

THE PIG



THE PIG Hotels Impact Report 2022



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Where it all began

THE PIG was born when our founder, Robin, walked into the rather unloved kitchen garden of a hotel outside Brockenhurst in the New Forest. That was back in 2010, and it's fair to say he had one of those lightbulb moments.

After a three-decade career in hotels from London and Paris to Bermuda and New York (not to mention Hampshire), Robin had no intention of looking for another project... but somehow it found him. There was something about this walled garden that sparked his imagination. For a start, even full of weeds, it was the loveliest thing about a place that had back then become a bit down-at-heel.

He began to imagine it as the heart of a new style of country hotel, with home-grown produce going straight into the kitchen. What if there were animals pottering about, some pigs, chicken and sheep? And what if everything else was sourced as locally as possible, with chefs seeking out neighbouring farmers, fishermen and other producers to create menus built on ingredients as close to home as possible? The idea began to grow, of a bucolic restaurant with rooms where everything starts with the Kitchen Garden, deep in the New Forest.

Housed in an old stone hunting lodge, it would be homey, informal, deeply comfortable and decidedly unshiny, serving unpretentious but delicious food and rooted in the English countryside. And it would be called THE PIG, because... well, why not? Lovable, unpretentious and keen on dinnertime... it somehow felt right for a place that revelled in its connection with the countryside and the local farming communities.

That was just the start of our story, now nearly 12 years on, our litter of eight PIGs are rooted in some of the most stunning parts of the English countryside; the places that we are lucky enough to call home are pretty special – endless things to do and see, tight-knit communities and loads of talent all around. Each PIG is totally different – we always go with the grain of the place, taking our lead from the spirit of the building to create somewhere that feels lived-in and well loved. The bedrooms are pretty comfy, too!

- 8 Hotels – historic buildings brought back to life
- 220 Keys throughout Southern England
- 2 New PIGs on the way (✱)
- 895 PIG People (and growing!)



A note from Tom

At THE PIG Hotels, we work hard to create a positive impact in the wonderful communities where we operate. Sourcing responsibly, supporting society and protecting the environment has been integral to the way we work since the very first PIG at Brockenhurst opened in 2011.

Our instinct has always been to recycle and reuse, to grow and rear our own and to buy local. But over the past decade all of us have become even more aware of the climate crisis that faces us, so now we are doubling down on every decision we make in our hotels.

Having a holistic approach to Sustainability is central to the way we operate. Our purpose is to be the future of caring and considered hospitality. From careful and responsible sourcing, working with our charitable partners and developing our teams, we have taken and will continue to take ESG seriously. I am so proud of all our

sustainability achievements. You will see the thought and hard work that goes in to making THE PIGs a responsible business as you read through this report.

We recognise our responsibility to be a force for good, for our guests, the environment, staff, the industry and our community; making sure our patch is looked after. On departure, we want our guests to feel confident that their visit has left the local culture, economy and environment in a better way. We are aware there is more to be done and we are so excited to continue our sustainability journey, doing what's right for people and planet.

Tom Ross

Tom Ross, CEO



Tom's top 5 moments of 2022

1) Wine by Sail

Receiving the first shipment of our house wine brought in by sailboat. Wine by sail is a greener way from grape to glass and an initiative I am very excited about. Greg, from our Wine Team, will go into more detail on this on page 11, but it is something I am thrilled to be involved in.

2) £80,000 for Charity

Raising over £80,000 for our two longstanding partners, Action Against Hunger and Hospitality Action. We have always been keen fundraisers, doing our bit to support charities close to our heart. For Hospitality Action's "Back in Business" challenge, over 280 team members took part and travelled over 10,200 miles for the challenge (running, cycling and even clocking up a few miles on an inflatable flamingo!).

3) 3 Apprentice Awards

Training and Development are a huge focus for the business and we are so proud of our Apprenticeship scheme. Apprentices are critical for both our own growth, and for the next generation within our industry. It is brilliant to see our incredible team of Apprentices receive recognition for their work. 2022 saw our team pick up 3 (!) awards at The Purple Umbrella Awards, an event celebrating the very best apprentices in the hospitality industry.

4) 140,000 bottles saved

Thanks to our reduce and reuse approach, we have saved over 40,000 plastic toiletry bottles and 100,000 single use water bottles. We have massively reduced the amount of single use bottles brought into the business, as we serve filtered still and sparkling water in reusable glass bottles, as well as provide shampoo, conditioner, shower gel and body lotion in refillable ceramic bottles.

5) Articles of Association

While not quite as exciting as the previous four points, changing our Articles of Association is another notable moment. To show our dedicated commitment to doing what's right for people and planet, we built this into our legal structure. This is much more than adding a sentence to a document; this is a legal commitment, demonstrating how serious we are about our Sustainability work.

Looking after our patch

The UN World Tourism Organisation defines sustainable tourism as, “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” That’s exactly what we are here to do; to look after our patch and to be the future of caring and considered hospitality.

For the past 11 years, we have been working against the damaging model of extractive tourism and will continue to do so. THE PIG Hotels have been created to work in harmony with the local communities where we are based; creating jobs, buying local, supporting charity work, the hospitality industry and looking after the environment; limiting negative impacts and enhancing positive impacts.



We take our commitment to sustainable tourism very seriously. Our sustainability aims are to **Source Responsibly**, **Support Society** and to **Protect the Environment**. We hope to demonstrate to others that businesses can succeed while looking not only at profit, but people and planet too.

Source Responsibly

Whatever enters our supply chain matters, from bedsheets to bees, it’s all important to us. We proactively and consciously source products in an ethical, sustainable and socially conscious way. We are responsible for what we procure and what we offer our guests, so we need to provide the best, both in terms of quality, ethical and environmental standards.

Support Society

This covers both the way we work with our teams and the way we interact with the communities in which we operate. Looking after our PIG People, treating them with respect, providing opportunities and offering support when needed is how we build strong teams. Looking after our community spans across our local community, our global community and the wider industry community and we recognise the role we have to play in each of these settings.



Protect the Environment

We need to do our bit towards negating the climate crisis. Across the Group, we are reducing waste where possible and supporting the UK’s beautiful native flora and fauna. There is no “Planet B”, so we need to do what we can to protect the environment.

Throughout this report, you will find out more about our key areas below, where they align with the United Nations Sustainable Development Goals, how and why these areas are priorities to us and how we plan to develop our sustainability strategy moving forwards.

SOURCE RESPONSIBLY	SUPPORT SOCIETY	PROTECT THE ENVIRONMENT
Grow our own	Develop PIG People	Support Biodiversity
Source Locally	Look after our Community	Reduce Waste

United Nations Sustainable Development Goals

The UN SDGs are 17 global goals to work towards to end poverty and protect the planet. They are a framework to help tackle humanity's biggest challenges and cover topics that require collaboration from governments, non-governmental organisations and businesses to address them. Our holistic approach to sustainability supports a variety of the goals, to drive sustainable growth for our business, as well as protecting our world for future generations. Look for the icons below throughout the report to see where and how, in our own small way, we are helping towards a better future for all.



SDG 1: NO POVERTY and SDG 2: ZERO HUNGER

We are proud of our longstanding partnership with Action Against Hunger who we have been working with since 2012. 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.



SDG 4: QUALITY EDUCATION

Across the Group, we work with the Royal Academy of Culinary Arts' "Adopt a School" programme, supporting local schools and helping children develop healthy eating habits, encouraging an enthusiasm and interest in food, cooking, food provenance and sustainability, as well as giving an insight into the hospitality industry.



SDG 3: GOOD HEALTH AND WELLBEING

The hospitality industry can lend itself to health and wellbeing challenges due to fast paced environments, physical work, high expectations and time away from home. Ensuring good health and wellbeing is vital to ensuring a happy and healthy workforce. Mental, physical, social and emotional wellbeing are of utmost importance when looking after our teams and we implement a range of initiatives to support our PIG People. More on page 16.



SDG 6: CLEAN WATER AND SANITATION

Belu Water provides us with filtration systems which enable us to bottle still and sparkling water on-site in reusable bottles. Belu is a drinks business and Social Enterprise putting people and the environment first. Our support has helped support Belu giving WaterAid over £5.5 million to bring clean water, decent toilets and good hygiene to communities that need it most. More on page 23.



SDG 8: DECENT WORK AND ECONOMIC GROWTH

Not only do we grow produce for our kitchens, but we also focus heavily on home-growing our people too. We are pleased to provide a variety of job opportunities in the communities we are based in, addressing employment challenges while promoting and nurturing transferable indicative skills within the hospitality profession.



SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION

We are very aware of the importance of reducing, reusing and recycling - in that order. The hospitality industry can produce a lot of waste, which is why we are working hard to ensure we are as resourceful as possible, reducing waste wherever we can. More on page 22.



SDG 14: LIFE BELOW WATER

At THE PIG-at Harlyn Bay, we work with the National Lobster Hatchery to support fundraising that keeps the NLH's vital marine conservation, research and education work going, helping to educate and influence members of the public on the importance of sustainability and how we all have a part to play in protecting nature and safeguarding our fragile food resources and life below water. More on page 21.



SDG 15: LIFE ON LAND

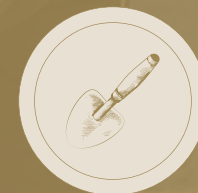
Our grounds, gardens and surrounding area provide a home to a menagerie of wonderful creatures great and small. Supporting biodiversity is so important to us and we are thrilled this is something guests can experience across our hotels. We want to support and encourage our local wildlife, seeing biodiversity thrive. More on page 20.





SOURCING RESPONSIBLY

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



Home Grown

At THE PIG, we are dedicated to the million details, from plants to people, homegrown in every way. We grow, rear, smoke, sow, pickle, cultivate, cure and infuse our own; reducing food miles and really taking a DIY approach.

Kitchen Gardens

Our 7 bountiful Kitchen Gardens, are at the heart and soul of each hotel and we have a brilliant team of 35 Kitchen Gardeners looking after them.

Our approach to our Kitchen Gardens depends on what we inherit. Sometimes the garden is well established (yet neglected), but other times we have to start completely from scratch, creating a design, planting structure and overall scheme.

From kale to kiwis, we grow a whole host of wonderful fruit and veg. Growing our own also means a huge reduction in food miles, as we only need to step out into our own gardens to harvest produce for our restaurants! We are keen on pickling, salting and smoking produce, which

means we can continue to serve homegrown ingredients even in the Hungry Gap. Every dish will have been touched by our kitchen garden in one way or another.

Vineyard

We are champions of English wine and what better way to show our dedication for local wine, than planting our own vineyard. The two-acre South West facing field directly in front of the main restaurant of THE PIG-in the South Downs is perfect land for vines to grow. Previously used for grazing Alpaca, this is where our team are now managing our very first vineyard.

Bees

Vital pollinators for our plants, we have plenty of bees buzzing around our Kitchen Gardens. We have 82 colonies of honeybees and 10 nucs! Thanks to our busy bees, we are making our own honey at every hotel. We are firmly against adulteration of honey with cheap sugar syrup and by making our own, we can be sure that only the finest quality honey is ending up in our restaurants.



Animals

As well as growing our own, we also rear our own. We have almost 700 animals across our Litter. Our menagerie include pigs (obviously!), hens, a herd of 80 fallow deer, sheep, quail and ducks. In 2022, we collected a whopping 120,000 eggs! Rearing our own animals means assurance on animal welfare, lower food miles, full traceability and less waste.

120,000
eggs collected

33,418kg
of Fruit and
Vegetables harvested

Over 250
Varieties of Fruits
and Veg grown

1,615kg
of home-grown
honey collected

285,012
seedlings produced

6000kg
Mushrooms
harvested



Join us in the Kitchen Garden

At the heart of our menus is the creative relationship between our Chefs and Kitchen Gardeners. It's thanks to Ollie, our Group Head Kitchen Gardener, and his ever-growing team (35 strong and counting) that our Kitchen Gardens are as gloriously abundant as they are, managing all of our gardens with organic principles.

When you stay with us, you'll see chefs among the veg beds, having a chat with the kitchen gardeners, taking back some produce for that day's lunch or dinner service. It's how every PIG operates: at the end of the season the Head Chef and Head Kitchen Gardener will have a planning meeting about what to grow the following year, what the kitchen wants more of, what new varieties to try.

All our Apprentice Chefs do some time in the gardens as part of their training: as James, our Group Chef Director, puts it, it teaches them to respect the produce and the people who grow it. Even the Bar Team get in on the act, picking aromatics for their infusions and cocktail menus.

THE PIG Kitchen Gardens aren't just for show (although we hope you'll agree they look pretty splendid) – they're at the heart of everything we do; food for our restaurants, ingredients for our bars, herbal tea infusions to enjoy after a Potting Shed Treatment and Kitchen Garden tours for our guests to enjoy and learn about our produce.



Meet Ollie, our Group Head Kitchen Gardener

What makes THE PIG Kitchen Gardens so special?
Our Kitchen Gardens are highly productive, yet relaxing, spaces. We harvest fresh vegetables, fruit, herbs, and mushrooms 365 days per year, ensuring the chefs always have new varieties to get creative with on a near daily basis. THE PIGs' Kitchen Gardens are just as much of a pleasure to work in as they are to visit. As a team of gardeners, we love the problem solving involved in finding the right balance between being as productive as possible, as well as never letting the standard drop aesthetically, as we are always on show to our fantastic guests.

How is a sustainable approach factored into your work?
Having studied and worked in ecology and conservation, environmental issues have always been very close to my heart. When designing our Kitchen Gardens at THE PIGs I am always mindful to promote biodiversity and create habitat for beneficial insects which will not only boost the ecosystem of the garden, but they will also predate on some of the pests that are not so welcome. Eagle eyed guests will spot habit piles, standing deadwood, and many bee or bug hotels, dotted around our gardens and grounds

Tell us about your favourite unusual fruit and veg grown at THE PIGs?

My answer to this changes as often as our menus! I am currently really into my Chilean Guavas, these South American plants produce an abundance of tropical tasting fruit well after all of the other berries in the fruit cage have stopped producing. There is something quite satisfying about harvesting handfuls of blueberry sized fruit on a frosty morning in November.

Locally Sourced

We're all about championing local and using the highest quality products and ingredients, exceeding traditional ways of working, we seek out and partner with suppliers that share our high standards regarding quality and service, going beyond regulatory requirements and sharing our robust ethical values and commitment to the environment.

25 mile menu

The approach as always been to grow our own and what we can't grow ourselves, to source locally. Originally, the plan was to source the additional items (we couldn't grow ourselves) from within a 15 mile radius, however, this proved to be a little too restrictive, so we expanded slightly to 25 miles and this is what we stick to across THE PIGs.

Foraging

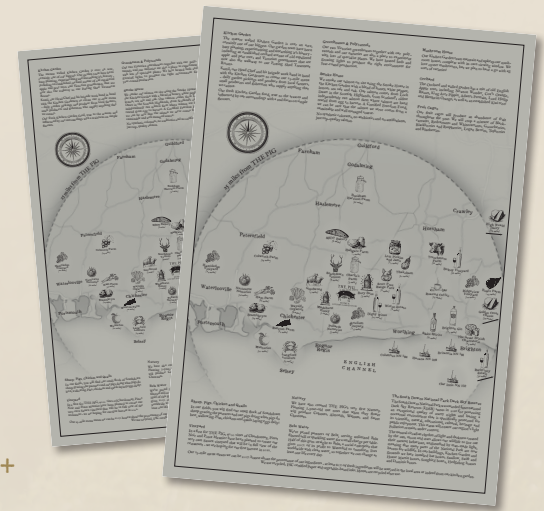
We are keen foragers across the Group. Foraging is an exploration into finding, identifying and collecting wild edible food. Nettles for cordial, Wild Garlic to accompany lobster dishes and spicy Wild Horseradish for potato salads to name a few! We love to forage in nature, always remembering the code of the forest – don't pull up the roots, it's all about sustainability.

Transparency

We love to tell the world about our brilliant local suppliers, if you have eaten at one of our restaurants, you'll be familiar with the maps on the back of our menus, showing who our key suppliers are and where you can find them. We also share supplier shout outs on our website and social media, to showcase the brilliant producers who we love to work with. 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.

25 miles +

Where we can't source locally, we still look to find the best from further afield. A small number of essential items cannot grow in our climate, as we cannot visit these suppliers with ease, we look to third-party certification, relating to positive social and/or environmental performance, for the assurance we are buying the best both in terms of quality and ethical and environmental standards. For example, at THE PIG-at Combe, we have adopted organic lemon and orange trees in Italy through Crowd Farming, a scheme that supports local, small-scale farmers.



Our [Responsible Purchasing and Practices Policy](#) has been designed to set out our expectations for our teams and suppliers regarding the products and services we purchase as a business. Furthermore, it is in place to offer our customers confidence knowing that THE PIG Group are committed to constant improvement and high standards. This document details the way we work across our supply chain and how we make decisions relating to specific areas.

Conscious choices

As a business, it is our responsibility to ensure sustainable consumption and production in our operations. It's not just our food we source responsibly, its everything else in-between too! Meet three PIG People, Harpreet is our holistic Head Therapist, ensuring eco-friendly Potting Shed treatments. Judy our brilliant Creative Director, who's passion for sustainable interiors can be seen in every corner of our hotels. And last, but by no means least, Head of Wine, Greg, will fill us in on our Wine by Sail journey.

Voya with Harpreet

“ VOYA match our ethos of homegrown initiatives, putting people in the forefront of their business and maintaining authenticity when creating products and services. VOYA's organic skincare products contain extracts of wild seaweed (a fully renewable natural resource) which is sustainably hand-harvested from the cleanest waters off the Atlantic coast of Ireland. They are constantly looking for new technologies and innovations within the eco-friendly field. I'm particularly fond of the work they do with Seal Rescue Ireland, of which VOYA are an official sponsor. Voya believe in sustainability at their very core, just like us. ”

Harpreet Ghatora, Training & Quality Manager for The Potting Sheds



Interiors with Judy

“ As we develop more PIG Hotels, we are forever conscious of the raw materials that are specified and used in the construction and fitout of hotels. Whilst we always look for new products that reduce the burden on finite resources, we believe our greatest contribution is the simple strategy of using large quantities of pre-owned, reclaimed, antique/vintage and upcycled items in our designs. Much of our furniture, lighting, rugs, timber cladding are sourced in this way from UK suppliers, reducing 'furnishing miles' in the process. Not only reuse of these items is the perfect sustainable solution to the fitout of our hotels and maintains 'the look' as we expand, but the quality and handmade craftsmanship of these items, hero bygone skills worth celebrating in their own right. ”

Judy Hutson, Creative Director, Home Grown Hotels Ltd



Wine by Sail with Greg

“ The Wine by Sail project came about in 2021 when Robin tasked me with finding new entry level wines for the group. I wanted to find wines that spoke for our company's green credentials as well as having a great story. Ordinarily, ethical production and shipping methods add a premium, which is why it is unusual to find house wines that have been so carefully sourced – this meant that we needed to think outside the box! This project is unique, so it took a little while to get off the ground, but the extra work was worth it to have such brilliant entry levels wines from a small independent producer on our lists. We came across New Dawn Traders, a Cornish company that has spent the last decade attempting to revive a forgotten part of the shipping industry by sailing goods to the UK from Europe and the Americas. To this day THE PIG is their only hospitality partner. Along with shipping methods, glass production accounts for the lion's share of carbon emissions in wine production, so we chose to package our wines in bag-in-box. Our house wine, 'Bal da Madre' is produced by Gil Taveira from his organically grown field blend of native Portuguese grape varieties in Beira Interior. In July 2022, our first shipment was loaded onto 'The Klevia', a recommissioned Danish fishing vessel from the 1930s which set sail from Porto to Penzance where it was met and unloaded by a team of PIG Sommeliers. ”

Gregory Turner-Deeks, Head of Wine





SUPPORTING SOCIETY

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



Developing PIG People

We care passionately about our team and work to make sure life at THE PIG Group is the best it can be. We are a business where people can learn, grow and develop skills that will stand them in good stead for a lifetime.

Training (UN SDG 4)

Not only do we grow produce for our kitchens, but we also focus heavily on home-growing our people too. We recognise, promote and nurture transferable indicative skills within the hospitality profession – using local hand-picked training partners and our own bespoke programmes and trainers to deliver development pathways for all. Learning and development offerings begin from the moment someone starts working at a PIG Hotel.

“As with all good hospitality, THE PIG is fundamentally about people; it’s the personalities, passion, knowledge, and skills of the people we work with that somehow converge to creating THE PIG experience.”
Robin Hutson, Chairman – THE PIG Hotels

Through our ‘Homegrown Entrepreneur’ scheme we aim to develop managers of the future who can run our hotels, or their own one day. Starting by mucking in with the team at grass roots level, it’s about showing an interest in developing through participation, leadership, hard work, a commitment to learning and having fun along the way.

Craft training is a part of our DNA, from wine and food tastings with our own experts to supplier trips and visits, visiting a local vineyard (including our own) or even exploring wineries in Italy. We offer a range of certifications, whether people’s ambition is to achieve WSET qualifications in wines and spirits, become a Mental Health First Aider or gain a personal license to run their own bar one day.

Every team member has access to a complete training and development suite, providing time to enhance knowledge and provide vehicles for self-guided learning and discovery; blending industry specific and wider generic training with the necessary craft and spirit experiences which encourages talent to succeed and deliver. In 2021, we racked up over 33,000 training hours across the business, including during lockdown.



182 Apprentices onboarded since 2015, with 82% still with the business

73 Mental Health First Aiders trained in 2022

96 Internal Promotions in the last 12 months



PIG Apprentices

With the business growing, apprentices are critical for our growth, but also for the next generation within our industry.

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!

Our Chef Apprentices experience and learn about everything we do – from managing kitchen gardens,

foraging, animal husbandry, beekeeping, advanced butchery, charcuterie to smoke houses, and more!

Our Front of House apprentices meet monthly for training days – covering topics such as ‘Inspiration Leadership’, ‘Understanding Finance’, ‘Coaching and Feedback’ – whilst enjoying curated days out to learn more about our fantastic industry.

But don’t just take our word for it... meet Fu to find out more.



The next generation. A handful of our Chef Apprentices.



Meet Fu Jian, Junior Sous Chef, THE PIG-at Bridge Place

“ I started THE PIG Apprenticeship programme after I met James Golding when he visited my school. He told us what THE PIG is all about which piqued my interest. I love the concept of the 25 mile menu, it supports the local producers and helps them to grow their business. Not only that, we get to know where our food comes from and how it was grown. Let’s not forget the Kitchen Gardens at THE PIGs, knowing we can get fresh produce every morning from the Kitchen Garden is awesome. The highlight of my Apprenticeship was winning the Purple Umbrella Apprentice of the year. During my Apprenticeship, I learned that you shouldn’t be afraid to ask questions when you’re not sure about something and never cut corners. Listen carefully when you’re being taught because it shows respect to the person teaching you. I would definitely highly recommend THE PIG Apprenticeship to any of my friends or family looking to join the hospitality industry. ”



Meet Freya Morton, House Manager,
THE PIG-at Bridge Place

“ I joined the scheme the very same day that I joined THE PIG. I always knew that I wanted a career in hospitality management and the scheme provided me with the tools required to achieve this goal. Moving through the different departments in the hotels gave me an empathy and understanding that isn't possible unless you have worked in the trenches.

Now, in my role as a House Manager and Duty Manager I have the necessary skills to jump into (almost!) any department and help where needed, or coach the team to achieving their own goals. The highlight of the scheme for me was the day I was promoted to my first HOD role, feeling like I had the competence, confidence and stamina to do the job and the team justice. ”

Homegrown Entrepreneurs

Through our 'Homegrown Entrepreneur' scheme, we aim to develop multi-skilled leaders of the future who could run our hotels, or their own one day!

Starting by mucking in with the team, our entrepreneurs spend time in all operational areas of the business to gain a deep understanding of how every department plays their part in our success. They also regularly collaborate on exciting projects and pitch their ideas to the senior leaders – such as industry trends and change, organising events or launching a new product.

It's about showing an interest in developing through participation, leadership, hard work, a commitment to learning and having fun along the way – the only requirement is a passion for our industry.

The scheme has been running for 11 years across the group and we have Homegrown Entrepreneurs (HGEs) in all parts of the business. We aim to have 25 additional HGEs in 2023.



Promoting Wellbeing

There are so many facets of wellbeing — physical, mental, emotional and social — and we've all learnt that positive feelings of wellbeing are fundamental to a person's overall health. We have implemented a range of initiatives to support our PIG People to ensure good health and wellbeing.

Mental Wellbeing

We set with the goal to qualify 1 in 10 people in our business as mental health first aiders. They are not counsellors, but they are trained to 'first aid in a crisis', with resources to point people in the right direction for further support. They are trained to spot the signs that someone might be struggling and how to approach that person in the right way.

We keep the message going that it's ok to talk — we do this through regular reminders such as Mental Health Awareness Week, through our inductions and training programmes, and promoting tools — such as "Action For Happiness".

Our teams have access to an EAP — where they can call a number 24/7 365 days a year and get through to a counsellor — who will assess and offer free counselling sessions where needed.

Physical Wellbeing

Providing our teams with healthy meals while on duty, so they eat well and don't have to worry about bringing food with them.

Exercise activities — yoga on the lawn, online portal of fitness videos that can be done from the living room, gym discounts through our Benefit scheme.

Critical illness cover — we cover our teams so that should they get a long-term illness that they are covered under an insurance which pays a lump sum so they can take the time off they need to recover without worrying about money.

2023 will see the launch of a Private Medical Care App. Our teams will have access to medical care through an app — get a private GP consultant, physio sessions.

Social Wellbeing

Social wellbeing is building and maintaining healthy relationships and having meaningful interactions with those around you. We view this as supporting our teams to ensure they can maintain a good work life/balance — and fulfil social wellbeing needs both inside and outside of work.



Emotional Wellbeing

Since the first PIG opened, we've all known what we do, why we do it and how we do it — but we've never had it formally written down, so throughout 2022, we took on the project to set out our 'Purpose, Values and Mission as a business'. The whole business was invited to contribute to this.

Looking after our community

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

Local Community

We support local organisations as our commitment to local runs through the whole business. Our hotels support local organisations. By implementing this approach, our guests and staff can feel confident they are adding a positive impact to the local area.

In order to follow this method, we invest our funds, time and sponsor community projects in local charitable organisations which deliver societal and environmental benefits to the communities in which we work.

Across the Group, we work with the Royal Academy of Culinary Arts' "Adopt a School" programme, supporting local schools and helping children develop healthy eating habits, encouraging an enthusiasm and interest in food, cooking, food provenance and sustainability, as well as giving an insight into the hospitality industry. (UN SDG 4)

Global Community

At a Group level, we work to make an impact further afield with our two longstanding partnerships with Action Against Hunger and Belu. 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. (UN SDG 1 & 2)

Belu Water provides us with filtration systems which enable us to bottle still and sparkling water on-site in reusable bottles, while raising money for water, health and sanitation project work. (UN SDG 6)

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. (UN SDG 3)



Over **£80,000** fundraised by PIG friends and family

280 team members involved in fundraising events



£91,000 paid to Belu in 2022, a social enterprise whose net profits go to WaterAid, a charity dedicated to providing clean water worldwide



£53,996 raised

Hospitality Action



This year, our teams across THE PIGs were challenged to complete 10,000 miles in 10 days for Hospitality Action's "Back in Business" tour.

It felt like a mountain to climb, both physically and metaphorically, when we set ourselves the target, but we did it (and exceeded it)! We kayaked around Old Harry Rocks, a 3 Peaks Challenge was completed, we walked through storms, we ran and we swam!

We were all completely blown away by the generosity and support from THE PIG community, with the fundraised money reaching over £53,000 for Hospitality Action!

This money will go directly to people in our industry that are battling with very real crises every day and are in need of love, care and understanding; the funds raised go towards critical support services including personal counselling, legal advice, financial planning and debt advice, addiction support, family support, and hardship grants...and that's just a starting point.

“ We are indebted to everyone at THE PIG for their dedication to our charitable endeavours. The £53,996 raised via our 2022 'Back in Business Tour' is phenomenal and is a testament to everyone involved. The money raised will help put food on the table and keep roofs over the heads of countless UK hospitality households in crisis. ”

Thank you on behalf of them all.

Giuliana Vittiglio, Head of Fundraising and Marketing, Hospitality Action

We supported fundraising for two Action Against Hunger appeals in 2022, their Ukraine Appeal and the Love Food Give Food Appeal, we were thrilled to have helped raise over £26,000 for such a brilliant charity.



£26,944 raised

Ukraine Appeal

In 2022, PIG guests generously raised £11,200 for Action Against Hunger's Ukraine Emergency Appeal. Thanks to the generosity of our amazing guests, Action Against Hunger and the DEC partners were able to provide vital assistance to millions of people in need.

Love Food Give Food

Through our shared love and passion for food, we can fight the hunger crisis and help vulnerable communities to build a brighter future. We added a voluntary donation to all our restaurant bills in September and October, and so many of our guests generously agreed to support this cause, raising a massive £15,744!

“ We are so grateful for the incredible support from THE PIG and its customers. 2022 saw Action Against Hunger respond to several major humanitarian crises, including floods in Pakistan, ongoing drought in East Africa, and conflict in Ukraine. Our ability to respond to these crisis wouldn't be possible without the support of partnerships. We are so proud of our ongoing partnership with THE PIG and the huge difference it continues to make in the fight against hunger. ”

Sarah Canniford, Head of Corporate Partnerships, Action Against Hunger



PROTECTING THE ENVIRONMENT

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



Helping Biodiversity thrive

Biodiversity in the UK

“Biodiversity” refers to the variety of life on Earth and well-functioning ecosystems are essential for human existence. However, measures show that biodiversity is declining at a faster rate than at any time in human history.

Biodiversity plays a vital role in providing food; sustaining water and soil quality and regulating the Earth’s climate, which is why we want to do as much as possible to champion biodiversity and do our bit to look after and reinforce the flora and fauna surrounding our hotels.



108,678 seed packets distributed

6 miles of native hedgerow planted

Bees

Did you know, there are approximately 270 species of bees in the UK? They pollinate crops (like the ones you will find in our Kitchen Gardens), trees and flowers.

We love our bees, but they are not just useful for our Kitchen Gardens, humming and dipping from plant to plant, they are essential for helping preserve the ecological balance and biodiversity of nature. They pollinate the food we need to survive, as well as many of the plants providing habitats for lots of other wildlife.

Supporting bees is something we are particularly proud of. We have 82 colonies of honeybees and 10 nucs! What’s more, we also have several “bee hotels” dotted about our grounds and gardens, to encourage and support more varieties of our black and gold velvet invertebrate friends.

Bees love wildflower meadows; however these are unfortunately in serious decline, reducing an important food resource for bees. We have put our wonderful grounds to good use and have restored over 12 acres of wildflower meadows!

Habitat Creation

Supporting biodiversity is so important to us and we are thrilled this is something our guests and team members can experience across our hotels. From enjoying the floral scents in our beautiful wildflower meadows, listening to songbirds as they sing to each other in and around our traditional English hedgerow (we have planted 6 miles of edible and native hedging since opening!), to spotting one of our 100+ bug hotels and nesting boxes, investigating our stumpy and deadwood areas, or counting the butterflies as they enjoy our specially planted pollen rich plants – we want to support and encourage our local wildlife and see biodiversity thrive (SDG 15).

82 bee colonies



Over 149 nesting boxes





Lobster Love at Harlyn Bay

WHO?

The National Lobster Hatchery. The National Lobster Hatchery is a marine conservation, research and education charity based in Padstow, Cornwall, UK (10 minutes down the road from THE PIG-at Harlyn Bay!).

WHAT?

We contribute £1 to every lobster bought to the “Buy One Set One Free” (BOSOF) campaign.

WHERE?

THE PIG-at Harlyn Bay, Padstow, Cornwall.

WHY?

To address the challenge of fishing pressures, preserve coastal marine biodiversity and support marine conservation.

At THE PIG-at Harlyn Bay, we work with the National Lobster Hatchery. We contribute £1 to every lobster bought to the “Buy One Set One Free” (BOSOF) campaign. In 2022 the BOSOF campaign at THE PIG-at Harlyn Bay supported the NLH in releasing 2,130 baby lobsters back into the wild! This is an essential funding resource, keeping the NLH’s vital marine conservation, research and education work going, helping to educate and influence members of the public on the importance of sustainability and how we all have a part to play in protecting nature and safeguarding our fragile food resources and life below water.

Since opening, THE PIG-at Harlyn Bay in 2020, BOSOF has raised over £26,000 for the NLH and their conservation work. [SDG 14]



Since 2020

- **6,500** baby lobsters released back into the wild through our sponsorship!
- Over **£26,000** raised for the NLH

“The support the team at THE PIG both in their Head Office and here locally to us in Harlyn Bay since they joined our Buy One Set One Free Scheme in early 2021 has been a life line in challenging times. From their fundraising efforts, to raising awareness of our work to their customers, the dedication from everyone in their support of sustainability and championing a local charity is hugely commendable and has a significant impact in helping us continue our work.”

Nicola O’Donnell, Chief Operating Officer,
National Lobster Hatchery



Reducing Waste

We are aware of the importance of reducing, reusing and recycling — in that order. The hospitality industry can produce a lot of waste, which is why we are working hard to ensure THE PIG Group is as resourceful as possible, reducing waste wherever we can. [SDG 12]

Reduce

We understand reducing what we consume is the best way to reduce our overall footprint as it eliminates multiple means of energy spent on transportation and manufacturing. Therefore, we take measures to limit this additional resource use, such as:

- Thanks to our 25 mile menu, our food miles are reduced
- We order items in bulk where possible
- We changed our in-room offerings and no longer supply toothbrushes and toothpaste to each room
- In our restaurants, we do not offer plastic straws or condiment sachets
- In our kitchens, we work with suppliers to limit their packaging – refusing any polystyrene packaging and any plastic trays are returned with the driver
- We have reduced our paper usage across the Group.

Reuse

Finding new uses for old items is something we love to do. Ranging from reupholstered furniture (more on page 24!) to refilling tonic bottles as oil bottles and even creating a mushroom house out of an old walk-in fridge. You will be sure to find upcycled items across the group.

Recycle

We recycle our cooking oil, compost garden waste and all other waste is sorted into glass, food, dry mixed recycling and general waste.

Zero waste goes to landfill across the group. General waste is processed as refuse derived fuel (RDF). Dry mixed recycling goes to a Material Recycling Facility (MRF) where materials are separated and go to the next destination for recycling. Glass goes to glass recycling facilities to be made back into glass (closed loop). Food goes to Anaerobic Digestion (AD) plants where bacteria break down the food and convert it into bio-gas/ bio-methane/fertiliser.



Food Waste

We segregate our food waste from our general waste and are always looking at different ways we can implement innovative ways to tackle and reduce food waste, including:

- A nose-to-tail approach with cooking
- Pickling and preserving fruit and vegetables from our kitchen gardens
- Creating a daily “Specials Board”, helping to manage the extra throughput of ingredients
- Offering smaller plate options on the menu
- Composting vegetable trimmings
- Zero waste cocktails

Over **300,000**
single use water bottles
saved since 2020

40,000
toiletry bottles
saved in 2022

3,500,496 litres of water
saved per year thanks to
flow restrictors in showers

Now saving
over **10,000**
toothbrushes a year



Refilling with Bramley

We are huge refill advocates at THE PIG.

In our guest bedrooms, rather than using thousands of individual, single use miniature toiletry bottles, we refill ceramic containers. By refilling bottles across the Group, we are saving approximately 10,000 plastic bottles a month!

“ We love the refillable ceramics at THE PIG, not only do they cut the use of plastic, they also reduce deliveries and packaging therefore helping sustainability on many levels. It is a small change that has an effect in many areas – imagine if everyone did it! ”
Sue Gillatt, Head of Housekeeping, THE PIG-at Harlyn Bay

Saving bottles with Belu

We have been using BELU's filtration systems across all our PIGs, serving chilled still and sparkling filtered water in reusable glass bottles. The 'Positive Profits' model means 50% of sales from filtered water is re-invested into Belu's purpose.

This means we can support water and hygiene projects worldwide and reduce our waste at the same time (no more single use water bottles!).

Thanks to our partnership and ditching the single use bottles, since 2020, we have avoided the need to use over 300,000 bottles!

“ As a purpose led social enterprise Belu values its long standing partnerships from supply chain through to customers, only with their support can we have a sustainable business in every sense. We are so proud of our long standing partnership with THE PIG, from serving our mineral water to moving all sites to filtered water back in 2020, they're never afraid to embrace change. By choosing to work with Belu they are supporting our purpose, to change the way the world sees water, to date this has seen us pass £5.5m to WaterAid. ”
Charlotte Harrington, Co-CEO, Belu

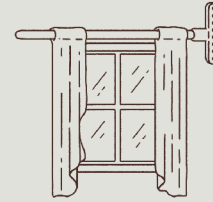


The switch to Belu Filtration means water provision within THE PIG is seven times less carbon intensive, with a carbon saving of 36 tonnes of CO₂e a year. That's equivalent to 10 return trips between London and Hong Kong.



Upcycling

It might have a trendy new name — upcycling — but people have been doing it for years: using a bit of ingenuity and imagination to turn old bits and pieces into characterful design objects. Here are a few of our favourite fixes.



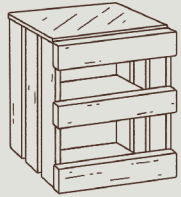
**Garden tools
CURTAIN POLES**
Hoes and rakes make perfect simple curtain poles in our potting shed treatment rooms.



**Meat hooks
HANGERS**
Meat hooks are readily available. We hang dried herbs on them in our kitchen garden table room at Bath.



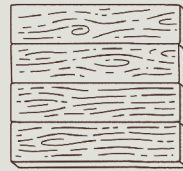
**Barrel ends
TABLE TOPS**
We buy huge disused wine barriques in Belgium and mount the tops on simple timber bases to make tables.



**Apple crates
COFFEE TABLES**
Add a glass top to an old crate and you can use it as a coffee table sideways-on or bedside table end-up.



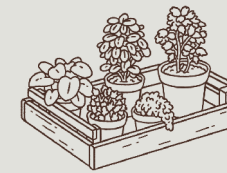
**Balusters
LAMP BASES**
Mounted on heavy bases and professionally wired, reclaimed metal balusters make great lamps.



**Old floorboards
WALL CLADDING**
Floorboards or scaffolding boards can be used to create characterful wall cladding.



**Dolly tubs
TABLES**
Galvanised vintage washing bins can be repurposed as bedside tables — just add a stone or timber top.



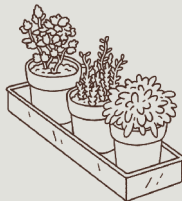
**Potato crates
HERB PLANTERS**
A good way to create a display using old vintage pots — they're shallow so they're just the right height.



**Vintage saris
LAMP SHADES**
Translucent and colourful, old sari material can be used to make unique and atmospheric lampshades.



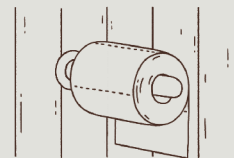
**Milk churns
UMBRELLA STANDS**
You can still pick up lots of these in junk shops, and they're a perfect size and shape for umbrellas.



**Chicken feeders
PLANT POT STANDS**
We line up plant pots in these long, shallow galvanised trays to divide long tables into smaller tables.



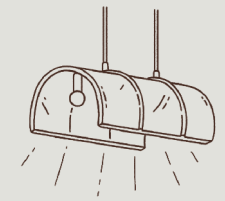
**Carpenter's bench
BAR**
Our carpenter kindly donated his old work-bench to create the bar at THE PIG—near Bath.



**Broomstick ends
TOILET ROLL HOLDERS**
A nice rustic toilet roll holder for a timber-clad room — just chop the end off and attach it to a wall.



**Flower pots
CHIP BOWLS**
We use small terracotta pots for a huge range of things, including serving our delicious chips.



**Oil drums
LAMP SHADES**
We found some that had been chopped in half, so we converted them into quirky rustic lighting.

Illustrations by Damien Weighill

Looking ahead

There has been a tacit understanding of working purposefully for people and planet since the first PIG opened in 2011, but we're not here to rest on our laurels. We continually strive to be the best, in terms of what we have to offer and the way we operate, leading the way in purposeful hospitality and there is always room for improvement.

Looking ahead, we are going to take our climate action to the next level and measure our carbon footprint. In 2023 we will calculate our emissions and work on a reduction plan to mitigate our emissions and do our bit in the fight against global climate change. Reducing our waste is also on the to-do list and plans are afoot for some innovative recycling initiatives.

Our hotels are based in some of the most biodiverse parts of the UK for wildlife and this is something we are going to increase our support towards in 2023. Protecting life on land and life below water leads to the thriving ecosystems we rely on, providing us with the air we breathe and the food we eat, we must play our part in supporting our native flora and fauna.

We are looking forward to continuing our journey, working with purpose and doing what's right for people and planet.







We are going to expand our work supporting society, building on our charity partnerships, with each hotel establishing a designated, local, charity partner, who we will focus our philanthropy work on. This links up with us implementing paid volunteer days, so our teams can give back to the local communities, working on volunteer projects through our partnerships.

With 8x hotels (500 miles apart!) and just the 1x Sustainability Manager, we are going to establish a Group of Sustainability Champions, with a representative at each hotel in place to support our sustainability initiatives.

Taking full account of our current and future economic, social and environmental impacts, addressing the needs of our guests, the industry, the environment and the host communities where we work is at the forefront of our operations.



Targets

AIM	FOCUS AREA	CURRENT PROGRESS	2023 TARGET
SOURCE RESPONSIBLY  	Sourcing Locally	Distributed V1 of our Responsible Purchasing and Practices Policy	Create next iteration of Responsible Purchasing and Practices Policy
	Sourcing Locally	Members of the Sustainable Restaurant Association	3* Multi-site Food Made Good rating from the SRA
SUPPORT SOCIETY      	Developing PIG People	73 Mental Health First Aiders Trained	To have at least 1x MHFA on every shift in every hotel
	Developing PIG People	182 Apprentices onboarded since 2015, with 20 completing in 2022	Reach 10% of headcount as Apprentices
	Developing PIG People	5 Homegrown Entrepreneurs	25 Homegrown Entrepreneurs
	Looking after our Community	Planning a volunteer strategy	Launch volunteer days and have 1,000 volunteer hours completed
	Looking after our Community	£9,000 donated to charity (excluding our fundraising initiatives)	To donate over £17,000 to local causes
	Climate Action (new)		
PROTECT THE ENVIRONMENT    	Reduce Waste	We reduce, reuse and recycle wherever we can	Set Waste Reduction targets
	Support Biodiversity	149 nesting boxes	Install an additional 10 bat boxes across the Group
	Support Biodiversity	Through our partnership with The National Lobster Hatchery, we have sponsored the release of approximately 6,500 lobster babies into the wild	Continue work with The NLH and expand partnerships to support additional native flora and fauna

Thank you to photographers John Carey,
Jake Eastham, Emlí Bendixen and Helen Cathcart

