



THE HOST & STAY GROUP
ESG REPORT 2023/2024

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WHO *are we?*

'Pushing boundaries to create better places to *live, work and stay.*'

The Host & Stay Group is a **pioneer** in the UK's short-term holiday let market. With over a decade of experience, we specialise in fully managed short-term rentals, and we currently manage over 1,500 holiday lets nationwide.

Our Commitment to Quality and Sustainability

Despite our significant growth, we remain committed to providing high-quality accommodation. Our goal is to be the **premier choice** for holiday let owners, and we are integrating substantial social and environmental benefits into our core business strategy.

Supported by hundreds of property owners and our dedicated team, we are actively contributing to a cleaner, greener, and fairer future for the short-term rental industry.

Nationwide Presence and Impact

With our headquarters in Saltburn-by-the-Sea, North Yorkshire, The Host & Stay Group operates in ten locations across the UK. We recognise the importance of our impact on people and the planet, integrating this awareness into our company culture and business operations.



THE HOST & STAY GROUP *family.*

In 2024, we transformed our parent organisation from The SDDE Smith Group to The Host & Stay Group. The Host & Stay Group family includes:

HOST | STAY

resi
central.

 THE HOLIDAY
HOME HOUSEKEEPER

Styled.
INTERIOR
DESIGN

Founded in 2018 by the Smith family, The Host & Stay Group has grown from a small family business into an award-winning holiday let management company with over 350 employees. Our end-to-end management service includes comprehensive housekeeping and maintenance, ensuring top-quality service and guest satisfaction. We work with hundreds of homeowners and facilitate hundreds of thousands of holidays each year.

Our vision has always been to **create the world's leading short-term rental management brand as measured by our colleagues, guests and community.** Achieving sustainable practices and a future aligned with this vision is imperative.

A MESSAGE FROM OUR CEO, Dale Smith.

"This year has been a milestone in our journey. Not only have we invested heavily in the amazing team with us today, but we have also powered ahead with sustainability as a key factor in decision making. I am incredibly proud of what we have achieved and excited about the future. Thank you to everyone who has been part of our story this year."

OUR LOCAL ECONOMIC *impact.*

ESG (**Environmental, Social, and Governance**) represents a set of standards that measure a business's impact on society, the environment, and its level of transparency and accountability. When considering Host & Stay's impact, it's important to make to communities, businesses, and the local people who own many of them.

Additionally, with impending legislative changes in our industry, businesses like Host & Stay have a responsibility to help lobby and furnish local and national government with research and evidence about the positive effects of holiday lets.

The position of Host & Stay is:

- To have a **positive** and **measurable** effect on the local economy.
- To work with and **empower local businesses** to make the most from the guests we bring to their respective areas.
- Lobbying local and national government to help them understand our goals, and crucially that our work involves **supporting the local communities** we operate in, so that governmental policy accurately reflects the opportunities for all stakeholders, both internal and external to our business.
- To work with the recognised industry bodies to help develop research and understanding around how our industry is performing and create **better measurable metrics** of outcomes to demonstrate that.
- To be a leading advocate for the overall **positive impact** the holiday let industry has on local communities and places.



OUR LOCAL ECONOMIC *impact.*

Industry research compiled from data from the ONS Family spending in the UK: April 2019 to March 2020 and Visit Britain Annual Report 2019 in 2022 stated the following:

“For the average three-bedroom property, a professionally run full-time holiday let delivers over six times more to the local economy and community than a standard holiday home and over three times more than an owner occupier or long-term rental.”

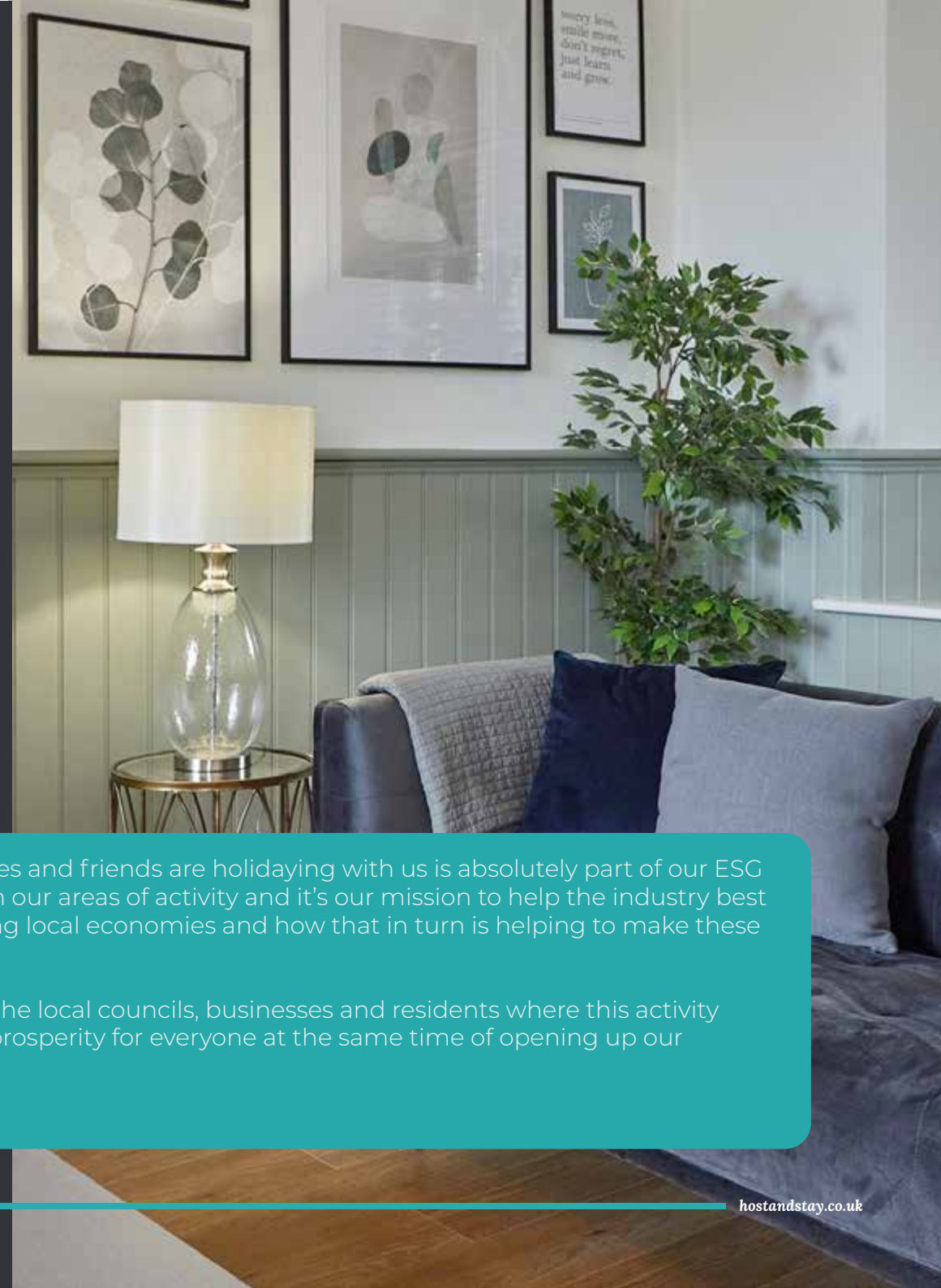
The holiday let industry is currently having to pivot to accommodate a new legislative reality following a host of new government policy, including:

- The removal of the Furnished Holiday Let (FHL) Tax Relief Scheme
- Introduction of Statutory Registration
- New rules around reporting data and revenues
- Changes to wider fiscal policy especially around Capital Gains Tax

“Our economic impact on the areas where people, families, couples and friends are holidaying with us is absolutely part of our ESG strategy. We fully respect the impact and responsibility we have in our areas of activity and it’s our mission to help the industry best evidence the positive impact we are making, how we’re supporting local economies and how that in turn is helping to make these places better areas to live for local residents.

We believe that the Great British Holiday has a bright future and the local councils, businesses and residents where this activity takes places are vital stakeholders in coming together to ensure prosperity for everyone at the same time of opening up our amazing places for people to visit.”

Ryan McKnight, Head of Policy



IMPACT PLANNING & ACHIEVEMENTS IN 2023/2024.

We are committed to making a positive impact not only for the hospitality industry but also for the communities we serve and the environment. Our efforts focus on creating sustainable practices that benefit both people and the planet.

Our commitment focuses on three pivotal areas:

Protecting our Places

Empowering our People

Supporting our Communities

This report outlines our support for each area and details current and future initiatives.



PROTECTING OUR places.

Environmental protection is integral in our operations, managed properties, offices, and influence on guest behaviour. Recognising that achieving **'Net Zero'** will soon become standard practice, we are setting benchmarks now to protect our planet, secure the future revenue of our property owners, and enhance team retention.





EMPOWERING OUR *people.*

Our sustainability strategy involves engaging our team, customers, and stakeholders to adopt more sustainable behaviours This includes providing more **rigorous education** for our staff, encouraging our stakeholders to improve the quality of their assets, and guiding our guests to adopt better travel practices before, during, and after their trips.

Our goals:

- Promote a supportive workplace with internal health and wellbeing surveys
- Support staff in achieving personal objectives and career progression
- Achieve the highest global health and safety certification across each part of The Host & Stay Group
- Achieve Level 3 Disability Confident Leader status



“In our ongoing commitment to employee welfare, we are proud to have introduced a new comprehensive health benefits program, designed to support our staff both personally and professionally. This initiative reflects our dedication to creating a supportive workplace environment, fostering well-being, and promoting sustainable employment practices. By investing in the health of our workforce, we aim to enhance productivity, satisfaction, and retention, ensuring our team has the resources they need to succeed and thrive.”

Sharon Coates, People Director

159

2022 EoY Employee Count

351

Current Employee Count

80

New Hires this Year

235

Female Employees

116

Male Employees

20.7%

Ethnic Diversity

1

Apprentices

5

Female Leaders

3

Females on Board

3

Male Leaders

5

Males on Board

0

Young Leaders



SUPPORTING OUR communities.

We enhance community engagement through company volunteer days and strategic charitable partnerships. Some of our contributions and activities over the last year include:

£5,000+

Donated to Charities

3,300

Hours volunteered to Help Local Charities and Community Projects

£500+

Worth of Stays donated as Charity Prizes

230

MFC Tickets Donated

OUR GOALS

- Inspire 100% volunteer day usage annually
- Increase community project funding by 50%
- Launch a program to enable disadvantaged families to go on holiday annually

HIGHLIGHTS OVER THE last 12 months.



Volunteered with charities and organisations



Planted over 2400 trees, 800 locally



230 MFC tickets donated via Teesside Chairty



Donated stays in our holiday lets for various charities



Introduced steps challenge for mental health awareness



Introduced new Heads of Business



Won The Shortyz 2024 Sustainability Award

OUR CARBON *footprint.*

This year, we engaged a carbon consultancy to establish our baseline carbon footprint, marking the start of our commitment to carbon reduction. In partnership with Eight Versa and guided by precise data, we aim to refine our strategies through 2024 and beyond.

Our carbon footprint was measured from 1st January – 31st December 2023 to identify areas of excessive energy use and other inefficiencies. We plan to track our carbon footprint annually, aiming to align our reporting with the financial year.

Our initial baseline and measurements are complete. As our company is growing annually, we will monitor our progress based on the reduction of emissions per £500K in turnover.

We recognise that estimating spend-based emissions introduces a higher degree of uncertainty, and we are committed to improving the precision of our data for increased transparency in future reports. New data sources are continually emerging, which will inform future measurements and updates to our carbon reduction plans.

eight
versa
Ecologi



CARBON FOOTPRINT

methodology.

The methodology and calculations that have been used throughout our carbon footprint report align with industry best practice guidance that is issued as part of ISO 14064-1:2018 and GHG protocol methodologies.

The GHG Protocol:

The GHG Protocol standard provides guidance for organisations looking to prepare a robust corporate-level GHG emissions inventory. It is the most widely used reporting standard and covers the accounting and reporting of the following seven GHGs covered by the Kyoto Protocol: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PCFs), sulphur hexafluoride (SF₆) and nitrogen trifluoride (NF₃).

The methodology behind the GHG Protocol allows an organisation to report their carbon emissions in tonnes of carbon dioxide equivalent (tCO₂e), a reporting unit that considers the seven GHGs listed above.

ISO 14064-1:2018:

ISO 14064-1:2018 is an ISO standard that provides guidance for organisations who are working towards quantifying and reporting their GHG emissions and removals.

The standard provides details on the key principles and requirements that should be followed when designing, developing, managing, and reporting organisational-level GHG inventories.

Aligning to the approaches detailed in this standard will therefore ensure that any GHG inventory developed aligns with industry guidance and best practice.

Calculation Approach

Datasets used for the purposes of this footprint calculation were collected using direct sources where available. Figure 2 below provides an overview of the calculation process that is used to quantify individual sources of emissions. Direct activity data was provided and used for this calculation, and emissions factors for the dedicated reporting year are then applied to quantify total emissions from individual sources. Where consumption and primary activity data has not been provided, robust assumptions have been used to quantify total emissions.

Results from the footprint calculation have been broken down by emissions source and scope, as the data provided allows. Emissions have been categorised according to Scope 1, 2 and 3 Emissions following best practice guidance provided by the GHG Protocol.

The appropriate quantification methodology has been selected to minimise uncertainty and yield accurate and consistent results. A quantification model has been developed to quantify the GHG emissions and credible quantification tools provided by the GHG Protocol have been used where applicable.



DEFINITION OF *scope.*

Scope 1, 2, and 3 emissions are categories used to classify greenhouse gas emissions based on where they originate from. These categories are used by companies and other organizations to plan how to control their climate pollution.

Here's what each scope covers:

Scope 1

Direct emissions from sources owned or controlled by the company, such as burning fuel in vehicles or running boilers

Scope 2

Indirect emissions from the generation of purchased energy, such as electricity used in buildings

Scope 3

Indirect emissions that occur in the company's value chain, such as buying, using, and disposing of products from suppliers

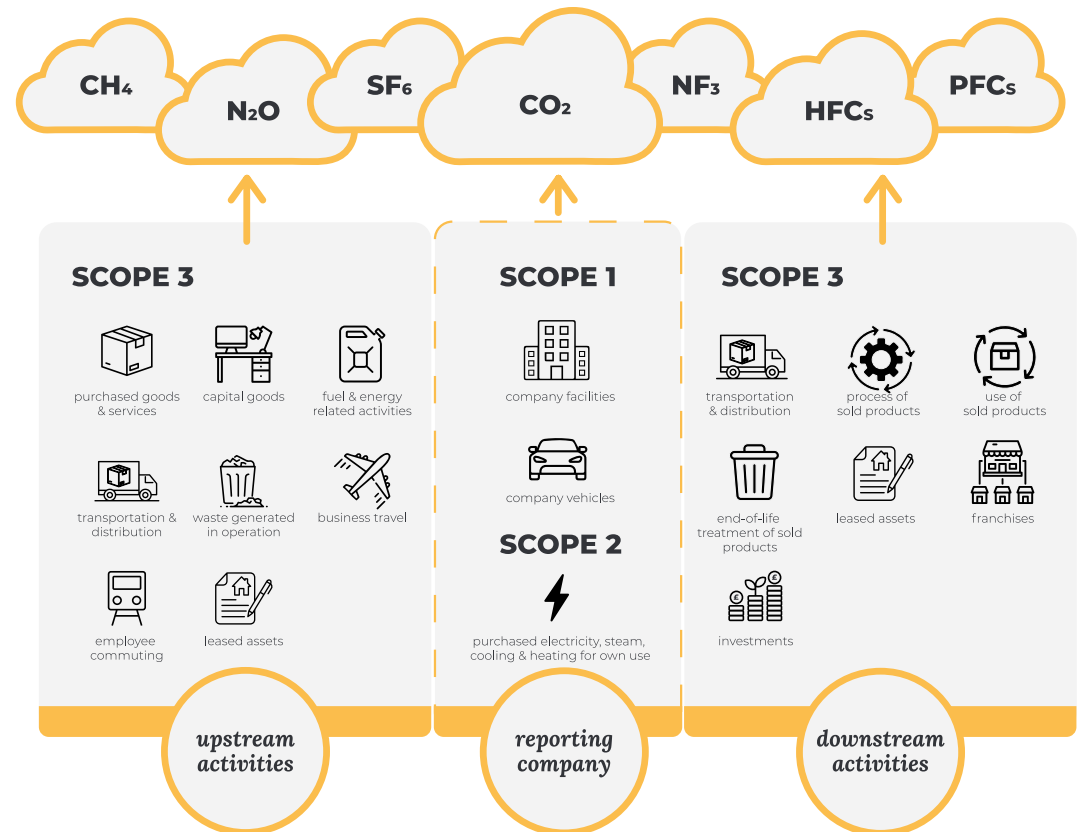


Figure 3: Overview of the GHG Protocol reporting boundaries

The **Greenhouse Gas Protocol (GHG Protocol)** is the most widely recognized accounting standard for greenhouse gas emissions and introduced the terminology of scope 1, 2, and 3. Scope 3 emissions are often the largest category, accounting for around 90% of emissions for most companies.

OUR CARBON footprint report.

The carbon footprint report forms a key part of our sustainability strategy and will allow us to accurately quantify our operational emissions. The findings from this footprint report will be used to shape our sustainability strategy in further detail and will help us work towards achieving strategic carbon reduction ambitions.

Total Scope 1, 2 and Scope 3 Emissions across Host & Stay for the 2023 reporting year amount to 5,890.10 tCO₂e:

- **Scope 1 Emissions:** 57.94 tCO₂e
- **Scope 2 Emissions:** 12.46 tCO₂e
- **Scope 3 Emissions:** 5,819.70 tCO₂e

The following sources of emissions have been identified as key emissions hotspots across the organisation:

- **Hotspot 1:** Purchased Goods and Services (Scope 3): 5,177.95 tCO₂e
- **Hotspot 2:** Business Travel (Scope 3): 519.60 tCO₂e
- **Hotspot 3:** Emissions from Employee Commuting (Scope 3): 94.35 tCO₂e

Scope 3 emissions include indirect emissions across our value chain including waste, water use and treatment, business travel and accommodation, employee commuting and remote working, and expenditures on all products and services.

THE HOST & STAY 2023 SCOPE 1-3 CARBON FOOTPRINT (tCO₂e)

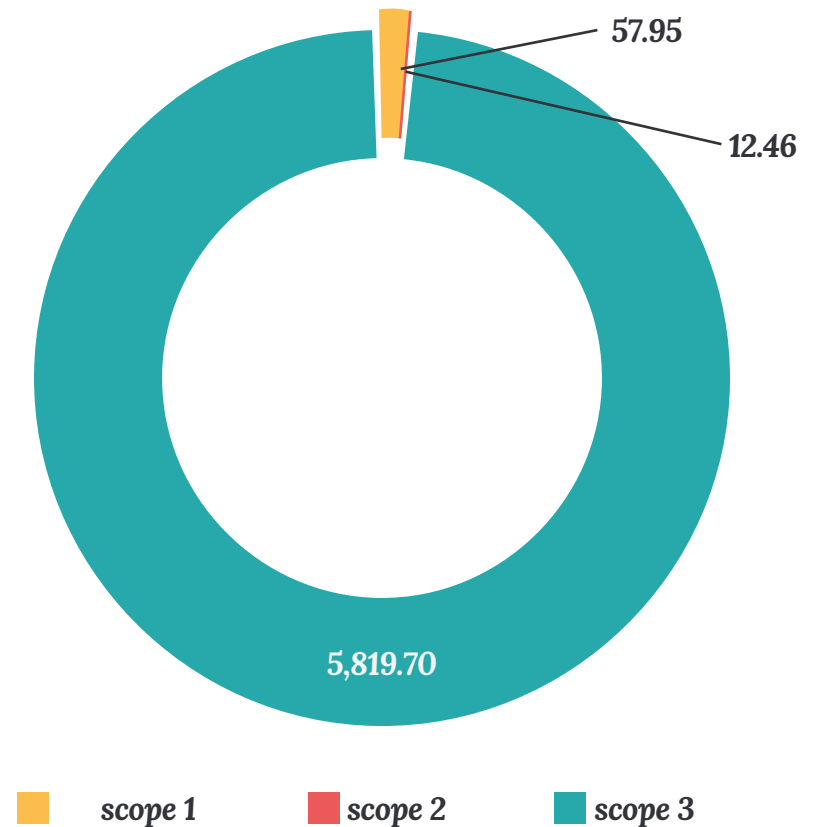


Figure 1: Total Scope 1, 2 & 3 Emissions for Host & Stay 2023

CARBON FOOTPRINT

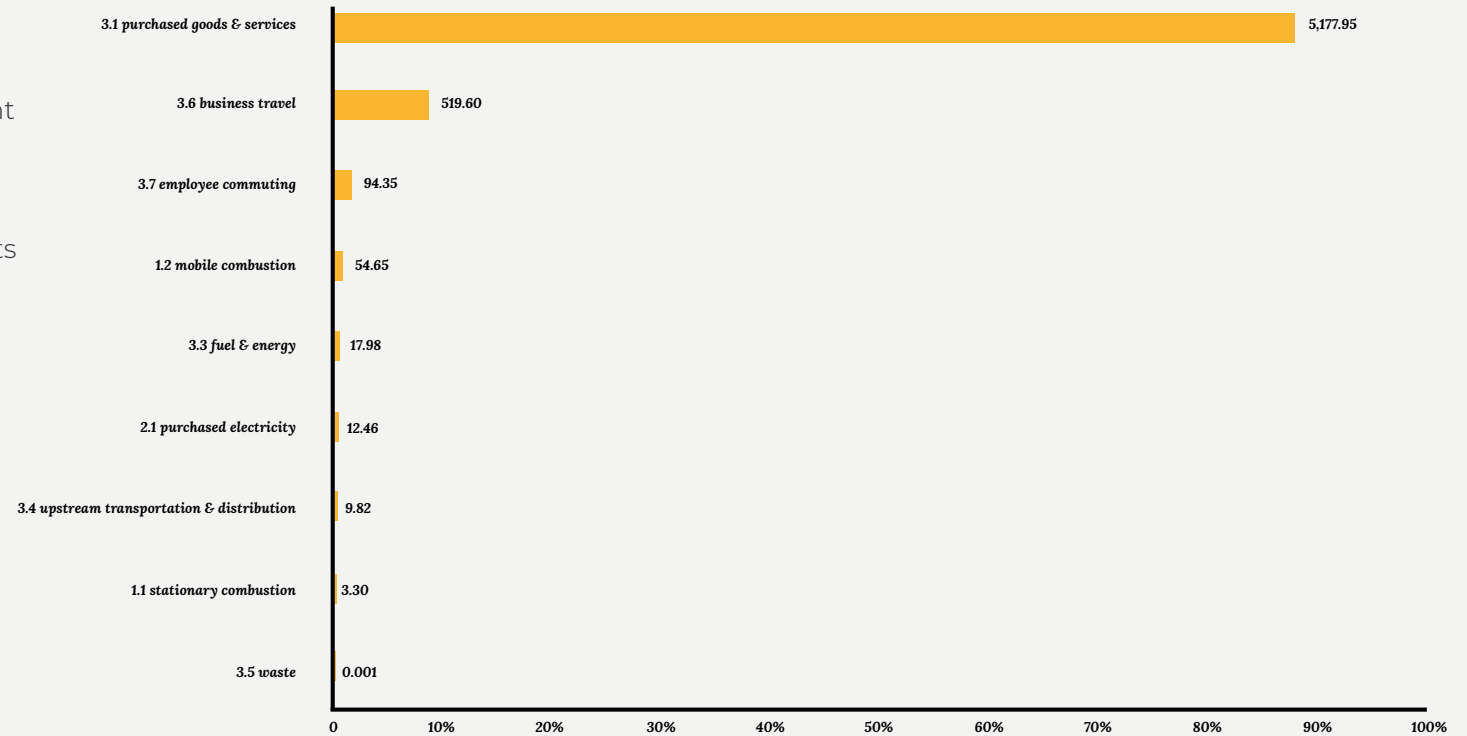
reporting boundary.

In alignment with ISO 14064-1:2018 guidance, the organisational boundary of the assessment is initially defined using one of the following consolidation approaches:

- **Equity share:** the organisation accounts for its portion of GHG emissions and/or removals from respective facilities.
- **Financial control:** the organisation accounts for all GHG emissions and/or removals from facilities over which it has financial control.
- **Operational control:** the organisation accounts for all GHG emissions and/or removals from facilities over which it has operational control.

An operational control approach has been selected for this carbon footprint assessment.

How Host & Stay's Carbon Emissions are Produced



Reporting Boundaries

Once an organisational boundary has been set, the reporting boundaries of the assessment are then agreed according to GHG Protocol guidance, which is outlined in Figure 3. The seven GHG emissions included under the GHG Protocol are categorised according to the following scopes:

Scope 1 (Direct)

Scope 2 (Indirect)

Scope 3 (Indirect, Upstream, Downstream)

Eight Versa has worked closely with our project team to define a robust reporting boundary for this carbon footprint assessment. Appendix 2 provides a full breakdown of the GHG Inventory for Host & Stay.

CARBON FOOTPRINT

reporting boundary.

Uncertainty Analysis

Following guidance from the GHG Protocol, the qualitative and quantitative uncertainty of the data used has been assessed:

Uncertainties associated with greenhouse gas inventories can be broadly categorised into scientific uncertainty and estimation uncertainty. Scientific uncertainty arises when the science of the actual emissions and/or removal process is not sufficiently understood. For example, many of the direct and indirect emissions factors associated with global warming potential (GWP) values that are used to combine emissions estimates of different greenhouse gases involve significant scientific uncertainty.

Analysing and quantifying such scientific uncertainty is extremely problematic and is likely to be beyond the scope of most companies' inventory efforts. Estimation uncertainty arises any time greenhouse gas emissions are quantified. Therefore, all emissions or removal estimates are associated with estimation uncertainty.

Qualitative Analysis: Fair
Quantitative Analysis: 127%



OUR CARBON reduction plan.

We've developed our Carbon Reduction Plan to address our carbon footprint across the 2023 reporting year, with guidance from Eight Versa. This plan outlines our strategies to reduce emissions, set realistic targets, and advance our long-term sustainability goals.

Carbon Footprint Overview for 2023

Our total carbon emissions for 2023 were 5,890.75 tCO₂e, broken down as follows:

Scope 1 Emissions: 57.94 tCO₂e (natural gas and company-owned vehicles)

Scope 2 Emissions: 12.46 tCO₂e (electricity usage)

Scope 3 Emissions: 5,820.35 tCO₂e (purchased goods, business travel, and employee commuting)

Key Emission Hotspots

Purchased Goods and Services (Scope 3): 5,177.95 tCO₂e

Business Travel (Scope 3): 519.60 tCO₂e

Employee Commuting (Scope 3): 94.35 tCO₂e

Scope 1 & 2 Recommendations

To reduce our direct emissions, we plan to:

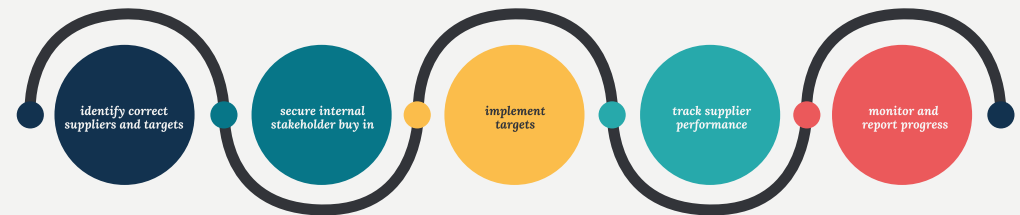
- 1. Transition to Electric Alternatives:** Replace natural gas usage with electric options to eliminate Scope 1 emissions.
- 2. Upgrade Lighting:** Install LED lighting and sensors to optimise energy use in offices.
- 3. Install Solar Panels:** Explore solar PV panel installations for selected offices to reduce dependence on grid electricity.

- 4. Adopt Renewable Energy Contracts:** Secure REGO (Renewable Energy Guarantees of Origin) contracts to verify the renewable origin of our electricity.
- 5. Electrify Our Fleet:** Transition our vehicle fleet to install charging points at our facilities.

Scope 3 Recommendations

To address our indirect emissions, we will:

- 1. Implement a Supply Chain Engagement Strategy:** Work closely with key suppliers to understand and reduce their emissions.
- 2. Develop a Green Procurement Policy:** Engage new suppliers with clear environmental performance criteria to ensure sustainable sourcing.
- 3. Enhance Data Collection:** Improve the quality of data from suppliers to better understand and manage our Scope 3 emissions.
- 4. Promote Sustainable Business Travel:** Develop a business travel policy that prioritises sustainable travel options and improves data tracking.
- 5. Survey Employee Commuting:** Conduct detailed surveys to gather accurate data on employee commuting patterns and encourage sustainable transport options.



OUR CARBON reduction plan.

Practical Steps for Improving Scope 3 Data

- **Start with Available Data:** Use the best data available initially and improve accuracy over time.
- **Prioritise Hotspots:** Focus on the most significant emission sources for effective reductions.
- **Company-wide Data Collection:** Involve all departments in data collection and treat carbon footprinting with the same importance as financial reporting.

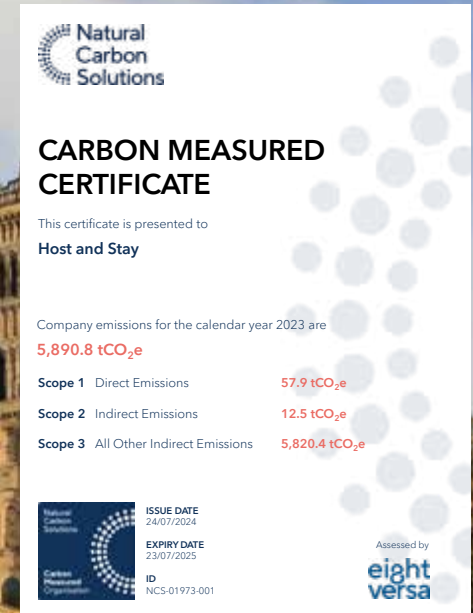
Target Setting

We aim to adopt science-based targets aligned with the Science-Based Targets Initiative (SBTi):

Near-term: Achieve a 4.2% annual reduction in Scope 1 and 2 emissions by 2030.

Long-term: Target a 90% reduction in Scope 3 emissions by 2050.

We will also consider intensity-based targets to account for business growth and set realistic reduction goals.



Certification and Next Steps

Our carbon footprint for 2023 has been verified by Natural Carbon Solutions (NCS) as 'Carbon Measured'. We will continue to:

- **Conduct Annual Footprint Assessments:** Track year-on-year progress against our 2023 baseline.
- **Engage Suppliers:** Implement our Supply Chain Engagement Strategy and prioritise accurate data collection.
- **Collaborate with Sustainable Partners:** Partner with companies that have set Net Zero targets to support our journey towards sustainability.

This Carbon Reduction Plan is a critical part of our sustainability strategy, ensuring that Host & Stay remains committed to reducing our environmental impact and achieving our sustainability goals.

Click here to view our [2023 Carbon Footprint Report](#) and [Carbon Reduction Plan](#).



OUR MANAGE GREEN initiative.

Our ManageGreen initiative promotes sustainable property management by reducing environmental impact through energy-efficient appliances and water-saving measures. As well as reduced utility costs for our owners, the initiative also promotes visibility of eco-friendly properties to guests.

Our ManageGreen goals:



replace 140,000 toilet rolls with recycled alternatives through our partnership with Who Gives a Crap



ensure staff participation in environmental responsibility and carbon literacy training



achieve Sustonica accreditation for 70% of our portfolio



eliminate microplastics from our operations



reduce hand towel usage by 120,000



reduce carbon emissions by 50% by 2030, net zero by 2050



zero waste to landfill from our offices



support tree planting and biodiversity projects annually



set annual carbon reduction targets from FY25 onwards



develop a comprehensive carbon reduction strategy

SUSTAINABILITY BADGES



The first sustainability badge & recognition specifically for short-term rentals! Making it easier for guests to find eco-friendly rentals. Booking.coms 2023 report showed that 76% of global travellers say that they want to travel more sustainably over the coming 12 months, with 43% willing to pay extra for travel options with a sustainable certification.

ENERGY EFFICIENCY SOLUTIONS



Our resiAIR product is an innovative, smart technology which manages your energy usage from afar. It senses when guests are in or out and controls the lights/heating appropriately. Huge savings on costs, emissions & frustrations at guests leaving things on! Exclusive to owners within the Host & Stay Group.

ESG PARTNERSHIPS & CARBON OFFSETTING



To achieve our sustainability goals, we rely on eco-conscious partners who share our forward-thinking vision. This involves replacing consumables with eco-friendly alternatives, eliminating single-use plastics, and transitioning to recycled toilet paper. We're also actively addressing our baseline carbon footprint, collaborating with local and global initiatives dedicated to tree planting and reforestation.

CONSCIOUS TRAVEL GUIDE



We're out with the paper guidebooks and in with our newly enhanced digital guide which includes our Travel Green section. We're giving guests everything they need to make better decisions on their travel to and around our areas. Including train/bus routes, EV chargers, Bicycle hire - you name it! We regularly update with the best local spots to eat and explore.

WONKY COFFEE



EnviroRental

eight versa

Ecologi



INTRODUCING resiAIR™

Part of our ManageGreen service.

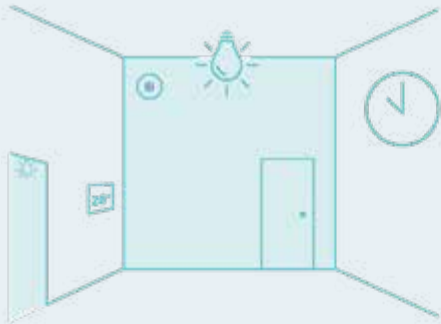
resiAIR smart property management can save you up to 32% on your property energy costs.

Designed specifically for our Host & Stay property owners, resiAIR is an all-in-one sensor for your property that drives down energy costs, and enhances guest experience. It's innovative, WiFi enabled technology can be entirely retrofitted into any property and is the only solution on the market that takes real-time measurements from 12 sensors, automatically taking action on those readings.

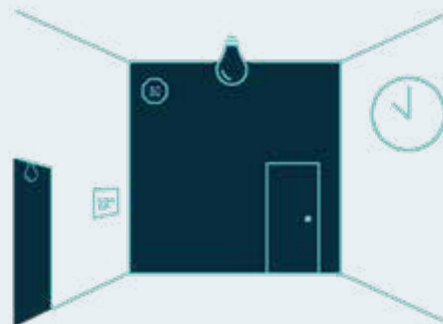
From temperature to humidity, or noise to occupancy, resiAIR captures it all, allowing you to quickly and easily benefit from efficiencies and cost savings.

So, how is it used?

Scenario One - Reducing Energy Consumption & Costs



1. Guests check out at 10am and leave the lights on.

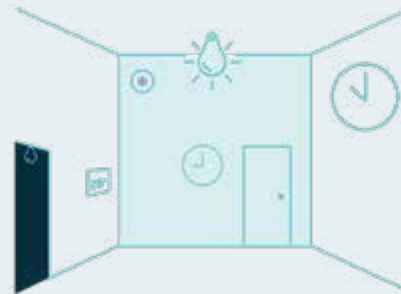


2. Host & Stay know that check out time is 10am, so set resiAIR™ to switch off lights and set heating to ambient temperature.

Scenario Two - Improving Guest Experience



1. Guests check in at 4pm.



2. Host & Stay wants to enhance our guest experience, so increases the temperature just ahead of arrival, and switches the hall light on.

How is resiAIR used?

resiAIR is a wall or ceiling mounted device with an array of sensors monitoring your property in real time, and taking automated action based on our industry leading rule engines. Once resiAIR is installed in your property, it connects to the resicentral portal for full visibility and control. This data rich portal gives an overview of your property and the environment inside, and allows fully customisable 'if this, then that' rules.

Gone are the days of guests leaving the heating at high temperatures whilst out for dinner, and no longer will the housekeeper leave the lights on by accident. resiAIR ensures your energy consumption is managed effectively and efficiently, as well as guarding against excessive guest noise, and identifying proactive maintenance requirements.



PARTNERSHIP *case studies.*



WHO GIVES A CRAP.

Saving hundreds of trees from being cut down, all of the properties cleaned by us have changed over to recycled toilet paper. As well as being known for the quality of their recycled toilet paper, we were keen to work with Who Gives a Crap because of their commitment to donating 50% of profits to help build toilets and improve access to clean water in countries with poor sanitation infrastructure.



WONKY COFFEE.

Wonky Coffee believe exceptional speciality coffee can be enjoyed without costing the earth, and no surplus should ever end up as waste. They are challenging the stigma around speciality coffee in a bid to provide a truly sustainable brew with exceptional taste. By working to recycle unwanted coffee pods which would otherwise go to landfill, our partnership with Wonky Coffee helps us come one step closer to our aim of reducing waste within our operations.



HIGHLIGHTS FROM THE *last 12 months.*



Volunteered with charities and organisations



Planted over 2400 trees, 800 locally



Introduced an internal steps challenge for mental health awareness



Introduced new Heads of Business



230 MFC tickets donated via Teesside Chairty



Donated stays in our holiday lets for various charities



Won the Shortyz 2024 sustainability award

The **WINNER**
SHORTYZ
2024
Sustainability Award



LOOKING *ahead.*

In 2024, we aim to further reduce energy and water usage with the introduction of our cutting edge resiAIR device, a tech solution for managing energy bills and occupancy. We also plan to increase community project funding by 50%.

Our long-term vision includes achieving carbon neutrality by 2030 and net zero by 2050.

ISO accreditations.

Throughout 2024 we have been pursuing ISO standards to demonstrate our commitment to environmental responsibility, workplace safety, and quality management. We aim to have these in place by early 2025.



ISO 9001: Quality Management Systems

ISO 9001 is a standard for quality management systems which help businesses meet customer expectations and deliver consistent performance. This accreditation underscores our commitment to continuously improving customer experience.



ISO 14001: Environmental Management Systems

ISO 14001 provides a framework for effective environmental management, focusing on sustainability and reducing environmental footprint. This accreditation reassures our clients that they are choosing a responsibly managed service that cares about minimising its environmental impact.



ISO 45001: Occupational Health and Safety Management Systems

ISO 45001 is aimed at improving employee safety, reducing workplace risks, and creating safer working conditions. This ensures the safety and well-being of both employees and guests, building trust and enhancing overall satisfaction.



B CORP CERTIFICATION

We are committed to joining the B Corp movement, recognising its significant value as a pivotal step in our evolution of being a business driven by impact and people.

The B Corp certification is one of the most rigorous assessments of a company's social and environmental impact. With over 2,000 certified businesses in the UK, this certification requires adherence to the highest standards of social and environmental performance, transparency, and accountability.

For us, joining this community is crucial. It enables us to demonstrate our commitment to doing good—not just for our customers, owners, and employees, but also for communities we serve.

By the end of 2025, we aim to announce the beginning of our journey toward B Corp certification and outline our plans for further operational enhancements, guided by feedback from B Lab.

Learn more about B Corp and its impact on our business strategies.

HOST | **STAY**

hostandstay.co.uk