

# SUSTAINABILITY CHAMPION

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## Best Practice Guide

*With great ideas from our  
Sustainability Champions*



# INTRODUCTION

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**

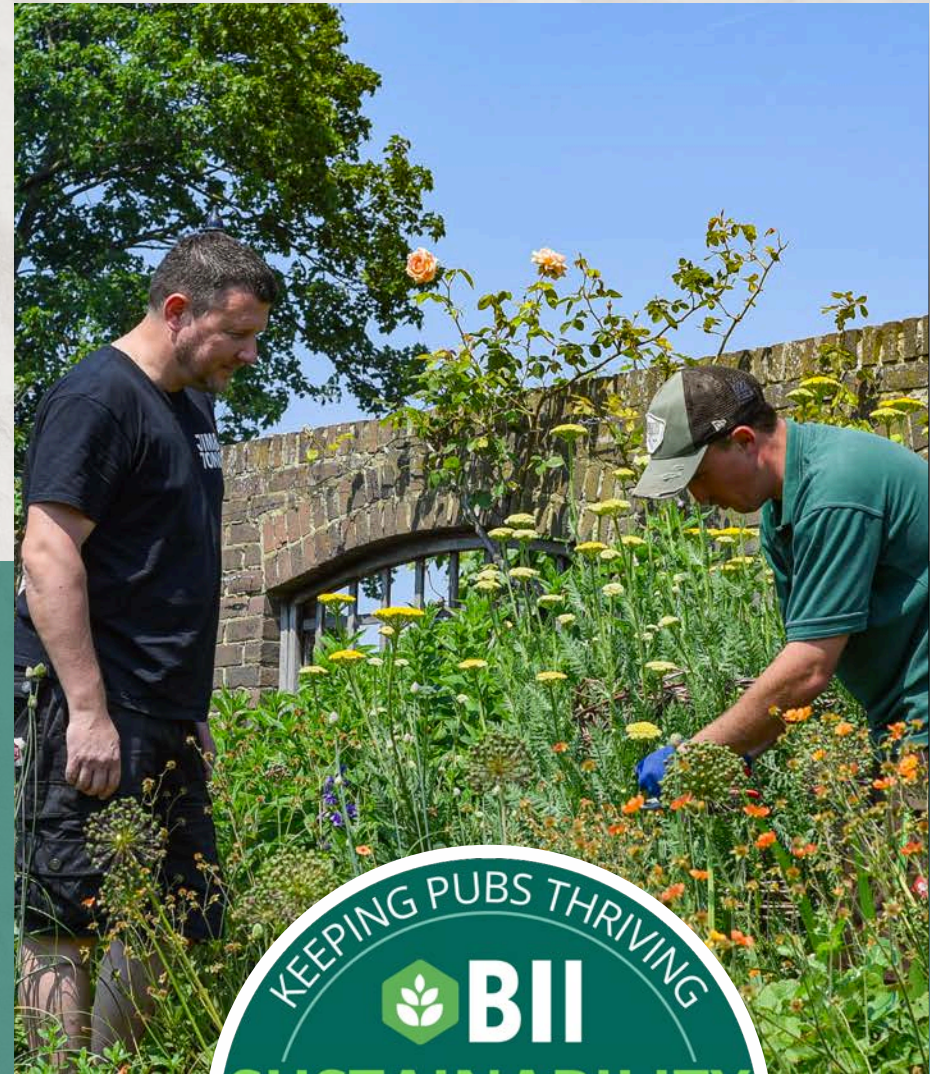


**Sustainable Procurement**



**Engagement**

This guide highlights best practice and tips for operators to follow across the four key areas, along with a more in-depth look at some of our champions and the work they are doing in their pubs.



# ENERGY REDUCTION

We are driven to operate a more sustainable and eco-friendly operation, not just for ourselves but for the generations behind us.

The Victoria Inn - Threemilestone



## REPLACING INCANDESCENT BULBS WITH LED'S

LEDs consume significantly less energy than incandescent light bulbs. This helps with reducing electricity costs, while they also have a much longer lifespan, decreasing maintenance and replacement expenses. Additionally, LEDs generate less heat, improving comfort and reducing cooling costs, while they also offer better lighting quality, enhancing the customer experience.

## INSTALLING SMART THERMOSTATS

Not only do smart thermostats optimize heating and cooling efficiency, reducing energy costs, also provide insights and data on energy usage, helping publicans manage their energy consumption more effectively.

## TIMERS AND SENSORS ON LIGHTING & EQUIPMENT

Having timers and/or sensors ensure that lights and devices are only used when needed, reducing energy waste and lowering bills. They also help extend the lifespan of equipment by preventing unnecessary use and eliminating the risk of an error by a member of staff.



## ENERGY MONITORING TECHNOLOGY

Monitoring technology provides pub operators with detailed insights into energy consumption, enabling them to make informed decisions about which changes are needed in business operations to ensure a greener future.

# Spotlight on our Champions

## The Turk's Head Twickenham



The Turk's Head is a Fuller's managed site located in Twickenham. They were one of the first pubs to be awarded with Sustainability Champion status upon the launch of the award in 2023.

## PUB MANAGER'S ONLINE TOOL

The IT team at Fuller's developed a pub manager's online tool to help all involved at The Turk's Head understand how and when they are using energy, providing them opportunities to identify energy saving techniques.



## REMOTE BEER COOLERS

Remote beer coolers at the pub have smart timers which switch off the refrigeration overnight, saving up to 25% of electricity without impacting the beer quality. Temperature controls have also been changed on the cellar cooling unit, where the beer is stored at the correct temperature, instead of the ambient temperature of the cellar, reducing energy usage by 20%.



## Fuller's Managed Estate



### FULLER'S

188 other Fuller's managed sites were also accredited with Sustainability Champion status in the Autumn of 2023, with the pub company having secured 100% renewable energy across their entire managed estate.



# WASTE REDUCTION

**We want to be a trailblazer in our local community and encourage others to reduce waste wherever they can**

**The Black Swan - Devizes**



## **CHANGING MENUS TO REDUCE WASTE**

Changing menus with an emphasis on reducing waste helps to lower food costs by better aligning supply with demand. It can also help to reduce the environmental impact of food waste, with less sent to landfill and can lead to more efficient kitchen operations.

## **INCREASING PLANT-BASED MENU ITEMS**

Increasing plant-based menu items caters to the growing demand for healthier, environmentally friendly options, potentially attracting a wider customer base, while lowering carbon footprint and food costs due to plant-based ingredients generally requiring fewer resources to produce than animal products.

## **RECYCLING PROGRAMMES**

By having recycling programmes in place, overall waste disposal costs will be massively reduced. Obvious recycling programmes can also help to enhance a pub's reputation with customers who factor in sustainable practices when selecting their venue of choice. Recycling also helps conserve resources and can lead to potential financial incentives or compliance with local regulations.



## **COMPOSTING FOOD WASTE**

Composting food waste reduces the volume of waste sent to landfills, lowering disposal costs. It also turns organic waste into valuable compost, which can be used or donated to support other organisations in the local community.

# Spotlight on our Champions

## The Pig & Whistle Wandsworth



The Pig & Whistle in Wandsworth is run by LOYA 2023 finalists, Lee & Keris De Villiers. They were awarded with Sustainability Champion status in the summer of 2023.

*Save it from  
the drain*



RECYCLE YOUR  
COOKING OIL

VEGETABLE | SUNFLOWER | RAPESEED

SAVE it from the DRAIN is a scheme put in place at The Pig & Whistle to encourage customers to bring in their used cooking oil instead of washing it down the drain. In just the first 9 months of this scheme, they collected and recycled 250 litres of used cooking oil. The Wandsworth Council have also backed their project and have provided them with a grant. The Council have also announced that along with supporting their project, they will fuel and operate Council trucks with the used cooking oil collected from local businesses.



## RECYCLING OLD FURNITURE

Instead of throwing out old furniture, Lee and Keris have reupholstered all their chairs and redecorated the interior, giving The Pig and Whistle a new and fresh look – all without adding to landfill.



It is about genuinely caring about the environment and the people who you serve locally. It is so important to keep learning ourselves and educating those around us. It's all about education to create a greener and safer environment we live in.

**The Millpool - Coventry**



## REDUCING FOOD MILES

Reducing food miles by sourcing sustainable and locally produced ingredients can help you to lower transportation costs and environmental impact. It also enables you to support local farmers and businesses, while ensuring fresher, higher-quality products. This approach also appeals to customers who value sustainability, enhancing your reputation and community connections.



## SOURCING LOCAL & SUSTAINABLE DRINKS

Similar to the point regarding mileage of food, local drinks supply also works to reduce environmental and support local economies, offering fresher, unique products. It also attracts eco-conscious customers and can further help to boost your emphasis on sustainability.

## GROW YOUR OWN PRODUCE WHERE YOU CAN

Growing your own produce ensures a fresh, reliable supply of ingredients. It also reduces costs, and minimises the environmental impact of transportation. By having your own produce, you can market your venue with a 'farm-to-table appeal' that can attract customers interested in local sourcing.



## INCREASING BIODIVERSITY IN YOUR GARDEN

Increasing biodiversity helps to promote the health and resilience of the garden while supporting local wildlife. Your outdoor space may also become more attractive and inviting which emphasises improvement in the overall sustainable feeling around the venue.

# Spotlight on our Champions

## The George Castleton



The George is a lovely 16th century inn with a perfect location for hiking around Castleton. John and Vicky Judson and their team were recognised as Sustainability Champions in the autumn of 2023.

## KITCHEN GARDEN

A section of the pub's property has been transformed into a charming kitchen garden, where fresh produce is grown to supply the kitchen. This garden-to-table approach ensures that the pub's dishes include the freshest ingredients, adding a sense of value.



## UTILISING PRODUCE

The George work closely with a local vegetable supplier to utilise produce that might otherwise go to waste, transforming surplus vegetables into homemade jams, chutneys, pickles, and more to give customers fresh, handcrafted condiments



## BEEHIVE PREP

John and Vicky have also acquired a section of land off of a neighbours field in order to set up beehives in winter ready for spring. Benefits of the Beehive include the production of honey which can then be sold on, while the plants in the garden are also heavily pollinated.



## DID YOU KNOW?

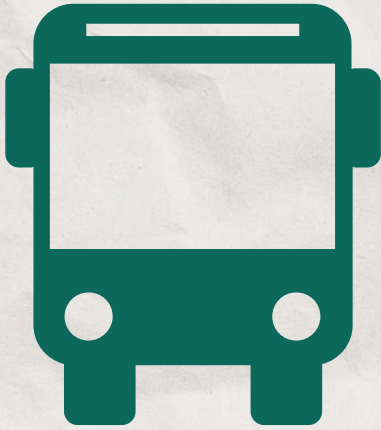
The George received both the community sustainability hero of the year and community hero special award at the 2024 national Pub Aid awards!



# ENGAGEMENT

We have a duty to our local community to set the right example for sustainability and hope our local community recognise this and adopt some of the measures we are taking in their homes and local businesses

**The Stag - Lyndhurst**



## PROMOTE SUSTAINABLE TRANSPORTATION

Encouraging customers and staff to use sustainable transportation reduces the carbon footprint of your venue. You can also then align your staff and consumer base with your pub's eco-friendly values, and can attract external environmentally conscious visitors through word of mouth. Coupled with this, parking demand is also reduced, enabling you to put the space to good use.

## EDUCATING CUSTOMERS AND STAFF

Education to stakeholders fosters a culture of environmental responsibility, encouraging sustainable behaviours both inside and outside of the pub. This can ultimately lead to cost savings, customer loyalty and a positive impact on the community

## INSTALLING ELECTRIC CAR CHARGING POINTS

Installing EV charging points offers a convenient service, and can help to increase the reasons as to which someone would stop at your venue. By having a car or another electric vehicle on charge, longer stays at the venue are further encouraged, boosting overall revenue.



## OFFER FREE WATER RE-FILL STATIONS

By making it known to customers that you offer free water re-fills at your venue, it discourages them from bringing bottles that may end up being plastic waste. Furthermore, having water for free may encourage visitors to spend more on other premium products, boosting revenue.

# Spotlight on our Champions

## The Tollemache Arms Harrington



BII Ambassadors and LOYA 2023 winners, Joe Buckley and Flo Pearce, run The Tollemache Arms, with customer & team engagement at the heart of their sustainable operations. Their pub garden has a community compost, a herb wall, bee and insect hotels and have planted apple and pear trees throughout.

## St Austell Brewery Managed Estate



Within St Austell's Managed Estate, every pub has a nominated 'Energy Champion' to help drive the company's initiative forward.



Each of these champions is tasked with updating helpful display boards for the back of house teams, stating the biggest areas of energy waste at that site and clear energy saving targets to work towards.



## The Royal Oak Much Marcle

When travelling to work at The Royal Oak, lift shares and bus use are encouraged in order to reduce carbon emissions. The team are also included in consumption report readings, enabling them to identify themselves where they can make reductions.



# Special Mentions

## The Heron Inn Malpas

Sustainable Procurement



The Heron Inn source their fish from local suppliers who use sustainable fishing methods, avoiding any use of gill netting. They also only use recommended species advised by the Cornwall Wildlife Trust, making sure to change menu meals when needed to accommodate

## The Moat House Stafford

Energy Reduction



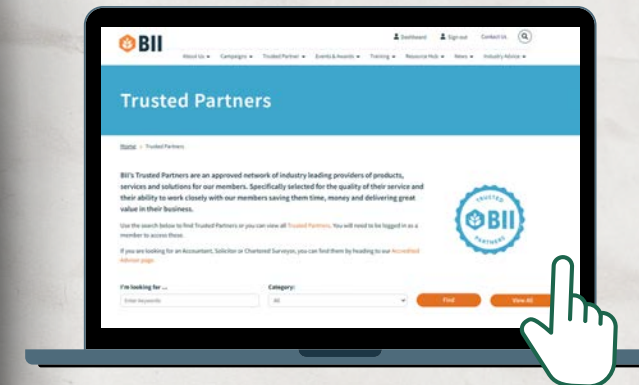
The Moat House is a pub and hotel ran by Chris Lewis, located in the countryside of Stafford and surrounded by wide open spaces and lush greenery.



With the installation of over 150 solar panels, a considerable percentage of The Moat House's electricity usage is fully renewable solar energy.



## Trusted Partner Directory



Our Trusted Partner Directory provides BII Members with several sustainability-related discounts from some of our partners, ensuring your pub businesses are leanly operating, reducing both consumption and costs.





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**APPLY**



**BECOME A SUSTAINABILITY CHAMPION**



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