



WILLIAMS
JET TENDERS



'Leaving a clean wake'

SUSTAINABILITY REPORT
JUNE 2024



Leaving a clean wake

Williams products give people the ability to experience the most diverse, remote and exclusive marine environments in the world, these environments need protecting.

The carbon footprint of using and creating Williams products, has up until now, had a negative impact on the exact environments our product allows you to so easily enjoy. At a time when climate change poses ever greater challenges, Williams is focused on finding sustainable ways for people to experience the earth's oceans.

Our vision is to move towards a climate positive business footprint, built using environmentally friendly materials, powered by zero emission propulsion systems ^[1].



Welcome to our Sustainability Report

Introduction

Director's statement	04
About Williams Jet Tenders	05
About this report	06
Our Industry	07
Report highlights	10

Our approach

Our mission	12
Governance	13

Our sustainability pillars

People	15
Place	19
Product	23

Get in touch

Sources	27
Contact us	27





Director's Statement

2024 marks our 20th anniversary as a company, and whilst it's a time to reflect on how far we've come since we built our first boat in our converted shed, it's also a time to look into the future. Specifically, why the world is a better place with Williams in it, and what legacy we want to leave to the next generation.

We have ramped up our sustainability efforts throughout the business since we launched our first sustainability strategy document back in 2020.

The process of developing this report has helped us better understand our business' environmental impacts and identified our baseline carbon emissions, making us one step closer on our net zero journey.

We take a holistic approach to sustainability when it comes to our strategy and future investments, taking into account the practicality, longevity and financial aspects of any investments we make.

As owners and a board of directors, we champion sustainability and are always delighted to hear of improvements made throughout the business. It's important for us to stay right on the pulse of new technology, innovation, trends and legislation that affect the production of our tenders.

Williams' values are passion, quality and innovation, but sustainability underlines them as a key pillar of our success.

The need to stay relevant and secure our future has never been more important. It is vital for us to collaborate with supply partners to learn and harness the latest technology being developed in the industry,

as well as share knowledge and experience of what works well.

The difference we make, no matter how small it may seem, can only be achieved by creating an exceptional culture and environment capable of delivering a brighter future for our planet.



Mathew Hornsby
Commercial Director



John Hornsby
Manufacturing Director



About Williams Jet Tenders

Founded in September 2004 by Roy Parker and brothers Mathew and John Hornsby, Williams is now the **world's leading jet tender specialist** producing over 1,000 boats every year.



From **our passion** to build the best tenders comes **your joy** of experiencing them.



Greatness, it takes time. **A passion for craft**, a commitment to do things the right way, the **aim of perfection** countered by the constant need to evolve – there are no shortcuts to these things.



After all, we've been leading the way since 2004, and **we're just getting started.**

No of boats produced in 2023	1,170
No of staff*	133
Total Turnover*	£30,482,014
% of Overseas Sales*	95%
No of sales & service centres* (managed by dealers and sub-agents)	120

*Financial year ended 31/12/2022





About this report

The Williams Jet Tenders Sustainability Report covers the period from 1 January to 31st December 2023.

As well as detailing our vision and sustainability strategy, we outline our impact across our three pillars – people, place and product.

Williams aims to provide honest and transparent data and reporting on our sustainability performance. We endeavor to follow best practices and follow globally recognised standards in emissions measurement.

Going forward, we will listen to feedback from customers, dealers, suppliers and other stakeholders to continuously improve our processes and standards where possible.

To stay up to date with our sustainability strategy, please visit our website:

www.williamsjettenders.com/sustainability/



Our Industry

Current Landscape

In a world of ever decreasing natural resources, the marine industry needs to take responsibility for the environmental impacts of its products. The planet is facing a climate emergency, nature is in trouble and large swathes of the population are being left behind.

- The last five years have been the hottest since records began (Feb 2019) ^[12]
- Sea levels are rising at the fastest rate in 3000 years ^[13]
- More than 800 million people are already vulnerable to climate change impacts (droughts, floods, extreme weather events) ^[14]
- The impacts of climate change could cost businesses USD \$1 Trillion in the next five years ^[15]
- Global wildlife populations have declined by 60% in the last 40 years due to human pressures ^[16]
- Eight million tonnes of plastic enter the oceans annually, unless action is taken, it is estimated there will be more plastic than fish in our oceans by 2050 ^[17]

Williams Jet Tenders has a responsibility to instigate and drive change to ensure our environmental impact is dramatically reduced. This is currently a choice we are making, but external pressure from changing government legislation and shifting consumer demand will soon become the biggest driving factor in the need to adapt our business.



Our Industry

UN Sustainable Development Goals

The United Nations General Assembly comprising 193 member governments agreed the Sustainable Development Goals in 2015 ^[18]. Williams selected 4 of the 17 SDGs to provide a strategic framework for our sustainable actions, that encompasses all aspects of our business operations. We have developed a sustainability strategy that is based on this framework, which will be monitored annually to track performance and undergo a full review in 2027.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



To build resilient infrastructure, promote sustainable industry and foster innovation. We believe that to be a responsible business we need to put sustainability at the heart of our investment strategy.

We commit to building clean and resilient manufacturing infrastructure, as part of our business activities to support environmentally sustainable, economic, and social growth within our local community.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



To ensure responsible consumption and sustainable production patterns.

Williams Jet Tenders recognise our products are non-essential luxury goods, but we believe they hold the ability to influence sustainable consumption and limit adverse environmental impacts. We design our products with longevity in mind, knowing that they stand the test of time.

13 CLIMATE
ACTION



To take urgent action to tackle climate change and its impacts. Williams understands the need to reduce GHG emissions to limit our impact on climate change.

We will measure and report on our Scope 1 and 2 emissions and implement our decarbonisation plan.

14 LIFE
BELOW WATER



To conserve and sustainably use the world's oceans, seas and marine resources.

Williams endeavours to reduce the effects of using our products in marine environments by creating new innovations that support the latest advances in technology. By supporting ocean conservation programmes, we will promote and find opportunities to contribute to this vital work.



Our Industry

Partnerships

Williams Jet Tenders supports the development of **MarineShift360** Life Cycle Assessment (LCA) tool for the marine industry. **MarineShift360** is a purpose-built LCA tool that enables non-LCA experts to evaluate and compare materials and processes, investigate alternatives, and drive innovation to allow informed, environmentally and economically sustainable choices.

To date, Williams have completed an LCA for the TurboJet 325 ^[2] and DieselJet 415. All input data for the LCA came from staff at Williams factory in Oxfordshire. **MarineShift360** uses an ISO14044 compliant life cycle assessment method using impact factors from the **MarineShift360** database.

We have developed key partnerships with training centres, such as Oxfordshire Advanced Skills (OAS) and UK Sailing Association (UKSA), as well as the National Composites Centre (NCC). In 2023, we received grant funding from Innovate UK Business Growth's RTO Catapult scheme to research natural fibre composite material in collaboration with NCC (National Composite Centre).^[1]

Innovate
UKBusiness
Growth

We will continue to support our global dealerships, yacht builders and supply partners on sustainability strategies and technology advancements.

Call to Action – we are open to working with partners to develop sustainable solutions, please contact sustainability@williamsjettenders.com if you have a product or technology that supports sustainable boat building.





Report highlights

Up to **97%**

less net CO₂ emissions with HVO100 in selected DieselJet models and fleet vehicles, compared to standard Diesel fuel*.

£13,000

grant awarded to research natural fibre composite materials for use in our tenders.

2,700kg

estimated carbon saving & £7,819 cost saving for intercepting & reusing furniture going to landfill.

100%

retention rate of apprentices since our scheme started 13 years ago.

+£34,295

raised and donated to nominated charities and local community schemes.

Test Pond

reusing rainwater from our factory for filling our test pond, required for quality assurance.

258,540 kg CO₂e

scope 1 & 2 total carbon emissions in 2023

*Based on DEFRA's Condensed Set of GHG calculations 2023.

We are aware that CO₂ emissions vary with feedstock and are working with our Fuel partners to better understand impact.



Our approach

We are explorers. We are pioneers. Curiosity drew us to boat building as it draws our customers to the ocean. This founding spirit continues to place innovation at the heart of our business.

Ours is a story of game-changing passion, unrivalled expertise and craftsmanship. Our vision is focused on creating an exceptional culture and environment capable of delivering unforgettable experiences for our customers and a brighter future for our planet.

Our vision is to ensure accurate data collection and reporting of our environmental impacts across our estate's activities and in the production of our boats.

We will focus on using the latest technologies and advanced materials to build sustainability and lower product carbon footprints across our range of tender boats.





Our mission is to be the global supplier of choice for yacht tenders.

Our purpose is to continually innovate to build the next generation of yacht tenders.

**PILLARS OF
SUCCESS**

PEOPLE

PRODUCTION

PRODUCT

SUPPLY

PROCESSES

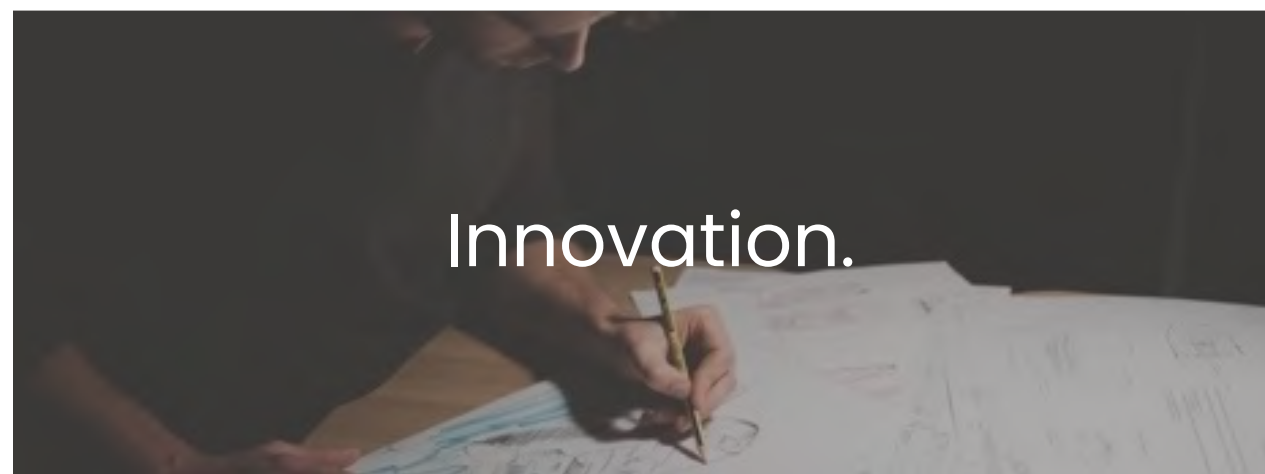
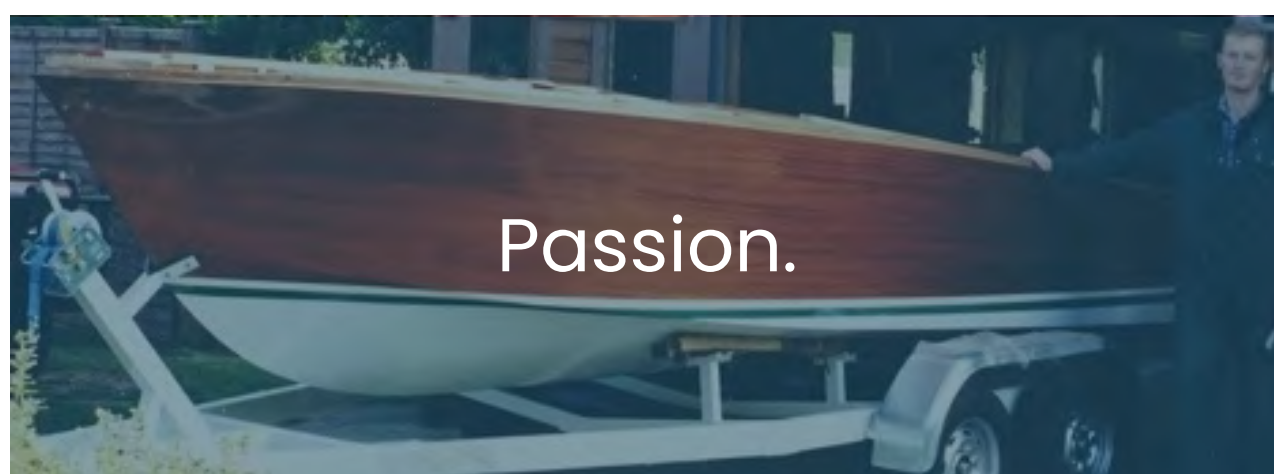
SUSTAINABILITY

VALUES

Passion.

Innovation.

Quality.





Governance

Delivery of our sustainability strategy requires business wide collaboration and management. We have split the management and oversight of delivery across all staff levels and created a 'Steering Group' of key staff. A quarterly sustainability steering group meeting is held to work towards embedding sustainability across the business.

Separate project meetings are held to support the application of new technologies through Williams' research and development team. We regularly review our progress, providing quarterly updates to board meetings. Our sustainability roadmap and decarbonisation plans are monitored annually and reviewed accordingly, to support our good governance processes ^[1].

BOARD OF DIRECTORS

Simon Smith
Finance Director

Mathew Hornsby
Commercial Director

Dan Bloice-Smith
Development Director

Paul Gill
Supply Chain Director

John Hornsby
Manufacturing Director

SUSTAINABILITY SPECIALIST

SUSTAINABILITY STEERING GROUP

Tom Dowdell
Head of Marketing

Gina Darling
HR Manager

Dan Bloice-Smith
Development Director

Paul Gill
Supply Chain Director

John Hornsby
Manufacturing Director

Ed Messinger
Design Engineer

Charlene Lashley
QHSE

Hayley Swane
NPI Buyer

Richard Harding
Facilities Manager

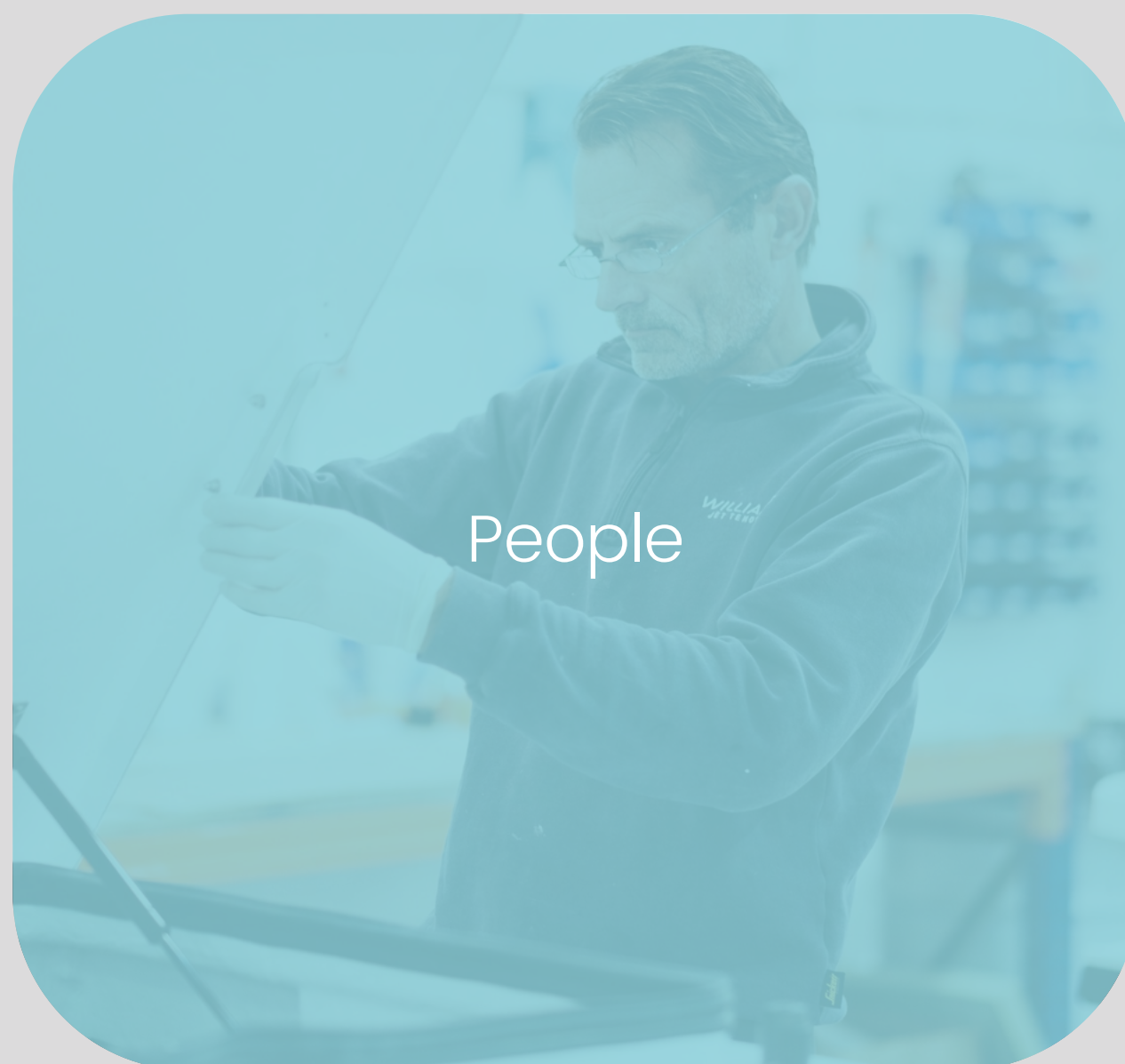


Our sustainability pillars

As an SME^[4], we have analysed data via our accounts team to understand our baseline carbon emissions to enable us to report our Scope 1 & 2, direct and indirect emissions.

We will collect this data annually and use it to track our performance against our decarbonisation plans, with the aim of achieving Net Zero as quickly as possible. With the UK aiming to reach Net Zero by 2050^[5] and the EU, where many of our tender boats are sold, aiming to reach Net Zero by 2040^[6], we will align our decarbonisation plans to support the wider carbon reduction agenda.

The UK Governments Industrial Decarbonisation Strategy^[7] found that emissions will need to reduce by at least two-thirds by 2035 and by at least 90% by 2050. Williams plans to support this target reduction.





People

Life at Williams

Our vision is focused on creating an exceptional culture and environment capable of delivering unforgettable experiences for our customers and a brighter future for our planet.

We have always had a passion for training people and creating an environment designed to promote collaboration and interaction both within and between our teams. Whether it's working on the production line in our factory or office environment, the health and wellbeing of our people are hugely important to our success. Established in 2004 by brothers Mathew and John Hornsby, Williams have a family feel running throughout, and share values to build the very best boats.



A family run culture



Modern Offices



Social Club & Activity



Training & Development



Employee Assistance





People

Apprenticeships

We believe that our people are our most valuable asset. We are committed to creating a safe and productive work environment where our employees can thrive. We invest in training and development opportunities to help our team reach their full potential.

People are a key pillar of a success and being in landlocked Oxfordshire has led to developing our own apprenticeship scheme. We have a 100% retention rate of apprentices, and won awards such as Enginuity 'Best Apprentice' and 'Best of British' (Anisha Roberts)^[8], as well as highly commended as 'Oxfordshire Apprentice Employer of the Year'^[9].





People

Quality, Health and Safety, and Environmental Statement



At Williams Jet Tenders, our core values of ***Passion***, ***Innovation***, and ***Quality*** form the foundation of our business ethos.

Embedded within our principles is a dedication to QHSE standards. We focus on meeting and surpassing regulatory standards while continuously improving our processes to reinforce best practices.

Our intent is to foster a culture of accountability, transparency, and excellence across all facets of our organisation.



People

Our Communities

Williams hold numerous events throughout the year to raise money for specific charities. In the last year, we have supported MacMillan Cancer Support, Helen & Douglas House, Cancer Research UK, The Berin Centre, Blue Marine Foundation and Different Strokes charity.

MACMILLAN
CANCER SUPPORT



Different
Strokes



Helen & Douglas House
your local children's hospice

Community is at the heart of Williams, and the local Berin Centre is at the heart of the community. Established to help employment, skills and support groups locally, Williams support with fundraising events throughout the year, and recently helped raise money towards building their own café ^[10].





Place

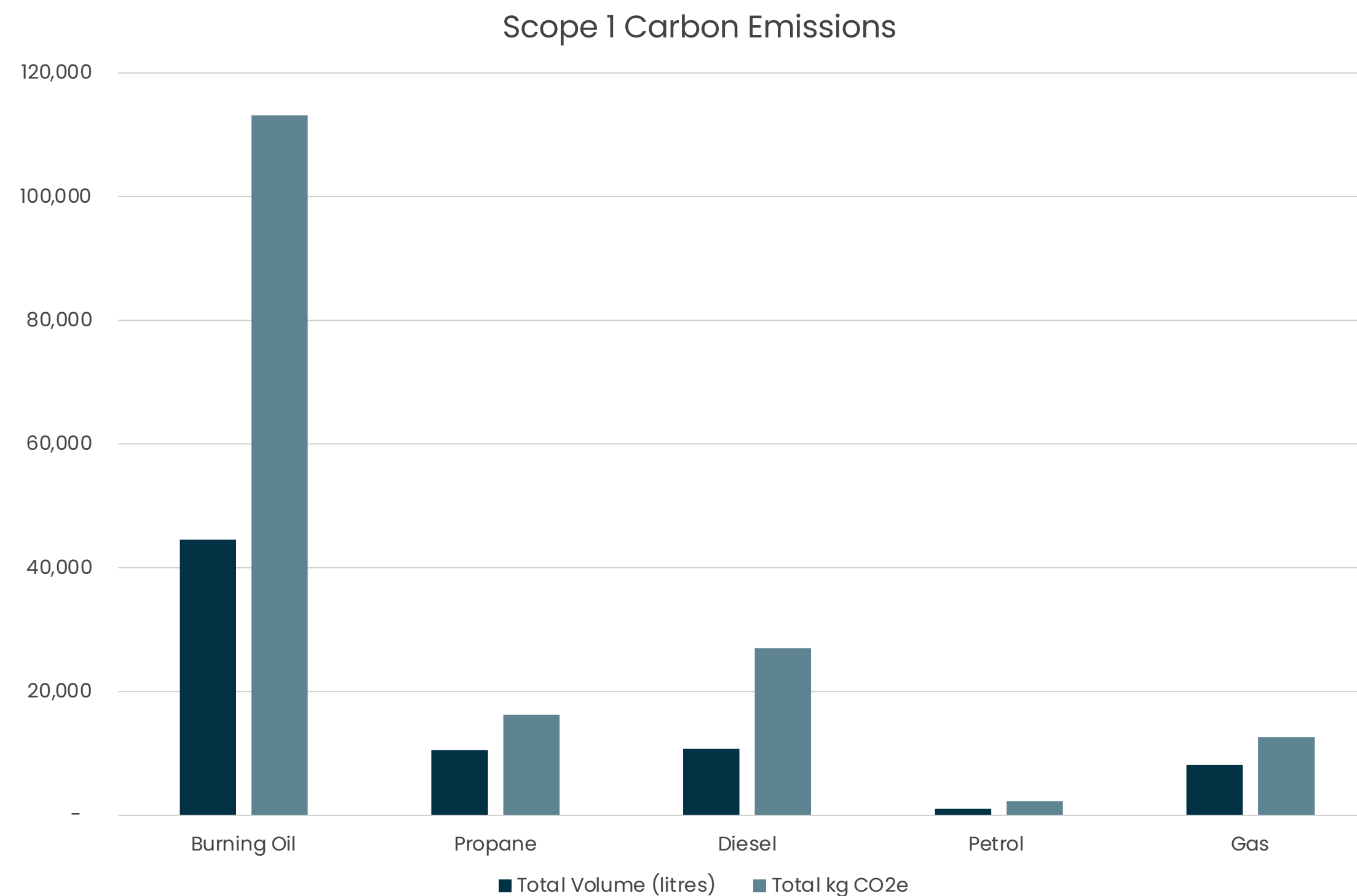
Scope 1 (Company facilities & vehicles – direct emissions)

	Scope 1 Carbon Emissions for 2023	
Total	75,119 Litres	171,493 Kg CO2e



We calculated the total volumes of fuels used across our estate to understand their environmental impact and to develop our baseline emissions. In 2023, we used burning oil in our boilers, gas for heating and propane in our forklifts, as well as diesel and petrol for our fleet vehicles and some production test boats, totalling just over 75,000 litres of fuel. This equates to 171,493 kgCO2e of carbon emissions, or the equivalent of 171 return passenger flights from London to New York.

We plan to carry out upgrades to our estate and fleet to allow greater use of HVO in our vehicles as part of our decarbonisation plans.

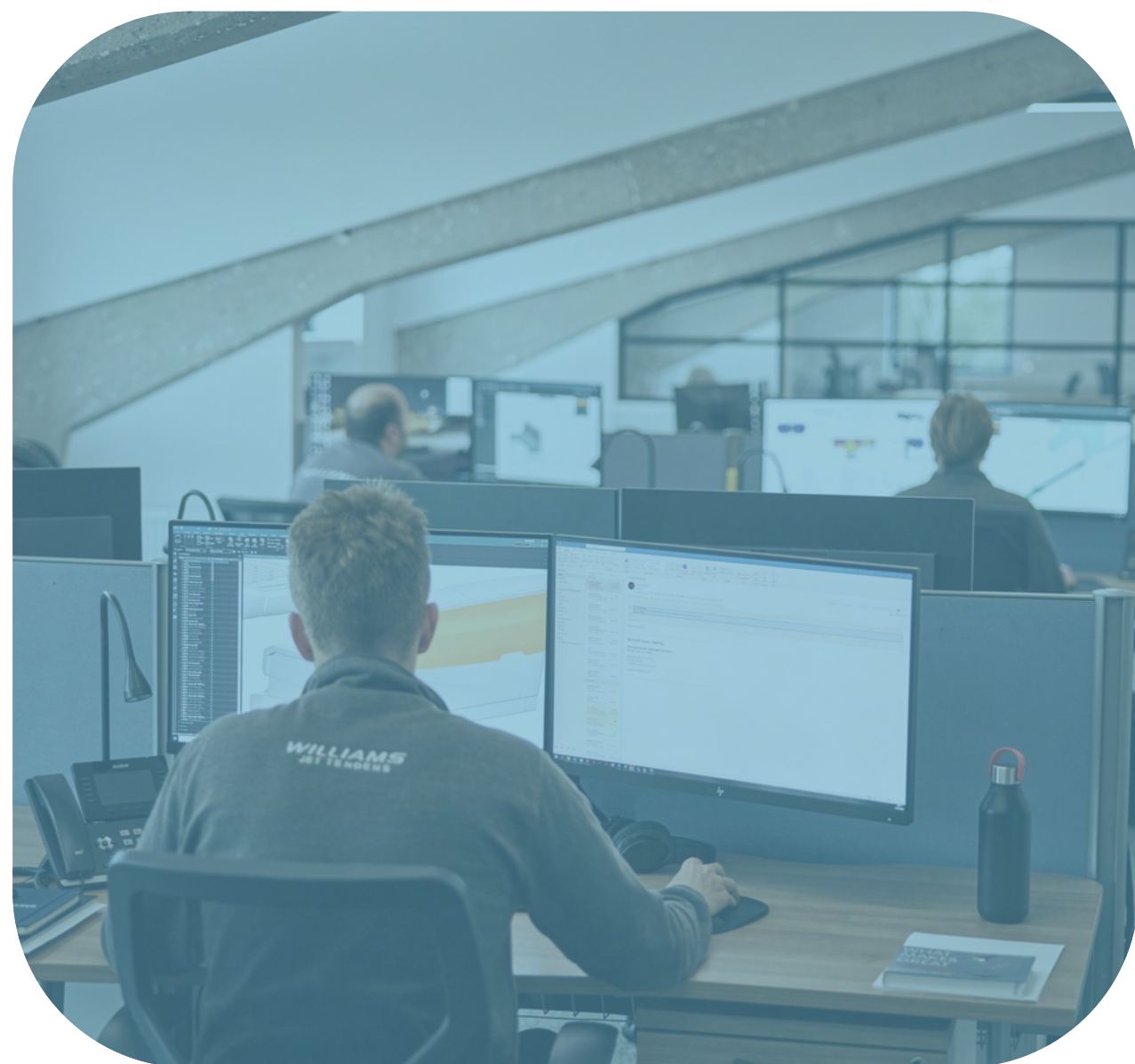




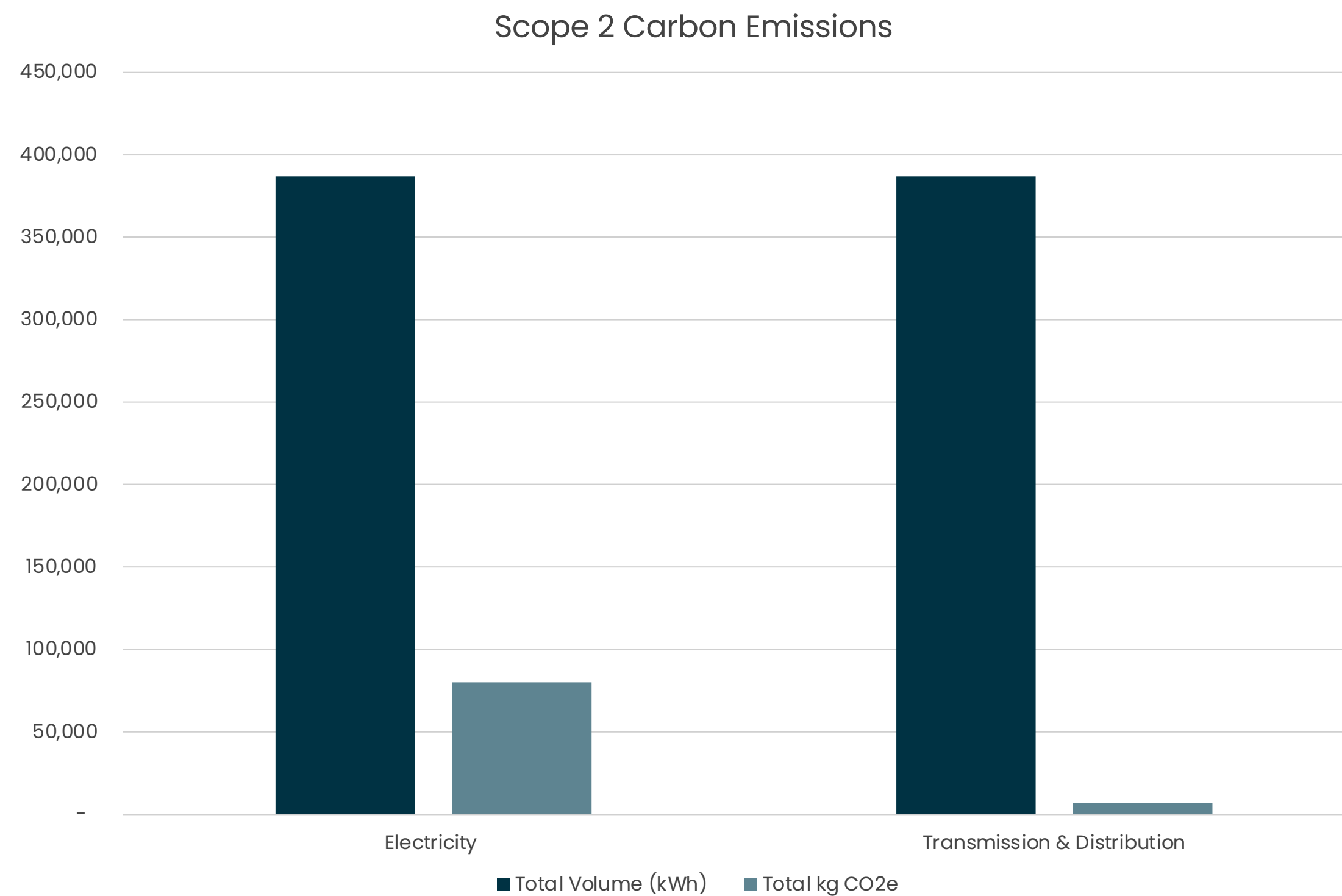
Place

Scope 2 (Purchased electricity – Indirect emissions)

	Scope 2 Carbon Emissions for 2023	
Total	386,893 kWh	87,047 Kg CO2e



We calculated the total amount of kilowatt hours (kWh) across our estate, including our main production facility and storage areas. We found we used 386,893 kWh equating to 87,047 kgCO2e of carbon emissions during 2023 or 87 return passenger flights from London to New York. We will continue to purchase renewable energy using Renewable Energy Guarantees of Origin certificates in support of clean energy. We plan to develop and implement more energy efficiency projects across our estate, building on our LED lighting rollout with the aim of reducing our energy use where possible.



Data source from - DEFRA - UK Government GHG Conversion Factors for Company Reporting.



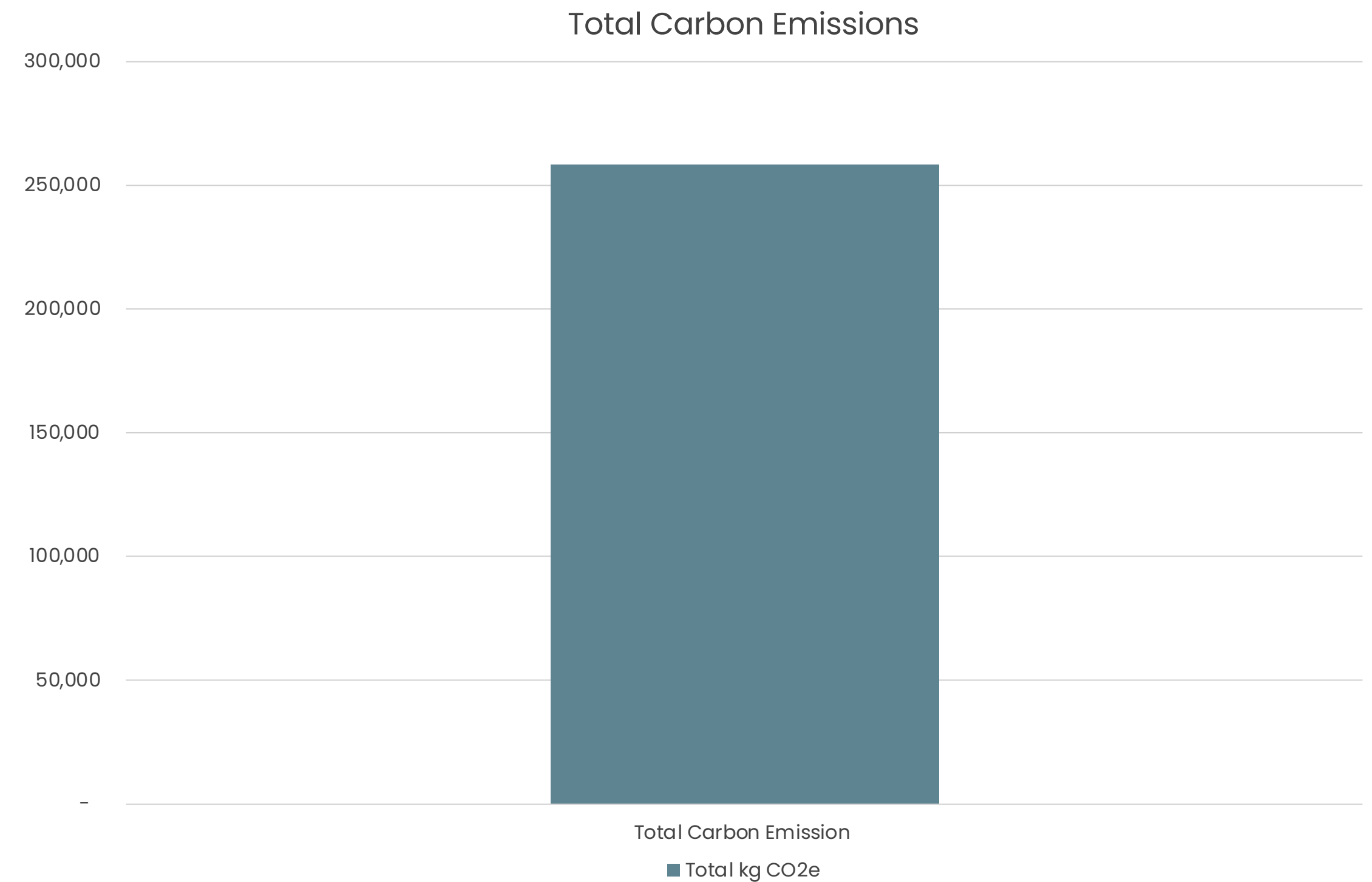
Place

Scope 1 & 2 – Total Emissions

	Carbon Emissions for 2023	
Scope 1 Total	75,119 Litres	171,493 Kg CO2e
Scope 2 Total	386,893 kWh	87,047 Kg CO2e
Grand Total	258,540 Kg CO2e	



In 2023, Williams Jet Tenders total emissions from scope 1 and 2 was **258,540 kg CO2e**, which is the equivalent of 259 return passenger flights from London to New York.





Place

Estate Improvements

Over the last 20 years, Williams has continued to grow and expand at a steady rate. With 133 employees*, Williams recently invested in its Oxfordshire-based HQ, resulting in over 50% more office space, new research and development space and in-house moulding facilities. Whilst undergoing building renovation and improvements, Williams have managed to introduce significant sustainability upgrades throughout. Our cycle to work scheme has also seen an increase in uptake in 2023.

**Financial year ending 31/12/2022*



LED Lighting



Temperature-
controlling fans



Double glazing



Roof insulation



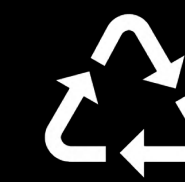
Cycle to work
scheme



Recycled furniture



Sustainable materials
(e.g. Forresso)



Waste management
systems



Product

Life Cycle Assessment (LCA)

We are just starting out on the journey to transform our business to one which leaves a clean wake. We are committed to doing things the right way. Our quest for perfection in all we do means that there can be no shortcuts.

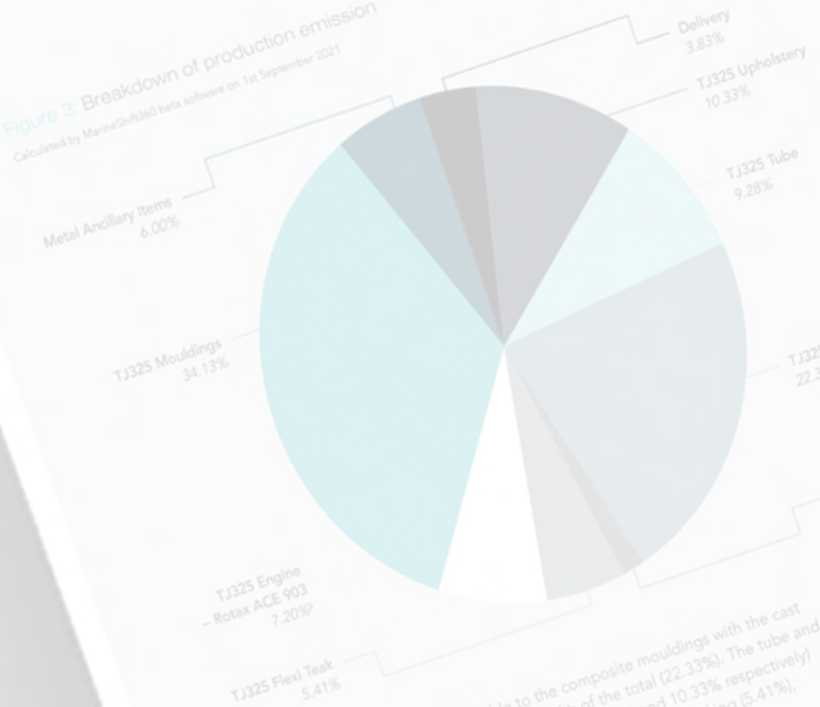
This is why we initiated, in 2021, a detailed environmental assessment of our complete product range – starting with the TurboJet325 – to really understand the complete environmental impacts of our boats.

We have completed the Life Cycle Assessment for 2 of our products, TurboJet 325 and DieselJet 415, and plan to continue this journey over the coming years. Please view the report ^[2] for the TurboJet 325 by visiting:

williamsjettenders.com/sustainability

In 2023, we reviewed our LCA approach and methodology, based on the latest guidance and data from our production builds. In time, we plan to publish LCA data to enable our dealerships and customers to understand the carbon footprint of our products better.

Figure 3: Breakdown of production emission
Calculated by MarineShit360 data software on 1st September 2021



Just over a third (34.13%) is attributable to the composite mouldings with the cast aluminium jet pump assembly just over one-fifth of the total (22.33%). The tube and upholstery are each about one-tenth of the total (9.28% and 10.33% respectively) with the remainder made up of the engine (7.20%), fuel tank decking (5.41%), delivery to customer (3.82%), metal fittings (6.00%) and fuel tank (1.49%).

1. The figure for the engine is based on an assumption that the engine is based on the Rotax ACE 903 engine. The figure for the fuel tank is based on an assumption that the fuel tank is based on the Rotax ACE 903 engine.

Figure 4: Breakdown of waste (all purchased items that do not form part of the finished product)
Calculated by MarineShit360 data software on 1st September 2021





Product

Sustainable Use of Tenders

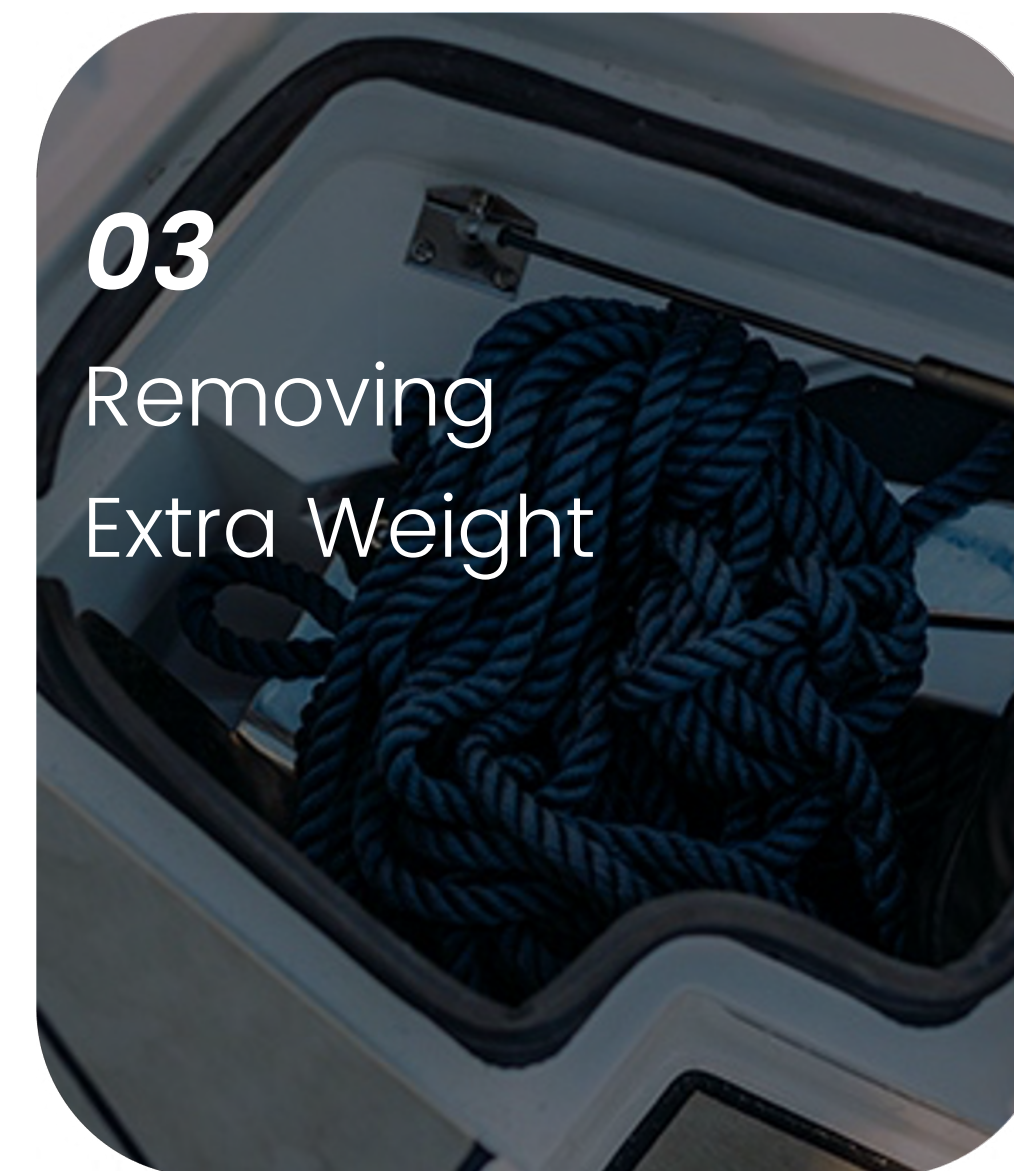
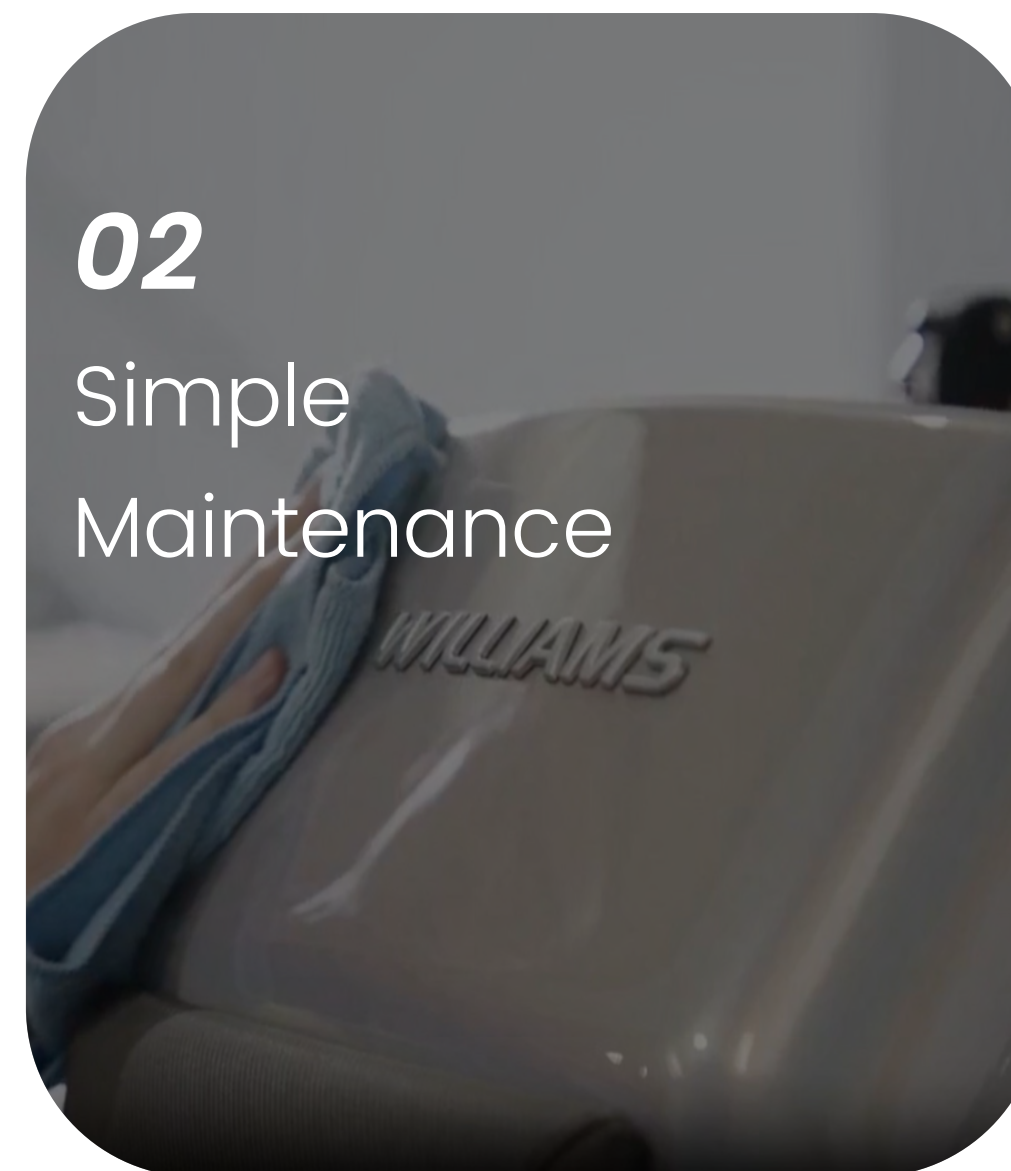
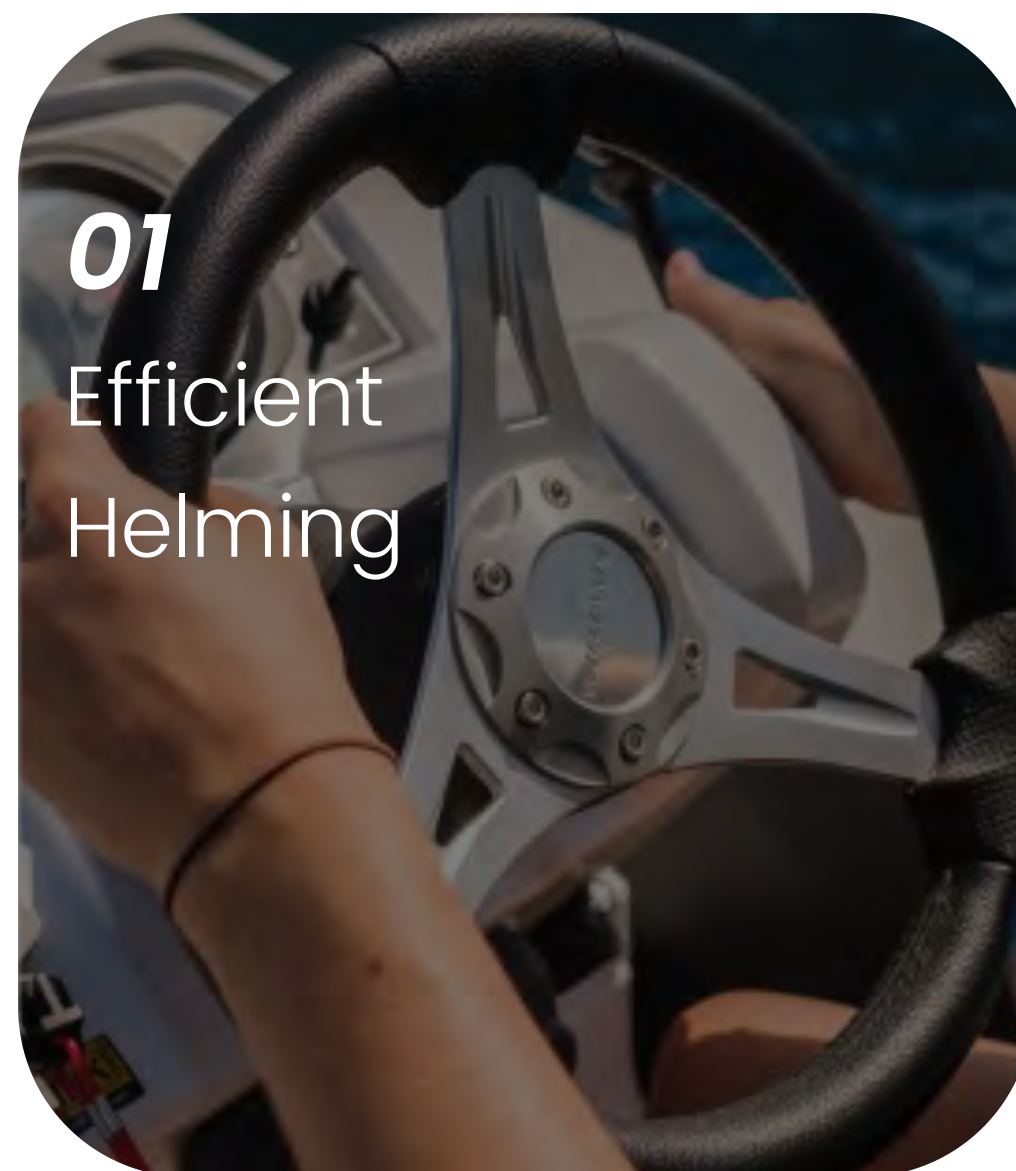
Owning a Williams Jet Tender is a joy.

It opens even greater use of your main craft, allowing exploration of small coves, anchorages, and trips ashore, Williams is making every effort through their Sustainability Roadmap to produce your tender with a low environmental impact in the design, production, delivery, and even the end of life of the tender.

At some point you may wish to sell or trade your tender, or after many years faithful service it may have reached the end of its life, all the steps here will ensure that it remains in tip top condition whilst in your ownership and that will make any part of that process much easier.

As an owner you can make small changes in your daily use to lessen your environmental impact on the marine world that brings us all together.

View our Sustainable Use of Tender summary ^[3] at williamsjettenders.com/sustainability





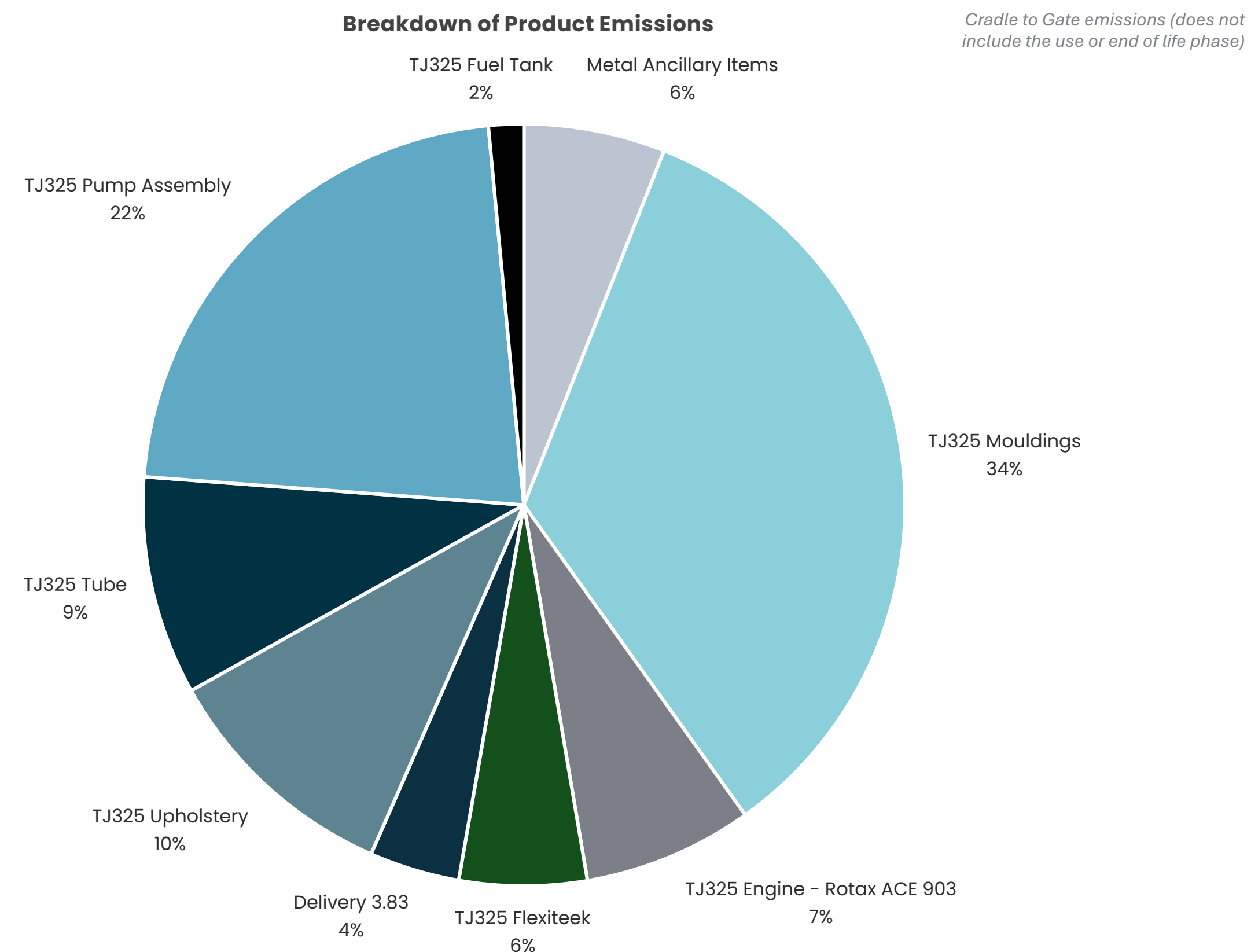
Product

Product Breakdown



This is our baseline emissions LCA data from our first Turbojet 325 study in 2021, it provides a useful framework demonstrating the emissions associated with the main parts of the boat building process. This allowed us to understand our carbon hotspots and focus reduction efforts in these areas.

Just over a third (34.13%) is attributable to the composite mouldings with the cast aluminium jet pump assembly just over one-fifth of the total (22.33%). The tube and upholstery are each about one-tenth of the total (9.28% and 10.33% respectively) with the remainder made up of the engine (7.20%), flexi-teak decking (5.41%), delivery to customer (3.82%), metal fittings (6.00%) and fuel tank (1.49%) [2].





Product

Research and Development

The Williams assessment criteria for selecting suitable sustainable technology includes:

- **LCA Study** – min. 10% CO2e reduction over existing item.
- **Financial** – meets company targets on standard fit and operational fit items.
- **Weight** – max. 10% heavier than standard item due to negative use phase effects.
- **Manufacture** – tested for suitability in production.
- **Use** – tested for suitability in use.
- **Ethically sourced** – factors include quality, carbon footprint (local), renewable / traceable materials, working practices, waste reduction / packaging & end of life.

We are dedicated to creating class-leading tenders that are built to last. Our team of expert craftsmen and designers work tirelessly to ensure that every tender we produce is of the highest quality. From the materials we use, to the attention to detail in every finished product, we take pride in the superior craftsmanship of our boats.

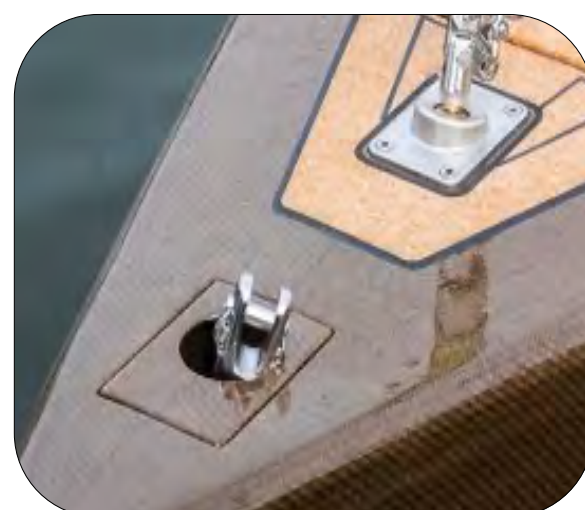
As part of our strategy, we are committed to researching more sustainable materials and production methods, and encourage suppliers to collaborate with us on this journey.



Eco-Upholstery



HVO 100 Fuel & Electrification



Flax with PET Based Resin



Hull Efficiency



User Interface Data



Cork Decking

Sources

^[1] Williams Jet Tenders 'Sustainability Strategy Road Map August 2021'
^[2] Williams Jet Tenders 'LCA Summary TurboJet 325' (Oct 2021) – williamsjettenders.com/sustainability
^[3] Williams Jet Tenders 'WJT Sustainability Use of Tender V3' (March 2022) – williamsjettenders.com/sustainability
^[4] Gov.uk website 'small-to-medium-sized-enterprise-sme-action-plan' (accessed 16.05.2024) – <https://www.gov.uk/government/publications/fcd0-small-to-medium-sized-enterprise-sme-action-plan/small-to-medium-sized-enterprise-sme-action-plan>
^[5] Net Zero Government Initiative – UK Roadmap to Net Zero Government Emissions (accessed 16.05.2024) – [chrome-extension://efaidnbmnnnibpccajpcgicfindmkaj/https://assets.publishing.service.gov.uk/media/6569cb331104cf000dfa7352/net-zero-government-emissions-roadmap.pdf](https://efaidnbmnnnibpccajpcgicfindmkaj/https://assets.publishing.service.gov.uk/media/6569cb331104cf000dfa7352/net-zero-government-emissions-roadmap.pdf)
^[6] European Commission – "Europe's 2040 climate target and path to climate neutrality by 2050 building a sustainable, just and prosperous society" (accessed 16.05.2024) – <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2024%3A63%3AFIN>
^[7] HM Government 'Industrial Decarbonisation Strategy' March 2021 (accessed 16th May 2024) – [chrome-extension://efaidnbmnnnibpccajpcgicfindmkaj/https://assets.publishing.service.gov.uk/media/6051cd04e90e07527f645f1e/Industrial_Decarbonisation_Strategy_March_2021.pdf](https://efaidnbmnnnibpccajpcgicfindmkaj/https://assets.publishing.service.gov.uk/media/6051cd04e90e07527f645f1e/Industrial_Decarbonisation_Strategy_March_2021.pdf)
^[8] Enginuity Awards 2024 – Winners Announced <https://enginuity.org/>
^[9] OxLEP Skills – Oxfordshire Apprenticeship Awards – <https://oxlepskills.co.uk/employers/apprenticeships/apprenticeship-awards/>
^[10] The Berin Centre Community Café Updates Contact – <https://www.theberincentre.co.uk/our-services/community-cafe-updates>
^[11] 'Williams awarded grant to test more sustainable composite materials' (13th Nov 2023) – <https://www.williamsjettenders.com/news-events/sustainable-composite-materials-grant/>
^[12] MIT Technology Review 'The last five years have been Earth's warmest since records began'
* <https://www.technologyreview.com/2019/02/07/137538/the-last-five-years-have-been-earths-warmest-since-records-began/>
^[13] Proceedings of the National Academy of Sciences 'Temperature-driven global sea-level variability in the Common Era' (22nd Feb 2016) – <https://www.pnas.org/doi/full/10.1073/pnas.1517056113>
^[14] Chartered Institute of Internal Auditors 'Climate change and environmental impact' (accessed 16th May 2024) – <https://www.iaa.org.uk/resources/ethics-values-and-culture/climate-change-and-environmental-impact/?downloadPdf=true>
^[15] CDP 'World's biggest companies face \$1 trillion in climate change risks' (accessed 16th May 2024) – <https://www.cdp.net/en/articles/media/worlds-biggest-companies-face-1-trillion-in-climate-change-risks>
^[16] Scientific American 'Human Pressures Have Shrunk Wildlife Populations by 60 Percent' (accessed 16th may 2024) – <https://www.scientificamerican.com/article/human-pressures-have-shrunk-wildlife-populations-by-60-percent/>
^[17] Ellen Macarthur Foundation 'Our relationship with plastic needs rethinking' (accessed 16th May 2024) – <https://www.ellenmacarthurfoundation.org/plastics-and-the-circular-economy-deep-dive#:~:text=A%20staggering%208%20million%20tonnes,we%20design%2C%20use%2C%20and%20reuse>
^[18] UN Sustainable Development Goals – <https://sdgs.un.org/goals>



Contact us

T: +44 (0)1865 341134
E: sales@williamsjettenders.com
Build your tender at **williamsjettenders.com**

Williams Jet Tenders Ltd.
Vogue Business Park, Berinsfield, Oxfordshire
OX10 7LN, United Kingdom.

To stay up to date with our sustainability strategy, please visit our website:
www.williamsjettenders.com/sustainability/



Registered number: 05227633. Registered in England, UK.
VAT number 860805719

For sustainability queries, please contact
sustainability@williamsjettenders.com