

Rabbie's®

Sustainability Report 2024



Certified



Corporation

Sustainability Report

THE PURPOSE OF THIS REPORT

At Rabbie's, We Care About There and we want to help give back and protect the people and places we love. This report contains data about our 2024 operational year to help add context to our donations and volunteer programs. We also want to share the work we do out in the community with our customers, team and suppliers.

COMMUNITY IMPACT REPORT

This year, we reported internally on our community impact in terms of how our passengers move through the community while out on our mini-coaches.

This data helps build a picture to inform our volunteering and donation schemes as well as our product and business plans.



IMPACT SNAPSHOT

480

Stops listed on our UK and Ireland tour product itineraries - and we know our Driver Guides add even more!

19

Regions in the UK and Ireland that recieved the top 25% of our passengers in 2024



190k

More than 190,000 passengers carried across UK & Ireland in 2024

Top 25% Impact Pie Chart

WHAT DOES THIS DATA MEAN?

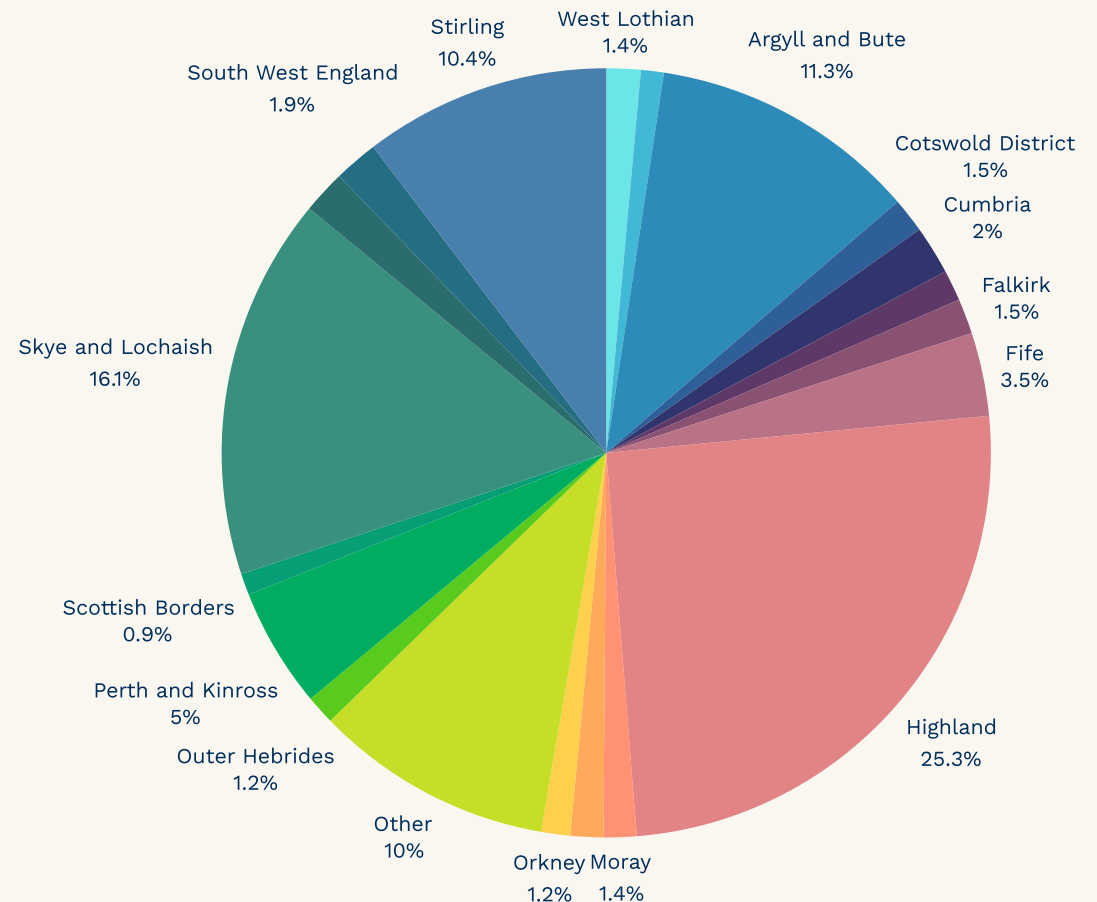
The pie chart on the right illustrates the regions where the top 25% of our passengers could have stopped on tour. Stop data is taken from product itineraries which we know may be changed on the day due to factors like; weather, group interest, attraction closures or season.

We know that passengers will visit stops not listed on the product sheets, thanks to these factors and the creativity of our fabulous Driver Guides, so this is not 100% accurate. It does indicate approximately where our passengers stop, with the percentage based on a comparison against total passengers carried in 2024*

INSIGHTS

- Impact is not solely positive or negative. It can mean contribution to the economy, use of the infrastructure and much more.
- Passengers could have stopped in these regions to take photos, eat lunch, stay the night, go shopping or all of the above.
- 19 regions make up our top 25% impact in 2024.
- This has increased from 2023 by 2 regions - South West England and Cornwall raised into the top 25% for the first time this year.
- 'Other' regions made up 10% of overall stops, and is made up of the remaining 49 regions. In this category, the general trend was an increase in impact in England, Wales and Ireland plus Aberdeen in Scotland.

*data from UK & Ireland only for 2024. European tour data will be factored in for the 2025 report



Carbon Tax Donation

WHAT IS OUR CARBON TAX DONATION SCHEME?

Did you know that at Rabbie's we self-impose a Carbon Tax of £10 per tonne of carbon emitted through our operations? We know that in our business, carbon emissions are unavoidable. But, 'we care about there' - we want to ensure that we are mitigating our impact on the environment and local communities and hopefully inspiring others to do the same.

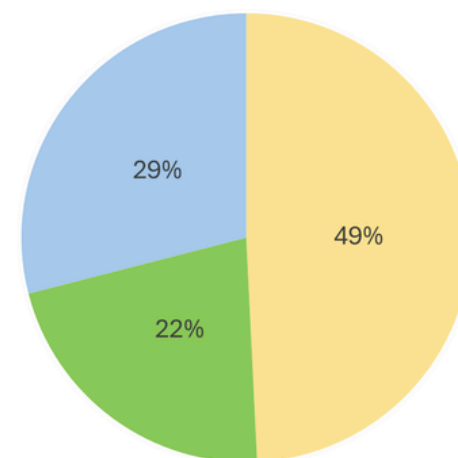
In 2023 we had a tax fund over £55k (accrued since 2019 - thanks global pandemic) but this year we are back to normal, and have just confirmed our 2024 fund of just over £21k. These two charts show the breakdown of our last 2 years of donations.

We are dedicated to spreading our funding geographically, as well as across different category types:

FUNDING CATEGORIES

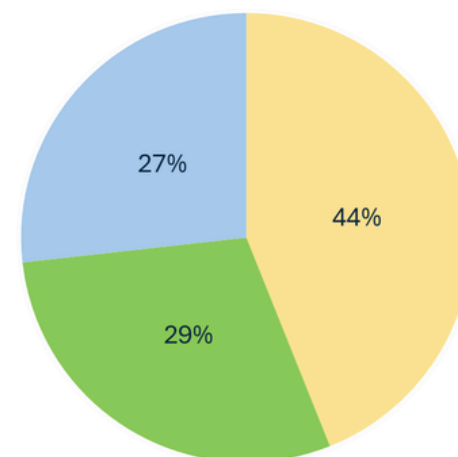
- Community and social wellbeing - community facilities, poverty relief, mental health and wellbeing
- Environmental - preservation & conservation as well as Carbon Offsetting projects (tree planting)
- Social/Environmental - improvements of health and wellbeing through nature with an environmental benefit

Carbon Tax by Category - 2024



Community & Social Wellbeing Environmental Social/Environmental

Carbon Tax by Category - 2023



Community & Social Wellbeing Environmental Social/Environmental

Carbon Tax Recipients

WHERE DID THE FUNDS GO?

This year we have had 55 community organisations apply for funding! To decide how we allocate funds, the community impact report was used to weight applications and our team voted to help guide how we gave back. This way our donations reflect not just our areas of impact, but our team.

RECIPIENT SUMMARY

This year, we funded 24 incredible projects! We backed environmental efforts that protect and restore natural habitats, like; Kin Bees in Fife (fig 1), Operation Chough in Cornwall (fig 2), and tree-planting initiatives to off-set carbon emissions such as Moor Trees in Dartmoor and the NTS montane scrub restoration at Ben Lawers NNR.

Empowering the people to help the place is the objective of a number of projects we supported; like Keep Scotland Beautiful who are mobilising the community to litter pick and tackle the waste crisis (Fig 3). Educational programs by the International Otter Survival Fund and Community Gardens project by Portree & Braes Community Trust are two examples of projects that foster learning and engagement between community and environment.

Community well-being organisations we supported include facility improvement projects like Tavistock Heritage Trust, Dornie Community Hall, and Loch Ness Hub, plus vital support for Scotland's Charity Air Ambulance, Skye & Lochalsh Mental Health Association, and more!

See page 9 for a full list of recipients with links to web pages for further reading.



Fig 1: Rabbie's hives at Kin Bees



Rabbie's Tours donates to support Spring Clean Scotland | Keep Scotland Beautiful
Rabbie's Tours donates to support Spring Clean Scotland
KSBScotland

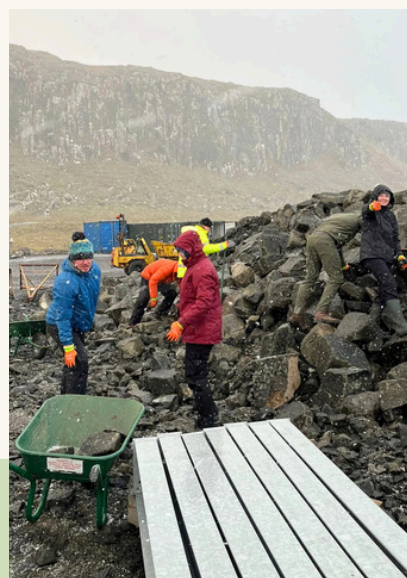
Fig 3: Keep Scotland Beautiful Spring Clean

Fig 2: Chough, released on Jersey thanks to Operation Chough

We couldn't have done it without *our* community!



Grin Low Woods



Staffin Community Trust

FURTHER DONATIONS RABBIE'S MADE IN 2024

3

Organisations supported through Rabbie's volunteer events

45

Number of small charities and community groups who have received vouchers for free tours to raise money for their causes

10

Bus days donated to groups as transport to help them get to and from community events.

4

Private Tours donated to groups like Feniks to provide free access to tours for those that don't get the opportunity.

1750

Native trees planted by Rabbie's staff and the Borders Forest Trust team over 2 dates at the Tulla Reservoir

29

Days taken as part of our paid volunteer policy.

Thank you

To all our communities, and to you, the staff for getting involved!

Our policies

CODE OF CONDUCT

Rabbie's acknowledges its corporate social responsibility and is committed to practicing good governance, upholding ethical standards, promoting sustainable practices, and ensuring fair labour conditions throughout the supply chain.

Our Code of Conduct outlines the standards upheld within Rabbie's and serves as a guideline for the conduct, values, and principles that suppliers are expected to adhere to when operating on behalf of Rabbie's. By sharing with our suppliers, Rabbie's aims to foster a network of organisations that share a commitment to our high standards.

This will soon be available on our website and will be shared with all suppliers.



OFFICE POLICY

We take pride in our commitment to fostering a contemporary, productive workplace that emphasises flexibility, collaboration, and the well-being of our dedicated employees. We aim to ensure that every member of the team feels comfortable, safe and supported whilst maintaining an organised and efficient workspace.

Our Office Staff have access to this policy which covers:

- Clear Desk Policy - to help reduce waste, encourage food breaks away from the desk, improve information organisation, security & confidentiality
- Hot Desk Policy - ensuring considerate use of space with increased flexibility and support for hybrid working patterns
- Office supply sustainability details, guidance on waste, energy and water reduction
- Tips to improve Health & Well being at work like; walking meetings, ergonomic workspace information, getting the most out of breaks

Our policies - continued

GENDER PAY GAP REPORT

We are excited to share our latest gender pay gap report [here](#). Rabbie's want to understand more about our people and build a workplace where everyone thrives and this report has provided valuable insights and improvement objectives, such as:

- Our Mean gender pay gap is -6.6% as we have strong female representation in upper quartiles.
- We will continue to support family friendly and flexible working policies as well as training and development initiatives to further diversify leadership and support even more females in leadership roles
- Our median gender pay gap is 0.00% meaning men and women earn the same at the very middle of our pay structure
- Regular pay and promotion review help keep us accountable and continue the journey of learning from this report

VOLUNTEER DAYS

Rabbie's encourage all of our employees to volunteer, either on pre-arranged company volunteer projects, or in their own personal time. We have a volunteering policy which entitles employees to:

- 2 paid leave days per year
- flexible working hours to enable work on a given project

We support employees who are undertaking community or charitable activities, including:

- community care work;
- environmental work and conservation projects;
- fundraising for community projects or charities; and
- the administration of public events

ENVIRONMENTAL POLICY

Our Environmental Policy includes guidance on how to:

- Reduce energy in our office
- Reducing waste and how to dispose it responsibly when it's produced
- 'Leave no trace' out on the road
- Encourage support for local economy and small business owners
- Support flexible and hybrid working to reduce commuting emissions

GHG Mapping

SCOPE 1

Direct emissions from owned/controlled operations (i.e. Combustion of fuel for transport)

SCOPE 2

Indirect emissions from the use of purchased electricity, steam, heating and cooling.

SCOPE 3

Other indirect emissions (upstream & downstream) energy consumption (i.e. Waste, Business Travel & Commuting)

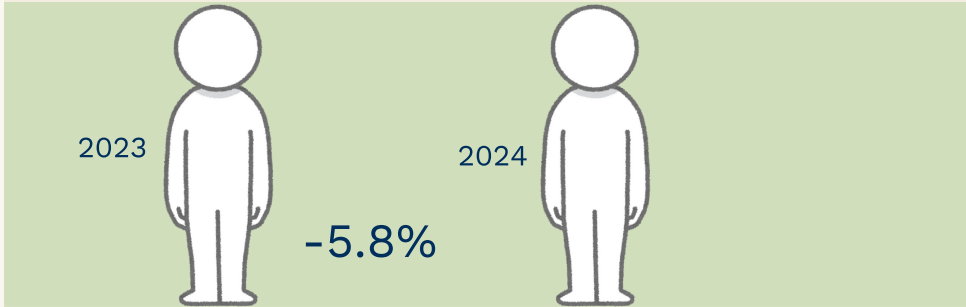
Scope	FY23	FY24	FY23-FY24 change
Scope 1	1,794.23	1,909.94	+6.45%
Scope 2	36.8-	26.39	-28.29%
Scope 3	1,617.7	1,660.14	+2.62%
Total emissions	3,448.73	3,596.47	+4.28%

EMISSIONS INTENSITY

Rabbie’s is growing as a business. More coaches out on the road, mean more Carbon Emissions.

However, if you look at our emissions per Full-Time Equivalent (FTE), we have seen a reduction in how many tonnes of Carbon each of our employees uses year on year. This is known as emissions intensity.

We measured 15.97 tCO2e (Scope 1,2&3) per FTE in 2023, and in 2024 that has decreased to 15.05 tCO2e



INSIGHTS:

- Scope 1 emissions increased in line with an increased operational schedule - more coaches out on the road
- Scope 2 emissions decreased by 10.41 tCO2e due to a 30.67% reduction of electricity consumption (kwh)
- Scope 3 increases were offset by a reduction in employee commuting and purchased goods and services (water)
- Rabbie’s is working to map our Scope 3 emissions more thoroughly. Although it’s not mandatory for us to disclose Scope 3 emissions, we choose to do so in order to improve our overall sustainability reporting and target setting.

Carbon Tax Recipients

England North

- [Bendrigg Trust](#)

England South

- [Paradise Park – Operation Chough](#)
- [Tavistock Heritage Trust](#)
- [Moor Trees](#)

Scotland (Edinburgh & Central Belt)

- [St Columba's Hospice](#)
- [The Yard](#)

Scotland (North East)

- [Kin Bees](#)

Scotland (Islands)

- Staffa Trips on behalf of Iona Primary School Parent Council

Scotland (Highlands)

- [Trees for Life](#)
- [The Grantown Society SCIO](#)
- [Beauly Shinty Club](#)
- [Loch Ness Hub](#)
- [Scotland: The Big Picture](#)
- [NTS](#)

National

- [Wildlife Rehabilitation Ireland](#)
- [Keep Scotland Beautiful](#)
- [SCAA](#)

Scotland (Skye & Lochalsh)

- [Dornie Hall Toilets](#)
- [Kyleakin Connections](#)
- [Broadford and Strath Community Company](#)
- [Staffin Trust Partnership / Staffin Community Trust](#)
- [Portree and Braes Community Trust](#)
- [International Otter Survival Fund](#)
- [Skye & Lochalsh Mental Health Association](#)