

National
Trust

F&B Behaviour Change

FFtF 30th Jan 2018 – Anita Barton



Running a Behaviour Change Campaign

Why is it Important

Securing Resources

Knowing Where You Start

Skills for Change

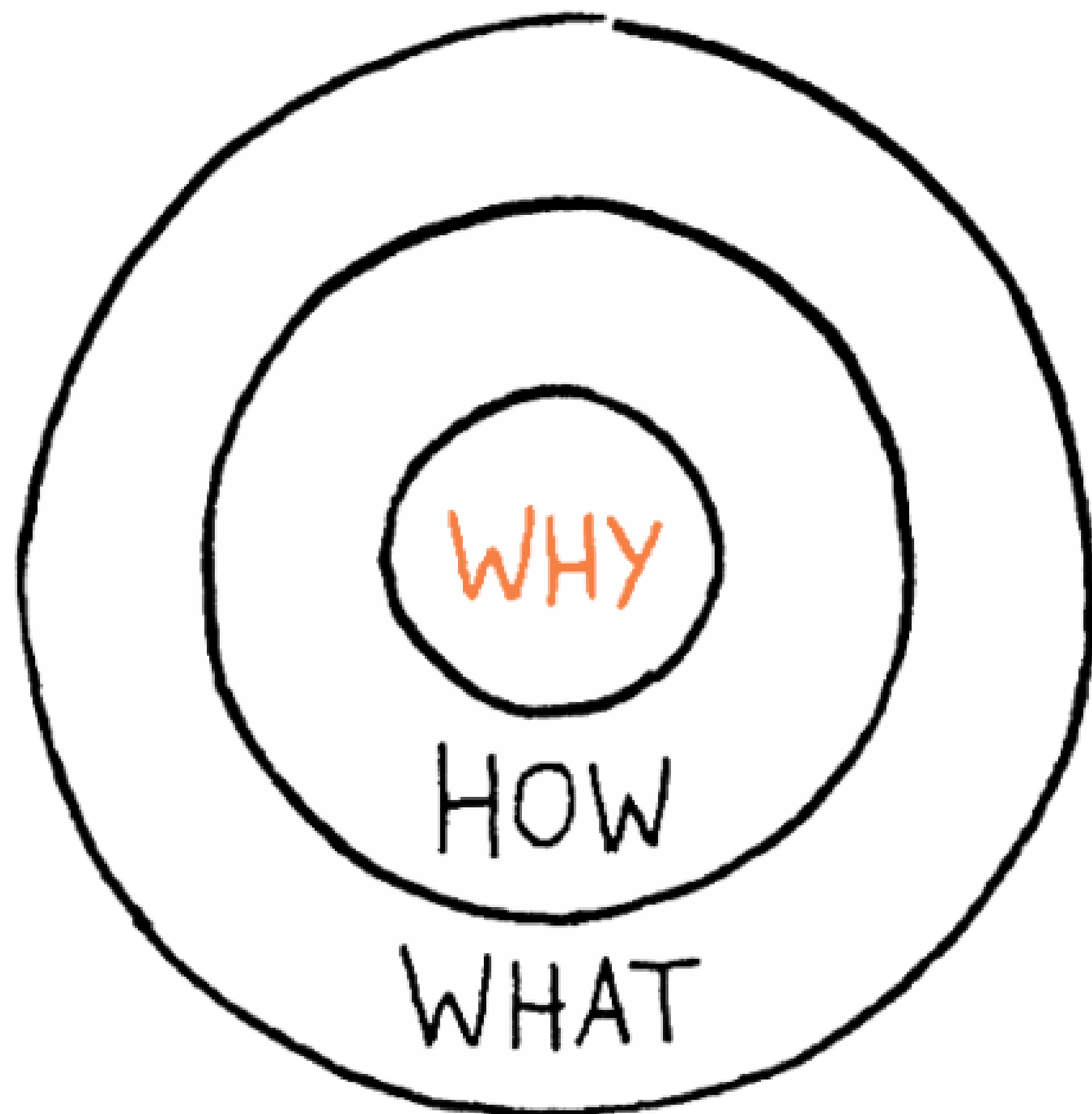
Set your Goals

Make it a Success

Evaluate

Why is it important?

How to Inspire Action



Secure Resource

I Don't Want to Run this Campaign!

Energy Champion



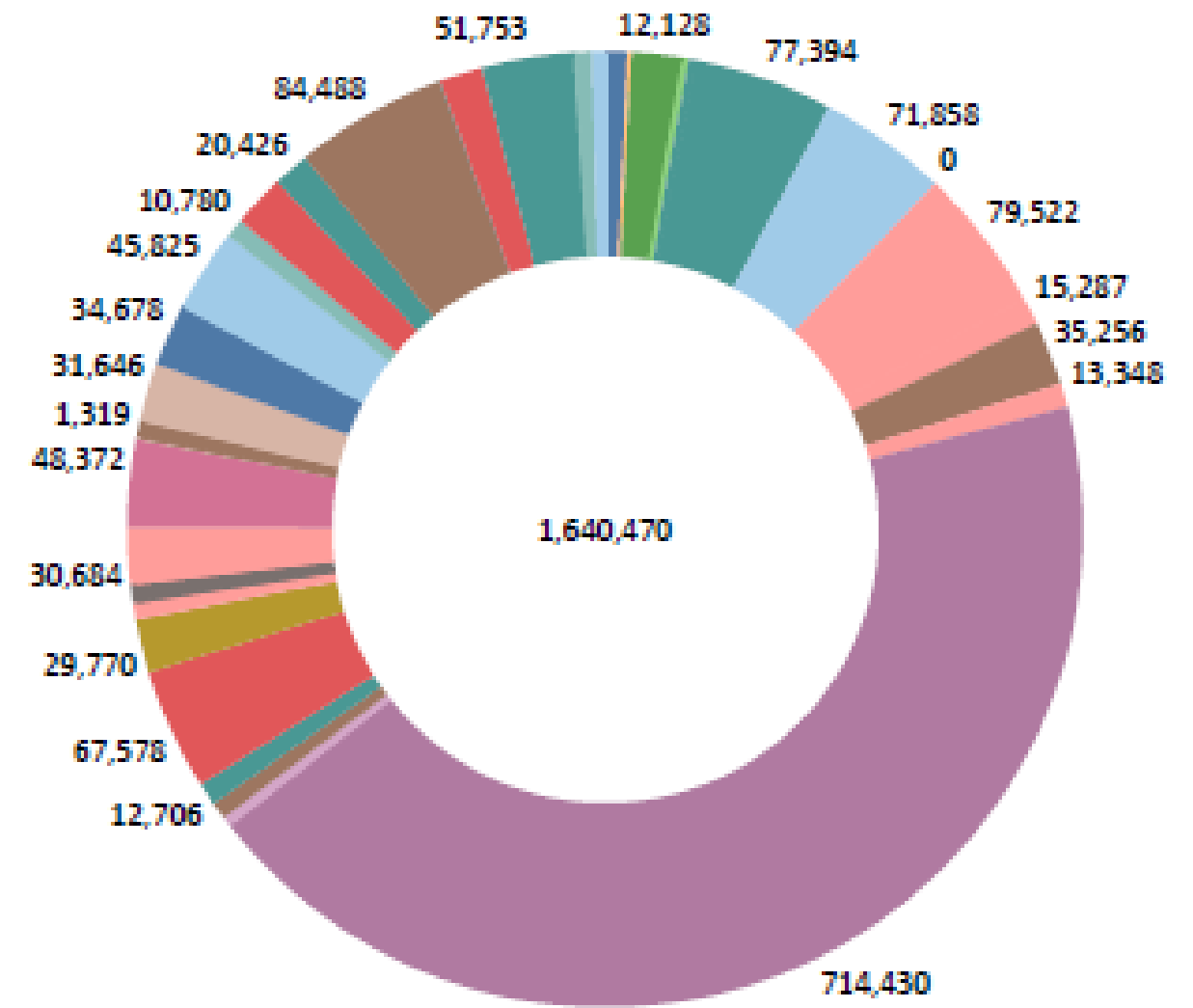
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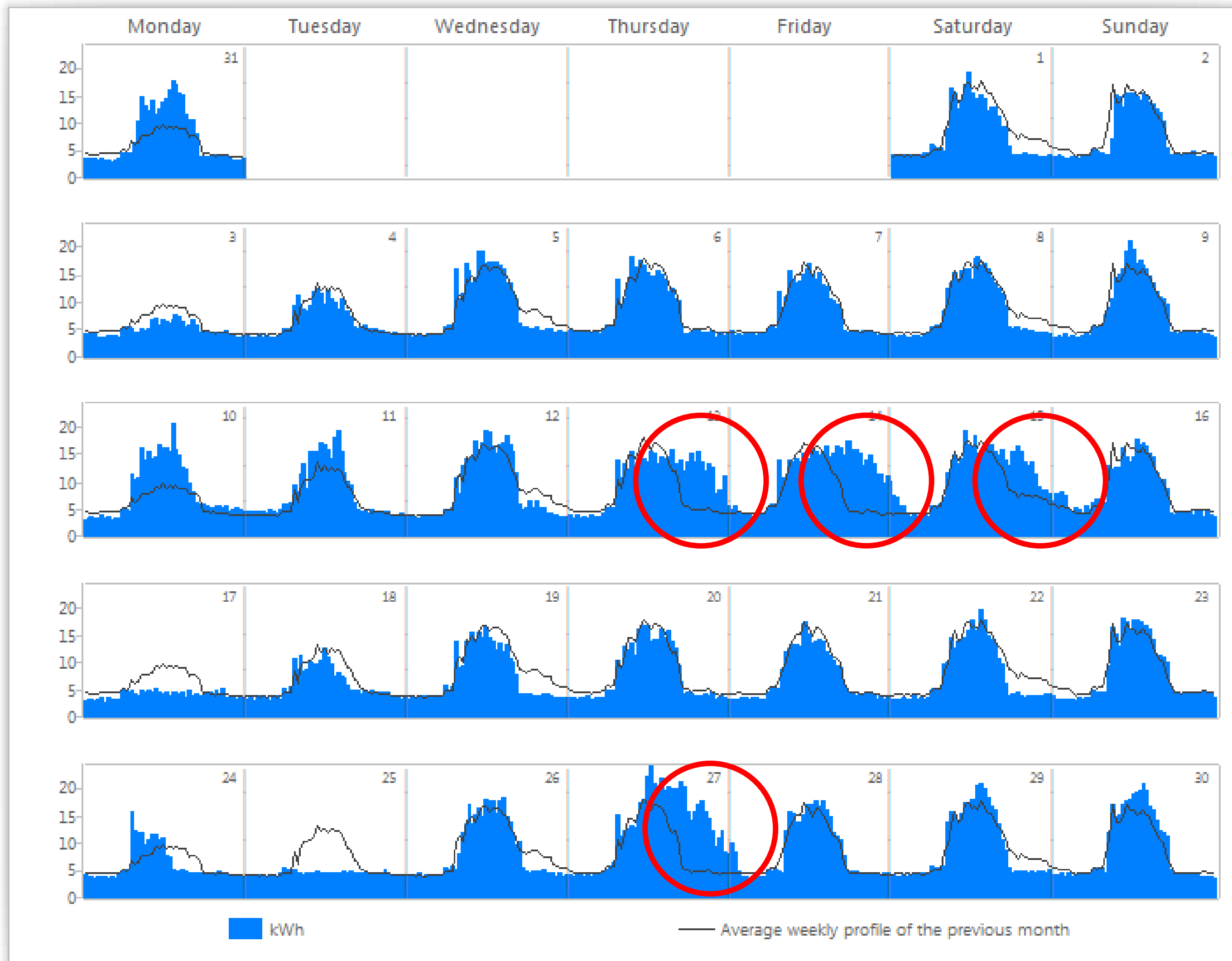
Knowing where you start

How Much and What?

33%

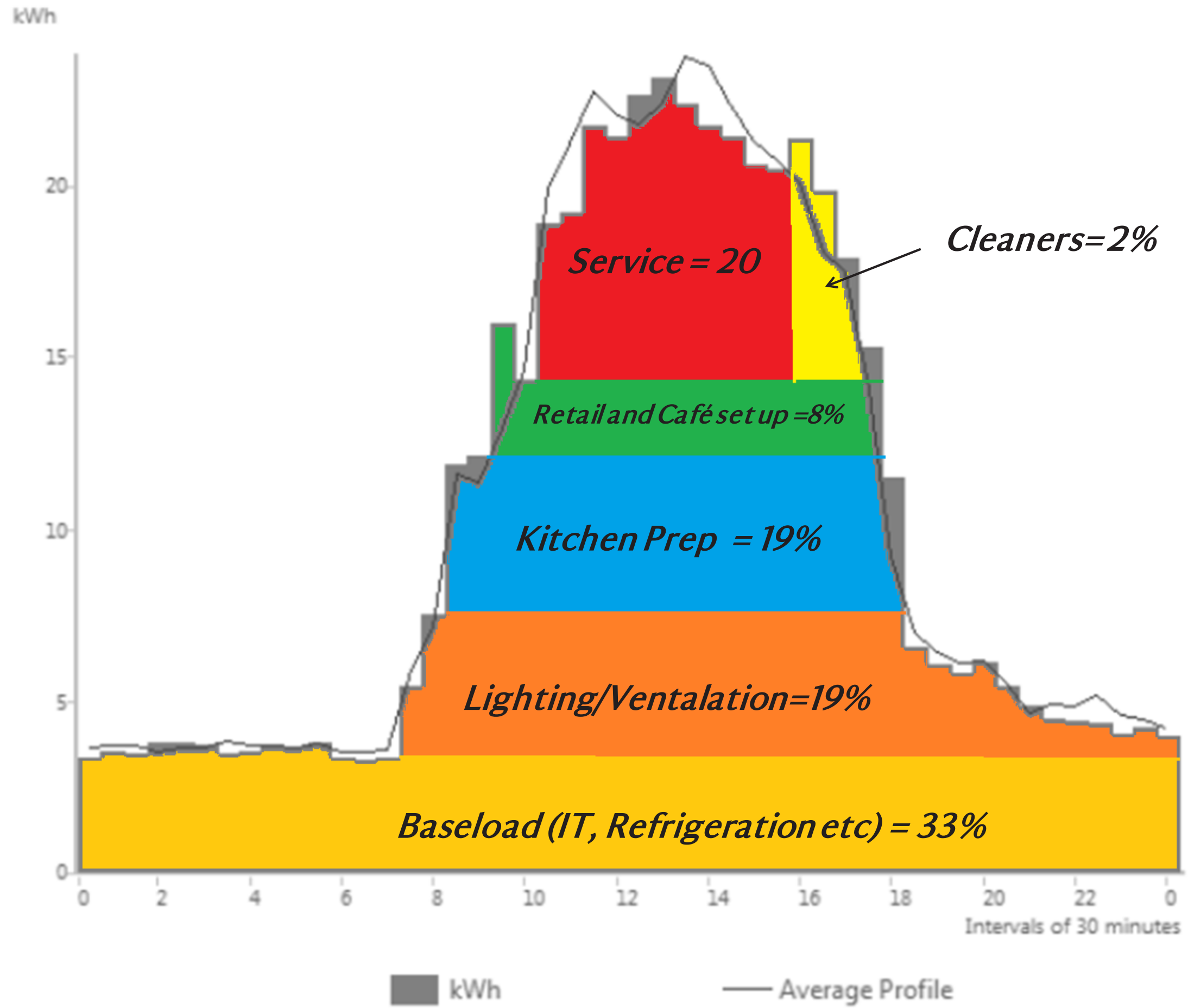


Of energy consumption at Fountains is from the Visitors Centre restaurant



Why?

Day Profile of Electricity Consumption



What?

Skills for Change

BUT HOW?!

Catering



When we start the day we:

Cooler weather (autumn/winter):

- Only turn on radiators/heaters if it is cold inside
- Turn on wall-mounted fan heaters only in cold weather and max. 5mins before we expect our first visitor
- Open up any blinds/curtains to let the sun shine in
- Don't use catering equipment for comfort heating

Warmer weather (spring/summer):

- Avoid turning on any fans until it's unbearably hot
- Close any blinds and curtains to

- Turn on Digital Displays (e.g. projectors, ipads, TVs etc.) max. 15mins before visitors arrive
- Try to zone customers into one area if it is not busy to save heat/light

Kitchen specific:

- Only open chiller/freezer doors during service
- Hand wash more soiled dishes to remove food solids before dishwashing
- Run the dishwasher when full if possible
- Turn on the dishwasher 30mins before use
- Turn on bain-marie max. 30 mins before use
- Turn on stove tops/ovens max. 15mins before use
- Turn on Grills/Griddles max. 15mins before use

- Turn off radiators/heaters at least 30mins before we leave
- Close all blinds and curtains to keep the warmth in overnight

Warmer weather (spring/summer):

- Unplug all fans as soon as it starts to cool down

Whatever the weather

- Turn off FOH drinks coolers, and put blind down as soon as trading stops
- Turn off coffee machines as soon as trading stops
- Turn off all FOH lights as soon as customers leave
- Unplug music max. 15mins after customers leave
- Unplug other Digital Displays (e.g. projectors, ipads, TVs etc.) max. 15mins after visitors leave

Fire up and Shutdown



Refrigeration



Location
Location
Location



Out of Hours
Savings



Maintenance



Set your Goals

Aim for the impact

Goal Setting

- Less is more
- What will motivate the staff best? – let them decide.
- Choose things that will have the best impact
- Think about expressing goals in new ways
 - This month we want to save enough energy to pay for 10 Memberships!

Make it a Success

Keep the magic going

Energy Monsters

Monster Energy Guzzler

Heat up time



10 min



Monster Energy Guzzler

Switch ON: 9am

Switch OFF: 3:30pm



Monster Energy Guzzler

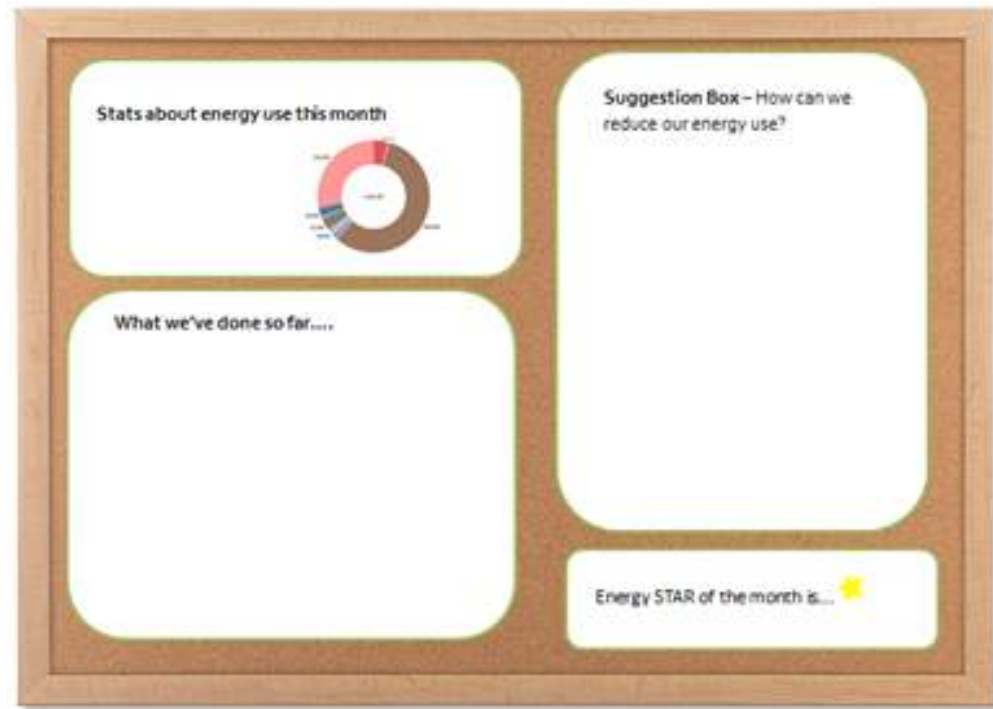
Heat up time



20 min



Give Feedback



Incentivise



Evaluate

Have a start middle and importantly an end.