

# Sustainability booklet



[watch our video](#)

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# Introduction

Consumers all over the world are becoming increasingly health conscious and are more than ever concerned about the quality of their food supply.

“Sustainable food aims to avoid damaging or wasting natural resources. It also minimises its contribution to climate change throughout the whole production process.”

UAL continue to strive to provide the best sustainable food possible, both from field to fork, as well as the environment staff and students work and eat in

This booklet hopefully shows you some of the information and stories behind the food you eat

*‘Alastair Johns’  
Head of Retail and Catering*

# Who are BaxterStorey?

BaxterStorey is the soul behind our food and drinks offer at UAL, made possible thanks to the expertise of the teams who are committed to providing you the best customer service across all of our canteens and cafes at all of six colleges

BaxterStorey are committed to buy more produce from local suppliers and using only the freshest ingredients. Since 2015 BaxterStorey has been proud to be a key partner of the Protein Challenge 2040 with Forum for the Future and the WWF

As we move to a population of 9 billion on the planet the volume of meat we eat is not sustainable from an environmental, economic or social perspective. Our vision is to create a food culture that is focused on using less animal protein and more plant-based protein

**BAXTER  
STOREY**  
FUEL YOUR INDIVIDUALITY

[baxterstorey.com/](http://baxterstorey.com/)



# Ethical food

We buy fresh, local, seasonal produce not just because we believe it tastes better, but because it has a big environmental impact

Sourcing fresh ingredients local to our kitchens reduces our food mileage and has huge social benefits supporting local suppliers and businesses

We care about serving our students and staff at UAL sustainable provenance with ethical welfare standards, that's why we are proud to be part of food accreditation schemes such as:





# 1

**Our food complies with national standards on food and nutrition**

# 3

**Our food is healthy, ethical and uses lots of local ingredients**

# 2

**Our food has a minimum of 15% organic and 5% of free range ingredients**

# 4

**Our food is animal and climate friendly**

## Vegan soup



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Our soups are always  
vegan. They come with  
a piece of Wildfarmed  
bread or seasoned  
croutons

## Vegan croissant



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Vegan pastries and cakes  
are offered as alternative at  
most of our cafes

# Vegan offer



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70% of our food offer is either vegetarian or vegan. Part of our daily offer at the canteen includes hot food, Grab and Go meals (baguettes, wraps, panini, salads...)

# Vegan drinks



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Alternative vegan drinks: soya and oat are offered with our coffees, both free of charge

[watch our video](#)



**ual:**

# **Our strategic aim**

**UAL will create a culture of social and environmental awareness in order to develop and integrate sustainable and ethical practices throughout all aspects of our life and work. This is captured in our Environmental Policy, our Environmental Management System and our Carbon Management Plan**

# Food policy

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## **Sustainability Food Policy (2023/2024)**

The Sustainable Food policy is owned by the University of the Arts London and developed by the Accommodation, Retail & Catering Department team (Estates Department). It is reviewed and approved on an annual basis by the Climate and Environment Action Group and covers all cafes and food outlets managed by the Catering Department

In 2019, following a competitive tender process the University appointed BaxterStorey as its agent to manage and administer the services set out in the contract



[arts.ac.uk/about-ual/sustainability-at-ual/sustainability-documentation/](https://arts.ac.uk/about-ual/sustainability-at-ual/sustainability-documentation/)

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This policy outlines our commitment to playing our part in making the world a more sustainable and equitable place

**The university will:**

- + Provide a choice of food options, including healthy and sustainable food to our students, staff and visitors
- + Promote the benefits of healthy/sustainable eating by the Food for Life campaign including the provision of seasonal produce
- + Support local economies and sustainable livelihoods both in the UK and in the case of imported products, in the producer products
- + Continue to look for new initiatives to reduce our carbon footprint
- + Encourage our suppliers and contractors to minimise negative environmental and social effects associated with the products and services they provide

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- + To maintain Gold Food for Life Served Here by the Soil Association
  - + Embrace MSC chain of custody training within our teams
  - + Reduce the amount of meat, dairy products and eggs and to promote meals rich in vegetables, wholegrain and pulses
  - + To reduce the amount of bottled water sold by providing fresh tap water in the cafes and providing free access to drinking water across the University to be located in each café
  - + Reduce food waste by ensuring our catering provider is limited to wasting no more than 2% of food serves to staff and students
  - + Reduce the amount of artificial additives
  - + To reduce the amounts of land fill through management of packaging and disposables used within UAL. The catering service will divert food waste to an anaerobic

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digester provided by the University's waste and recycling partner, Suez

- + Communicate to customers “food miles” wherever possible by using information via QR coding
- + To gain “The Green Kitchen” Accreditation for the year 2023-2024
- + Continue to provide space for the “Green Roof Society” who use the space as an urban garden, including to grow food
- + To develop specific Key Performance Indicators to measure progress to deliver continual improvement (see below)

### **We will achieve this by:**

- + Reduce food waste per student/staff annually by controlling food portions and stock ranges

- 
- + Use only coffee suppliers with a commitment to social and financial sustainability for the farmers
  - + Increase the purchase of seasonal fruit and vegetables on an annual basis
  - + Source fruit and vegetables from the UK in the first instance, followed by importing only via shipping if required. No air freight will be used
  - + Reduce the amount of meat consumed annually
  - + Use of organic eggs
  - + Only serve mains water for internal hospitality meetings as standard
  - + Offer mains water via hygienic dispensers to refill water bottles in all canteens
  - + Only using organic milk

- 
- + Exclude fish species identified as most at risk by the Marine Conservation Society (MCS)
  - + Use produce from “Dayboat” suppliers wherever possible
  - + Reducing the amount of disposables by offering a discount to customers using their own vessels
  - + Ensure all disposables are suitable for appropriate waste collection
  - + Using fresh, local and seasonal produce. Whenever we are unable to do so, we commit to buy goods that arrive in the UK by sea or rail, as more environmentally friendly option to air travel
  - + Ensuring all main meals are freshly prepared on site wherever possible

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**We will recognise this by setting the following targets. By July 2024 we will:**

- + Maintain Gold “Food for Life” accreditation awarded to UAL by the Soil Association
- + Reducing disposable usage by 5% year on year
- + Only sell bottled water which uses a minimum of 50% recycled plastic
- + Reducing meat consumption by 5% year on year
- + Source fresh meat from the UK
- + All future contracts include a clause to the contract caterer, ensuring they maintain the Gold standard and accept inspection from the Soil Association as part of the contracted terms

# Food certifications

## ‘Gold food for life served here’ award



[foodforlife.org.uk/catering/  
food-for-life-served-here/](https://foodforlife.org.uk/catering/food-for-life-served-here/)

Soil Association is the charity that digs deeper to transform the way we eat, farm and care for our natural world

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### **The Food for Life Served Here award**

Is an independent endorsement, backed by annual inspections, for food providers who are taking steps to improve the food they serve.

UAL is the first university in the UK to receive the Gold Food for Life Served Here award by the Soil Association across all canteen outlets at all six of its colleges for the past 8 years

This award means that:

- + Food is served fresh
- + Food is responsibly sourced
- + Healthy eating is made easy
- + Local food producers are supported





## **Soil Organic Association**

Formed in 1946

The only UK charity working across the spectrum of human health, the environment and animal welfare. Through their campaigns, educating programmes they help everyone understand and explore the vital relationship between the health of soil, plants, animals and people

## **Assured Food Standards**

Founded in 2000

The Red Tractor is a world-leading food chain and its label is only found on British food and drink products that have been certified to rigorous standards from farms to pack. This means the food we buy has been responsibly sourced and safely produce

[soilassociation.org/](http://soilassociation.org/)



[redtractor.org.uk/](http://redtractor.org.uk/)





### **RSPCA assured**

Founded in 1984  
It is the food label dedicated to animal welfare. The scheme covers both indoor and outdoor rearing systems and ensures that all animals are reared, transported and slaughtered and have everything required for a better quality of life

[rspcaassured.org.uk/](http://rspcaassured.org.uk/)



### **Certified sustainable seafood**

Founded in 1996  
It is an independent non-profit organization which sets a standard for sustainable fishing. Fish and seafood with the blue label come from a fishery that has been independently assessed on its impacts on wild fish populations and the ecosystems they're part of

[msc.org/uk](http://msc.org/uk)



# Food origins



We use fresh, locally sourced products to deliver high-quality food. We source our produce as locally and seasonally as possible for many reasons

## Quality

Fresh and seasonal with less artificial input

## Social and ethical

Supporting and encouraging local employment, enhancing food security for the UK and less import

## Environmental impact

Less packaging, seasonality and sustainable farming

## Economic impact

Local employment, UK farming and seasonal food thus reducing the cost

# Food map

Our beef from  
Wales

Our potatoes  
from Lincolnshire

Our chicken  
from Suffolk

Our coffee supplier  
from Bristol

Our cheese from  
Ditcheat

Our eggs from  
Guildford, Surrey

Our milk from  
Surrey



Family-owned business  
specialised in chilled food  
distributor, high quality dairy  
products and food supplier



| Milk

# All of our milk is organic



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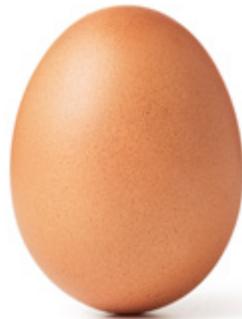
**'West Horsley Dairy'**  
**Surrey, UK**

All of our eggs are locally sourced, lion stamped and RSPCA farm assured



| Eggs

# Organic and free range eggs



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'Chapel farm'  
Guildford, Surrey (UK)

At Dyson farming technology and innovation enable farmers to boost productivity, increase efficiency and use fewer chemicals



| Potatoes

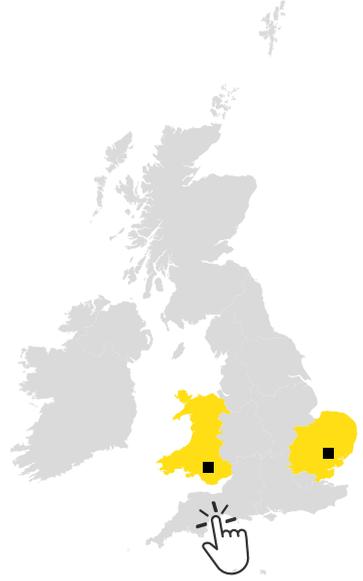
# Finest potatoes



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**'Dyson farming'  
Lincolnshire (UK)**

Kepak is an Irish based food company serving international markets, restaurants and household foodservice names with prime cuts of meat, on-trend food service



| Beef and chicken

# Organic beef, free range chicken



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'Kepak St Merryn'  
Wales, (UK). Chicken  
from Suffolk

Alaska pollock are schooling, midwater to bottom-dwelling fish, usually found between 100m to 300m in depth



| Fish and seafood

# 100% MSC pollock



**'Bidfood Paddock Wood'  
Depot, UK**

Barber's 1833 is the oldest surviving cheddar-makers in the world at his Somerset farm



| Cheese

# British block sliced



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'Barber's 1833'  
Ditcheat (UK)

# Coffee



# Direct Impact coffee



**'Extract Coffee Roasters'  
(UK)**

In 2020 during lockdown,  
Extract Coffee Roasters  
donated more than 35,000  
cups of coffee to the NHS

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**UAL's house espresso, Cast Iron, is from a Rainforest Alliance certified estate in Guatemala, San Marcos, roasted on Betty, a 1950s Vintage Probat roaster**

Extract Coffee Roasters are artisan roasters with one simple mission, Make Coffee Better. Better for growers, better for communities, and better for you

They believe in Direct Impact coffee. In practice this means building long-term relationships with farmers they trust and buy from year after year. They pay quality based premiums and share knowledge with farmers to help them improve coffee quality and long-term earning potential



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projects have included experimental lots and varietals and sharing knowledge with farmers big and small

Their closest relationships are with farmers in Colombia, Peru, (South America), El Salvador (Central America) Guatemala, Honduras and India

As part of their ethos, Make Coffee Better. They want to make coffee better for our communities. Grounds Up is a collective of grass-roots charity partners and projects within the Extract Coffee Roasters community. They help to support these organisations all-year-round through volunteering, mentorship and fundraising. Every coffee we serve supports these projects. By buying and drinking coffee roasted by Extract, you're supporting them too!



Martin Nosek,  
Extract Coffee Roasters  
training some of their  
Grounds Up community  
partners in London

[extractcoffee.co.uk/](https://extractcoffee.co.uk/)



# Coffee certifications



## **Rainforest alliance**

Founded in 1987

The rainforest alliance seal promotes collective action for people and nature. It amplifies and reinforces the beneficial impacts of responsible choices, from farms and forests all the way to the supermarket check-out. The seal allows you to recognize and choose products that support the society, economy, and environment

[rainforest-alliance.org/](https://rainforest-alliance.org/)





Extract Coffee's Production Manager Sean roasting on Betty, a 1950s vintage Probat roaster loving hand-restored by Extract

# Sustainability

BaxterStorey's sustainability journey really began in 2006 when we gained ISO 14001 accreditation for our environmental management system. Our drive and commitment have never wavered to the point where we have most recently made our net zero commitments by signing the Business Ambition for 1.5°C pledge and joining the Race to Zero

Our ongoing relationship with UAL is brilliant, it is a true partnership with aligned sustainability aspirations that enables us to provide the staff and students at UAL with an unrivalled sustainable catering service

*'Mike Hanson'*  
*Director of sustainable business across WSH*

# Did

We recycle our used cooking oil into biodiesel. Every litre saves 2kgs of CO2e - the equivalent to charging your phone 255 times

# you

In 2019 we removed over 1.8 million pieces of single use plastic from our supply chain

# I know

Our move away from sauce sachets will save 6 million sachets a year, that's 9 tonnes of plastic



Our counters at Wilson Road, CSM, and Typo cafe' are made from recycled yoghurt pots

[watch our video](#)



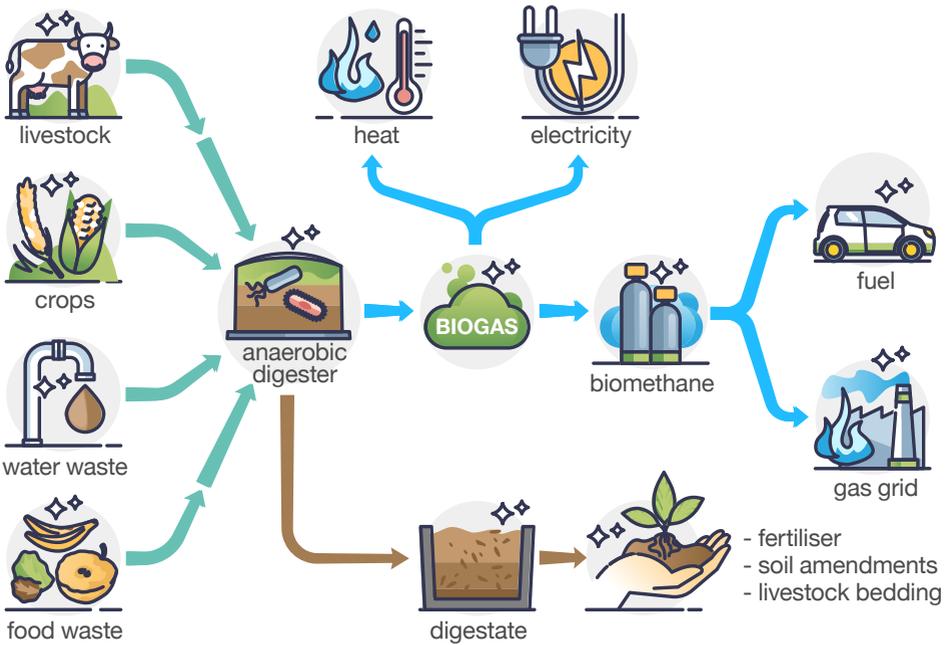
# Food waste



**Since 2014  
zero waste  
has gone  
to landfill**

Suez, UK

# Biogas



100% of our kitchen food waste goes to an anaerobic digester (and turned into renewable energy managed by Suez)

[suez.co.uk](https://www.suez.co.uk)



Olleco are the UK's leading refiner of used cooking oil, and they use it to create biodiesel of the very highest standard



# 2,464 litres of cooking oil into olleco biodiesel

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Olleco, UK

# Recycling cooked oil



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Since 1st Jan 2021 we have recycled 2,464 litres of cooking oil into biodiesel managed by Ollecco. That has saved 5,251 Kg CO<sub>2</sub>e

This is the same as the amount of carbon sequestered by 234 trees in a year or the emissions from 1.4 cars off the road for a year

## **Olleco**

Olleco's biodiesel is ISCC (International Sustainability and Carbon Certification) compliant and exceeds the specification required for it to be used as the proportion legally required to be blended into diesel fuel sold in the garage forecourts of UK and EU countries. This has the effect of reducing carbon emissions by 88% compared to fossil diesel

[olleco.co.uk](http://olleco.co.uk)



# Regenerative flour



Did you know our handmade brownies and muffins are made with Wildfarmed flour?

## WILDFARMED

### Wildfarmed flour

15 years of farming differently. By putting soil health first, and paying farmers properly, they are able to grow highly nutritious food, in a way that heals the planet. All of their products are grown without the use of 'cides, in a system that prioritises soil health, increasing soil biodiversity, drawing carbon from the atmosphere and producing nutrient food

[wildfarmed.co.uk](https://wildfarmed.co.uk)



# Wonky vegetables



We use rescued surplus and wonky vegetables to create part of our menus and salad bar



## Waste Knot

Over 7% of fruit and veg grown in the UK never make it to the plate. That's more than £1 billion worth of perfect produce going to waste. We've partnered with Waste Knot who rescue this surplus veg from farmer's fields straight into chef's kitchens

[wasteknot.org.uk](https://wasteknot.org.uk)



# Upcycling condiment bottles

We sell vegan Lemon-aid+ and ChariTea soft drinks which are 100% organic and Fairtrade certified

Once a customer has used the drink, they can take the bottle at home and re-use as washing up liquid, shampoo, hand wash, etc...

Toppers are sold on the official website



Our teams re-use the bottles as condiment for salt, pepper and dressing oil. Spot them around the canteens!



[lemon-aid.de/en/](http://lemon-aid.de/en/)



# Napkin



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Our napkins are compostable (EN13432) and made of 100% recycled fibres. 75% sugarcane packaging, unbleached and FSC certified

# Sustainably sourced straws



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Our straws are made from only rice, tapioca and naturally derived colourings. They break down fully in 3 weeks under any conditions

# Bio takeaway boxes



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Our takeaway bio boxes are made from 100% recycled materials like paper and cardboard. Also they are biodegradable, recyclable and compostable

# 50% recycled plastic



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Our water bottles are made from a minimum of 50% recycled plastic

# Recycled glassware and china mugs

# Loyalty cards

We use only recycled glassware in our cafes and bars. Also, we provide china mugs and plates, and metal cutlery as sustainable alternatives to takeaway



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We love to reward our customers with a free hot drink when they use sustainable alternatives drink in. Our loyalty cards are available at any till points

# Sustainable cup



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We have a brand-new UAL keep cup available in 5 different colours, handwash and dishwasher safe

# Wooden cutlery

We have said 'Goodbye' to plastic cutlery and given them a sustainable upgrade!

Despite we encourage to use metal cutlery, our takeaway cutlery is made from sustainable forest wood



# Recycled counters



Part of the counters of the cafes and canteens across all of six colleges are made from a combination of reclaimed wood and FSC wood



## FSC Wood

Founded in 1993

It stands for 'Forest Stewardship Council'. This is an international non-profit organisation dedicated to promoting responsible forestry. FSC certifies forests all over the world to ensure they meet the highest environmental and social standards

[fsc-uk.org/](http://fsc-uk.org/)



# Upcycled counters



Part of the counters at CSM, LCC, LCF East Bank and Wilson Road are upcycled with cladding made from waste yoghurt by Smile Plastics

## Smile Plastics

### Smile Plastics

Is run by the designers Adam Fairweather and Rosalie McMillan, their mission is to change people's perceptions around waste via innovation – to use art and technology to unlock the hidden potential in recycling, and open their eyes to the unexpected beauty of scrap

[smile-plastics.com/](https://smile-plastics.com/)





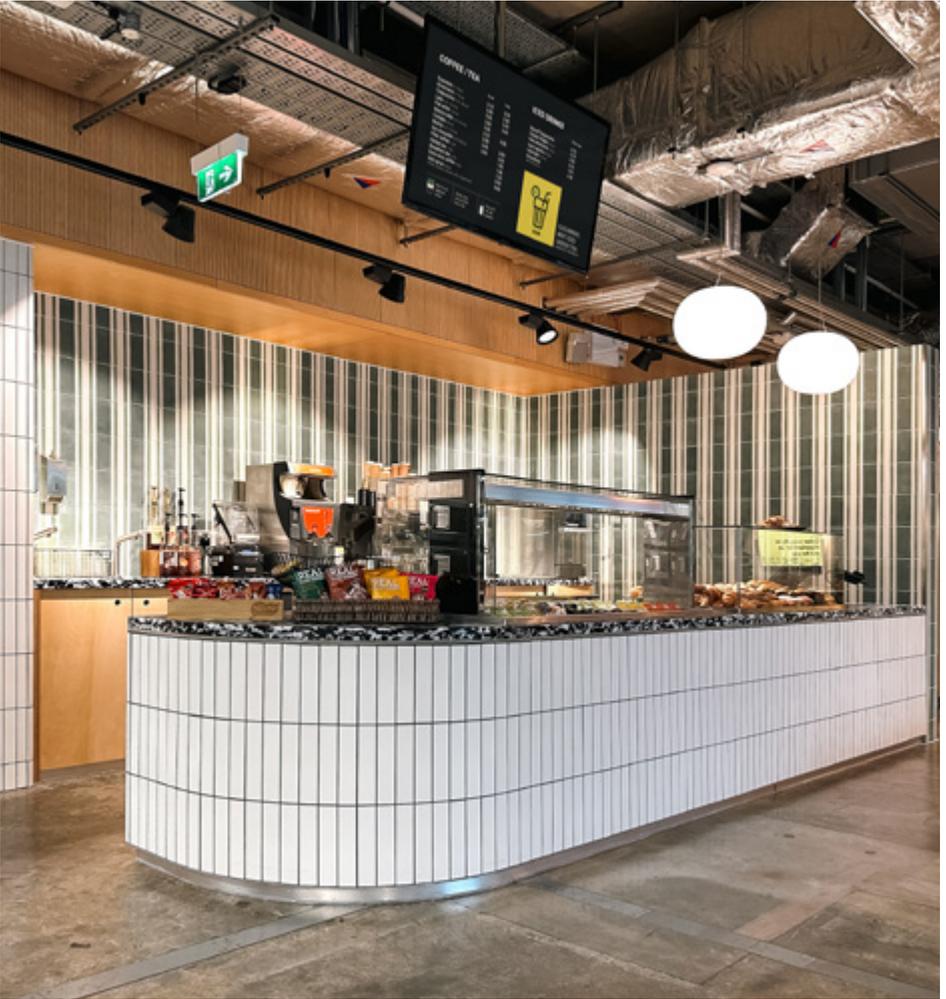
### **LCC – Typo Café**

The counter tops and tables are made from waste yoghurt pots. The walls and columns are covered in 60% recycled content cladding

The speckled material, referenced as 'UAL01', is pigmented in malacite green which was inspired by the Elephant and Castle Shopping Centre interior

Photo by Eleanor Fusaro







**Camberwell – Café  
(Wilson Road)**

Counters are upcycled with  
cladding made from waste  
yoghurt pots

Photo by Eleanor Fusaro



**Lime Grove – Canteen**  
Counters are upcycled with  
an FSC wood cladding  
(sustainably harvested wood)





### CSM - Canteen

Counters are upcycled with cladding made from waste yoghurt pots



**Chelsea – Café**

Counters are made from an upcycled deli unit collected from Soho in 2005



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Find more news at:

[\*\*@ualcatering\*\*](#)  
**Instagram**

