

Explore!

EXPLORE'S

# Purpose paper

DECEMBER 2024

Certified



Corporation



# Introduction



Explore's second annual Purpose Paper has been published, as we close another record-breaking financial year for the company. This publication looks beyond our profits - as a purpose-led business, we want to be held accountable for Planet and People goals too.

It's been another big year for sustainable travel. We were certified as a B Corporation back in February, and we've spent the last year continuing to drive down our carbon footprint right across the business. After some initial big wins and some bold decisions last year - including the cancellation of some itineraries - the going has been tougher as we've continued seeking opportunities to cut emissions, and develop new itineraries with sustainability at their heart. Read more about our carbon reduction journey on p6.

Our support of partners like Klimate, Rewilding Britain and Cool Earth have been vital, and I'm so proud to announce that we've donated £241,338 to these climate initiatives this year alone. We try, through our activities and partnerships, to balance funding between tried and tested, immediate wins with lesser known, burgeoning technologies like SAF and Direct Air Capture, championing the potential solutions of the future to help raise awareness and build funding for future development.

We're delighted to have signed a new rail partner in International Rail limited, who will help our customers to package up our tours with train travel for a lower carbon, immersive travel experience.

In July, we celebrated the first anniversary of the Explore Foundation, and looked back on a year that saw some big achievements (see p15). Meanwhile our HR team worked with a Diversity Partner on a DEI roadmap and inclusive hiring policy.

As ever, we're transparent with our goals and our progress against them. This document charts our successes and areas for more focus. We'll always take you with us on our journey to being A Better Business Than Yesterday..

*Michael*

Michael Edwards,  
Managing Director



**After some initial big wins and bold decisions... the going has been tougher as we've continued seeking opportunities to cut emissions**





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# Our achievements & aspirations

## We Certified as a B Corp organisation



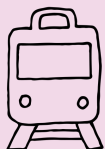
In February, Explore became a Certified B Corporation, and we're counted among businesses that are leading a global movement for an inclusive, equitable and regenerative economy.



## We hit our carbon reduction target



By targeting specific actions identified from last years audit, we've managed to reduce the carbon intensity of our trips this year.



## Rail partner signed up

We're delighted to have partnered with **International Rail Ltd** in a new relationship that will really open up rail travel as an option for our customers.

## The Explore Foundation turns 1



From funding reusable menstrual pads in Cambodia, to supporting children dealing with the trauma of conflict in Ukraine, it's been a big year. See [page 15](#).

## We're investing in SAF



Explore is committed to making a contribution to SAF for all staff travel, and we're now offering our customers the chance to get involved too. See p 8 or visit [explore.co.uk/SAF](https://explore.co.uk/SAF)

## Carbon removal with Klimate

Removing legacy carbon from the atmosphere is critical in the fight against climate change, and we continue to partner with Klimate as part of our carbon mitigation strategy. This year we funded **£145,514** of carbon removal.

## Regenerate and restore

This year, we've donated **£117,075** to support the protection of rainforests in the Peruvian Amazon and the regeneration of landscapes and wildlife in the UK via Cool Earth and Rewilding Britain.

## LATA Responsible Travel Awards - GOLD winner - Combating Climate Change

Explore won the **Gold award** for Combating Climate Change in the 2024 LATA Responsible Travel awards, which recognise excellence and innovation in sustainable tourism practices across South America.



## Silver Travel Awards - Winner - Silver Standout for Sustainability



Recognising our commitment to carbon reduction this year, we were named winner of the Silver Standout Award for Sustainability 2024.

## 34 brand NEW trips launched!



2024 has seen us launch more new trips than we have done in years - from our new Upgraded collection featuring premium accommodation to new tours in Rwanda, Chile, Ghana, Scandinavia and the Faroe Islands. Sustainability is woven tightly into all new product development - from supporting community initiatives to lower-carbon transport options.



# How we've tracked

In our first Purpose Paper, which was published at the start of the year, we outlined a number of goals and targets for the year ahead, as well as some for longer term. Here we've taken a look back at our 2024 targets, and how we've tracked against them.

## 2024 Targets:

■ Achieved
 ■ In progress
 ■ Paused

PLANET	Reduce the carbon intensity (per person per night) of our business by a further 4.5-5.25%	X			Focusing on key areas which we felt could deliver real results, we've managed to reduce our carbon intensity by 8% this year.
	Develop a comprehensive biodiversity roadmap to 2030		X		We've completed an audit with Animondial's Natour Impact Tool, identifying where to focus. Our next steps will be to define our actions and priorities for the next 5 years to ensure that protecting and supporting nature is a key part of designing our holidays.
	Support carbon removal technologies in the destinations we travel to	X			Through Klimate, our carbon removal partners, we've invested in a direct air capture initiative in Kenya and agroforestry in India.
	Introduce some rewilding experiences into our UK tours			X	Unfortunately the projects we've looked into so far do not sit neatly within our itineraries, and our focus this year has not been on UK trips. We'll revisit this as our priorities shift.
	Achieve our Fights Plastic Waste, Protects Biodiversity and Restores Biodiversity trust marks through ethy		X		Our biodiversity journey is beginning - once we have our road map in place, we'll continue working to both protect and restore biodiversity and hope to achieve these trust marks next year. We've achieved three other new ethy trust marks this year - carbon measured, carbon reduction target set, water efficient office.
	Review all on-tour animal experiences with an independent expert.		X		Not every experience has been reviewed; however we've reviewed a handful of wildlife encounters relating to working animals following customer feedback, which has taken the focus this year. We've appointed a staff member to spearhead this project, and ensure that every wildlife experience is reviewed in 2025.
PLACES	Publish and globally roll out our Modern Slavery and Indigenous People policies.		X		We've written policies for both Modern Slavery and Indigenous People. Next steps: to roll out published policies to staff, agents and tour leaders.
	Provide training for all Explore staff, agent partners and tour leaders on these policies.		X		We have done training for all staff on Modern Slavery via our internal training and development platform. Training for our wider network will be rolled out shortly.
PEOPLE	Complete a staff diversity audit.	X			The Diversifying Group, has completed a diversity audit on our business.
	Establish a Diversity, Equity & Inclusion working group		X		Working group established with bi-weekly meetings diarised into 2025.
	Implement and publish an inclusive hiring framework		X		The policy has been drafted and will be published and implemented in 2025.



# PLANET: Decarbonisation

Following on from last years results, we continue to work towards our target of reducing our emissions by 50% by 2030.

There's no denying this is a tough challenge, which can at times feel overwhelming, but our approach remains consistent. Using our data to prioritise efforts - from tweaking our itineraries to reviewing how we design, print and distribute our brochures.

This process has to be a team effort. Five team members trained in carbon literacy this year, expanded our in-house knowledge. Our suppliers on the ground are working hard to accurately measure our accommodation footprint, as well as seeking ways to create the authentic Explore experience with a slightly lower carbon footprint.

## In Focus: some trip changes

In our first year post-carbon measurement, we were able to make some big changes for quick wins in reducing our carbon. We changed several tours and even cancelled some where we struggled to justify a high carbon footprint. This year we've made more changes, and incorporated carbon measurement into the development of all new tours, creating itineraries where consideration for carbon is right up there with customer enjoyment.

### New.

New for 2025, our A Taste of Greece tour takes the overnight ferry from Crete to Athens, and all of the food tasted, made and bought on the tour is local and seasonal. Meanwhile our new Everest Base Camp tour takes a slower, overland route to Base Camp for a more immersive experience.

### → Improved.

With the completion of the road between Colombia's coffee country and Medellin, our Contrasts of Colombia tour has been adapted to include this overland route. This enables our groups to visit a smaller village outside of Medellin famous for its leather 'carriel' bag production - we visit one of the village workshops and can support the community more directly

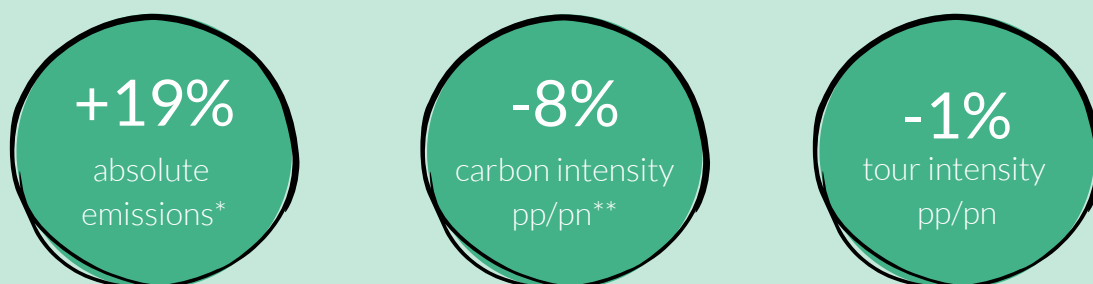


“Consideration for our carbon footprint plays a big part in our tour development. We think about everything from the local partners that we choose to work with and the activities that we include, to low carbon transport options, and how to make just one international flight work harder by planning trips that can be combined with others in the same region.

Carmel Hendry, **Head of Product**



# So, how are we doing?



\*including ALL flights - those booked by Explore and those booked by Land Only passengers

\*\*excluding flights that Land Only passengers book themselves

Our key metric is **carbon intensity per person, per night** (pp/pn). We're striving to reduce our carbon intensity by 50% by 2030, in line with our commitment to the Glasgow Declaration. Our reduction target for FY24 was -5.25% and we exceeded this, **achieving an 8% reduction** in our carbon intensity compared to the previous year.

However, it's important to acknowledge that our **absolute emissions** have increased as we had more customers travelling with us this year. We love encouraging people to explore the world, and our goal remains focused on reducing the amount of carbon emitted for every customer that travels with us.

Explore's carbon audit results	FY19 (base year)	FY23	FY24	% change (year on year)	% change (from base year)
SCOPE 1:	0	0	0	–	–
SCOPE 2:	0	13	1	–	–
SCOPE 3: Holidays	10,523	8,203	8,993	+10%	-14%
SCOPE 3: Business	346	487	310	-36%	-10%
Scope 3: Flights booked by Explore	26,727	18,971	19,210	+1%	-28%
Scope 3: Flights booked by customer	22,301	26,516	36,237	+36%	+62%
<b>ABSOLUTE TOTAL:</b>	<b>59,998</b>	<b>54,282</b>	<b>64,893</b>	<b>+19%</b>	<b>+8%</b>
Absolute Total excluding flights booked by customers	37,696	27,766	28,655	+3%	-23%
Intensity of our business, excluding flights booked by customers	189	126	115	-8%	-39 %
Intensity of our holidays, excluding all international travel	56	38	37.5	-1%	-33%

All figures within the table are in total tonnes of CO<sub>2</sub>e, other than the final two intensity rows, which are in KG.



## Decarbonisation: what's next?

We're committed to being transparent about areas we need to improve and feel its essential to be honest and open about any increases. Our audit results highlight where we're making progress, and where we still have a lot of work to do to reach the commitments we made when we signed the Glasgow Declaration. Since we began this process it has become clear that to succeed we need everyone to play their part. Last year, five Explore staff were trained and certified in carbon literacy, and next year we're aiming to roll out the same training and qualification to 30% of the team. By giving everyone the knowledge, we're all able to actively work towards making the reductions we need to achieve.

### Sustainable Aviation Fuel

There is no simple solution to reducing carbon emissions. Our approach is to focus on reducing our emissions, while also supporting nascent technologies including Sustainable Aviation Fuel (SAF). This year we've invested in SAF in order to help drive demand and the development of this technology. As well as making a contribution when our staff travel for business, we're offering our customers the chance to fund SAF in quantities of £20 alongside their booking.

#### Targets:

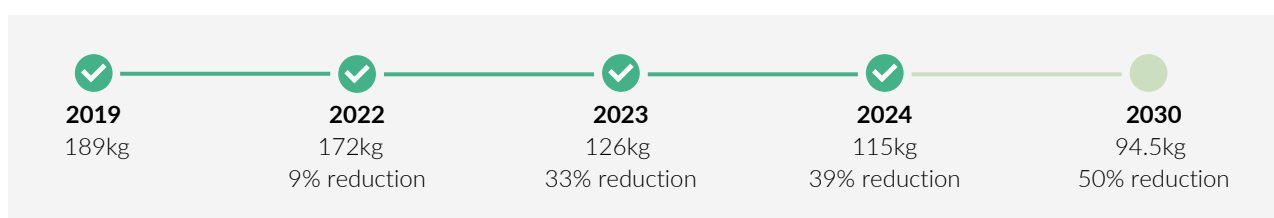
**2025:** reduce our carbon intensity by a further 5%

**2025:** provide certified carbon literacy training to 30% of the Explore team

**2030:** reduce our carbon intensity by 50% (on 2019 figures)

**2030:** reduce scope 1 & 2 absolute emissions by 90%

### How we're tracking

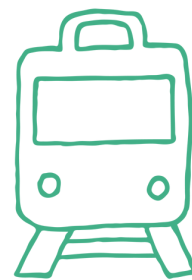






# Explore by rail

Travelling by train is an excellent way to travel. It's tried and tested, and not only lowers the carbon footprint of our adventures but adds to the authentic and immersive travel experience at the same time. We're delighted to be working with **International Rail Ltd** to enable our customers to plan more of their adventures by rail, should they wish to.



International Rail Ltd takes the hassle out of overland travel, taking care of everything from route planning to the issuing of tickets. Their expert, knowledgeable team can help plan overland routes that fit with our itineraries. Our customers will have the option to book rail travel from early in 2025.



PLANET:

# Biodiversity



## Protect and regenerate

Unlike carbon measurements, any impact our business has on nature is entirely unique to that specific location, that habitat, that ecosystem. Given the global nature of our holidays, and the fact that biodiversity isn't widely measured, understanding and measuring these impacts can be challenging. This year completing a thorough audit has enabled us to see where we already have robust measures in place - for example our animal protection policy - and where we have room for improvement. We can now plan our next steps, creating our biodiversity road map to define our actions and priorities over the next five years, and ensuring that protecting and supporting nature continues to be a key part of designing our holidays.

### In focus: Action in Iceland



“As a guide I love Iceland and being outdoors. I spend a lot of my time in the highlands where in the settlers time it was full of native birch trees. Now we only have small flowers and grass, so I want to do my best to bring Iceland as close to it's original state. Over the past 12 years I've collected seeds from native trees and worked with the Icelandic Forestry Agency to plant and restore habitats all over my country.

**Erla Björg Arnarsdóttir , Iceland**

#### 2025 target:

Apply the learnings to develop a comprehensive biodiversity roadmap through to 2030.



PLANET:

# Our climate partners

We work with some of the best in the business. Here are just a few of our excellent partners that really deserve a shout-out.



## Klimate

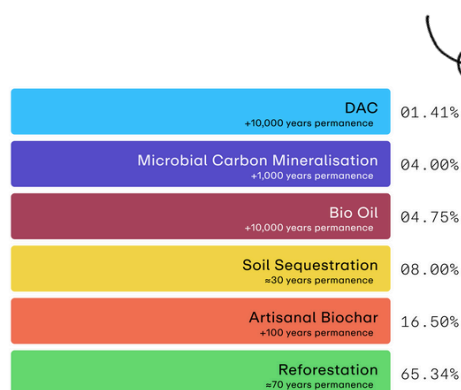
We're continuing to work hard on reducing our emissions. We also need to play our part in reducing *legacy carbon* - emissions already in the atmosphere and causing climate change. This year we invested **£145,514** through Klimate, funding a range of technologies from nature-based forestation and soil sequestration projects to a high-tech direct air capture program in Kenya.

## Cool Earth

2024 saw us celebrate 10 years of supporting Cool Earth. From the very beginning we've loved how they empower communities in the Peruvian Amazon, helping them to protect their land and traditional ways of life. In that time we've donated over **£178,000** and we'll continue to support them with a donation for every customer that travels with us.

## Rewilding Britain

This year we've continued to support Rewilding Britain's work, donating **£70,245** to protect and regenerate natural landscapes around the UK. Whilst our plans to embed some of the Rewilding Network sites in our tours hasn't materialised, we've remained focused on ensuring we play our part in supporting nature.



£83 per tonne average

1,740.02 tonnes contracted

£145,514.28 total spending



We believe in letting others verify that we are doing all that we say we are. Working with ethy is just one way of doing this. Their trust marks are only awarded when evidence is provided and the rigorous standards met, which we like!

In the last year we've been awarded trust marks for Carbon Measured, and Carbon Reduction Targets following the submission of our FY23 carbon audit.

## 2025 target:

To achieve our Protects Biodiversity and Restores Biodiversity ethy trust marks.



## Water-to-Go

This year our Water to Go bottles have had a bit of a glow-up. After the previous batch of sugarcane bottles sold out in record time, we took the opportunity to bring in our new branding and add a 75cl active bottle to our collection.

These brilliant bottles contain filtration systems that eliminate over 99.9% of all microbiological contaminants (including viruses, bacteria, chemicals and heavy metals) from any non-salt water source. Meaning you can drink water from any tap, stream or even stagnant water wherever you are in the world, with no need for single-use plastic bottles.

# 3,250

Our latest order with Water-to-Go has taken us to over 3,250 bottles of varying sizes in total.

# 1,000,000

Together, these bottles have the potential to save a whopping 1 million single-use plastic bottles being purchased!



## The cost of every Explore trip includes:

**£2.50 for the Explore Foundation**

**£8 - £23 for Climate**  
(depending on duration & location of trip)

**£3 for Rewilding Britain**

**£2 for Cool Earth**





PLACES:

# Protecting our places, and their people

Protecting the beautiful places we visit is vital for the future of our business, and for the future of our planet. We're committed to having a positive impact on the host community, the wildlife, the landscapes and the ecosystems we visit.



## Our trips

We strive to ensure that our trips maximise the positive impacts of tourism - environmental, social and economic. We'll always stay in locally-owned hotels and guesthouses, employing local people wherever we can. We encourage travellers to spend their tourist pound with locals, and to support community initiatives where possible.

Our Discover Bali, Flores and Komodo Islands tour visits an organisation at Yaysan Widya Guna that supports disadvantaged children, providing access to quality education. We visit a workshop and learn how to handmade traditional temple offerings before having lunch in the restaurant which employs locals with learning disabilities.



In Ghana, we visit the Kuapa Kokoo Cooperative, a Fairtrade organisation that ensures its cocoa farmer members get a good price for the cocoa they grow. We see the harvesting process on the farm, and learn about how the community uses the whole cocoa pod beyond the chocolate, for soap etc.

## In focus: our local Tour Leaders

Our tour leaders are the glue that hold our small group trips together - we know that without them, our trips wouldn't be the success they are.



### Abdallah, Jordan

*I was born in Petra, Jordan in 1971. I worked as an officer in the Jordan Armed Forces until 2015, when I went to work in a travel agency in Jordan while undertaking a tour guide training course. I loved it straight away! I like travelling, and I just love introducing Explore customers to Jordan.*



### Timucin, Turkey

*I had an interest in history and nature since my childhood, and my journey into tour guiding started from scouting and travels with my family. I studied in Ankara University and have been a licensed tour guide since 2009. I have since been happily working with mostly small groups with a special interest, especially nature and culture activities such as hiking, botany, birding, or visiting historical sites around Anatolia. I worked with Explore almost since the very beginning of my career.*



## Our Places policies

The places we visit, the people that we meet, the landscapes we discover: these are the essence of the Explore experience. By developing a Code of Ethics, we're clear on the standards we're striving for, and committed to ensuring that we operate in a way that creates a positive experience for everyone involved.

From Modern Slavery to Animal Protection, we're striving to do the right thing, and we welcome feedback when we fall short.

### 2025 targets:

Publish our full Code of Ethics on our website -  
Modern Slavery,  
Indigenous Peoples, Animal  
Protection and Ethical  
Marketing policies.





**In the last 12 months we've been privileged to support initiatives from Ukraine to Cambodia, and create real impact for local communities, including:**

- Donating **£9,476** to fund **One Bike's brand new repair centre** in Kahe Village
- Supporting Lehara with a donation of **£2,640** to **fund training for three more therapists** to join the Khumbu clinics
- Continuing to support **Lone Buffalo** by **fully funding DevTog5**, allowing 71 students to take part in a 6 month program of life skills workshops - building on the 87 students we supported last year
- **Providing 200 reusable menstrual kits** to support young women in Cambodia
- Providing funding to **distribute 5000 solar lights** to enable students in rural Cambodia to study in the evenings



- Planting **227 trees** to support relocated villagers in Cambodia
- Donating £2,925 to provide **emergency support** to the vulnerable waste picker community in Kenya
- Raising funds to allow **30 children to attend Stand with Ukraine's support camp**
- Donating £9,920 to fund Mahouts new initiative in Thailand, creating an **elephant-friendly, community-led experience**
- Fully funding GHE's **new women's cooperative** in Ladakh, including installing renewable energy sources.



## **One Bike - follow on! Additional money to fund a repair centre.**

One Bike harnesses power that owning a bike provides to empower rural communities, enabling access to education, healthcare and employment. After initially supporting this social enterprise at the foot of Mt Kilimanjaro with a donation to buy 50 bikes, we raised a further donation of £9,476 for the team to build a fully-equipped repair centre, ensuring that the bikes provided to the communities remain in good condition.

## Stand With Ukraine

The ongoing war in the Ukraine is having devastating impacts on its people. Many children have lost parents, siblings, homes. Their childhoods have been impacted in a way most of us can't even begin to imagine. So, when Explore's local partner in Ukraine introduced us to Stand with Ukraine we immediately wanted to support them.

This wonderful initiative is a residential camp for children aged 10-14 years old, which allows them a chance to distance themselves from the realities of day-to-day life, and revert to being children, to playing and having fun. Alongside that, they receive emotional support and access to trained youth therapists to help them process what they've been going through, and what they'll continue to experience until the conflict is resolved.

With generous donations from our supporters, we've provided funding to allow 30 children to participate.



## Cambodia Rural Students Trust

All over the world, girls are resorting to makeshift menstruation pads made from materials such as banana leaves, mattress stuffing and even feathers.

This project provides reusable period kits for Cambodian girls who currently have to miss several days of school every month around their menstrual cycle. Not only will we be supporting the girls who benefit from these beautiful, washable kits, but also the Siem Reap based women that lovingly hand sew the kits from 100% cotton material, and are paid a good salary for their work.


We've funded the creation and distribution of 200 reusable menstrual kits, helping to support young women in rural Cambodia



Explore makes a donation to the Explore Foundation on behalf of every customer, allowing us to continue supporting projects that create a positive impact on people, places and the planet.

Find out more at [theexplore.foundation](https://theexplore.foundation)





PEOPLE:

# What it's like to work at Explore

Doing the right thing by our employees, and being a great place to work, is hugely important to us. We put a lot of focus on our People and Culture, and regularly run staff surveys - from feedback on away days and events full to our annual Engagement survey - to make sure we're hitting the mark.



# How engaged are we?

84% of all Explore staff completed the Engagement Survey in 2024, with top line results including:

**94%**

of respondents say that they believe strongly in the goals and objectives of this organisation

**90%**

would recommend Explore as a good place to work

**98%**

said that people at this company treat each other with dignity and respect regardless of their personal identities

**99%**

said that the organisation's commitment to the environment is apparent in actions as well as words

## Staff wellbeing - mental, physical, financial

We recognise the impact that working from home, and current pressures like the Cost of Living crisis will have on mental health. We have a number of mental health first aiders, and resources available in our Wellbeing Hub. We are working towards our Menopause Friendly Employer accreditation.

Staff wellbeing is hugely important and we fund weekly sessions in yoga and circuit training in our Farnborough office. We continue to offer annual all-staff challenges like Steps For Sanity, encouraging employees to team up and get active in a friendly competition, and Bring Your Dog to Work days.

Informational webinars were offered during National Pension Week and Free Wills Month, with further resources available on our intranet hub. Finally, everyone deserves the chance to relax and rejuvenate, so all members of staff are offered 50% off one holiday per year from any Hotelplan UK brand.





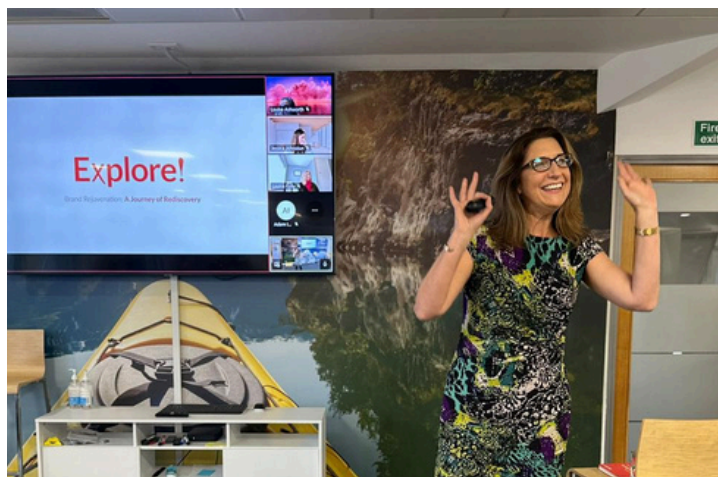


# Getting together

There would be no company culture to speak of if we didn't spend time together. Our hybrid working model includes one office day per week for each team, and one company day per week. On Thursdays the whole Explore team is in the office together, fostering cross-department working, and encouraging socialising and networking.



Once a month we have a Monthly Update Meeting (MUM) with MD Michael Edwards and a selection of speakers from around the business updating us on various projects and focuses. Every year in December, the whole business comes together for a full day of reflection and planning for the future at Explore Day. It's an event we all look forward to, and a great opportunity for us all to spend time together - away from our desks - making sure we're working and thinking to our best ability.



## In focus: Director's trip

Our second annual Director's Trip ran in October 2024, with Managing Director Michael Edwards taking eight Explore employees to Spain. The lucky travellers had been nominated by their colleagues for excellent work over the year and came from all departments of the business. For the first time, the Director's Trip travelled by rail, through France and northern Spain, and included highlights like Txikoli wine tasting, an e-Bike tour of Bordeaux, and hiking a section of the Camino de Santiago.



*"The Director's trip is my favourite of all our incentives. I just love taking some of the year's top performers on a trip - discovering somewhere new, doing some fun all together and crucially, getting to know a bunch of people from different teams really well over the week. I'm already excited for next year!"*

Michael Edwards.



## BTY 'Better Than Yesterday' training trips...



Every Explore employee is entitled to a 'BTY' training trip every year or two (depending on their role), joining a small group of customers on one of our tours. As we return from our travels, we all give a presentation to the whole business, sharing our experience so we're all continually learning about our trips.

## Low-carbon travel policy

Our low-carbon travel incentive enables staff to claim additional days' holiday for trips they take using low-carbon transport. There were 24 staff claims on the low travel policy this year, totalling 21 additional days of annual leave being granted.



## Volunteering

We're big believers in the power of our people, and we've long encouraged all staff to use their two annual volunteer days - in fact using at least one day is included in our annual OKR objectives. 53 members of staff have used volunteering days this year, with a total of 320 volunteering hours claimed.

Here are some of the Explore team cleaning the beach on Hayling Island (supported by Final Straw Foundation) where they collected 20kgs of litter and learned a lot about the effects of single use plastics on our environment. In addition, we donated £1,000 to Final Straw to process the plastic and waste we found.

## Workations



Our Workation policy enables all staff members to work from anywhere in the world for up to 6 weeks (30 working days) over the year. 45 workation requests were approved in 2024, meaning that 242.5 working days were worked from other locations, all over the world.

## In focus: Hannah, Carmel and Becky in Austria

Our Sustainability Specialist, Hannah Methven, Head of Product, Carmel Hendry, and Head of Sales, Becky Smith, set off across Europe by train in July 2024, for a workation week in Austria. Taking advantage of another staff perk - a complimentary stay at sister brand Interhome's property in the Alps - they also combined Explore's low-carbon travel policy with their workation: a trifecta of policies combined to make a productive and memorable trip. Three people from three different teams made a great opportunity to get to know each other even better and to plan and brainstorm cross-department.







ATTRACTING TOP TALENT:

# Our People focus



## Targets:



2025: Publish and share an Inclusive Recruitment Policy,

2030: Internal representation of people that matches UK average. Improved representation of ethnicity at Senior Management level.

## Diversity and inclusion

Having appointed The Diversifying Group as a Diversity, Equity and Inclusion partner, we have completed a diversity audit to measure our cultural practices, policies and marketing to create a baseline. The next step is to develop a roadmap for improvement. We have already begun to introduce more inclusive practices in recruitment, onboarding and development this year.

Our new applicant tracking recruitment system anonymises all incoming CVs - removing name, sex, age characteristics to eliminate unconscious bias from the hiring process. We have established a working group for Diversity, Equity and Inclusion, with stakeholders from around the business, and scheduled regular meetings for the coming year.

A new flexible holiday policy for different religious observances enables staff to take holidays and bank holiday when it suits them - our staff are not held to a British Christian holiday calendar.



# Learning & development

Our new online Leading and Managing with Purpose (LaMP) programme enables each member of staff to tailor their learning according to their needs, existing skills and ambitions for the future. There have been 155 learning events since the launch of LaMP: 98 live classes and 56 in-person training events. There's also a set of mandatory modules, on everything from Sustainability to what it means to be a B Corp.



## Navigating... series

This year we introduced a Navigating... series, which uses storytelling to highlight different experiences and perspectives from individuals around the business. We believe that everyone should feel comfortable being their authentic selves at work, and this platform enables people to share a little on topics that they're dealing with, passionate or knowledgeable about. So far we've had a steady stream of voluntary contributions on topics as diverse as Dyslexia or Prosopagnosia right through to managing a part-time degree alongside work. We believe in the importance of staff feeling comfortable (should they want to) to share something they're dealing with, or a different side to themselves, and to raise awareness and understanding.

### NAVIGATING...

NAVIGATING... is a series highlighting perspectives and experiences that might differ from our own.

Opening our eyes to different circumstances and finding the value in what makes each of us unique can help us work better together as teammates and understand each other better as people.

Everyone has a story to tell. Whether you realise it or not, there's something about your personal situation or work life that sets you apart and intrigues others.



### NAVIGATING...

#### Prosopagnosia

by Jae Hopkins, Marketing Director, Explore



## Recruitment & onboarding

Having established a cross-team Onboarding working group this year, we have overhauled our onboarding process so that new starters are immediately immersed within the business and the brand. The new process has been signed off, and will roll out for new starters from January 2025.

### Targets: ←

2025: Complete phase II of new Onboarding process, to include culture video and buddy scheme.





# Our values



We want to have a **positive impact** on people and **the planet**.  
And we choose only to work with others who can look us in the eye and say the same thing.  
We're **curious, ambitious AND QUICK-TO-ADAPT**. We work relentlessly  
to improve our business, and to provide **exceptional experiences** for those who  
**ENTRUST US WITH** their travels. **DIVERSITY IS TO BE CELEBRATED**.

**Life would be dreary, and change would be slow,**  
if we all thought the same way. We challenge our ideas, each other, and our business partners -  
always with respect and kindness. As we believe that's the way to grow our business  
(and be able to sit down for a drink together at the end of the day).

In a complicated **world** that's full of **potential**, we have a simple  
mantra for ourselves: **BE BETTER** than yesterday.

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# Be better



than yesterday

