

# How we do Things

**There's no grand philosophy here, we just do what's right: source good food and drinks, serve them with a smile that comes from the heart and support the local community. Our aim is to run a business that we are proud of, leaving things a little better than we found them; for our neighbours, the environment, and our guests.**

We take our responsibilities to the community extremely seriously. That's why we are so proud to have accreditation for every one of our restaurants from the Sustainable Restaurant Association (SRA). The SRA is an independent, not-for-profit organisation committed to promoting sustainability across the UK's restaurant industry.



## Tastes good, does good

We're very choosy about the ingredients we source for our chefs. From animal welfare to seasonal and home-grown British produce it all adds up to a menu with no bitter after-taste.

### Butcher

Aubrey Allen has been our butcher-of-choice since we opened our first business in 2007. This family-run butcher shares our values; sourcing from farmers who care for their animals, their environment and the communities in which they live. It's this uncompromising approach that led to them winning Ethical Meat Supplier of the Year, three times over.

You can read more about each of our products in our Food & Drink download but, in a nutshell, all our meat is British through-and-through.

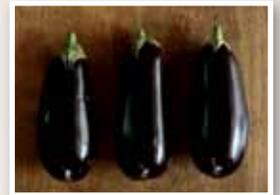
### Fishmonger

We are all too aware of the impact of over-fishing on our seas, the damage to habitats and the need to protect vulnerable species. That is why only sourcing fish responsibly, from Marine Stewardship Council (MSC) approved suppliers, is something we will not compromise on. In order to bear the MSC label, every link in the supply chain – from ocean to plate – has to be certified for traceability. This means that when we buy fish with the MSC tick, we know it can be traced back to the certified, sustainable fishery that caught it.



### Greengrocer

Reynolds has also been supplying us with seasonal, British produce since day one. Despite having already achieved phase 5 of BS8555 Environmental Standard and ISO14001 Environmental Management Standard they are continuously exploring new ways to improve their supply chain. We're particularly keen on their returnable crate system and their cardboard packaging cases made with 100% recycled materials. At present 3% of their current fuel usage is biodiesel, and this is increasing all the time.



### Poultry & Eggs

The chicken on our menu is only bought from British farmers with the Red Tractor accreditation because it gives us the assurances we want around animal welfare. It also means the farmer pays heed to the impact of his (and her) methods on the surrounding countryside.

We only buy eggs from farms where the chickens are allowed to roam freely outdoors. Happy hens lay great tasting eggs.

### Our Coffee

Our coffee beans are Fairtrade certified, sourced from farms and cooperatives in Colombia, Vietnam and Peru, all of which are 100% traceable to origin. The Fairtrade Foundation is the only certification that means farmers across the world get a fair deal. This includes a guaranteed minimum price, investment in community and business projects and encouraging long-term, mutually beneficial trading relationships to name a few.



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## Waste not, want not

Using less to create more is a driving force that makes us think twice about everything we do. We use the most resources running our restaurants, so it's essential that we reduce our impact here wherever possible. We look at everything from water and energy efficiency to reduced waste production and increased recycling.

It's also extremely important to us that the suppliers we work with have an unshakable commitment to all things green. We've worked with most of our key suppliers since day one, each of them selected because their values match our endeavours.

### Waste Management

Our deliveries are made regularly – in some cases daily – reducing any wastage from over ordering and stock holding. We also employ rigorous kitchen management processes to further cut any wastage. Our menus are designed to include as few ingredients as possible (without impacting customer choice, of course) but when a customer orders too much we have a 'doggy bag' so they can take items home.

### Recycling

We've got quite a few things going on here:

- Our menus are all printed on Forestry Stewardship Council (FSC) approved paper by FSC-approved printers. This is the bare minimum; we are now exploring ways to use recycled paper for our menus too.
- There's no point sourcing a great sustainable coffee if the cups don't live up to the promise! So, all our takeaway coffee cups are low carbon, made from renewable or recycled materials, and can be composted along with food waste. These wonderful cups are made by VegWare, who also make our takeaway packaging too – all fully compostable.
- As you would expect, there are a lot of by-products from any high-end working kitchen, one of which is cooking oil. Rather than

throw ours away it is collected and recycled by Agri, to be used as biodiesel for transport fuel.

- Any food waste that we do accrue is disposed of separately and taken away by a contractor for composting or anaerobic digestion.
- In each of our businesses we have separate bins for cardboard packaging and for glass. These are collected regularly and returned to local recycling depots, avoiding the over-burden of landfill sites.

## Lightbulb moments

Many of our buildings are listed and have been at the heart of their local town throughout history. In these instances we work hard to restore original features, adding contemporary touches and creature comforts with an empathetic, light touch.



Where we are housed in newer buildings we endeavour to utilise the best possible energy-saving equipment. We also make a point of harnessing natural light as a design feature – minimising the need for lighting during the day. In the case of our newest Beech House concept, walls are clad with wooden panels reclaimed from demolished barns.

We are currently channelling our focus into:

- Low energy and LED bulbs where possible
- Infrared PIR lights (they switch on when you walk in, and off when you leave) in WC areas
- Low energy hand dryers
- Card-operated lights in all hotel bedrooms
- Our power and water usage is frequently measured in every site. We review this data regularly and make every effort to dial down the numbers.

## The life and soul

In an industry where short-term employment is depressingly commonplace, we try as hard as possible to create roles that people enjoy. For us, creating an environment where our teams can settle down and build a career is all-important. It seems to be working – people tend to stay with us, and a significant proportion of our management team is home-grown. It's about more than just a fair salary – we're committed to:

- offering flexible working hours to ensure a healthy work/life balance
- making a complimentary lunch available to all team members on duty
- giving generous discounts on meals in all our businesses whenever they visit
- running a “reward & recognition” scheme where we send a thank you gift to any team member who is nominated by a member of management, one their peers or a customer for a job well done
- sending out regular bulletins with the latest industry trends and company news
- running comprehensive training and development courses for all employees
- rewarding team members with incremental pay options on completion of specific training packages
- offering supplementary benefits such as a cycle-to-work scheme and discounted local gym membership.



Perhaps that's why we are proud winners of The Publican's Best Pub Employer 2014 as well as consistently being awarded a star rating by Best Companies since 2013.

