

Wold Escapes Sustainability Policy

Our Vision

At Wold Escapes, we believe tourism should leave a place better than it was found. As part of JSR Farms, regenerative tourism shapes every decision we make. Our aim is not simply to minimise our environmental impact, but to actively enhance biodiversity, support our local community and create memorable experiences that connect visitors with the Yorkshire Wolds.

Through thoughtful investment, responsible land management and continual improvement, we are committed to ensuring Wold Escapes benefits our guests, our community and the natural environment for generations to come.

Our Commitments

Climate Action & Renewable Energy

We are committed to reducing greenhouse gas emissions and improving the energy efficiency of our business.

We will:

- Generate renewable electricity through our rooftop and ground-mounted solar photovoltaic systems.
- Use air source heat pumps to provide heating and hot water for every glamping cabin, reducing our reliance on fossil fuels.
- Continue improving energy efficiency through LED lighting, smart controls and regular monitoring of energy use.
- Invest in new technologies that reduce our carbon footprint as the business grows.
- Monitor our environmental performance to help guide future investment and continual improvement.

Protecting Nature and Enhancing Biodiversity

As custodians of our land, we are committed to protecting wildlife and creating habitats where nature can thrive.

We will:

- Maintain and enhance our Chalk Stream Sanctuary and surrounding farmland.
- Continue planting native multi-species trees and hedgerows, with over 6,000 trees already established and plans for further planting.
- Preserve and expand our wildflower meadows to support pollinators and increase biodiversity.
- Install and monitor owl and bat boxes to provide safe nesting habitats.
- Support local conservation initiatives and work alongside organisations such as Tophill Low Nature Reserve.
- Protect native wildlife including water voles, kingfishers, brown trout, wading birds and other species that inhabit our land.
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Responsible Resource Management

We recognise that natural resources are precious and should be used responsibly.

We will:

- Reduce energy, water and material consumption wherever practical.
- Reuse timber from the farm to create seating, firewood, fencing and landscaping materials.
- Harvest rainwater where appropriate and investigate opportunities to improve long-term water resilience.
- Minimise waste through reuse, recycling and responsible purchasing.
- Seek practical ways to reduce unnecessary packaging and single-use materials.

Supporting Local Communities

A thriving rural economy is essential to the future of our region.

We will:

- Support local suppliers, contractors and businesses wherever possible.
- Source local ingredients for our cookery school, catering and guest experiences.
- Promote local attractions, independent businesses and regional food and drink.
- Create employment opportunities and invest in skills within our local community.
- Encourage visitors to explore and spend time across East Yorkshire, helping tourism benefit the wider destination.

Inspiring Responsible Tourism

We believe visitors play an important role in protecting the places they enjoy.

We will:

- Encourage guests to explore our farm walks and countryside responsibly.
- Share information about regenerative farming, renewable energy and biodiversity through our website and on-site interpretation.
- Inspire visitors to appreciate the East Yorkshire landscape, wildlife and farming heritage.
- Encourage responsible behaviours that help protect the environment during every stay.

Accessibility & Inclusion

We are committed to creating a welcoming environment where everyone can enjoy Wold Escapes.

We will:

- Provide accessible accommodation and facilities wherever practical.
- Offer portable ramps and mobility aids to support guests with additional needs.
- Work with guests before arrival to understand individual requirements and make reasonable adjustments.
- Continue improving accessibility through guest feedback and partnerships with organisations and charities such as BLESMA.
- Ensure all guests receive a warm, inclusive and supportive welcome.

Continuous Improvement

Regenerative tourism is an ongoing journey.

We will:

- Review our sustainability objectives annually.
- Measure and monitor our environmental performance.
- Set new targets to reduce our environmental impact.
- Invest in innovation that improves environmental, social and economic sustainability.
- Encourage our employees, guests, suppliers and partners to support our regenerative tourism ambitions.

Our Promise

Wold Escapes exists to demonstrate that tourism, farming and nature can thrive together. Every decision we make is guided by a simple principle: to leave the Yorkshire Wolds in a better condition than we found it. By combining exceptional visitor experiences with regenerative land management, renewable energy, biodiversity enhancement and strong local partnerships, we are creating a destination that benefits people, place and nature alike.

Approved: July 2026

Owner: Wold Escapes Management