



**Revised: March 2025**

**Next revision: March 2026**

## **Sustainability Policy**

Visit West are committed to operating our business in a socially and environmentally responsible manner. We recognise the importance of sustainability in preserving our planet and creating a positive impact on the communities we serve. This sustainability policy outlines our commitment to minimising our environmental footprint, promoting social responsibility, and integrating sustainable practices throughout our operations

Our commitment is to promote environmental and social sustainability as the default position both internally, within our teams, and externally to visitors and the business communities that we work with and represent.

This policy seeks to support our aim of adopting good practice in terms of Sustainability and demonstrate our commitment to supporting the region and its businesses on the path to net zero by 2030.

### **Business Operations – Offices & Event Spaces**

Visit West chooses to home its business operations wherever possible within buildings that have strong environmental credentials, provide recycling services, including the responsible removal of food waste, have cycle parking and can be easily reached by public transport.

Office accommodation should provide access to those who may need access via lifts, ramps or any other mobility requirement.

Due to the nature of our operation, we have a few sites used and this requirement will be for all paid for accommodation.

Our aim is to also ensure that our own events take place in meeting space in venues with third party sustainable accreditation wherever possible.

### **Business Operations – Office consumables**

The purchase of office consumables will be from high street businesses, and wherever possible, local suppliers.

We aim to limit the amount of paper used, and only print where strictly necessary.

## **Business Operations - Travel**

Wherever possible, we use public transport both for journeys to work and to appointments with our business community, where walking or cycling may not be an option. Where private car use is required, we promote lift sharing.

We use sustainable transport for movement of goods, either via cycle courier or electric vehicles, using local suppliers wherever possible.

No flights should be made domestically where there is a rail alternative, and international flights should depart from Bristol using hub connections where available.

We are currently undertaking a review of offsetting programmes for flights.

We will participate in travel to work surveys and share results with our team.

## **Business Operations – Purchase of Paper and Printing**

All paper/board products purchased must come from legal, sustainable, well managed forests and/or verified recycled sources. This includes copier paper, notebooks, and envelopes.

Where printing is undertaken by a third party, paper and board must adhere to the same standards, and use uncoated paper. Wherever possible, vegetable-based inks should be used. Print should be digital wherever possible to remove waste.

Any printed delivered should be in plastic free packaging and delivery should be zero carbon.

## **Business Operations – Purchase and Use of Digital Equipment**

Any digital equipment will be repaired wherever possible before a replacement is purchased. Equipment that can be recycled will be disposed of responsibly by our suppliers. This includes the donation to charity of items that are obsolete for business use.

Any new purchases of digital equipment should be checked at [epeat.net](http://epeat.net) for EPEAT Climate + registered products, at Gold level.

## **Business Operations – Our websites**

We have undertaken an independent website sustainability review for our websites and are working towards reducing the carbon weight of each of our sites, therefore making them more sustainable.

**Typefaces/Fonts** – We aim to use standard or system fonts where possible whilst accounting for accessibility. We ask our web designers to account for this in new website designs. We re-use aspects of both functionality styling and graphical icons as well as considering the font

usage across the design with consistent font weights and sizes across the sections and functionality.

**Images** – On newer designs there has been consideration to the amount of image based functionality used, where we can use icons and graphics in their place. We are aiming to compress images and are investigating the option of using webp images and other modern image types where possible.

**Video** – We aim to use video sparingly across our websites and where used we link to an external site such as YouTube.

**Lazy Loading** – We use lazy loading across our sites this means that images are only loaded when the page is scrolled to the section containing them. We also are looking to reduce scrolling imagery on our newer website designs. We aim to limit full width functionality used on our newer designed websites.

**JavaScript** – We are working with our web developers to look at reducing and merging multiple versions of javascripts on our sites.

**Hosting** - The hosting providers that we use for our sites use renewable energy accounts for a substantial proportion of the carbon weight. The Green Web Check Foundation has confirmed this.

**Caching** – We are working with our web developers to use caching wherever possible, so that when re-visiting a page that only those assets that have changed are re-loaded, saving network traffic, server load and processing on the consumer device. The sites are set up to partially use back/forward cache.

## **Business Operations – Purchase and disposal of Furniture**

Where possible, any purchases of furniture should take into account the environmental impact of the manufacturing process, supply chain and disposal of office furniture supplied. This should be considered as part of the overall procurement process and criteria.

Any furniture that is being disposed of should be recycled wherever possible, either by third party sale or donation to charity. Any furniture that is not appropriate for resale should be recycled.

## **Staff Training**

We are committed to supporting our staff and will be developing training opportunities to support their work across the company but making both formal and informal training opportunities available to them.

**VisitWest**

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