

Agenda & Meeting Notes

Agenda & notes to be circulated via email to the group and shared with emily.ball@yoyodesign.com to load on to the amplifi website

Group:	Food, Drink, Hospitality Sector Group
Date:	Tuesday 12th March 2024, 4pm
Location:	The George, Mount Ephraim, T Wells
Businesses in attendance:	Fuggles Beer Café, Acre Group, The Guinea, Goupie, Sankeys, New Park Farm, Greensand Ridge, The Poet at Matfield, Fonthill Pub Co, TWBC Economic Development & Sustainability
Apologies:	I'll Be Mother Group, Roddy Burger, Pig & Porter Brewery

Introduction & recap – 3 mins

How to get the most from today:
Listen, talk, support

Be open, be honest. It's completely non-judgemental, some of us will be further ahead or more aware than others and that's great – we can all help and learn from one another.

Notes will be shared on the website: <https://amplifi.tw/>

If anyone wants to get more involved and co-chair with me, please do.

Re-Introductions – 5 mins

We've got some new faces. Who you are, where you work, why you are here

AGENDA ITEM 1	TIME	NOTES/INFO
Who are we missing in our group?	2 mins	Do we want a WhatsApp group to communicate?
DISCUSSION NOTES:		
Group decided email was fine!		
ACTIONS / NEXT STEPS:		

All text here to capture actions:

AGENDA ITEM 2	TIME	NOTES/INFO
Survey Results	10 mins	Comments / questions on survey results
DISCUSSION NOTES:		
<p>Why are we here? The main answer is to learn more.</p> <p>Survey results across the group are fairly similar – we're all in a very similar place:</p> <p>No one has calculated their footprint yet – but we all want to. Nearly all of us have made a commitment to address our businesses climate impact No one as yet has published any commitments to reducing their climate impact or set any targets – aside from Fuggles Beer Café. (The above is based on those who completed the survey, not all did)</p> <p>We're all interested in joining a programme to help on this journey (more later). Matt at Acre Group is considering looking into B-Corp certification at some point in the future.</p> <p>As noted above, the group generally is in a similar position – with Acre and Greensand being further ahead in terms of commitment and aims/setup and in particular, Greensand Ridge are already calculating their footprint and working to further reduce it.</p> <p>Peoples hopes (see spreadsheet data)</p>		
ACTIONS / NEXT STEPS:		
<p><i>All text here to capture actions:</i></p>		

AGENDA ITEM 3	TIME	NOTES/INFO
What are peoples experiences / feedback from staff, customers, investors etc?	10 mins	
DISCUSSION NOTES:		
<p>Everyone wants to see and/or 'experience' sustainability. Greenwashing is an issue, a couple of the group felt that customers almost expect it or at the least just want to hear you are engaged with the subject without really looking into the detail of what is being claimed – is it really green?</p> <p>Industry awards, funding, planning are all asking for and wanting to see sustainability plans and commitments (to varying degrees). It's becoming more of a feature of how businesses are</p>		

expected to operate.

Will @ Greensand highlighted some issues with some claims, such as 'Climate Positive' or 'Carbon Negative' – some of these claims are not always as they seem – in particular those that are just buying a lot of carbon credits / offsetting to make the claim rather than minimizing the carbon from the process itself.

We generally all agreed to call each out if we felt one of us was greenwashing – in a supportive way! Everyone should aim to keep themselves fully accountable to the process and we should all aim to work together to make it better!

A general consensus that we should and can work together to help engage suppliers and push them to be better – whilst sharing information on those who are already doing it. We also spoke about using our combined influence and purchasing power to list new, better products with our existing, shared suppliers as well as further hopes for what we can do together to achieve Net Zero.

ACTIONS / NEXT STEPS:

All text here to capture actions:

AGENDA ITEM 4	TIME	NOTES/INFO
New Zero Now Playbook overview	20 mins	
DISCUSSION NOTES:		
<p>Why? We're all facing a constant barrage of cost increases, staffing issues and legislative hassles. <i>See playbook</i></p> <p>How do we feel about measuring this data? Our industry is particularly hard – from experiences elsewhere from those who have gone through the process some suppliers have been great and supplied the relevant info, others have had a wake up call and started to look into what they do and how to make it better and some didn't care. Would you stop working with them?</p> <p>What are you already doing? What are the biggest challenges presented in the playbook to overcome? Who will take responsibility within your team to work through this? Should they be here too?</p> <p>Start with the data and get the information prepared and ready. How do we feel about this process? Do you want or need extra support from the group?</p> <p>Maximising value – grants / lobbying / collective purchasing / info sharing – this is all vital – ideas please?</p> <p>Something to work on is to think about the above for our next meeting so we can dive deeper into them.</p>		

It was noted that when it comes to working on Scope 1, 2 & 3 that Scope 3 will likely be twice as high as Scope 1 & 2. Jamie @ The Guinea wondered where does the carbon count start and end – for example, do ‘team drinks’ or a ‘work event’ count toward this and where does the line stop?

It was queried as to how we work out the carbon attached to certain inputs to our businesses if the actual data is not available – informed that you would use UN benchmarks for the industry until such a time as the accurate data is available.

Will @ Greensand noted that the playbook for the Hospitality side isn’t hugely relevant to a distillery, and in turn, that may be different to a brewery. Our group is fairly diverse as we have hospitality, producers, growers and retail also involved. This may pose some challenges depending on how tight the rails are within NZN workings and needs to be discussed a bit further.

ACTIONS / NEXT STEPS:

All text here to capture actions:

AGENDA ITEM 5	TIME	NOTES/INFO
Net Zero Now pledges & costs	5 mins	
DISCUSSION NOTES:		
<p>Costs and times depend on how many take it up – the idea is to make Tunbridge Wells a real force for good, a group of businesses all with a strategic carbon reduction strategy in place.</p> <p>There is financial support in place and it would be amazing to have all of us on board (but no pressure!)</p> <p><i>A quick show of hands showed that nearly all businesses in attendance were interested and wanted to learn more, subject to costs</i></p>		
ACTIONS / NEXT STEPS:		
<p><i>All text here to capture actions:</i></p>		

AGENDA ITEM 6	TIME	NOTES/INFO
SRA Overview / Intro / Outline	5 mins	
DISCUSSION NOTES:		
SRA was discussed and the general consensus was agreed that it was definitely a nice option but for later and we need to start with the basics first – actually working out our footprints.		
ACTIONS / NEXT STEPS:		
<i>All text here to capture actions:</i>		

AGENDA ITEM 7	TIME	NOTES/INFO
The Year Ahead – meeting dates / plans / ideas	5 mins	
DISCUSSION NOTES:		
<p>May 21 / July 9 / Oct 29 at 4pm, locations TBC (likely Town Hall) What are your wants and needs?</p> <p>Today's meeting was to outline NZN and the plans for this year.</p> <p>The next meeting (May) will be a deeper dive into the playbook and the NZN process, as well as discussing progress for those who aren't taking part in NZN but want to still be part of Amplifi.</p> <p>Meeting 3 will (July) will focus a bit more on engagement – staff, customers and suppliers</p> <p>Meeting 4 will focus on what's next – our plans for 2025. This could be B-Corp status, moving on to the Sustainable Restaurant Association accreditation for example.</p>		
ACTIONS / NEXT STEPS:		
<i>All text here to capture actions:</i>		

AGENDA ITEM 8	TIME	NOTES/INFO
AOB		
DISCUSSION NOTES:		
<p>Matt @ Acre mentioned a useful initiative for recycling wine corks – Recorkeduk.org</p> <p>We would all like to learn more about waste, where it goes and how the system works properly to better help us understand how to ensure we are doing it right on our side.</p> <p>Alex @ Fuggles is continuing to look into a genuine recycling scheme for plastic one way KeyKegs. Will update on progress over coming months.</p> <p>Various discussions about waste suppliers were had as well, there seemed a keenness to ensure our waste suppliers were able to help us properly and to find suppliers who can provide the services we really need. The aim is to put this on to our Agenda for our next meeting to discuss in more detail.</p> <p>Will @ Greensand Ridge wondered if there was a different playbook for distilleries and breweries for example which we will look into.</p>		
ACTIONS / NEXT STEPS:		
<p><i>All text here to capture actions:</i></p>		

Next meeting will be at the Guinea, 4pm, May 21st