



BII

Guide

www.bii.org

SUSTAINABILITY & DIVERSIFICATION GUIDE



Introduction

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

Included in this guide:



Local Suppliers

Details about how to source local companies and products to supply your pub.



Energy Saving Tips

Information on different techniques your pub can implement, including green energy.



Community Support

Examples of initiatives to implement that enable your local community to join the sustainability journey.



Sustainability Awards

Knowledge on the awards that the BII run, along with how you can introduce your own 'Sustainability Champion'.

Sourcing Local Suppliers

The hospitality sector accounts for **over 50%** of the UK's expenditure on food. By sourcing local suppliers for your venue, it enables you to offer fresher, tastier food, reduce supply chain costs and build deeper, more meaningful supplier relationships. Using local suppliers will also reduce your carbon footprint, food mileage and help you take steps to becoming a more sustainable business.



Whether you want to build your whole menu around local produce or just steadily increase the number of ingredients you're sourcing from your area, we have created a **five step guide to success**.

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 sites, particularly Twitter (X) and Instagram, gives you the chance to spot the best new producers in your neighbourhood.

3. Meet the Real Food Heroes

Give the kitchen team a chance to go out and meet those who are growing, rearing and creating incredible fresh produce. It can be the start of a lifelong working relationship.

4. Vary your Menus by Season

By using local produce, you are tied into the seasons, using what's around at the time. Turn this into an opportunity 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

As establishments frequented by local communities, the economic future of pubs depends on the health of their local economy. 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.

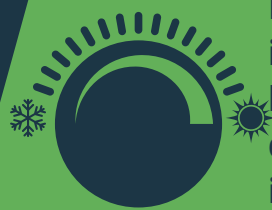


Once they know you are a good customer, suppliers will often be happy to collaborate on events in your pub.

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.

A large number of pubs operate with halogen bulbs as their lighting. Making the switch to energy saving bulbs might feel like a large initial outlay, but switching to LED from halogen could save you £18.50 per bulb, per year.



Keeping your establishment cosy and inviting can be expensive, but maximising boiler and radiator output as well as blocking draughts by windows and doors and using insulation in lofts can keep temperatures up and bills down.

Maintaining the cellar is essential for great product, and for superb hygiene. The cellar has to be clean and cool to prevent contamination and wastage, ideally between 10 & 14 degrees centigrade.



It is recommended to use a water management system if on a water meter. Knowing how you're charged is a first step to taking control of your bills.. Urinal and toilet flushes can be made more efficient through fitting sensors & controls.

Training staff to switch off equipment when not in use can save on your fuel bills. Keeping kitchen refrigeration units full and clean is another way to maximise efficiency.



READ OUR ENERGY SAVING GUIDE FOR SOME MORE DETAILED TIPS ON HOW YOU CAN IMPROVE YOUR PUB'S ENERGY 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** inside your pub to help reduce your single-use plastic and encourage customers to bring their own bottle.



Should you have the space within your site, a **community food bank** for your left over food is a fantastic way to ensure people in the local area have access to this type of facility.



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



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



Give away **any reuseable 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 a number of extraordinary sustainability initiatives at her pub. This includes the use of compostable crisp packets and recyclable peanut pots. The glassware used is all recyclable and The Bell Inn also have a charity clothes bin on-site.

[Click here to read more](#)

Sustainability Champion

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

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



Sustainable Procurement



Customer & Team Engagement



Energy Reduction



Waste Reduction



SCAN TO
ENTER YOUR
PUB HERE



NOMINATE YOUR PUB'S VERY OWN

Energy Champion



Saving energy is a team effort, but identifying one **Energy Champion** within your business will enable them to take ownership of the continued efforts to reduce usage and encourage others to adopt similar behaviours.

This individual from your pub should have a number of roles assigned to them on the sustainability front, including keeping records of improvements, leading by example and suggesting new initiatives to implement.

The Tollemache

Arms



The Tollemache Arms, ran by the BII's 2023 Licensee of the Year Award winners Joe Buckley and Flo Pearce, is doing some incredible work to ensure that the venue operates in a green and sustainable way. They were crowned as the inaugural BII Sustainability Champions.



Joe and Flo had to fight off fierce competition from over 300 competitors to be crowned as LOYA 2023 winners.

Their outstanding, eco-friendly approach to running their pub played a huge part in securing the title.





Joe and Flo's first steps to building a sustainable future for The Tolly included: managing energy waste to help combat against rising energy bills – using LED bulbs, building further cellar insulation, reviewing their heating systems and putting timers on lights and bar fridges.



They didn't stop there! By creating connections with local farmers and allotment growers, they source food locally while also providing growers with beer and food tokens in exchange for surplus vegetables.



Their pub garden is full of well thought-out green schemes: a community compost area where anyone can help themselves, a herb wall for menu items, bee and insect hotels dotted around the gardens, and the planting of apple and pear trees using grants from a Government funded charity.

Additional Help

The BII can provide you with a vast amount of additional help when it comes to improving sustainability within your pub.

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.

**CLICK HERE TO
ACCESS THE CARBON
CALCULATOR**



**CLICK THE LOGO TO VIEW
SOME MORE BENEFITS
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