

# Corporate Social Responsibility

The Royal Yacht Britannia Trust (the Trust) is committed to conducting our business in a responsible and sustainable way, with the aim of being of value to the community and being valued by them. We are also committed to operating in a way that is beneficial to all stakeholders, our environment, the wider community, and conducting our business in a way that does no harm.

To raise the finances required to undertake our charitable objects of educating the public about the history of the former Royal Yacht, the Trust operates Britannia as a world-class visitor attraction. We also operate Fingal, a converted former lighthouse support vessel, as a floating boutique hotel. Between both vessels, the Trust employs circa 200 staff.

We recognize the five key areas that contribute to corporate social responsibility- our customers, our people, our local communities, our suppliers, and our environment.

## **Our Customers**

We encourage a diverse range of customers by providing an experience that is fully accessible, with an audio tour translated into thirty-two different languages. This includes a Braille version for the visually impaired, a printed script or British and American sign language versions for those with hearing difficulties, and a basic English version for those with learning difficulties.

We continually work to ensure we are providing the best experience for our customers and use VisitScotland's Quality Assurance Scheme to benchmark ourselves against the best in Scotland. Within our role as a Trust, we are committed to educating our customers about the history of The Royal Yacht Britannia and, whilst it is not incumbent on us so to do, the other boats within our collection, including Fingal. We also monitor customer feedback on social media sites, such as Tripadvisor, to ensure that we consistently perform at a world-class level. We strive to ensure that our communications to staff and customers are clear - we are not in the business of using small print terms and conditions to extract an extra penny from our customers.

## **Our People**

We respect and value the things that make our staff individuals. We are committed to creating a culture of inclusion, diversity, and align with the five dimensions of the Fair Work Convention - Effective Voice, Opportunity, Security, Fulfilment and Respect. We recruit for the best-fit without discrimination on the grounds of age, race, gender, religion, disability, and socio-economic status and adhere to labour rights and equity legislation.

We provide a safe, secure, and equal rights working environment for all employees, and are completely opposed to corruption and all forms of exploitation and harassment, particularly of children, adolescents, women, minorities, and other vulnerable groups. We believe that encouraging and supporting personal development helps attract and retain talented individuals. We provide access to training for all our Staff, empowering them with the knowledge and skills required to do their job to the highest standard. This allows everyone to realise their full potential, whether that be with the Trust or with a future employer.

## **Our Local Communities**

We believe in and support our local communities.

We are keen to support colleagues who volunteer or fundraise for a charity, and can provide time off and company support to help related activities in the community.

We are proud to have established good working relationships with Leith Academy Secondary School and Developing the Young Workforce (DYW) Edinburgh, Midlothian, and East Lothian. These connections will help to develop the next generation of employees. We have also established positive relationships with various local HIV, autism, and cancer charities, as well as Seniors' groups, and a dementia charity with links to the City's two largest football teams. In supporting these organisations, we provide their patrons and volunteers with complimentary access to Britannia. Furthermore, we are key supporters of the Leith Festival and have also provided fund raising opportunities for a local youth theatre company. We will continue to seek opportunities to do good in the community and help to improve the lives of those in our community.

## **Our Suppliers**

Our good reputation is of paramount importance to us and, to protect it, we will not knowingly engage with any organisation that does not share and value our commitment to be fair and ethical. Our approach to procurement is based on the principles of competitive

tendering, the sourcing of recognised ecological products, and dealing with suppliers in a fair and transparent manner. To work collaboratively with our suppliers and minimize the social and environmental impacts of our supply chain, all suppliers are asked to provide details of their Corporate Social Responsibility Statements. This includes their adherence to the Modern Slavery Act 2015, where required.

## **Our Environment**

We strive to conduct our business in a way that “does no harm”. We believe in the principle of caring for the environment and the application of circular economy values, and we continually strive to incorporate environmental good practice into our workplace. We have adopted a sustainable approach to waste management, monitor environmental pollutants and minimise our use of resources across the business.

We encourage staff and visitors to arrive by sustainable means – walking, cycling, or on public transport. As a commitment to our sustainable travel responsibility, we have implemented the Cycle to Work Scheme, a government initiative to promote healthier journeys to work and reduce environmental pollution. In addition to this, we have purchased an electric vehicle for business use.

We are focussed on improving our energy efficiency and water consumption, managing our wastage responsibly and reducing our carbon footprint. We champion local biodiversity, being a corporate member of the Water of Leith Conservation Trust and working with the Leith Community Croft. We have attained the Gold Award from the Green Tourism Business Scheme (GTBS). We have taken positive steps in our commitment to delivering a paperless business and are continually researching ways to improve our environmental performance. To this end, we will engage with external independent bodies - such as GTBS and Keep Scotland Beautiful - to monitor our ongoing performance and make recommendations for improvement.

Environmental Managers have been appointed on The Royal Yacht Britannia and Fingal Hotel, both of whom have recently achieved a Sustainable, Entrepreneurial and Innovative Tourism Business Management qualification from Napier University. Our Environmental Managers also contribute continually to sustainable local tourism planning by attending relevant conferences and community networking opportunities.



Ultimately, we recognize our responsibility to do business in a manner that protects and improves the community and environment for our future generations.

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Rear Admiral Neil Rankin CB CBE  
Chairman

April 2023