



European
Commission



Rewarding Eco-Innovation for Jobs and Growth



THE BAY

Sustainable and successful fish and chips

The Bay, an innovative, family owned small fish and chip shop in North East Scotland was in the running for one of the European Commission's 2014-2015 European Business Awards for the Environment.

Since boyhood, Calum has had a strong interest in food. After several years in the navy as an engineer, he retrained as a chef before creating The Bay in Stonehaven overlooking the North Sea in 2006. From the outset, he and his wife Lindsay made a conscious decision to use only environmentally friendly cleaning materials. Subsequent involvement with the Sustainable Restaurant Association took their activities to a new level. 'They were really good and opened my eyes to more things. I was not looking at energy, for instance, but at food products, and then I looked at the business as a whole,' he explains.

The Bay carefully monitors its use of electricity, gas and water with real time energy monitors bringing considerable savings. All its energy is 100% renewable. Food waste is recycled by a local firm and turned into high grade compost. Cardboard, glass and paper are recycled. The oil used for frying is collected and turned into biodiesel fuel for a local delivery lorry.

A carbon footprint audit in 2013 led to further environmental improvements. The washing machine is only run twice a day, instead of three times previously and the sanitary system overhauled, saving thousands of litres of water every year.

Calum takes the same degree of care with the fish and produce he sells. On the advice of the Sustainable Restaurant Association, he wrote to all his suppliers, explaining the environmental principles he was determined to follow. 'They all embraced it and have come on the journey with me,' he explains.

As part of that policy, The Bay was the first fish and chip shop in the UK to receive a Marine Stewardship Council (MSC) chain of custody for the North Sea haddock it sells. This ensures full traceability, from sea to plate, of all the haddock fish suppers the takeaway sells.

Just as suppliers are buying into his environmental philosophy, so too does the 16-strong staff. 'They all understand and it is easier to mould the young since they are taught recycling and sustainability at school,' he points out.

— It was a great shock to get as far as we did, especially as we were among some of the largest European companies. I'm so proud of both my shop and my staff for their teamwork and enthusiasm for the industry that we work in. This shows that it is not just big brands that can make a difference.

CALUM RICHARDSON

In the process, Calum is helping to change the stereotypical, and often negative, image of a fish and chip shop, presenting the food and premises in a positive and sustainable light. 'People see it as a proper business, not just a fish and chip shop,' he explains.

— I'm a strong believer in local products. We use as much local food as possible. Currently, almost 90% comes from a 50 mile radius. I would not take frozen products even if they have MSC certificates.

CALUM RICHARDSON

The improvements made over the years have brought The Bay a host of awards. It was ranked the number one fish and chip shop in the UK in 2013 and placed in the top two most sustainable restaurants in Britain. Using natural resources in an efficient manner has been good for business. In just seven years, Calum's annual turnover has risen to over £1 million (EUR 1.35 million).



Showcasing Europe's leading eco-innovators

The European Business Awards for the Environment

Presented every two years, the awards recognise businesses that have taken steps to improve their environmental performance and contribute to sustainable economic development. Companies compete in five categories, which reward green innovation in management, product and services, process, international business cooperation, or in combining business and biodiversity.

Businesses of any size, from any sector, can compete. Standards are high, as the competitors are already 'the best of the best': to enter the European Business Awards for the Environment, you need to have been a finalist in a national competition first.

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<http://ec.europa.eu/environment/awards/index.html>



European Business Awards for the Environment

