



LANGDALE

*escape to the Lake District*

## **LANGDALE LEISURE LIMITED**

# **CORPORATE SOCIAL RESPONSIBILITY POLICY (Code of Conduct)**

### **Introduction by the Managing Director**

Our company is situated in a unique and unparalleled geographical position with the Lake District National Park. It makes things “special”. Our staff and owners have a passion for Langdale which is difficult to explain. Our ethos and commitment to maintaining and sustaining what we have is core to our culture. Langdale has been a pioneer in timeshare history, we set the tone, we gave the industry a respectable face and when you buy timeshare at Langdale you buy in order to return each year. You commit to share in the location.

Our location remains our unique selling point. Our owners remain committed and passionate about the product we offer. We can, again, lead the Estate into the next 25 years by investing in the quality of the service we provide, the experience we offer and share in the growing UK holiday market.

We want our colleagues to develop their skills and personalities at work and in their lives and to help and encourage them to become fulfilled at Langdale and in the wider world. We believe this will help motivate the entire Langdale team so that we can, together find the best way of working together to achieve our common goal.

### **A Short History**

Please see the Staff Handbook

### **What and who we are**

Langdale Leisure Limited consists of two related businesses:-

The Management Company looking after the interests of timeshare owners and the day to day management of the timeshare lodges and apartments on behalf of the Langdale Owners' Club. The Langdale Hotel & Country Club with two restaurants and Lakeland pub and Spa.

The 1996 buy-out from Scottish and Newcastle was very much a vehicle for preserving the integrity of the Langdale Estate and what it stood for. Preserving the integrity of the wider environmental world therefore resonates with our own corporate history; our reason to be. At the same time we endeavour to remember our local environment, sense of community strive to care for our people and their homes, livelihood, jobs and well-being.

### **Our Values and Aims**

**Our Key Goal** – To deliver sustainable profits from the Langdale Leisure Limited business without the benefit of long term revenues from the development and sale of timeshare stock.

**Our Core Objectives** – Langdale has many of the right ingredients to capture a greater share of an already significant market which is predicted to grow over the next 10 years. Opportunity primarily exists in the summer months to bring financial returns coupled with an adequate range of services which will allow us to protect the business for the short term. We aim to invest in bedroom stock and improve service levels to a 4 star standard so that we shift Langdale into the upper end of the market and strengthen the niche positioning for the long term.

### **Our Values**

We seek to protect the business for the long term; to create a sustainable tourism business for the community that is not only the company but in doing so protect its position within the Langdale valley within the context of the local environment; in an area of outstanding natural beauty.

The Langdale Estate is a very special place to be and one of the founding purposes of the company was to benefit and protect timeshare owners; the owners bought the company with the integrity and beauty of the Estate uppermost in their minds. We, as guardians of that interest, respect those fundamental values and continually strive to embed them in the way that we do business, the way we care for our guests and our employees. We are ever mindful that the environment will be here for a very long time, it is our responsibility, as stewards of this business in which we are privileged to work, to leave it for the enjoyment of future generations of timeshare owners and their families.

With a view to achieving this we are committed to doing business ethically, with integrity whilst always promoting the Langdale valley within the wider world.

This code summarises our policies and procedures, which express our values, and everyone who works for Langdale Leisure Limited is expected to apply them in everything that they do. This code explains what we stand for, and explains the standards by which we must judge ourselves and by which others will judge us.

### **About this Code**

Langdale Leisure has produced this code to help you conduct your day to day activities in a manner consistent with our values and aims as a business. The following pages explain how we expect our staff, members and customers to be treated and to behave towards each other, our community, and the environment. Each section of the code will refer to our policies which can be requested from your line manager or accessed via our website.

### **Who is the Code for?**

This code applies to everyone who works for Langdale including our temporary and contract staff. Each employee will be issued a copy of this code, please retain this for your future reference.

This code is a public document and may be passed onto external contacts to help explain Langdale Leisure Limited's approach to business. For example, it can be used to help suppliers understand our policies on gifts and corporate entertainment.

### **Langdale relations with customers/shareholders**

Our customers are at the heart of everything we do, we want to exceed their expectations, build long lasting relationships with them based on our responsible approach to business.

We are in the business of serving our timeshare owners and shareholders. They are the reason we exist. We are accountable to them for everything we do.

Langdale Leisure will:

- Strive to provide a fair and rewarding economic return to our timeshare members.
- Provide information to members necessary to enable them to participate fully in the affairs of the business.
- Strive to achieve the highest levels of customer satisfaction by providing an exceptional service to all.
- Reward customer loyalty
- Provide a high standard of after-sales service
- Protect customer's safety
- Proactively work to manage the social, ethical and environmental impacts of the products and services we offer.
- Proactively work to ensure our products and services are accessible for everyone in the communities which we operate.
- Maintain the confidentiality of customer information in line with our data protection policy.

### **Langdale relations with the community**

We have a significant role to play in the local community at Langdale. We can make a positive difference by:-

- Taking into account the community concerns, for both national and international issues which affect our business.
- Contribute financially and also by in kind contributions to the community we serve.
- Serve the local community by providing goods and services efficiently and sustainably.
- Understanding the local community, and our potential impacts both positive and negative that our business has on this.

Please see the links on our website

### **Langdale relations with the environment**

We recognise that we have an impact on the environment both positive and negative. We are determined to minimise any negative impacts our business may have on the environment, and we measure and manage these impacts.

Langdale considers that environmental customer education is a core part of our business. We want to encourage the growth of ethical tourism within our county, and take responsibility for setting environmental and ethical standards.

By promoting our green credentials we encourage like minded visitors, not only to our resort but to the Lake District National Park and the rest of the county, who will respect and relate to the way in which we operate sustainably and to our elevated standards of accommodation and service.

Langdale Leisure will:

- Monitor and measure and report on key significant environmental impacts of the business (Please see the link to our Environmental Policy and the Langdale Environmental Management System)
- Reduce the adverse environmental impacts arising from our operations
- Integrate environmental objectives into the everyday management of our business
- Encourage our suppliers, customers and shareholders to work positively for the benefit of the environment and global sustainability.

### **Langdale relations with our suppliers**

We strive to build long term relationships with our suppliers, based on trust and mutual advantage. We also want our suppliers to share our values and aims.

Langdale Leisure will:

- Make available written terms of business

- Strive to pay our suppliers on time, according to terms of trade.
- Establish clear lines of communication with our suppliers
- Never use our purchasing powers unscrupulously
- Work with our suppliers to ensure decent working conditions/living standards for those in our supply chain.
- Encourage our suppliers to understand their community and environmental impacts.

### **Langdale relations with our competitors**

There exists a competitive market place for hotels and leisure facilities such as those we provide. We will always compete with integrity and honesty.

Langdale Leisure will:

- Never maliciously damage the reputation of competitors either directly, or by implication or innuendo.
- Never attempt to acquire information regarding a competitor's business by disreputable means – including industrial espionage, hiring competitor's employees to obtain confidential information, and urging competitors' employees or customers to disclose confidential information.

### **Company control, financial issues and reporting**

As a registered PLC Langdale Leisure is legally bound to report on its business activities annually as well as its key environmentally significant matters.

Langdale Leisure will:

- Ensure that the Board of Directors is sovereign in deciding matters of policy, with guidance and advice of the Managing Director and the executive management team.
- Require directors to comply with the code of conduct issued by the business.
- Develop challenging plans and targets for directors and monitor progress against them.
- Produce financial reports that follow best practice and are reliable, accurate and timely.
- Report regularly on our economic, social and environmental performance.
- Be responsive to stakeholders concerns.
- Have in place effective corporate governance procedures, internal controls and risk-management processes.
- Operates its pension fund for the sole benefit of members of the fund, in accordance with best practice, and encourage all employees to make provision for their future pension needs.

## **Personal Conduct**

Langdale Leisure expects all employees to aim for the highest possible standards by providing a helpful, friendly and efficient service to all our customers. We should all be aware that how we conduct ourselves reflects on how our business is judged.

### Our People:

- Understand our vision, aims and objectives, and act in a socially responsible manner.
- Are efficient and effective
- Abide by the requirements of this Code and the rules set out in the Staff Handbook.
- Have a duty to take every reasonable precaution to avoid injury to themselves, their colleagues and members of the public (please see the Health and Safety policy).
- Never bring Langdale into disrepute by being openly critical of our standards, policies or procedures to customers, suppliers or the media.

## **Behaviour towards others**

Langdale Leisure expects employees to treat all colleagues and customers with equality, dignity, respect and understanding. We all have a contribution to make in helping to develop an innovative, empowered and creative workplace culture.

### Our People:

- Never participate in any form of racial, sexual, physical or mental harassment of colleagues (please see our Equal Opportunity Policy).
- Are always honest and courteous

## **Trust and security**

Langdale Leisure wants to build relationships based on honesty and social responsibility. Everyone has a duty to maintain the trust and security of our colleagues and customers by ensuring that we act with integrity at all times protecting the interests of the business.

### Our People:

- Devote their working time to the interests of Langdale Leisure and do not use work time to pursue personal interests or activities.
- Observe all established Langdale Leisure Policies, practices and control procedures.
- Safeguard Langdale Leisure cash, property and vehicles from theft, abuse or damage.

- Treat all information relating to Langdale Leisure colleagues, customers and suppliers as confidential.
- Protect, access and process data in accordance with the law on Data Protection Policy.
- Use information systems in accordance with Langdale Leisure guidelines and understand that limited personal use of telephones, internet and email is a privilege, not a right. Langdale Leisure may use surveillance of such systems to ensure legitimate use (Insert link here to your IT policy)
- Claim only those expenses incurred in the course of legitimate business and that do not result in personal gain.
- Report any request to become involved in or keep quiet about any criminal activity against Langdale Leisure to an appropriate manager.

### **Conflicts of Interest**

Langdale Leisure expects all employees to be open and honest about any circumstances that have the potential to be seen as a conflict of interest. To protect the reputation of the business, it is important that any personal interests you may have do not improperly influence your actions and decisions.

#### **Our People:**

- Never do anything that conflicts with Langdale Leisure's interests
- Never receive any payment that could influence their involvement in a relationship between Langdale Leisure and any organisation
- Must disclose any personal interest, or that of a member of their immediate family, in relation to Langdale Leisure.
- Inform their manager in writing of any potential conflicts of interest, and must seek clarification in cases of doubt – conflicts of interest include directorships, significant shareholdings and employment of family members.

### **Gifts, hospitality and entertainment**

Langdale Leisure recognises that the receipt of gifts, favours, hospitality or entertainment by our employees can be rise to embarrassing situations. These may be seen as an improper inducement to influence your actions or decisions and you must take care to avoid such situations.

#### **Our People:**

- Do not solicit gifts, favours, hospitality or entertainment
- Never accept gifts of money
- May accept reasonable small tokens and hospitality, provided they do not place the recipient under any obligation, are not capable of being misconstrued and can be reciprocated at the same level at work.

- Will report immediately any offer of gifts, favours or hospitality or unusual or questionable purpose to their manager or the company Secretary.
- Are not permitted to give any gift of significant value to customers or suppliers – no gift or service may be given that could be construed as being a bribe.