



# Environmental Sustainability Seminar 2023





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About UKHospitality

## Thank you to our host



## Thank you to our official partners



## Foreword

Tackling climate change has been described as the greatest challenge of our time and that has never felt closer to home than over the past few years.

The economic challenges we face have made investments that bit trickier, with cashflow tighter and margins reducing.

With that, and the energy crisis that has consumed our sector for the past 18 months, has been a focus on the easy wins, in addition to more structural changes. Energy efficiencies, for example, have been at the top of that list, bringing the dual benefit of reducing energy costs and helping reduce our carbon footprint.

It's a good example of the sector continuing to make progress, even when times are tough.

At UKHospitality, our commitment to sustainability remains steadfast. It's why we are running this event for the second year in a row, to bring together like-minded people to share insight and expertise.

It's fantastic to have so many representatives from our sustainability committee, chaired by Burger King's Tim Doubleday, with us today. The committee keep us so in tune with the challenges operators are facing when it comes to net zero and how we can help them harness upcoming opportunities.

Those discussions allow us to put our best foot forward to help our members. For example, partnering with Sky and the Zero Carbon Forum to create a carbon calculator for hospitality businesses was following feedback from members who wanted a starting point on their net zero journey.

That journey will be different for everyone and our conference has some great examples who will speak to the varying challenges they face.

Of course, there are always bumps in the road, whether that's global, geopolitical events or impending legislation. From Deposit Return Schemes and Extended Producer Responsibility to single-use plastics, we're engaging with government on every level to make sure upcoming legislation helps us achieve our climate goals as a nation, while also working for businesses on the ground.

Collaboration is the only way we will reach our goals as a sector, and a country, and I'm delighted we can help facilitate these important discussions. I hope you find the seminar informative and insightful.



Kate Nicholls OBE,  
Chief Executive,  
UKHospitality



**Tim Doubleday,**  
Chair of the Sustainability  
Committee,  
Hospitality Sector Council and  
CFO, Burger King UK

# Hear from your Sustainability Committee Chair

We all know that 2022 and 2023 continue to be challenging times for the hospitality sector with pressure on all our major costs and weak consumer confidence. However, this is also a time of opportunity where sustainability linked projects can show a faster financial payback, for example initiatives that reduce energy consumption and therefore carbon outputs, and also have a longer-term benefit to our businesses. Many businesses will not have the funds available for this investment but those that do can align sustainability initiatives with good commercial sense.

UKHospitality is continuing to promote sustainability across the sector, working with a range of stakeholders including Government, the Hospitality Sector Council and the Zero Carbon Forum. This includes areas such as tax incentives to assist with investment and upcoming legislation in areas such as biodiversity as well as EPR and DRS where the feedback from the Hospitality Sector is crucial to ensure the legislation supports sustainability in our businesses and is not just a further cost.

The input from the Sustainability Committee is therefore crucial and I would like to thank the members of the Committee for their input and support and encourage other members of UKHospitality to join in these initiatives.

## Agenda

**10.00 Seminar to open**  
Chaired by **Mark Stretton**, Co-founder and CEO, Fleet Street

### Welcome and introduction

**Kate Nicholls** OBE, CEO, UKHospitality

### Session 1: The race to Net Zero

**Jerome Baddley**, Director of Sustainability, Center Parcs

**Mark Chapman**, CEO, Zero Carbon Forum

**Nick Wells**, Head of Estates, Wells & Co

Chaired by **Robyn Black**, Head of Content, Fleet Street

### Session 2: Industry trailblazers

**Celia Gaze**, Founder and CEO, The Wellbeing Farm

**Serena von der Heyde**, Owner, Victorian House Hotel

**Sarah Ivory**, Environmental Sustainability Manager, Whitbread

**Charlotte Kitchener**, Sustainability Lead, Robinsons

**Anthony Pender**, Founder, Our Yummy Collection

### Break

### Session 3: Working through the supply chain

**Pete Statham**, Head of Sustainability & Government Relations

**Amy Fry**, Chief Adviser (Food Business Unit), National Farmers' Union

**Kate Macnamara**, Corporate Affairs Director, Western Europe, Molson Coors

Chaired by **Jack Quick**, Policy Manager, UKHospitality

### Session 4: Update on Government's legislative and policy agenda on Resources and Waste

**Dexter Davis**, Deputy Director for Programme Delivery, Resources and Waste Directorate, Department for Environment, Food and Rural Affairs (Defra)

### Session 5: What next for sustainability in hospitality?

**Carla Brian**, Head of Partnerships, Biffa

**Jaz Rabadia** MBE, Head of Responsible Business and Sustainability, Just Eat

**Tim Doubleday**, CFO, Burger King UK and Chair of the Sustainability Committee, Hospitality Sector Council

**13.25 Closing remarks**

**13.30 Lunch** – in Partnership with Brakes

**14.30 Close**

# Environmental Sustainability Commitment update

At UKHospitality, sustainability remains one of our key pillars and an area of ever-increasing focus. Since our inaugural Environmental Sustainability Seminar in October 2022, work continues to help the sector reach our net zero goal of 2040, 10 years ahead of Government targets. Whilst this date acts to guide businesses across the sector, many have set their own targets ahead of this date and are making significant progress in decarbonising.

To bring a greater focus to our work, one year ago marked the launch of our **Environmental Sustainability Commitment**. The document set out a number of pledges, outlining our priorities and how we intend to support the sector as it transitions to net zero. Whilst work remains ongoing to deliver on the pledges – and will continue to do so over the coming months and years – the below provides an update on the progress that has been made so far.

## Roll out the UKHospitality Environmental Sustainability Guide to members focusing on providing SMEs with tips, templates and best practice resources

Alongside the publication of our **Environmental Sustainability Commitment**, we were pleased to release our **Environmental Sustainability Guide**. The guide, relevant for all hospitality businesses but with a particular focus on

SMEs, sets out simple and cost-effective ways businesses can become more environmentally sustainable. Focusing on energy, skills, supply chain, waste and biodiversity, a number of templates and resources are available to businesses looking to make progress with the green agenda. To further support all businesses across the sector, the guide has been made a public document.

## Eliminate unnecessary single-use packaging by 2025

We continue to promote reductions in single-use packaging. Within our UKHospitality Environmental Sustainability Guide, a number of resources and templates are available related to packaging, including a template packaging audit, a bin audit and a sustainable packaging checklist. These resources are a useful starting point for any hospitality business looking to assess and improve the sustainability of their packaging. On plastic, we continue to support and promote sign up to WRAP's **UK Plastics Pact**, an initiative bringing together businesses across the plastic value chain to tackle plastic waste.

On the legislative agenda, from October 2023, a ban in England came into force on some single-use plastic items – something we worked closely with Defra to support.

## Reduce food waste by 50% by 2030

Reducing food waste remains a priority area for the hospitality sector. If we are to reach net zero by 2040, making tangible reductions to your waste is going to be paramount and we continue to help the sector on this journey. We are a signatory to the **Courtauld Commitment 2030**, a voluntary agreement that enables collaborative action across the food chain to deliver reductions in food waste, and encourage members to follow suit by signing up [here](#).



To build on our work, in recent months, we have developed a **new webpage dedicated to food waste**, providing tips and resources for businesses across the sector to make substantial reductions in food waste. This includes encouraging members to undertake WRAP's 15 minute **Cost Saving Skills Course**, as a means of obtaining substantial financial savings, with wasted food costing our sector £3.2 billion a year, and 75% of the food could have been eaten. We also continue to promote voluntary food waste reporting, and we are undertaking a project within the Hospitality Sector Council in this regard. Further detail will be shared with members in due course.

## Incorporate sustainability skills in relevant training courses and promote the appointment of site-based sustainability champions

Following the appointment of our Skills Director, Sandra Kelly, UKHospitality has accelerated development on the skills agenda, simultaneously ensuring that sustainability is not left behind.

The Universal Entry Standard for Hospitality and Catering is one of the exciting pieces of work UKHospitality is leading on, which will deliver a common entry-level training approach for the sector. In the Master training programme, module three includes a requirement for sustainable food practices. To complete this module, trainees are required to complete WRAP's **Cost Saving Skills Course**.

## Support the Government's sustainability agenda across the Hospitality Sector Council, Food Strategy and Tourism Recovery Plan

We continue to work closely with the Government, to promote progress in the hospitality sector within the sustainability realm, and to highlight where industry can help the Government meet its own targets.

Initially announced in the **National Food Strategy** was a recommendation for Government to 'create a national food data programme'. The Government has since developed a programme of work under





the Food Data Transparency Partnership, with the aim of creating consistent and accurate data and metrics for aspects of food policy. Within this is an 'eco' workstream, where the Government is seeking to standardise the methodology and data sources used for measuring and reporting scope three emissions of food and drink at a company level and at a product level. We sit on this working group to outline the views of the sector and ensure that any standardised approach provides businesses with the tools to accurately measure their scope three emissions.

More information on our engagement with the Hospitality Sector Council can be found below.

### **Promote sign-up to the Courtauld Commitment and Plastics Pact**

As noted above, UKHospitality is a signatory to the Courtauld Commitment 2030, and we continue to encourage members to follow suit. The new **food waste page** on our website has information for members on the commitment as well as the benefits of signing up.

On the Plastics Pact, our **Environmental Sustainability Guide** encourages hospitality

businesses to sign up to the pact, whilst providing a number of resources for businesses to reduce plastic and transition to more environmentally friendly packaging. Encouraging sign up to both documents remains an ongoing process, and we continue to promote both issues on social media on a regular basis.

### **Facilitate engagement across supply chains to reduce environmental impacts**

Given the significant role that the supply chain plays in contributing to our emissions as a sector, it remains a priority area for us within sustainability. With this in mind, we are currently working with the National Farmers' Union (NFU) to develop a piece of work on promoting British produce. This will include identifying challenges and solutions when sourcing from British farmers and showcasing best practice. This will involve approaching suppliers within the UKHospitality membership to discuss, with the view of hosting a roundtable over the coming months to develop this engagement further.

In addition, within our Environmental Sustainability Guide, a number of resources are available for

businesses throughout the sector relevant to the supply chain, including a template letter to send to suppliers, information on developing a supplier engagement programme, and how to embed sustainability when working with new suppliers.

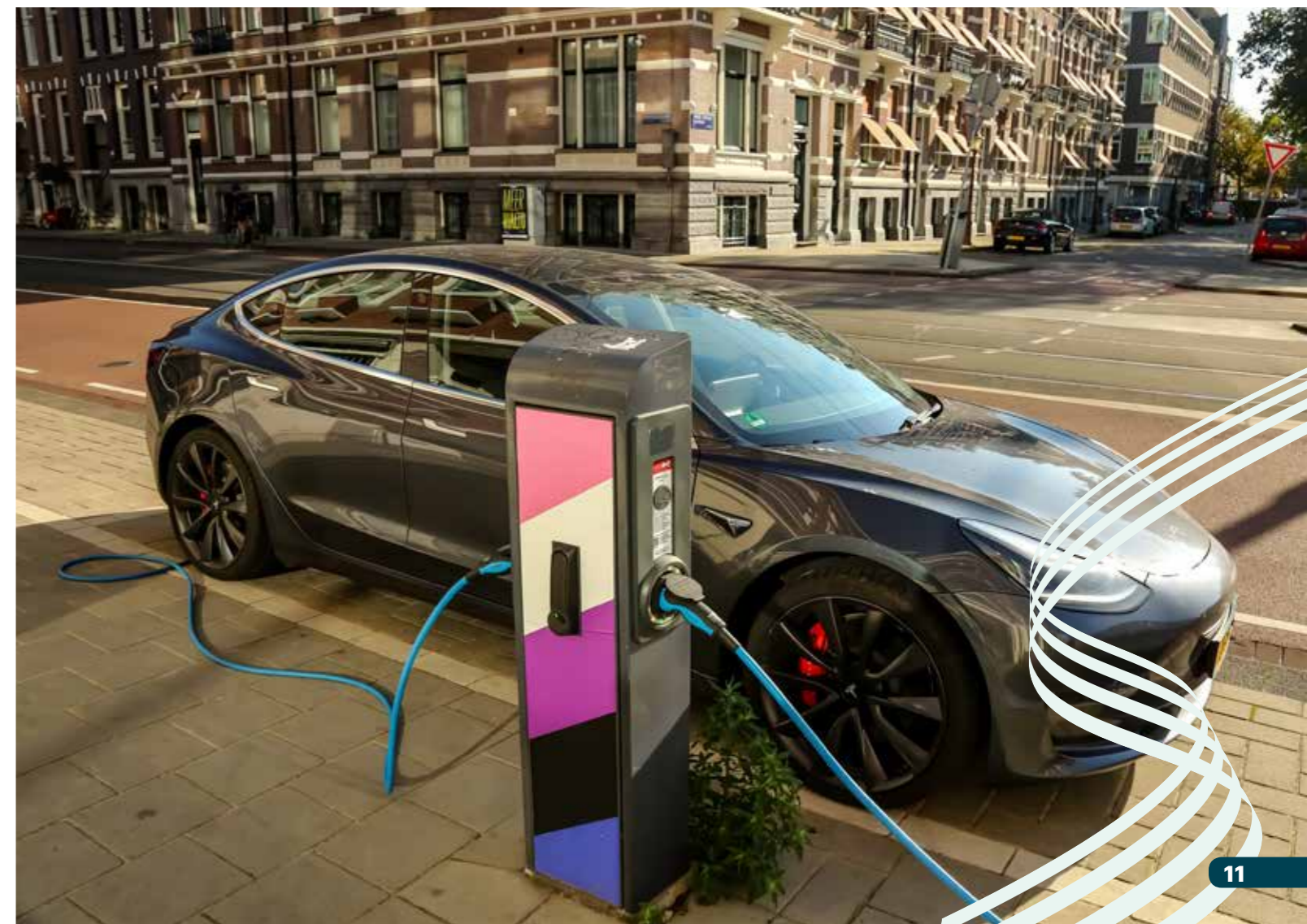
### **Promote the roll out of electric vehicle charging points across the sector**

Given the nature of the hospitality sector in operating in every corner of the UK, we are well placed to drive the roll out of electric vehicle (EV) charging points. Many businesses across the sector have started making inroads with installing EV charging points for staff and guests to use and are already seeing the financial and environmental benefits of doing so. However, it is clear that there are not enough Government schemes available to businesses looking to invest in EV charging points. As a result, this is an area we are continuing to explore with the Department for Transport, noting the lack of effective schemes and we will be continuing to highlight this over the coming months.

### **Work with the Hospitality Sector Council to align industry objectives and share best practice amongst businesses**

UKHospitality continues to play a crucial role in supporting the Hospitality Sector Council's Sustainability Committee to deliver on their commitments, as set out in the Government's **Hospitality Strategy**. The overarching Sustainability Committee, chaired by Tim Doubleday, is working to address the challenges of the Deposit Return Scheme and Extended Producer Responsibility, highlighting concerns to Government.

A new sub-group has been established on biodiversity, which will provide advice for businesses on the topic as well as focusing on the supply chain in collaboration with WWF and other partners. Additionally, the group will work to understand requirements for data reporting and how the sector can work with Government to define a consistent set of data requirements and ways of measurement.



# UK Hospitality in partnership with the Zero Carbon Forum

The race to net zero by necessity will involve collaboration and partnership. This will be across nations, industries and supply chains. It will involve working together within sectors, working with allies and rivals. Climate change is a big issue and it needs an unprecedented approach to tackling it. UK Hospitality is playing our small part to support the sector and, to deliver our ambitions, we have partnered with the [Zero Carbon Forum](#) (ZCF).

The two organisations have a symbiotic relationship, with ZCF developing the technical solutions that the industry needs through its membership, and UK Hospitality presenting a broad sector-wide voice into Government to provide the conditions to accelerate our decarbonisation.

The Zero Carbon Forum is a non-profit organisation, empowering members to reach sustainability targets with more speed, efficiency, and profit as a united effort. It is comprised of 60 members from pubs and brewers, restaurants, hotels and contract caterers representing over 30,000 sites.

Collectively its members are responsible for over seven million tonnes of carbon emissions per annum. It has an ethos that we are all stronger together and that by collaborating with peers, suppliers, distributors, customers and government, the industry will achieve greater results that we could do alone.

UK Hospitality and ZCF have been in partnership for close to three years and have delivered some fantastic projects in that time. Of most note, UK Hospitality and its members supported ZCF in producing its ground-breaking Hospitality Sector Road Map. The Roadmap outlines credible pathways and targets to net zero. It identifies sectoral emission hotspots to enable the sector to understand and address their highest impact issues and includes both individual and collaborative solutions to drive the change needed.

The roadmap set two clear emissions reductions targets: to **eliminate operational emissions by 2030 and to achieve net zero across supply chains by 2040**. The full roadmap is available on the ZCF website.

At the height of the energy crisis, UK Hospitality and ZCF worked together on a guidance note to help businesses save energy and save money. This information was made freely available to the whole hospitality sector. This covers technological solutions, data management and analysis as well as tips to embed sustainable business practices within your teams.

The ZCF is continuing to evolve its offer. From October it will be launching sectoral benchmarks allowing hospitality companies to see how they perform against their peers. This will measure both carbon emissions performance and the measures that they have undertaken.

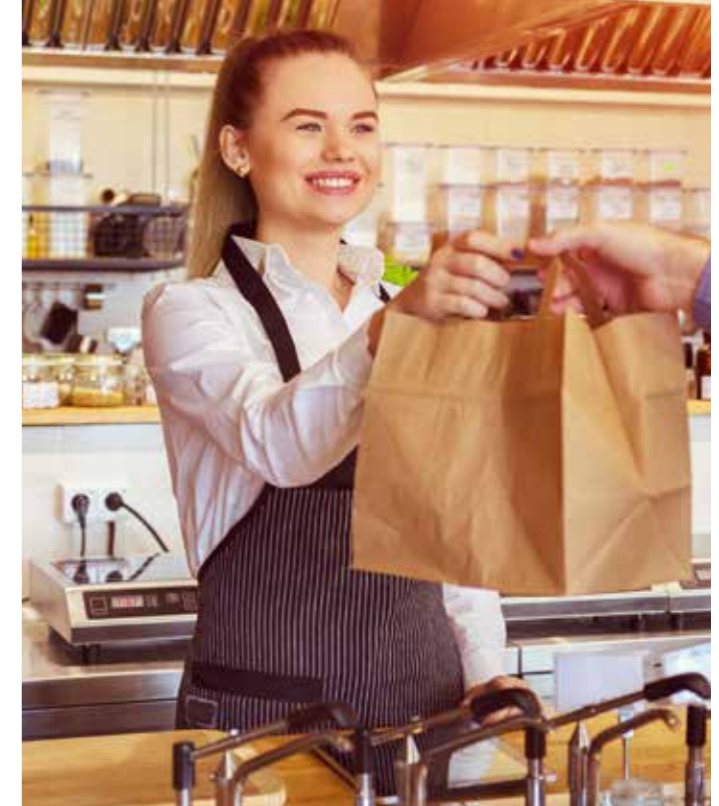
There is much more to do for the sector to reach net zero and it will involve investment and changes to the way in which hospitality operates. However, it is a process that should deliver a more efficient, streamlined business practice that delivers on our customers' needs.

Working together, ZCF and UK Hospitality can deliver what the sector needs. ZCF delivers the clear business expertise on delivering carbon reductions in practice, while UK Hospitality can use this expertise to engage with Government to create the right conditions and incentives to facilitate the investment that the sector will need to make. In addition, UK Hospitality can shape the educational framework for the sector that will deliver a workforce with the skills needed to deliver operationally and strategically.

The partnerships the sector needs to succeed are secure and we look forward to working with the Zero Carbon Forum into the future as we strive for our collective goal.

## A carbon calculator to help your business

By working together with Sky Zero and the Zero Carbon Forum, we have been able to offer a bespoke carbon calculator for hospitality



businesses to understand the starting point of their net zero journey.

Ours is designed to be quick and easy, as we know your time is precious. Not only does the calculator give you an overview of your current carbon emissions, it also produces a report which identifies the carbon emission hotspots across your business and how to reduce your footprint.

This in-depth report all allows you to compare how you stack up against your sector within hospitality too. So, whether you're a pub, restaurant, hotel, bar, nightclub or leisure park, to name just a few, the output will be specific to you so the measures recommended are as implementable as possible.

If you haven't already, we'd urge you to dive into the calculator and understand exactly what simple measures you can take to help your venue go green.

You'll be joining the groundswell of businesses that are already using the calculator, with 375 companies, across 4,738 venues, already on board.





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SOLUTIONS



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# Serving up Sustainability

Your menu today is built around 4 key pillars of sustainability

RESPONSIBLE  
SOURCING

PLANT FORWARD  
DINING

AVOIDING  
WASTE

CUTTING  
CARBON



RESPONSIBLE SOURCING

## PRAWN COCKTAIL

Made with ASC prawns from farms certified for their sustainability and social responsibility  
contains Shellfish



PLANT FORWARD DINING

## NO-SHEPHERDS PIE

Plant forward twist on the classic favourite  
GF VE NF



AVOIDING WASTE

## MAC 'N CHEESE

Root to leaf cooking creating texture and flavour  
V



PLANT FORWARD & AVOIDING WASTE

## CRISPY MUSHROOM SALAD

Plant forward creativity mixed with by-products from food preparation  
GF VE NF



CUTTING CARBON

## COCONUT RICE PUDDING

Caramelised pineapple, coconut crisps  
Designed to reduce carbon footprint  
VE

Supported by





# Speaker profiles



**Jerome Baddley,**  
**Center Parcs UK, Director of Sustainability**

Jerome has almost 25 years' experience of leading and delivering on sustainability. Currently he holds the role of Director of Sustainability for Center Parcs UK and Ireland. Previous roles have included leading on sustainability for the NHS in England and Senior Advisor to the Aga Khan Development Network, guiding the development of lower carbon healthcare in low-income countries. Prior to this as a consultant for a small social enterprise he produced the UK's first NHS trust carbon footprints and reduction plans, and the first UK City wide carbon and energy reduction plan. In all his roles he has delivered steep emissions cuts and tangible progress towards Net Zero. Jerome's work has resulted in numerous awards over the years, including the British Medical Journal award for Sustainable Healthcare and the Queens award for Enterprise in Sustainable Development. In 2019 Jerome was recognised as Environmental Professional of the Year by the Society for the Environment.



**Robyn Black,**  
**Fleet Street, Head of Content**

Robyn Black is Head of Content at Fleet Street, the specialist PR, comms and content agency for the hospitality and leisure sector. Formally editor of Imbibe magazine and imbibe.co.uk, she is an award-winning writer with over 20 years' experience in the drinks and hospitality industries. In her time she has written for a number of key national and trade titles including The Guardian, The Grocer, The Morning Advertiser, and Inapub. With a wealth of experience and in-depth industry knowledge, Robyn is a regular commentator on the sector, frequently chairs panels at industry events, and is judge of several sector business competitions.



**Carla Brian,**  
**Biffa, Head of Partnerships**

With a career spanning more than two decades in recycling and waste management, Carla infuses sustainability in her work. Holding pivotal customer facing roles in both SUEZ and Biffa. Carla joined Biffa in January 2020, focusing on project development related to the Resources and Waste Strategy, as well as other legislative and impactful major projects for both Biffa and its customers to create a more circular economy. More recently Carla has taken on a prominent role as the commercial lead for Deposit Return Scheme (DRS) contracts at Biffa, collaborating with Government and Biffa's Public and Private sector clients to address implications as well as managing Biffa's involvement in trials with emerging technology within the market. Carla's unwavering commitment inspires greener resource management, making her a driving force in reshaping industry perspectives.



**Mark Chapman,**  
**Zero Carbon Forum, Founder and CEO**

Mark Chapman is the founder and CEO of the Zero Carbon Forum, a non-profit organisation which builds on 10 years of carbon reduction collaboration in the UK's hospitality sector. Zero Carbon Forum enables members to reach their sustainability targets faster, more efficiently and more cost effectively than acting alone.

ZCF's 50 members include leading UK/global brewing and hospitality organisations representing over 30% of the sectors' outlets to make a commitment to net zero emissions by 2030 on their own operations and 2040 across their supply chain.

Prior to founding the forum in 2020, Mark founded Zero Carbon Services, the leading provider of carbon measurement and reduction services in the hospitality sector. It's proprietary carbon analytics platform helps companies measure, report and reduce carbon emissions to cut carbon and costs.

Zero Carbon Forum is supported by experienced practitioners and industry experts, endorsed by UK Government and is backed by trade associations, UKHospitality (UKH) and the British Beer and Pub Association (BBPA).



**Dexter Davis,**  
**DEFRA, Deputy Director of Collection and Packaging Reform Programme**

Programme Director on Defra's Collection and Packaging Reform Programme, Dexter has worked in the Civil Service for 5 years on a range of complex strategy and delivery projects, spanning EU Exit, UK Government's Covid response, the Northern Ireland Protocol, and now waste management reforms. Dexter's background is in corporate strategy, strategy consulting and sustainability with a mixture of public and private sector experience. In his spare time Dexter enjoys the natural world, cycling and most importantly spending time with his young family.



**Tim Doubleday,**  
**Burger King UK, Chief Financial Officer**

Tim has significant experience with private equity backed businesses including M&A and debt transactions. He has a successful record of creating and implementing strategies and change management, including growth, operational improvement and ESG.

Tim is part of the team that in 2017 acquired the master franchisee and development agreement for the UK from Burger King Europe. Tim has led the establishment of the business infrastructure, an imbedded ESG strategy and the acquisition of franchisees that has grown the business to revenues of circa £400m. Prior to that he has over 20 years' experience in the hospitality sector, operating at board level across a range of sectors including pubs, hotels, contract and concession catering and casual dining.

Tim chairs the Sustainability Committee of the Hospitality Sector Council, as well as being a member of the Council, with the objective of co-creating solutions with Government to the sustainability challenges facing the hospitality sector. Tim also sits on the Advisory Board of UK Hospitality and the Responsible Business Leadership Team at Business in the Community.



**Amy Fry,  
National Farmers' Union, Chief Adviser (Food Business Unit)**

Amy Fry, NFU Chief Food Business Adviser, leads on raising the profile of NFU members within the supply chain. The Food Business Unit supports with building fairer and more sustainable supply chains by considering the challenges faced by all in the food system and by shaping policy to support with climate friendly farming and building farm business resilience. Amy joined the NFU in Jun 2022 having previously spent 20 years in the food industry in various commercial management roles within the dairy sector and has experience of both branded and own label retail, manufacturing and food service accounts.



**Celia Gaze,  
The Wellbeing Farm, Founder & Managing Director**

Celia Gaze is the Founder and CEO of The Wellbeing Farm – a fun, unique and sustainable wedding and events venue based in Lancashire. Known for its bow tie-wearing Llamas, the venue has won multiple awards for its combined focus on sustainability and wellbeing.

After leaving a career in the NHS to start a business, the relentless focus on making a profit led Celia to question the true purpose of business. In March 2022, The Wellbeing Farm became the first independent wedding venue in the world to become B Corp Certified.

Celia shares her story of sustainability, her journey to B Corp Certification and how she set up to create a hospitality venue which seeks to make a difference. Through this focus you can attract more business, transform your team, make a profit and leave a legacy.

Celia is also an author and her story of transforming the farm has been published into a book.



**Sarah Ivory,  
Whitbread, Environmental Sustainability Manager**

Sarah manages environmental sustainability for Whitbread, owner of the UK's biggest hotel chain, Premier Inn, as well as a range of restaurant brands. Her remit covers a number of areas, from the company's net zero transition, to waste, from plastics to nature. She works closely with teams across the business to deliver on Whitbread's stretching environmental targets. Sarah moved to Whitbread earlier this year after over a decade working in biodiversity policy and data in the public and non-profit sectors.



**Kate Macnamara,  
Molson Coors, Western Europe Corporate Affairs Director**

Kate Macnamara is Corporate Affairs Director for Western Europe at Molson Coors Beverage Company. Kate has been with Molson Coors for around 5 years and works closely with teams across the business on the company's sustainability agenda. She is currently Chair of the British Beer & Pub Association's Environment & Sustainability panel.

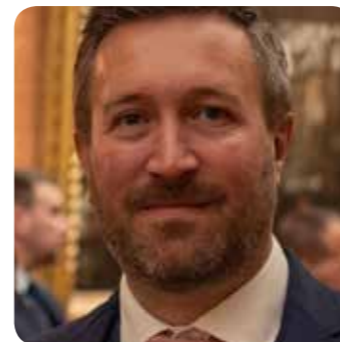


**Kate Nicholls OBE,  
UKHospitality, Chief Executive**

Kate was appointed CEO of UKHospitality, the powerful voice representing the broad hospitality sector, in April 2018, having previously worked as CEO and Strategic Affairs Director of the ALMR.

After gaining a degree in English and a post-graduate diploma in competition law, Kate worked as a researcher in the House of Commons and European Parliament before joining Whitbread as Government Relations Manager, starting her careers in hospitality in 1993. Kate was Director at one of the largest independent public affairs companies, working with a number of hospitality, retail and leisure accounts before establishing her own strategic communications consultancy in 2000.

She is a graduate of Fitzwilliam College, Cambridge and Kings College London.



**Anthony Pender,  
Founder, Our Yummy Collection**

Anthony firstly Founded Our Yummy Pubs in 2007 with the Purchase of The Wiremill growing the business to six sites. In 2014 Anthony was appointed Chairman of the British Institute of Innkeeping and served a full tenure helping to shape the organisation around Profession training standards. In 2022 Anthony announced the rebranding alongside a partial sale of the business, creating Our Yummy Collection which has most recently opened the first of its Faber seafood concept restaurants in Hammersmith.



**Jack Quick,  
Policy Manager, UKHospitality**

Jack joined UKHospitality as Policy Manager in May 2021, following the conclusion of his Politics with International Relations degree at the University of Bath and time in Brussels working for the Confederation of British Industry.

In his role, he focuses on helping businesses stay abreast of key legislative issues pertinent to the hospitality sector, including food, licensing and sustainability policy, as well as representing the sector to Government, to ensure the voice of the industry is heard throughout the policy making process.



**Jaz Rabadia MBE,  
Just Eat, Head of Responsible Business and Sustainability**

Jaz Rabadia MBE is the Global Head of Responsible Business & Sustainability at Just Eat Takeaway.com. She has over 15 years of experience in energy and sustainability roles for brands including Sainsbury's, Starbucks, Debenhams, WeWork and now Just Eat Takeaway.com. Jaz has helped these organisations achieve significant reductions in carbon emissions and embed sustainability throughout their operations, covering topics such as energy management, waste reduction, sustainable packaging and social impact. In 2015 Jaz was awarded a Royal Honours by King Charles II for her services to sustainability in the energy sector and for promoting diversity in STEM. She volunteers much of her time as a STEM Ambassador to help raise the awareness of energy/engineering careers, helping to create a pipeline of future energy professionals. Alongside her executive responsibilities, Jaz has also been appointed to the board of a FTSE 250 company as a non executive director.



**Serena von der Heyde,  
Victorian House Hotels, Owner**

At 19, Serena inherited the Georgian House Hotel, a 2-star B&B with six staff. The hotel, which had originally been built as a private house in Pimlico London in 1851 by her great great grandfather William Chinnery Mitchell, became her passion and over time has been transformed into a design-led hotel with 60 rooms.

In 2014, Serena won a Master Innholder Scholarship to complete the GMP at Cornell University, and has gone on to become a Master Innholder. In 2020 she created the Victorian House Hotel - a sister property in the Lake District, and that is where her commitment to sustainability was born. The tension between a booming visitor economy, and the preservation of the local environment is well recognised in Cumbria, and businesses working towards net zero are well supported. Victorian House is an example of some the steps that a small business can afford and practically implement.



**Pete Statham,  
Brakes, Head of Sustainability & Government Relations**

Pete is Head of Sustainability and Government Relations at Sysco GB, the leading wholesale foodservice supplier comprising brands including Brakes and Fresh Direct.

He leads the sustainability plan that will see Sysco supplying sustainably sourced food on zero emissions vehicles from renewable-powered depots. And he is responsible for the strategy and delivery of Sysco's government relations, to create change that supports sustainability and the industry.

He has over a decade of experience in corporate sustainability, starting in consultancy advising brands including IKEA, Mars, and Vodafone. Following this he joined Carlsberg, leading the integration of its sustainability plan in the UK, while developing the approach to sustainability communications and ESG reporting globally.

He holds an MSc in Sustainable Development from the University of Exeter and is a Fellow of the Institute of Corporate Responsibility & Sustainability.



**Nick Wells,  
Wells & Co, Head of Estates**

Nick is a fifth-generation family member at Wells & Co, who have been operating for nearly 150 years. He qualified as a Chartered Surveyor in 2011 specialising in the rural/renewables sector. Nick joined the family business in 2014 initially spending time getting to know the business, in Free Trade, Pub Partners & helping to roll out an ERP system. In 2020 he returned to property as Asset Manager and is now Head of Estates. His role encompasses many aspects of property management but in the past 18 months has particularly focused on sustainability and energy reduction, this very much being a journey rather than a destination. No two days are the same, but he is confident the team and culture being built at Wells & Co will ensure their long-term success. His view is family businesses have a particular insight into sustainability, in every sense of the word, how else can they explain their survivability!



**Mark Stretton,  
Fleet Street, Co-founder and CEO**

Mark Stretton is co-founder and CEO of Fleet Street, a UK-based strategic communications agency working with hospitality, leisure, retail, food and drink companies across the comms spectrum, from corporate comms, ESG, reputation management and CEO / leadership messaging through to landmark campaigns, brand building and content management, all underpinned by insight, and with storytelling at its heart. A former Sunday Times and industry journalist, Mark leads a 25-strong team of consultants, working with a range of clients including UKHospitality, AlixPartners, Arc Inspirations, Big Table Group, Chopstix, Clermont Hotel Group, Diageo, Fourth, Gusto Italian, Lucky Voice, Parkdean Resorts, Treasury Wine Estates and Zonal.



## INTRODUCING ASPALL BLUSH

Aspall Blush Cyder is a cyder inspired by the hedgerows, with sweet blackberries, balanced by crisp apples.



## Delegate list

Kwaku	<b>Aboagye</b>	CH&CO Catering	Sustainability Data & Insights Manager
Rawa	<b>Baban</b>	The Billington Group	Business Project Coordinator
Neil	<b>Baldwin</b>	Youth Hostel Association	Business Optimisation Manager
Thea	<b>Barrett</b>	Thorley Taverns	Training & Marketing Manager
Henry	<b>Birts</b>	Wasabi	CEO
Clair	<b>Brennan</b>	TGI Fridays	Technical Manager
Louisa	<b>Bullard</b>	YO! SUSHI	UK Sustainability Manager
Alan	<b>Burton</b>	Brakes	New Business Director
Naomi	<b>Carlin</b>	Biffa	Packaging Consultant
James	<b>Carr</b>	Wasabi	Head of Health and Safety
Louise	<b>Carr-Merino</b>	Mission: Net Zero	Senior Sustainability Advisor
Mark	<b>Chambers</b>	Eden Hotel Collection	Managing Director
Mark	<b>Chapman</b>	Biffa	Head of Corporate Accounts
Krissy	<b>Clark</b>	Britvic Soft Drinks	GB Commercial Sustainability Manager
Marlene	<b>Cobos</b>	IHG Hotels & Resorts	Global Decarbonisation Programme Manager
Claudia	<b>Conditto</b>	Azzurri Group	Head of Responsible Business
Rosie	<b>Crossman</b>	Funkin	Head of Brand
Katie	<b>Deem</b>	4C Associates	Head of Hospitality & Leisure
Tim	<b>Doubleday</b>	BKUK GROUP	CFO
Moustapha	<b>Echahbouni</b>	Hilton Worldwide	Senior Manager Government Affairs EMEA
Elis	<b>Evans</b>	The Big Table Group	Head of Risk & Safety
Becky	<b>Farren</b>	Biffa	Corporate Business Development Manager
Leah	<b>Fellstad</b>	Apex Hotels	Group Operations Training and Brand Standards Manager
Tom	<b>Fiennes</b>	Britvic Soft Drinks	GB Commercial Sustainability Director
Beverly	<b>Flint</b>	Starboard Hotels	Group People Manager
Marc	<b>Frankl</b>	Amadeus	Food and Beverage Director
Simon	<b>Galkoff</b>	The Big Table Group	Procurement & Supply Chain Director
Mark	<b>Gallagher</b>	Dorsett Hospitality International	Area General Manager
Gilda	<b>Gila</b>	Apex Hotels	Operations Trainer
Julie	<b>Gingell</b>	Docklands Restaurants & Bars	Managing Director
Paulina	<b>Godfrey</b>	Hilton Worldwide	Senior Director of Energy and Environment - EMEA

Jamie	<b>Greig</b>	Our Property Bear	Director
Alex	<b>Griffiths</b>	Greene King	Energy, Utilities & Environment Manager
Jane	<b>Griffiths</b>	Clermont Hotel Group	Sales Director
Gary	<b>Gripton</b>	Docklands Restaurants & Bars	Director of Operations
Sarah	<b>Halaka</b>	The Restaurant Group	Head of ESG Programme
Neil	<b>Hanrahan</b>	Brakes	Corporate Account Controller
Stuart	<b>Harker</b>	ACCOR HOTELSERVICES UK	Senior Carbon & Sustainability Manager
David	<b>Hawkes</b>	Houston & Hawkes	Director
Becky	<b>Haywood</b>	Greene King	Head of ESG & Sustainability
Colin	<b>Hill</b>	Nando's	Chief Executive Officer
Simon	<b>Houston</b>	Houston & Hawkes	Director
Steve	<b>Hustler</b>	Center Parcs	Chief Development and Construction Officer
Fitzroy	<b>Hutchinson</b>	The Celtic Manor Resort	Energy & Sustainability Manager
David	<b>Ibbotson</b>	Fujitsu	Delivery Executive
Sarah	<b>Ivory</b>	Whitbread Hotels & Restaurants/Premier Inn	Environmental Sustainability Manager
Maria	<b>Joensson</b>	Funkin	Consumer Experience Manager
Anett	<b>Kiss</b>	IHG Hotels and Resorts	Responsible Procurement Senior Manager
Craig	<b>Knight</b>	Thorley Taverns	Operations Manager
Olimpia	<b>Koczut</b>	The City Pub Company	ESG Officer
Deme	<b>Kyprianou</b>	BKUK GROUP	Head of Responsible Business
Andrew	<b>Landsburgh</b>	Our Property Bear	CEO
Nick	<b>Lauezzari</b>	Dorsett Hospitality International	Area Chief Engineer
Laura	<b>Madeley</b>	Menzies	Director
Jordan	<b>Magee</b>	Hilton Worldwide	Manager Carbon & Environment EMEA
Lily	<b>Maguire</b>	Chestnut	ESG Executive
Aimee	<b>McDonald</b>	Young and Co's Brewery	Sustainability Manager
Sukhminder	<b>McLatchie</b>	Sky Business	National Account Manager
Keith	<b>Metson</b>	Aramark	Regional Director
Joby	<b>Mortimer</b>	Brakes	Corporate Account Director
Simon	<b>Murray Gardner</b>	Starboard Hotels	Procurement Manager
Emma	<b>Newberry</b>	Heineken	Customer Value Proposition Senior Manager, UK On Trade
Louise	<b>Newman</b>	Sky Business	Events & Sponsorship

Lizzie	<b>Nield</b>	Sustainable Energy First	Head of Key Accounts
Jayne	<b>O'Malley</b>	Eden Hotel Collection	Hotel Group Operations Manager
Ralph	<b>Oakes</b>	Willis Towers Watson	Senior Associate
Lee	<b>Pickersgill</b>	Valor Hospitality Europe	Energy Manager
Nicola	<b>Pierce</b>	BKUK GROUP	Head of Strategy & Responsible Business
Sarah	<b>Pittaway</b>	Union Jack Club	Deputy Chief Executive
Mathieu	<b>Poulain</b>	Artfarm	Purchasing Manager
Antony	<b>Prentice</b>	Bartlett Mitchell	Managing Director
Andrea	<b>Preznansky</b>	Royal Lancaster London	Executive Assistant
Sophie	<b>Price</b>	IHG Hotels and Resorts	Environment Specialist EMEAA, Corporate Responsibility
Juliane	<b>Rackl</b>	IHG Hotels & Resorts	Environment Operations Manager, EMEAA
Adam	<b>Raffa</b>	Dishoom	Ops Project Manager
David	<b>Read</b>	Prestige Purchasing	Chairman
Kieran	<b>Reid</b>	Fujitsu	Portfolio Business Manager
Nick	<b>Reynolds</b>	Reynolds	Head of Sustainability
Ed	<b>Robinson</b>	Wells & Co	Sustainability Manager
Chris	<b>Rofe</b>	Reform Club	Chief Executive
David	<b>Rothera</b>	Net Zero Now	Head of Sales
Tim	<b>Scott</b>	Parkdean Resorts UK	Head of Sustainability
Emma	<b>Semple</b>	Livelyhood Pubs	HR Director
Lloyd	<b>Sequeira</b>	Shangri-La Shard, London	Director of Finance
Cathy	<b>Singer</b>	The Big Table Group	Health & Safety and Energy Manager
Richard	<b>Singleton</b>	Menzies	Finance & Sustainability Director
Paul	<b>Slattery</b>	Otus & Co	Director
Rachel	<b>Sprackett</b>	Whitbread Hotels & Restaurants/Premier Inn	Sustainability Reporting and Communications Manager
Catherine	<b>Storr</b>	CH&CO Catering	Sustainability Manager
Petra	<b>Sulcova</b>	Artfarm	People Manager
Colin	<b>Sweeney</b>	Weston Park Enterprises	CEO
Matt	<b>Teese</b>	Sustainable Energy First	Senior Strategic Account Manager
Bijo	<b>Thomas</b>	Shangri-la Shard, London	Procurement Director
Richard	<b>Wilken</b>	RBH Hospitality Management	Group Facilities Manager
Nick	<b>Willis</b>	Brakes	New Business Director

# START YOUR JOURNEY TO NET ZERO

# CALCULATE YOUR CARBON FOOTPRINT TODAY



UKHospitality is proud to partner with Zero Carbon Forum and Sky Zero to produce the Carbon Calculator.

The calculator enables and supports hospitality companies, from SMEs to large organisations, to measure, report and act to reduce their carbon emissions.

This valuable tool highlights hot spots within the footprint and provides guidance through a toolkit on how companies can start to reduce the carbon impact of their operations.

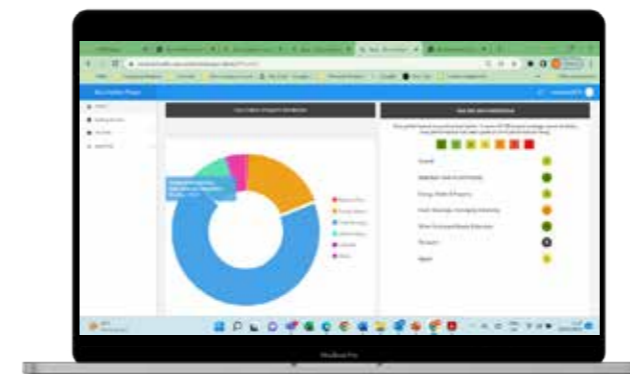
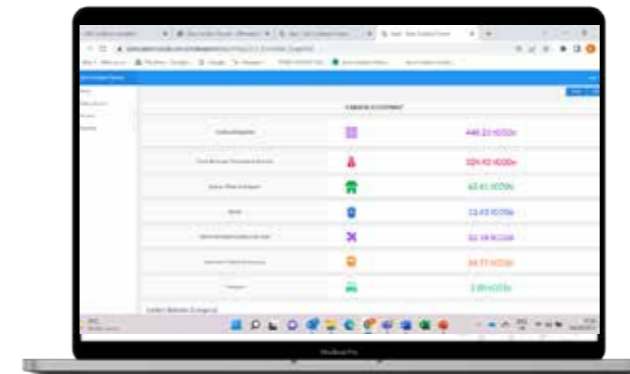
<https://www.ukhospitality.org.uk/work/calculate-your-carbon-footprint/>

Supporting your journey to Net Zero.  
**Together at Pace.**



# HOW TO MEASURE YOUR FOOTPRINT & TAKE ACTION

1. Visit <https://www.ukhospitality.org.uk/work/calculate-your-carbon-footprint/> & register your email.
2. You will receive an email to complete your footprint.
3. Answer the questions to calculate your emissions and input the data below:
  - Your turnover in £
  - Energy consumption (Electricity & gas) in kWh & £
  - Water consumption in m<sup>3</sup> & £
  - The number of staff you have on site.
4. Review which activities create the most emissions.
5. Download your toolkit and plan your reduction actions.



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"We are delighted to announce that Sky, through their Sky Zero campaign, will be partnering with us to deliver a carbon calculator for the hospitality sector to make it simpler and easier to for outlets to track, measure and take steps to reduce their carbon emissions through a plan tailored to their operation."



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"The carbon calculator and toolkit has helped our publicans easily measure their footprint and understand how to cut carbon and costs. The visibility of our company emissions has also helped target investments on our path to net zero."

**Isabelle**  
*Tenanted Sustainability Lead*

# HOW GREEN IS YOUR PINT?

Putting brands behind the bar that are being made more sustainably is just one of the ways pubs and brewers can work together to reduce their carbon footprint and help tackle climate change.



LDPE

Since 2019, we've removed 700 tonnes per year of single-use plastic from our packaging.



In the UK all the pints we produce are made with 100% renewable electricity since 2021.

Our Molson Coors Growers Group supplies us with more than 47,000 tonnes of top quality British barley per year, with a commitment to farm more sustainably.



At our Burton brewery we capture and reuse the carbon dioxide from the fermentation process, stopping it from entering the atmosphere.



## Aqua Libra *finely filtered* still and sparkling water



### REDUCE COSTS

Great value, fixed price water systems. All inclusive pricing which covers all servicing and maintenance for up to five years. No more inflation shocks.

### STEP-CHANGE SUSTAINABILITY

Eradicate all the unnecessary road miles and carbon footprint that goes with single-use glass bottles.

### DRIVE REVENUE

Britvic provide simple, expert guidance on how to maximise your water and margin.



Find out more at [www.aqualibra.com](http://www.aqualibra.com)





UKHospitality is the leading trade body for hospitality in the UK. We lobby government, champion the hospitality sector and provide expert advice and guidance.

It has never been more important for our sector to work together to tackle the climate crisis, become more energy efficient and be more sustainable. As part of our work, we're making sure businesses have the information they need to go green.



### Contact:



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