Carbon Reduction Plan

Will Shakespeare PGA Professional Ltd
Carbon Reduction Plan
Meole Brace Golf Course Management Services Contract
Publication Date: November 2026

Commitment to Carbon Reduction

Will Shakespeare PGA Professional Ltd is committed to reducing the environmental impact associated with the delivery of services at Meole Brace Golf Course. The business recognises its responsibility to minimise greenhouse gas emissions and support Shropshire Council's wider sustainability objectives throughout the contract term.

The Company will seek continual improvement through reducing travel-related emissions, minimising waste, improving resource efficiency and increasing the use of digital systems and communications.

Baseline Position

As a small business, formal carbon reporting has not previously been undertaken. The principal sources of emissions associated with the contract are:

- Business travel and staff commuting.
- Electricity consumption within the Golf Course Shop and Studio.
- Delivery and procurement of retail stock and consumables.
- Waste generation.
- Information technology and telecommunications.

Baseline Year: 2026

Existing Carbon Reduction Measures

The business already undertakes the following measures:

- Local staffing model reducing commuting distances.
- Electronic reporting, invoicing and administration systems.
- Digital marketing and customer communications.

- Recycling of cardboard packaging and retail delivery materials.
- Energy-efficient IT and office equipment.
- Consolidated supplier ordering to minimise delivery journeys.
- Monitoring and reporting of abnormal utility consumption.

Planned Carbon Reduction Measures (2027-2031)

During the contract period the Contractor will:

- Increase the use of digital communications and electronic scorecards where practicable.
- Review supplier delivery schedules to reduce transport emissions.
- Increase recycling of packaging materials and operational waste.
- Utilise remote meetings where appropriate to reduce unnecessary travel.
- Conduct annual reviews of environmental performance.
- Work collaboratively with the Council and Grounds Maintenance Contractor to identify opportunities to improve sustainability, biodiversity and resource efficiency across the Golf Course.

Carbon Reduction Objectives

The Contractor commits to:

- Annual review of carbon reduction opportunities.
- Continuous reduction of avoidable waste.
- Reduction of unnecessary travel and transport emissions.
- Promotion of environmentally responsible working practices.
- Support of Council sustainability and environmental objectives.
- Engagement with suppliers that demonstrate sustainable business practices where reasonably practicable.

Declaration

This Carbon Reduction Plan accurately reflects the environmental commitments of Will Shakespeare PGA Professional Ltd and represents the Company's commitment to continual improvement and reduction of environmental impact throughout the contract period.

Signed: _____

Name: Will Shakespeare

Position: Director / PGA Professional

Date: 01/11/2026