



FOOD MADE GOOD

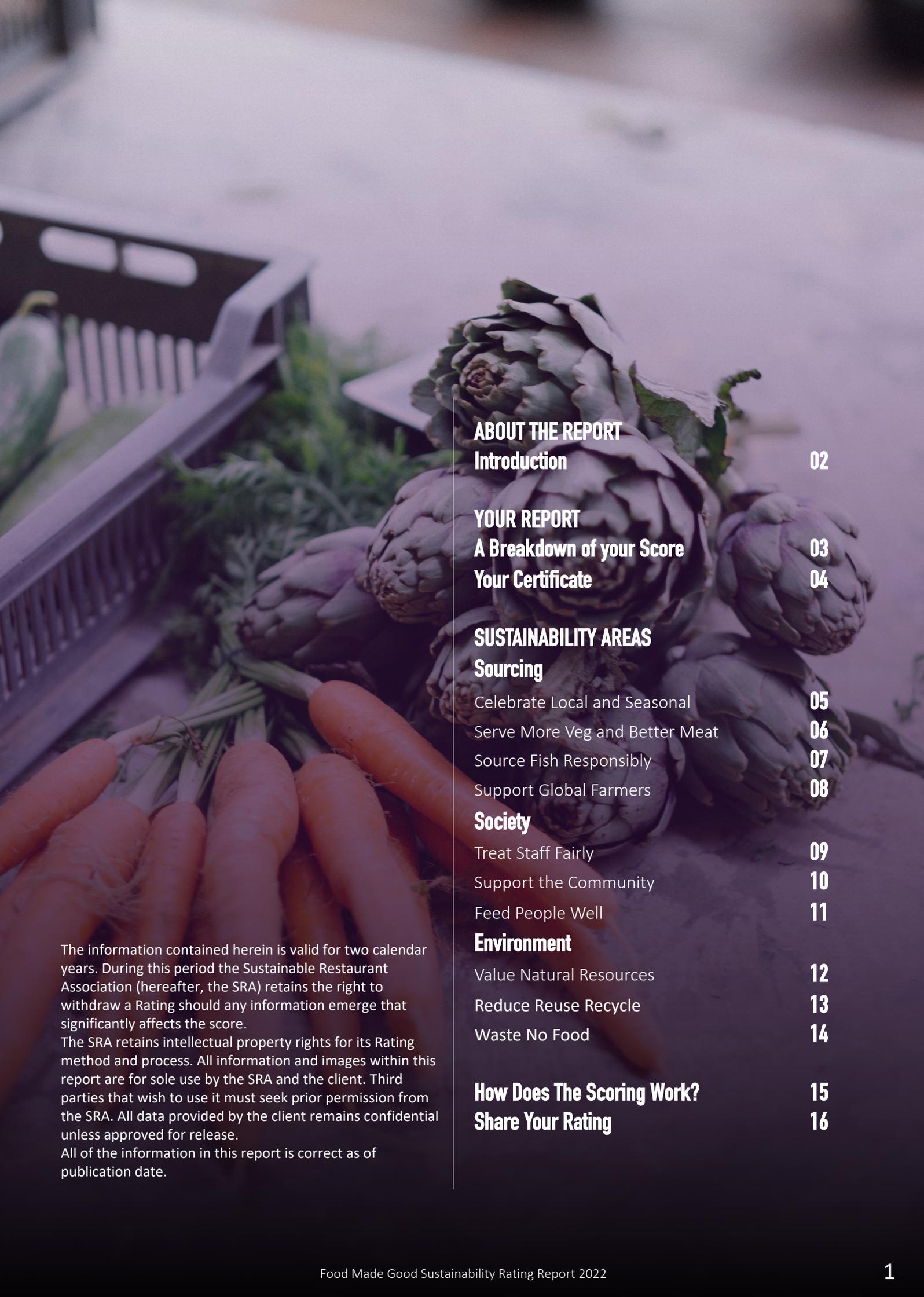
2022 RATING REPORT

This report is for:

Chartwells at Swansea University

Published on:

September 16, 2022



The information contained herein is valid for two calendar years. During this period the Sustainable Restaurant Association (hereafter, the SRA) retains the right to withdraw a Rating should any information emerge that significantly affects the score. The SRA retains intellectual property rights for its Rating method and process. All information and images within this report are for sole use by the SRA and the client. Third parties that wish to use it must seek prior permission from the SRA. All data provided by the client remains confidential unless approved for release. All of the information in this report is correct as of publication date.

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INTRODUCTION

On behalf of the Sustainable Restaurant Association, I want to thank you for completing your 2022 Food Made Good Rating. Committing to this process is no small feat after the past couple of years that we have collectively endured, and we are proud to see that sustainability has remained a priority for you and for so many across the industry.

When publishing the Rating this year, it was important to us as an organisation that it both challenges the sector with up-to-date questions that reflect current issues, while also retaining familiar goalposts after the rollercoaster of the past couple of years. Though the urgency for action is more potent than ever, we have kept the changes to a minimum as we feel it's important that businesses like yours are able to return to the Rating, post Covid, for an assurance that you've not been knocked off course.

We know that consumers care now more than ever about sustainability. The Food Made Good Rating is the world's largest and most comprehensive measure of sustainability in food service. By completing the Rating, you are showing the industry, your team and your customers, that action matters infinitely more than intention. Your commitment ensures the credibility of your actions, strengthening our collective ability to push the industry further, faster forward.

This document is your final 2022 Report. In it we celebrate all the ways that your business is succeeding on the road to sustainability, while helping to lay out a path toward continual improvement. You will notice that we have spent more time celebrating the qualitative information that you have shared, while continuing to assess quantitative impact through the score.

You will also see that your initial report no longer includes the benchmark against other businesses. As our benchmarks are cumulative, they compare against previous businesses that have completed the rating. This year it didn't feel right to start reporting against a pre-Covid world. Therefore, rather than issuing rolling benchmarks, we will issue benchmark reports in one go to all those that have completed the rating by the end of the year, when we can make fair comparisons with the whole cohort.

In challenging times for our sector, it's more important than ever that you make the most of your sustainability efforts. Changing the industry begins with showing diners that better is possible, and we need your help to get the word out. Begin by sharing and celebrating your Rating, showcasing your successes, and promoting your plans for the future. You'll find a one-pager with top tips at the end of the report.

Being a Food Made Good business is more than doing your Rating – it is also about sharing your success, your knowledge, and your questions with others to drive the industry forward. Look for opportunities to engage on the Community, to share what you have learned and where you might still have questions.

We are here to help you accelerate on the issues that matter most. Please don't hesitate to get in touch. Thanks again for being part of the movement to make food good.


Managing Director

70%+



60% - 69%



50% - 59%



A BREAKDOWN OF YOUR SCORE

Chartwells at Swansea University

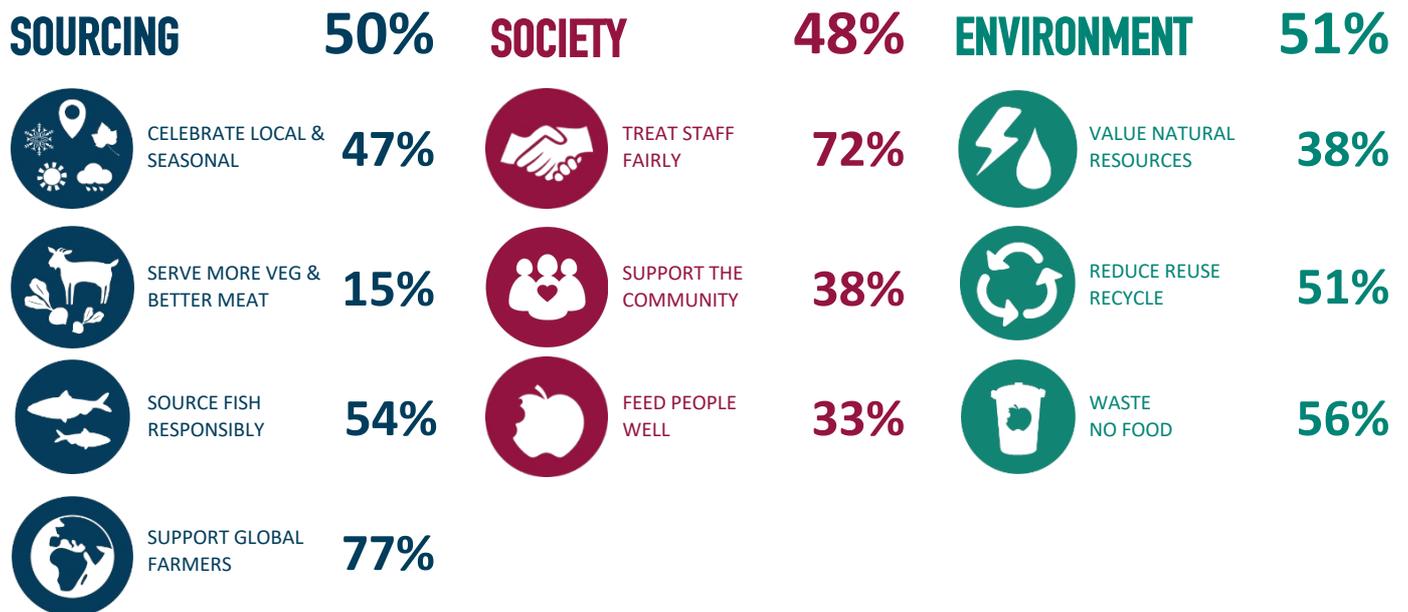
YOUR SCORE IS 50%

GIVING YOU A 1 STAR RATING

THIS REPRESENTS A DIFFERENCE OF -9% SINCE YOUR LAST REPORT



A good restaurant will...





2022

YOUR OVERALL SCORE

50%

Chartwells at Swansea University

Raymond Blanc OBE
President

JA CLEF NDR
Managing Director

CELEBRATE LOCAL & SEASONAL

47%



Serving locally sourced and seasonal produce promotes a healthy 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. Local food has become even more important in a post-Brexit and post-pandemic world.

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 PROGRESS

-28%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The transparency of supply chain and procurement activities (internal and external)
2. Your policies to promote British and/or local supply chains
3. How you assess your suppliers/producers
4. How you communicate provenance to your customers, staff & the wider public

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Adapt your menu to what can be grown, harvested, fished and farmed in every season, and change it regularly accordingly.
- Consider including the place of origin or name of the farm/producer on your menu.
- Work with your food supplier to see about sourcing from local larders.
- Partner up with local farms or food growing communities or consider developing your own food growing space at the university to ensure full traceability of your local produce.
- Consider introducing an evaluation system to ensure your supply chain is complying with procurement standards.

SERVE MORE VEG & BETTER MEAT

15%



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.

With customer demand at an all time high for plant-based dishes it makes sense for the planet and your business to capitalise on veg-led eating.

Best performers in this area have upped the proportion of veg-led dishes to half the total menu. From 2021, we have added more emphasis on the increase of veg on the plate, on certification standards for fruit and veg, and on sales of veg-leg options.

YOUR PROGRESS

-11%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The agricultural standards of your meat, dairy, egg, fruit & vegetable procurement
2. Your policies to serve better meat and more vegetables
3. Whether your policies cover the appropriate risk areas
4. How you source and serve meat, dairy, fruit & vegetables
5. How you communicate your sourcing strategies to your customers

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Consider increasing the % of your main dishes to being fully vegan rather than vegetarian.
- Nudge customers to opt for vegan, vegetarian or veg-led options by re-designing your menu to give prominence to them (bold font, top of the menu etc.)
- Have a rolling 'vegan innovator role' in your kitchen-team to empower your team to be confident in veg-led dish design.
- Enquire with your suppliers as to whether they can provide you with the carbon emissions of your produce; if they are unable to, consider switching to a producer who can, or encourage them to sign up to a farm-level carbon accounting program such as: [soilheroes](#)
- Increase the percentage of vegetables you purchase that are farmed to LEAF, organic or biodynamic standards.
- Consider diversifying your meat offering utilising unconventional cuts, sources of meat that are traditionally considered waste (cull yaw, ex-dairy cow, billy goat etc.), or use wild-game on your menu.

SOURCING

SOURCE FISH RESPONSIBLY

54%



Sourcing fish responsibly keeps our oceans healthy for years to come.

Moving away from the 'Big 5', knowing the endangered species to avoid and using the Good Fish Guide is essential in serving sustainable fish.

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 fish.

YOUR PROGRESS

-10%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The production standards of your fish & seafood procurement
2. Your policies to source fish responsibly
3. Whether your policies cover the appropriate risk areas
4. How you source and serve fish & seafood
5. How you communicate your sourcing strategies to your customers

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Avoid sourcing the Big 5 and opt for less threatened and less popular fish species.
- Source fish based on ecological seasonality and diversify the species offering on your menu. Build a direct relationship with a local fisherman/producer, if not possible, look for a supplier that works with small fisherman/producers.
- Highlight sustainable fish options on your menu to help customers make informed decisions. Share details about capture method, provenance and species name. e.g. Line-Caught Cornish Plaice or Rope-grown Scottish Mussels.
- [Use this guide](#) to serving fish responsibly, including questions you can ask your supplier.
- Consider attending the SRA's Sustainability 101 session, where we will cover the whole framework including how to source fish sustainably. [You can sign up here](#). Promocode: FOODMADEGOOD2022

SOURCING

SUPPORT GLOBAL FARMERS

Carefully selecting the products you source from global farmers ensures the livelihoods of communities and often lends itself to higher standards of agricultural practices, as well as a more considered product.

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. This year we have added a focus on responsible palm oil sourcing policy and will value those who offer dairy alternatives.

77%



YOUR PROGRESS

+1%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The environmental and ethical production standards of your global commodities
2. Your policies to support global farmers
3. Whether your policies cover the appropriate risk areas
4. How you source global commodities
5. How you communicate your sourcing strategies to your customers

YOUR ATTENTION TO DETAIL

Compass are working alongside other food businesses to scale actions in sustainable sourcing. Within their top 25 countries, in 2021, 37% of coffee and tea purchased was certified ethically traded.

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Consider asking your suppliers whether they are involved in any projects and whether they can begin initiatives that address gender equality and in farming communities. For the initiatives they are already working on, consider building this into your supplier agreement, procurement policy or internal supplier criteria. Ask your supplier to provide annual updates on the progress of these initiatives.
- Start considering where Soy products may be hidden in your supply chain, [use this handy guide from EFCA](#).
- Make your procurement standards available online, on-site, or on your menu for customers to view easily.
- Share how you have prioritised supporting global farmers with the local business community and help to increase standards across the global commodities chain. You can do this through sharing on SM, hosting industry events, amplifying the stories of local producers and engaging with our Food Made Good online community. [Follow this link to the community](#).

TREAT STAFF FAIRLY

Treating people fairly, especially staff, is good for business. It's hard enough attracting new team members. Treating them fairly is key to retaining them. High staff turnover costs the hospitality industry close to £300m a year and almost half of all chef vacancies are considered hard to fill.

Best performers in this area are thinking about how to offer their staff more than just a fair wage by experimenting with new working patterns and benefit packages, and from 2021 have implemented an equal pay policy. We will also value inclusive employment by asking the percentages of BAME staff members and women in leadership positions.

72%



YOUR PROGRESS

+ 1%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. The diversity of your workforce
2. Career progression opportunities
3. Your policies to treat staff fairly
4. The availability and comprehensiveness of your policies and whether they exceed legal compliance
5. Your employee package; pay, benefits, pastoral care, parental leave, sick pay

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Consider providing mental health and mindfulness training to all staff. There are two fantastic website's that we recommend, [The Burnt Chef Project](#) and [Pilot Light Campaign](#), two great organisations to get involved with to promote conversations around mental health and support your teams.
- Consider hiring apprentices.
- Join our [Treat Staff Fairly webinar](#) on 23 November. Promocode: FOODMADEGOOD2022.

YOUR ATTENTION TO DETAIL

Compass is showing its dedication to raising employer standards in the hospitality industry by offering a Living Wage bid alongside every market rate submission to all prospective and current clients, helping to advocate for a Living Wage throughout their network.

SUPPORT THE COMMUNITY

38%



Supporting the community through volunteering time, raising money, donating surplus food, and working with local community groups can make a huge difference.

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 PROGRESS

+22%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your community & charity engagement strategy
2. How you communicate your strategy internally & externally
3. Whether your recruitment and/or procurement strategy supports your community engagement
4. How your business interacts with the immediate environment and supports a diversity of customers

YOUR ATTENTION TO DETAIL

Chartwells work with Change Please to support their social enterprise and helping changing someone's life for the better.

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Look to your [local community](#) and see how you can help support your direct community. Speak with your customers and find out what local causes are close to them, work on integrating your business into the fabric of the community. Try to identify causes that you can work with on a diversity of levels, not just monetary or donating food.
- Venues can be incredibly expensive for charities to obtain - consider donating your space for a charity to host a dinner.
- Consider integrating charity work into your rota, allowing your staff to work for charities and [engage with the community](#).
- Consider offering personal development opportunities to members of staff to manage your community project work or consider introducing an annual poll or suggestion box so that staff have the opportunity to suggest charities close to them.
- Look at ways to [measure your social impact](#), either through charitable donations, hours volunteered, inclusive recruitment figures, or procurement spend in order to give credibility to brand narratives/marketing around this impact area.

FEED PEOPLE WELL

Feeding people well helps to encourage and educate the public about how interesting healthy eating can be.

With eating out no longer being a rare treat, it is important to provide people with dishes that are good for both them and the planet, meaning well balanced dishes which are rich in vegetables.

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.

33%



YOUR PROGRESS

+ 26%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your healthy eating policy & strategy
2. The operational ways that your business support a healthy & equitable food environment

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Develop your menu around recommended daily intake of [calories](#) and macronutrients, and work towards reducing the amount of salt, sugar and fats you include into dishes.
- Works towards diversifying the ways you communicate healthier options to customers; for instance, offering them as default, indicating portion size or providing nutritional information for all dishes in an easily accessible format, i.e., on your menus.
- Align your healthy eating policy with the sugar and salt reduction targets set by Public Health England (PHE).
- Train all staff around nutrition and healthy eating and make them regularly aware of any options for diners.
- Consider sourcing soft drinks without added sugar.
- As you introduce [calorie labelling](#) onto your menus, ensure that you communicate this to customers in ways that protect customers with histories of eating disorders. Consider providing the full nutritional information of a dish in order to give a more nuanced picture to customers.

VALUE NATURAL RESOURCES

38%



Global temperatures are rising, damaging the planet and our food supply. 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, and are on a fully renewable tariff. From 2021 we are also asking for specific reduction targets for electricity, gas and water and will give greater value to renewables.

YOUR PROGRESS

-11%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your natural resource management (both in terms of governance and operations)
2. How you establish efficient resource management through equipment and building design

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Start scoping your carbon footprint (1, 2, 3) to set realistic reduction targets based on emissions.
- Set achievable gas reduction targets based on usage, and share those across the team
- Train staff on your energy reduction policy, from recruitment and regularly include it into the training process.
- Work with your supplier to transition to deep green energy supply or self-generation when feasible for your business. [You can use this guide to going green to inform your decisions.](#)
- Use equipment/technology to further increase efficiency. Think resource efficiency and refit your kitchen with equipment or technology that helps you reduce or monitor your electricity and gas consumption.

REDUCE REUSE RECYCLE

Reducing single use disposable waste, reusing whenever possible, and recycling the rest reduces the financial and environmental impact of the things we throw away. With the huge increase in takeaway and delivery this has never been more important.

Best performers in this area are actively seeking out reusable options (beyond cups and straws) and influencing their suppliers to do the same.

51%



YOUR PROGRESS

-5%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your work to set standards internally and through your supplier relationships to reduce single-use materials
2. Your work to establish efficient non-food waste management through training, strategies and operations

YOUR ATTENTION TO DETAIL

Chartwells at Swansea offer a reusable cup discount at their coffee shops.

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Set achievable reduction targets for non-food waste based on your output, and share those across the team
- Make your recycling policy easily accessible to customers. Train staff on it from recruitment and regularly include it into the training process.
- Minimise the number of drinks that are packaged in single-use materials. Explore purchasing drinks in bulk packaging and serving them in reusable containers.
- Look to move to virtual menus as standard, Ideally move from recycled blue roll to re-usable cleaning equipment, i.e., rags. This repurposes end-of-life linen as well as reduces single-use items. Look to your linen supplier for advice.
- Our next Sustainability 101 focusing on Reduce Reuse Recycle is coming up at the end of September. [Join to hear more about what other members have done to Reduce their single-use plastic and ask any questions you may have on the top.](#)

ENVIRONMENT

WASTE NO FOOD

Wasting food makes no sense, environmentally, socially or financially.

On top of helping to cut greenhouse gas emissions, reducing food waste can also have significant financial gains. Restaurants can make a profit of £7 for every £1 they invest in cutting food waste.

The best performers in this area are monitoring their waste, setting realistic targets with good action plans and being innovative in creative ways to manage unavoidable waste.

56%



YOUR PROGRESS

+ 3%
since 2018

UNDERSTANDING YOUR SCORE

To help you understand your Rating, here are the details of what we assess in this area:

1. Your work to set standards internally and through your supplier relationships to reduce food waste
2. Your work to establish efficient food waste management through training, strategies and operations.

YOUR ATTENTION TO DETAIL

Chartwells at Swansea use the Too Good To Go Platform to save any surplus unsold food at the end of the day.

YOUR TO DO LIST

To maximise the positive impact you have on the food system we recommend you take the following actions:

- Schedule regular and frequent (weekly) reports of food waste figures with your staff.
- Select suppliers and partners that have a clear food waste reduction strategy in place and implement practices such as surplus redistribution.
- It is fantastic that you are recording your plate waste, [use this tool from the SRA](#) to consider how you can use your findings to reduce your plate waste.
- Share your successes and challenges on food waste reduction with the broader community by sharing on social, attending or hosting events, publishing blog articles and engaging with our Food Made Good online community. [You can do that here.](#)

HOW DOES THE SCORING WORK



ANY QUESTIONS?

Head to the **Food Made Good Community**
or contact us at community@thesra.org

How We Conduct Assurance

To ensure the integrity of the Food Made Good Rating 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 Rating is 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 let us know.

SHARING 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 FMG 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 suppliers

- 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 FMG Rating

TOP TIPS TO DO MORE

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 story about one of your proudest sustainability achievements.

Empower your staff. Encourage 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 rated businesses are doing to get some ideas. Browse the Food Made Good Community and get in touch if you'd like some further guidance.

Celebrate efforts and achievements on your website's sustainability page and share stories in all your marketing. Customers care.

Join our Campaigns. Visit www.oneplanetplate.org and submit your dish for a better food future.

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.

PR OPPORTUNITIES

Need further help brainstorming ideas? Reach out to our PR expert Tom Tanner to discuss further opportunities.
tom@thesra.org

SUSTAINABLE DEVELOPMENT GOALS

Our 10 key area framework is a fantastic way to make sense of the key sustainability areas that relate to foodservice and serve as a common framework to make collective progress. In order to emphasize the impact you have on the wider food system through working with the SRA, and to help you use your Food Made Good Report in your business reporting, we've mapped out how our framework relates to the [UN's Sustainable Development Goals](#) or SDGs. The 17 SDGs were agreed by all UN members in 2015, and represent a global collective progress towards a sustainable future by 2030.

sourcing



Celebrate Local & Seasonal



Serve More Veg & Better Meat



Source Fish Responsibly



Support Global Farmers



society



Treat Staff Fairly



Support the Community



Feed People Well



environment



Value Natural Resources



Reduce Reuse Recycle



Waste No Food





Congratulations!

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