



Impact Report 2024

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Atlas Cares

At Atlas Hotels, we are dedicated to sustainability and responsible practices that safeguard our planet, support our employees, and strengthen our communities.

Our internal program, Atlas Cares, aims to inspire meaningful change within the company and beyond. This initiative centres on four key pillars, each led and championed by one of our directors.

[Environment](#) | [Community](#) | [DE&I](#) | [Wellbeing](#)

I'm proud of what we've accomplished so far, but I know there's always more to do. We're committed to pushing forward, learning, and improving to make an even bigger difference.



Sean Lowe, CEO

Report Highlights



Introduction



Environment



People



Governance



About Us

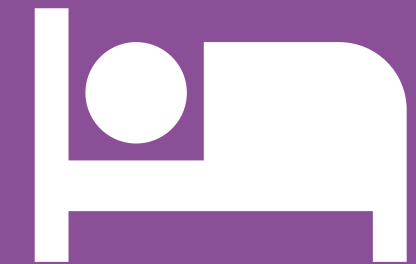
We're Atlas Hotels, an award-winning hotel management company. We're based in Leicester, with 59 hotels spread across the UK and one in Germany.

We're the biggest Holiday Inn Express brand franchisee. Our portfolio includes 57 Holiday Inn Express hotels, one Holiday Inn and two Hampton by Hiltons.

60
hotels



THREE
hotel brands



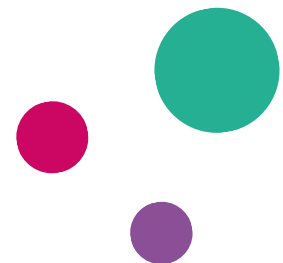
LEICESTER
office



2,500+
employees



Our Values



Be Guest Focused



- We're professional
- We always strive for excellence
- We show agility and adaptability

Work Together



- We're reliable
- We communicate effectively
- We listen to others
- We respect our differences

Show Commitment



- We show pride & passion in what we do
- We demonstrate empowerment
- We embrace challenge & change

Strive for Quality



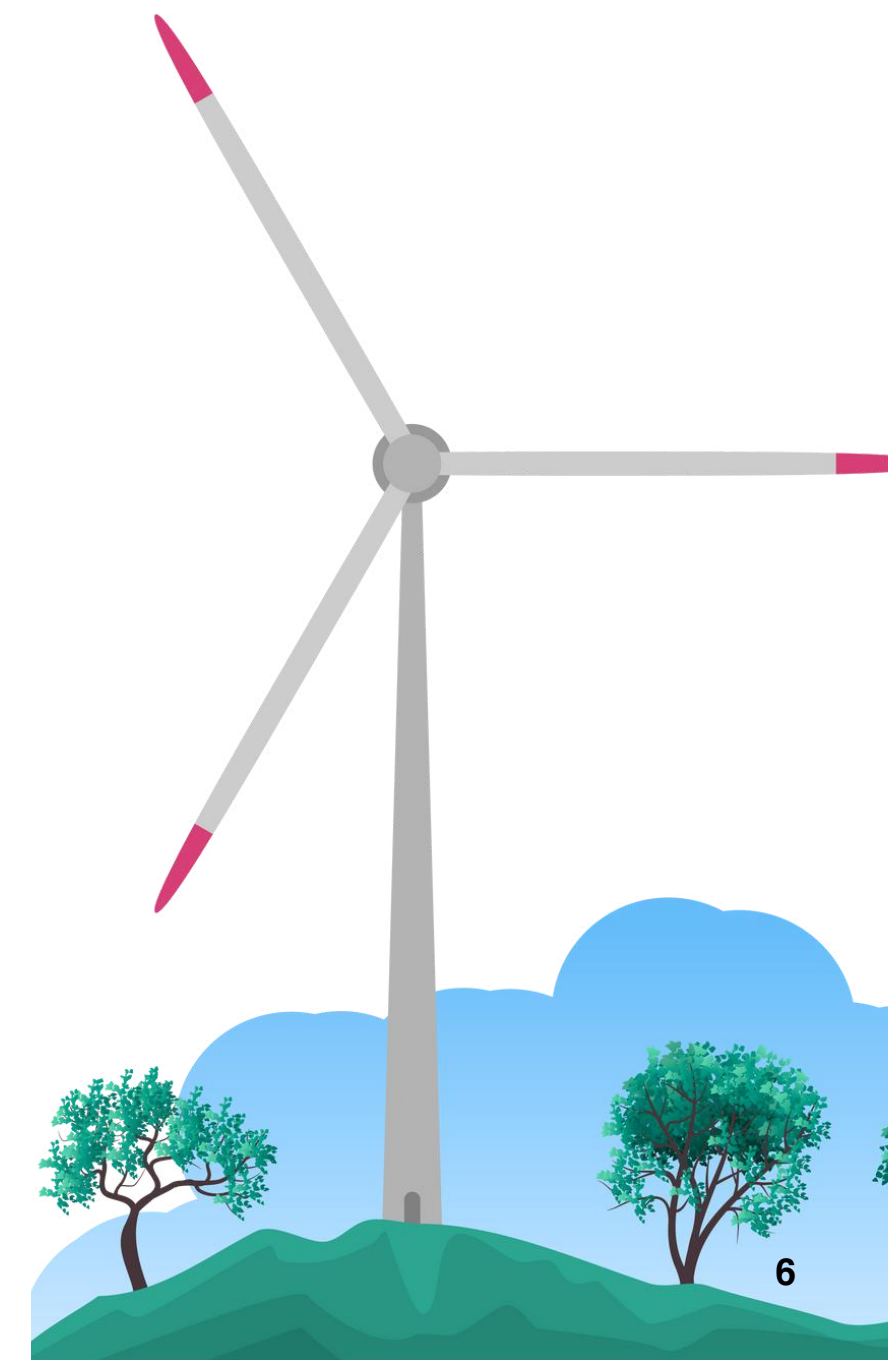
- We're curious & seek best practices
- We gather information to make data-driven decisions
- We use logic to solve problems

Sustainable Development Goals

We are measuring our SDGs through the FuturePlus ESG management platform

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared global blueprint and call to action for peace and prosperity for people and the planet.

The FuturePlus assessment questions are individually mapped to each of the 17 SDGs, allowing your organisation to understand the extent of its impact against the targets and indicators associated with each goal.





We are currently positively impacting **16** of the UN SDGs, two more than last year.





Our Purpose

“Create a rewarding place to work and a great experience for our guests, which will deliver returns to our investors”



We believe in a positive work culture

We strongly believe in taking care of our employees because when they are happy, they will take good care of our guests. This is why we focus on creating an engaging and positive culture within Atlas.

We promote sustainability in all aspects

Our internal 'Atlas Cares' initiative is designed to drive positive change across the company and beyond. Our activity focuses on four pillars, each led and championed by one of our directors.

Our four pillars are: Environment, Community, Diversity, Equality and Inclusion and Wellbeing. We know that sustainability is important to our **employees**, **guests** and **investors**, so we want to ensure we are doing as much as we can to help.

FuturePlus

Atlas Hotels are FuturePlus Impact Certified

FuturePlus is part of Travalyst's sustainability certifications for accommodation booking providers. Travalyst was founded in 2019 by Prince Harry, the Duke of Sussex and is a not-for-profit global coalition of some of the biggest brands in travel and technology.

We are featured in FuturePlus 'Impact Certified Hospitality Guide', showcasing our progress.



At the end of 2024, our FuturePlus Sustainability Score had increased from to **198** to **229**, an increase of over **15%** YoY.



A photograph of a modern, multi-story building with a light-colored facade and numerous windows, some of which are illuminated from within. The building is set against a dramatic sky with orange and blue clouds, suggesting a sunset or sunrise. In the foreground, there is a road with a red light trail from a vehicle, and a parking area with several cars, including a white van with 'SIEMENS' on its side. A large green rectangular box with the word 'Environment' in white text is overlaid on the center of the image.

Environment

Overview

We're committed to growing sustainably as a company by reducing the natural resources we use


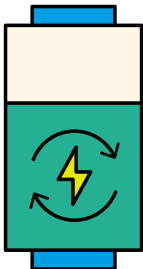
In the face of a global climate emergency, we are committed to minimising emissions and contributing to a more sustainable future.

We aim to reduce three key areas:



2024 Emissions

Gas & Electricity

	Energy Type	Total Consumption (kWh)	Emissions (Tonnes of Co2)	Emissions per room	Change YoY	% Change
	Gas	10,609,759	1,940.5	0.27	-0.06	-18.3%
	Electricity	27,477,699	5,689.3	0.78	-0.05	-6.3%

*Gas and electricity figures include Central office. 2023 electricity data excludes airport sites at Glasgow, Edinburgh and Luton.

2024 Emissions

Waste

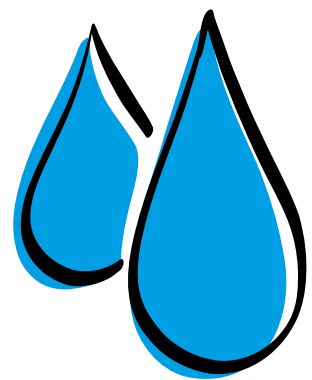
We are committed to minimising waste across our operations and increasing the proportion of materials we recycle, as part of our broader effort to reduce our environmental impact.

Total Waste (tonnes)	Waste per Room (tonnes)	Recycling %
1,707.7	0.24	30%



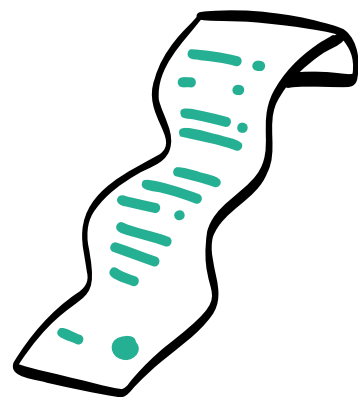
2024 Emissions

Water



Consumption (cm^3)	Consumption per room (cm^3)
478,297.0	65.89

Paper



Consumption (tonnes)	Consumption per room (tonnes)
115.2	0.02

2024 Emissions

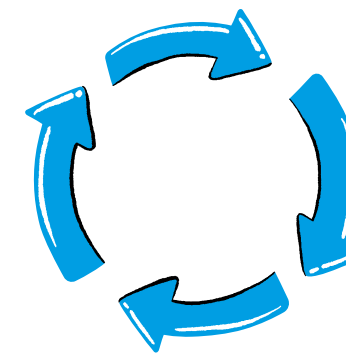
vs 2023



Electricity emissions
per room reduced
by 4.6%



Gas emissions per
room reduced by
18%



We increased our
recycling
percentage from
28% to 30%



We measured and
reported on our paper
& water consumption



All our Holiday Inn and Holiday Inn Express hotels participate in the IHG Green Engage™ system, helping to measure environmental impact and encourage guests to make the right choices.

Guests also have the option to opt in to 'Greener Stay' to reuse towels and linen in exchange for points.

For more information, visit [here](#)





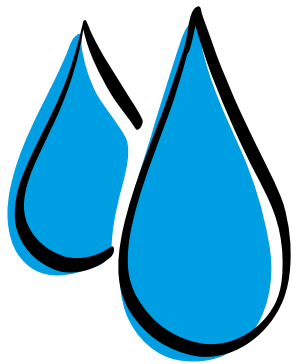
Our Hampton by Hilton hotels are part of the award-winning Hilton LightStay™ platform, aligned with the Hilton Travel with Purpose 2030 goals and supporting the measurement and tracking of sustainability metrics.

At our Hampton by Hilton hotels, we use in-room messaging to discourage unnecessary towel changes.



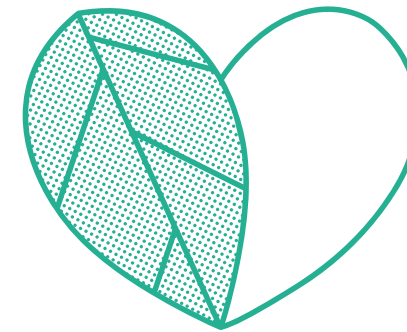
What are we doing?

Water



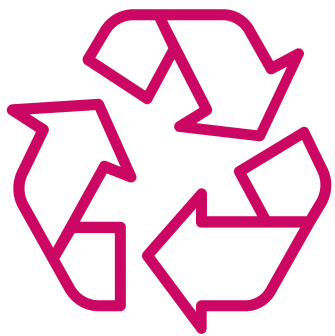
Fitting water-efficient shower heads & tap aerators fitted

Food



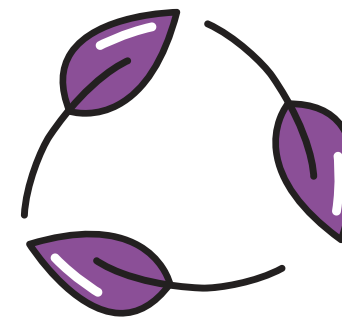
Ensuring we have inclusive, ethical and healthy food options on our menus

Waste



Measuring, managing waste and recycling of waste in hotels and Leicester office

Plastic



Focusing on the reduction in the use of single-use plastics within our hotels



Certification

Identifying & prioritising sustainability in construction and redevelopment. All new constructions are BREEAM-certified



EV charging

Providing EV charging at six of our hotels & we're actively reviewing options to expand this.



Pension

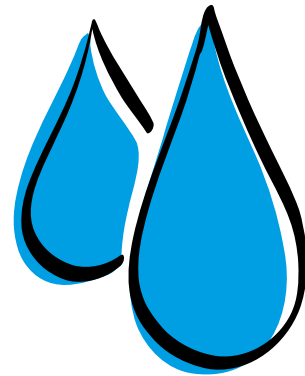
Providing a pension scheme for our employees with a focus on sustainable investment



E-Waste

Implementing an end-of-life strategy for electrical and electronic equipment.

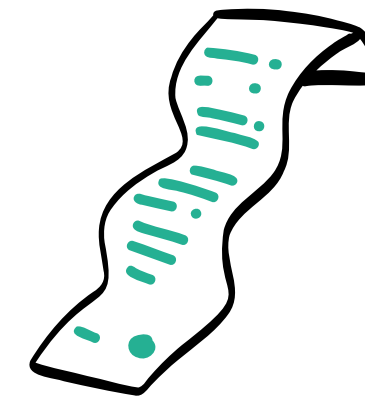
2024 Achievements



Installed new water meters to monitor usage in real time, enabling faster detection of inefficiencies



Recommunicated policies and procedures for hazardous waste disposal to all employees

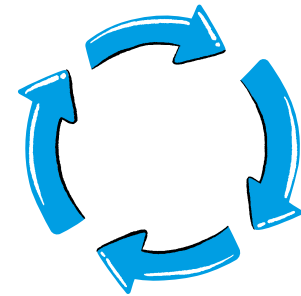


Track paper usage to establish a baseline & assess the benefits of new processes and technologies

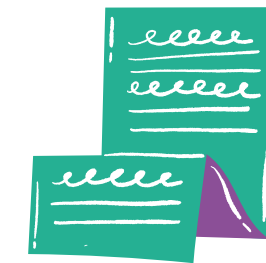
2025 Goals



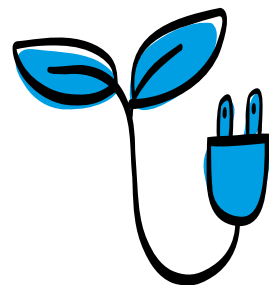
Expand EV charging infrastructure



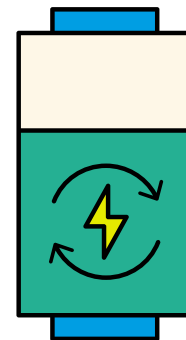
Increase % of waste recycled YoY



Reduce YoY paper consumption per occupied room (based on current definition)



Reduce % of electricity consumed



Switch to a 100% renewable energy contract



Reduce YoY water consumption per occupied room



People



Here at Atlas Hotels, people are at the heart of everything we do

Our goal is to create a rewarding place to work. For us, reward is about much more than just getting paid.

It's about being recognised and valued for the work that you do, and developing in your role, whatever that looks like.

We are delighted to have been identified by the Sunday Times as one of the best places to work in 2024.



2024 Achievements

Training, Development & Engagement



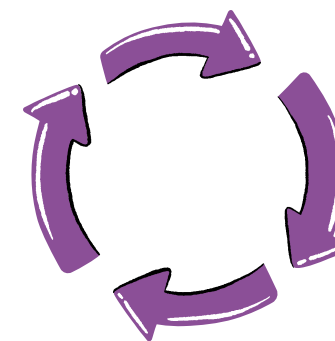
We launched two new apprenticeship schemes & have over 20 people undertaking Team Leader or Property Maintenance Apprenticeships



We obtained an average employee engagement score of 62 in 2024, vs an average score of 56 in 2023, building on our already high scores in this area



Our focus on talent development drove some brilliant results in 2024. Of those Hotel Managers identified as 'ready for their next role', **38%** moved into a new role in 2024 & we saw **100%** retention of this key group



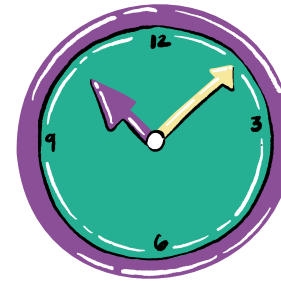
We achieved a massive 70% internal fill rate for our promotional opportunities last year, a testament to our true dedication to 'grow our own'

2025 Goals

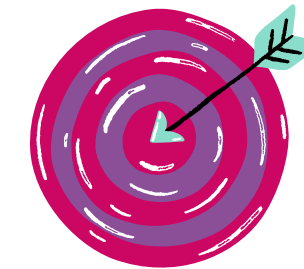
Training, Development & Engagement



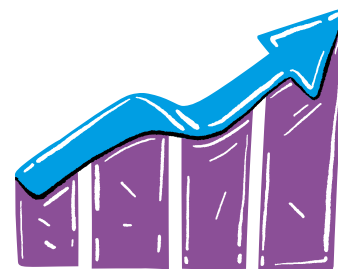
Recruit 80% of promotional roles internally



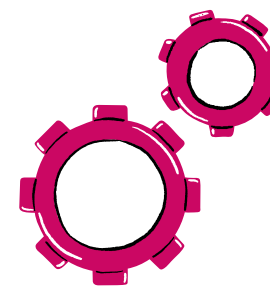
Relaunch 'Back to the Floor' programme



Introduce Team Member to Team Leader Development Programme



Roll out a new Team Leader Development Programme

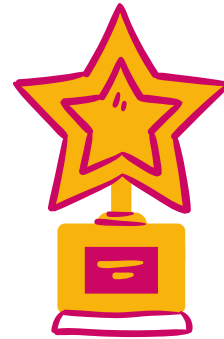


Further embedding of our apprenticeship programmes



Maintain our market-leading engagement scores

Reward & Recognition



Here at Atlas, we give credit where it's due. It doesn't just come from us though, our teams love to recognise each other, so much so we have an app for that... Mo!

We have Employee of the Quarter nominations, voted by the teams and our infamous Atlas Annual Awards for both our operational and central teams, the hottest events in the calendar, to salute our superstars.





2024 Achievements

Reward & Recognition



We launched our Friends & Family rate, offering discounted hotel stays for employees' loved ones



We met our commitment to pay above the National Minimum Wage & continued to benchmark salaries to stay competitive



13,000 thank you “MOments” & **7,734** monetary rewards sent through Mo, our employee recognition app

2025 Goals

Reward & Recognition

We want to make accessing and using our benefits even easier in 2025. We'll work with employee forums to identify and remove barriers to using our benefits. We'll also track usage and look for ways to increase this where possible.

Despite cost headwinds, we will increase pay as of April 2025, beyond the small proportion of our employees who are employed at the National Minimum Wage.



Diversity, Equality & Inclusion

Diversity, Equality and Inclusion are of utmost importance to Atlas. We want to represent the communities we operate in, and to do this we must be able to attract and retain people from all walks of life

We are a **Disability Confident Committed** Employer and ensure our recruitment process is inclusive and accessible



2024 Achievements

Diversity, Equality & Inclusion



Rolled out Mental Health Awareness training across all our Hotel Managers, with great feedback on the benefits of this for them and their teams



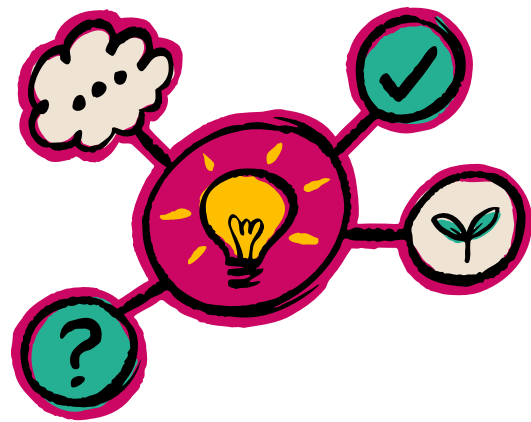
Trained & embedded Neurodiversity champions in the workplace



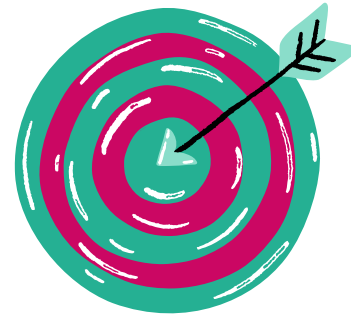
Earned runner-up in the Shaw Trust Disability Power 100 Awards 2024 for the coveted Best Employer accolade

2025 Goals

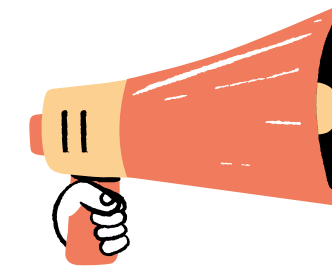
Diversity, Equality & Inclusion



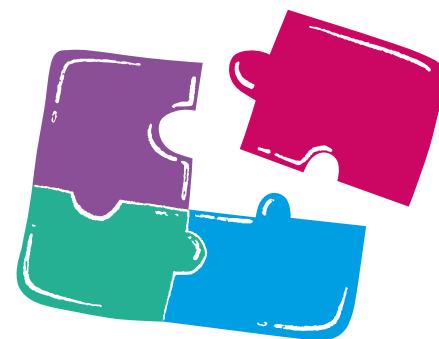
Deliver additional DE&I training to people managers



Achieve Disability Confident Level 2



Provide neurodiversity training to all line managers

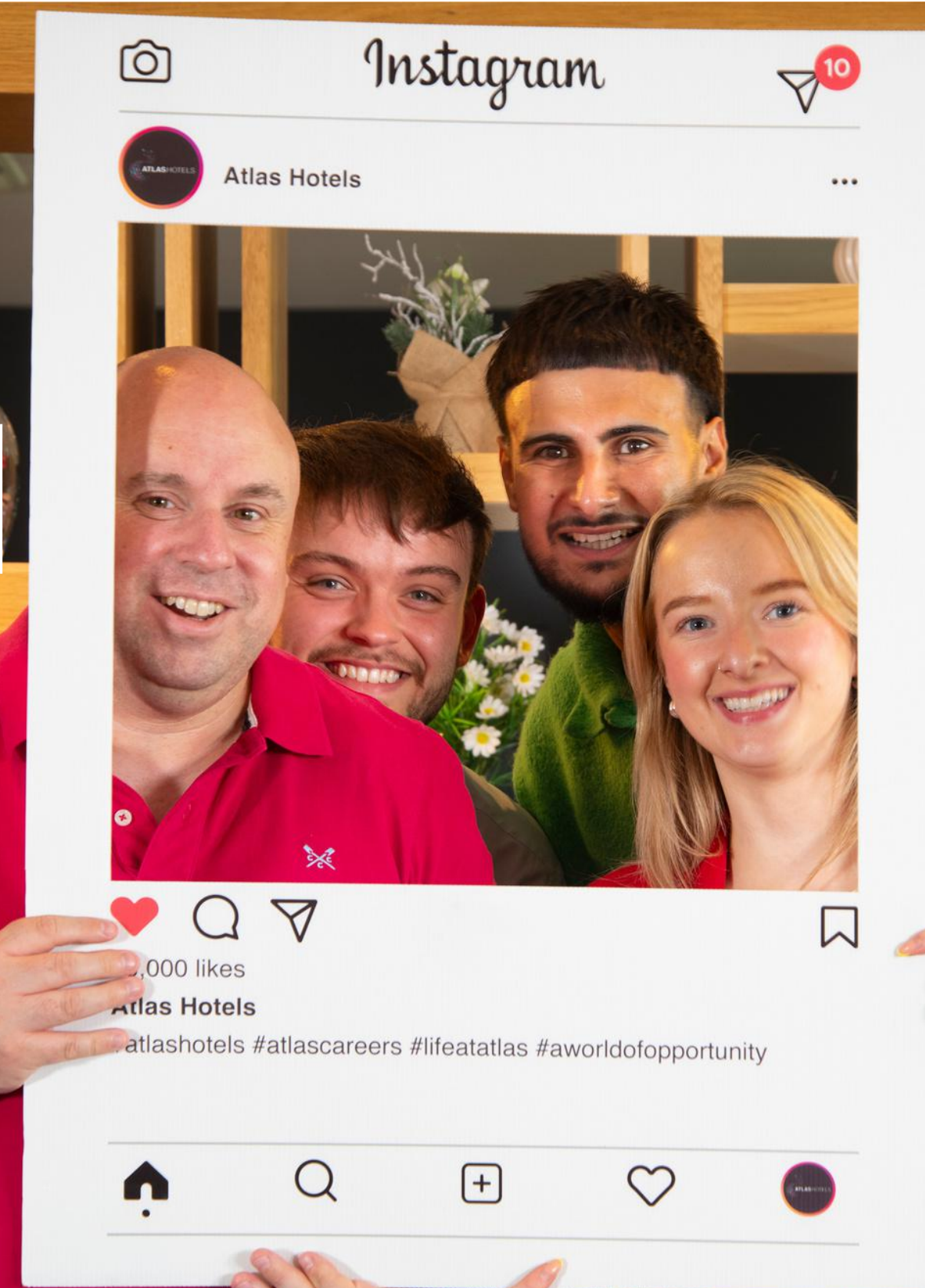


Launch and embed gender awareness & inclusion training (supporting transgender inclusion specifically)



Launch a Menopause Policy, associated documents & training

In addition to our work focused on Diversity, Equality and Inclusion, Atlas continues to actively break down potential barriers to employment for those in the community.





Shaw Trust

We have nurtured relationships with Shaw Trust and have recruited individuals with various barriers to employment, including neurodiversity, mental health challenges and physical disabilities. These awards champion businesses and individuals who champion the rights of disabled people.

Our work with Shaw Trust has resulted in numerous work experience placements as well as employment opportunities, 20 applications in 2024 led to 11 interviews/trials planned, 9 interviews/trials held and 3 job offers made.

In 2023–2024, our work with Shaw Trust led to recognition in their prestigious Disability Power 100 awards. These awards celebrate individuals and organisations driving positive change for disabled people. We were shortlisted for the coveted title of Best Employer and were proud to be named a runner-up.

The

Shaw Trust

Disability Power 100

**shaw
trust**

Springboard



Springboard is a UK charity helping unemployed and underrepresented people gain skills, training and confidence for lifelong careers in hospitality.

We work closely with Springboard to offer work experience placements to students graduating from hospitality courses, with a guaranteed interview at the end of the placement. We have taken on many students for their first paid role in hospitality at the end of this process.



We employed 9 people after their placement.



Gender Pay Gap

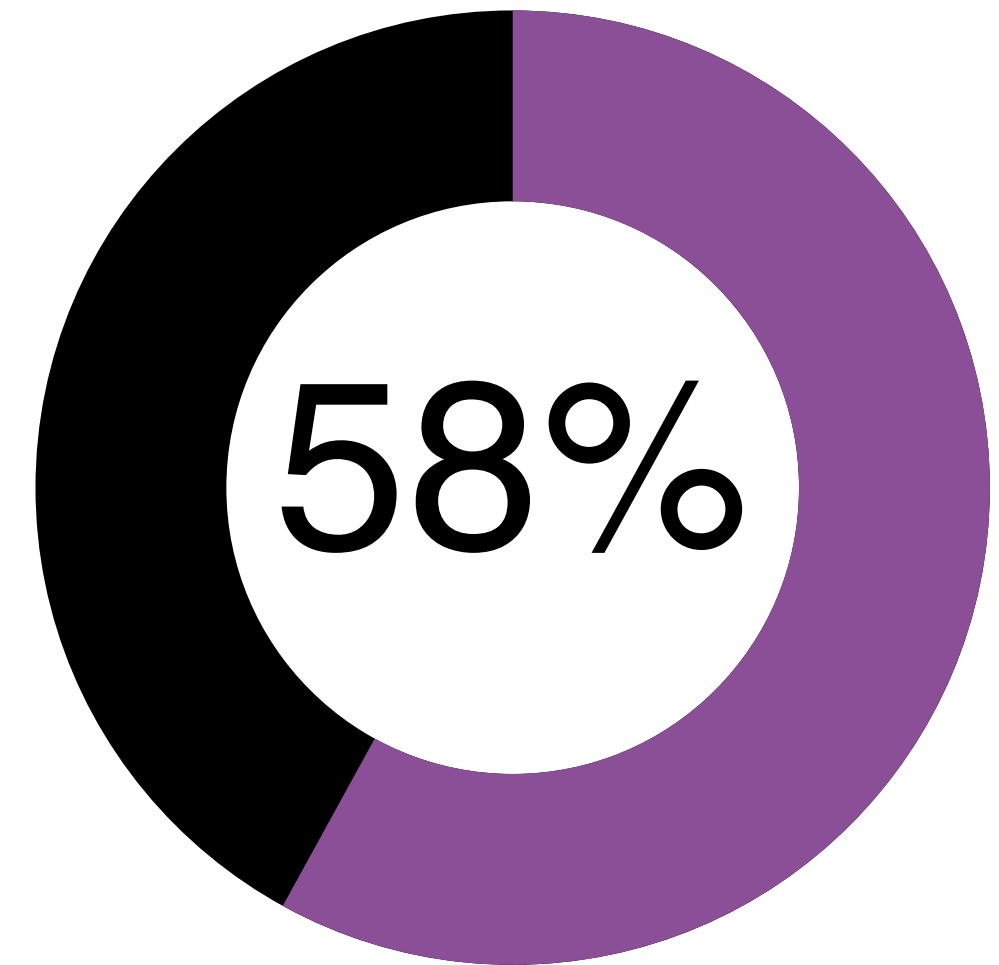
Our 2024 Gender Pay Gap report showed a mean pay gap of

4.6%

and a median pay difference of

8.7%

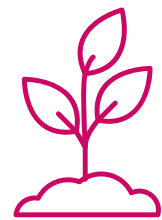
This is in comparison to a UK Mean Pay Gap of 13.1% (2024)



Women occupy 58% of our Hotel Manager roles

Closing the Gap

We're proud of the low Gender Pay Gap we have across Atlas, despite the changes in the demographics over the last year. We strive to close the gap further and & have many initiatives in place to support this.



Fill 80% of promotions internally

To achieve this, we're investing in employee development through targeted programmes.

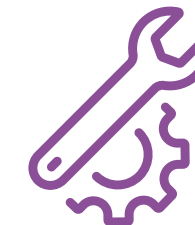
As a majority-women organisation, this helps close our Gender Pay Gap by promoting more women into higher-paid roles.



Career development for Housekeeping

We're working to enable upward career progression into Head Housekeeper, Assistant Hotel Manager, and Hotel Manager roles.

In 2024, we promoted our first Hotel Manager from a Head Housekeeper role—key progress that supports closing our Gender Pay Gap.



Gender diversity in Maintenance Technician roles

We have one female employed in Maintenance & we're actively exploring ways to improve gender balance.

We launched a Maintenance Apprenticeship programme—25% of participants are women—building a more diverse talent pipeline into this role.

We continue to work with prisons across the UK to identify a talent pipeline. Our HR Director chairs the Employment Advisory Board for HMP Peterborough, specifically with the remit to advise prison teams how to get prison leavers 'work-ready' and increase employability skills.



Health & Wellbeing

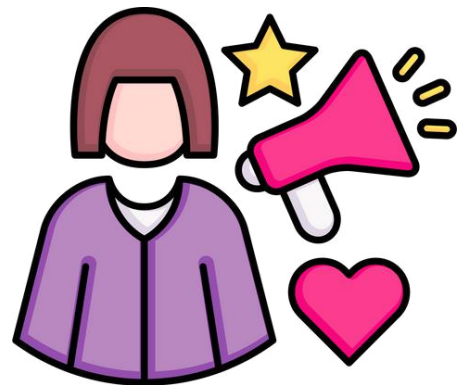
At Atlas, we believe in looking out for one another, and mental health is no exception.

Life can be a balancing act, and managing stress is essential for wellbeing. That's why we support our teams every step of the way.

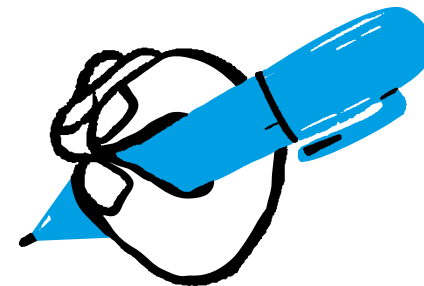


2024 Achievements

Health and Wellbeing



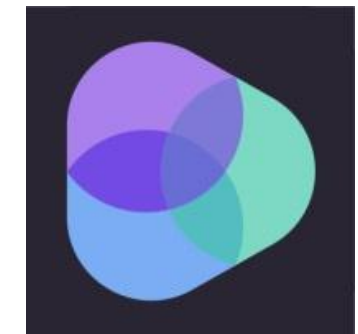
Rolled out Mental Health Awareness training across all our Hotel Managers, with great feedback on the benefits of this for them & their teams



Adjusted return to work forms to include a focus on employee wellbeing, adjustments & welfare questions to be used, as appropriate



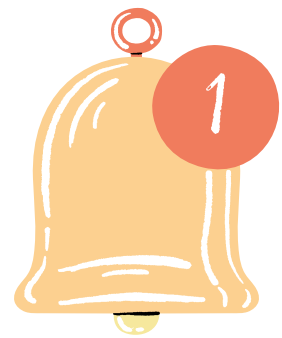
Updated ME@Atlas, our performance review form to encourage discussions relating to the whole person, rather than just their role performance



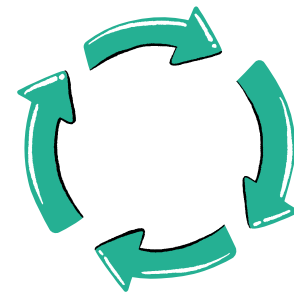
Increased activity on Reelyze, our wellbeing platform, with logins tripling at the start of 2025, compared to average logins across the estate for H2 2024

2025 Goals

Health and Wellbeing



Increase usage of our employee support platform, Reelyze, to boost awareness of the available tools, perks & who our Mental Health First Aiders are



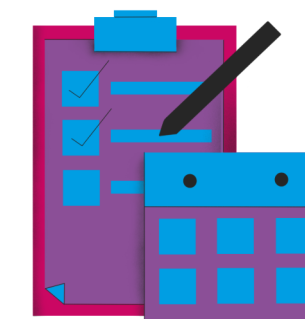
Recommunicate HSF, our health cash plan, on how to access this to benefit the financial & emotional welfare of employees



Launch of wage-streaming platform (which also comes with other financial wellbeing tools) to support employee's financial & emotional wellness



Connect wellbeing with community by organising & supporting fundraising challenges that contribute to physical & mental wellbeing



All line managers to attend training in 2025, which includes a detailed section on wellbeing supporting themselves & their teams

Community



At Atlas Hotels, we are committed to giving something back. We want to positively impact the communities we operate in through fundraising and charity support, but also engaging with our Supply Chain to maximise our positive impact.



2024 Achievements

Community



We launched our Carefree partnership, connecting carers to vital breaks & we delivered **290** stays in 2024



We raised £3,450 for our charity partners, Mind & Scottish Action for Mental Health (SAMH)



We continue to work with Room to Reward to say thank you and give breaks to volunteers

2025 Goals

Community



Fundraise for MIND & SAMH
for our charity partnership &
raise £30,000

Carefree



Continue to work with Carefree &
Room to Reward to provide hotel
breaks to hidden heroes

Carefree

Carefree partners with hotel companies to offer vital breaks for full-time unpaid carers

Hundreds of hotels donate rooms, allowing carers to take time out to relax and recharge, with the freedom to choose when and where their stay takes place.

We're proud to support this brilliant initiative, helping provide hotel stays across the UK to those who give so much. Through our partnership with Carefree, carers gain access to much-needed rest and flexibility tailored to their needs.

“ Oh, where to start. My first full night's sleep in 25 years. Thank you so much! I even managed to eat while my food was hot, what a bonus! ”

Thank you for providing a little light during some dark and difficult times

Caring has been non-stop where I'd passed burnout and was in the compassion fatigue stage, all of which was having a detrimental effect on the care I could provide.

I am so glad I managed to get this break, especially as finances have been a challenge. Once I checked in, I started to breathe, knowing I had some time for myself, without having to worry about everything else. I really appreciate the support and returned feeling refreshed and better able to provide the care my loved ones deserve.

366



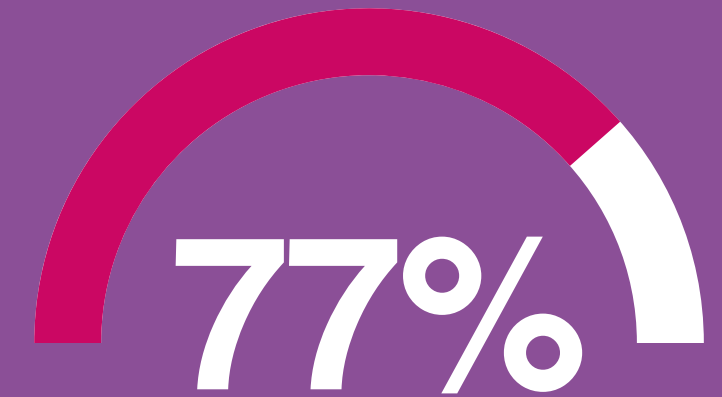
Breaks booked

3
years

Over half of carers surveyed, last
had a break over 3 years ago



1/3 of respondents stated they
were more able to take care
of their cared-for person(s)
after their break



Felt less socially isolated after
their break

94%

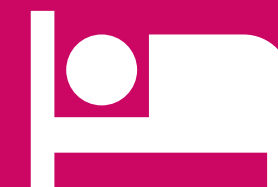


Noted an improvement in
wellbeing following their break

12,600

Breaks delivered so far
through Carefree

87%



Wouldn't have been able to
take break without Carefree

31,800

Carers registered
with Carefree

“We are grateful to Atlas Hotels for raising money for Mind and Scottish Action for Mental Health (SAMH)”, said Andrew Berrie, Head of Corporate Partnerships at Mind. “We’re in the middle of a mental health crisis and experiencing a demand for our services. The money raised will allow us to reach more people who need us and create a future where no mind is left behind.”





A photograph of three people in an office setting. On the left, a man with a beard in a white shirt leans in. In the center, a man with a beard and a green sweater with a white 'R' on it points at a laptop. On the right, a woman with blonde hair in a red blazer smiles. A blue banner with the word 'Governance' is overlaid on the center.

Governance

2024 Achievements



Set up a governance committee to oversee goals & accountability



Published our First Impact Report



Rolled out our Whistle-blowing policy & platform



Introduced a Sustainability Award



Established board-level ESG oversight & integrated it into risk management

A photograph of a forest scene. In the foreground, there is a dense field of tall, green grass. Behind the grass, numerous tree trunks of varying heights and thicknesses stand vertically. Sunlight is streaming through the canopy of green leaves in the background, creating a bright, hazy glow and casting long, soft shadows on the grass and tree trunks. A solid blue rectangular box is centered horizontally across the middle of the image, containing the text "Supply Chain" in white.

Supply Chain

In 2024, we published and communicated our Supplier Code of Conduct

We're committed to partnering with our supply chain to align with our sustainability goals. In 2024, we have committed to publishing a new supplier code of conduct, detailing our expectations on standards such as human rights, DE&I, anti-corruption & commitment to reducing emissions.

Goals for 2025:



Prioritise suppliers with third-party accredited standards related to sustainability



Develop, monitor and review the process for adherence to the supplier code of conduct



Sustainability Award

This year saw the launch of our first-ever Sustainability Award, recognising exceptional contributions to our Atlas Cares programme

Hotels were assessed across four pillars:

- Environment (including energy and emissions per room)
- Community (supporting MIND and SAMH)
- Wellbeing
- Diversity, Equity & Inclusion

We were inspired by the passion and progress across our estate, but two Hotel Managers stood out. We had joint winners, Vicky Yorke from Holiday Inn Express Newcastle Gateshead and Ilaria Perani from Holiday Inn Express Leeds, for their outstanding leadership and impact across all categories.



Get in touch

Thank you for taking the time to read our annual Impact Report. If you'd like more information, have feedback to share, or have any questions about Atlas Hotels, we'd love to hear from you. Here's how you can get in touch:

Contact us:

General: enquires@atlashotels.co.uk

HR: hr@atlashotels.co.uk

Social Media



