

A woman wearing a light blue t-shirt, khaki pants, and brown rubber boots is kneeling in a field, carefully planting a young green sapling into the soil. She is wearing grey work gloves. The background shows a field of similar plants under bright sunlight.

# *Sustainability* manifesto.

Creating a *sustainable* place  
where people love to be.



# Creating a *sustainable* place where people love to be.

Sustainability is one of our key company values. That means we take decisions that are sustainable, not just to preserve our environment, but to make our business fit for the future.

We have always been a sustainable business and have taken our accreditations seriously - such as ISO14001, Green Tourism Gold, and Greengage Gold. However, we recognise that we have to do better and not rest on our laurels. We believe it is now more meaningful to set out an ambitious destination of where we want our company to be, and then document our journey towards getting there - openly and honestly.

So... we've set out our vision and fully embedded it into our business plan. Instead of collecting badges and accreditations, we are moving towards being a B Corp Certified company which will measure our entire social and environmental impact and make us a leading business in the global movement for an inclusive, equitable, and regenerative economy.

Our sustainability vision.

## To become a B Corp Certified business by 2026

# 01 Profit into people

As a wholly owned subsidiary company of Loughborough University, all our profits are gift-aided back to help fund research and academic excellence on campus. Through our links with corporate clients, we raise the profile of the University globally, as well as helping academics become leaders in their field by hosting world-class academic events. We want to make our business and the University more secure by growing our financial contribution.

## Target:

Make a 10% contribution to Loughborough University's operating fund

# 02 Community partner

We are trying to create a place where people love to be. That means our guests, our customers, our teams, but also our local community. We want to provide opportunities for the community to find careers, support students whilst they study, provide apprenticeships for young people to learn important skills, and partner with local organisations to give opportunities to people who may need additional support to gain skills and find great careers.

## Target:

To gift £100,000 to Rainbows Hospice over 5 years



## 03 Fair play

Our people are our most important asset and we're trying hard to create a place where our people love to work. That means paying them properly for the work they do, valuing their contributions by providing great benefits, and lending a supportive hand whenever things get a bit tough. It also means celebrating individuality, identifying talent, and giving the opportunity to grow. We're trying to provide a safe, equal, inclusive, fair, and fun environment built on our key value of *kindness*.

### Target:

To become a 3-star status (World-Class Organisation) in Best Companies survey by 2027

## 04 Developing our team

We are investing in our teams so that our venues are not just nice places to work, but nice places to build careers and develop leaders for the future. By investing in the development of every team member, we will create a culture where committed individuals can realise their potential and attain success for both themselves and our business. We want to encourage our teams to *Learn While You Earn* and give them opportunities to become the best they can be, whatever stage of their career.

### Target:

Annually exceed 5% of employees enrolled in professional & development programmes



# Fifty

THE  
STREET



## Plant-powered food for all.

Fifty The Street is our sustainable plant-forward restaurant brand where fifty percent of the menu celebrates plants over animal protein. Our **plant-powered** concept was born to serve our guests and delegates with tasty, nutritional meals to power their day, to fuel people who choose meat-free diets with fabulous plant-based options, and to literally provide power and energy to the world with sustainable food waste initiatives and biofuel.

We also serve award-winning sustainable cocktails which are crafted by up-cycling food that would otherwise be wasted.

[www.fifty.restaurant](http://www.fifty.restaurant)



# 05 A place for all

We treat our guests and teams as if they were guests in our own homes. That means we have a duty of care to look after their wellbeing. We take our legal obligations to look after their health and safety seriously and think that it's equally important that we are a safe space for people to feel good and function well. We want everybody to have access to resources that can help them if they're down, to have access to facilities if they need advice, or if they just need to get away from the noise and contemplate quietly.

## Target:

To have a qualified Mental Health First Aider available 24 hours a day

# 06 Responsible procurement

We conduct ourselves and our business in an ethical way and make decisions because they are the right ones to make. We expect the people we work with to share that sense of what is right, to care for their own people and to care for the planet. We only want to do business with partners who show commitment to fairness and equality, who don't contribute to modern day slavery and whose products do the least damage to the planet. We promise to be fair to our suppliers and pay on time, every time.

## Target:

All preferred suppliers to go through a 5-point checklist by 2026



# 07 Energy usage

Giving our guests the best hospitality means striking a balance between comfort and sustainability. We are working hard to minimise the impact our business - and the events we host - have on the environment. We want to remove unnecessary carbon from our service by eliminating wasted energy, reducing it wherever possible, and offsetting it where it isn't possible to remove. We are committed to finding solutions that help our clients plan better events and give choices that don't impact negatively on the planet.

## Target:

To reduce our energy usage by 5% per overnight guest

# 08 Reducing waste

Underpinned by the 3R's principle of reduce, reuse, recycle, we measure food waste per guest and track landfill waste percentages. Our goal is to offer generous hospitality without excess. Through strategic menu planning and portion control, we minimize stock and waste. We also segregate and repurpose waste components from electronic appliances. Additionally, our building materials include carpets made from recycled plastic bottles and reclaimed wood, reinforcing our commitment to sustainability.

## Target:

To reduce our waste by 5% per overnight guest





## In partnership with Homefield College

We believe in creating meaningful opportunities for individuals with special educational needs and disabilities (SEND) by sharing our industry expertise and opening doors to rewarding careers. With employment rates for people with disabilities significantly lower than the national average, we saw an opportunity to drive change in our local community.

Our partnerships with Homefield College and Sense College allow us to provide hands-on hospitality experience for students, empowering them with the skills and confidence to succeed.

### Creating Opportunities

- Interactive Visits where students visit our venues to explore hospitality careers and engage in practical activities like table setting and room preparation.
- Interns learn their roles with the support of a job coach. Over time, as their confidence and abilities grow, they transition to working independently as valued team members.

### Real Impact

The success of this program is best reflected in the journeys of our interns. Two recent students excelled and gained essential skills to grow in independence. This led to permanent roles with Imago Venues, demonstrating the power of these initiatives to transform lives.

### A Shared Benefit

This program opens doors to meaningful employment, boosting confidence and independence. For us, it brings fresh perspectives and strengthens our drive to build an inclusive workplace. Together with Homefield and Sense Colleges, we're fostering a more equitable society – one where everyone has the tools to thrive. We're proud to empower individuals, support their growth, and create a positive impact in our community. Through partnerships like this, we want to help to shape a future where learning and opportunity is open to everyone.

# Learn while you earn...

We are proud to have joined the 5% Club. This is an industry-led initiative focussed on driving momentum into the recruitment of apprentices, graduates, and sponsored students.

It's a movement of more than 800 employers providing 'earn and learn' opportunities to develop the skills and talents people need to become more employable and create meaningful careers. Companies joining The 5% Club commit to raising the number of apprentices, sponsored students and graduates on formal programmes to 5% of their total workforce within five years.

Members are also asked to publicly report their progress in the Annual Report. Existing members range from SMEs to FTSEs and cover all sectors including engineering, transport, and financial services.

Member companies now also have the opportunity to achieve accredited Gold, Silver, and Bronze membership status through their annual Employer Audit.

The Club was founded in 2013 and during the 10th Anniversary year will continue to use its platform and record of success to engage with policymakers and influencers on issues of concern and relevance - specifically increasing awareness and activity that links skills investment with discernable social impact.

We have some big ambitions to significantly grow our revenue, become a UK Top Employer, and do so whilst being kind to our planet. We can't achieve these ambitions without a team of exceptional people who believe in our vision and values and who are at the centre of creating a culture we are all proud to be part of.

We are investing in our teams so that our venues are not just nice places to work, but places to build careers and develop leaders for the future. We're thrilled to join The 5% Club and give more people the opportunity to become the best they can be, whatever stage of their career.



I've been at Imago for a year now and I've felt supported since the moment I put my foot through the door. I've never had that before, when people are just so lovely and care about you. It's such a supportive environment where I really feel like I'm able to develop.

### Elle Todd

Purchase Ledger Finance Assistant  
Level 2 AAT apprentice



# 09 Water usage

We understand the importance of sustainable water management and are working hard on solutions that reduce water consumption. From flow reduction devices and monitoring systems, to reduced laundry and revised housekeeping procedures, our Task Force is implementing small changes across our venues that add up to a big impact. We are committed to changing the behaviour of our guests and our teams by highlighting best practices, signposting useful content, and improving our team training.

## Target:

Reduce water consumption to below 0.2 m<sup>3</sup> per overnight guest

# 10 Sustainable events

We are committed to providing green meetings as a standard for all events hosted in our venues, with add-on options to meet diverse needs of partner clients. Our “Standard For All” package will fully align with ISO 20121, showcasing our commitment to hosting events that foster a legacy of sustainability and responsibility. This standard serves as a guiding framework for sustainable event management, helping us integrate sustainability into every aspect of event planning and delivery.

## Target:

To achieve ISO 20121 by the end of 2025



# Over the rainbows

## Brightening short lives

We believe in creating meaningful connections not just with our guests but also within our community. That's why our team unanimously chose Rainbows Hospice for Children and Young People as our nominated charity.

Rainbows stands as a beacon of hope for children and young people with life-limiting and life-threatening conditions. They provide a wide range of care including symptom management, end-of-life care, respite and emergency support. This care is available wherever it is needed, at the hospice, in hospitals, or in homes across the East Midlands. Their mission is simple yet profound: to brighten short lives by helping families make the most of every moment and create precious memories to treasure.

## Case study

Willow has Dilated Cardiomyopathy and severe heart failure. Her heart works at just 20 percent capacity. Her parents, Chloe and Cole have been told they 'must wrap their daughter up in cotton wool.'

Willow, who is described as incredible and strong, celebrated her first

birthday on April 13 2024. "We are so happy we get to celebrate her first birthday as we can never be sure on the future," said Chloe. "The hardest thing is we just don't know, so we need to live life to the full."

For the family, it has been a tough year and Chloe recalls the moment Willow suffered a cardiac arrest when she was just a tiny three-weeks-old. "Willow had been projectile vomiting, so our GP sent her to Leicester Royal Infirmary," said Chloe. "Within 20 minutes of us being there, she went into cardiac arrest. I dread to think what would've happened if we weren't in the hospital. We were totally in the right place at the right time and if not, she wouldn't be here today."

Medics performed CPR for 50 minutes in total. After 30 minutes Willow regained consciousness for 10 minutes, but then crashed again and had to have CPR for a further 20 minutes. "It felt like 50 years," said Chloe. "At one point, they said they would try for five more minutes and she came back after three. I am so grateful they gave that extra five minutes."

At five-weeks-old, Willow had an operation known as the Hickman procedure, one she desperately needed but also not advisable and



incredibly risky for heart patients.

But being such a little fighter, Willow's surgery was a success. It was then, while recovering at hospital, that Chloe and Cole met Katie Brant, a Rainbows Nurse.

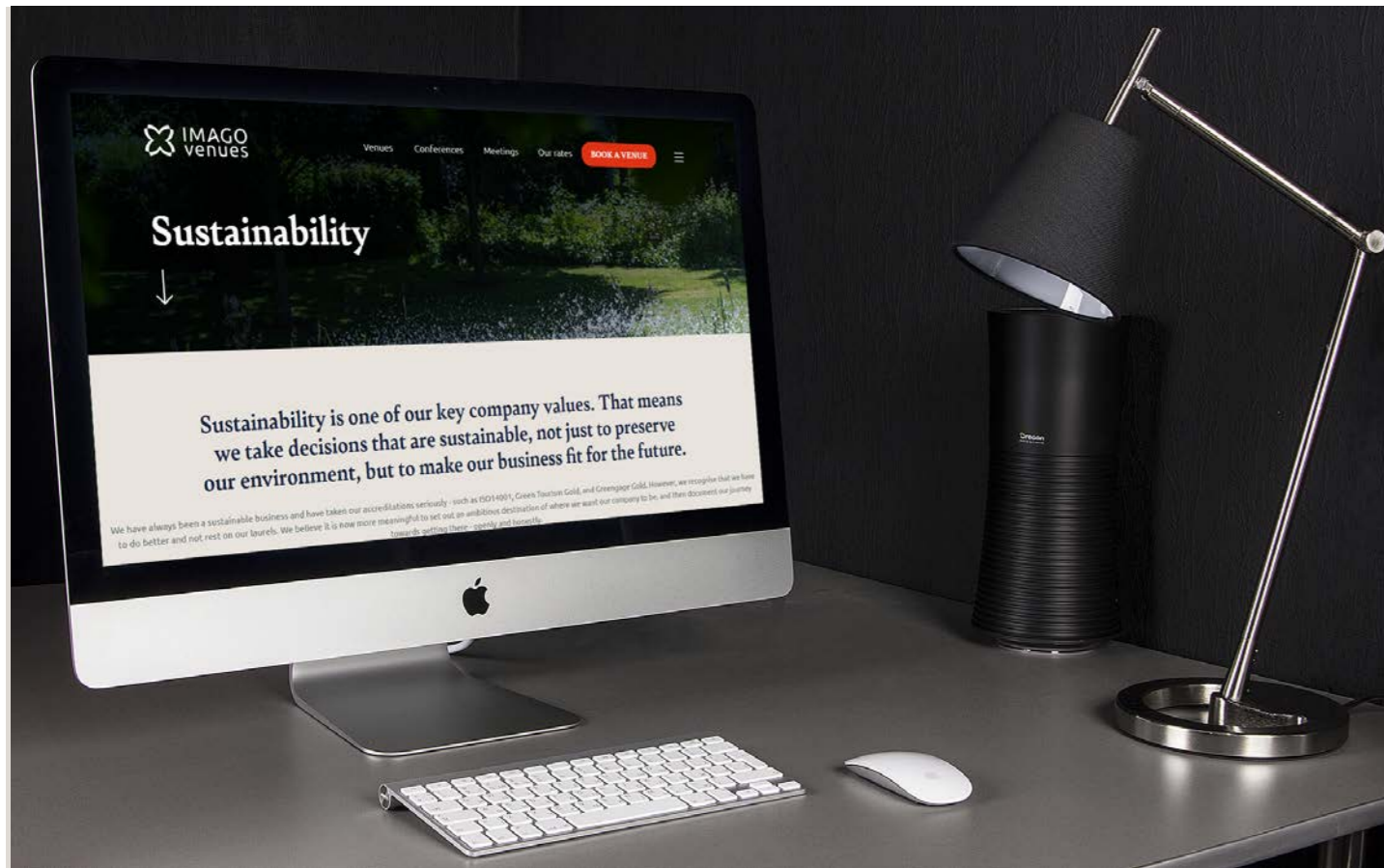
"Katie told me about Rainbows and explained how the charity could help us. At Rainbows we were able to be a family again. All three of us slept in the same room and that was amazing, it was so nice to be together. Since that first stay, we love going to Rainbows. We have to be careful everywhere we go because of germs as Willow is so

vulnerable. But at Rainbows, we always know she is safe.

"Willow also loves Rainbows, she is non-stop smiles when she is there. We can't take her to swim anywhere because temperatures are too cold and will shock her, but the Hydrotherapy Pool at Rainbows is so warm and Willow loves to go swimming.

"We also go to Baby Group, Coffee Mornings and Parent and Carer Group. These all really help me not to feel isolated and it is so nice to have adult conversation with others who understand."

*Since that first stay, we love going to Rainbows. We have to be careful everywhere we go as Willow is so vulnerable. But at Rainbows, we know she is always safe.*



We plan to achieve our vision of becoming a B Corp certified business by 2026 with 3 core elements:



### Manifesto

Our manifesto is our promise to our guests and our teams. Rather than empty accreditations, it maps our journey to becoming a truly sustainable business.



### Task Force

Made up of passionate people from right across the business, our task force is leading the way in finding the small changes that add up to significant differences.



### Packages

We're working hard to offer meetings packages that give our customers choices that are right for them and their business, partnering to achieve mutual ESG goals.

For more information about sustainability at Imago Venues, visit our website and explore stories and initiatives that are helping us do a little more good in the world and create a place where people love to be.

[www.imagovenues.co.uk/sustainability](http://www.imagovenues.co.uk/sustainability)

# ROOM FOR TREES

Skip cleaning your room and plant a tree instead...

This indirectly offsets some of your carbon footprint for your stay and massively reduces water consumption and use of chemicals.

In some locations, the tourism industry uses over 8 times more water per person on average than the local population.

Help us be part of the solution, not part of the problem!

To see how many trees we have planted visit:

[www.imagovenues.com/sustainability](http://www.imagovenues.com/sustainability)





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