

THE PIG



THE PIG Impact Report 2023-2024

Certified



Corporation



Contents

- 1 A note from Tom
- 2 BIG PIG highlights
- 3 Becoming a B Corp
- 4 The United Nations SDGs
- 5 Looking after our patch
- 6 Sourcing responsibly
- 10 Supporting society
- 16 Protecting the environment
- 22 Looking ahead
- 23 2023 progress and 2024 targets



A note from Tom

At THE PIG, being a force for good has been part of our DNA since day one. From the beginning, we've made conscious choices that put people and planet at the heart of everything we do, especially in the communities and places we're proud to call home.

Over the past two years, we've deepened that commitment: launching new initiatives, reaching key milestones, and proudly becoming a certified B Corporation. This recognition reflects not just the hard work of our teams, but the values we all share, rooted in care, responsibility, and a deep connection to our surroundings.

Today, sustainability is no longer a "nice to have" — it's fundamental to how we do business, with purpose and accountability. Our guests, teams, future talent, peers, and neighbours all care deeply about the impact of the choices we make. As leaders in hospitality, we take that responsibility seriously.

That's why we continue to evolve our sustainability strategy, guided by three key aims: to source responsibly, support society, and protect the environment. From Cornwall to Kent (and beyond!), we remain committed to creating unforgettable experiences that are rooted not only in comfort and authenticity, but in care for our patch, and communities around us.

Thank you for being part of this journey. We look forward to welcoming you round ours very soon.

Tom Ross

Tom Ross, CEO



BIG PIG Highlights



Over 24,000 hours
of training



Over 4,000 trees
planted by working with
tree planting suppliers



1,103kg of soap
recycled



2 new openings:
The Village Pub and
THE PIG-in the Cotswolds



9.5% of our head count
made up of our Apprentices



Over £200,000
fundraised for charities



THE PIGs become
B Corp certified



Winning the
“AA Sustainable
Award” 2023



3 stars Food
Made Good rating
from The SRA



Country & Town House
Sustainable Hotel
of the Year



Measuring our first
carbon footprint
with Ecologi



2024 Cateys
Sustainable Hotel
of the Year



Harvesting our first
homegrown grapes and
bottling our very own PIG wine



Over 3,000 hours
of volunteering completed

Becoming a B Corp

In 2024, THE PIGs proudly became B Corp certified, joining a global community of purpose-driven businesses committed to making a positive impact.

Purpose has always been at the heart of what we do, striving to benefit both people and the planet. Now, with our B Corp certification, we have the official recognition to back up what we've always believed in: doing business the right way. We're proud to help lead the hospitality industry in becoming a force for good.

Being part of the B Corp community is both inspiring and energising. Across nearly every corner of THE PIG, you'll find fellow B Corps contributing to our mission. In our gardens, for example, you'll spot vibrant blooms grown from Sarah Raven bulbs. Step inside and you'll see House of Hackney's nature-inspired prints bringing sustainable beauty to our interiors. In our bathrooms,

Bramley toiletries, made from naturally derived, biodegradable, and marine-safe ingredients, are presented in refillable Kuishi bottles. And behind the bar, we showcase a range of B Corp-certified spirits, including Sapling Spirits, our house gin and vodka supplier, who plant a tree for every bottle sold.

Being B Corp certified means we're constantly learning, evolving, and championing the values we share with our fellow B Corps. It's not a badge of honour – it's a commitment to continuous improvement and collective action.

B Corp isn't about being the best, it's about always striving to be better. And we're more than ready for the journey ahead.

Certified



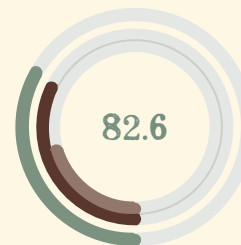
Corporation

Score breakdown

Customers	2.8
Environment	18.2
Community	19.2
Workers	27.2
Governance	14.9



We scored **82.6** points on our B Impact Assessment. The median score for ordinary businesses who complete the assessment is currently **50.9**.





United Nations Sustainable Development Goals

Throughout this report, you will find SDG icons on the right, sharing information on how through our own direct work, as well as working with our charitable partners, we align our wider sustainability strategy with the United Nations Sustainable Development Goals.

As a business, we have both a responsibility and an opportunity to use business as a force for good.

Our commitment to sustainability is not just about immediate gains; it's about securing a better future for the generations to come.

By embedding the principles of the UN SDGs into our ethos, we are taking actionable steps to source responsibly, support society and protect the environment.

Through transparency and accountability in our practices, we aim to inspire others in the hospitality sector and beyond to join us on this journey toward a more sustainable and equitable world.

For more information on the United Nations Sustainable Development goals, [click here](#).



Looking after our patch

At THE PIGs, we aim to work in harmony with the local communities where we are based, from a social, environmental and economic perspective.

To achieve this, we create jobs, buy local, support communities and look after the land and wildlife around us. We make this happen by incorporating our three Sustainability Aims into our decision making.

Our Sustainability Aims

Sourcing Responsibly

Growing our own and using the highest quality products and ingredients.

P6



Supporting Society

Passion for people, caring for our teams, communities and friends in the industry.

P10



Protecting the Environment

Increasing biodiversity, reducing waste and making sure our patch is looked after.

P16



SOURCING RESPONSIBLY

Growing our own and using the highest quality products and ingredients.





Grow our own

Everything begins in the Kitchen Garden — it truly is the beating heart of THE PIGs. Our vibrant gardens are where the journey starts, supplying fresh produce for our restaurants, botanicals for bar infusions, and herbs for soothing teas after a Potting Shed treatment. Guests can also explore the gardens through guided tours, discovering the stories behind our seasonal ingredients.

At each of our locations, Head Chefs work hand-in-hand with Head Kitchen Gardeners to thoughtfully plan seasonal crops and experiment with new varieties, all in pursuit of bold, exciting flavours. Every garden is managed with organic principles, with a strong commitment to sustainability and biodiversity.

Alpaca Block Vineyard

After four years in the making, in October 2023, our team headed out bright and early into the autumn sun and down to Alpaca Block, our vineyard at THE PIG-in the South Downs, to pick our perfectly-ripe grapes (2.5 tonnes!); Pinot Noir, Pinot Meunier, Gamay and Chardonnay — ready for our first ever bottles of PIG English wine. In 2024 we had our second harvest, collecting a further 743kg of home grown grapes.

PIG Honey

In 2023 and 2024, we harvested 3,000kg of honey. While we cherish the sweet rewards, our bees mean much more to us than just their contribution to our Kitchen Gardens. They play a vital role in maintaining ecological balance and supporting biodiversity. Bees are essential pollinators, not only for the crops that sustain us, but also for the plants that provide shelter and food for countless other species.

Seedlings

All our Kitchen Garden plants start off in our Nursery in the New Forest. In 2023, we planted approximately 240,000 seedlings, increasing to 285,000 in 2024. We grow a huge variety of fruit and vegetables, over 350 varieties!

3,000kg
of fruit from
our Vineyard

3,000kg
of honey
extracted

525,000
seedlings
produced



“It’s been another great year for growing produce in our organically managed kitchen gardens. On a daily basis our dedicated kitchen garden teams continue to find the balance between intense production for the chefs, whilst still maintaining an aesthetically pleasing and educational space for our guests and visitors.

From a sustainability point of view, ecology and conservation are still very close to my heart, and we continue to manage all our estates sympathetically, using management techniques that prioritise biodiversity where possible. We continue to control pests and disease using biological products, such as parasitic insects, whilst also enhancing the available habitats for invertebrates, reptiles, amphibians, birds, and mammals across all of our gardens and grounds. We have also planted foraging hedges at several properties, these native hedgerows are made up solely of species that produce edible fruits and nuts, whilst again providing yet more habitat to assist biodiversity.”

Ollie Hutson, Group Head Kitchen Gardener

Source locally

25 mile menu

We are so proud of our 25 mile menu, we love to champion local and support the fantastic producers and suppliers on our doorstep. Transparency is important to us so we can be honest with our guests on where our ingredients and products have come from, which in turn encourages us to work with the best of the best, making sure we are proud to share the details of our supply chain on the back of our menu and in external communications.

3 stars from The Sustainable Restaurant Association

Created by The Sustainable Restaurant Association, The Food Made Good Standard is a global sustainability certification for hospitality businesses. The Standard assesses behaviour, measures action, celebrates progress and provides a roadmap towards further improvement. Previously, the restaurant at THE PIG in Brockenhurst had a 3* rating, but in 2023, we went the whole-hog and put every PIG restaurant under the microscope. We were thrilled to obtain a 3* rating (the highest rating possible under the FMG standard!) for every restaurant in the group.



We've been loving local since the first PIG opened in Brockenhurst in 2011, so, what's new...?

We of course still stick to our local sourcing approach, but in the past couple of years, we have made a few changes, to really keep things really close to home!

Hello new fruit juices

We changed our breakfast juice offering, no longer offering orange juice, but swapping to British fruit juices instead. Our juices are from fruit grown by the same family for over forty years, in Kent. Ben & Elizabeth, and their children, not only grow long forgotten English pear and apple varieties, but also plums and other stone fruit plus berries. These are picked, pressed and gently pasteurised before being boxed in 10 litre bags and transported in cardboard boxes. We always have pear, plus an apple with another seasonal fruit, such as apple & rhubarb.

Sustainable salmon swap

We moved away from serving smoked salmon in our restaurants. Instead, we now offer smoked trout, much closer to home than Scotland and just as tasty. UK freshwater trout has been rated "Best Choice" by the Marine Conservation Society who promote trout as a sustainable alternative to salmon.



3 stars
The Sustainable
Restaurant Association

25 mile menu



Conscious choices

We carefully choose who we work with, looking for suppliers who reflect our own high standards, strong ethical principles, and deep respect for the environment. While we grow and source as much as we can within 25 miles, there are times when we need to look a little further afield. Our commitment to quality, sustainability, and social responsibility remains paramount. Here are a couple of our favourite examples.

Regenerative spirits

2023 started our partnership with Sapling Spirits as our new in-house gin and vodka supplier.

Sapling are a B Corp certified, climate positive, refillable, regenerative, tree planting team of sustainability champions, who also produce some of the best vodka and gin in the UK.

“Sapling were an obvious choice for us to work with; passionate about great quality, while looking after the planet. Their refill system is such a simple way to save bottles and their tree planting initiative aligns so well with our own environmental goals.”

Luke Harbor, Group Beverage Director

- 3,391 trees planted
- 32 nut trees planted at THE PIG-near Bath
- 3,706 bottles saved!

We even created our own zero waste vodka with Sapling – more on P.19!

Bean to Bar chocolate

Working with Chocolarder, local to THE PIG-at Harlyn Bay, who “make chocolate the right way”.

While we love this sweet treat, we are acutely aware of the problems facing the cocoa industry. Chocolarder work on the principle that if they cannot be truly sustainable, they won’t do it. In practice, that means:

- Plastic free packaging on all products
- Palm oil free
- Emulsifiers free
- Supporting various reforestation projects around the globe
- Slavery-free ingredients sourced direct from farmers

“Chocolarder gives us the assurance we are buying ethical and sustainably sourced chocolate. The quality is fantastic and we love getting creative with it, making delicious puddings.”

Alexa Bartlett-Woodnutt, Group Apprentice Manager & Kitchen Co-ordinator

Over 3,700
bottles saved



Over 3,000
trees planted

New nuttery
planted

SUPPORTING SOCIETY

Passion for people, caring for our teams, communities and friends in the industry.





9.5% of headcount
as Apprentices

9 Homegrown
Entrepreneurs



60 Apprentices
onboarded

7 national
Apprentice awards

24,266.5 hours
of training completed

54
Plantees graduated



Developing PIG People



At THE PIG, growing our people is just as important as growing produce. We believe meaningful development starts from day one. Whether someone is new to hospitality or building a long-term career, we support every step of the journey with hands-on, practical learning. Our programmes are rooted in real experience and delivered by handpicked training partners and in-house experts who understand life at THE PIG. From building confidence to gaining qualifications, we create space for our teams to grow, learn and succeed — in a way that reflects our values of sustainability, community, and nurturing talent from within.

Every team member has access to training and development under our five **PIG Pathways** — recognising, promoting, and nurturing transferable skills within our profession. Our five pathways can each be linked, and even revisited, to create personal development plans lasting years.

Pathway 1: Hone Your Craft

Honing your craft could be upskilling in your area of expertise — wine, foraging, butchery, local knowledge — or simply settling into a new role.

Pathway 2: PLANT

We develop our managers of the future through PLANT — meaning People Leaders Adding New Talents! This programme provides monthly classroom training sessions in all the key areas a well-rounded manager needs — a clear pathway for professional development over the course of 12 months.

Pathway 3: PIG Apprenticeships

Our award-winning apprenticeship programmes provide people of any age with an accredited training pathway which will enable them to develop unique knowledge and skills — and they are not your average apprenticeships!

Pathway 4: Homegrown Entrepreneurs

This scheme develops future leaders by giving them hands-on experience across all areas of the business. From day one, they muck in with the team, work on real projects, and pitch ideas to senior leaders — building the skills to one day run a hotel of their own.

Pathway 5: Upskilling Leader

Our PIG People are never too far along in their profession to stop developing and our Upskilling Leaders pathway make sure the learning and development never stops.

“We believe PIG careers don’t follow one path. With collaborative and considered training, we help our teams grow far beyond their first role — towards leadership, with confidence and open to possibility. In hospitality there’s no telling how far you can go — you can start off polishing glasses and end up in the boardroom. I am so proud that our pathways help enable that kind of social mobility.”

Sarah Holden, Head of Talent Development

Cooking up talent

Meet Tom, from 16 year old apprentice to Head Chef at 24

Tom's culinary journey is a true homegrown success story.

Starting as an apprentice at THE PIG-on the beach, Tom embraced every opportunity to learn, grow, and refine his craft. With a passion for local produce and a deep respect for the land and sea around him, he quickly stood out – not just for his skills in the kitchen, but for his leadership and creativity.

Now Head Chef at THE PIG-at Harlyn Bay, Tom leads a team that champions sustainability, seasonality, and simplicity. His menus reflect the best of Cornwall's coast and countryside, and his commitment to nurturing talent mirrors the support he once received.

Recognised in Cornwall's 30 Under 30, Tom is a shining example of the power of training and development.

What made you join the PIG Apprenticeship programme?

I joined THE PIG Apprenticeship programme at THE PIG-on the beach due to my love of food. From such a young age I have always loved food, and my Grandad is a huge factor of that – we would always be foraging for produce and he taught me to care about the provenance, which is a key part of THE PIG's ethos.

What has been the highlight of your PIG career so far?

Becoming Head Chef and gaining the opportunity to run my own kitchen.

How is a sustainable approach factored into your work?

Every element of our menu and my job has been thought about with a sustainable approach. From the way Alex [Head Kitchen Gardener at THE PIG-at Harlyn Bay] and I work on the garden plan, to the way the team and I plan and prepare each dish, and down to how and who we use for the produce we don't grow ourselves.

What advice would you give the next generation?

To join hospitality, especially in the kitchen! It is one of the most rewarding and exciting careers, and within our apprenticeship you can gain experience in all areas. Learn and absorb as much as you can from the people in the team, all experience is good experience!





Dragon's Back Race

Paul, our Head Kitchen Porter from THE PIG-at Harlyn Bay, and his trainer Shaun, conquered The Montane Dragon's Back Race, raising an incredible £41,215 for *Action Against Hunger* and *Hospitality Action*! Covering uniquely wild, trackless, and remote Welsh terrain in the blistering heat over 6 days, they clocked up an unbelievable 380km by running and 17,400m by climbing — in just over 67 hours!

Our racers raised these funds from generous donations, contenders competitively bidding in “The BIG PIG Online Charity Auction”, and from our guests who tucked into “Paul’s Dish” on our 25 mile menu.

Looking after our community

We understand the importance of playing our part in contributing to our local, global and industry community.



Local social partners

Each PIG has a dedicated, local partner to help make a positive impact in the communities we’re rooted in. In 2023, we set up 7 new local partnerships, which we donate, fundraise, volunteer and raise awareness for. THE PIG-near Bath are supporting *Jamie’s Farm* — a charity blending farming, family, therapy and legacy into a five-day residential and follow-up programme, that acts as a catalyst for change, helping young people to thrive at school and beyond. THE PIG-at Combe are proud supporters of *Children’s Hospice South West*, who provide hospice care for children and young people with life-limiting conditions and their whole family. At THE PIG-at Bridge Place, we work with *Lily’s Social Kitchen*, a social enterprise which provides employment and employment training to people with neurodiversity with or without cognitive challenges and people with learning disabilities. (More information on our Environmental partners on P.17!)



Friends in the industry

We are a proud supporter of Hospitality Action, an organisation who are on-hand to hospitality professionals who have found themselves in difficulty or crisis. As a leader in the hospitality industry, this partnership demonstrates best practice in supporting our peers across the wider industry.

Global community

While local is central to the way we do business, we also recognise our international responsibility, to act as a force for good in our global community too. Action Against Hunger is leading the global fight against hunger, they work to save children’s lives and help communities to become free from hunger. They enable people to provide for themselves, see their children grow up strong, and build a brighter future.

7 new charity
partnerships formed

£204,491
fundraised for charity

3,042
volunteer hours



380km
Dragon's Back Race

Volunteering

We know the impact of people power, especially PIG People power. 2023 saw us launch our volunteer days initiative, which involved giving every single team member up to three paid volunteering days per year, which can be used to give their time to assist registered charities, not-for-profit organisations, educational institutions (such as schools and colleges), hospitals — or participate in activities to support our local areas.

We set the ambitious target to reach 1000 hours of volunteering and our PIG People got us the results we needed, clocking up a total of 1037 hours! In 2024, we doubled up and set the target of 2000 hours, which we just surpassed with 2005 hours!

The teams got involved in all sorts of activities, from beach cleans, to tree planting, to cooking roast dinners, to becoming Trustees for local charities, to Christmas present wrapping to name a few...quite the assortment!

Adopt a School

Here at the PIGs, we have been using some of our volunteer days to deliver The Royal Academy of Culinary

Arts' "Adopt a School" programme to primary schools in our local area. The Adopt a School programme helps children to develop healthy eating habits and encourages an enthusiasm and interest in food, cooking, food provenance and sustainability, as well as giving an insight into the hospitality industry.

We loved sharing information with local students and heard some great feedback from both students and teachers, with some Year 5s telling us how they want to be a chef when they grow up and teachers sharing how children who usually face sensory challenges, overcame these during our sessions and tried a whole plate of new food!



“Volunteering has been a really amazing opportunity to go out and work with some great charities in our local community. I have met some lovely people along the way and everyone is so warm and welcoming. We are so lucky working in hospitality that we can use our skills in so many different ways and you walk away feeling like you have made a difference to someone's day and that is so rewarding.”

Jo Foulkes, Administrator, THE PIG-near Bath





Diversity, Equity, Inclusion and Belonging

Each of our hotels are uniquely different and so are the team members working in them. The individuals at each property are what make THE PIG Hotels the unique and special places we call home. Taking Diversity, Equity, Inclusion and Belonging into account makes for fair, welcoming and equitable workplaces.

Bring your Character

One of our PIG values is “Bring your Character”. It is so important that our PIG People feel comfortable being their authentic self at work (things would certainly be dull if we were all the same!). We welcome our team members’ quirks and differences, it’s what makes us unique and interesting.

Dignity and Respect

We are committed to creating a working environment free of bullying, harassment, victimisation, and unlawful discrimination, promoting dignity and respect for all, and where individual differences and the contributions of all team members are recognised and valued. This is clearly stated in our “Dignity at Work” and “Diversity, Equality, Inclusion and Belonging” policies.

DEI&B Committee

To help drive the DEI&B agenda forwards, we established the DEI&B Committee. The first main action point was to get a greater insight into our diversity metrics, beyond gender and age, so 2023 saw us send out our first Diversity, Equity, Inclusion and Belonging survey.

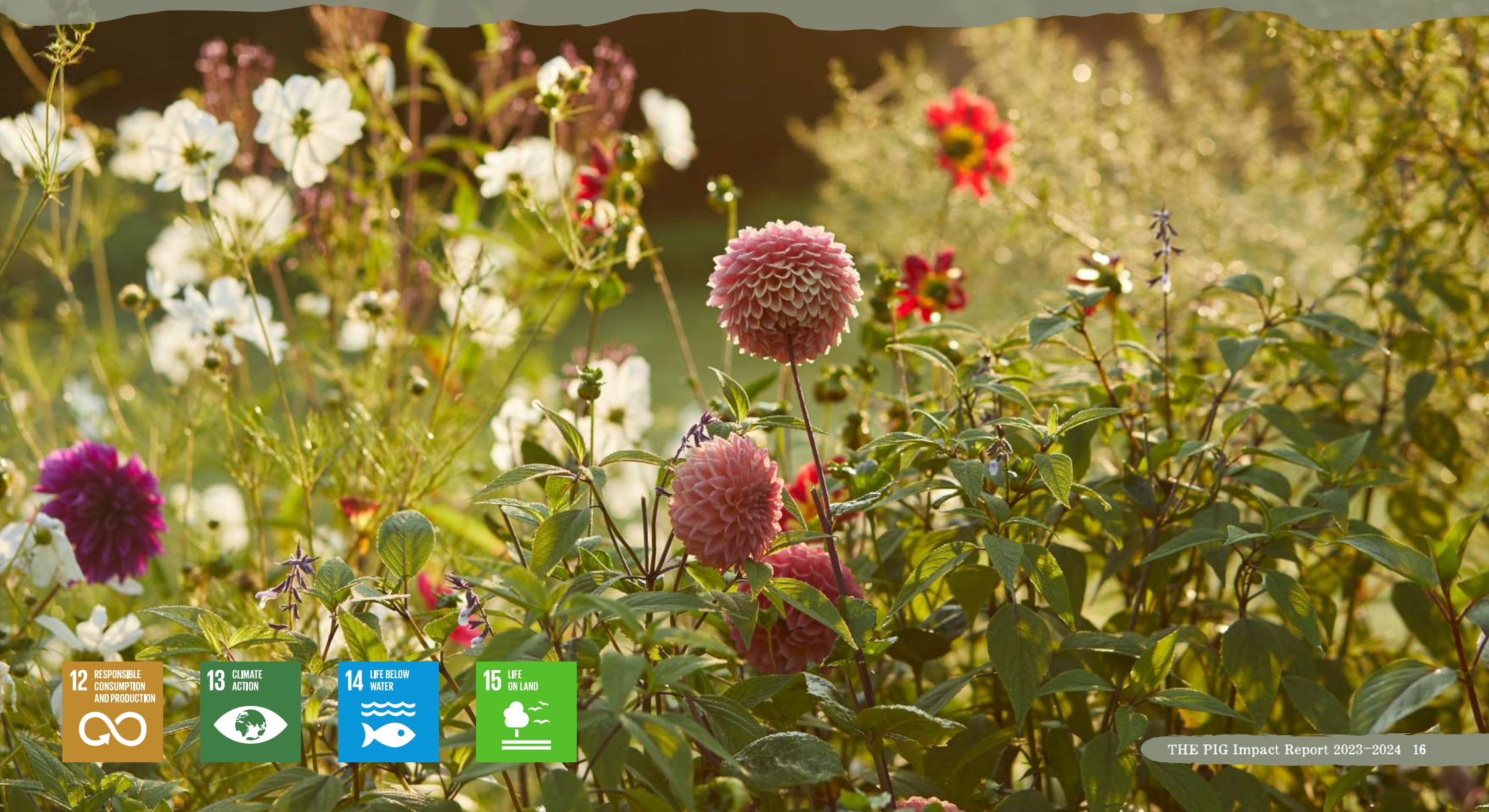
The results from this survey have helped shape our plans moving forwards for our DEI&B Committee, as more information on our teams means we can help create more inclusive working environments for them. For example, one key finding was a significant number of neurodivergent team members. This was an area we needed to expand our knowledge on, so we trained all Hotel Directors on Neurodiversity in the workplace and have set the target for all Deputy General Managers to be trained in 2025.

“ Belonging is at the heart of how we do things at THE PIG. ‘Bring Your Character’ reflects the belief that great hospitality starts with people who feel free to be themselves. Inclusion lives in our culture, a culture where every team member is respected, supported, and celebrated for who they are. Belonging here doesn’t mean blending in; it means being valued for your individuality. When our people thrive, so does the experience we create for our guests.”

Alex Knowles McNab, Head of People

PROTECTING THE ENVIRONMENT

Increasing biodiversity and reducing waste, making sure our patch is looked after.



Helping biodiversity thrive



Reported in 2023's "State of Nature"¹, the UK's wildlife is continuing to decline, we must do what we can to protect nature and ensure this devastating decline does not continue. We are so lucky to be based in some of the most biodiverse parts of the country. Nestled in the British countryside, we are in a very fortunate position to be able to get up close and personal with nature every single day, in our own grounds and gardens and beyond; in the surrounding area right on our doorstep.

In our grounds and gardens

Bees – Not only do they make delicious honey, bees are vital in helping preserve the ecological balance and biodiversity of nature. Pollinating crops, trees and flowers, they are essential for food production and providing habitats for many other creatures – great and small. We have 80 hives, which are home to around 60,000 bees, plus bee hotels and wildflower meadows to help bees further.

Ecological Survey – We commissioned a Species Audit, Habitat & Ecological Management Plan at THE PIG-near Bath. An ecologist conducted a thorough assessment of the flora and fauna in our grounds and gardens. Their final report provided advice on future management and potential ecological enhancement for the estate, as well as detailing management vision, objectives and potential enhancement of the Site as a whole.

On our doorstep

We also team up with local experts to help towards making an even bigger impact. Our donations, awareness raising and volunteering support our local environmental partners protect the brilliant nature surrounding our hotels.

PIG – THE PIG supports The New Forest Trust, a charity supporting the conservation of the unique landscape we call home as well as protecting the forest wildlife and traditional commoning way of life. Funds donated in 2023 went towards a re-print of "Sally the Pony" storybooks, which The New Forest Trust distribute around the area to help educate and inspire behaviour change to reduce animal accidents on the forest roads, a Goshawk monitoring project, Salt lick project and a Non-native invasive plant Project.



THE PIG-at Harlyn Bay – We work with the National Lobster Hatchery, a local marine conservation, research and education charity based in Padstow, helping our local lobsters thrive. We also supported Surfers Against Sewage, a grassroots environmental charity that campaigns to protect the ocean by getting involved in their "Million Mile Clean", with volunteers helping out with beach cleans.

THE PIG-in the South Downs – We have partnered with the South Downs National Park Trust – an independent charity increasing support for our much-loved landscape. We love how they share our passion for bees so, naturally, we support their Beelines Appeal – planting new wildflower corridors across the Downs to connect pockets of species-rich chalk grassland.

¹ <https://stateofnature.org.uk>



4× eco-moorings
installed

1,644 lobsters
released in
Cornwall



10,000 animal
books printed

Helped towards
restoring over 93ha
of pollinator habitat

60,000 bees
in our hotel hives

1× thorough
Ecological survey



Seahorses at Studland Bay

2023 saw us launch our partnership between THE PIG-on the beach and the Studland Bay Marine Partnership. This involved us sponsoring and fundraising for their game-changing “eco-moorings” and conservation efforts to help protect Studland’s rare seagrass beds, which are an internationally important breeding ground for one of Britain’s native seahorse species, the protected spiny seahorse.

Why is seagrass so important?

HABITAT: Seagrass beds are an important home to several protected and endangered species, as well as being vital nursery beds for many fish.

CLIMATE CHANGE: Globally, seagrass captures carbon up to 35 times faster than tropical rainforests, accounting for 10–18% of total ocean carbon storage despite covering less than 0.1% of the seafloor.¹

PROTECTING OUR COASTLINE: By absorbing wave energy, seagrass can reduce coastal erosion by acting as a natural buffer. Seagrass also helps to keep the Bay clear and calm by trapping and binding sediments.²

The problem

Studland Bay is a popular destination for boaters. When boats moor in the Bay, the chains used in traditional moorings scour the seabed, lifting the seagrass root and preventing any natural habitat from growing.

How can we help?

By supporting the Studland Bay Marine Partnership, we can help them fund eco-moorings. Eco-moorings enable boaters to still enjoy the bay, without the damaging scouring from happening. Eco-moorings are made from a 2-metre screw that is screwed into the seabed and attached to this is an elasticated riser that goes up to the mooring buoy on the surface. As the tide rises the elasticated rode stretches and as it ebbs, the riser retracts. This way the riser does not drag or run on the seabed and the seagrass is not damaged.

At THE PIG-on the beach, we added a £1 voluntary donation on to restaurant bills, which helped raise over £20,000 for the Studland Bay Marine Partnership thanks to our generous guests.



¹ <https://www.wwf.org.uk/what-we-do/planting-hope-how-seagrass-can-tackle-climate-change>

² <https://www.dorsetcoasthaveyoursay.co.uk/studland-bay-marine-partnership/widgets/42840/faqs#13764>

“The project to install eco-moorings in Studland Bay is vital if we are to protect the seagrass beds from damage caused by anchors – and we are already seeing how this unique habitat is recovering in the vicinity the first 10 moorings that were installed 4 years ago. THE PIG-on the beach’s support over the past year has been critical in helping raise the funds to scale this work up.

The project is so successful because so many local individuals and organisations who care about our marine environment have come together to make it happen and raise awareness; THE PIG-on the beach’s support and the enthusiasm of the local staff team is a great example of this.”

David Brown, National Trust Purbeck Estate & Chair, Studland Bay Marine Partnership

Reducing waste

We are reducing, reusing and recycling (in that order!) across THE PIG Hotels. We work hard to be as resourceful as possible, limiting waste wherever we can. Every team member has a part to play in waste reduction and we are constantly looking for innovative ways to make our waste footprint as small as possible.

Reduce

By changing what we consume to reduce our overall footprint is our starting point, as it eliminates multiple means of energy spent on transportation and manufacturing. We eliminate additional resource use where possible. For example:

- We take a nose-to-tail approach with cooking
- 2023 saw us set a general waste reduction target across the group
- Our restaurants noticed a lot of bread from the baskets was ending up as food waste, so we changed our bread offering
- Our showers all have flow restrictors, saving millions of litres of water each year

Reuse

The more we reuse, the more energy is saved, with fewer precious resources ending up in landfills. We love to reuse at the PIGs, since the very first PIG opened. For example:

- Using antique and vintage crockery and furniture, reupholstering along the way
- Refilling our Bramley toiletries in refillable bottles in

guest bedrooms (saving approximately 10,000 plastic bottles a month!)

- Working with Belu and using their filtration systems for water in our restaurants (saving 575,357 single use bottles! That's an estimated saving of 245 tonnes of CO₂e)
- In our bars, working with suppliers who offer "bag in box" beverages

Recycle

We are keen recyclers at THE PIGs and all know the importance of separating our recyclables from our General Waste. However, we always want to do more and take our sustainability initiatives further. Two stand out recycling initiatives from 2023 were our soap recycling (more on that on page 20!) and our coffee recycling.

We teamed up with our house gin and vodka supplier, Sapling Spirits, and created our own unique Zero Waste coffee vodka. In our kitchens, we collected spent coffee grounds, then sent them to Sapling to create our very own bespoke zero waste coffee vodka. This means we can muddle, shake and pour our very own zero waste cocktails!

“Working with Belu is an incredibly positive thing for us here at THE PIG. Not only does their honesty and integrity align with our company values but they are also incredibly forthcoming with how our relationship actually impacts their cause. We are always proud to talk to each table about the aid that Belu contribute towards and have this as a pillar of our own order of service to ensure every guest understands how each bottle of water purchased can really make a difference.”

Darryl Harris, Group Restaurant Manager

1,103kg
of soap
collected



50kg
spent coffee
collected

240,000
toiletry
bottles saved

575,000+
water bottles
saved

4%
general waste
reduction

Soap recycling

Ever wondered what happens to your soap bars after staying with us?
Rest assured these are not going to waste...



Clean the World™

We work with small, local, artisan soap makers to provide our in-room bars of soap at each of our hotels. We've always used a small sized soap bar, so it is easy for guests to take home, or if it were to be disposed of, it was as minimal amount of waste as possible. However, it still felt wrong discarding hundreds of soap bars every day. That's why we teamed up with Clean the World to recycle our soap, preventing it ending up as waste and giving it a new lease of life.

Who are Clean the World?

Clean the World aims to make the world a better place by diverting soap bars and plastic amenities from landfills and recycling the collected soap into new bars. By doing so, they help reduce pollution, save water and decrease the carbon footprint of thousands of hotels globally.

How will we work with them?

Our Housekeeping Teams across THE PIGs will be collecting the used bars of soap from guest rooms, then sending them to Clean the World for recycling. The soap is sanitized, ground into soap "noodles", lab tested, formed into new bars that are donated to global NGOs, such as The WASH Foundation, to improve the lives of individuals in need of lifesaving hygiene supplies.

Loving Local

As our commitment to local is at the beating heart of the way we do business, we wanted to take our Clean the World donations one step further... we distributed a proportion of the newly made soap bars to those that need it most within the surrounding areas of our hotels.

“Working in Housekeeping, it's such a shame to see our used soap be thrown away every day. I think that working with Clean the World will be an amazing way to recycle the soaps that would go to landfill and give them to communities that need them. It's such a great cause and a great way for us to help in such an easy way.”

Laura, Housekeeping Supervisor at THE PIG-at Bridge Place, Kent

1,103kg of
soap collected

30,638 litres
of water saved

1,508kg of
carbon reduction

22,236 bars
of soap donated

1,200 bars
donated locally



“We are delighted to partner with PIG hotels in the UK. The PIGs are setting the standard for sustainable hotels and here at Clean the World we are pleased to support them in recycling their in-room soap.”

Tommie Eaton, Director, Clean the World Europe



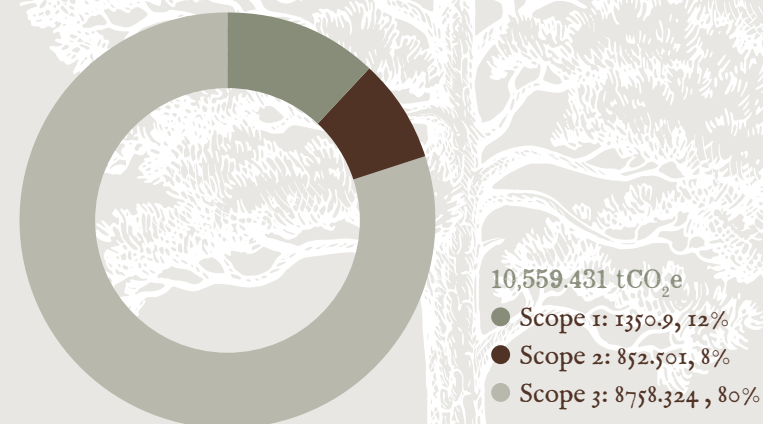


Climate action

Climate change affects all of us, it is a global threat that cannot be ignored. We have a responsibility to manage our impact on the planet and do what we can to take action on the Climate Crisis. Our work surrounding waste reduction and supporting biodiversity all helps, however, to take our climate action even further, we needed to measure our Carbon Footprint.

2023 saw us measure our Carbon Footprint. We worked with Ecologi, to measure our full value chain footprint in compliance with GHG protocol. We have set emissions reductions targets aligned with the ambition criteria of the SBTi.

Our emissions breakdown (tonnes of CO₂ equivalent)



As we are “restaurants with rooms”, unsurprisingly, the majority of our footprint is found in our Scope 3 emissions, mainly our food and drink supply chain.

Looking ahead

We're so proud of all we have achieved in the past two years, and since the first PIG opened its doors in 2011, however we are very aware there is more to be done.

Moving forwards, we will continue to put People and Planet front and centre in all that we do, by continuing to:



Source Responsibly



Support Society



Protect the Environment

At THE PIGs, we are committed to working in harmony with our local communities, all while addressing the needs of our guests, teams, the industry, the environment and the communities where we operate.



Progress at a glance

Target Highlights	What we said we'd do	What we did
Source Responsibly	<ul style="list-style-type: none"> • Get B Corp certified • 3* Multi-site Food Made Good rating 	<ul style="list-style-type: none"> • Became B Corp certified in June 2024 • 3* Multi-site Food Made Good rating achieved
Support Society	<ul style="list-style-type: none"> • Launch volunteer hours initiative (1,000 hours in 2023, 2,000 in 2024) • Launch £1 on the menu voluntary donations for all designated local charity partners • Reach 10% of headcount as Apprentices 	<ul style="list-style-type: none"> • Clocked up over 3,000 volunteer hours across 2023 and 2024 • Fundraised over £200,000 for our local partners thanks to generous guest donations • 9.5% of headcount as Apprentices 7x PIG Apprentices took home awards
Protect the Environment	<ul style="list-style-type: none"> • Reduce general waste by 1% • Start candle recycling initiative • Install 10x additional bat boxes across the group • Expand partnerships to support native flora and fauna in our local areas 	<ul style="list-style-type: none"> • Reduced waste by 4% • Recycled 1,629 candle ends • Rather than install bat boxes ad-hoc, we conducted a thorough ecology audit and built our habitat plan from the audit's findings • 3x new environmental charity partnerships formed

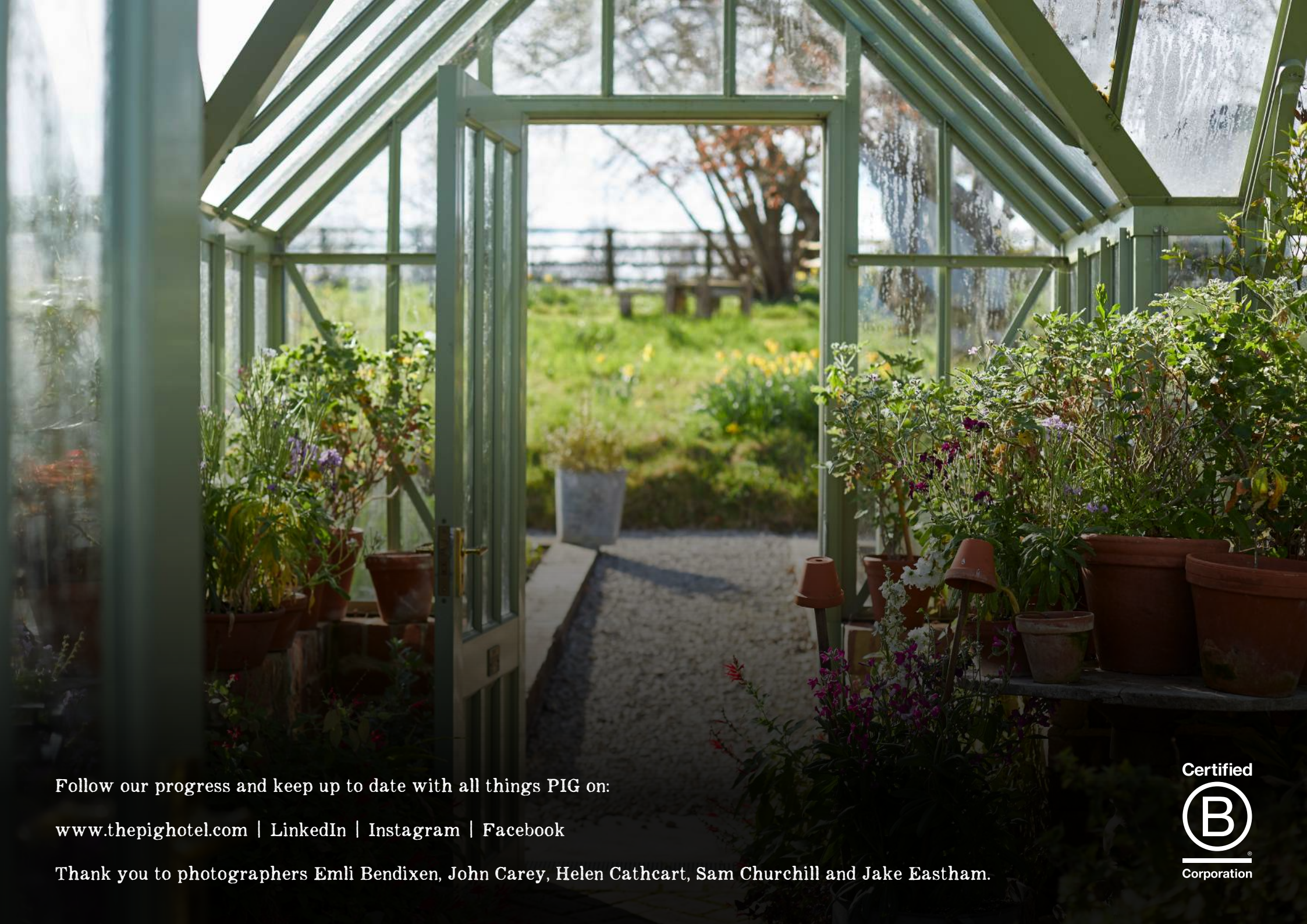
Plans for 2025 and beyond...

To continue working purposefully for people and planet, sourcing responsibly, supporting society and protecting the environment:

- Train all Deputy General Managers on Neurodiversity in the workplace
- Increase Apprentices across the group
- Expand our craft training, developing even more PIG People
- Target: 2,100 volunteer hours in 2025
- Full scale review of sexual harassment risk, including

surveying all employees, creating risk assessments, actions and trainings based off survey results

- Send out DEI&B survey
- Write, submit and embark on ESOS action plan
- Continue soap and candle recycling across the group (distribute new soap to local community)
- All hotels to build at least 2x more habitats in grounds and gardens
- Awareness raising for our charity partners
- All hotels to set up Adopt a School partnerships



Follow our progress and keep up to date with all things PIG on:

www.thepighotel.com | [LinkedIn](#) | [Instagram](#) | [Facebook](#)

Thank you to photographers Emli Bendixen, John Carey, Helen Cathcart, Sam Churchill and Jake Eastham.

