

VOL 01 ISSUE 14 | NOVEMBER 2020

INDUSTRY WEEKLY DIGEST

#HOSPITALITYatSurrey



STAYING SAFE, STAYING SUSTAINABLE

LAKESIDE: GOING FOR GREEN

2020 was expected to be the year of the Sustainable Hospitality Business. Ditching single-use topped an overwhelming majority of business agenda's and branching out into plant-based menu innovation was on the top of many Chefs 'to-do' lists. '**Sustainable Champion 2019**' award winner, **Lauren Haffenden**, explains the affect of COVID-19 on this movement and how **Lakeside**, our in-house training facility, is striving to remain 'green' by continuing its efforts towards reducing single-use.

Department of Hospitality
School of Hospitality & Tourism Management
University of Surrey | surrey.ac.uk/SHTM



What's in this issue:

SINGLE-USE
IN THE WAKE OF
A PANDEMIC



Single-use in the Wake of a Pandemic

LAUREN HAFFENDEN

In September 2018, 5% of coffee's sold by **Lakeside Coffee Shop** went into reusable cups. One year later, we had sold on average 51% in reusable cups and saved a whopping 38,925 paper equivalents ending up in waste bins across our campus. The reusable cup revolution was underway. Enter COVID-19. Overnight, hospitality businesses across the world halted the ability to 'drink in' and began refusing reusable cups.

Undeniably, the health of our guests is our priority and in the early days of COVID, eliminating possibility of cross-contamination was essential. Now, we are better equipped, and risk assessed to accept reusables again.

We are once more seeing the rise in consumer confidence in COVID-Secure hospitality. Allowing us the opportunity to bring back focus towards sustainable hospitality and the impact we can have on the health of our planet.

Movement towards single-use menus, cutlery and containers however has increased. Whilst perhaps a necessity for now, compostable and biodegradable materials are increasingly becoming widely available. Our efforts should now look at rebalancing the equation and ensuring the correct wasting of these materials takes place. This way we can strive to reduce waste, increase recycling and educate our customer's on how to '**close the loop**'.

How are we doing with our other green goals? That's for another time... Meanwhile, keep up to date with us via Instagram **@Lakeside at surrey** and Twitter **@LakesideRandC**.

TOP TIPS FOR SAFE AND SUSTAINABLE CONSUMERISM

- Say no to single-use. Be flexible – your reusable item may not be currently accepted by all businesses. Look for compostable or biodegradable disposables and waste them effectively where you can.
- Be the change! Hospitality has a lot on their plate right now, but directing your favourite coffee shop towards helpful resources can help champion change.

The Sustainable Restaurant Association
'City to Sea'
#contactlesscoffee campaign on social media