



BARONS EDEN

HOTEL AND SPA COLLECTION

ESG Report 2024/25

HOAR CROSS HALL AND EDEN HALL



# Introduction

Barons Eden has always been committed to improving the health and welfare of its customers and staff.

We acknowledge we have a responsibility to not only report on our energy consumption and carbon emissions but to also set targets to reduce these and demonstrate year on year how we have achieved this.

This is the second report on our social and environmental performance and highlights our progress toward our sustainability goals.





## BARONS EDEN

HOTEL AND SPA COLLECTION



## From the board

Barons Eden is a Hotel and Spa group operating two award-winning Spas that are amongst the biggest in Europe: Hoar Cross Hall, a Hotel and Spa in Staffordshire, and Eden Hall, a Day Spa in Nottinghamshire.

We have a strong focus on the environment and are proud of the many initiatives and programmes we already operate through Environmental, Social and Governance (ESG) investment. Our main focus has always been on people, because people – our guests and employees – are at the heart of our business.

Moving forward since 2022, we have renewed our focus on our company values and launched our Sustainable Committee with our Sustainable Champions who help drive change in the organisation.

This report builds on our 2022/23 report, highlighting our achievements and future plans in our ESG journey.





OUR  
properties

*Shown:* EDEN HALL



# HOAR CROSS HALL

Hoar Cross Hall was purchased in 1989 by Steve Joynes Senior MBE, with the vision of turning the 1870’s Elizabethan style Grade II listed building into a leisure and wellness facility. After an investment of £30 million to restore the property, the Hall was opened in 1991, having been transformed into then, a 96-bedroom Hotel Spa complex.

With the expansion of the business, Barons Eden became the parent company. Further multi-million pound investments have produced a premier 104 bedroom Hotel and one of the largest Spa’s in Europe.

The property now receives over 110,000 visitors a year and has received an array of highly recognised awards, including ‘Best UK Spa Resort’ at the International Travel Awards and the highest rating of ‘5 Bubble Luxury’ from The Good Spa Guide. As well as being a finalist for the Sustainable Spa Awards 2023, and a finalist for the British Renewable Energy Awards 2023.

The property is under constant evolution; 2023 saw the installation of a £1.5m biomass system, replacing four Kerosene boilers and significantly reducing carbon emissions.

2024 saw the opening of the £1.3m extensive outdoor Spa Terrace.

## FACILITIES INCLUDE:

- Outdoor Spa Terrace
- Sanctum Indoor Pool
- Saltwater Vitality Indoor Pool
- 8 Heated Facilities
- Cycling
- Archery
- Driving Range
- Tennis
- Axe Throwing



43  
ACRES

41  
TREATMENT  
ROOMS

100,000  
SQ FT HOTEL

85,000  
SQ FT SPA

104  
STYLISH  
BEDROOMS

21,979  
SQ FT SPA  
TERRACE



## EDEN HALL

Eden Hall was purchased by Steve Joynes Jnr as a refurbishment project, supported by English Heritage. Originally named Middleton House, the house included a chapel with baptistery. After investment of over £6m the Day Spa opened in 2002, and became part of the Barons Eden group.

The property now receives over 75,000 guests a year and has developed an excellent local community of members. Recent developments include the installation of more energy-efficient, hydrogen-ready gas boilers and a £4m investment in the new Spa Garden with a large outdoor pool and water features heated in conjunction with energy efficient Air Source Heat Pumps.

Positioned as the ultimate oasis of relaxation, the property has been deemed one of the best in the UK by a multitude of national newspapers. 2024 awards include TripAdvisor Travellers Choice, AA Best UK Spa, Good Spa Guide Luxury 5 Bubbles, and Good Spa Guide Best Spa for Sustainability.

### FACILITIES INCLUDE:

- Slumber Lounge
- Outdoor Hydrotherapy Pool
- Indoor and Outdoor Sauna
- Herbal Caldarium
- Rose Infused Steam Room
- Slumber Lounge
- Massage Jets
- Wellness Centre and Relaxation Studios



15  
ACRES

28  
TREATMENT  
ROOMS

65,000  
SQ FT

12,916  
SPA GARDEN

## BARONS EDEN

In 2019 Barons Eden moved its Head Office to an attractive commercial unit on the Cotswold Business Park in Moreton-in-Marsh. This enabled all central functions; finance, reservations, marketing, procurement and design, to be brought together, allowing the properties to concentrate on delivering great customer service. This building has been imaginatively re-purposed by our design team to deliver a comfortable and efficient working environment largely powered by our on roof photovoltaics.





# OUR COMMITMENT TO sustainability

As an organisation, we are extremely proud of the initiatives and programmes we have already implemented.

We are excited for our future projects, which reaffirm our commitment to sustainability in line with the UN's Sustainable Development Goals.



SUSTAINABLE DEVELOPMENT GOALS

The United Nation’s Sustainable Development Goals (SDGs) is the world’s shared plan to end extreme poverty, reduce inequality, and protect the planet by 2030. They build on decades of work by countries and the United Nations.

The SDGs recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change.

Barons Eden are committed to trying to positively impact all 17 SDGs over time.

CLICK HERE TO READ FURTHER INFORMATION FROM THE UN ABOUT THEIR SDGS





CLIMATE ACTION

Recognising that climate change poses a threat to the economy, nature and society at large, our company commits to take action immediately in order to:

COMMITMENT  
**ONE**

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Halve our produced greenhouse gas emissions *by* 2030

In doing so, we are proud to be recognised by the United Nations Race to Zero campaign, and join governments, businesses, cities, regions and universities around the world that share the same mission.

COMMITMENT  
**TWO**

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Working toward zero emissions *by* 2050

We have made these commitments to the SME Climate Hub through the UK Business Climate Leaders Campaign.

COMMITMENT  
**THREE**

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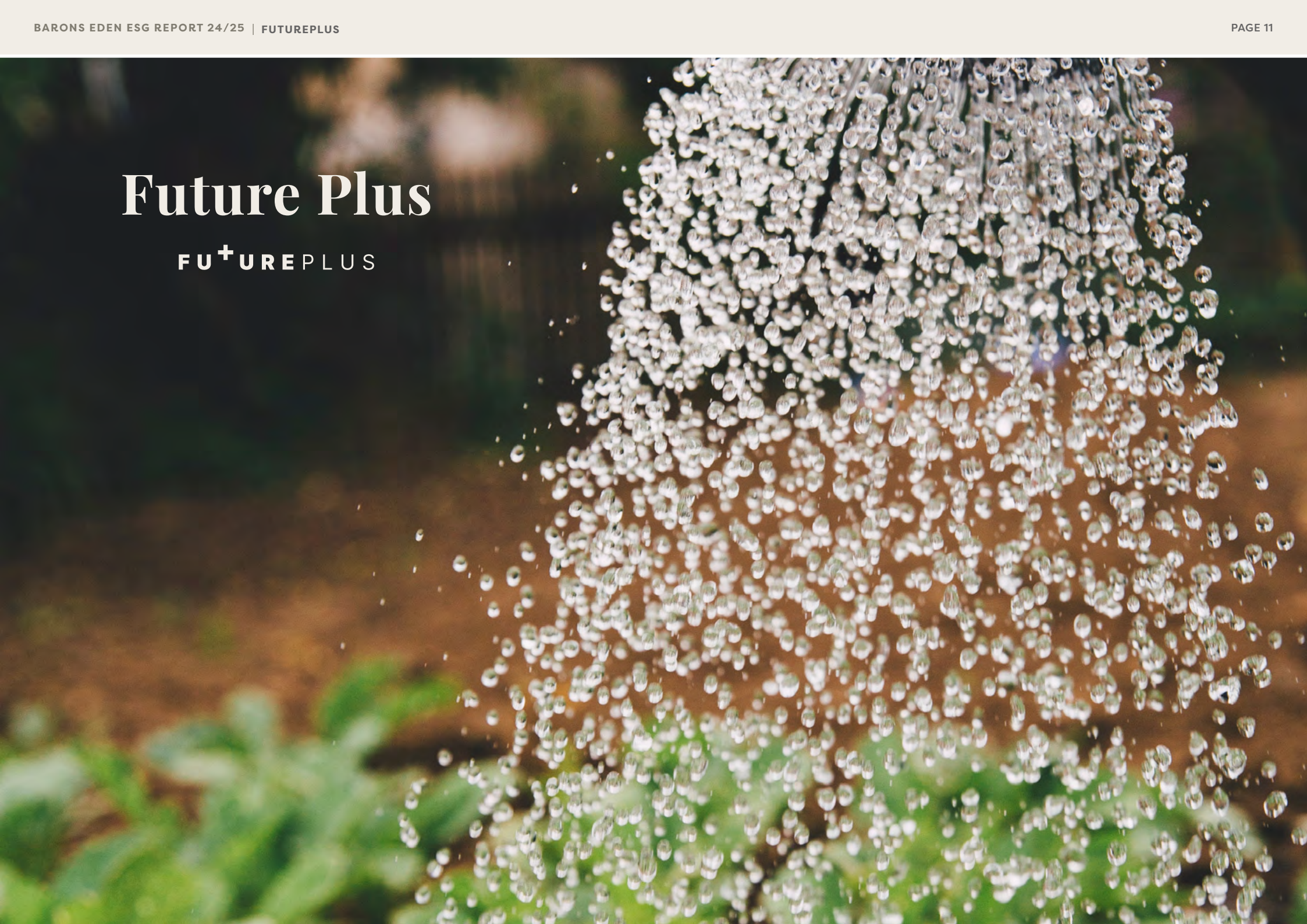
Disclose our progress on a *yearly* basis

We have achieved Commitment One at Hoar Cross Hall in 2023 with the significant impact being the Biomass project. We continue to make improvements so we can achieve our Commitment One as a group by 2030.



# Future Plus

FU<sup>+</sup>UREPLUS





We have worked closely with The Sustainability Group using the FuturePlus framework as our 3rd party ESG accreditors, to assess our impact and contributions in a variety of environmental, social and governance fields.

FuturePlus is one of the most comprehensive ESG platforms in the UK and ensures companies are benchmarked against industry best practice. The platform provides a measure of where a business is now and the roadmap with quantifiable measures of what it wants to achieve.

A close-up photograph of a green leaf, showing the intricate vein structure. The leaf is slightly angled, with the main vein running from the bottom left towards the top right. The color is a vibrant green, with some darker areas in the veins.

**FUTUREPLUS**

“By working with FuturePlus... Barons Eden has shown an incredible commitment to improvement. In fact, Eden Hall’s actual score has gone from 349...to 398 in 2023 and to 416 in 2024, in one of the *fastest rates of improvement* we have seen.”

– The Sustainability Group

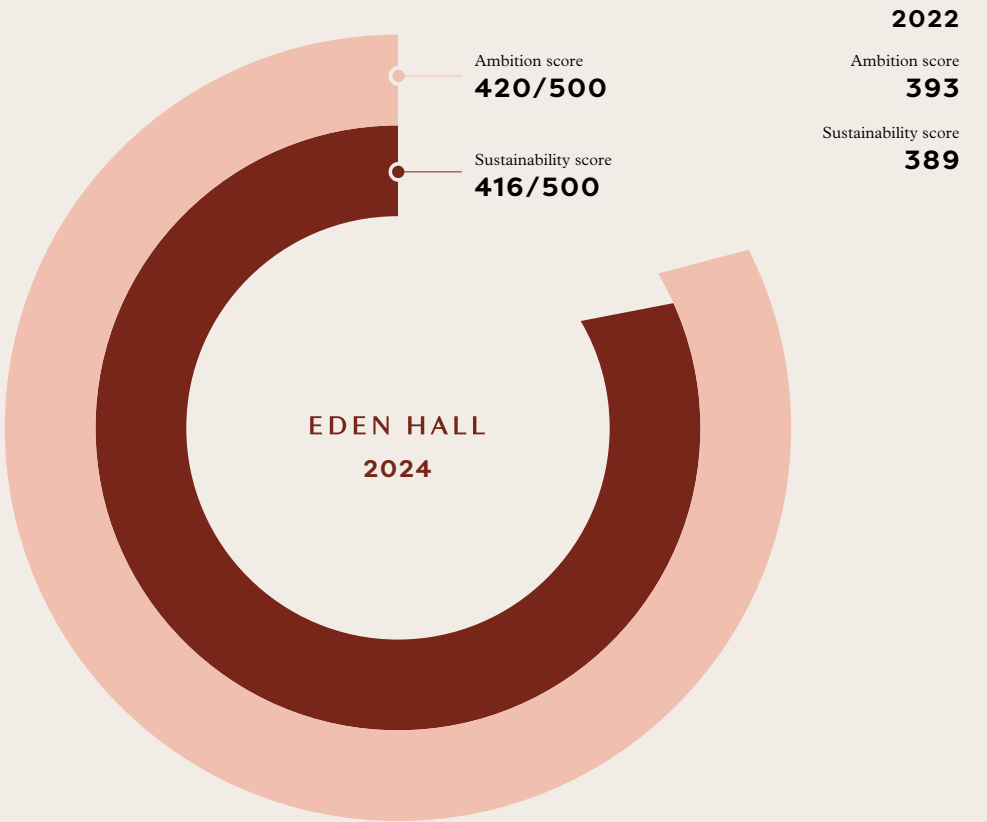
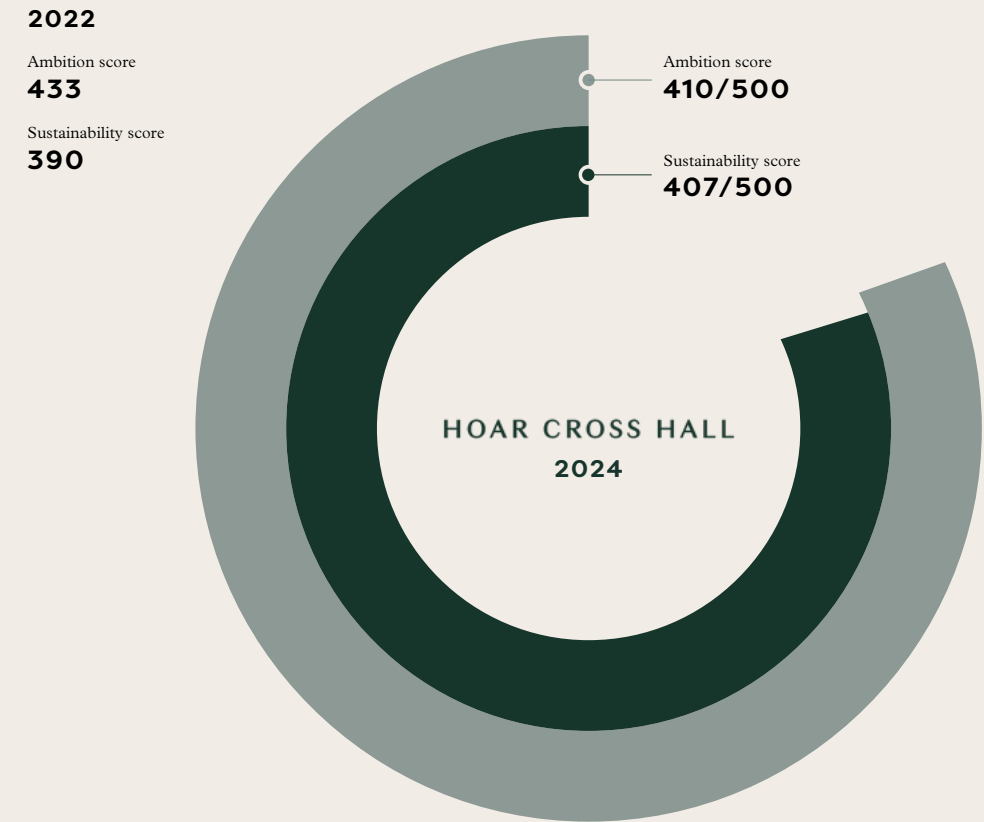


We are reporting against material ESG issues as identified by the FuturePlus platform so we can understand, define and measure our sustainability practices, in order to create meaningful change.

FuturePlus measures against 5 main themes:

**CLIMATE | DIVERSITY AND INCLUSION | SOCIAL | ECONOMIC | ENVIRONMENT**

**OUR SUSTAINABILITY SCORES FOR 2024 WERE COMPARED TO 2022**





## FUTUREPLUS

In preparing this report, Barons Eden have been working with The Sustainability Group using the FuturePlus framework to assess our environmental, social and governance impact and contribution in a variety of fields.

FuturePlus, from The Sustainability Group, is one of the most comprehensive ESG platforms in the UK and ensures companies are benchmarked against industry best practices. We are proud to be working with such an innovative platform that aims to make positive social and environmental change, while maintaining profits and generating return for the business and society.

The tool has been developed using over 250 indicators that have been developed and researched from a multitude of industry standards, including certification schemes such as the UN's SDGs, UN Global Compact, Governments and NGOs, as well as their own impact-focused metrics<sup>1</sup>.

We are reporting against material ESG issues that have been identified by the FuturePlus platform so we can understand, detail and measure our sustainability practices to create meaningful change.

*1. FuturePlus | Website, "Methodology"*





FuturePlus measures against 5 main themes:

**CLIMATE | DIVERSITY AND INCLUSION | SOCIAL | ECONOMIC | ENVIRONMENT**



# Climate

Energy consumption and carbon emission practices that are part of an organisation and its supply chain



# Diversity & Inclusion

Fair treatment and equal representation of people from all backgrounds and identities



# Social

Supporting the physical and mental wellbeing of people inside the organisation



# Economic

Ethical and responsible financial practises inside an organisation



# Environment

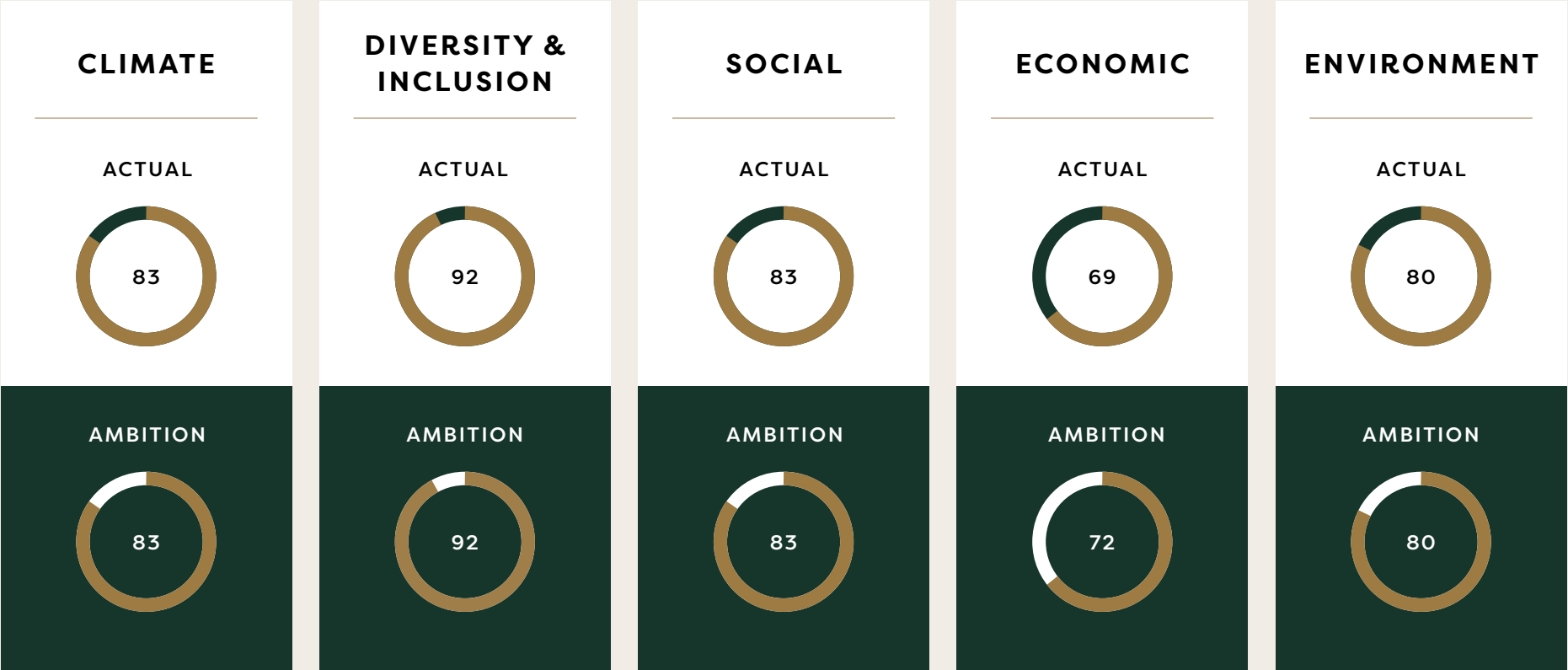
Waste reduction and the use of sustainable and/or recycled materials



# Our Scores

Last annual review: October 2024

HOAR CROSS HALL



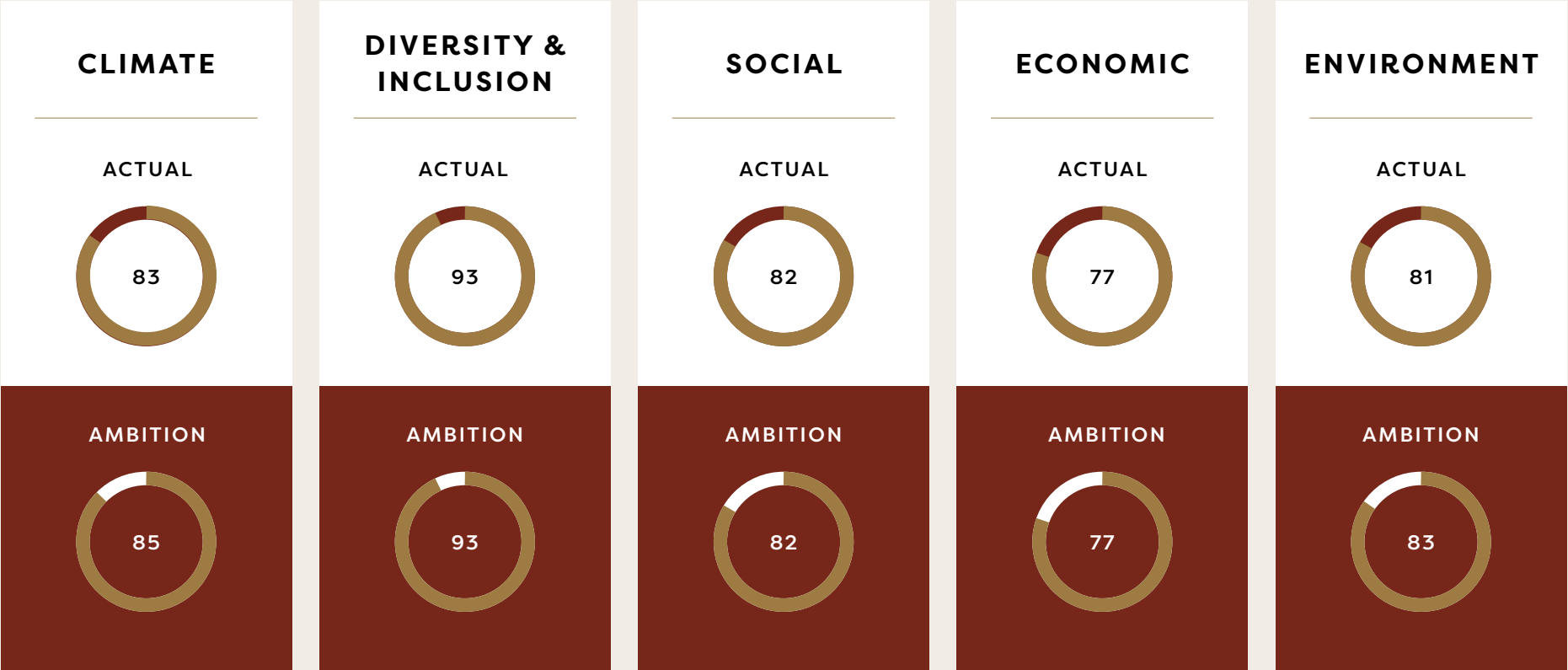
*All scores are out of a highest possible score of 100*



# Our Scores

Last annual review: May 2024

EDEN HALL



*All scores are out of a highest possible score of 100*



## SUSTAINABLE WELLNESS

We are a founding member of Sustainable Wellness, formally known as The Sustainable Spa Association. A not-for-profit organisation, formed with the purpose of assisting Spa businesses in implementing successful and profitable long-term sustainability strategies. They work on sustainability standards for the global Spa and Wellness tourism sector.

Together we have managed to achieve their Gold Standard accreditation at both Hoar Cross Hall and Eden Hall.

Together with FuturePlus, Sustainable Wellness offers advice on greener ways to work including:

- Reducing energy use
- Saving water
- Efficient and eco-friendly waste disposal
- Ethical buying
- Staying local and seasonal
- Minimising food miles
- Promoting biodiversity
- Adopting a smart, sustainable outlook from top to bottom





UNDERSTANDING OUR  
emissions





UNDERSTANDING OUR EMISSIONS

To de-carbonise our properties, we must first understand the sources of our emissions.

In 2022 we emitted:

1,958 TONNES OF CO<sub>2</sub> AT HOAR CROSS HALL

638 TONNES OF CO<sub>2</sub> AT EDEN HALL

*Please see the next page for our Scope 1 and 2 for Hoar Cross Hall and Eden Spa.*

SCOPE  
ONE

These emissions are derived from direct combustion of fuel; for example, in company vehicles, plant and machinery. This includes use of gas, or heating oil for premises where relevant, as well as fully owned vehicles and plant.

SCOPE  
TWO

These emissions are derived from purchased heat, steam, or electricity. Most commonly for companies this is electricity. This does not include transmission and distribution emissions for electricity (which are a Scope 3 value).

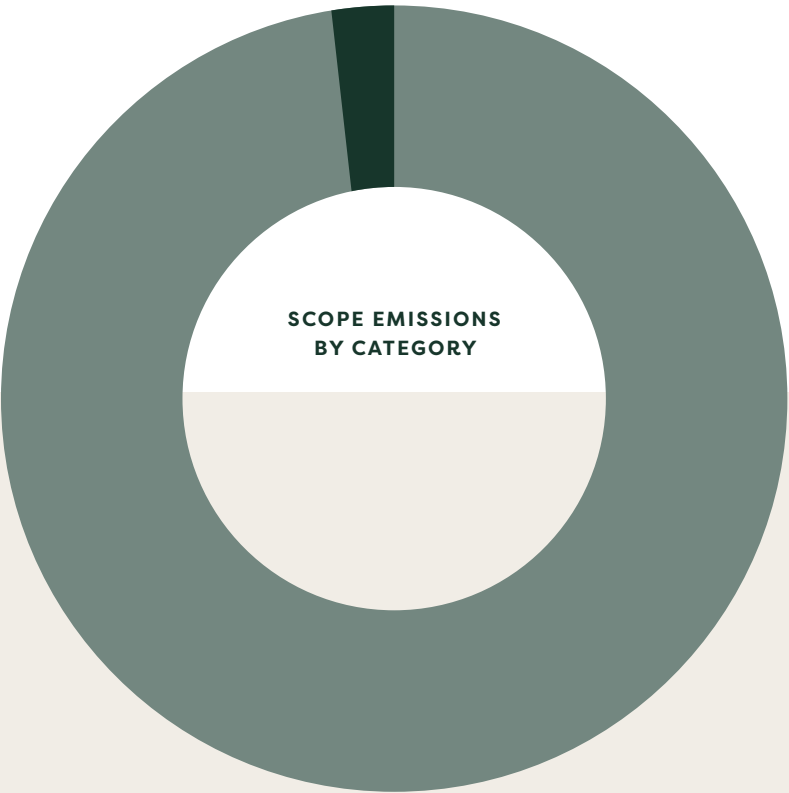
SCOPE  
THREE

These are indirect emissions, not controlled by us, generated from the use of purchased services: such as business travel, freight and all emissions not specifically covered in Scope 1 and Scope 2 categories.

HOAR CROSS HALL

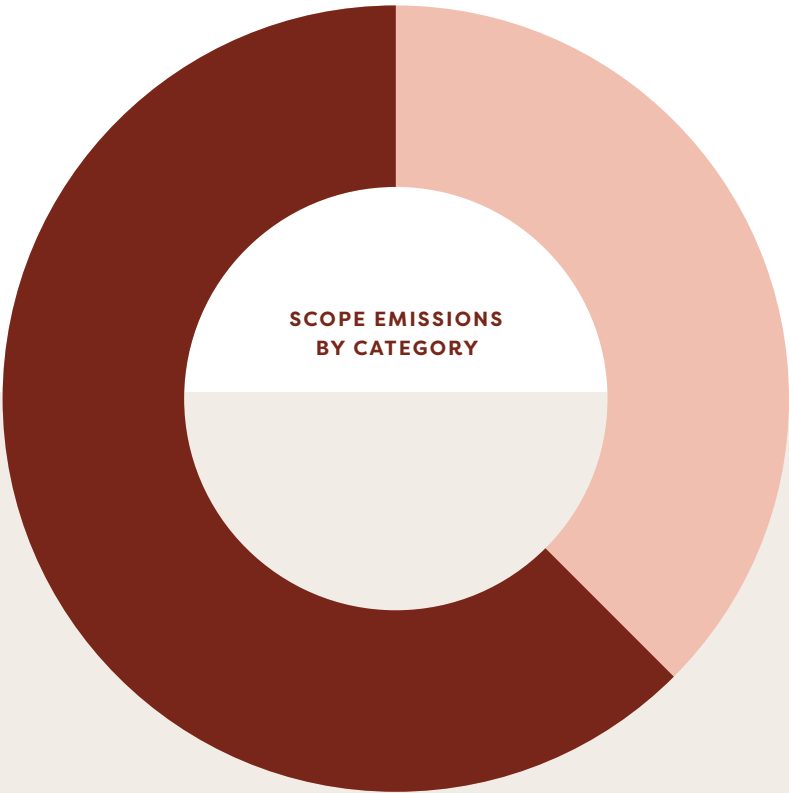
EDEN HALL

2024 EMISSIONS



SCOPE 1: 2.17 tCO<sub>2</sub>

SCOPE 2: 530.70 tCO<sub>2</sub>



SCOPE 1: 467.49 tCO<sub>2</sub>

SCOPE 2: 332.27 tCO<sub>2</sub>



## KEY COMMITMENTS by Property

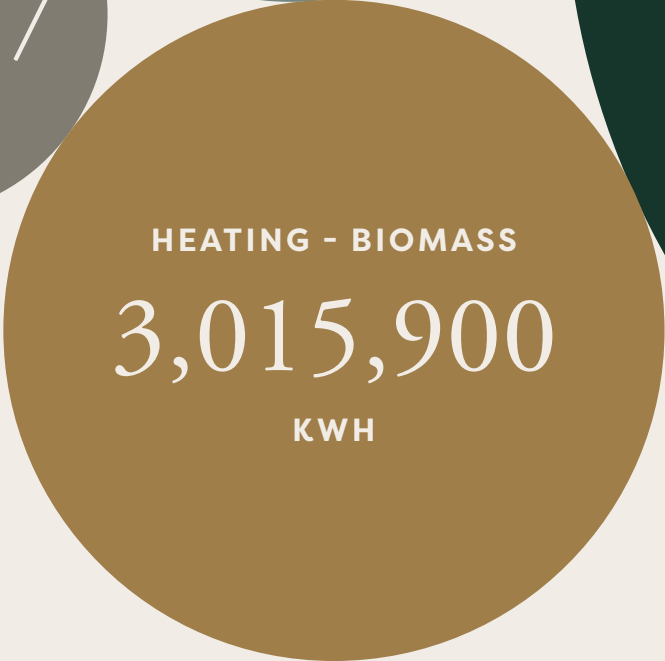
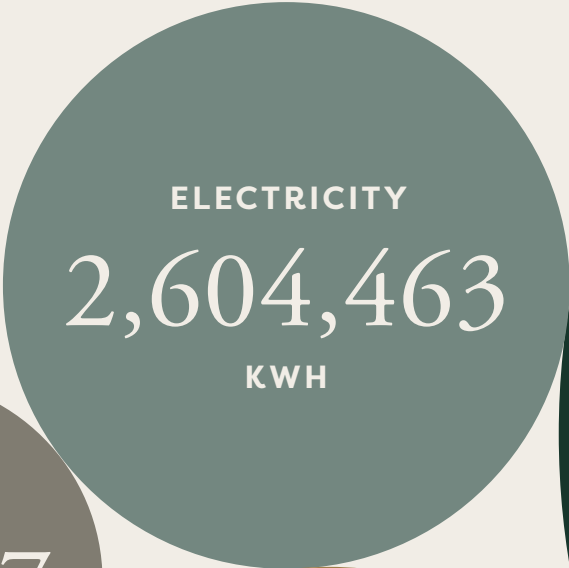
We have implemented various systems across both properties to monitor our usage and outputs. Real data from these systems will enable us to identify real areas for improvement and has helped us set realistic goals we want to achieve.



OUR 2024 FIGURES

# Hoar Cross Hall

*Please note*  
All statistics  
are vs. 2022

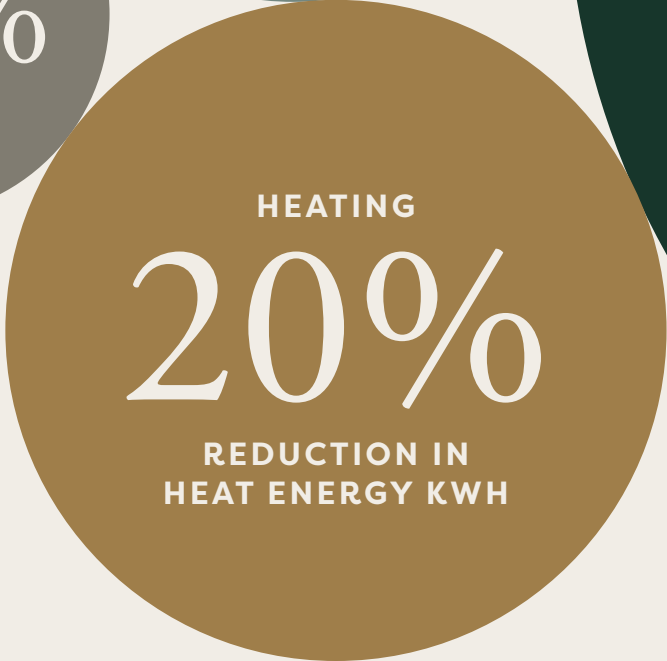
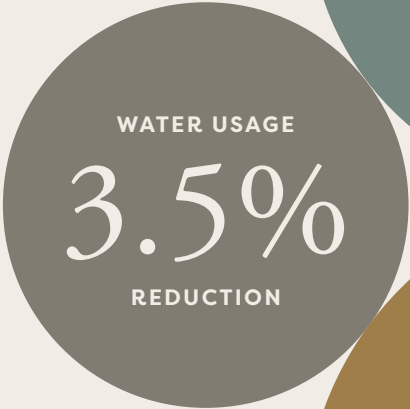




OUR 2024 ACHIEVEMENTS

# Hoar Cross Hall

*Please note*  
All statistics  
are vs. 2022

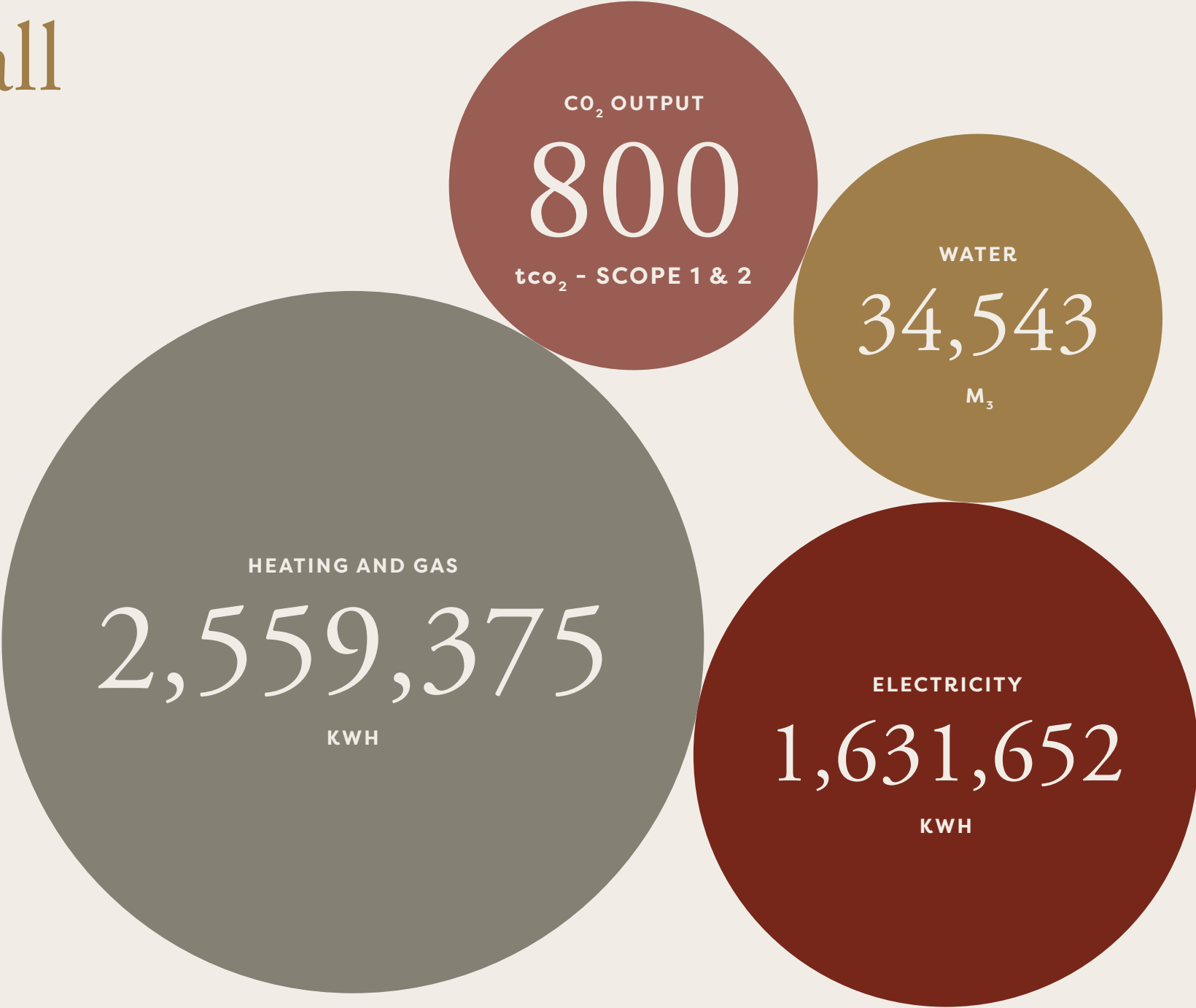


OUR 2024 FIGURES

# Eden Hall Day Spa

*Please note*  
All statistics are vs. 2022

*These figures exclude the  
impact of the new Spa Garden*





## KEY COMMITMENTS

# Barons Eden

In line with FuturePlus' 5 main themes, we have developed the following core objectives we aim to achieve in 2023.







## CLIMATE

Reducing our carbon emissions and energy consumption by creating an annual climate change risk assessment and setting reasonable targets at our properties. Through an annual ESG report we will monitor, record, and report on our energy use and carbon emissions.

- At Hoar Cross Hall, we have introduced a £1.5 million biomass system, that has reduced our oil usage and therefore carbon emissions by over 90% for heating.
- We have introduced a series of frameworks at both Hoar Cross Hall and Eden Hall to monitor, record and report emissions and usage:

- 1 An Electric Monitoring System
- 2 Voltage optimisation
- 3 Low voltage bulbs throughout and PRI sensors in corridors
- 4 Implementing a local supplier chain with the goal of reducing our carbon footprint wherever possible

- Continue to effectively source methods of transitioning to renewable energy and energy efficiency including assessing the feasibility of Solar Panels and purchasing Green energy where possible
- Updating our traditional heating and electricity systems to cleaner energy (such as the new biomass system at Hoar Cross Hall and new hydrogen-ready boilers at Eden Hall)





# Climate

## HOAR CROSS HALL

### ELECTRICITY

In 2023, we installed a voltage optimisation system that evens out any fluctuation in electricity supply and is expected to reduce electricity consumption by 5%.

We have installed a system for monitoring electrical usage at multiple points. This enables us to identify areas of potential waste and reduce consumption.

We have implemented low energy lighting throughout the property and PIR sensors in corridors to reduce lighting usage. Other initiatives include only having bedroom electric towel rails on when needed. We have also introduced staff training and protocols to ensure all unnecessary lights and electrical equipment are switched off at night within the Hotel and Spa. This is regularly audited and is expected to reduce electricity consumption by 5%.

By implementing these new systems and programmes, we have seen an *electricity consumption decrease of 16%* (compared to 2022 figures).

### HEATING

At the start of 2023 we installed an all-new Biomass Heating System. This replaced four traditional kerosene boilers, this new state-of-the-art system has cut carbon emissions by 98% for heating (compared to 2022 figures). This system has also increased our heat efficiency, through advanced controls and new energy saving features leading to a 20% saving in heat energy usage.

We have increased efficiency of our radiators by removing coverings and upgrading controls.

We are undertaking a feasibility study on controllable radiator thermostats, enabling us to programme heating within the property with a view to reduce energy usage.

We identified a problem of heat loss from our Plant Rooms due to a lack of insulation. So in March 2023, we installed more insulation to our pipes within our plant room, to decrease any potential heat loss and also increase efficiency.

Increased insulation in the loft of our Grade II listed building, together with roof repairs, has been carried out with advice from English Heritage to help improve the building's thermal efficiency.

By implementing these new systems and programmes, we have shown a 20% reduction in energy consumption for heating compared to 2023 and reduced our carbon emissions by over 70%.

We were finalists in the British Renewable Energy Awards 2023, Pioneer Award.

### WATER

Our ongoing target is to improve our monitoring/reporting systems at Hoar Cross Hall. This includes 24-hour data monitoring of our main water supply, with the addition of flow meters. This has allowed us to identify and address potential leaks and water inefficiencies. This has enabled us to *reduce water consumption by 10%* (compared to 2022 figures).

### WASTE

We continue to eliminate the use of plastic at Hoar Cross Hall, throughout the Spa and Hotel, and have implemented employee protocols around the disposal and recycling of any waste. We have partnered with Zest Recycle, to ensure none of our waste goes to landfill.

FOR MORE INFORMATION, PLEASE SEE  
SECTION: OUR OPERATIONAL SUPPLIERS

# Climate

## EDEN HALL

### ELECTRICITY

In 2023, we installed a system for monitoring our electricity usage. This enables us to see in real time our energy usage, identify areas of potential waste and reduce consumption.

In May 2023, a voltage optimisation system was installed. This evens out any fluctuation in electricity supply and reduce electricity consumption by 5%.

We have implemented low energy lighting throughout the property and PIR sensors in corridors to reduce light usage. We have also introduced staff training and protocols to ensure all unnecessary lights and electrical equipment are switched off at night within the Spa. This is regularly audited and is expected to reduce electricity consumption by 5%.

### HEATING

At the beginning of 2023, we replaced our traditional gas boiler with a modern hydrogen ready boiler, which is set to reduce gas consumption by 8% and carbon emissions by 8%. The new arrival has introduced better efficiency through advanced controls and modern, insulated hot water tanks.

Heat loss from our plant room was identified as an issue, so we have installed more insulation to our pipes within our plant room, to decrease any potential heat loss and increase efficiency.

We have implemented efficiencies in our radiators by reducing boxing and through the installation of reflector screens and upgrading thermostats. Subject to internal evaluation, we plan on trialling Wi-Fi radiator valves and programming to better control our heating.

The water features in our Spa Garden opened in 2023 are heated with the support of energy efficient Air Source Heat Pumps.

### WATER

Our ongoing target is to improve our monitoring/reporting systems at Eden Hall. This includes 24-hour data monitoring of our main water supply, with the addition of flow meters. This will allow us to identify and address potential leaks and water inefficiencies.

### WASTE

We continue to eliminate the use of plastic at Eden Hall and implement employee protocols around the disposal and recycling of any waste. We have partnered with Zest Recycle, to ensure none of our waste goes to landfill.

FOR MORE INFORMATION, PLEASE SEE  
SECTION: **OUR OPERATIONAL SUPPLIERS**





## DIVERSITY & INCLUSION

- We have worked hard to develop programmes and policies that promote diversity and inclusion, in every aspect of the business and we hope to positively influence the environment around us to uphold these.
- We aim to monitor and implement change where necessary, by carrying out reports on topics such as equal pay



# Diversity and Inclusion

## BARONS EDEN

At Barons Eden, we are committed to treating all our employees, guests and suppliers the same – regardless of sex, marital or civil partnership status, sexual orientation, race, colour, ethnic or national origins, religion or belief, working hours, disability, age or temporary agency status.

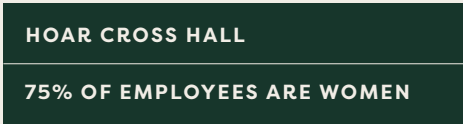
We have worked hard to develop programmes and policies that promote diversity and inclusion, in every aspect of the business, and we hope to positively influence the environment around us to uphold these.

We aim to create an internal environment that excludes any forms of discrimination, victimisation, harassment, or bullying.

As a recognition for the work we are doing with our teams, we successfully completed the Investors in People (IIP) accreditation at both Hoar Cross Hall and Eden Hall.

### GENDER PAY GAP

Barons Eden values and respects every team member equally. Across all departments, women make up the majority of roles: 70% of employees are women, 30% are men.



### EMPLOYEE TRAINING

Our people are important to us, so we ensure that opportunities are available for team members to develop themselves and be the best they can be.

Lifetime Training is an award-winning external training provider who delivers the apprenticeship training in partnership with Barons Eden. Lifetime Training has been delivering apprenticeship training for over 25 years and has a learner satisfaction score of 93%, one of the highest in the country.

We offer 13 different pathway programmes across Hospitality, Customer Service, Food and Beverage, Management and Marketing. Each apprenticeship lasts between 13 and 16 months and finishes with an end point assessment/period.

Learners are supported by their Line Managers and enrolled on an online learning platform that provides a seamless experience, with everything they need in one place.





## ENVIRONMENT

- Continue to implement educational training for our employees on our sustainable practices and principles; working with our Sustainability Champions through the Sustainability Committee to drive change
- Continue to use sustainable methods of recycling, and waste reduction throughout the business so we are a zero-landfill business
- Continue to use green methods of cleaning. Hospitality can use large quantities of chemicals for cleaning but since 2019 we have partnered with Purozo to supply Tersano Ozonated Water system ( $O_3$ ) for the majority of our cleaning and decontamination needs. This product is produced on site, the only bi-products from which are water and oxygen
- We will continue to develop relationships with suppliers that value sustainability and environment and ensure all sign up to our Sustainable Suppliers contract
- Continue to source the wood chip supply for Biomass Boilers locally and from the nearby National Forest, therefore reducing the environmental impact of transporting.





# Environment

## PRODUCE SUPPLIERS

Where possible, we use local and sustainable suppliers to not only bring our guests quality products and produce but also minimise our impact on the environment.

### EXTRACT COFFEE

Extract Coffee has one simple mission: to make coffee better. They are taking steps to make coffee better for people and the planet: finding the highest quality coffee beans and carefully roasting them to create delicious specialty coffees. Not only does their coffee taste heavenly, but they also support local communities and work closely with coffee growers, building relationships, buying from the same farmers year after year, and paying premiums for their produce.

### BRIXHAM FISH MARKET

Brixham Fish Market has a strong fishing tradition dating back to the 14th century. With a strong fishing heritage, the local fishermen are keen to leave behind a legacy for their children and grandchildren, who want to continue the family tradition. Brixham fishermen work closely with scientists and fishing leaders to make sure this happens.

### THE GREEN DOOR BAKERY (YOXALL)

We source freshly baked pastries and bread from The Green Door Bakery, a local, family-run business. Just on our doorstep, they bake fresh every day the most delicious breads, cakes, pastries, and other tempting goodies.

### RUNNY HONEY

Did you know we have resident bees at both Hoar Cross Hall and Eden Hall? We use this honey in many of our dishes. Want to take a memento home with you? Our delicious Eden Hall Runny Honey is lovingly made by our bees at Eden Hall and our expert beekeeper from Norwell Apiary and is now available to purchase by the jar.

### PAUL SCHUM (BUTCHER)

Just 1.5 miles from Hoar Cross Hall, Paul provides locally sourced meat and sausages which are then expertly prepared and presented by our award winning chefs.

### C H FROGGAT & SONS

Our local wood chip supplier for our Biomass Boilers, just 6 miles from Hoar Cross Hall supplying wood chip from their own woodlands, and from The National Forest.





# Environment

## OPERATIONAL SUPPLIERS

### ZEST RECYCLE

We regard waste management as a significant concern for our business and as a result, as a result we have implemented a multitude of processes and programmes to ensure we remain accountable for our waste.

Barons Eden is proud to work with Zest Recycle, to tackle our needs as a business.

Zest Recycle were set up in 2019 to provide commercial clients with the tools and support to reduce spend and improve recycling rates and operational processes. As a company, they promise to send zero waste to landfill – which we are particularly proud of.

### ZEST MISSION STATEMENT

- ✓ Reduce cost across all waste streams
- ✓ Making simple improvements to increase recycling
- ✓ To become your Waste Partner
- ✓ Provide a dedicated account manager and onsite Support
- ✓ Update and advice on compliance and best practice
- ✓ Improve internal processes and mitigate future risk
- ✓ Generate targets and reporting for recycling rates

# Environment

## OPERATIONAL SUPPLIERS

### PUROZO: TERSANO O<sub>3</sub> SYSTEM

As a company, we were aware that we were using large quantities of chemical cleaning materials to sanitise areas of the Spa and Hotel. So now, our core cleaning products are provided by Purozo, to ensure our cleaning is as environmentally friendly as possible.

Tersano is an innovative cleaning company that has created an innovative cleaning product that kills 99.99% of virus bacteria including Covid-19.

Stabilised Aqueous Ozone (SAO) has no colour, toxins, additives, or artificial scents; after interacting with dirt and germs and effectively cleaning and sanitising, the only bi-products are oxygen and water. *See steps to the right.*

### WASTE AT BARONS EDEN

We also ensure our properties include appropriate signage in areas of recycling and waste disposal.

We promote positive social and environmental behaviour in our external communications in the hope of influencing guests to take their actions into consideration.

#### STEP 1

Oxygen from the air is safely turned into ozone then infused into ordinary tap water.

#### STEP 2

The ozone is attracted to germs, soils and bacteria.

#### STEP 3

Ozone quickly attacks and eliminates contaminants it comes into contact with.

#### STEP 4

Only pure oxygen and water remain after the ozone cleans and sanitizes.



# Environment

## SPA SUPPLIERS

### VOYA

One of our luxurious Spa treatment brands, VOYA, has incredible sustainable credentials, with all products being cruelty-free, certified organic and packaged using recycled, recyclable, or biodegradable materials. They are also now supporting Plastic Bank with their mission to stop plastic before it enters the ocean. Over the next two years, VOYA pledges to stop the equivalent of over 2 million single-use plastic bottles from entering the ocean globally in collaboration with Plastic Bank.

### ELEMIS

Another of our luxurious Spa treatment brands, Elemis, is now Certified B Corp. They are one of the 6,000 global companies recognised as using business as a force for good. Their certification confirms that they meet high standards of social and environmental performance, transparency, and accountability. With a mission to become the most sustainable, premium British skincare brand, they are improving the eco-design of their formulations and launching more sustainable packaging across their product lines, Elemis are also continuing to focus on the wellbeing of their communities both inside and outside the brand.





## ECONOMIC

- We have developed public data policies regarding data usage and privacy
- As a company we have developed anti-bribery and corruption policies, to ensure we act with fairness and integrity to tackle bribery and corruption
- Take into consideration needs based affordability in our services
- Where possible, we use local and sustainable suppliers and practice ethical trading principles throughout our supply chain
- We will continually review our processes to ensure all employees receive equal pay for equal work



# Economic

## BARONS EDEN

### WHY WE VALUE ECONOMIC IMPACT

Unless businesses are well run and profitable they cannot succeed and grow for their staff and customers. The shareholders of Barons Eden recognise that with profitability comes responsibility. We have put making a positive impact on environmental, social and governance issues at the heart of our business and look to measure this year on year as we are all a wider part of a wider social system.

Barons Eden has a comprehensive code of ethics and our highest level of governance holds full financial and fiduciary responsibility. The Board promotes effective, accountable and transparent governance through regular and minuted meetings. We publish a complete and transparent annual report with an audited set of accounts. With this ESG report we will show our performance is not only measured in returns to shareholders.

### HOW WE MEASURE IT

Economic impact is measured by looking at corporate ethics and purpose, and whether responsible and good governance exists within an organisation. This means it is operating in a fair and transparent manner, acting responsibly to mitigate

risk, disclosing relevant information, safeguarding data, and practising responsible innovation. An organisation should also take adequate steps to ensure the well-being and rights of its workforce, and consider the needs of its wider stakeholders in its economic decision-making.

### ANTI-BRIBERY & CORRUPTION

It is our policy to adopt a robust approach to bribery and corruption and to conduct all our business in an honest and ethical manner. We are committed to acting professionally, fairly and with integrity in all our business dealings and relationships whilst implementing and enforcing effective systems to counter-bribery. It is essential that we comply with all applicable anti-bribery and anti-corruption laws and this includes the Bribery Act 2010 (the “Act”) which was implemented into English Law on 1 July 2011.

As a business Barons Eden is committed to:

- Upholding all laws that apply to us and that are relevant to countering bribery and corruption
- Not making bribes, or condoning the offering of bribes on our behalf, to gain a business advantage
- Not accepting bribes or agreeing to them being accepted on our behalf to influence business

- Making sure that everyone in our business and our business partners know our principles and the law
- Avoiding doing business with others who do not accept our values and who may harm our reputation
- Monitoring and auditing compliance with these principles (where necessary, using our rights under any applicable contractual compliance audit requirements with third parties to do so) on an ongoing basis.

The purpose of this policy is to:

- Set out our responsibilities in observing, and of those working for Barons Eden, upholding our position on bribery and corruption
- Provide information and guidance to those working for Barons Eden on how to recognise and deal with bribery and corruption issues.

### DATA AND PRIVACY

We have implemented a public policy regarding data usage and privacy issues, available here:

[CLICK HERE TO READ OUR PRIVACY STATEMENT](#)



## SOCIAL

- We aim to purchase as much produce from the local areas as possible. Not only benefiting local communities and producers, but also the environment.
- We have partnered with 6 incredible charities across the two properties, each focusing on topics we as a company, deem as very important. *See pages 44 and 45 for our charities.*
- We take internal employee development seriously and look to provide educational and growth opportunities as frequently as possible, through apprenticeships, ongoing training programmes and mentorships.





# Social

## OUR PLEDGES

As a business, we truly believe that our people are at the heart of everything that we do, including our approach to sustainability. We appreciate the importance of educating our staff on our vision for sustainability, informing them of how this will be achieved, and training them where necessary to ensure that our sustainability policies are pro actively and comprehensively implemented.

Barons Eden are a close-knit team that has always been led by family values. Our corporate social

responsibility strategy is based on ensuring that our employees, guests, the environment and local community are supported, and is closely linked to our sustainability pledges:

- Prioritise local and seasonal produce
- Give employees the opportunity to volunteer for a cause of their choice
- Offer employees the opportunity to vote on which charity they would like to support
- Create Sustainability Champions and a Sustainability Committee of individuals from across the organisation to promote green practices
- Raise staff awareness of corporate, social responsibility and sustainability initiatives we already complete, by working with Heads of Departments to inform and advise their teams on our Sustainability Goals, as well as getting ideas from them on how to improve.



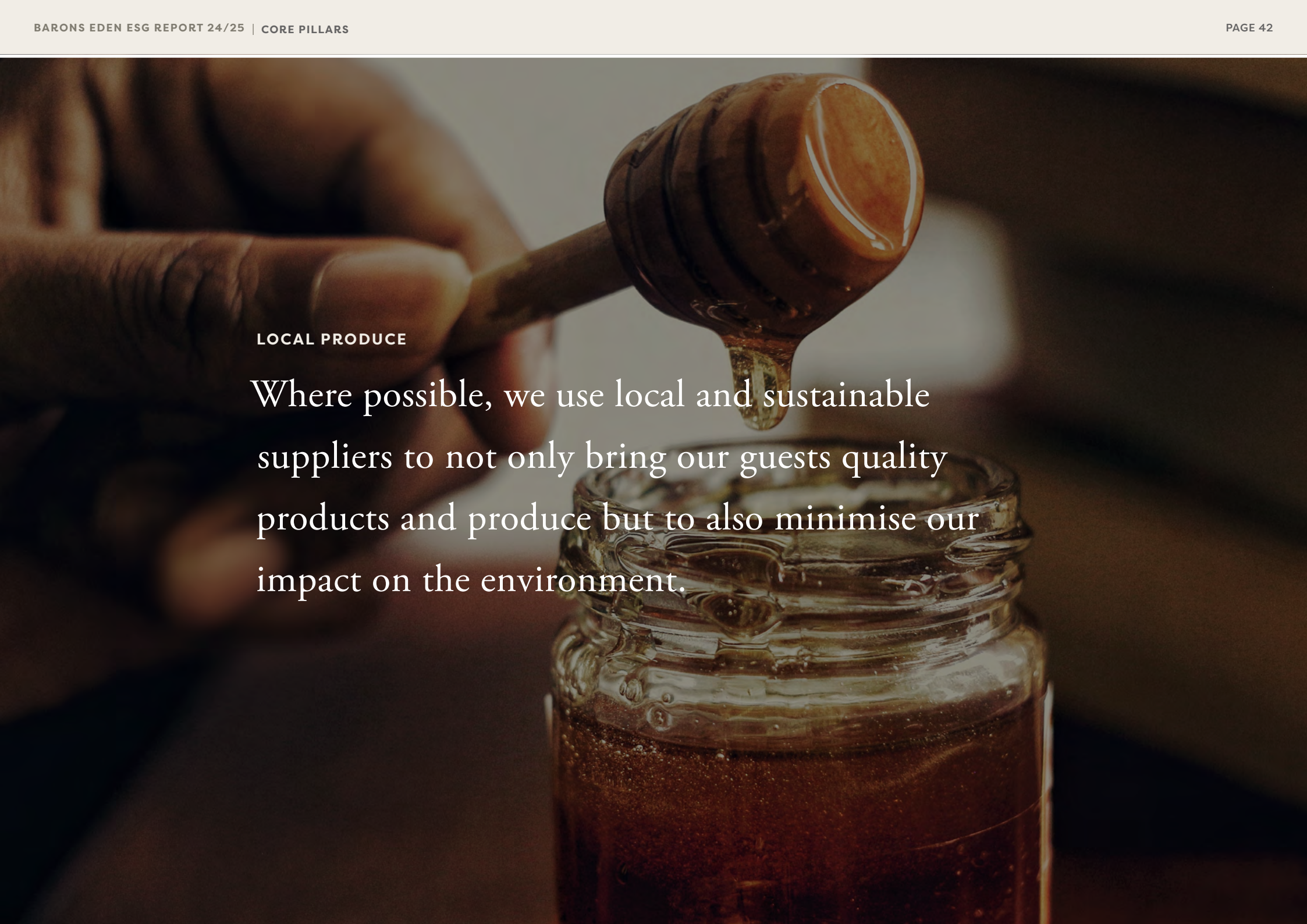
A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The person is wearing a thick, textured, light-colored knit sweater. The background is dark and out of focus. The overall tone is warm and professional.

## TECHNOLOGY

We apply automatic power-down technology to all applicable appliances and laptops.

We *responsibly* dispose of 100% of our laptops, including recycling and donating where possible.



A close-up photograph of a hand holding a wooden honey dipper. The dipper is coated in thick, golden honey, which is dripping into a glass jar filled with honey. The background is blurred, showing more jars and a warm, rustic setting.

### LOCAL PRODUCE

Where possible, we use local and sustainable suppliers to not only bring our guests quality products and produce but to also minimise our impact on the environment.



# Core Pillars





# Social: Charity Support

## HOAR CROSS HALL

### Local

#### BIRMINGHAM CHILDREN’S HOSPITAL

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Birmingham Children’s Hospital is a specialist paediatric centre, delivering pioneering treatments and vital support for children and their families. Focused on innovation, research, and compassionate care, it plays a crucial role in shaping the future of children’s healthcare.

### National

#### THE NATIONAL FOREST

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The National Forest is a transformative environmental project, spanning 200 sq. miles across the Midlands, creating a thriving, green landscape for people, nature, and wildlife. Through woodland regeneration, conservation, and community engagement, it champions sustainability and wellbeing, inspiring a greener future for all.

### International

#### WORLD FOOD PROGRAMME

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World Food Programme’s aim is to save and change lives, with the ultimate goal of a world with zero hunger. They have the expertise, deep-rooted presence and operational scale to stop famine in its tracks, and steer people away from the edge of starvation.

# Social: Charity Support

## EDEN HALL

### Local

#### NEWARK FOOD BANK

Newark Foodbank provides emergency food and support to individuals and families facing hardship across Newark and the surrounding areas. Working as part of the Trussell Trust network, it partners with the local community to combat hunger and offer a helping hand to those in crisis.

### National

#### TOILETRIES AMNESTY

Toiletries Amnesty is a social, ethical, and environmental organisation that makes access to hygiene essentials easy for those in need, while stopping masses of surplus products from going to waste. We are supporting Toiletries Amnesty both financially and with products.

### International

#### WATER AID

Water Aid's aim is to work with their supporters, partners and local communities to make clean water, decent toilets and good hygiene normal for everyone, everywhere. Their global strategy is to help bring an end to the water, sanitation and hygiene crisis, forever. For everyone.



# Social

## EMPLOYEE DEVELOPMENT

### APPRENTICESHIPS

At Barons Eden we're excited to introduce a new suite of apprenticeship programmes in partnership with Lifetime Training. Our people are important to us, so we want to ensure that opportunities are available for individuals to develop themselves and be the best they can be.

Apprenticeships are work-based training programmes that enhance the skills needed to succeed in specific roles. This means that individuals of any age can put the skills they learn into practise daily at work, whilst gaining a nationally recognised apprenticeship. Most importantly, there is no upfront cost for the learner, nor is there any repayment required at any time, as an apprenticeship is free.

Each apprenticeship will run for a minimum of 12 months, and in addition to their salary, Barons Eden fully fund the apprenticeship. We have valued an apprenticeship at £6,800 or more, based on training costs and the cost to the business. During the apprenticeship, staff members will receive support from their manager to help aid their careers at Barons Eden.

Our apprenticeships range from Level 2, all the way through to management and take place in a variety of departments.

### PERK BOX

Perk Box is an international rewards and benefits programme, that allows companies to provide a platform to care for, connect and celebrate employees, no matter who or where they are. Perk Box offers a range of content to meet a variety of challenges:

- Live webinars
- Workout videos
- Yoga sessions
- Meditation guides
- Sleep stories
- Anxiety management
- Hypnosis

### MANAGEMENT DEVELOPMENT

Programmes we offer include:

- Supervisory development programmes
- 1:1 external development coaching

### INVESTORS IN PEOPLE

Investors In People is a Community Interest Company offering its accreditation to organisations that are committed to investing in their staff through training and development, great leadership and creating a great place to work.

### EMPLOYEE ASSISTANCE PROGRAMME

The Employee Assistance Programme offers services including:

- A confidential telephone helpline, available 24/7, 365 days a year
- Up to four structured counselling sessions with a qualified counsellor
- An online health and wellbeing portal with on-demand videos and resources
- Urgent, in-the-moment support via the 24/7 confidential helpline

# Future plans

ROADMAP





# Our Roadmap for 2025

HOAR CROSS HALL

EDEN HALL

## Our People

AT ALL LOCATIONS

Working with our third party ESG accreditors, we ensure all our staff have excellent working conditions and we adhere to all UK requirement regarding Health and Safety, Diversity and Inclusion.

## Our Place

AT ALL LOCATIONS

Maintenance of our wonderful Grade 2 and Grade 2+ listed buildings and grounds ensure these are sustainable for the enjoyment of our guests.

## Our Planet

AT ALL LOCATIONS

In 2025 we aim to try to continue to reduce our CO2 output.

Our 2025 aims are:

- 5% reduction in electrical usage
- 5% reduction in energy for heating
- 5% reduction in water usage
- 5% reduction in waste volumes

# BARONS EDEN

HOTEL AND SPA COLLECTION

01283 477900 | [baronseden.com](http://baronseden.com)

HOAR CROSS HALL AND EDEN HALL