

THE PIG



THE PIG
*Impact
Report
2025*



Contents

- 1 A note from Kevin
- 2 2025 BIG PIG Highlights
- 3 Proud to be a B Corp
- 4 Celebrating B Corp month
- 5 B Corps at the Beach
- 6 Looking after our patch
- 7 Sourcing Responsibly
- 14 Supporting Society
- 22 Protecting the Environment
- 27 Looking ahead
- 28 Progress at a glance



A note from Kevin

In 2025, I stepped into my role at THE PIG and one thing was immediately clear: this is a business built on heart, purpose, and an unwavering respect for the places and people that make it what it is. Long before I arrived, THE PIG was already a force for good, not as a slogan, but as a way of being. That spirit is what drew me here, and it is what I am committed to protecting and strengthening during my custodianship.

Since its earliest days, THE PIG has made thoughtful, values-led choices that put people and planet at the centre of everything we do. This isn't new to us; it is at the very core of how we operate and always has been.

Looking ahead, we will continue to evolve our sustainability strategy with the same clarity of purpose that has always guided THE PIG. Our focus remains anchored in three commitments: **Sourcing Responsibly**, **Supporting Society**, and **Protecting the Environment**.

Across our patches, we will keep shaping experiences that are not only warm, memorable, and unmistakably PIG, but also rooted in care for the environment and the communities we call home.

I am honoured to join this journey and to champion a business that proves hospitality can create joy and positive change in equal measure. Thank you for continuing to be part of our story. On behalf of our brilliant team, I look forward to welcoming you at a PIG very soon.

Kevin Styles

Kevin Styles, CEO



2025 BIG PIG Highlights



£140,200 raised for our charity partners



6,077 hours of training completed



280kg soap collected for recycling



3 stars Food Made Good rating from The SRA



Measuring our carbon footprint with Ecologi



Group IT Manager, Richard Poole, listed in the Power List 2025: Hidden Heroes by BoutiqueHotelier



Over 1,520 volunteer hours completed



5,000 trees planted by working with our spirit partner, Sapling



Winners of the Hospitality Action Corporate Partner Award



In partnership with Umbrella Training, THE PIG won Best Partnership at the National ATA Awards



340km cycled by PIG People in support of Hospitality Action



Setting sail with our Origin partnership



Group Beverage Director, Luke Harbor, named in the 2025 Acorn Awards by The Caterer

Proud to be a B Corp

We became B Corp certified in June 2024 and have proudly been living our B Corp principles ever since. The certification followed a rigorous audit that examined every corner of our business, from how we support our local communities to the way we use hyper-local produce, reduce waste, and care for our PIG People.

People and planet have always been at the heart of everything we do, and B Corp status affirms this in an official, transparent way.

Today, being a B Corp continues to push us forward, helping sharpen our focus, refine our thinking, and hold ourselves to higher standards year after year.

The certification isn't a finish line but a framework for continuous improvement: a reminder that responsible hospitality is something we build daily, choice by choice.



Celebrating B Corp month

At THE PIGs, celebrating B Corp month is all about flinging open our doors and welcoming good people round to ours to share ideas, swap stories and spark a little positive change. It's a moment to gather our community and shine a light on this global movement working to benefit people and the planet. This year's B Corp month was all about helping to build understanding, trust and momentum, using our spaces to bring people together, learn from one another, and demonstrate that being a B Corp is not about being the best – it's about working to be a little bit better every day.

Women in the Waves

At THE PIG-at Harlyn Bay, we brought together an inspiring group of female leaders working to make surfing and time in the water more inclusive for women and girls.

In partnership with fellow Cornish B Corp, Finisterre, the evening formed part of both B Corp month and International Women's Day celebrations, creating space for honest conversation about accessibility and representation in surf culture.

The event welcomed a panel hosted by Demi Taylor, Co-founder and Creative Director of the London Surf Film Festival, who guided discussions with Adele Gingell, Head of Positive Impact & The Finisterre Foundation – Finisterre, Yvette Cave, founder of Wave Wahines CIC and representative of Surfers Against Sewage, and Tina Beresford from THE PIG-at Harlyn Bay's local charity partner, The Wave Project.

Together, they explored the barriers that women still face in cold water and surf environments and shared practical pathways for driving meaningful change.

Becoming a B Corp

Our second B Corp month event was held at THE PIG-near Bath, where we brought together purpose-driven businesses from the south west to share real-world insights into the journey toward B Corp certification.

The session heard from a panel of speakers including Chloë Luxton, founder of Bramley, Nick Hounsfied, founder of Bristol's The Wave, and our very own Kate Harvey, THE PIG's Group Sustainability Manager. Together, they discussed the challenges, rewards, and long-term commitments involved in meeting B Lab's rigorous standards for social and environmental performance. Guests heard first-hand experiences from local organisations that had recently completed certification, with conversations centring on transparency, accountability and embedding people-and-planet-first decision-making into everyday business practice.





B Corps at the Beach

We rounded off our B Corp month activities with a two-day, business-to-business retreat: B Corps at the Beach, hosted at THE PIG-in Harlyn Bay in partnership with Good Company and St Eval.

This multi-day celebration brought together leading purpose-driven brands, sustainability changemakers, and business leaders to the Cornish coast, inviting them to explore what it truly means to be part of a global movement working to benefit people and the planet.

We enjoyed meaningful conversations on topics ranging from localising sustainability and purpose-led product innovation to diversity, inclusion, and the growing role of brands influencing behavioural change. With inspiring keynote speeches from the likes of Finisterre's Tom Kay and co-founder of Surfers Against Sewage's Chris Hines MBE, guests left truly motivated on their journey towards continuous improvement.



Looking after our patch

At THE PIG, our aim has always been simple: to work in harmony with the places we're lucky enough to call home. Everything we do is rooted in supporting the social, environmental, and economic wellbeing of our local communities. From creating meaningful jobs, to buying thoughtfully from local suppliers and caring for the land and wildlife around us, to nurturing the relationships that make each PIG unique.

To guide this commitment, we have shaped our approach around three Sustainability Pillars that steer our decision-making every day:

Sourcing Responsibly

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

P7



Supporting Society

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

P14



Protecting the Environment

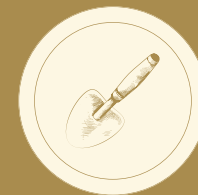
Increasing biodiversity, reducing waste and making sure our patch is looked after.

P22



Sourcing Responsibly

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



Grow our own

Everything we do across THE PIG is influenced by the Kitchen Garden – it's the beating heart of the operation. Our grounds are the heart and soul of each hotel, and each PIG has a brilliant team of Kitchen Gardeners looking after them. When we take over a new property, our gardeners know they are the custodians of that land: so, our aim is always to leave the plot in as good, if not better, shape than we found it.

Each PIG Kitchen Garden is managed with organic principles and holds a strong commitment to sustainability and biodiversity. Every morning, our teams are out beside the veg beds (even on Christmas Day) picking the freshest produce for our menus, come rain or shine. The bond between the garden and the kitchen is so strong, there is now an almost obsessional culture for all things homegrown and local. It is deeply embedded into our way of life at THE PIG – everything comes back to the land and the locality of our produce, grown by us or our neighbouring supplier friends.

Pig Honey

In 2025, we harvested 2½ tonnes of honey from our very own beehives across our hotels. While this deliciously sweet nectar provides goodies for our restaurant dishes, our bees are crucial for boosting biodiversity and are essential pollinators across our gardens and surrounding grounds. At THE PIG-in the South Downs, the team specifically plant a range of flowering crops and trees across their patch, so our bees always have a food source throughout different seasons. It's so important for us to be part of this effort, not only to help sustain our key pollinators, but to help them thrive.

Seedlings

All our Kitchen Garden plants begin in our Central Nursery in the New Forest and are cared for by our dedicated Nursey team. In 2024, we produced approximately 285,000 seedlings here for our hotels, and this increased to over 300,000 seedlings in 2025.

Over 300k seedlings produced at our Central Nursery

1 million seedlings sowed at our Central Nursery

2½ tonnes of honey harvested from our own hives





Digging Deeper

Meet Charlotte, aka. Charlie – our Head Kitchen Gardener at THE PIG in the New Forest

When did you join THE PIG and what made you want to be a part of it?

I first joined in 2023 and was immediately drawn to the ethos of organic food production where we can work closely with the chefs using our produce to create the best bespoke growing, cooking and eating experience possible.

What makes THE PIG Kitchen Gardens so special?

Working as a PIG Kitchen Gardener gives a unique perspective to growing, as we are always working to be both productive and aesthetic. This gives us an opportunity to create a space to work in that feels extra gratifying to be able to stand back and say: ‘This looks and tastes amazing, and we did all of that ourselves!’.

Our garden at Brockenhurst is laid out in areas that make it feel like we have little ‘rooms’ in our garden that all feel slightly different. From the structured walled garden with regimentally planted veg beds and immaculately pruned fruit trees, to the more open and free space of the greenhouse garden and orchard, where the taller plants like our Jerusalem Artichokes can really shine!

How is a sustainable approach factored into your work?

We try to limit the use of plastic by reusing seedling and module trays for all our sowing, as well as only using peat-free compost. We also add all our garden waste from harvesting and weeding to our compost bay, which we can then cover and leave to break down into homemade compost to be used by our grounds team across the site. And even when some of our veg goes past its best (it happens to the best of us!) those will go to our pigs and chickens too, so nothing is wasted.

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

There are so many to choose from! However, as we come into the summer months, one of my favourites every year are the cucamelons which we usually grow up one of the walls in our greenhouse. Looking like baby watermelons and tasting like lemony cucumbers, these are some of the most unique and fun additions to gin & tonics, or garnish for fish dishes on the menu.



“This looks and tastes amazing, and we did all of that ourselves!”

Source locally

Whatever we can't grow or rear ourselves, we source from local suppliers – it's the basis of our 25 mile menu. We look for and partner with small, family-founded or hyper-local businesses who share our values and high standards for seasonality, the very best quality and reusing, repurposing and recycling everything we can.

25 mile menu

The dishes in our restaurants change by the day depending on what our foragers supply, what arrives at the back door from our local farming friends, what is freshly caught that morning from local fishermen and what our Kitchen Garden team deems to be in perfect condition. The 25 mile menu is a real celebration of our British produce, grown and gathered with care.

Sweet treats

Last year, THE PIG launched its very own take on teatime – an afternoon line-up of proper PIG treats, filled with buttery, savoury things, followed by soft bakes and sweet bites (so, naturally, we called it: Buttered & Baked!). We teamed up with Hobbs House Bakery, a fifth-generation family business and proud B Corp based in Bristol, to create our bespoke PIG Millionaire's Shortbread for the menu at our most nearby locations, THE PIG-in the Cotswolds and THE PIG-near Bath. Our guests loved them so much, these treats from Hobbs House Bakery are now available on all Buttered & Baked menus across our hotels.

Breakfast of champions

We welcomed a new, perfect partner for our breakfast tables in 2025: our friends at Forthay Granolas, who now provide their delicious cereals across THE PIGs from their family-owned farm in the Cotswolds, creating small-batch, handmade and natural granolas free from additives and preservatives. Forthay Granolas are gluten-free and coeliac friendly, helping to reduce the need for our kitchens to order multiple variations suitable for different allergies, lower wastage in our restaurants and eliminate multiple means of energy spent on transportation and manufacturing.



Conscious choices



When looking for suppliers, we look for brands who share our high standards, strong ethical values and genuine respect for the environment. And while we grow and source as much as possible within 25 miles, some products naturally come from a little further afield. When visiting these suppliers isn't practical, we turn to trusted third-party certifications to guide us. These accreditations help ensure the products we buy meet strong social and environmental standards, giving us assurance on both quality and ethics.

One example of this is our coffee supplier, Origin.

Origin take their responsibility to people and planet as seriously as we do – so we are incredibly proud to pour cups of Origin's Sail Ship coffee in our restaurants across THE PIGs.

Why Origin?

A certified B Corp, they build long-term, transparent relationships with farmers and invest directly in communities at source. Their approach prioritises exceptional, traceable coffee while ensuring producers are supported fairly across the supply chain.

Origin was founded in 2004 with a commitment to quality, sustainability, and education – values that closely mirror our own. They work directly with coffee growers to source beans that are not only outstanding in flavour, but also responsibly produced. Their partnerships are supported by independent organisations such as Enveritas, helping them identify opportunities for continual social and environmental improvement.

Find out more at thepighotel.com/almanac/wake-up-and-smell-the-coffee

Sail Ship coffee

From 2025, we began proudly pouring Origin's Sail Ship coffee across THE PIGs – an innovative blend with a remarkable journey.

Sail Ship coffee is transported across the Atlantic by wind-powered cargo vessels as part of the Fresh Coffee, Clean Ocean initiative with shipping partner TOWT. This method can reduce transport emissions by up to 95% compared with conventional diesel cargo shipping, helping Origin significantly cut CO₂ output per container while reducing the noise pollution that affects marine life.

Their most recent shipment travelled 22 days from Brazil to Le Havre, carrying 19 tonnes of coffee sourced from the high-altitude Morgiana region – an area known for producing naturally sweet, smooth beans with notes of milk chocolate, Brazil nut and raisin.



3 stars from The Sustainable Restaurant Association



What this rating means

The Sustainable Restaurant Association (SRA) is a global organisation dedicated to accelerating a more sustainable future for the hospitality industry by assessing behaviour, measuring action and celebrating progress across food service businesses. Its globally recognised Food Made Good Rating is the world's largest sustainability certification tailored to the sector.

The Food Made Good Rating is a 360-degree assessment used by more than 11,000 professional kitchens across 42 countries to evaluate how well a business sources responsibly, supports communities and staff, and reduces its environmental impact. A Three-Star rating represents the highest level of achievement, awarded only to leaders who demonstrate exceptional, independently verified sustainability performance across all areas of their operation.

Our journey with The SRA

At THE PIG, we have been working with The SRA since 2012 and we have earned a three-star rating every time, remaining consistent, even as standards have become more demanding. Our long-standing partnership helps drive continuous learning and improvement across the group.

“ Having been part of The Pig for nearly 15 years, I've seen our ethos remain constant: growing our own, working with the seasons, and sourcing locally. These principles continue to guide us, and as sustainability standards evolve, so do we.”

Andy Wright, THE PIG's Group Head Chef

“ The Pig shows superb attention to detail when it comes to provenance, with a 25 mile menu in operation at every site... supporting and celebrating small-scale farmers, fishers and foragers in each community.”

Juliane Caillouette Noble,
CEO, The Sustainable Restaurant Association

Working with our B Corp friends



Being B Corp certified means we're part of a global community of other businesses that are meeting high standards of social and environmental impact. That really matters to us – we carefully choose partners who share our aim to leave our patch in better shape than we found it. Here are a handful of our fellow B Corp partners:

House of Hackney

We've always felt a natural connection with House of Hackney, whose designs are deeply inspired by the natural world – something that sits at the heart of everything we do at THE PIG. Their founders created the brand to bring nature indoors with purpose, integrity and playfulness.

House of Hackney are leading the way in purposeful business. They became the second company in the world to legally appoint a Mother Nature and Future Generations Director to their board!

Their bold prints and British heritage aesthetic blend seamlessly into our spaces, complementing our upcycled, antique and lived-in PIG style. It's why you'll spot their cushions, curtains and wallpapers all around our PIGs.

Noughty Wine

When it comes to what we pour behind the bar, we look for partners whose values align closely with our own.

One of those is Noughty, the award-winning alcohol-free wine producer and fellow B Corp, who are leading the way in creating high-quality, sustainably made alternatives for those choosing not to drink alcohol.

Noughty's wines are certified organic, vegan, and crafted with a focus on lower intervention and lower impact.

Both of us at House of Hackney and The Pig champion traditional craft and locality – it's a very clear message throughout The Pig's schemes. We both believe in buying less but buying better. The factories we found when we first started House of Hackney are the same ones we work with today to turn designs into 'future heirlooms' – pieces created with such skill and integrity that they stand the test of time. We know The Pigs work in the same way, too."

Frieda & Javvy, Founders of House of Hackney

Bramley

We've been working with Bramley from the very beginning of our journey. Made in Wiltshire, their gentle, botanically-led formulations align with our commitment to wellbeing and environmental responsibility.

Bramley's products are created using natural ingredients, essential oils, and responsibly sourced botanicals, all designed to be kind to both skin and planet. In 2025, we even created our own bath and body products together, inspired by our PIG Kitchen Gardens.

Their B Corp certification reflects robust commitments to ethical manufacturing, supply chain transparency, and reducing environmental impact, principles that resonate strongly with our own sustainability goals.

"Bramley and The Pig share a deep-rooted love for the British countryside and a commitment to protecting and preserving the natural environment. The Pigs are sensory, relaxed environments, and our Bramley products complement that. The collection of bath and body products were inspired by the Kitchen Gardens at the hotels with ingredients that include camomile, sage and rosemary."

Chloë Luxton, Founder of Bramley



Supporting Society

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



Justice, Equity, Inclusion and Belonging

One of our PIG values is to bring your character, and we mean it. We want our PIG People to feel genuinely comfortable being their authentic selves at work – after all, our hotels wouldn't be half as warm or interesting if everyone were the same. We embrace the quirks, individuality, and differences our teams bring with them each day. It's this mix of personalities and perspectives that shapes our culture and makes THE PIG such a unique place to work.

What we discovered

Our annual inclusion survey highlighted neurodiversity as one of the most prominent characteristics within our workforce. These insights reinforced the importance of creating environments where different cognitive styles are understood, valued, and supported. The findings also helped us identify where increased awareness and practical skills would have the greatest impact.

“Hospitality is all about people, not robots. It's one job AI will not be able to replace. People come to us with so many different characteristics – we want them to feel free to be themselves at work. The only thing we ask is that they share our mission of being 'the future of caring and considered hospitality'. The rest we can support with.”

Alex Knowles-McNab, People Director for THE PIG

What we did

In response, we rolled out Neurodiversity in the Workplace training for all Deputy General Managers (DGMs) across the Group. This programme equipped leaders with a deeper understanding of neurodivergent conditions, the strengths they bring, and the adjustments that can make a meaningful difference in daily operations. By focusing on communication, flexibility, and supportive leadership approaches, the training has helped our DGMs feel more confident in fostering inclusive teams. This marks an important step in our wider JEDI journey (Justice, Equality, Diversity and Inclusion), ensuring that inclusion is not just encouraged but actively led from the top.



Looking after our community

Looking after our community sits at the heart of how we operate at THE PIG. We recognise that our responsibility extends far beyond the walls of our hotels and into the communities we touch, from a local, global, and industry-level perspective.

Action Against Hunger



THE PIG has been a long-standing supporter of Action Against Hunger (AAH) – our first donation to the charity was in 2012 and we have been supporting AAH across the Group for 14 years. In 2025, we continued this commitment through their Restaurants Against Hunger campaign (formerly Love Food Give Food). We support the Restaurants Against Hunger campaign by adding a voluntary £1 to all restaurant bills, offering guests a simple and accessible way to make a meaningful difference.

During the 2025 campaign alone, our guests helped us raise **£25,506.37**, contributing to the charity's vital work in preventing hunger and malnutrition.

This brings our lifetime contribution to **£170,762.87** since the beginning of our partnership with Action Against Hunger. To understand the impact of this support, our cumulative fundraising is equivalent to providing life-saving, six-week treatment programmes for 4,065 children experiencing severe acute malnutrition.

Hospitality Action



We are proud supporters of Hospitality Action, an organisation that provides vital assistance to hospitality professionals facing crisis, hardship, or challenges with their mental and physical wellbeing.

In 2025, our teams strengthened this commitment through active fundraising and awareness-building. THE PIG in the New Forest's very own Hotel Director, Guy Freedman, participated in the Master Innholders Charity Cycle Ride from Reims to Kent. This was an extraordinary multi-day challenge that not only showcased personal dedication but also generated further support for a charity so close to our hearts.

Later in the year, across the Group, our PIG People took part in Walk for Wellbeing, raising funds to support Hospitality Action's work while championing the importance of mental health within our own teams.

Over the seasons, we also donated PIG gift vouchers to many of the charity's fundraising



initiatives, including the Winter Online Auction and South West Polo Day.

"The prizes are such an enormous support and are always put to the best possible use," says Giuliana Vittiglio, Head of Fundraising & Marketing at Hospitality Action.



All of these efforts underline our belief that looking after our industry and community is essential, and we remain committed to standing alongside Hospitality Action in supporting those who care for others.

Meet our local partners supporting society

Each PIG has a dedicated, local partner who we donate, fundraise, volunteer and raise awareness for. We're proud to do our bit in helping to make a positive impact in the communities we're rooted in.

The Crumbs Project



Lily's Social Kitchen



Children's Hospice South West



Our local charity partner at THE PIG-on the beach is The CRUMBS Project – a Bournemouth-based charity offering professional hospitality training to adults with disabilities, neurodivergence or a wide range of mental and physical health conditions. The CRUMBS Project use hospitality-based training to provide the trainees with professional skills that mean they're more likely to gain employment.

Last year, THE PIG-on the beach team, including Head Chef James Shadbolt and Sous Chef James Rothnie, met the trainees and hosted a cooking masterclass on how to prepare and serve pigeon.

At THE PIG-at Bridge Place, we work with Lily's Social Kitchen, a social enterprise providing employment and employment training to people with neurodiversity with or without cognitive challenges and to people with learning disabilities.

Lily's share THE PIG's commitment to food, training and development – and, last year, our PIG People volunteered with the Lily's team to help make meals in the community for Canterbury Winter Shelter.

THE PIG-at Combe are proud, long-term supporters of Children's Hospice South West (CHSW), who provide hospice care for children and young people with life-limiting conditions and their whole family.

"This charity gave us the chance to think differently about how we can help the community," says THE PIG-at Combe's Hotel Director, Chris Charles.

"Because it's all about giving families a break, we have been able to send some of our Potting Shed team members to the hospice to offer short treatments for parents and some of our grounds' guys have gone to add some extra herbs and plants to the hospice gardens.

"Knowing we're supporting such an impressive charity, here in our local community, has meant a lot to our PIG team members."

"I was so impressed by the attitude, application and genuine passion from the trainees. We are planning to have some of them do work experience in our kitchen... it would be great if, for some, it might lead to roles with us in the future. Hospitality is somewhere anyone can express themselves and show their personality; anyone who has the right attitude can succeed. I'm genuinely so excited by the partnership with The Crumbs Project."

James Shadbolt, Head Chef at THE PIG-on the beach



The Wave Project



Jamie's Farm



Over in Cornwall, at THE PIG-at Harlyn Bay, we are proud partners with The Wave Project – a local charity based in Newquay, championing inclusion and improving children's mental health and wellbeing through their award-winning Surf Therapy programme and specialist Adaptive Surfing Hubs.

The Wave Project firmly believe that surf therapy can have such a positive effect on young people – and we couldn't agree more. "The Wave Project is an initiative that is really close to our hearts," says Lukas Andr, Hotel Director at THE PIG-at Harlyn Bay.

"We have a lot of parents who work for us, and life isn't always easy for them or their kids. Children's mental wellbeing simply doesn't get the interest or the investment it requires and it's important for us, as a team, to show that hospitality is an industry that genuinely cares for people."

"Last year, we brought hot chocolates and brownies from our kitchens to The Wave Project's final surf therapy sessions in multiple Cornish locations," adds Office Manager, Georgie Hilliard. "We also donated homemade cakes to their fundraising surf comp in Polzeath and hosted their team meal here in November to celebrate another successful year of surf therapy."

THE PIG-near Bath have been long time supporters of 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.

Here are a few key projects we helped them with in 2025:

- Jamie's Farm opened a new farm in Bath and our teams helped them settle in by volunteering their time to unpack, make up furniture and prepare the gardens.
- Our kitchen teams made tasty homemade tray bakes for Jamie's Farm's summer party.
- Our PIG People helped support with waiting and working on the floor for last year's charity dinner



Volunteering

We know the impact of people power, especially PIG People power. Every single team member can use 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.

Meet Freya Morton, Deputy General Manager at The Pig-in the Cotswolds

Why is it important to you to use your volunteering days?

I really value working for a company that offers the use of paid volunteer days. It's incredibly important to give back to the local community and being able to do this whilst being paid removes a barrier that a lot of people may face when struggling to balance finances against their desire to volunteer. I actually enjoyed my volunteering days so much that I continued with my chosen charity after the paid days had run out! It's incredibly rewarding. I have felt proud, encouraged, motivated, upskilled... the list goes on!

What kinds of volunteering have you been involved with?

All sorts! I have arranged and participated in litter picking in the local village (with an obligatory ice cream stop). My favourite volunteering role was at Catching Lives in Canterbury – I volunteered in the kitchen and helped prepare breakfast and lunch for those experiencing homelessness. I started out waiting to be told what to prepare and by the end I was able to run the



kitchen for the day! I enjoyed it so much that I sought to develop my kitchen skills through a College course and experience in the kitchen at Bridge Place.

Is there a project you'd like to get involved with for 2026?

I've been doing Park Run recently, so I would love to organise a PIG takeover for one of their events!

Adopt a School



Our PIG teams regularly volunteer at primary schools in their local areas to help deliver the Adopt a School programme from The Royal Academy of Culinary Arts.

Adopt a School helps children to learn healthy eating habits and encourages enthusiasm for cooking, as well as an understanding of the provenance and sustainability of different foods.

“At The Pig in the New Forest, we run our Adopt a School programme at Brockenhurst Primary. It helps to give children some food education opportunities they might not otherwise have at home or at school – and the activities are a lot of fun. We bring along many different kinds of fruit and veggies to show kids the sheer variety of what's available – dragon fruit always goes down very well!”

The Kitchen Team at THE PIG in the New Forest

Training and development



Over 4,100 of training hours
in the classroom



Over 1,965 of learning hours online



37: total number of apprentices
that were on a programme,
or completed their apprenticeship
in 2025



29 PLANTees graduated



THE PIG hotels, in partnership with Umbrella Training,
won Best Partnership at the National ATA Awards



Awards

Harvey Martin
(THE PIG in the New Forest)
won Best Chef Apprentice at
the Purple Umbrella Awards

Two other PIG People
made it through to the finals,
one for Best Mentor at
THE PIG-at Combe and one for
Best Hospitality Apprentice at
THE PIG-in the Cotswolds

Homegrown talent

Meet Tara – Assistant Restaurant Manager, to Hotel Director, to Head of Central Operations

I joined THE PIG in 2016 as Assistant Restaurant Manager (ARM) at Combe and was one third of a trio of ARMs who led the team through the hotel opening. In 2017, I relocated to the New Forest to take the role of Restaurant Manager at our original PIG and was later promoted to Deputy General Manager. In 2020, I was promoted to General Manager at THE PIG-on the beach and soon after, I became Hotel Director. When I returned from maternity leave in 2025, I moved into a new role in our Central Head Office as Head of Central Operations.



What made you want to join THE PIG, and what makes you continue to want to be a part of it?

I was working at River Cottage and loved the farm-to-fork ethos and being part of a hospitality community that genuinely cared about its people and the provenance of its food. In 2014, I came for lunch at THE PIG in the New Forest and instantly knew this was a brand that aligned with my passion for food and people. Two years later, THE PIG-at Combe was opening in Devon, just 20 minutes from my house, so I applied. Ten years on, I'm still incredibly proud to work for such an amazing brand.

What training have you taken on in your roles that helped you get to where you are today?

When I was appointed General Manager at THE PIG-on the beach, I also applied for an Innholders Scholarship with the Master Innholders. I was fortunate to be given the opportunity to attend the Talent Development Programme at Cranfield University, and this experience shaped my leadership style and gave me the tools and knowledge to succeed in the next phase of my career.



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

Working with some amazing people, both industry leaders and incredible team members who have gone on, or will go on, to become the leaders of the future.

What advice would you give the next generation about working in hospitality?

Hospitality is an amazing industry to work in and there are so many varied career paths to choose from. It's an industry you can join with limited experience and quickly gain new skills and new opportunities. Hospitality is hard work but it's incredibly rewarding and you really will build a strong network of friends and connections across the industry.

Protecting the Environment

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



Reduce waste

We're always looking for new ways to reduce our impact on the environment, whether that's bottling water on-site, cutting down food waste and packaging, getting into beekeeping or improving our composting skills. We're not saying we're perfect, and we don't claim to be – but you can be sure that we are thinking about every detail, every day to make a positive difference wherever we can.

Reduce

We know reducing what we consume is the best way to reduce our overall footprint – so, we take measures to do this mindfully, including:

- Reducing our food miles, thanks to our 25 mile menu and local ethos
- No longer supplying toothbrushes and toothpaste to each room as standard – and providing this only when a guest needs it
- Working with suppliers to limit their packaging, refusing any polystyrene packaging and returning any plastic trays provided with the driver
- Reducing our paper usage across THE PIGs and ensuring the paper we do use, is recyclable and sourced from UK suppliers

800 bars
of soap donated
locally



14,500 toiletry bottles
re-filled using the
Bramley refills for
our hotel bathrooms
and guest bedrooms

Re-use

The more we reuse, the more energy is saved, with fewer precious resources ending up in landfills. One of the many ways we're actively reusing at THE PIGs, is by topping up our Bramley toiletries in guest bedrooms into refillable, glass bottles.

In our restaurants, our partnership with Belu means we can serve their natural Welsh mineral water in bottles made with 35% recycled glass, and we use our Belu filtration systems to bottle water on site. All Belu's profits go to WaterAid, so they can deliver on their promise of providing clean water to communities around the world.

Since introducing the Belu filtration system across THE PIGs, we have saved 852 tonnes of CO₂e emissions – that equates to over 2,002,833 750ml glass single-use bottles*. And, last year alone, we saved over 482,827 glass single-use bottles, equating to 207 tonnes of CO₂e emissions.

*Calculated by Belu using the water meters that are installed in all systems across the hotels. The CO₂e comparison is based on Belu 750ml glass bottles and the CO₂e it takes to produce these. Where sites don't have a meter reading, Belu take an average, so the overall figure may change in the future based on this reading.



Recycle

We work with small, local, artisan soap makers to provide our in-room bars of soap at each of our hotels – and we have teamed up with Clean the World to recycle these used bars of soap from our bedrooms, preventing it ending up as waste and giving it a new lease of life. Clean the World recycle this used soap into new bars by sanitising the used product, grounding it into soap “noodles”, lab testing it and forming it into new bars that are donated to global NGOs. As our commitment to local is at the beating heart of the way we do business at THE PIG, we distributed a proportion of the newly made soap bars from Clean the World to those that need it most within the surrounding areas of our hotels – including New Forest Basics Bank in Lymington and The Genesis Trust in Bath.

482,827 single-use
glass water bottles
saved



207 tonnes
of CO₂e emissions
saved

Habitat creation in our own back yard

Making our own homegrown retreats for our local wildlife is an important way for THE PIG to contribute to nature recovery in the UK. Our hotel gardens, Kitchen Gardens and the surrounding landscapes collectively represent a valuable network of green spaces – they are settings that can act as refuges and stepping-stones for wildlife.

By creating and enhancing habitats such as wildflower meadows, ponds, native hedgerows and areas left to grow naturally, we can support pollinators, birds, amphibians and small mammals, helping to restore ecological function in landscapes that have been fragmented.

These nature-positive actions directly support our Protect the Environment pillar. Habitat-rich gardens improve soil health, water management and resilience to climate change, while strengthening the connection between each hotel and its local environment.

We love to be able to bring nature closer to our guests, supporting wellbeing and reinforcing education around seasonal food and sustainable land stewardship. And, through thoughtful habitat creation and management, we hope to demonstrate how hospitality businesses can play a meaningful role in addressing the UK's biodiversity crisis while delivering long-term environmental and social value.

Across THE PIGs, our teams have built a number of homemade retreats for our resident insects and fuzzy friends – including a Bug Hotel at THE PIG in the New Forest, a Hibernaculum at THE PIG-near Bath, an Insect Mansion at THE PIG-in the South Downs, a “Bee n Bee” at THE PIG-at Bridge Place and a Bug Snug at THE PIG-at Combe.



Meet our partners protecting the environment beyond our grounds and gardens

New Forest Trust

At our flagship PIG, the forest is close to our hearts (and our doorstep!) so our perfect local charity partner is The New Forest Trust.

A grant-giving charity, The New Forest Trust is able to help local people and groups secure funding for initiatives that speak to the conservation, protection and improvement of the New Forest – from reducing animal accidents in the forest by re-printing “Sally the Pony” storybooks, to supporting The Salt Lick project that helps keep animals away from the salt on icy roads.

“THE PIG also support our non-native invasive plan project to help the biodiversity of our local area,” says Hilary Harper, Trustee of The New Forest Trust.

This has included our gardeners taking the time to learn from the New Forest Trust’s botanist about which plants to grow in our gardens and grounds, and which to avoid.

In 2025, we raised **£19,229** for The New Forest Trust as part of our £1 voluntary donations on our guest food bills.



South Downs National Park Trust

Over in our West Sussex patch, our chosen local charity partner is the South Downs National Park Trust (SDNPT). Our PIG People and generous guests specifically support the Trust’s work with the Beelines Appeal – a project aiming to restore and create 150,000 hectares of flower-rich habitats, giving bees, butterflies and other pollinators the food and pathways they need to move and thrive.

“Habitat fragmentation is the biggest issue facing bees,” says Jan Knowlson, Biodiversity Officer at SDNPT. “This is when parts of a habitat are destroyed, leaving behind smaller, unconnected areas that the bees can no longer reach. Bee Lines’ teams are looking to change that by planting new wildflower meadows and creating a growing network of wildflower ‘corridors’.”

Last year, our guests helped us raise over **£7,055** for the Beeline Appeal as part of our £1 voluntary donations on our guest food bills.



Gloucestershire Wildlife Trust

THE PIG-in the Cotswolds is proud to support Gloucestershire Wildlife Trust, whose mission is to preserve, recreate and reconnect Gloucestershire’s Wild Places. Specifically, we support the Trust’s work on the Cotswold Canals Connected Project.

From a wildlife perspective, a core goal of the project is to improve the biodiversity of the region and support some iconic UK species to help them thrive, ranging from water voles to otters and eels to wading birds such as curlews.

In 2025, our guests helped us raise **£7,368** for Gloucestershire Wildlife Trust and their specific work on the Cotswolds Canals Connected Project by adding a voluntary £1 to their total on their food bills.

“Fundraising by guests at THE PIG-in the Cotswolds makes a massive difference to our ability to do this work,” says Esther Graham, Corporate Partnerships Manager at Gloucestershire Wildlife Trust. “The feedback we get from PIG guests is that being part of this fundraising effort helps them feel connected to the incredible Gloucestershire countryside, which is wonderful to hear.”



Climate action

Climate change is a global challenge that affects us all and demands urgent, collective action. We recognise our responsibility to understand and manage our environmental impact and to take meaningful steps to address the climate crisis. Alongside our ongoing work to reduce waste and support biodiversity across our sites, we know that robust climate action must be underpinned by accurate measurement and reduction.

Carbon footprint - 2024



For 2025, we have measured our Carbon Footprint to understand our 2024 emissions. This assessment shows an increase compared with our previous footprint, primarily due to the opening of The Village Pub and THE PIG-in the Cotswolds, which expanded the scale of our operations during the reporting period. In addition, Ecologi's updated emission factors for beef have contributed to an uplift in our Scope 3 emissions.

This increase reinforces the importance of making careful, informed choices within our supply chain, particularly when it comes to red meat. As a result, we are placing greater emphasis on menu design and procurement, including exploring alternative proteins such as game and poultry, while continuing to work closely with our suppliers to reduce emissions wherever possible.

	2022	2023	2024
Scope 1	1,350.9 tCO ₂ e	1,198.77 tCO ₂ e	1,176.02 tCO ₂ e
Scope 2	852.501 tCO ₂ e	806.71 tCO ₂ e	897.68 tCO ₂ e
Scope 3	8,758.324 tCO ₂ e	6,347.45 tCO ₂ e	9,747.86 tCO ₂ e

Measuring our footprint annually allows us to track progress, understand the drivers of change, and focus our efforts where they can have the greatest impact as we continue our journey towards a lower-carbon future.

Air Conditioning (AC) audit and optimisation

Last year, we conducted an audit of all AC units across the Group. Auditing our current AC range identified a large range of heating and cooling high points and low points across the THE PIGs.

Some machines had the capability to go as high as 32°C and as low as 16°C. Running the AC at such a low/high temperature was making the compressor work much harder, consuming excessive electricity and potentially shortening the unit's lifespan. The highest and lowest running machines aligned with the rooms where AC (noise) complaints were coming from.



We asked all Maintenance Managers to set every AC unit to a standardised banding with a minimum temperature of 18°C and a maximum temperature of 24°C.

By optimising our AC temperatures, we can:

- Reduce energy consumption by adjusting cooling and heating.
- Lower electricity bills, especially during peak seasons.
- Improve system efficiency, extending the life of AC units.
- Eliminate noise complaints referring to the ACs (e.g. gurgling).
- System Load: Running ACs at very low temperatures can strain the system, increasing maintenance needs.
- Support sustainability goals by cutting carbon emissions.
- Enhance guest comfort with smarter temperature control.
- Enable data-driven decisions through monitoring and analytics.

Looking ahead

Every year, we hold ourselves accountable to what we said we were going to do in the previous 12 months, to make sure we are always making continual progress. We are incredibly proud of everything our teams (and our valued guests) made possible in 2025 – and we know there is still more we can be doing to be better for people and planet.

As we move forwards, we at THE PIG will stay committed to our approach, championing the three Sustainability Pillars that will guide our decision-making every day:



Source Responsibility



Support Society



Protect the Environment

We know our main job is to make sure our guests have the most relaxing, fun, enjoyable time with us and that our PIG People are well looked after. And we will continue do it thoughtfully and responsibly for our industry, for the environment and for our local communities with our mission in mind: to be the future of caring and considered hospitality.



Progress at a glance

Target Highlights	What we said we'd do	What we did
Source Responsibly	Maintain 3* group-wide Food Made Good rating	3* group-wide Food Made Good rating held
Support Society	Aim for a target of 2,100 volunteer hours in 2025	Over 1,520 volunteer hours achieved – around 72% of our overall target goal
	Train all Deputy General Managers (DGMs) on Neurodiversity in the workplace	All nine DGMs received Neurodiversity training in March 2025, plus five staff members from the People team at Head Office
	Increase Apprentices across the group	Due to changes in Government policy over funding, we could not expand our programme as planned; but, we are still committed to delivering our highly successful Kitchen Apprenticeship scheme with 37 people currently employed as apprentices.
	Expand our craft training, developing even more PIG People	We are continually developing our training programmes across all divisions of the business – to date, 76 people have graduated from our PLANT leadership development programme and we recently introduced Hone Your Craft competitions, designed for our teams to showcase their best-in-class hospitality skills. So far, we have run cup competitions in bar, wine, restaurant and kitchen, with more to come for all departments.
	Complete a full-scale review of sexual harassment risk	We conducted two company-wide surveys on Sexual Harassment in the workplace, inviting all employees to take part. The results allowed us to create a risk assessment identifying key actions, including conducting lawyer-lead training for all Hotel Directors and the Senior Leadership Team, delivering targeted training for all senior team members in our kitchens, updating policies, installing safety systems in key risk areas, and continuing to publicise and act upon our Zero Tolerance stance.
	Send out DEI&B survey to employees	We conducted our second DEI&B survey towards the end of 2025, allowing us to understand more about the key characteristics of our teams and where we can add training and support.
	All hotels to set up Adopt a School partnerships	While we are not set up in all hotels, we continue to be active across five PIGs – we are planning further training in 2026 to allow more sites to deliver the Adopt a School programme and are committed to delivering this programme across all sites.
Protect the Environment	Write, submit and embark on an Energy Savings Opportunities Scheme (ESOS) action plan	We have developed a comprehensive Energy Management Strategy which is being implemented in 3 phases - starting in 2026
	Continue soap and candle recycling across the group and distribute new soap to the local community	We stayed true to our promise to recycle our used candle ends and soap bars. In 2025, our in-room used soap was recycled and re-purposed to create 800 new bars which were donated to local communities.

Plans for 2026 and beyond...

- Establish an Energy Management System (EMS) that delivers visibility, control, accountability and a pipeline of energy-saving projects, including activating Schneider reporting, establishing baselines, and appointing an external energy partner to audit two test sites
- Work towards B Corp re-certification
- Develop and further embed our sustainability strategy
- Build on B Corp month activities from 2025 to create × 4 guest facing B Corp events in 2026
- Continue raising awareness for our local and group-wide charity partners
- Aim for a target of 2,100 volunteer hours in 2026
- All hotels to set up Adopt a School partnerships
- Launch our employee-centric communications platform, PIG-it, to develop a deeper sense of connection and belonging across the group.



Follow our progress and keep up to date with all things PIG on:
thepighotel.com | [LinkedIn](#) | [Instagram](#) | [TikTok](#) | [Facebook](#)

