as practical close to reception areas and main facilities

Public space access for venues and functions includes powered access to the main buildings and good access to our conference facilities

Our YSPA facility includes the following accessibility points of note

- Ground Floor facility's for guests includes accessible treatment room (double)
- Accessible toilets
- Accessible showering facility
- Access to our outdoor therapy pool via a powered hoist and carry system
- Fully accessible ramp for access to our outside relaxation area

2. Our Environment

Waste Management

Working with our waste management company we have again been awarded a "Zero to Landfill" accreditation

Within that Accreditation the following facts are outstanding

- Over 91% of our waste was classified as NON general waste
- Over 86% was put into the direct recycle stream
- Over 21000 KG of Cardboard was collected

Utilities

We continue to monitor our impact in this area by

- Active Monitoring of each area for trends of historical data
- Energy committee
- Active Plan to reduce energy by looking at all alternatives

- Upgrading lighting and lights across the site to include using the latest market led option such as LED
- Ensuring all our electrical purchases are the best rating of energy efficiency for that task
- Utilising modern technology in areas such as Variable Speed drive pumps
- Ensuring any new AC systems are as efficient as currently possible

Greening

Working with our partners in Green Tourism we are well on our way to achieving an award this include items such as

- Working with Fair Trade Partners
- Ensuring we ask guests to help
- Housekeeping materials are friendly to the environment

3. Our Community

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

We provide funds to the St Neot's Town Centre Initiative and 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. We support local schools with donations to Summer, Spring, Christmas Fayre's and Fete's, Royal College of Midwives – Bedford Raffle, Young Farms Casino Night Raffle in aid of local schools; Eaton Ford May Day Raffle in aid of local community projects;

Our criteria is to support Local Community projects or charities, particularly where they relate to Children that are disabled, disadvantaged or terminally ill. However, we do support raffle's for other charities where we have requests from Clients holding events here..

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.

4. Our customers

Our industry is based around service, hospitality and building relationships and we aim to offer a professional yet friendly service to all our guests.

We actively seek feedback through email surveys from our customers as well as openly encouraging feedback through our team members during and after a guest visit.

We use 2 main customer relationship management tools, known as Revinate and Venue Verdict. Each compile all customer feedback from the many areas now available; this includes tripadvisor, google, booking.com, hotels.com, Expedia and Facebook. We collate all guest feedback through these channels and target each department and each team member to achieve a customer care score with a company incentive in-place to support this.

To ensure our team are trained and empowered to provide an appropriate level of service we train our team at all levels to understand service and hospitality and talk openly with our team members about feedback. We communicate responsibly, openly and fairly with all customers and empower our team to deliver appropriate service and value-added touches.

To support our service standards, we use industry experts to inspect, judge and score our customer service against other venues. We are proud to have been awarded AA 4-star hotel award, AA rosette award for culinary excellence, The Good Spa Guide 5 bubbles, Meeting Industries Association AIM GOLD Accreditation.

We take the privacy of our guests very seriously and are fully GDPR compliant – See Privacy Statement.

5. Our Colleagues

Respect - Our business is all about people and so we ensure we treat our team members in the same way that we would want them to treat our guests so that everyone has a great experience whilst they are at Wyboston Lakes Resort.

Development - From day one all team members have access to our learning platform where they can complete both statutory and additional fun learning bites. Development is provided through e-learning, in-house training, external training, seminars and conferences and we currently have 11 Hospitality Apprentices across the Resort which we work in partnership with HITT training to provide them with the best learning environment possible.

Benefits - Working at Wyboston Lakes Resort means you get access to lots of great benefits including discounted stays, F&B, spa treatments and even a round of golf. In addition to this we have partnered with Perkbox to offer a great range of online benefits. See Perks of the Job

Communication – We hold group forums in each of our venues and Central Support office where team members find out all that is going on in the business and share back with their teams as well as bringing to the leadership team any questions, queries and suggestions. We also hold Bi-annual team presentations where everyone gets a chance to come along and hear what is happening in the business

Wellbeing - The overall wellbeing of our team members is really important to us. We have Mental Health First Aiders within the business and all departmental managers receive Mental Health Awareness training. We support Mental Awareness Week and World Wellbeing Week. All team members have access to a fully funded EAP to provide them with advice and support at any time that they may need it. We offer online health & fitness programmes and discounted gym membership.

Equality - All team members over the age of 18 are paid at least the NLW with the incentive to top this up by completing their Craft Skills training which gives them an additional incremental pay increase. Pay bandings are in line for all roles and so rates of pay are transparent across the board. We have a Team Member Challenge which ensures that all team members who wouldn't usually receive a bonus related to their role can receive an additional payment up to four times per year for achieving the Guest Care targets. We also have a Fair Tips Charter in place which confirms that we do not make up team members salaries through the giving of tips and that any tips that are collected are fairly shared amongst the team, it also confirms we will not make any deductions from people's tips. See Fair Tips Charter.

Gender Pay Gap - All team members are treated equally and fairly throughout the business no matter which race, religion, gender or age they are. Our latest Gender Pay Gap report outlines show the equality of treatment for both men and women. On the Company Board there are two females one being a Company Director and the other our Finance Director & Company Secretary, and out of a SMT team of 12, 50% of these are women.

6. Our Suppliers

Where practicable we use locally sourced produce and suppliers to provide a range of local ingredients and products to our guests. We look for companies that are ethically and socially responsible whilst able to offer the service and quality of product that is expected by our guests.

Where possible, we buy British food produce, taking into account seasonality and availability of produce. We source coffee through an ethical supplier who genuinely supports the community local to where the coffee is grown. We use bedroom toiletries without parabens.