



RUSSELL
PARTNERSHIP
CONSULTING

Sustainability Benchmarking of the Onboard First-Class Food Menu for Avanti West Coast

Report
October 2021

in partnership with

AVANTI
WEST COAST



EXECUTIVE SUMMARY

Avanti West Coast has a well-established sustainability vision of ‘making a difference today to look after tomorrow’, with the aim to boost the sustainability of communities they serve, cut their environmental footprint, reduce carbon emissions, and be the most sustainable intercity travel option. They do this through their overarching mantra: ‘To protect our planet, with our people at its heart, doing what’s right for our customers, and improving life in our communities’.

On behalf of Avanti West Coast, the Russell Partnership Collection have been tasked to deliver an independent review of the current sustainable performance of the food offering within First Class on Avanti West Coast trains. Through an analysis of the First Class menus and ingredients, the team working on the review has created a comprehensive evaluation structure for the current situation, while also delivering details on individual dishes that may provide opportunities for future change.



EXECUTIVE SUMMARY

Continued



The analysis within this report covers four measurable areas for each individual dish. These sections cover a range of sustainability and nutrition factors based on the ingredients and the sourcing of those ingredients that deliver a high level review. These data points inform the strategic alignment of the menu to the Avanti West Coast sustainability strategy. These four review sections are:



CARBON IMPACT ▶



SME AND COMMUNITY ENGAGEMENT ▶



LOCAL SOURCING ▶



NUTRITION AND WELLBEING ▶

Across these four themes we have collated all available information to analyse the performance of Avanti West Coast's first-class menu. In cases where data availability constrained the evaluation, the team used comparables and experience in other projects, average scores or other means to generate an output.

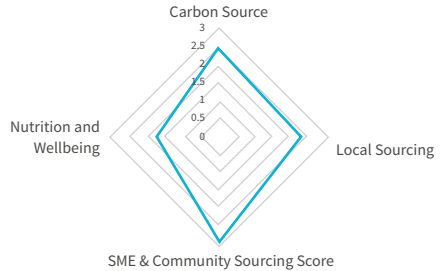


EXECUTIVE SUMMARY

Continued

The following diagram illustrates the current aggregate performance of the menu based on the evenly weighted scores of all menu items available, a score of three is a high performance score based on criteria, while a score of one would indicate a lower performance. As part of this analysis, individual dish scores are available.

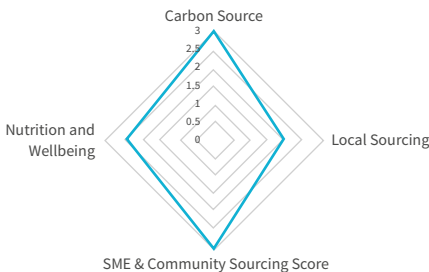
Aggregate Performance



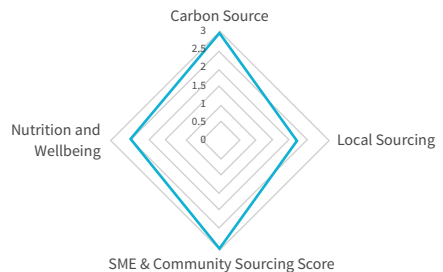
The aggregate performance identifies the value of effort from Avanti West Coast towards the use of SME's and local suppliers. The menu analysis does exhibit an opportunity for the Avanti West Coast operation to consider avenues to support the health and wellbeing of their customers, acknowledging the connectivity between the health of a population and sustainability.

Specifically, attention must be drawn towards items such as the Vegan Breakfast and the Superfood Nourish Bowl, which both rate prominently on the analysis. The efforts of Avanti West Coast in terms of menu development can be seen in both dishes, with strong metrics in each of the four categories, as seen further in the report. These dishes make ideal recommendations for travellers seeking a nutritious meal and are equally conscious about the sustainable impact of their menu choice. A full table of the summary scores for all First Class dishes in rank order can be found further in the report.

Vegan Breakfast



Superfood Nourish Bowl



In future stages of analysis Avanti West Coast will be able to generate incrementally more detail as gaps in data have been identified and key categories such as packaging could be explored further. In addition, there is a potential opportunity to identify lower performing dishes on a sustainable scale that also underperform on commercial data, which would be a strong indication of menu items that could be cycled out or redeveloped in the future.



MENU ANALYSIS

Evidence based findings across the categories have been evaluated for all dishes in order to both evaluate their individual metrics on sustainability and nutrition and to provide the basis for a collective scoring mechanism for the entire First Class menu. It should be noted here that these dishes are equally weighted in terms of the overall aggregate scores and not measured against customer uptake.

Overall Dish Scores in Rank Order

The scores below illustrate the collective measures of carbon impact, SME and community engagement, nutrition and wellbeing, and local sourcing in a rank from the highest performing dish to the lowest. A score of twelve would be the highest attainable score, whereby a dish earns three points in each of the four sectors of analysis.

Dish	Total Score
Superfood Nourish Bowl	10.69
Vegan Breakfast	10.44
Cheese and Crackers	10.31
Jammie Dodger Loaf Cake	10.04
Afternoon Tea	9.98
Salted Caramel Tart	9.93
Classic Bacon Sandwich	9.78
Superfood Breakfast Bowl	9.73
Lightly Salted Crisps	9.61
Uglie Chocolate	9.11
Fresh Fruit Plate	8.98
Smoked Salmon and Scrambled Eggs	8.89
The Great British Breakfast	8.66
Croissant	8.61
The Gnocchi	8.29





CARBON IMPACT



CARBON IMPACT REVIEW



Russell Partnership Consulting have delivered a high level carbon review for the Avanti West Coast first class menu.

Criteria and Assessment

The following criteria were developed to benchmark the first-class menu against:

Score	Carbon Criteria
1	Key ingredients (by volume of goods) sourced that have high carbon footprint (greater than 1.5kg per serving of CO ₂ e) such as animal protein, intensive processing and/or air freighting)
2	Key ingredients (by volume of goods) sourced have medium carbon footprint (between 1 and 1.5kg per serving of CO ₂ e) such as dairy, processed foods, non-seasonal/local fruit
3	Key ingredients (by volume of goods) sourced have a low carbon footprint (Less than 1kg per serving of CO ₂ e) such as salads, seasonal fruit, grains, pulses and non-processed foods and local production.

The indicative criteria are based upon evidence-based sources such as the UK emissions factors where available, emissions footprint research studies for UK food and drinks sector, the BBC carbon calculator and Mike Berners-Lee carbon footprint of foods. Emissions factors vary significantly depending on whether the emissions factors (data sources) are global, European, UK or supplier specific, what has been included in the scope (e.g., land use change/deforestation), seasonality and whether the ingredient is likely to have been freighted by road, rail, or plane. This leads to a large variance in the emissions data per ingredient. CO₂e is Carbon dioxide equivalent, a measure based on a basket of greenhouse gases not just CO₂.

Menu items were analysed based upon ingredient lists available, which were then assessed against the carbon criteria to arrive at an overall score. An 'indicative' carbon footprint per Avanti first class meal has also been derived and can be found in the following table.



CARBON IMPACT REVIEW

Continued



Carbon Impact Scores

The table below summarises the estimated carbon footprint per menu item in kilograms of CO₂ equivalent per serving, as well as the carbon score for each menu item. The carbon score is based on an average of each individual ingredient's carbon emissions factor. It has been displayed from highest carbon score (least impact) to lowest (greatest impact):

Dish	Carbon Footprint per Menu Item (kg CO ₂ e per serving)	Translated Carbon Score (Average menu score per ingredients)
Superfood Nourish Bowl	0.66	3
Vegan Breakfast	0.96	3
Superfood Breakfast Bowl	0.56	3
Fresh Fruit Plate	0.52	3
Lightly Salted Crisps	0.34	3
Uglie Chocolate	1.85	2.67
Cheese and Crackers	2.75	2.6
Jammie Dodger Loaf Cake	3.34	2.6
Salted Caramel Tart	3.42	2.6
Croissant	1.7	2.5
The Gnocchi	3.3	2.4
Afternoon Tea	8.42	2.3
Classic Bacon Sandwich	2.9	2
The Great British Breakfast	8.37	1.83
Smoked Salmon and Scrambled Eggs	3.32	1.5





SME AND COMMUNITY ENGAGEMENT





Recognising the importance of small businesses as part of the sustainable framework, the Avanti West Coast sustainability review incorporates measures related to the use of small and medium sized enterprises as well as community engagement as one dimension of analysis.

Criteria and Assessment

The following criteria were developed to benchmark the first-class menu against:

Score	SME & Community Sourcing Criteria
1	Key ingredients (by volume of goods) generally sourced from large scale commercial operations
2	Key ingredients (by volume of goods) generally sourced from medium scale commercial operations
3	Key ingredients (by volume of goods) sourced from a SME or local specialist businesses

Evaluating the current sources of procurement from the existing data available was the primary driver for this analysis and the results.



SME & COMMUNITY ENGAGEMENT REVIEW

Continued



SME & Community Engagement Scores

The summary table below delivers the SME and Community score. Final scores are based on the criteria set out above and the identification of suppliers within certain areas as well as the representation of those ingredients within the dish. A score of three represents utilisation of entirely small and medium sized businesses in creation of the dish.

Dish	SME & Community Sourcing Score
Superfood Nourish Bowl	3.0
Vegan Breakfast	3.0
Superfood Breakfast Bowl	3.0
Cheese and Crackers	3.0
Smoked Salmon and Scrambled Eggs	3.0
Classic Bacon Sandwich	3.0
Afternoon Tea	3.0
Fresh Fruit Plate	3.0
Jammie Dodger Loaf Cake	3.0
Salted Caramel Tart	3.0
The Great British Breakfast	3.0
Lightly Salted Crisps	3.0
Uglie Chocolate	3.0
Croissant	2.5
The Gnocchi	2.0





LOCAL SOURCING





Driving the supply chain to focus on increasingly local products and processing supports businesses in the areas where Avanti West Coast operates. It also reduces transport miles leading to a reduced impact on their carbon emissions and ties to the desire to create a positive community impact where the business has a presence. In evaluating local sourcing the Russell Partnership Consulting team assessed individual ingredients within each menu item to score overall local sourcing.

Criteria and Assessment

The following criteria were developed to benchmark the first-class menu against:

Score	Sourcing (Locality) Criteria
1	Key ingredients (by volume of goods) sourced from international locations (with a higher likelihood of freighted by air)
2	Key ingredients (by volume of goods) sourced from UK or where seasonally viable the EU. Road and rail freighted goods.
3	Key ingredients (by volume of goods) sourced from the UK within reach from an Avanti station generally using road, and rail freighted goods.



LOCAL SOURCING REVIEW

Continued



Local Sourcing Scores

The summary table below delivers the Local Sourcing scores of all dishes.

Dish	Local Sourcing
Classic Bacon Sandwich	3.0
Jammie Dodger Loaf Cake	3.0
Salted Caramel Tart	3.0
Afternoon Tea	2.9
Cheese and Crackers	2.6
The Great British Breakfast	2.5
Smoked Salmon and Scrambled Eggs	2.5
Croissant	2.5
Lightly Salted Crisps	2.5
Uglie Chocolate	2.3
Superfood Nourish Bowl	2.3
Vegan Breakfast	2.0
The Gnocchi	2.0
Superfood Breakfast Bowl	1.3
Fresh Fruit Plate	1.2





NUTRITION AND WELLBEING





As part of this analysis, Russell Partnership Consulting have delivered a nutritional review for the Avanti West Coast first class menu. This highlights the link between environmental quality and healthier communities.

Criteria and Assessment

The following criteria were developed to benchmark the first-class menu against:

Score	Nutrition Criteria
1	Generally unsatisfactory. Low in fruit and vegetable numbers and diversity. Low quality protein. High in saturated fats and/or low polyunsaturated fats. Low quality carbohydrate and fibre. Largely processed. High allergens.
2	Generally satisfactory with potential for nutritional optimisation. Range of fruit and vegetable numbers and diversity. Some quality protein. Some in saturated fats and/or polyunsaturated fats. Some quality carbohydrate and fibre. Some processing. Medium allergens.
3	Generally good. Good range of fruit and vegetable numbers and diversity. Shows quality protein. Low in saturated fats and high in polyunsaturated fats. Good quality carbohydrate and fibre. Minimal processing and based on wholefoods. Low/medium allergens.

The criteria are drawn from evidence-based sources such as the NHS, the British Dietetics Association (BDA) and practical knowledge from the Russell Partnership Collection team of Registered Nutritionists.

Menu items were analysed based upon ingredient lists, which were then assessed against the nutrition criteria to arrive at an overall score.



NUTRITION & WELLBEING REVIEW

Continued



Nutrition Scores

The summary table below delivers the nutritional score for each menu item. These findings may be utilised to train Avanti West Coast team members when recommending the most nutritionally dense menu items to customers:

Dish	Score
Superfood Nourish Bowl	2.4
Vegan Breakfast	2.4
Superfood Breakfast Bowl	2.4
Cheese and Crackers	2.1
Smoked Salmon and Scrambled Eggs	1.9
The Gnocchi	1.9
Classic Bacon Sandwich	1.8
Afternoon Tea	1.8
Fresh Fruit Plate	1.8
Jammie Dodger Loaf Cake	1.4
Salted Caramel Tart	1.3
The Great British Breakfast	1.3
Croissant	1.1
Lightly Salted Crisps	1.1
Uglie Chocolate	1.1



AVANTI'S SDG AWARENESS

Understanding the macroenvironment and call for change

The United Nations 2030 Agenda for Sustainable Development is a plan of action for people, planet and prosperity; committing the international community to ending poverty, hunger and malnutrition. Its vision is one in which everyone can live a healthy, prosperous and dignified life, rooted in thriving ecosystems; a vision where 'no one will be left behind'. Underpinning the Agenda is the concept of food security and nutrition; the need to eradicate extreme poverty; tackle climate challenges; build community resilience; and responsibly manage natural resources and rich biodiversity. This requires reviewing and overhauling food systems in the broadest sense.

Key Facts:

- 50% of habitable land around the world is used to produce food.
- There was a net loss of almost 100 million hectares of the world's forests between 2000 and 2020.
- The percentage of food lost after harvest on-farm and at the transport, storage and processing stages stands at 13.8 percent globally, amounting to over USD 400 billion a year.
- Between 720 and 811 million people in the world faced hunger in 2020.
- 14.5% of global climate changing gases are due to meat and dairy production.
- The sustainability of global fishery resources continues to decline, having dropped from 90 percent in 1974 to 65.8 percent in 2017.
- Systematic disparities are observed in the incomes and productivity of small-scale and large-scale food producers

Source: The Food and Agriculture Organization (FAO)



CONCLUSIONS AND NEXT STEPS



Going Forward

The intention of this report was to better understand the current position held as it relates to the First Class food offering and Avanti West Coast's aspirations towards sustainability and nutrition. This initial review successfully installs a marker by which the current offering can be understood and evaluated for future adaptations to improve, while highlighting some of the positive elements that are in place based on initiatives undertaken to incorporate local sourcing, SME suppliers and vegetarian and vegan food offers.

As the business emerges from this stage there are two dimensions of further work that can be envisioned for Avanti West Coast to further develop their understanding of the current state of their food offering. From a horizontal analysis perspective, the business will now have a methodology to analyse their offerings in other retail environments and lounges to similarly compare and comprehend the qualities of their menus. From a vertical analysis perspective there is an opportunity to delve deeper into the initial analysis and to evaluate the overall impacts in greater detail with an equal emphasis on volume of menu items being consumed and commercial performance to enable Avanti West Coast to better understand the net impact of their menus once these items are weighted based on consumer uptake. Each of these endeavours would lead the business to understanding their current performance and further propel the ongoing cycle of improvement towards the incorporation of changes that make the food on Avanti West Coast trains more nutritious and sustainable in the future.





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