

Footprints: The Sustainable Camping Review

Environmental, Social and
Governance (ESG) Report

embers

SEPTEMBER 2022

Contents

Introduction	Page 2
Offsetting Findings	Page 3
Executive Summary	Page 4
Energy	Pages 5-6
Wastage	Pages 7-8
Suppliers	Page 9
Partnerships	Page 10
New Opportunities	Page 11
Conclusion	Page 12
Contact	Page 13



Introduction

Dear Reader,

Camping in the wilderness evokes memories of family get-togethers, children playing across green, open fields, and connection with our natural environment under canvas.

At Embers, we are reliant on nature for the pure, organic joy that camping brings with it. Yet the planet is more vulnerable than ever before as the threat of global warming looms over us. While we continue to experience wildfires, floods, polluted skies, rising sea levels and soaring temperatures, together, we must accept that our individual activities have greater impacts.

Consistently, we are warned to protect our wild spaces, yet we must proactively act in the face of climate change to protect the green spaces that Embers calls home. We want to work together to ensure natural habitats are not compromised during your camping trip, whilst maintaining the magic expected when you swap your home for the tarpaulin.

Sustainability has been part of our ethos since we began operating in 2013. There is a lot to learn, and we are firmly on the path to enjoying nature responsibly by trailblazing how the industry can nurture the environment.

As of 2022, we have an unrivalled track record of ensuring we are playing our part in tackling global warming and maintaining our positive impact on the environment.

These activities were ramped up in 2020 and endure post-Covid as staycations continue to reign supreme. During those two years, we have offset our customer's journeys from start to finish with an added donation to the Woodland Trust when you book with us. In 2022 we went one step further and calculated the entirety of our carbon outputs across all Embers' sites, including water and energy usage, landfilled waste and employee and visitor travel.

Now, we want to do more. We are launching Footprints: The Sustainable Camping Review – an annual report to benchmark our activity, reflect on our procedures and realign our focus on our customers, employees, suppliers and the planet.

At Embers, we want to instil the love of nature in the children that visit us and for this to continue into adulthood. So, please join us as we evaluate and reduce our carbon outputs in our mission to only leave footprints and a lasting positive impact on our planet.

We are very much looking forward to your comments on the report and welcome any feedback you can offer.

With best wishes,

Murray McPherson



Founder and Managing Director of Embers Camping
murray@emberscamping.co.uk



Offsetting Findings

Knowlton

Emitted		Reductions	
Variable	Amount (kg)	Variable	Amount (kg)
Water	0.04	Solar	NA
Electricity	483.36		
Waste	61.92		
Travel (E)	500		
Travel (V)	1,365.33		
Total	2410.64	Total	0

Total emissions per month: 2410.64 kg (2.4 tonnes)
Total emissions per season: 16874.51 kg (17 tonnes)

Pylewell

Emitted		Reductions	
Variable	Amount (kg)	Variable	Amount (kg)
Water	0.15	Solar	NA
Electricity	880.84		
Waste	559.2		
Travel (E)	1600		
Travel (V)	7,042.80		
Total	10083	Total	0

Total emissions per month: 10083 kg (10 tonnes)
Total emissions per season: 70580.98 kg (71 tonnes)

Henley

Emitted		Reductions	
Variable	Amount (kg)	Variable	Amount (kg)
Water	0.14	Solar	NA
Electricity	1676.13		
Waste	0		
Travel (E)	2550		
Travel (V)	5,264.91		
Total	9491.17	Total	0

Total emissions per month: 9491.17 kg (9.5 tonnes)
Total emissions per season: 66438.22 kg (66.5 tonnes)

Bentley

Emitted		Reductions	
Variable	Amount (kg)	Variable	Amount (kg)
Water	0.47	Solar	1084.52
Electricity	1276.18		
Waste	0		
Travel (E)	1633		
Travel (V)	4187.39		
Total	7097.04	Total	1084.52

Total emissions per month: 6012.52 kg (6 tonnes)
Total emissions per season: 42087.64 kg (42 tonnes)

Turners Hill

Emitted		Reductions	
Variable	Amount (kg)	Variable	Amount (kg)
Water	0.06	Solar	NA
Electricity	868.3		
Waste	0		
Travel (E)	1300		
Travel (V)	3,264.51		
Total	5432.88	Total	0

Total emissions per month: 5432.88 kg (5.4 tonnes)
Total emissions per season: 38030.13 kg (38 tonnes)

Claydon

Emitted		Reductions	
Variable	Amount (kg)	Variable	Amount (kg)
Water	0.06	Solar	NA
Electricity	1089.84		
Waste	174		
Travel (E)	600		
Travel (V)	1474.49		
Total	3338.39	Total	0

Total emissions per month: 3338.39 kg (3.3 tonnes)
Total emissions per season: 23368.71 kg (23.4 tonnes)

Polesden Lacey

Emitted		Reductions	
Variable	Amount (kg)	Variable	Amount (kg)
Water	0.42	Solar	1416.57
Electricity	484.95		
Waste	0		
Travel (E)	1817		
Travel (V)	2715.50		
Total	5017.87	Total	1416.57

Total emissions per month: 3601.3 kg (4 tonnes)
Total emissions per season: 25209.12 kg (25 tonnes)

Emitted	
Sites	Amount (kg)
Bentley	6012.52
Polesden Lacey	3601.30
Henley	9491.17
Claydon	2738.39
Pylewell	10083
Turners Hill	5432.88
Knowlton	2410.64
Total	39769.90

Embers' total emissions per month: 39769.90 kg (40 tonnes)
Embers' total emissions per season: 278389.3 kg (278 tonnes)

Executive Summary

Covid-19 provided a period of consideration, recognition and rejuvenation. At Embers, this time allowed us to reconsider our supply chain, our practices, and our future opportunities to ensure that we are the best that we can be, both inside the business, and outside for the environment.

The Paris Agreement, COP-26, and record-breaking heatwaves demonstrate that we have transitioned to a new era of ESG (Environmental, Social and Governance). We see this as an opportunity to ensure our sustainable values are entwined throughout our operational activity.

Therefore, at the beginning of 2022, we reflected, registered, and addressed the carbon footprint of all Embers' sites, to resonate in a collective company output – Footprints: The Sustainable Camping Review.

As a business with 7 sites across the UK, our report shows that our overall yearly emissions are exceptionally low, at 278.34 tonnes.

Partnerships are a crucial aspect of our sustainable activity. Through our partnership with the Woodland Trust, we are delighted to be able to offset 300 tonnes of carbon in 2022. Therefore, we are ecstatic to be climate positive as this amount exceeds our total carbon outputs from 2021.

Across Embers' sites, the calculations have highlighted areas where our activity excels, as well as areas that need more improvement. By understanding our outputs, we recognise new opportunities for Embers, encompassing industrial composting, rewilding, supply alterations and employee education. We are excited to develop and implement these improvements.

While guest journeys generated 64% of our total carbon outputs in 2021, we will endeavour to reduce our personal controllable outputs across 2022 and beyond, to reach near-zero emissions as soon as possible. We will recalculate our total emissions again at the end of this year, using the same variables outlined here.



Energy

Energy, its production, and its usage are often considered the centre of the sustainability issue. Here, we consider power, transport, and campfires in relation to Embers' environmental impact.



POWER

We are proud to be powered by solar at both Polesden Lacey and Bentley sites. Nevertheless, across 2022, our attention remains fixed on energy reduction at the source. We aim to achieve this through the introduction of renewable energy or a renewable energy tariff for all sites by 2030.

Our carbon calculations found that Henley's energy production and usage generated the most amount of carbon in 2021, emitting 1,676.1KG. However, Knowlton generated the least, emitting just 483.4 KG. We are proud to have carbon levels this low at sites without the employment of renewable alternatives but we are excited by the reduction potential if we increase our renewable capacity to almost 100%.

As the switch to renewable energy becomes mainstream, we want to ensure that we are ahead of the curve and pushing the limits of our sustainable capabilities. It is no longer good enough to passively observe, so we are continuing to explore where we can organically reduce energy usage on sites, employing energy-efficient lighting, appliances and insulation.



TRANSPORT

Transport is an important consideration for us, both from a customer and an employee, hence why we have included these issues in our offsetting calculations.

We currently employ a combination of diesel and petrol vehicles; however, we are exploring the introduction of electric vehicles across sites with incentives/grants from the government. We are also making their use easier for our customers through the setup of electric charging stations in car parks.

We are currently working towards a rewards system with initiatives across sites to promote carpooling, the use of electric vehicles and local public transport to and from sites. We hope that this system can be introduced for the 2023 season, as we are in the process of confirming implementation logistics and rewards.





FIRES

We have omitted wood burning from our carbon calculations, following guidance from the Government's Department for the Environment, Food and Rural Affairs (DEFRA).

However, to encourage rewilding, we kindly ask all campers to refrain from foraging for firewood during their stay. Instead, sustainably sourced wood is available to purchase at all campsite shops, with allocated areas per pitch to hold controlled fires. In doing this, we are working to protect natural habitats from disruption whilst having the ability to measure our usage of natural fuel.

Wastage

The increasing popularity of fast fashion and on-demand shopping platforms offering immediate, next-day deliveries mean we are accustomed to a life of over-consumption. We aim to challenge these detrimental activities at Embers across 2022 and beyond, all of which are outlined here through analysis of our waste management, composting and water usage.



RUBBISH

We incorporated the landfilled waste produced at each site in our carbon emission calculations for 2021. Over the year, only 0.6 tonnes of Embers' waste went to landfills thanks to our site-wide dedication to accurate recycling and waste management. In 2022 we will beat this target, as we aim to decrease our landfilled waste to 0.5 tonnes.



COMPOST

Our carbon calculations and wastage evaluation has highlighted various opportunities to boost our composting potential at each site. Currently, we are working with limited composting capabilities, but we hope to improve our waste management practices encompassing food, human and disposable waste.

As we analyse the holistic carbon lifecycle of Embers, we recognise that there is a vast opportunity for food composting – a major source of waste for the business. While we have strict waste management systems in place for the disposal of food, we are still gauging if we can implement composting at this scale safely across sites.

We continue to explore this option with considerations for young guests, the wider environment, local habitats, and wildlife that could be threatened by industrial composting.

Although we have considered compostable toilets, this is currently not an option for the business due to the health and safety implications involved. However, we have not entirely ruled this strategy out – we are open to recommendations and continue to research alternatives as we endeavour to make our toilets more sustainable.

We will continue to use compostable disposables throughout 2022 and reduce our use of single-use plastics, to limit our wastage levels in comparison to 2021.



WATER WASTAGE

To avoid water wastage, we have taken measures to install automatic shut-off taps across all sites.

Our water is currently heated by solar at Polesden Lacey and Bentley, with all other sites employing gas. As previously outlined, it is our mission to move away from fossil fuels and toward renewable alternatives by 2030, and we are currently exploring how we can roll these measures out across sites.



ENERGY WASTAGE

Throughout 2022, we will continue to reduce our energy wastage where possible through energy-efficient lighting, the introduction of renewable energy, strict waste management, insulation and composting. We will reflect on the improvements made across 2022 in next year's Footprints: The Sustainable Camping Review.





Suppliers

Embers' suppliers and their individual activities are just as influential to our footprint as our own.

We currently do not have boundaries in place to determine supplier relationships based on their carbon outputs, and we have not included their activities in our wider carbon calculations.

Nevertheless, we continue to assess how we can have a better understanding of the impact of our supply chain to ensure that we remain as sustainable as possible.

Overall, we employ Brakes as our principal supplier for items including catering supplies, food, cleaning materials and disposables. By using Brakes for a multitude of products, our logistics eliminate the fuel wastage that would otherwise occur through multiple deliveries from different suppliers.

For other necessities such as milk and fresh produce we endeavour to shop locally and ethically to ensure we have the highest quality products. We will continue this initiative throughout 2022.

Across the 2022/23 season, we will be outreaching to suppliers and asking about their own environmental practices in place to ensure the entirety of our supply chain aligns with our sustainable mission.

By calculating our carbon outputs, and re-evaluating our activities, there are changes across the supply chain that we are hoping to action across the 2022/23 season. Primarily, we are hoping to reduce our wastage by replacing our current plastic milk cartons with compostable alternatives. We are in the process of implementing this change by researching suitable suppliers within close proximity to our sites.



Partnerships

At Embers, we want to leave the sites we call home better than when we found them, but we cannot do this alone.

Partnership with the Woodland Trust

We are thrilled to announce that our strive toward net-zero is supported by our new partnership with the Woodland Trust. The Woodland Trust provides Embers with a strong carbon mitigation scheme by planting native British trees across the UK, which are formally certified under the Woodland Carbon Code.

The Woodland Trust works to restore native trees and woodlands, protect wider ecosystems, habitats, and landscapes, and carefully consider the geographical and environmental context of locations to accurately justify where the trees will be planted. Our partnership with the Woodland Trust is a positive step forward on our journey to net-zero and we are proud to work together throughout 2022 and beyond.

Following our carbon calculations and partnership with the Woodland Trust, we are proud to be a climate-positive brand as we have offset the 278.4 tonnes of carbon that Embers has generated across the 2021 season, as well as offsetting an additional 21.6 tonnes on top of this.

"Embers Camping is donating £7,500 to the Woodland Trust, a company limited by guarantee (Company Number: 1982873) and a registered charity, Charity Number England and Wales: No. 294344, Scotland No. SC038885 whose registered office is at Kempton Way, Grantham, Lincolnshire NG31 6LL to absorb 300 tonnes of carbon dioxide, through the planting of at least 1281 trees, helping with our strategy to reduce our business carbon footprint"

Partnerships with our customers

For the last year, Embers' customers have had the opportunity to offset their journeys to sites across the country at the point of booking, through an optional additional £1 charge, which is then matched by us. This has helped to reduce the little negative impact that Embers camping has on the planet, and we are proud of all the customers who continue to join us on our journey for a greener planet. For transparency, we have still included travellers' emissions to and from Embers sites in the 2021 carbon calculations outside of this offsetting method.

Green Tourism

As well as this, we are in the process of regaining our Green Tourism accreditation, to validate our environmental activities across sites through a trusted industry body.

Procurement

In addition to replacing our plastic milk cartons with compostable alternatives, we continue to evaluate our procurement processes with new targets in place for suppliers for the 2022/23 season. Initially, we will ensure that at least 40% of Embers' supplies are locally sourced, with a 50-mile limit on deliveries, and we will continue to evaluate this across 2022 through our green action plan.





New Opportunities

As we reflect on our outputs we cannot ignore the opportunities available to maintain and improve our industry-leading net-zero activity.

This year, rewilding is high on our agenda. We are passionate about showing younger generations their impact on the planet and we think the best way to do this is to let them go wild and rewild.

In 2022, we plan to rewild designated areas at each site through the introduction of a 'stay and sow' initiative. Guests will be provided with wildflower seeds that are suitable for the local environment on arrival and invited to plant them during their stay.

Embers also plans to train and develop Sustainable Hero Hubs at each location led by Embers' employees. Our team will play an active role in running educational workshops and nature trails across sites.

These quick, light-hearted sessions will put nature at the forefront of fun while simultaneously demonstrating its wider benefits on mental health. We hope this will help campers relax and unwind during their stay and provide a lasting understanding of how to effectively protect our environments.

Conclusion

Dear Reader,

Thank you for reading our inaugural Footprints: The Sustainable Camping Review.

Thanks must go to the team at Pembroke and Rye who have supported our drive for sustainability, assisting in the calculation of our carbon outputs across 2021 and helping us challenge ourselves with future objectives.

To continue our mission toward natural net-zero, we are pledging a yearly calculation of our carbon usage, reflecting on our activities & partnerships with organisations such as the Woodland Trust. This allows us to accurately understand the areas where we can, and need to, reduce our footprint, as well as the areas where we excel.

The review clearly demonstrates the areas across the business where our sustainable activity trailblazes, as well as the areas that burn out. We have outlined our environmental objectives and we hope it inspires you to do the same – no matter how big or small.

We are excited to implement new strategies: to develop employee understanding of environmental issues, to boost rewilding across sites and drive towards renewable energy. We understand how we can do better, and we are empowered to do so.

We plan to remain at the forefront of sustainable industry activity, and it is our mission to achieve this as we continue to benchmark our outputs across the yearly Footprints: The Sustainable Camping Review. In the meantime, please do continue to follow our environmental footprints as we document our sustainable pursuit across our social media and website pages.

Please do share your thoughts and opinions with me, I would love to hear your feedback. I would also welcome hearing from any organisations who would like to help us on our journey to total net-zero over the next twelve months.

With best wishes,

Murray McPherson



Founder and Managing Director of Embers Camping
murray@emberscamping.co.uk



Contact

Murray McPherson

murray@emberscamping.co.uk

Thyme Francis

thyme@pembrokeandrye.com

Victoria Naylor-Leyland

victoria@pembrokeandrye.com

designed by
**THREAD
AND
BLOOM**

embers

SEPTEMBER 2022