



# Contents

The information contained herein is valid for 24 months from its publication date. During this period the Sustainable Restaurant Association (hereafter, the SRA) retains the right to withdraw a Rating should any information emerge that significantly affects the score. The SRA retains intellectual property rights for its Sustainability Rating method and process. All information and images within this report are for sole use by the SRA and the client. Third parties that wish to use it must seek prior permission from the SRA. All data provided by the client remains confidential unless approved for release. All of the information in this report is correct as of publication date.

## ABOUT THE REPORT

Introduction 02

## YOUR REPORT

Your Score Explained 03

Your Certificate 04

## SUSTAINABILITY AREAS

### Sourcing

Celebrate Local and Seasonal 05

Serve More Veg and Better Meat 06

Source Fish Responsibly 07

Support Global Farmers 08

### Society

Treat Staff Fairly 09

Support the Community 10

Feed People Well 11

### Environment

Value Natural Resources 12

Waste No Food 13

Reduce Reuse Recycle 14

How Does The Scoring Work? 15

What Next? 16

Share Your Rating 17



# INTRODUCTION

On behalf of the Sustainable Restaurant Association, I want to thank you for your support and membership.

As a member, you are part of a diverse and progressive community. We are independent restaurants, international chains, cafés, cookery schools, pop-ups, pubs, hotels, and workplaces, all with a single shared goal; to be better businesses.

Together, we have been working hard, nudging towards a better food system. Our combined actions and efforts can make a big difference to people, and the planet.

This document is your final 2017 Sustainability Rating. In it we show you how you are performing in the sustainability areas that matter, and how you compare against other members. This rating is a celebration of what you've already achieved, and a signpost towards the most meaningful things to do next. We ask you to identify three areas for improvement, and we're committed to helping you build the business case for further sustainable change.

In challenging times for our sector, it's more important than ever that we help you make the most of your sustainability efforts. We'll be working hard to do this in 2018 and beyond; from helping you recruit and retain talent, to driving shared value with suppliers, to bringing customers through the door. We need your help to do this, and that begins with you sharing and celebrating your rating, successes, and plans. We've included guidance on how to share your rating, and specific measures you can take to improve in this document.

Thanks again for being part of the movement to make food good. I look forward to seeing you at our award celebrations in October or at one of our events in the coming year.

*Andrew Stephen*

**CEO, Sustainable Restaurant Association**

70%+

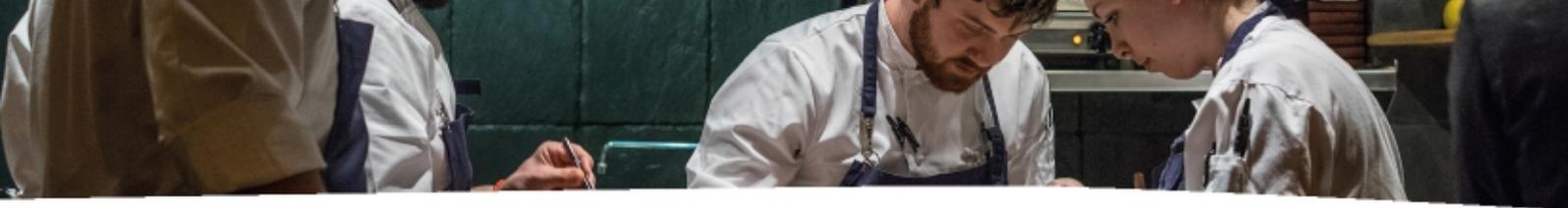


60% - 69%



50% - 59%





# YOUR SCORE EXPLAINED

Cardiff Metropolitan University

**YOUR SCORE IS 75%**

**GIVING YOU A 3 STAR RATING**

**THIS REPRESENTS A DIFFERENCE OF + 11% SINCE YOUR LAST REPORT**



*A good restaurant will...*





**2017**

**YOUR OVERALL SCORE IS**

**75%**

**Cardiff Metropolitan University**

*Raymond Blanc OBE*  
President

*Andrew Stephen*  
CEO



## Sourcing

# CELEBRATE LOCAL AND SEASONAL

73%



Serving locally sourced and seasonal produce protects the environment and provides the British agricultural industry with much needed support.

Half of diners tell us they want restaurants to serve local produce, yet Britain is more reliant on food imports now than it has been at any other time over the last 40 years.

Best performers in this area are building loyalty with local suppliers, and are enjoying more opportunities for creativity and flexibility by letting seasonal produce dictate their menus.

*your to do list*

### Your Celebrate Local & Seasonal score would be improved if you took these actions:

Increase the percentage of fruit and vegetables you purchase that are farmed to LEAF or organic standards.

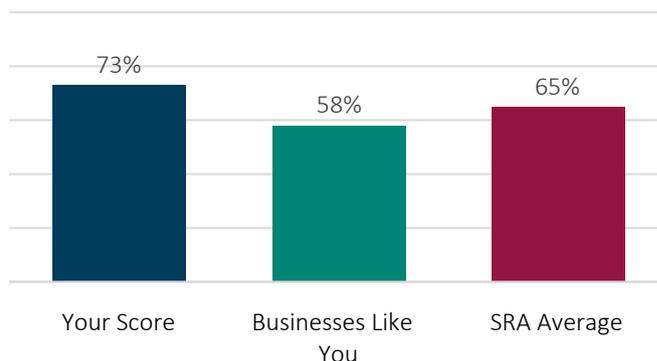
Across all procurement, ask suppliers to provide details on the specific farm where ingredients originate from.

Across all procurement, ask suppliers to provide details on the specific region of origin for all ingredients.

Write a supplier agreement or procurement spec that favours British or local produce for: fruit and vegetables, meat, poultry, fish, dairy, eggs, alcohol, dry store.

Regularly review and revise your policy and targets in this area. Consider sharing progress and achievements in an annual summary.

### HOW DO YOU COMPARE?



### SRA Sourcing Hero

**Conor Spacey**  
**FOOD SPACE**



*"If you asked me if we'll compromise by just going back to one big supplier for our business, I'd say absolutely not. You could say we make life hard for ourselves, and sometimes it can be a challenge, but there are so many benefits to sourcing produce locally and seasonally that we wouldn't do it any other way."*

Visit the community to find out more



## Sourcing

# SERVE MORE VEG & BETTER MEAT

41%

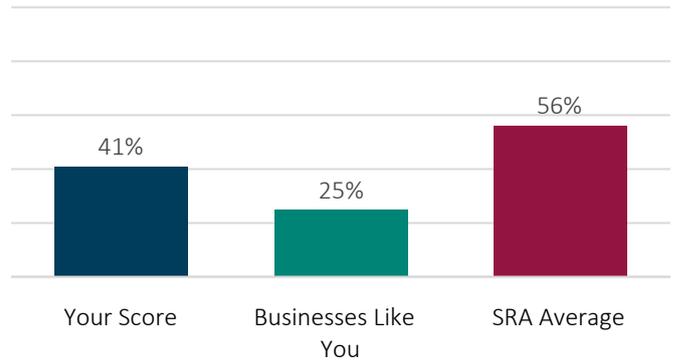


Serving more veg and better meat is healthier for both diners and the planet.

By reducing a dish's meat portion from 200g to 150g, per plate carbon emissions can be cut by a third. That said, as only 18% of diners think that a good meal requires meat, is it even needed at all?

Best performers in this area are capitalising on the flexitarian trend, often filling to capacity during mid week.

### HOW DO YOU COMPARE?



## *your to do list*

**Your Serve More Veg & Better Meat score would be improved if you took these actions:**

Source and serve higher welfare lamb. At a very minimum you should ask your supplier for British grass-fed lamb.

Source and serve higher welfare beef, where cattle are provided with open space to roam outdoors and a natural diet of grasses.

Source and serve higher welfare pork, where pigs are reared outdoors for at least 80% of their lives.

Source and serve higher welfare fresh eggs, where hens have been raised in smaller flock sizes and that the feed used has been grown to high environmental standards.

Source and serve higher welfare poultry, where chickens have been allowed to mature at a safe rate and exhibit natural behaviour.

### SRA Sourcing Hero

**Sam Clark**  
**MORO**



*"The effect was instant. Ever since we put our Mixed Vegetable Mezze at the top of the list of mains, nearly three months ago, we've seen it sell as much as 30% more. On average, it's probably been up 25%, which is incredible."*

Visit the community to find out more



## Sourcing

# SOURCE BETTER FISH

23%

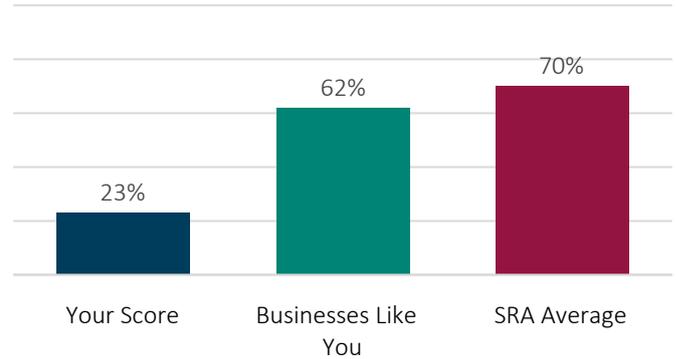


Sourcing fish responsibly keeps our oceans healthy for years to come.

With 90% of fish stocks being overfished, and our over-reliance on just five species, marine populations have halved since the 1970s.

Best performers in this area are reaping the benefits of closer ties with suppliers and a better-informed, trusting customer base keen to try a variety of more sustainable varieties of fish.

### HOW DO YOU COMPARE?



## *your to do list*

### Your Source Fish Responsibly score would be improved if you took these actions:

Source alternative, underutilised seafood options for dishes that include the “Big 5”: tuna, cod, prawns, salmon or haddock.

If farmed fish is purchased, source species that hold a sustainability certification (for example ASC, organic, BAP, GAP).

If wild fish is purchased, source species rated 1-2 by the Marine Conservation Society (MCS) or species that hold a sustainability certification.

Remove fish rated 5 by the Marine Conservation Society (MCS) from your menu.

Remove fish rated 4 by the Marine Conservation Society (MCS) from your menu.

### SRA Sourcing Hero

## Jack Stein

## THE SEAFOOD RESTAURANT



*"We were genuinely concerned about what effect the decision to remove wild bass might have on business, but customer awareness around topics such as fish sustainability continues to grow. When you make a decision to implement a change, you adapt and find creative ways around it. That's what we have done, finding alternative fish and adjusting recipes."*

Visit the community to find out more



# Sourcing SUPPORT GLOBAL FARMERS



Supporting farmers helps to keep supply chains healthy and predictable.

Some coffee farmers receive as little as 1% of the value that their coffee sells for. With younger generations moving away from rural areas to take jobs that are less strenuous and better paid, a global shortage of farmers is not far away.

Best performers in this area have helped bring their customers and coffee suppliers closer together, creating premium bespoke products that taste great, support communities and have a great story to tell.

*your to do list*

### Your Support Global Farmers score would be improved if you took these actions:

Purchase exotic fruits to a higher standard of ethical trade and environmental management principles.

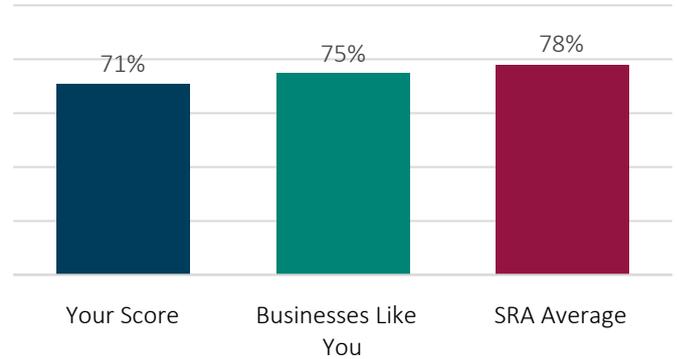
Write a policy, supplier agreement or procurement spec that defines ethical trade commitments/required certification standards for: tea, coffee, sugar, chocolate/cocoa, exotic fruit, palm oil.

Write a policy, supplier agreement or procurement spec that defines environmental/land management commitments/required environmental certification standards for: tea, coffee, sugar, chocolate/cocoa, exotic fruit, palm oil.

Ensure the standards in your supporting global farmers policy are upheld by your suppliers.

Avoid making exceptions to your supporting global farmers policy.

### HOW DO YOU COMPARE?



SRA Sourcing Hero

**Lin Dickens**  
**BARTLETT MITCHELL**



*"We launched in November 2015 and then rolled Perkee coffee out into our sites in the spring of 2016. It's now in about a quarter of our sites. Coffee sales in these sites went up 20% and have maintained that level. Customers have bought into the story and love the flavour."*

Visit the community to find out more



## Society

# TREAT STAFF FAIRLY

92%

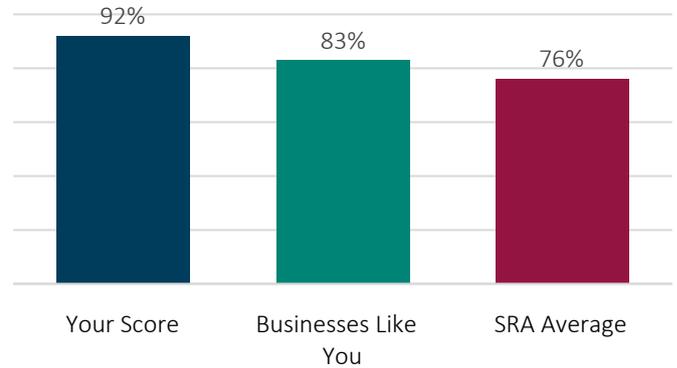


Treating people fairly, especially staff, is good for business.

Not only do 94% customers want tips to go to staff, 50% of employers reported that the Living Wage had improved both recruitment and retention. Happy staff lead to better service and to more satisfied customers.

Best performers in this area are attracting more new candidates than ever before, and are experiencing much lower staff turnover.

### HOW DO YOU COMPARE?



## *your to do list*

**Your Treat Staff Fairly rating score would be improved if you took these actions:**

Work towards paying your staff Real Living Wage as defined by The Living Wage Foundation, or higher.

Consider hiring apprentices.

Continue to look for opportunities to inspire and influence others with your achievements.

Regularly review and revise your policy and targets in this area. Consider sharing progress and achievements in an annual summary.

Continue investing time and energy in sustainable innovation and keep talking to customers and your suppliers about ongoing projects and achievements.

SRA Society Hero

**Harry Cragoe**  
**THE GALLIVANT**



*"So the million dollar question is, have all our team initiatives had any commercial impact? Customer reviews consistently refer to how good our staff are and we haven't been busier. One can never be exactly sure what is driving our success but happy staff clearly make happy guests."*

Visit the community to find out more



## Sourcing

# SUPPORT THE COMMUNITY

94%



Supporting the community through volunteering time, raising money, donating surplus food, and working with local community groups can make a huge difference.

Over the course of four years, restaurants signed up to StreetSmart raised over £6.3 million for the homeless simply by adding a voluntary £1 to a table's bill through November-December each year.

Best performers in this area are developing closer ties with their local neighbourhoods, and their staff are being motivated by the enriching experiences this provides.

*your to do list*

**Your Support the Community score would be improved if you took these actions:**

Provide charitable support more regularly.

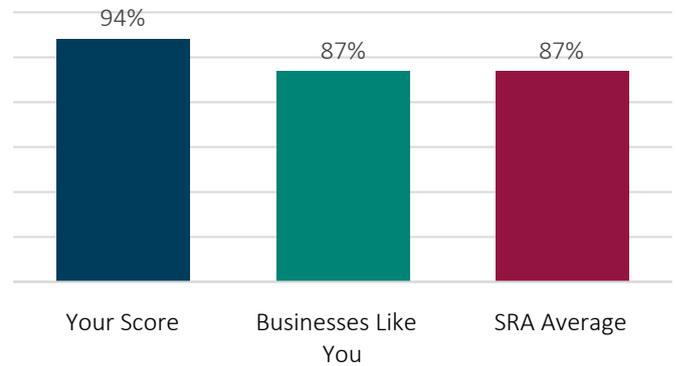
Use your social media and marketing channels to communicate the benefits that sustainable innovation is having on your business.

Continue investing time and energy in sustainable innovation and keep talking to customers and your suppliers about ongoing projects and achievements.

Continue to look for opportunities to inspire and influence others with your achievements.

Share your story with SRA Members in the community, or get in touch to enquire about submitting a case study.

### HOW DO YOU COMPARE?



SRA Society Hero

**Chris Moore**

**THE CLINK CHARITY**



*"Our sole aim is to reduce re-offending rates of ex-offenders by training and placing graduates into employment in the hospitality industry upon their release. To date, The Clink has seen more than 900 prisoners trained to an exceptional standard. The Clink is addressing the current hospitality skills crisis in the UK by recognising the prison system as an untapped source of talent."*

Visit the community to find out more



## Society

# FEED PEOPLE WELL



Feeding people well helps save lives and could help save the NHS over £6 billion every year.

Diets that are low in vegetables are associated with more than 20,000 premature deaths across the UK. Yet, today, more than a third of the vegetables children eat are still highly processed, with 17% of the average child's vegetable intake coming from pizzas and baked beans.

Best performers in this area are capitalising on families' growing appetite for an eating out experience that not only tastes great but is also nutritious.

## *your to do list*

### Your Feed People Well score would be improved if you took these actions:

Continue to look for opportunities to inspire and influence others with your achievements.

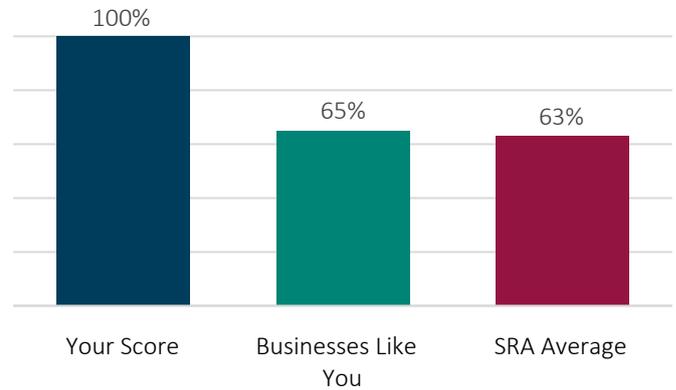
Use your social media and marketing channels to communicate the benefits that sustainable innovation is having on your business.

Continue investing time and energy in sustainable innovation and keep talking to customers and your suppliers about ongoing projects and achievements.

Regularly review and revise your policy and targets in this area. Consider sharing progress and achievements in an annual summary.

Share your story with SRA Members in the community, or get in touch to enquire about submitting a case study.

### HOW DO YOU COMPARE?



#### SRA Society Hero

### Rebecca Bailey-Scott JAMIE'S ITALIAN



*"Jamie loves salad and wanted to do something fun and interactive to show children that it doesn't have to be boring. Putting the salad in a jam jar with dressing which children can shake themselves makes all the difference. Making food fun and interactive means it's more likely to get eaten! That's just one of the tricks we've learned."*

Visit the community to find out more



## Environment

# VALUE NATURAL RESOURCES

87%

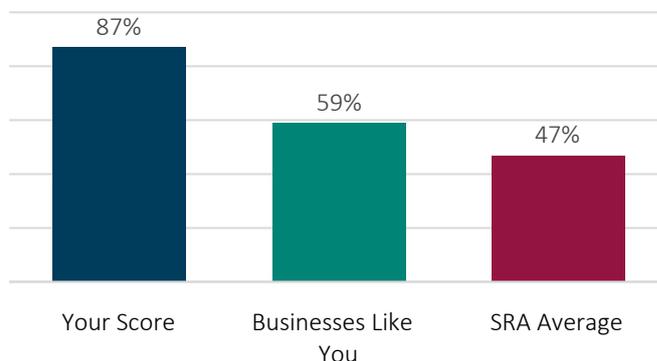


Learning to value natural resources makes energy bills light on the pocket and light on the planet.

Restaurants use over twice as much energy per square foot compared to other commercial buildings, but simple things like turning the thermostat down by 1°C can reduce energy bills by 7%.

Best performers in this area are benefiting from a reduction of up to a third on their bills thanks to a smart combination of innovation, training and investment in greener technology.

### HOW DO YOU COMPARE?



## *your to do list*

### Your Value Natural Resources score would be improved if you took these actions:

Take action i.e. changing policy or increasing targets after reviewing energy and water targets.

Look to ensuring future building fitouts are SKA rated.

Contribute towards a carbon offsetting programme.

Use your social media and marketing channels to communicate the benefits that sustainable innovation is having on your business.

Share your story with SRA Members in the community, or get in touch to enquire about submitting a case study.

### SRA Environment Hero

## Raefe Watkin-Rees PIZZA HUT RESTAURANTS



*"We've managed to reduce like for like utility consumption in all areas of our estate. Electricity in 2016 was 5% lower than 2012 and gas 22%. Water usage, our most recent target, was 15% lower than previous years. All of that has been achieved despite higher footfall."*

Visit the community to find out more

## Environment

# WASTE NO FOOD

89%

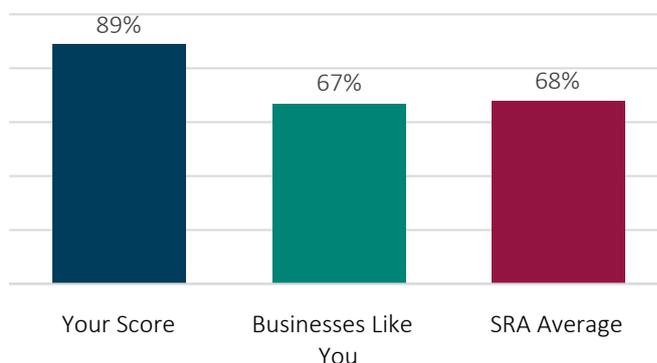


Wasting food burns both money and natural resources.

The land needed to grow all the food we don't eat is larger than the size of China. Food waste costs restaurants an average of 97p per meal, however, a 1300% return on investment could be seen if that money was pre-emptively spent on reducing food loss and waste instead.

The best performers in this area are seeing savings of thousands after deciding to monitor and reduce their food waste.

### HOW DO YOU COMPARE?



## *your to do list*

**Your Waste No Food score would be improved if you took these actions:**

Take measures to reduce unavoidable food waste. (Find inspiration on FMG Community).

Review progress against food waste targets.

Provide staff with food waste training.

Continue investing time and energy in sustainable innovation and keep talking to customers and your suppliers about ongoing projects and achievements.

Continue to look for opportunities to inspire and influence others with your achievements.

SRA Environment Hero

**Caroline Bennett**  
**MOSHI MOSHI**



*"Food Save was a real eye-opener. It helped us quantify that employing an extra chef on a quiet shift was actually more cost effective than pre-preparing food and then wasting it if the shift wasn't busy."*

Visit the community to find out more



## Environment

# REDUCE REUSE RECYCLE

79%



Reducing single use disposable waste, reusing whenever possible, and recycling the rest reduces the financial and environmental impact of the things we throw away.

80% of the packaging waste the foodservice industry sends to landfill could be recycled instead.

Best performers in this area are finding new ways to serve drinks and food and helping change the behaviour of their suppliers and customers in the process.

## *your to do list*

**Your Reduce Reuse Recycle score would be improved if you took these actions:**

Reduce the percentage of drinks offered on your menu that are sold in single use packaging.

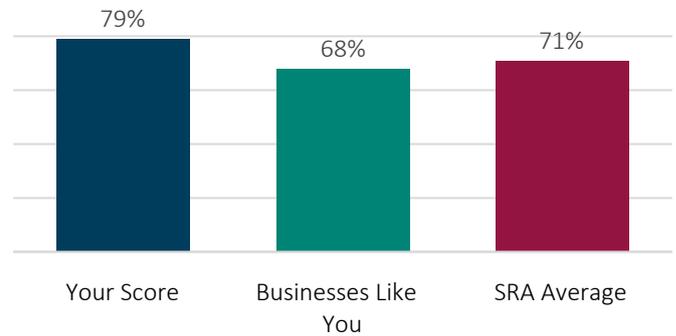
Work towards removing imported bottled water from your offering.

Offer customers tap or filtered water as a default.

Ensure your takeaway packaging is either compostable, recycleable or made from recycled materials.

Regularly review and revise your policy and targets in this area. Consider sharing progress and achievements in an annual summary.

### HOW DO YOU COMPARE?



SRA Environment Hero

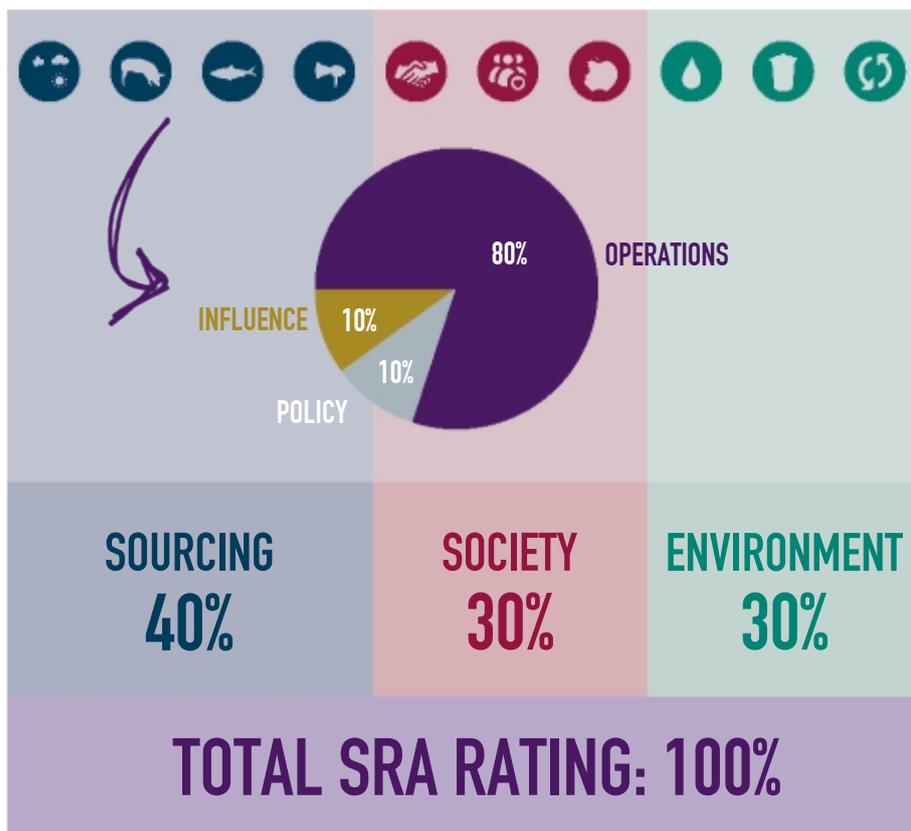
**Peter Borg-Neal**  
**OAKMAN INNS**



*"We removed 100,000 single use plastic straws from across our business overnight. It was a challenge, but the right thing to do because of the huge waste. Our customers have responded really positively and our #BanTheStraw campaign has attracted widespread media coverage that's resulted in other hospitality businesses following suit."*

Visit the community to find out more

# HOW DOES THE SCORING WORK?



The sustainability of your business has been assessed in 10 sustainability areas.

Each one carries equal weighting.

Your score in this area is made up by your policies, current operations, and influence.\*

These areas combine to provide your overall performance score in sourcing, society and environment.



\*2017's rating favours current operations over influence and policies. Future ratings will give greater weighting to your policies and how you influence others.

For a detailed breakdown of how scoring works, please visit [www.thesra.org/rating](http://www.thesra.org/rating)

## How We Conduct Assurance

To ensure the integrity of the Food Made Good accreditation and to confirm your final score we conduct three levels of assurance. We check:

1. That your policies comply with good practice.
2. With your suppliers, the standards to which you buy key items, such as meat, dairy and seafood.
3. Areas of exceptional performance by asking for further evidence on how you've achieved success.

## Your Opinion Matters

From small independent restaurants, to large chains, to university cafeterias and catering companies, you are part of a diverse group of foodservice businesses. We recognise the need to make your rating score reflective of your particular business and work behind the scenes to ensure that our ratings are as accurate and as relevant as possible. If you are interested in being involved in the conversations or focus groups that inform future adjustments, or have further questions, please visit [rating feedback community group](#).



# WHAT NEXT?

Now that you have your score, it's time to think about how to build on your efforts and continue your sustainability journey.

We've made specific suggestions in this report that could help you develop each of the ten sustainability areas and there's a wealth of useful content to explore in the Food Made Good community. To help focus the next 12 months, we're asking you to now tell us which three of the ten sustainability areas you would most like us to support you in improving.

**By committing to three focus areas we can:**

- Connect you to individuals with similar goals, to individuals who have already achieved them, and to suppliers who can help you get there
- Create and invite you to events you'll love, provide the resources you need and keep you up to date with what matters most to you
- Invest time and resources in the right areas, and help us work together to solve difficult challenges

## CHOOSE YOUR FOCUS AREAS

Use the form to select your three focus areas. The sooner you choose, the more help we can give you in the year ahead:  
[www.foodmadegood.org/myfocusareas](http://www.foodmadegood.org/myfocusareas)

## TELL US WHO

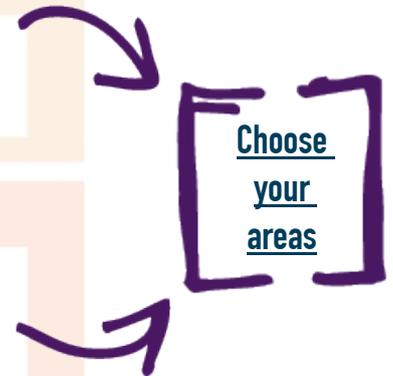
To have the maximum impact, we need to connect with the right people in your business. Tell us who will be responsible for improvement in each of the three areas. It might be the same person or up to three different team members.

## SHARE YOUR RATING

Share your success with your customers, staff, suppliers. The next page has all the detail you'll need.

## ANY QUESTIONS?

Head to the [rating feedback and support group](#) or call our team on **02039 032777**



## FOOD MADE GOOD ANNUAL AWARDS

If you've scored over 70% in any area you can enter the Food Made Good Awards. The highlight of our calendar, the awards are a celebration for members to eat, meet and mingle alongside the best in the business at making food good. For more information about the awards, details on how we pick a winner and to RSVP [visit the community](#).



# SHARE YOUR RATING

## WHY SHARE?

### Your customers care

2/3 of diners say, knowing that a restaurant they are eating at is taking care of its impact on society and the environment makes them feel good.

85% of diners say knowing staff are treated fairly would impact their choice of restaurant improving.

## HOW TO SHARE

### Share with your customers

- Celebrate your rating on your menu
- Display your rating sticker in your windows
- Feature your rating on your website
- Share and talk about your rating on social media

### Share with your staff

- Announce your achievements through internal newsletters and team briefings
- Thank your team for their hard work
- Ask their ideas, involve them in goal setting
- Provide sustainability training for your staff, let them know the difference they can make

### Share with your customers

- Thank your suppliers for their contribution to your rating
- Work with your suppliers to see how they can help improve future ratings
- Ask your suppliers to speak with their other customers about the benefits of a sustainability rating

## top tips

**Sustainability is a journey.** Don't wait until you've finished a project to share what you are doing.

**Bring your star rating to life.** Share it with a line about one of your proudest sustainability achievements.

**Empower your staff.** Prepare them to promote your achievements and confidently answer customers' questions.

**Involve your team and customers in the journey.** Why not ask them to help nominate a local charity to support?

**Look at what other members are doing** to get some ideas. Browse the **Food Made Good community** and get in touch if you'd like some further guidance.

**Join our monthly Campaigns.** Show your support for our monthly initiatives and participate in the debate, sharing your tips and experience.

**Don't relegate efforts and achievements** to your website's sustainability page. Customers care. Share stories in all your marketing.

## what to share

You will have received your social media-ready rating logo along with this report and logos for print are available. **Tweet** about your achievements, or share a photo on **instagram** to get started @FoodMadeGood.

If you would like specific logos or more advice on sharing your achievements, head to the Rating Feedback and Support group.