



TAKING CUSTOMERS ON ITS SUSTAINABILITY JOURNEY

Raithwaite Sandsend takes a different approach to sustainability which aims to reduce waste at source and create sustainable variations of local food and drink favourites

Set across a sprawling 100-acre estate, Raithwaite Sandsend is a coastal retreat sandwiched between Sandsend beach and the North Yorkshire Moors. Although the venue has historically been known as a high-class, corporate venue, more recent years have seen a grand re-imagining of Raithwaite Sandsend into a more consumer-facing venue that taps into the beautiful gardens and scenery to offer a night-on unrivalled guest experience. For those who have not travelled much as a result of the pandemic, it's an exciting new addition to the Yorkshire hospitality scene.

Guests staying at Raithwaite Sandsend can enjoy access to wonderful local walks, cycling

routes, and proximity to the beach for a relaxing day out. It's an appealing offer for people who appreciate the outdoors and this is enhanced through the beautiful, lush grounds of the estate and a focus on interior décor that aims to bring the outside in. This approach to décor can be seen in an innate focus on greens, browns, and beige to harmonise with the local environment and set within spacious rooms that have a comfortable, contemporary feel to them.

As for food and drink, Raithwaite Sandsend has developed a reputation for offering innovative and inspiring takes on British cuisine. Recognised as one of the best restaurants in Whitby, Raithwaite Sandsend's on-site restaurant uses the finest local ingredients to present a combination of seafood, vegetarian,

and traditional Yorkshire dishes. With each dish created to the same taste and standard expectations, there's a little something for everyone to enjoy and dishes can even be adapted to meet more niche dietary requirements.

Sustainable Hotel of the Year

On November 19th, 2021, Raithwaite Sandsend was recognised as Sustainable Hotel of the Year in The Catey Awards. The award shines a light on venues which have taken an innovative direction in sustainability strategy and have subsequently managed to mitigate their environmental impact. Possible factors leading up to the award include investments made into electric vehicle charging points, rainwater self-cleaning windows, sustainable



staff uniforms, and the venue's overarching approach to local food and drink supply. The award was a huge success for Raithwaite Sandsend and a critical point of pride which celebrates the hard work of the team over the last few years.

Sustainability is a key theme we see in the hospitality industry, however when we usually talk about food miles and local sourcing, the focus tends to shift onto sourcing what a venue wants from the closest point of supply; yet at Raithwaite Sandsend the discussion goes in a completely different direction. Instead of sourcing what the venue already needs locally, the team at Raithwaite Sandsend derive what they want from what the locality offers and aim to enhance what can be sourced locally through the growing of ingredients on the hotel grounds. Naturally, this has led to evolutions in the restaurant menu that substitute local produce into consumer favourites which cannot be sourced locally.

Whereas other places might have smashed avocado and poached eggs, due to food miles and food waste, the team at Raithwaite Sandsend doesn't use avocado. Instead, Ollie Hunter (Masterchef semi-finalist as well as Food, Drink and Sustainability Director at Raithwaite Sandsend) has created a combination with crushed English garden peas. The restaurant also doesn't include smoked salmon due to the ethics of sourcing it and so, Ollie Hunter created an alternative for that too. Raithwaite Sandsend is keen to educate staff so that they can explain this to customers as well so





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that they can be brought along with the sustainability journey. Sitting across the menu development, Ollie Hunter has also been instrumental in ensuring the use of local suppliers and in supporting them. He's even introduced suppliers to one another so that they can share transport for deliveries to the hotel, helping to reduce their overall carbon footprint.

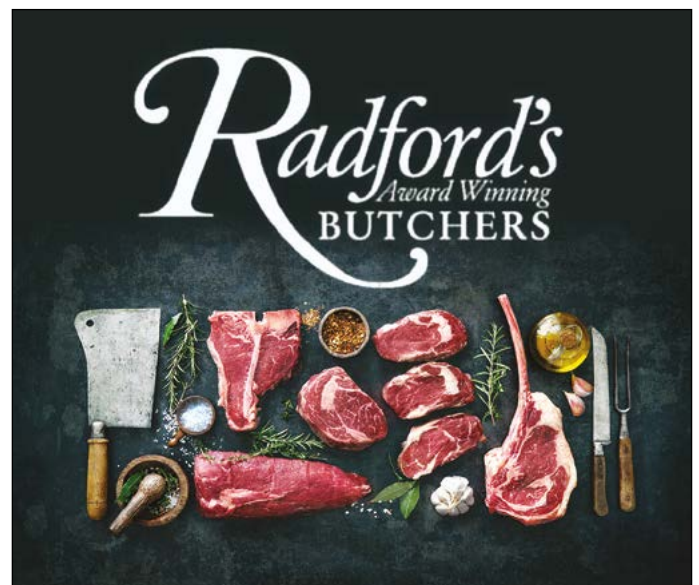
Concerning the growing of ingredients at the hotel, Raithwaite Sandsend not only has a kitchen garden, but the hotel also created the UK's first hotel forest garden in partnership with Sapling Spirits. Across the estate, some 500 trees and shrubs were planted in a bid to create an edible landscape for the hotel to tap into. Biodiversity was key to the initiative so as best to facilitate an agronomic system which could mimic a natural forest and mitigate the need for human intervention. Removing the necessity for manual cultivation, the forest garden is essentially a stable and sustainable ecosystem that the Raithwaite Sandsend can simply tap into as a source of fresh perennial fruits, herbs, and spices.

Further to these efforts, Raithwaite Sandsend has also been trying

to tackle cultural sustainability issues and behaviours. Firstly looking at waste management, the hotel does prioritise the proper handling of waste but the most important area of emphasis is reducing the production of waste at source; indeed, the hotel aims to operate with zero waste by 2023. An example of this can be seen in the venue's own bottling system and partnership with local organic cordial suppliers to produce innovative and flavourful drinks almost entirely on-site. Ultimately this gives the Raithwaite Sandsend team a sense of personal responsibility and accountability which is further enhanced via the sense of empowerment that the hotel creates over sustainability decision making.

The team has also introduced a green leader programme where green leaders have been nominated at all levels across the business. These people can then meet and discuss certain issues that can be actioned very quickly. For example, if someone has noticed a huge amount of something being wasted, then the team can immediately look at how to stop that and take some action on it immediately.





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