

GLOBAL BRANDS

Corporate Social Responsibility Policy

At the heart of Global Brands, we support and invest in the hospitality industry and our local community. From hosting educational events at local schools to providing work experience and apprenticeship opportunities in areas with historically low levels of social mobility, we are incredibly proud to give back to our local area in several ways. As part of our ESG agenda, we were also proud to launch our Sustainability Strategy in 2023, with clear science-based targets to become net zero by 2050.

Path to Net Zero

We are proud to partner with Carbon Footprint Ltd, who, in 2022, assessed Global Brands' operational Greenhouse Gas emissions, and thus have officially become a Carbon Footprint Standard Assessed Organisation. From this assessment, Carbon Footprint Ltd set us short-term and long-term science-based targets to reduce our carbon footprint.

In the short-term, we have committed to work towards a 40% reduction in emissions per £M turnover by 2030, and in the long-term a 92% reduction in emissions per £M turnover by 2050.

In 2023, we achieved Carbon Neutral status through accredited clean energy offsetting projects, alongside our long-term carbon reduction initiatives.

Focussing on Employee Mental Health

As part of Global Brands commitment to prioritising and improving employee well-being, we have partnered with So Let's Talk, an organisation delivering mental, financial, and physical health sessions for the hospitality industry.

So Let's Talk recently delivered training for the Global Brands team discussing beneficial work processes alongside practical advice for improving mental, physical and financial health in day-to-day life and work. So Let's Talk are now training mental health first aiders across the Global Brands team, ensuring best practice is ingrained in the business, promoting a supportive environment for mental health.

Communication is Key

Here at Global Brands, we understand that communication is key, that's why we set up our Employee Engagement Groups across the business to meet regularly, provide feedback from the wider teams and discuss objectives. As a direct result of this panel, we have introduced to some great new initiatives designed to improve the lives of our employees. We now offer Westfield Healthcare plans for all employees from day one and the coverage increases with length of service, we have increased holiday allowances, created better spaces for staff to enjoy their lunch breaks and launched an internal communication platform – all within a year of receiving the survey results! Now that's people power in action!

Supporting our Local Community

Global Brands and both Casa Hotel and Peak Edge Hotel are active members of Destination Chesterfield, which is a council supported business group promoting Chesterfield in the region and in the broader UK. We regularly attend and represent both companies at the monthly meetings.

Both hotels have supported the group with meeting spaces and refreshments. Further local community support is provided by our talent and engagement team to employability organisations like Job Centre Plus and Reed in Partnership.

We attend their regular jobs fairs, mostly promoting our hotels as a great local employment option. Through this ongoing engagement, we have been able to support in offering work placements with several having ended with a formal job offer to work with us on a permanent basis.

Inspiring the Next Generation

As part of our commitment to young people and our community; alongside offering training and apprenticeships, we have embedded ourselves into local education and employability partnerships. Each year, we aim to visit the 8 secondary schools within the Chesterfield area, to spread the word about the multiple and varied career pathways we offer within the Global Brands umbrella and to inspire those taking their first steps into their professional lives.

We take part in careers events, promoting Global Brands and working in the industry. We deliver course-specific talks and invite members from our own teams to showcase a 'day in their life', to get students excited about their chosen career paths and to give them a flavour of what to expect when they complete their courses and step into the world of work.

Charity Work

We are delighted to support charities both within the local community of Derbyshire and the within the hospitality industry. We provide prizes and lower hotel rates for local charities such as Ashgate Hospice and BrightLife. Within the hospitality industry, we support charitable organisations such as So Let's Talk, and The Drinks Trust, who offer financial assistance, wellbeing support and industry training to those who work in the hospitality sector.

Brand Projects

With such a broad spectrum of brands within the Global Brands portfolio, it may come as no surprise that several of our brands are collaborating on projects that have close links with their identity and target audiences. From working with women's charities to encouraging responsible recycling, we are involved in a diverse number of initiatives to ensure that not only are our products suitable for all, but we are giving back to communities and causes that are close to our heart.