

GOODWOOD SUSTAINABILITY

2020-2021 REPORT



GOODWOOD



FOREWORD

Experiences at Goodwood have been inspired not only by the estate's sporting heritage but also by the beautiful, unspoilt setting in the South Downs. With the estate's very existence rooted in centuries of careful stewardship of the natural environment, we have always responded and adapted as expectation and the environment continues to change, so as to progress and thrive for the sake of future generations.

Goodwood recognises its future is dependent on continuing to adapt, protecting our natural capital and investing in our people, but also responding to increasing demand from our customers to balance the impact of our various businesses. This has naturally informed the way we run our events and venues; it also informs the content we share with our audiences across the estate and our digital channels.

The period from 2020 to 2021 was uniquely challenging, and for the first time in over 300 years, Goodwood was closed to visitors, staff and guests. While the estate's stock of natural resources undoubtedly benefitted from the global break in activity and a redoubled effort in rewilding, the effect on the company, its people and the local community was something we could never have anticipated.

But even with significant unforeseen obstacles, Goodwood has continued to make important progress towards the sustainability goals originally set out in 2018, which have continued to evolve over the past year. We were able to see the positive outcomes of the major tree-planting project, the new biomass facility, the various new water initiatives and our resource and waste management schemes on event. We continued to replace machinery with electric alternatives and lead a ground-breaking exhibition of electric vehicles from over 30 manufacturers at Festival of Speed.

Goodwood's workforce has not only contributed meaningfully to our chosen charitable causes, they have also found new ways to support the local community, as we work towards economic and social recovery. The Goodwood Education Trust – from its sustainably-built new centre – is also providing vital support to children and young people to address the social and educational impact of Covid-19.

This edition of the Goodwood Sustainability Report provides a rare moment to acknowledge the difficulties and celebrate the successes in striving to become as sustainable as we possibly can.

The Duke and Duchess of Richmond and Gordon



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INTRODUCTION

Goodwood is in a unique position as a world-famous brand to lead by example, demonstrating to others what it means to be a truly sustainable estate, both in the work of the individual and the business as a whole. With a 10-year strategy that aligns to the estate's business objectives and guidance from a range of governing bodies, we will drive positive change well beyond legal compliance.

Our steering group has already ensured sustainability has become an integral business priority, with group managers across our portfolio of 25 businesses driving the immediate and long-term plans forward and spreading awareness and a sense of responsibility throughout every level of staffing. Of course, 2020 was a unique year for Goodwood and the world. With the outbreak of Covid-19 and subsequent lockdowns, the Goodwood Estate's operations were not consistently active. There is obviously a positive environmental impact from this relatively quiet period, but we are aware of the work we must do to help our communities recover from the pandemic and the need to safeguard our business in the face of new and unprecedented challenges.

This report looks back on both 2020 and 2021, and the achievements Goodwood made in moving its sustainability strategy forward. One of the biggest focus areas for 2020-21 was around natural capital, with a major tree-planting project, rewilding and hedgerow growth across the estate. We also saw the installation of a new biomass facility to provide both hot water and electricity for the hotel, dairy and Goodwood House using woodland waste from the estate. Several initiatives have seen water supply and use altered to protect this critical resource. Our events maintained their certification for the International ISO20121 standard for Sustainable Event Management, the farm continues to achieve the Soil Association organic certification and the management of the golf courses retained the Golf Foundation's GEO sustainability certification for club and course management.

2021 also saw the opening of the new Goodwood Education Trust Centre, with a new team offering outdoor learning opportunities to a broader range of young people, which became especially meaningful in managing the impact of the pandemic.

The Goodwood team came together in support of the local community throughout the various lockdowns, whether using the free time afforded by the furlough scheme to volunteer for a range of organisations, or adding to the responsibilities of full-time employment with new roles within the Goodwood Covid Crisis Support Network, in collaboration with West Sussex County Council.

Considering the fractured nature of the period we are reflecting on, Goodwood has enjoyed much success in the pursuit of the objectives established in the 2018 Sustainability Strategy, making significant strides towards its goal of being one of the most sustainable estates in the world.

Our Sustainability Priorities

In 2015, the United Nations Sustainable Development Goals (UN-SDGs or Global Goals) – supported by 193 countries – provided a vision for a fairer, more sustainable world. Goodwood has the ability to address many of the Global Goals, as both caretakers of the land and a respected convener of the planet's people. Through the delivery of the sustainability strategy, Goodwood is showcasing how a global brand can truly contribute value to society.

This report will enlarge upon our goals and the wide-ranging projects underway to achieve our overarching ambitions across six key priority areas, which have been distilled down from the 17 UN-SDGs and provide the framework for Goodwood's Sustainability Strategy. These areas are: natural capital, carbon, water, business, social and resources and waste. The strategy is supported by a series of detailed delivery plans, which form an integral part of the estate's business planning cycle.



The Goodwood Estate

As well as hosting the internationally famous Festival of Speed, Glorious Goodwood Festival and Goodwood Revival – three of the most highly anticipated events in the British sporting and social calendar – Goodwood operates a diverse portfolio of over 25 businesses across its 11,000 acres, including the largest organic lowland farm in Europe; a historic Motor Circuit and Aerodrome; Goodwood Racecourse; two championship golf courses; one of the oldest cricket grounds in the country; the award-winning sustainable restaurant Farmer, Butcher, Chef; The Kennels members' clubhouse; Goodwood Hotel and Hound Lodge, a private 10-bedroom country retreat, as well as the magnificent Goodwood House. Within the estate boundaries also sit a host of residential buildings, tenant farmland, farm buildings and offices.

1 NATURAL CAPITAL

It is the world's stock of natural assets – including geology, soil, air, water and living things – that make human life possible. True sustainability will ensure that these goods and ecosystem services are maintained for future generations. Goodwood's natural capital forms the fabric of the estate and the backdrop to all of its activities. Goodwood's 11,000 acres feature a mix of managed gardens, recreational areas, farmland, woodland and hedgerows, all of which play an important carbon sequestration, environmental, economic and recreational role, both locally and nationally.

The most obvious ecosystem services are known as Provisioning Services. They include food, water and the plant materials we use for fuel and shelter. The less visible ecosystem services include climate regulation, natural flood defences and water purification, all known as Regulating Services. Supporting Services include the ecosystem services that rely on biodiversity, for example the pollination of plants by insects. Finally, the Cultural Services include the spiritual and aesthetic inspiration we take from the natural environment.

Our aim is to ensure that Goodwood's natural capital is protected and enhanced for future generations, through sound land management practices and engagement.

We continually replant natural woodland, rewild areas to increase biodiversity and maintain a traditional organic farming system. Goodwood has been farmed by the Dukes of Richmond for over 300 years and Susan, The 10th Duchess of Richmond, was one of the Soil Association’s earliest members; her passion for organic farming is as strong as ever and has been passed on to her family. Home Farm is now the largest lowland organic farm in the UK and also one of the only self-sustaining organic farms in Europe.

In 2021 the estate Stewardship Team looked at the whole estate and divided areas of responsibility. They identified several areas that would require a dedicated management plan, including areas of SSSI and the Trundle, which – due to being an ancient monument and important chalk grassland habitat as well as a busy recreation space – required a strategy for preservation. This was drafted in collaboration with the South Downs National Park Authority and then endorsed by Historic England.

The group’s focus has been on fully understanding and measuring our Natural Capital Baseline. It began with a baseline survey with Natural Capital Research, see tables 1 and 2, followed by a workshop to develop a ‘landscape wishlist’. This is the foundation for our 2020-21 activities.

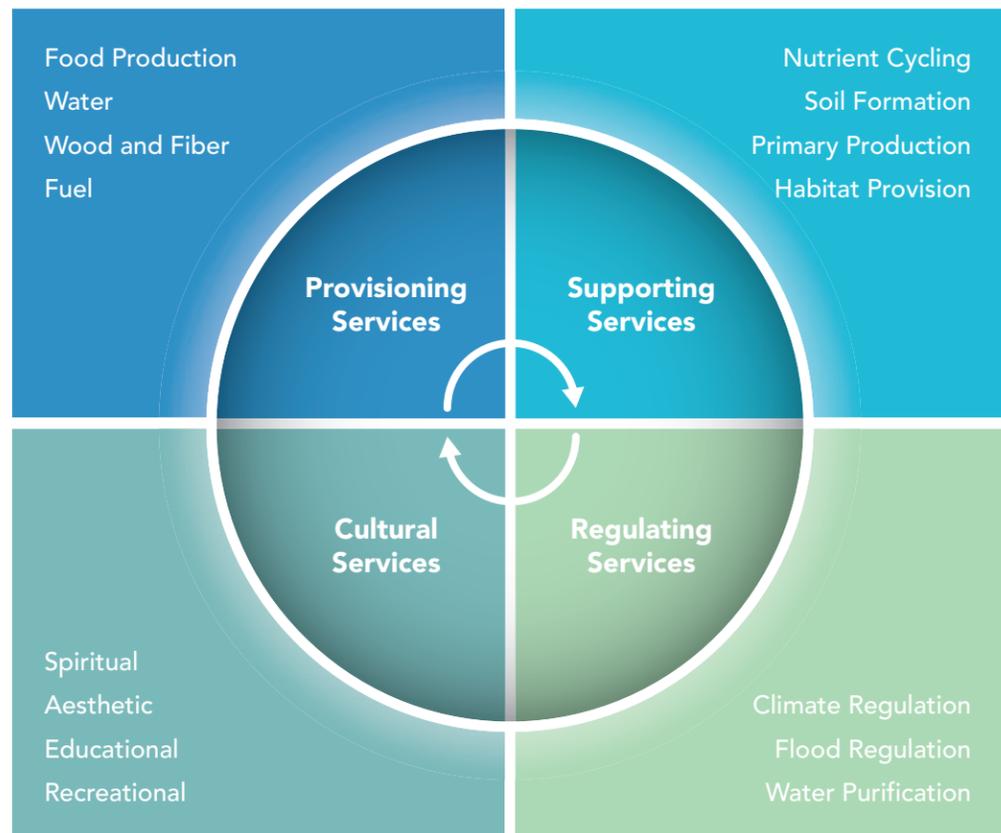


Table 1: Estimated Natural Capital Assets

Asset	Quantity	Units
Landcover		
Neutral grassland	851.2	ha
Broadleaved mixed and yew woodland	1883.5	ha
Coniferous woodland	188.7	ha
Dwarf shrub heath	1.6	ha
Built-up areas and gardens	9.2	ha
Modified grassland	631.9	ha
Dense scrub	90.1	ha
Hedgerows and trees outside of woodland	175.4	ha
Arable and horticulture	395.4	ha
Calcareous grassland	129.2	ha
Sparsely vegetated land	40.9	ha
Water		
Rivers and lakes	0.8	ha
Topography		
Elevation	112.4	metres above sea-level
Slope	9.2	%
Soils		
Silt-Loam	2787.4	ha
Loam	1561.8	ha
Clay-Loam	48.5	ha

Table 2: Estimated Natural Capital Flows From Natural Capital Assets

Ecosystem Service Flow	Total	Average value per hectare		
Carbon storage in vegetation and soils	2,420,200.9	tCO ₂ e	550.3	tCO ₂ e/ha
Carbon storage in woodlands and forests	949,229.1	tCO ₂ e	215.8	tCO ₂ e/ha
Carbon storage in trees and vegetation outside of woodlands	38,612	tCO ₂ e	8.8	tCO ₂ e/ha
Carbon storage in topsoil	1,432,359.8	tCO ₂ e	325.7	tCO ₂ e/ha
Carbon sequestration in vegetation and soils	11,574	tCO ₂ e/yr	2.6	tCO ₂ e/ha/yr
Carbon sequestration in woodlands and forests	11,067.6	tCO ₂ e/yr	2.5	tCO ₂ e/ha/yr
Carbon sequestration in trees and vegetation outside of woodlands	506.4	tCO ₂ e/yr	0.1	tCO ₂ e/ha/yr
Soil erosion prevention	83,627.4	tonnes soil loss avoided/yr	19	tonnes soil loss avoided/ha/yr
Flood risk reduction	1,137,386.2	m ³ runoff avoided/yr	259.2	m ³ runoff avoided/ha/yr
Recreation	320,737.9	number of visits/yr	n/a	n/a
Important areas for supporting insect pollinators of crops	459.8	ha	n/a	n/a
Important biodiversity habitats	4,103.4	ha	n/a	n/a

Achievements

Rewilding & biodiversity

- We have worked closely with Sussex Wildlife Trust on a range of biodiversity enhancements, such as keeping areas of grassland long and carefully managing the grazing of chalk grassland. By mowing just a metre along the verges of the fields and roads, we were able to preserve natural resources, as well as leaving a vital habitat for wildlife. Grazing on the chalk grassland also helps maintain biodiversity and manage scrub encroachment.
- While we have had a number of privately owned bee hives on the Goodwood Estate over the years, in May 2021 we welcomed our first swarm of 'official' Goodwood bees to form part of our education programme. A member of the Goodwood House team is also an experienced beekeeper, and so was able to rescue a swarm from a local garden and create a new hive in the Goodwood orchard. We now have a second hive ready to welcome an additional swarm in 2022.
- Alongside regenerative woodland creation, we have set aside 9 hectares of backfilled quarry land at the Valdoe for natural recolonisation. This will have no management intervention by the estate for the next 3-5 years other than to drainage ditches, catchment ponds and an occasional mow of the ride system, to allow scrub to develop before we embark on a suitable grazing regime. The site is already attracting ground-nesting birds, including lapwings; 15 breeding pairs were recorded in 2021, up from two in 2019.
- Ponds have been introduced at our new biomass site and the naturally recolonised scrubland area.
- We have undertaken a series of wildlife surveys to establish the populations and habits of bats, birds, butterflies and botanical organisms across the estate. The butterfly survey conducted on the Trundle in 2021 identified 27 species, including Grizzled Skipper, Dingy Skipper, Small Blue, Small Heath, Brown Argus and Dark Green Fritillary. Among these are four Section 41 species of principal importance under the NERC Act in England, and five species which combine to give a Chalk Grassland Species Indicator (CGSI) rating of 5/5, a clear indication of how exceptionally rich and diverse the area is. Plant species identified on the Trundle include chalk specialists such as common milkwort, cowslip, salad burnet, early purple orchid, pyramidal orchid, common spotted orchid, clustered bellflower, selfheal, ribwort plantain, common bird's-foot trefoil and yellow-rattle. Particularly around the ditches and ramparts of the hillfort, an abundance of kidney vetch, horseshoe vetch, wild thyme and round-headed rampion creates spectacular carpets of colour. Meanwhile, 13 of the UK's 18 bat species have been identified at Goodwood, including the rare greater horseshoe and barbastelle.

- Since the reintroduction of white-tailed eagles on the Isle of Wight in 2019, the young birds visit the estate regularly, with some occasionally roosting in Charlton Forest in the north of the estate. Our greenkeepers and Forestry staff enjoyed one incredibly memorable sighting in April 2021 when four white-tailed eagles were seen together on a road-kill deer carcass near the Downs course.
- Following the successful fledging of barn owl chicks from Goodwood boxes for the past five years, we have increased the number of boxes at three further sites.
- In 2021 we supported the final stages of rehabilitation and release of two tawny owls, three kestrels and a family of five robins, all of which had been rescued by local wildlife hospitals.
- A new ecology plan has been written for the two golf courses, which led to Golf at Goodwood being shortlisted for The Sustainability Project of the Year Award at the England Golf Awards 2021.

Forestry

- In 2021 we completed the final phase of the biggest tree planting project in Southern England of 78,000 trees. This project received the All England Woodland Resilience Award for Woodland Creation. A further 2,000 trees were planted to replace ash lost to dieback.
- We devised a 3-year plan for tree and hedgerow planting, which began in winter 2021. We have worked closely with Chichester District Council and the South Downs National Park to create strategic wildlife corridors and traditional rues.
- In addition to hedge-planting, we also have an annual rolling hedge-laying plan for the hedgerows on the estate, which involves laying the hedges in the traditional West Sussex style. Traditional hedge-laying allows the trees and hedgerow plants to re-establish themselves with healthier growth, provides continuity in the hedgerow and keeps the hedges working for much longer than their natural lifespan. Without this regeneration, the hedge will start to mature and die and gaps will appear. Well-managed hedgerows have a visual and aesthetic effect on the landscape, as well as providing wildlife with a refuge, source of food and corridors through which they can move through the landscape.
- We were also able to widen the hedgerow from Goodwood Hotel to Halnaker, incorporating a permissive footpath to link the village to the Goodwood Estate.
- We have submitted a new 100-year Forestry Management Plan to the Forestry Commission for approval.
- A new foraging area has been created near the hotel using agroforestry principles, for the future use of kitchen staff and guests. The space is 400m long and has four rows of mixed fruit and nut trees.



Organic farming

- An external review of farm management practices has been commissioned as part of our preparations for engaging with the new ELMS scheme.
- We are one of four UK farms participating in the One Carbon World Support for Farmers VERRA Regenerative Project, which aims to create a worldwide soil carbon verification system.

2 CARBON

Carbon emissions are the main driver of climate change. Goodwood recognises it is producing carbon emissions through the consumption of fossil fuels, both in estate operations and its world-class events. The estate's long-term success is dependent on limiting global carbon emissions and mitigating the impact from changing climatic conditions. As a result, carbon is a critical sustainability priority and a major measure of the success of our strategy.



We established our carbon footprint scope 1 & 2 and completed the SECR compliance documents for the 2020 financial accounts. The 2020 carbon numbers can be found in table 3, however, it should be recognised that the year is not representative of a normal trading year, with staff furloughed, events cancelled and a great deal of the hospitality activities on hiatus. 2021 data is still being captured and will be included in the 2022 annual report.

Table 3: Streamlined Energy & Carbon Reporting 2020

Energy consumed (Gwh)	Total
UK Operations	4296
Outside UK Operations	
Scope 1 and 2 emissions (000 tCO ₂ e) ²	Total
UK Operations	3,295
Outside UK Operations	
Intensity Ratio (tCO ₂ e per £m revenue)	Total
	92.07

Achievements

- We continued to develop our energy roadmap, incorporating initiatives such as solar farming, electric vehicle charging and a high-voltage network. This strategic plan is now being aligned with the estate water plan. 16 new electric vehicle charging points were installed at the hotel and Motor Circuit, with more planned across the estate for 2022.
- The new 3.5mw biomass system was installed on the estate, delivering combined heat and power to the hotel, Goodwood House and the dairy. This is fuelled by woodchip from the estate and waste strawbales and chestnut stakes from Festival of Speed. This will dramatically reduce the estate's consumption of grid electricity and heating oil.

Our aim is to become a net carbon positive estate, leading the way in carbon-positive event operations and land management.



- Having switched to a 100% renewable energy tariff, we have also achieved an increased output from solar panels on hangars at Goodwood Aerodrome. From January 2020 to November 2021 the panels generated 250,653kWh. In that period 222,781kWh of electricity generated by solar was used by the Motor Circuit, demonstrating a saving of 57 tonnes of carbon, and 27,870kWh was exported to the grid, an additional 7 tonnes of carbon saved via solar generation.
- All picture lights in Goodwood House were changed to LED, resulting in a significant saving of energy. The estimated energy and maintenance costs savings per annum are around £8,000.
- A reduction in diesel and petrol usage in machinery and equipment has also been actioned at the Festival of Speed, and the Golf at Goodwood team have replaced mowers, trucks and blowers with electric alternatives. We are also in the process of signing an OEM partner to help action our plan to reduce petrol and diesel consumption. This will involve replacing leased vehicles with electric or hybrid alternatives.
- By switching to HVO generators where possible in 2021, we have reduced our use of red diesel by 29% (350,265 litres to 250,414 litres), and proportionally from 99% use of red diesel at events to 63%. Increasing our reliance on HVO biodiesel has resulted in a carbon saving of 384 tonnes.
- We hosted preview filming of the world's first commercially available methane-powered tractor at the farm. We have subsequently begun to explore an anaerobic digestion system that would enable further diesel savings in future by powering our farm machinery from the estate's own bio-waste.
- We created an exhibition around low carbon technology at Future Lab at Festival of Speed, sharing game-changing new innovations with over 210,000 visitors over the event and amplifying the content to 2.4 million views around the world.
- In 2021 we introduced 'Electric Avenue – The Road To 2030' presented by Sky Zero to Festival of Speed, the world's biggest exhibition of electric vehicles across a record-breaking number of marques. We plan to extend this content in 2022, offering a test drive service to further encourage customers to make the switch.
- While it is too early to collate data from our carbon offset scheme offered to visitors to our major events due to the cancellations and subsequent rollover of tickets during 2020 and 2021, uptake of the scheme was promising.

3 WATER

Water is a critical resource and as land managers we use significant quantities across the estate. Changing climatic conditions are affecting the availability of water, as well as our demand for water to manage our facilities and land. Our aspiration is to achieve water neutrality, so that water demand is maintained. This means for every new development, total water use across the estate after the development must be equal to or less than total water use before the development. Today, 90% of our water provision is from our own ground water sources, eliminating the 2,100 tonnes of carbon we would incur were it supplied by mains. We also have an annual infrastructure maintenance programme targeting leak reduction.

Achievements

- A cross-estate Water Infrastructure Group has developed a masterplan with a commitment to ongoing investment and modernisation of the estate's private water supply. A three-year investment plan is in place for immediate improvements. Phase one took place in 2019 with approximately 1,000 metres of new pipework laid to tackle leakage. Phase two will begin in Winter 2021.
- Following the introduction of new analytics and improved metering we are working to establish an accurate water usage baseline. We have worked hard this year to understand the challenges we have with leakage so that we can start to invest in the improvements required.
- We have introduced new technology to reduce our water footprint, for example pump equipment has been replaced at the hotel to improve efficiency of the new biomass system, and a new and more efficient inverter installed at Molecomb pumphouse.
- We have been able to harvest rainwater from the Aerodrome for use in the holding tanks used for the 'Spin and Slide' driving experience at the Motor Circuit.
- By moving areas previously on the mains supply to a private network, we have successfully reduced our usage at the Motor Circuit and hotel.
- We have reduced irrigation requirements at the golf courses using drought-resistant grass-types.



*Our aim is to be
water neutral across
the whole estate and
our events by 2030*

Our ambition is that sustainable practice be embedded into Goodwood's business operations, and that staff wellbeing is an integral part of this business priority.



4 BUSINESS

Goodwood's goal is for both the estate and its staff to thrive. If we are to remain a self-sustaining estate, with all business units contributing to the on-going preservation of the estate's heritage and the personal wellbeing of its teams, it is imperative we embed holistic sustainable practices into the estate's business decisions going forward. Therefore, alongside the sustainability programme run by the Goodwood Senior Leadership Team, supported by both The Duke and Duchess of Richmond, career development and a major wellbeing programme are seen as a fundamental part of the business. The One Goodwood staff wellness scheme continues to benefit over 600 staff members.

Goodwood not only generates revenue for the local economy, but also has the ability to drive sustainability through its own supply chain. Having developed a sustainable procurement code, this was integrated into all business decisions in 2021, maximising local economic value and ensuring ethical and environmentally-sound provenance of goods and services.

Achievements

- Goodwood formalised the cross-estate Sustainability Working Group and updated the strategy for all business areas in light of Covid-19's impact.
- The estate generates an estimated economic contribution of £435m into the national economy and £125m in tax contributions, of which £314m and £100m respectively benefit the local economy*.
- A new procurement code has been launched, focussed on the sustainability of our supply chain. We are committed to working with contractors and suppliers who are best placed to deliver high standards in line with our sustainability priorities across environmental, social and ethical issues. Our catering partner Levy have a strong sustainability ethos delivering on local, healthy and sustainably produced food.

* According to the 2019 Economic Impact Report for Goodwood carried out independently by the London School of Economics

- In January 2020 Goodwood embarked on a sustainability partnership with Foresight, and in September 2021 they hosted the inaugural Foresight Sustainability Week virtually from Goodwood. In this unique digital breakfast series selected business leaders shared their thoughts on the challenges and opportunities that are arising as the private sector mobilises behind the global sustainability agenda.
- We have supported local specialist craftsmen wherever possible. One such example is the local village blacksmith who was commissioned to replace damaged railings, and the award-winning local flint wall specialist who repaired the estate's lodge houses. In addition, each year a local woodsman performs traditional hedge-laying in the fields surrounding the Motor Circuit.
- In commissioning a new large-scale biomass facility for the estate, we took one of our biggest ever business investment decisions driven entirely by our sustainability goals.
- Our business won the following awards:
 - Sussex Heritage Trust Award in recognition of the new Goodwood Education Trust Centre building
 - All England Woodland Resilience Award for woodland creation.
 - Golf at Goodwood was one of four national golf venues shortlisted for its sustainability plan at the England Golf Awards
 - Louise Harwood, Horseracing Club Membership Manager, was awarded a 'Community Hero' prize by the Racecourse Association for her contributions to the community over the last 18 months
- To boost morale during an incredibly difficult year, we established the Goodwood Coronavirus Control Room to provide a single point of contact and communication throughout a period of rapid and significant change to ensure every staff member was duly supported and accounted for.
- One Goodwood's Wellbeing Programme has been relaunched this year and is specially designed to support our staff with their mental and physical health. As well as fitness classes the programme offers expert advice on gut health, sleep hygiene and stress resilience.
- Goodwood now has three culinary apprentices in training, who will be considered for internal roles as of 2022.
- This year, ten employees have benefitted from core skills training through the Apprenticeship Levy, with plans to expand this in 2022.
- Following the various lockdowns, Goodwood has equipped its staff to work from home wherever it suits their role, which not only positively impacts our collective carbon footprint, but also benefits individuals in their work-life balance and reduces their commute time.

- Our motorsport and horseracing events team was able to renew Goodwood's internationally certified Sustainable Event Management System (SEMS) to ISO20121 certification this year, highlighting the continual improvement across sustainable event delivery. The external audit reported that: The management of events at Goodwood continues to be managed well and is integrated fully into the wider Goodwood Estate strategy; sustainable development goals and aims. The SEMS is helping provide the structure and looking to lead the way through sustainable events and drive innovation, not only in motorsport, but also in the wider sporting arena. The auditor recognises how the sustainability structure within both the events team and the wider estate link directly through the sustainability delivery group to give clear integration across all estate activities.
- 25% of milk, meat, beer and cheese produced on the estate is used internally by our business. 75% of external beer sales are to our catering partners Goodwood Event Catering for our events.



5 SOCIAL

Goodwood plays a vital role in the local community and is a significant employer in West Sussex. In addition, it is estimated that 1 million people visit the estate annually, for the major festivals, as well as weekly events and recreational pursuits.

The Goodwood Education Trust – an educational charity that promotes public understanding of the countryside, its traditional heritage and modern-day management to visitors from schools, colleges, community groups and charities across the south east – began a new chapter in 2020 installed in its very own purpose-built centre. The offerings cover a wide range of educational topics – including sustainable food production, organic farming, conservation of the natural world, geology, forestry, design technology and forest school.

Goodwood wants to ensure it is accessible to a diverse range of people. Goodwood also recognises its position locally, both as an employer and as a client supporting a number of local businesses, and while Goodwood acknowledges that the events themselves do create local disturbance, their impact is carefully managed; neighbours and tenants are continually engaged in the delivery plans where events may adversely impact individuals. In 2020 the Goodwood workforce also responded to the plight of vulnerable people in the local community during the various lockdowns, volunteering with Goodwood's in-house initiatives as well as independently with local charities. The estate also supports a number of charities, benefitting a range of individuals.

Our aim is to increase the estate's social value by providing local employment, as well as recreational and educational opportunities, and economic benefits to the local community.



Achievements

Education

- The Goodwood Education Centre was completed in 2020, providing a new home for workshops and enrichment activities for the Goodwood Education Trust. Located in Seeley Copse – an eight-hectare area of ancient woodland dedicated entirely to education – and situated directly opposite Home Farm, this purpose-built new building was made possible through the support and partnership with the Thakeham Group, as well as through donations from private individuals and grant giving foundations and organisations including the South Downs National Park Authority. The building is comprised of a timber frame with cedar roof shingles and larch wood panelling, all of which has been sourced from the Goodwood Estate. Heating for the building comes from an air-source heat pump, a renewable energy source. While Covid-19 restrictions delayed a great deal of the educational initiatives planned for 2020, it has already established itself as a key educational resource to teach children about sustainable food production, countryside management and the natural environment.
- In 2020 the Goodwood Education Trust delivered tours of Home Farm, nature-based workshops in Seeley Copse and Forest School sessions to 572 young people, 64 of whom were funded by Natural England due to Home Farm's Higher Level Stewardship status.

- In September 2020, St Anthony’s School - a state special school for children from 4-16yrs who have specific behavioural and learning needs (SEN) - restarted weekly Forest School sessions in Seeley Copse, providing a much-needed outlet both during and after extended periods of lockdown.
- A number of further education colleges visited Goodwood to take part in a ‘Farm to Fork’ workshop, which featured a tour of Home Farm to learn about mixed, organic farming, time in the kitchen of Farmer, Butcher, Chef and a talk by Goodwood’s Executive Chef around sustainable food and the estate’s zero waste philosophy.
- In 2021 the Trust welcomed 1,439 children and young people from local schools, Explorer Scouts, home-schooled children and schools in inner city London. 8% of these children had an Educational Health Care Plan (EHCP) and 11% received free school meals (FSM).
- The Trust also supported the learning of GCSE Environmental Studies, BTEC Countryside Management, BA Primary Learning, BA Childhood Studies and BA Adventure Education.

Charity & community

- Our estate Charity for the 20-21 period was Canine Partners. Goodwood raised over £40,000 for Canine Partners, with collections made at racedays across the season, a charity dog walk at the Motor Circuit and social events for the Goodwood staff. This money was used to provide lifetime training and care for two assistance dogs, which Goodwood staff voted to name Freddie and Gordon.



Freddie



Gordon

- This year our event charities benefitted as follows: at Festival of Speed the St Paul’s Church Community Centre Project accrued £162,000; at Qatar Goodwood Festival Smartworks raised £230,000; at Goodwood Revival The Coachmakers made £37,500, and at Members’ Meeting StarterMotor made £5,964.
- The Crumblies Conservation Group’s volunteers played a vital role in the aforementioned hedgerow laying along Park Lane at Halnaker between 2019 and 2021. This group of retired conservation lovers engage in the traditional country craft of hedge-laying primarily as a social pastime and community support network, but also to continue the land management benefits afforded by this traditional skill.
- The previously mentioned new permissive footpaths will serve to improve the local footpath network and the sense of connection between Goodwood and the local villages.
- Goodwood’s CEO, Chris Woodgate, has visited a number of local schools and colleges to give talks to business studies students, and at an alternative provision college to talk to students about career opportunities in business. Four members of Goodwood’s leadership and senior management team have taken part in the Dare to Dream initiative with the Love Local Jobs Foundation, providing mentoring to young people.

Covid-19 support

- As the estate went into lockdown, Goodwood’s Ticket Office ran an initiative under West Sussex Country Council’s guidance in supporting vulnerable people during lockdown. Staff who were furloughed volunteered to work in this call centre, and were able to update those shielding within the community on the latest government advice around self-isolating, as well as helping to schedule weekly food boxes, deal with any queries and perhaps most importantly, provide friendly company and support during an incredibly lonely and angst-ridden period.
- When Covid-19 restrictions forced venue and event closures, food from Goodwood kitchens and events was donated to Stonepillow, a local charity supporting homeless people. Goodwood has also collected donations of warm clothing from across the business for this charity.
- The hotel was able to donate toiletries which staff volunteers made into NHS care packages.
- Staff volunteers – some furloughed, others still working full-time – also worked as stewards at local NHS Vaccination Centres; dispatch personnel for the Hive scheme in Portsmouth; cooks and servers providing breakfasts and lunches for the homeless; seamstresses creating masks, scrubs and scrub bags for NHS workers; and ward volunteers at St Wilfrid’s Hospice.

- Goodwood set up an internal network – known as Covid Control – to ensure the work force were duly supported throughout lockdown. Updates and information were regularly supplied, with information on support available and some engaging competitions to keep the community connected. Video recordings by The Duke of Richmond and members of the Goodwood Leadership Team were sent regularly to the network to keep them abreast of changes, and the Goodwood Estate was opened to staff members to use for their daily walks and bike rides.
- At the height of the Covid-19 crisis, long-time friends of the estate came together to support the business in its time of need. The Goodwood Supporters Association was set up to provide special one-off lifetime benefits to long-standing Goodwood enthusiasts, with the funds providing essential income at a time when almost all other revenue had ceased. A similar initiative was set up at Goodwood Racecourse, recruiting 15 official Racecourse Patrons from within the Racecourse's membership.



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RESOURCES & WASTE

Goodwood is both a producer and consumer of products and services. The diversity of the business provides many opportunities to be creative and retain the value of materials produced, procured and used across the estate's activities. In addition, the local community stands to benefit from large quantities of materials that are no longer of use to the estate. Achieving this requires comprehensive resource management, identifying a life cycle plan for all materials purchased. Increased visibility of this life cycle will drive our procurement and disposal decisions, and indeed, help us increase the life cycle value of materials.

Sustainability is now a standing agenda point at event production meetings with partners and suppliers. Goodwood is leading the conversation on reduction in waste from event structures with third party suppliers and partners.

Achievements

- We tackled front of house waste at events, engaging the public in our waste management and delivering a recycling programme across events.
- We have reduced single use plastics by introducing reusable cups and water refill stations across all of our events. We have reduced the use of plastic water bottles by 20%. Where plastic is used, it must be recycled and recyclable.
- New recycling bins were added to offices across the estate at the start of 2020, and in 2021 were joined by new compost processing facilities.
- Food waste bins were introduced for the 2021 events.
- We resurfaced an area of paddock at Goodwood Motor Circuit, totalling 1,300sqm, using MacRebur's unique recycled plastic product. The new surface will recycle 918kg of waste plastics, the equivalent weight of 167,000 single use plastic grocery bags, and offset 1,423kg of CO2 emissions.

- The new 3.5mw biomass system makes use of trees felled as part of the forestry management scheme and waste strawbales and chestnut stakes from Festival of Speed.
- We are also investigating an anaerobic digester system to convert the farm's slurry to power for its machinery.
- By increasing the on-site bin storage at our events, we were able to save 94 lorry trips to and from the estate.
- By improving our waste and recycling processes, we have been able to reduce our total waste tonnage by 32% on 2019.
- Goodwood regularly donates food and milk to UK Harvest, the food rescue and education charity whose mission is to eliminate hunger and food waste through education and redistribution of quality surplus food. Regular contributions are also made to StonePillow, the local support charity that empowers homeless and vulnerable people to achieve sustainable independence and wellbeing.
- Our recycling bins at the Racecourse are made from wood from the estate, and we are in the process of exploring the potential for making it into furniture in the future.
- We continue to operate a zero-waste policy at our farm, making sure that everything from the animals we breed is used by us or other businesses. This philosophy carries through to our sustainable restaurant Farmer, Butcher, Chef, which is dedicated not only to showcasing our meat in terms of flavour, quality and provenance, but also to achieving the very best yield from our livestock

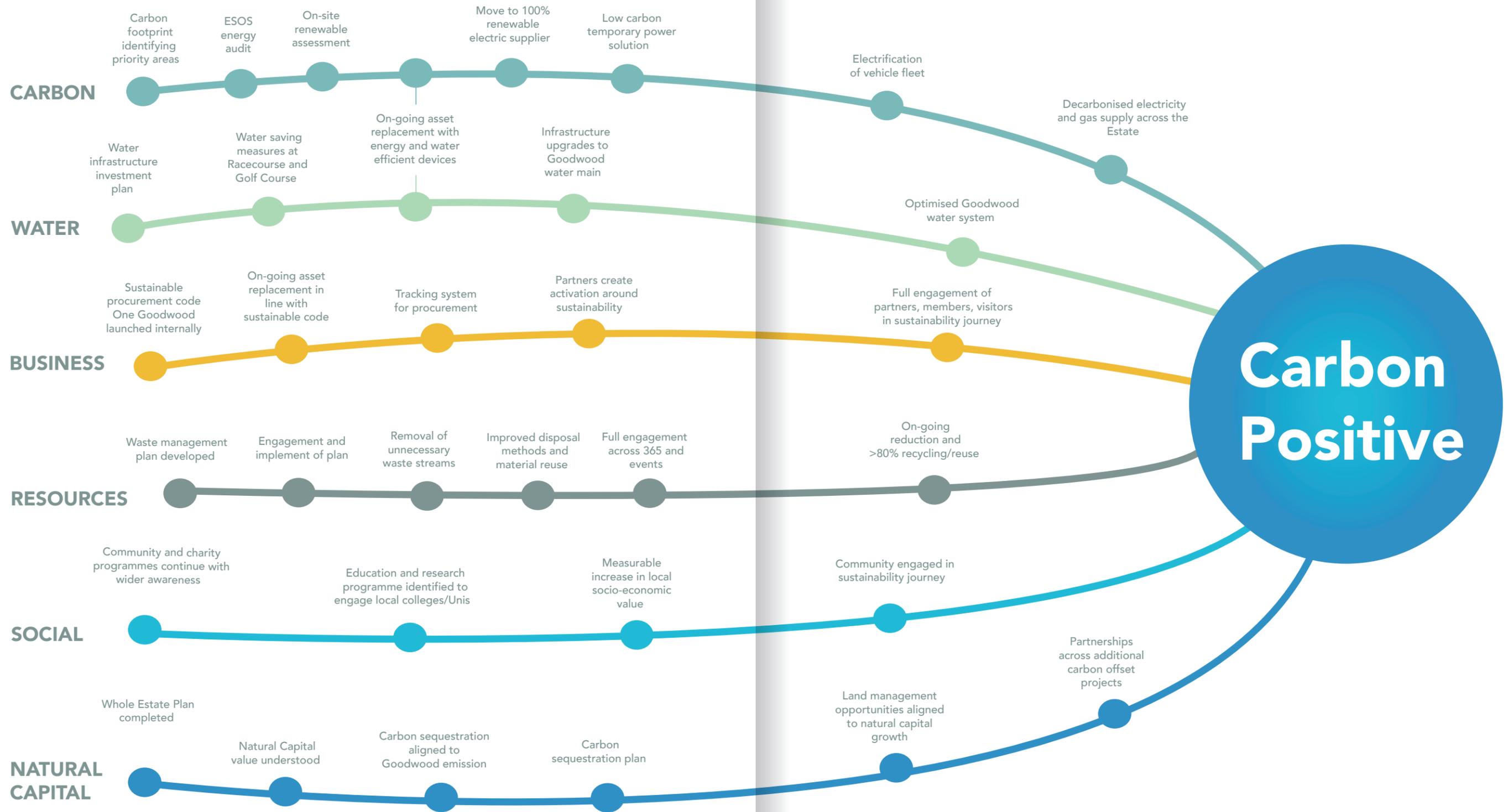
Our overarching aim is to maximise the life cycle value of the materials we produce and procure through reuse and recycling, reducing overall waste.

2022 AND BEYOND

Goodwood has already established a series of new projects for 2022, driven by our overarching sustainability strategy, which is available to view on Goodwood.com. In the meantime, we are delighted to share a taster of what is to come over the next twelve months.

- Goodwood will be increasing ecological monitoring – including bat, reptile and butterfly surveys.
- Biodiversity improvements will continue with the introduction of new dormouse and barn owl boxes; new beehives; plus new ponds, as well as the reinstatement of existing ponds.
- We have committed to further engagement with Sussex Wildlife Trust, South Downs National Park, Chichester District Council and other key stakeholders. We are also planning to work collaboratively across the county with other major landowners and local estates on wider landscape planning.
- We will begin work on a new permissive path from Lavant to Strettington, which includes woodland planting as part of the Queen's Green Canopy initiative to celebrate Her Majesty's Platinum Jubilee.
- We will continue to explore estate-wide renewable energy solutions, including further solar investments and the potential use of an anaerobic digester system to convert the farm's slurry to power to fuel its machinery.
- The Goodwood Education Trust's focus for 2022 is to broaden the scope for schools, colleges, community groups and charities to provide children and young adults with increased opportunities for Learning Outside the Classroom, and to actively inspire students from all backgrounds through the delivery of hands-on, outdoor educational experiences. In 2022 the Trust is to embark on a pilot programme with AP College, the statutory school for children who have been excluded or are at risk of exclusion from mainstream education.

Goodwood sustainability journey Roadmap 2019 – 2030





GOODWOOD