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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 2018 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 next award celebrations or at one of our events in the coming year.

Andrew Stephen

CEO, Sustainable Restaurant Association

70%+



60% - 69%



50% - 59%





YOUR SCORE EXPLAINED











Swansea University

YOUR SCORE IS 59%

GIVING YOU A 1 STAR RATING



A good restaurant will...

SOURCING	60%	SOCIETY	63%	ENVIRONMENT	53%
 CELEBRATE LOCAL & SEASONAL	75%	 TREAT STAFF FAIRLY	71%	 VALUE NATURAL RESOURCES	49%
 SERVE MORE VEG & BETTER MEAT	26%	 SUPPORT THE COMMUNITY	60%	 WASTE NO FOOD	53%
 SOURCE FISH RESPONSIBLY	64%	 FEED PEOPLE WELL	59%	 REDUCE REUSE RECYCLE	56%
 SUPPORT GLOBAL FARMERS	76%				



2018

YOUR OVERALL SCORE IS

59%

Swansea University

Raymond Blanc OBE
President

Andrew Stephen
CEO

Sourcing

CELEBRATE LOCAL AND SEASONAL

75%



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 ingredients you purchase that are produced in the UK.

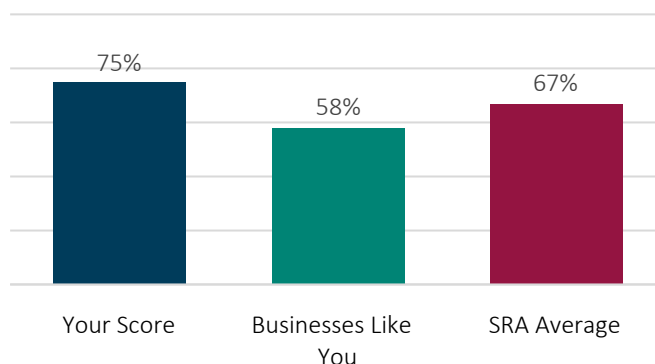
Change your menu more regularly to incorporate seasonal produce.

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.

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

HOW DO YOU COMPARE?



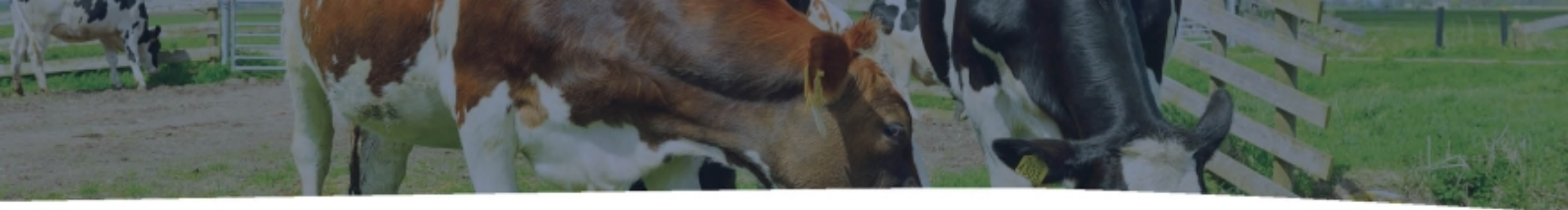
SRA Sourcing Hero

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

26%

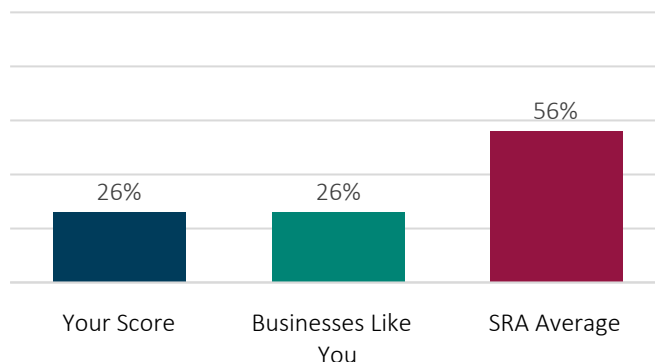


Serving more veg and better meat is healthier for both diners and the planet.

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:

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

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 lamb. At a very minimum you should ask your supplier for British grass-fed lamb.

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

Source and serve higher welfare poultry. Talk to your supplier(s) about options that reduce stocking densities and provide the birds access to sunlight.

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

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.

your to do list

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

Highlight sustainable fish options on your menu to help customers make informed decisions.

Only source wild fish species rated 1-3 by the Marine Conservation Society (MCS) or species that hold a sustainability certification.

Only source farmed fish species that hold a sustainability certification (for example ASC, Organic, BAP 2+ or Global G.A.P.).

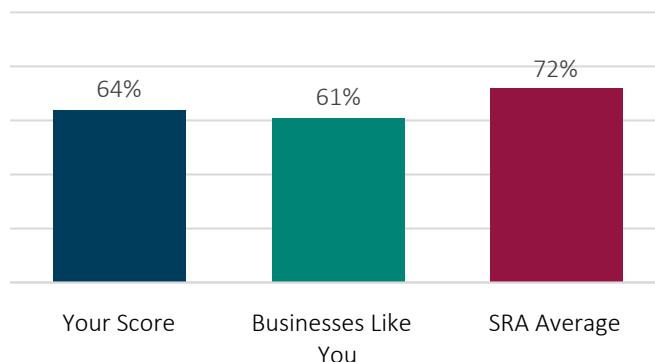
Write a sustainable seafood policy that addresses social issues such as modern slavery and human rights and avoids species rated 4 or 5 by MCS as well as environmentally damaging fishing methods throughout the supply chain.

Work directly with local fishermen to serve freshly caught options based on spawning seasonality as well as diversifying the species offering on your menu.

64%



HOW DO YOU COMPARE?



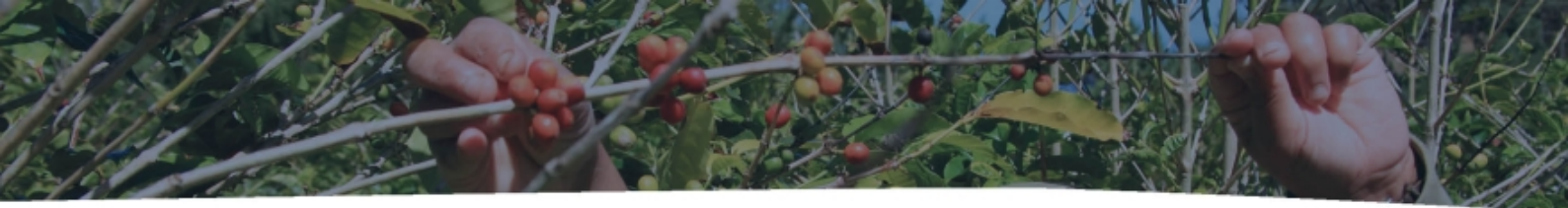
SRA Sourcing Hero

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

76% 

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 fruit to a higher standard of ethical and environmental management principles.

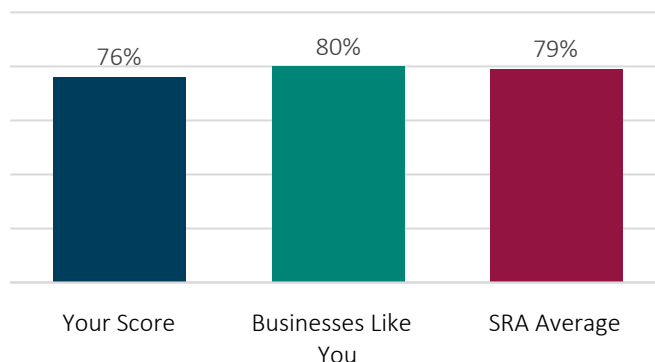
Ask your suppliers about their involvement in projects that directly benefit famers, female empowerment or education.

Establish a policie that defines your ethical and environmental procurement standards for tea, coffee, sugar, chocolate, palm oil, and exotic fruit.

Make your policy available to all staff and customers, and emphasising it in the recruitment and training process.

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

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

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.

your to do list

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

Consider working through an official apprenticeship scheme

Promote your efforts around staff wellbeing and fairness publicly

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

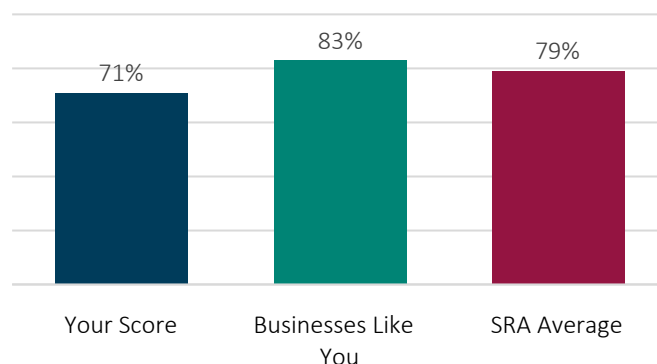
Give staff the opportunity to increase their wage by completing training courses.

Increase the benefits offered to staff, such as uniforms, supplier visits or time off to volunteer.

71%



HOW DO YOU COMPARE?



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

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:

Consider increasing your involvement with community groups and charities by donating skills, space, food, and/or corporate donations.

Recruit staff from vulnerable groups or people local to your business that do not have the access or skills to enter traditional recruitment channels.

Include all staff in the process of choosing a charity or cause to support.

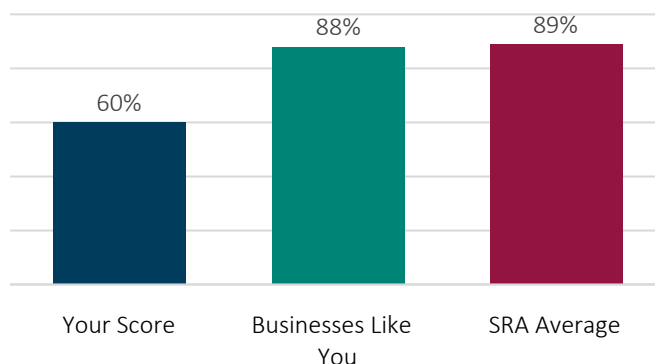
Connect with the local community by prioritising suppliers that have sustainable and community-centric values, or engaging with local initiatives.

Measure the good things you are doing. This could include volunteer time, socially inclusive recruitment statistics, social enterprise purchasing power or another similar metric.

60%



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:

Ensure children's meals contain two portions of veg and reduce the salt and sugar levels of dishes.

Notify customers of dishes that exceed 1/3 of the Recommended Daily Intake (RDI) for salt/saturated fat/sugar or calories.

Increase the percentage of your menu which is made up of dishes that do not exceed 1/3 of the Recommended Daily Intake (RDI) for salt/saturated fat/sugar or calories.

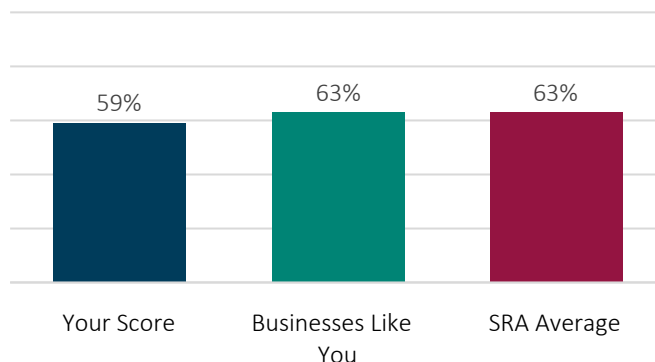
Train all staff around nutrition and healthy eating, and make them aware of any options for diners.

Take additional measures to improve the health or wellbeing of your customers.

59%



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

49%

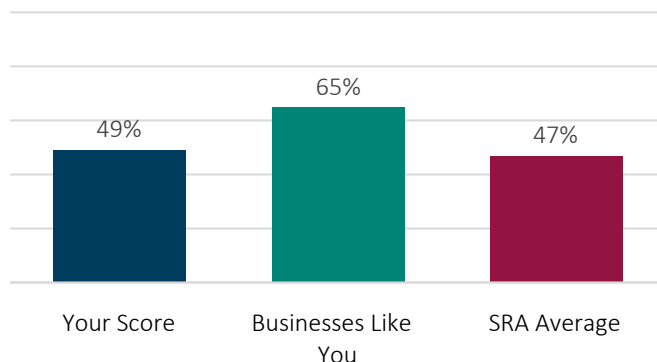


Learning to value natural resources makes energy bills light on the pocket and light on the planet.

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:

When fitting out new sites, consider using recycled/reclaimed materials, furniture and paint. Look into building fitout certifications.

Provide all staff with environmental training.

Review progress against electricity, gas and water targets monthly.

Identify key staff members to drive sustainable initiatives on a daily basis.

Prioritise environmental efficiency when looking at new kitchen, lighting and bathroom equipment.

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

53%



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.

your to do list

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

Work across procurement and training to manage food waste. Review portions, create specials from waste, and explore doggy boxes and redistribution if necessary.

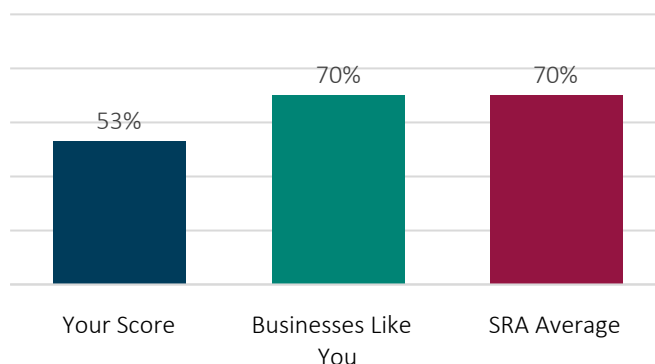
Provide all staff with food waste training.

Using your food waste data, set SMART targets for reduction and monitor regularly.

Schedule monthly food waste audits and review progress against targets.

Continue working with your chefs to inspire innovation around reducing food waste, and explore recycling oil and coffee grounds separately.

HOW DO YOU COMPARE?



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

56%



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:

Offer customers tap or filtered water as standard

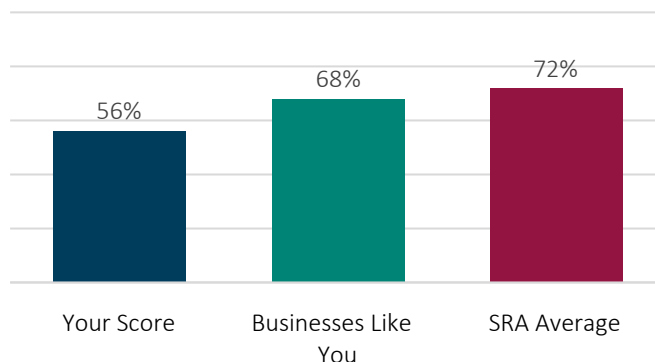
Reduce waste output by working with suppliers, removing single-use items and buying in bulk.

Purchase drinks in bulk packaging and serving them in reusable containers

Purchase disposables that are compostable or biodegradable.

Run a two week trial monitoring waste output at your business.

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?



For a detailed breakdown of how scoring works, please visit www.thesra.org/rating

ANY QUESTIONS?

Head to the [rating feedback and support group](#) or contact our Community Managers, Pete and Hannah
Pete@thesra.org and Hannahdw@thesra.org 0203 903 2777

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](#).



SHARE YOUR RATING

WHY SHARE?

Your customers care

2 out of 3 diners say that knowing the restaurant they are eating at is focussed on improving 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.

HOW TO SHARE

Share with your customers

- ☐ Celebrate your SRA rating on your menu
- ☐ Display your rating sticker in your window
- ☐ 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 an SRA 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 customer 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 Campaigns. Show your support for our initiatives and events 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 also 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.