

BRAND APPROACH TO SUSTAINABILITY

Sustainability at Dakota is built on three pillars: minimising environmental impact, supporting long-term economic viability, and supporting local employment to strengthen the communities in which we operate. Corporate Social Responsibility (CSR) encompasses our wider commitment to ethical conduct, responsible employment, charitable engagement and thoughtful partnerships. This policy applies to all Dakota employees as well as our suppliers, contractors and external partners, outlining the shared responsibilities required to deliver sustainable, community-focused and socially responsible operations.

OUR COMMITMENT IS TO:

1. Develop future capabilities

We are committed to providing secure employment within the communities we serve. As an award-winning employer, we build the skills of our employees by sharing industry knowledge and offering opportunities for self-improvement, career progression and further education

2. Reduce environmental impact

Strive to increase efficiency and decrease operational costs by continually reducing our environmental impact. To operate beyond legal compliance towards making a positive and restorative contribution to our environment to strengthen the guest experience. At the time of writing (March 2026), the Group holds Bronze Green Tourism accreditation and is committed to progressing toward higher recognition.

3. Sustainable financial growth

Sustain and continue to drive the financial growth of our business by streamlining the operation and improving the guest experience through investment in our employees and heightened awareness of our environmental responsibilities.

OUR PROMISES ARE TO:

1. Continue to take practical steps to reduce our carbon footprint over the next five years and beyond, working to achieve Scotland's Net Zero target of 2045 across all hotels.
2. Minimise energy and water usage through careful planning across all departments.
3. Support and comply with all relevant environmental legislation and codes of practice.
4. Minimise waste and seek opportunities to reuse or recycle wherever possible.
5. Purchase recycled or low-impact products where appropriate without compromising guest experience.
6. Maintain a culture of continuous improvement to increase efficiency and enhance the guest experience.
7. Invest in efficient, green or alternative technologies, including solar panels and electric vehicle charging where feasible.
8. Partner with local charities and organisations to provide scholarship programmes and employment opportunities for young people.
9. Educate employees on sustainability, environmental awareness and energy reduction.
10. Participate in local initiatives and projects that benefit the communities in which we operate.
11. Collaborate with national green schemes wherever possible.