

SUSTAINABILITY & DIVERSIFICATION

Ensuring your pub's foundation is sustainable.

This guide is interactive



INTRODUCTION



With energy costs at an all-time high, it has never been more important to ensure that your pub's foundation is sustainable.

This guide will cover:



Local Suppliers



Energy Saving Tips



Community Support



Sustainability Awards

SOURCING LOCAL SUPPLIERS



Sourcing locally enables you to offer fresher, tastier food, reduce supply chain costs while also reducing your carbon footprint and food mileage.



A FIVE STEP GUIDE TO SOURCING LOCALLY

- 1. Challenge your Wholesaler**
Many venues are oblivious to the number of local suppliers they have on their doorstep. Ask your largest supplier to tell you what produce is available in your local area.
- 2. Utilise Social Media**
Ensuring you are active on social media gives you the chance to spot the best new producers in your area.
- 3. Meet the Real Food Heroes**
Give the kitchen team a chance to go out and meet those who are growing, rearing and creating fresh produce. It can be the start of a lifelong working relationship.
- 4. Vary your Menus by Season**
Local produce means you're tied to the seasons. Use this to vary your menu and generate fresh tastes and flavours.
- 5. Promote your Producers**
Many customers LOVE supporting local businesses. Shout about the fabulous produce that you are sourcing and you'll tap into your customers' passion for provenance.

MAINTAINING SUPPLIER RELATIONSHIPS



Supporting farmers growing in the local area, along with supply chains, creates a robustness within the community and allows for a more secure operating environment.

Joe Buckley from the Tolly has fantastic relationships with his locally sourced suppliers, which means he gets brilliant support with the events they run, especially “Tollyfest” in the summer - a three day festival with local bands, great food and drink.



Building and maintaining direct, close relationships with those who are supplying your venue can lead to a number of indirect benefits further down the line.



By having the positive relationship, you will get access to the best deals and service.



In times of crisis, suppliers will prioritise those with the closest relationships.



Once they know you are a good customer, suppliers will often be happy to collaborate on events in your pub.



ENERGY SAVING TIPS



With pubs battling some of the highest operating costs ever seen, it has never been more important to save energy and reduce usage while improving profitability.



Making the switch to LED bulbs from halogen could save you £18.50 per bulb, per year.



Maximise boiler/radiator output, block draughts by closing windows and doors and using insulation in lofts can keep temperatures up and bills down.



The cellar has to be clean and cool to prevent contamination and wastage, ideally between 10 & 14 degrees centigrade.



Use a water management system if on a water meter. Know how you're charged to take control of your bills. Fit sensors and control on urinal and toilet flushes to be more efficient.



Training staff to switch off equipment when not in use. Keeping kitchen refrigeration units full and clean is another way to maximise efficiency.

COMMUNITY INITIATIVES



Involving the local community in your move towards a sustainable future can help both visitors to your pub and staff to encourage more sustainable behaviours.

Installing **EV Charging Stations** to your venue helps to promote a green business initiative and reduce your carbon footprint.



Offer a **water re-fill station** to help reduce your single-use plastic and encourage customers to bring their own bottle.



If you have space, a **community food bank** for your leftover food is a fantastic way give back to your locals.



Offer a safe space for people to keep their bike, like **bike racks** to encourage people to cycle to your pub instead of driving.



COMMUNITY INITIATIVES



A **blog** on your pub's website can help to update customers with eco-friendly changes you've made, increasing their engagement.



Enroll your pub onto the '**Too Good To Go**' app. This app allows customers to pick up surprise bags of unused food to stop it from going to waste.



Give away any **reusable items** to your customers. This prevents them from going to landfill, whilst also making your customers feel valued.



SPECIAL MENTION

Penelope Doe of The Bell Inn has implemented the use of compostable crisp packets and recyclable peanut pots. The glassware used is all recyclable and they also have a charity clothes bin on-site.



SUSTAINABILITY CHAMPION



The Sustainability Champion Award has been created by the BII, and is awarded to those in the industry who have gone above and beyond to demonstrate their commitment to running a sustainable business.

To achieve Sustainability Champion status you must be able to evidence that you are actively involved in at least one element of the **four key areas**:



Energy Reduction



Waste Reduction



Sustainable Procurement



Engagement



CARBON CALCULATOR



The BII has partnered with Zero Carbon Forum to support pubs on their sustainability journey. The Carbon Calculator enables pubs to calculate their emissions and review which activities create the most emissions.

HOW TO MEASURE YOUR FOOTPRINT & TAKE ACTION

- 1. Visit the Zero Carbon Forum Carbon Calculator & register your email**
You will receive an email to complete your footprint
- 2. Answer the questions to calculate your emissions and input the data below:**
 - Your turnover in £
 - Energy consumption (electricity & gas) in kWh & £
 - Water consumption in m³ & £
 - The number of staff you have on site
- 3. Review which activities create the most emissions**
- 4. Download your toolkit & plan your reduction actions**

**USE THE
CALCULATOR
HERE**



**ZERO
CARBON
FORUM**

KEEPING PUBS THRIVING AT THE HEART OF EVERY COMMUNITY



@BIIandBIIAB



@BritishInstituteofInnkeeping



@BIIandBIIAB



British Institute of Innkeeping



@BIIandBIIAB