

# BEEF & LIBERTY



HAWKSMOOR

IMPACT REPORT 2025

## CREATING SOMETHING SPECIAL

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Over the years we've often asked ourselves what we're really trying to do and why. At first, it was simply about opening a restaurant that worked. Then it became about creating the best steak restaurant in the country.

In time, our ambition grew: to build institutions that would last, and to open world-class restaurants in world-class cities as we spread our wings beyond the UK.

Eventually, one idea kept coming back: creating something special. It's something we hear a lot from our teams and guests, the sense of being part of something meaningful, relevant and worthwhile. That's something most of us crave, isn't it? For many, that's what Hawksmoor is all about.

Our annual impact reports offer a glimpse into how we've got here and what we care about: creating something special not just for our customers, but for our teams, our farmers and producers, our local communities, and the people whose lives are improved by our charity partners.

It's not perfect, but we feel very lucky to be part of it.



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# INTRODUCTION

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**MARK LEWIS**

**Mark Lewis is the Chief Executive of Hospitality Action (HA), UK hospitality's benevolent charity, which supports people who work, or have worked, in hospitality and find themselves in crisis.**

One Sunday in 2024, hundreds of hospitality people converged on Battersea Park for a sponsored walk to fundraise for our beautiful charity, Hospitality Action. In the vanguard was the inimitable Tati, whose story you can read on page 7. Tati clocked up the miles on bespoke running blades we bought her after an illness that left her needing amputations of both legs and both arms.

We've worked with Hawksmoor for many years, and when they asked us to help Tati in 2022, we were there for her in a heartbeat. Hospitality Action has been keeping hospitality workers happy, healthy, and work-ready for nearly 200 years. Through our financial support, we keep a light burning at the end of the tunnel for people in crisis.

We help families keep a roof over their heads and food on the table; we pay funeral bills for people mourning a partner or a child; we fund safe accommodation for someone fleeing a domestic abuse flashpoint; and we purchase medical equipment and home modifications for people like Tati who receive life-changing diagnoses.

We offer an employee assistance programme enabling employers to invest in the wellbeing of their teams. And we run an outreach scheme, Golden Friends, keeping loneliness and isolation at bay for thousands of industry retirees.

It can be tough working in hospitality. Hours can be long and anti-social, and the peaks and troughs of adrenaline and the need always to wear your game face can test your resilience. Operators ignore their colleagues' wellbeing at their peril. After all, they're the heart and soul of any thriving hospitality business.

The best steak in the world is just a joyless lump of protein, if it's served to you without love. Hawksmoor have supported us and fundraised for us for years. They understand that a professionalised industry needs a safety net. Will and Huw believe in doing business with heart, and with a conscience. And they know that making a positive impact to our world is a journey, not a destination. Next year, they'll doubtless have more stories to tell, more successes to relay.

Meanwhile, this report serves to underline their status as torch bearers in social and environmental sustainability. At Hospitality Action, we dream of a day when all hospitality operators shoulder responsibility for the health and wellbeing of their colleagues.

Until then, our message remains clear: "be more Hawksmoor".

## WHAT DOES GOOD LOOK LIKE?

Maybe 2024 was the year when we developed a little subjectivity on a question we ask ourselves all the time: what does good look like?

For a long time, it's been a simple way to end a conversation...after some time spent going back-and-forth (anyone who works here can tell you we like to talk things over a lot) someone asks the magical question and it sets off a simple process. Describe what you're trying to achieve, put it into specific goals, and then work out how to achieve them and when. Then get on with it, and hold yourself accountable.

But these are quite polarised times. Different people loudly proclaim different values. Customers may want something different from our teams. The British, Irish and Americans don't always agree on what the right thing to do is, let alone the people from 50+ nationalities that work at Hawksmoors across the world.

So, we listen. We try to find out, for example, what being a great employer looks like in Ireland, and how that is distinct from the UK. What a brilliant supply chain with integrity looks like in the US, versus what we've spent almost 20 years building from London.

And then we're guided by a few basic principles that we try to live by:

Welcome Everyone  
Work Hard and Be Nice to People  
Hit Hawksmoor Standards  
Keep Evolving

Because whatever the goals we set ourselves, if Hawksmoor can be genuinely welcoming to all, full of people who strive to do their best while being decent to those around them, and aiming at consistently hitting really high standards then we can continue to be a genuinely special group of restaurants; and if we can keep evolving, then hopefully that can continue for a very long time, wherever we show up in the world.



# WILL & HUW'S PROUDEST MOMENTS OF 2024

- Opening our biggest ever restaurant in Chicago
- Winning not one but two Best International Company/Business awards (R200 Awards and the Peach 20/20 Awards)
- Being listed as one of the UK's top employers for the 14th year running!
- Breaking records in all the restaurants at a time when hospitality is struggling across the board
- Improving People practices in the US
- The beginning of a long road (that you'll hear much more about in next year's report) ... a partnership with the Rare Breed Survival trust in the UK, that takes us even deeper into three of our main passions: incredible steak, heritage cattle and regenerative farming.

## AND ON A PERSONAL NOTE...

Co-founder Huw helped develop two charity projects for young people in prison: hospitality-based [The Cookout](#) and creative industries-based Untold. As Non-Executive Director of National Theatre Enterprises, he has also helped create a host of opportunities for early-stage hospitality businesses at the NT.

Meanwhile, co-founder Will – as part of his role on the [Hospitality Sector Council](#) – chaired an official group talking to government on how best to support family businesses and independent operators in the hospitality industry.



# HOSPITALITY ACTION

Hospitality Action is a charity that supports people across the hospitality industry when they need it most. Whether it's chefs, servers, porters or front-of-house teams, they provide vital help to those facing hardship, from financial support during crises to mental health services, addiction support and family well-being initiatives.

It's fantastic to work with a charity that has a deep understanding of the hospitality industry. Since 2020, they've awarded over £5 million in grants, supporting more than 15,000 hospitality households across the UK. They have provided key support for Hawksmoor people over the years, including direct grants (see Tatiana's Journey) and crisis support in the immediate aftermath of terrorist attacks in London and Manchester.

Their Employee Assistance Programme (EAP), has benefitted many of us over the years. Hospitality Action get the industry and have our backs. And we recognise the importance of normalising the kind of support they offer, and accepting the help when we need it.



## TATIANA'S JOURNEY; STRENGTH, SUPPORT AND STARTING AGAIN

Assistant Restaurant Manager – Hawksmoor Spitalfields

When Tatiana joined Hawksmoor Spitalfields, she quickly became part of a new team that grew close. Within a few years, she'd worked her way from waitress to restaurant manager. Away from the restaurant, she poured her energy into dance – particularly zumba – and visited Angola in 2022 to immerse herself in it fully.

It was after that trip that Tatiana's life changed in ways she could never have imagined. Soon after returning to London, she fell gravely ill. What seemed at first like the effects of a cycling accident turned out to be cerebral malaria, the deadliest form of the disease. She was placed into an induced coma for several weeks and, though she survived, the infection and treatment left her needing amputations to all four limbs.

“It was devastating,” she recalls, “but Hawksmoor stood by me.” The company flew her father over from Réunion, covered urgent costs, but most importantly connected her with Hospitality Action. Hospitality Action helped fund vital equipment and even her first running blades, and offering emotional and practical support when it mattered the most. Her colleagues raised money, visited her in hospital and celebrated each milestone in her long recovery.

After six months in rehabilitation, Tatiana returned to Hawksmoor in 2023. The team created an office

role tailored with specialist equipment to help her ease back into work. “I wasn't quite ready and office work just isn't for me,” she says. “Leaving was a hard decision – I love Hawksmoor and wanted to grow into a manager – but I had to be honest with myself.”

Now Tatiana is training to become a counsellor, with a vision of combining coaching, sport and well-being to support other amputees. She volunteers with LimbPower, a charity that runs sporting events for people with limb loss, and is carving out what she hopes will become an entirely new profession.

“It's not just about helping people physically, but mentally too,” she says. “Losing a limb changes everything. I want to show others that life can still be active, healthy and full of possibility.”

Her journey is one of extraordinary resilience, but also a reminder of the role that Hospitality Action plays in our industry. Their work can offer hope, dignity and practical support when it's needed most.

# OUR JOURNEY SO FAR

2006

## FOUNDED

Hawksmoor founded as a purpose-led business with integrity at its core



2010

## 3\* RATING

Awarded highest rating from the Sustainable Restaurant Association

2013

## ONE WATER

Announced partnership with One Water, helping to fund sustainable water projects

2017

## FUNDRAISING

Over £1 million raised for charities including Action Against Hunger



2019

## 3\* RATING

Retained highest rating from the Sustainable Restaurant Association for a 10th consecutive year

2022

## FUNDRAISING

Recognised for fundraising over £2 million for charity partners

2021

## CARBON NEUTRAL

Becomes the world's first carbon neutral steak restaurant

2021

## CLEAN ENERGY

Moved to entirely green energy on Oct 21

2020-22

## COVID SUPPORT

Provided over 50k meals to people in need during Covid

2020-22

## SUSTAINABLE SUPPLY

Working in our supply chain to support our farmers through the carbon footprinting process

2022

## B CORP

First UK restaurant to be awarded B Corp Certification



2022

## UN TARGETS

Signed up to the UN's "Race to Zero", targeting 'net zero' by 2030

2010-2023

## 'BEST COMPANY TO WORK FOR'

Recognised as a 'Best Company to Work For' in the UK for 12 consecutive years

2023

## 3\* RATING

Our NYC restaurant achieved 3 Star Certification with the Green Restaurant Association



2024

## FARM VISITS

Over 560 staff in the UK and Ireland have visited the farms that produce our food since 2022

## PURPOSE IN ACTION

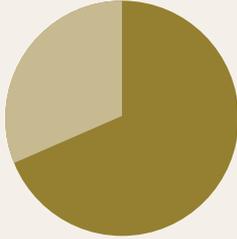
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Progress is all about making the little (and not-so-little) things add up. We've been working away on initiatives across the whole business that we want to share and celebrate. They don't always go to plan, and there are ups and downs along the way, but we've managed to achieve some things that we're really proud of.



# PURPOSE AT A GLANCE IN 2024

## PEOPLE



69% of our team completed the People & Values survey — up 9% from 2023.

Work-related harassment incidents (customer-facing) fell

30% → 26%

560

people in the UK + Ireland have attended a farm trip since 2022

## ENVIRONMENT

Per-cover emissions (scopes 1,2,& 3) fell from\*

20kgCO<sub>2</sub>e



17kgCO<sub>2</sub>e

Scope 1 & 2 emissions reduced by\*

45%

from 2023 to 2024

71

of surveyed beef farmers already using regenerative-aligned practices (e.g., low/no-tillage pasture establishment).

## COMMUNITIES AND CHARITY

Ongoing partnership with Hospitality Action, providing vital support for Hawksmoor people in crisis.

Our customers donated

£174k

through £1 on the bill in 2024

Our team used their volunteering hours in schools, kitchens, gardens and community projects

\*Per-cover emissions include Scope 1, 2 and 3 emissions and are presented as an intensity measure. Intensity metrics do not on their own represent total emissions, which are also influenced by growth and changes to the estate. The 45% reduction figure relates to Scope 1 and 2 emissions only. Scope 3 emissions remain the largest source of Hawksmoor's overall footprint.

## BETTER BENEFITS, BUILT AROUND PEOPLE

We opened our first US restaurant in New York in September 2021 and our second in Chicago in June 2024. Crossing the pond has been a huge learning curve, especially when it comes to our people practices.

We're proud of the culture we've built in the UK and Ireland – we like to think we're pretty great employers, and we've got a few awards that back that up – but we knew we could do more in the US. So in 2024, we welcomed Dona Costa as our VP of HR to take a close look at how we were doing and where we could raise the bar.



We started by focusing on three key areas and asking how we could make them better. If we wanted to attract and keep great people, we had to be able to stand shoulder-to-shoulder with much bigger companies. The biggest opportunity was in our pay and benefits – were we offering competitive packages at every level?

The honest answer was no, especially when it came to healthcare. Our plans varied from state to state, and the coverage wasn't where we needed it to be.

So in 2024 we brought everything under one roof – one medical provider (Aetna) and one dental/vision provider (Principal) for the whole US team. By using our collective buying power, we secured better coverage at better prices, making us competitive with much larger hospitality groups.

With just two US locations, we're now offering benefits that match – and often beat – those of far bigger players. The new plan officially rolls out in 2025 with one thing at the centre: our people.

# CREATING SAFE AND INCLUSIVE WORKPLACES

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In 2024, 69% of our people completed our People and Values survey – a 9% increase on 2023. This survey helps us understand how our teams experience working at Hawksmoor and where we need to focus our efforts.

One clear priority is ensuring that our restaurants are safe, respectful and inclusive places to work. Leading this work is our **Head of HR, Sofia Gassne**, who has driven initiatives to tackle harassment, bullying and inappropriate workplace culture. Sofia designed and rolled out anti-harassment training and new training focused specifically on ‘banter’ and bullying – ensuring that everyone, from induction onwards, is clear about what respectful behaviour looks and sounds like. She also leads our Women at Hawksmoor network and sits on the steering group for the Mayor of London’s Women’s Night Safety Charter, strengthening our influence beyond Hawksmoor.

This training is already making a difference, with a **reduction** in people who think inappropriate banter is a problem in the workplace, and in staff in customer-facing roles who have experienced harassment in the last 12 months (30% → 26%).

- **97% of our team** agree it is important to work somewhere that cares about Diversity, Equity and Inclusion

Looking ahead, we are committed to continuing this progress. Our next focus is embedding this training into leadership development and ensuring managers have the skills and confidence to set the tone in their restaurants. Our ambition is to create a workplace where every team member feels safe, respected and able to thrive – and to keep measuring ourselves openly against this goal.



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**“We uncovered pockets of an outdated culture of inappropriate ‘banter’ in the team. The most important thing was to educate people about clear boundaries – many simply didn’t know what was inappropriate until confronted with it. In training, I even saw a chef admit in front of their peers that they had been part of the problem in the past, and that they now understood they needed to be better. That was powerful.” – Ian Worley, Head Chef Manchester**

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# SUPPORTING OUR COMMUNITIES IN 2024

We never stop being grateful to and inspired by people working to help those most in need in the cities we call home. And even more so for those leading the charge to combat child hunger and malnutrition around the world. Every team member at Hawksmoor can take up to 20 hours paid volunteering time a year – either with our partner charities or with a cause close to their hearts. Here’s how some people have been using them.

## MEALS FOR MANCHESTER

In Manchester our Junior Sous Chef Alex Paraskevopoulos cooks 50 meals a week for our charity partner Eat Well Manchester, 3 years ago when he started working in Manchester he met a volunteer collecting the meals and they explained the impact these meals have with families facing challenging life situations.

**“from that moment (mid 2023) I wanted to contribute...I asked our senior sous chef if it would be possible for me to do these meals weekly! He said yes and from that moment until now I am cooking these meals for Eat Well..most of the time I use trimmings from our beef butchery and mince them. I cook pasta bolognese, chilli con carne or meat balls...I can cook very good quality meat without being expensive and utilising every piece of meat we don’t use for steaks... providing good food to the people in need is for me very important and I wish to continue doing that as long as I am in Hawksmoor Manchester!”**

- Alex, Junior Sous Chef

## HACKNEY SCHOOL OF FOOD

On the hottest day of the year in 2024 our Operations team found some shade and a spade at Hackney School of Food. They got to work helping out in the kitchen garden, weeding, potting and planting new seeds.

Hackney School of Food is a place where children can have a full “seed-to-spoon” experience. It begins in the garden, growing vegetables and picking their ingredients, before preparing and cooking them in the kitchen.

The charity was founded in partnership between LEAP Federation of Schools and the charity Chefs in Schools. They also support adults with food education and cookery skills, and provides opportunities for people from different ethnic backgrounds to prepare food from their own cultures.



## MAGIC BREAKFAST

Hawksmoor were lucky enough to volunteer with our longstanding charity partner Magic breakfast in 2024.

As Christmas approached we got in the festive spirit and purchased and wrapped a selection of games for a local school’s breakfast club. We were lucky enough to be welcomed to join a breakfast club and meet the children, see the work Magic Breakfast do first hand and see the children open the new toys! These toys are then stored at the School for use every breakfast.

**“Everyone really enjoyed the experience, and we hope the children enjoy the gifts for many years to come. Hopefully we’ll be able to join again next year! The staff and team were delightfully welcoming and evidently seriously proud of their school which was wonderful to see. Also, as a parent I found it particularly heartwarming to see how much care the children receive and what a positive impact such small things can have on children.”**

- Employee at Hawksmoor

## OUR CHARITY PARTNERS

### KELLY'S CAUSE

"We're dedicated to securing the mental health of hospitality industry workers through Mental Health First Aid training."

### ACTION AGAINST HUNGER

"For more than 40 years, we've been committed to saving the lives of malnourished children and supporting their families to beat hunger."

### MAGIC BREAKFAST

"We ensure that no child in our partner schools is too hungry to learn by providing a healthy breakfast, and expert support to identify and reach pupils at risk of hunger."

### WOOD ST MISSION

"We help children and families living on a low income in Manchester and Salford by providing practical help to meet children's day-to-day needs and improve their life chances."

### THE COOKOUT

"A project that one of our founders, Huw, helped set up. Delivers training and opportunities to young men in prison, while producing thousands of meals for refugee hubs, homelessness centres and other partners in the community."

### CYRENIANS

"We tackle the causes and consequences of homelessness. That spans gaining employment and reconnecting with the community to managing conflict and sustaining a tenancy."

### CITY HARVEST

"We put surplus food to good use in a sustainable way by distributing it, for free, to 350+ charities, food banks, schools and community groups across every London borough."

### CRISIS LONDON

"How we help someone depends on their individual needs: it could be help finding a home, learning new skills and finding a job, or supporting health and wellbeing."

### EAT WELL MANCHESTER

"Our objectives are to reduce isolation and loneliness among older and younger neighbours alike by improving the connection, confidence, skills, resilience and power of all participants."

### FEEDING LIVERPOOL

"Feeding Liverpool is the city of Liverpool's food alliance, connecting and equipping people and organisations to work towards good food for all."

### CHEFS IN SCHOOLS

"We provide training to help schools serve up mind-opening, society-changing food and food education – all within school budgets."

### HOSPITALITY ACTION

"Whatever challenge people face – from physical illness or mental health issues to financial difficulty and addiction – Hospitality Action is here to get them back on their feet."

### BILLION OYSTER PROJECT

"Our aim is to restore oyster reefs to New York Harbour through public education initiatives."

### PILOT LIGHT

"We provide education to children in Chicago on food, nutrition and the role that food plays in one's life, relationships and community – and in the environment, history, culture and society."

# BEYOND THE BILL: WHAT YOUR DONATIONS MADE POSSIBLE

Every year we offer charities the opportunity to be our chosen “£1 on the bill” charity partner. The predominately support charities closing the gaps on child poverty and food insecurity.

In total in 2024 we raised £174k through £1 donations on the bill and this was all thanks to the generosity of our customers. We want to say a huge thank you

to those who dined with us in 2024 and celebrate the amazing work they’ve made possible.

Below are the details of some of the charities we supported and what the money was able to achieve.

CHARITY	Total Donations	Details
<b>ACTION AGAINST HUNGER</b>	<b>£60,660</b>	<b>£60,660</b> could provide six weeks of life-saving therapeutic food for <b>1,444</b> malnourished children.
<b>FUEL FOR SUCCESS (MAGIC BREAKFAST)</b>	<b>£49,751</b>	<b>£49,751</b> provided <b>177,682</b> healthy, nutritious breakfasts for children and young people. <b>871 children</b> supported with nutritious breakfasts for one school year.
<b>THE COOKOUT</b>	<b>£40,764</b>	<b>£40,764</b> helped establish The Cookout as the first community kitchen inside a prison. The project combines vocational chef training for young people in prison with producing thousands of meals for charities in the local community, including refugee hubs, homelessness centres and women’s refuges.
<b>KELLY’S CAUSE</b>	<b>£22,754</b>	<b>£4,800</b> funded <b>16 free spots</b> on the open Mental Health First Aid (MHFA) trainings (June 2024 – May 2025). <b>£2,850</b> funded the development and consultation of <b>3 Mental Health Policies</b> for hospitality charities and social enterprises.

# PROGRESS ON PURPOSE

## ENERGY AND WASTE

Things that haven't changed:

All our electricity in the UK, Dublin and New York is renewable

We've kept our (maximum) 3\* rating by the Sustainable Restaurant Association

We reduced our Scope 1 and 2 emissions by 30% from 2023 to 2024

All our restaurants have 100% LED lighting

Our Green Team with 47 representatives across every part of Hawksmoor met quarterly to set challenges, share ideas and 'sweat the small stuff' on sustainability

We're always looking for ways to use less energy and reduce waste. It's one of those rare areas where what's good for the environment is also good for the business.

When we rolled out appliance-level energy monitoring at the end of 2023, it quickly showed that some sites were using more energy overnight than expected. We dug into the details, refreshing shutdown procedures with teams, checking all timer-controlled equipment and replacing the ones that had failed, and setting up email alerts so general managers would know immediately if something was left on. As a result, overnight energy use dropped, and teams had a much clearer view of what needed attention and when. Simple steps, but ones that make a meaningful difference when applied consistently.



## INSPIRING OTHERS

In 2022, we became the first UK restaurant group to achieve B Corp certification. We were proud to be the first of our industry to take this leap. As we look ahead to our recertification in 2025, we're reminded that being a B Corp isn't just about our own journey; it's about collective action and supporting others to make change too.

That's why we were thrilled to join a seminar with fellow B Corp restaurants Pizza Pilgrims, Caravan, Blacklock, and Big Mamma Group. On the day, each of us shared our stories: the challenges, the lessons learned, and the practical steps we've taken. I spoke about our recertification process and offered tips on how to prepare, hoping to make the journey a little easier for those thinking about taking the first step. It was a great opportunity to exchange ideas, learn from each other, and show that by sharing knowledge, restaurants can make meaningful progress together.



# OPENING IN CHICAGO

## WORLD CLASS RESTAURANTS FOR WORLD CLASS CITIES

Another new chapter for Hawksmoor and our biggest opening yet, Hawksmoor Chicago. In June 2024, we opened the doors on a three-storey, 16,500 square foot beast that houses a large ground-floor dining room; the Beef & Liberty bar and two private dining rooms on the first floor; and a large private events space on the upper floor. It was an amazing chance for us to refurbish a landmark building and bring it back into use. We were able to find beautiful reclaimed doors, handles and push plates throughout the building.

Chicago, one of the world's great beef capitals, is home to some of the very best steakhouses – much like New York. It's also, perhaps more than anywhere we've previously opened, home to a passionate community that is fiercely proud of its city. We've loved being a part of that city, talking to community leaders, and engaging with organisations like Pilot light.

## SMALL (BUT IMPORTANT) WINS

- We reduced our complaints about noise levels in the restaurants from 27 complaints in 2023 to 5 complaints in 2024. We did this by adding acoustic panelling where required. This makes our spaces more inclusive and enjoyable for everyone.
- We signed up to the Employers Initiative on Domestic Abuse to understand best practice and understand our role in supporting employees for whom work might be their only safe space



# ENERGY AND EMISSIONS

This is our third impact report and the third time we have publicly published our emissions. We've calculated our emissions across all three scopes since 2020. It's helpful because it means we have five years of data to help guide our decision making.

We commented last year that the 2020 and 2021 data was skewed by the ongoing impacts of the pandemic, as well as moving to a new provider to calculate our emissions. This year we have made the decision to exclude these years from the below graph and we now use 2022 as our baseline for emissions reductions.

From the beginning, our focus has been on reduction, particularly Scope 1 and 2 emissions: those we produce through cooking, powering lights and kitchen equipment.

Among the changes, we've moved to renewable energy contracts, changed all our lights to LED and opened electric-only kitchens. We also found as many opportunities as possible in our buildings to cut back on our carbon intensity.

This work has paid off. As shown in the graph below, **our overall emissions per cover have gone from 19 (kgCO<sub>2</sub>e/cover) to 17 (kgCO<sub>2</sub>e/cover)**. While we continue to improve energy efficiency, we know reductions in these areas can only go so far.

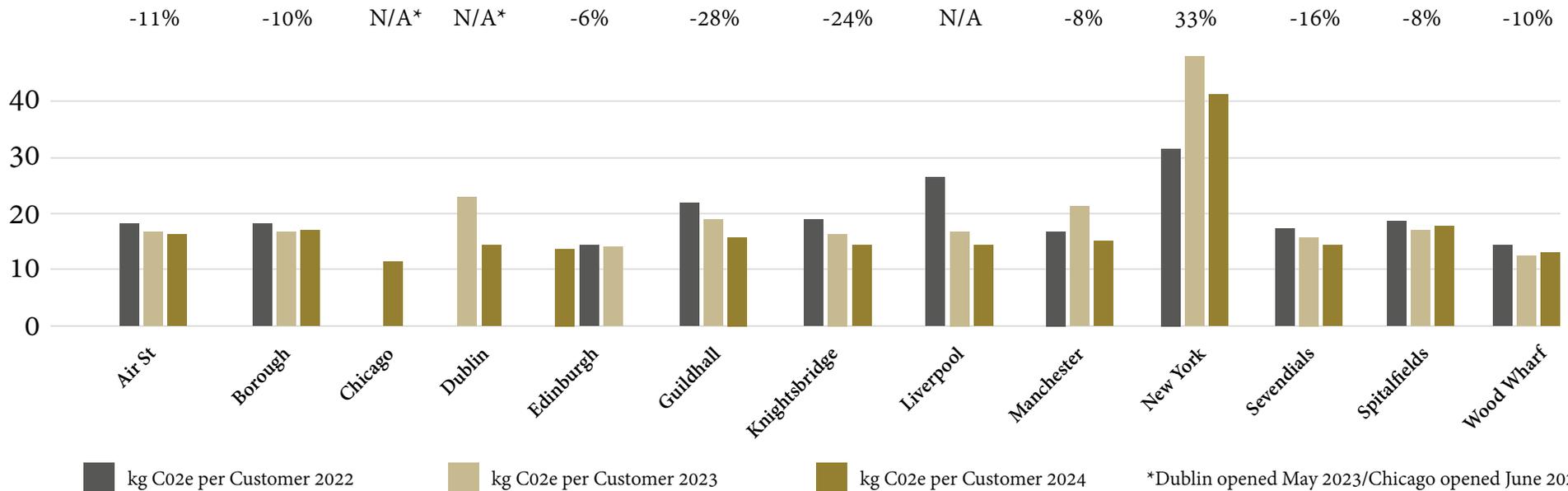
Our next challenge is tackling Scope 3 emissions, the emissions produced in the production of the food and drink we buy. Reducing these emissions is much more of a challenge as it involves working collaboratively across our supply chain. There are three main routes we can take:

1. Change what we buy
2. Support our suppliers to adopt lower impact practices
3. Reduce our food waste

We've been working to reduce food waste for some time and we've built longstanding, positive relationships with our suppliers. Increasingly, we're collaborating with them to better understand our role in supporting lower-impact production methods.

We need to capture these changes in robust data, so we can measure and celebrate the impact we've had – whether in carbon reduction or in areas such as nature and biodiversity. We'll share more detail on our Scope 3 journey next year.

**% CHANGE SINCE 2022**



## SCOPE 1 EMISSIONS



419.75

## SCOPE 2 EMISSIONS



12.06

## SCOPE 3 EMISSIONS



25,825.70

### SCOPE 1 EMISSIONS

This one covers the greenhouse gas (GHG) emissions that a company makes directly – while running its boilers and vehicles, for example.

### SCOPE 2 EMISSIONS

These are the emissions a company produces indirectly. For example, from the electricity or energy it buys and uses to heat and cool its buildings. It's 'indirect' because the emissions are generated at another facility such as a power station.

### SCOPE 3 EMISSIONS

These are the associated emissions that the company is indirectly responsible for across its value chain. For example, the emissions created in the production of the food purchased from our suppliers. For a restaurant business, Scope 3 is where the majority of emissions are produced and a large portion of our Scope 3 emissions come from beef production.



Tonnes of CO<sub>2</sub>e

## THE COW IN THE ROOM

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Our annual Cow in the Room feature is where we challenge ourselves to speak honestly and ambitiously about the environmental impact of beef.

Each year we ask: how can we claim to be a genuinely sustainable restaurant group given the well-documented emissions associated with beef?

In last year's Impact Report, Henry Dimbleby set us a clear challenge:

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**“I challenge them to go further. If they become the first steak restaurant group to inset their emissions rather than offset them and switch to 100% regenerative production, they'll not only be doing good for Hawksmoor, but solving a problem for society, and helping set a benchmark others should follow. I think that is possible to achieve by 2030 and urge them to take on the challenge.”**

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We're always challenging ourselves, so we don't shy away from this additional challenge. First we need to define what “regenerative” looks like in our supply chain. From there, we can measure how many of our current suppliers meet the standard and work to grow that number year after year.

In 2024, our farmers were surveyed about practices often linked with regenerative agriculture, such as low- or no-tillage pasture establishment. 92% responded and, encouragingly, the vast majority reported using these methods.

We know regenerative farming can't be summed up by a single survey or one type of practice. It's about working towards a whole system that restores soils, biodiversity and

resilience. Definitions are still emerging for the industry and we're learning alongside our farmers and suppliers what it really means in practice. What matters to us is using the information we've gathered about current farming practices in our supply chain to build a clear vision that maximises regenerative practices while supporting the farmers who manage land for all of us.



## A WILDER WAY TO FARM

**In 2023 we welcomed Farm Wilder, a not-for-profit social enterprise, into our supply chain. We love the way they do things, so we asked Tim from Farm Wilder to share their story:**

“Luke Dale-Harris and I founded Farm Wilder six years ago. Neither of us was a farmer – Luke was a journalist and I was a wildlife filmmaker – but we both wanted to encourage farmers to restore biodiversity and farm sustainably.

Since we live in the South West, we started working with livestock farmers, because that’s what most farmers do here. This was also an opportunity, because well-produced beef and lamb can play a vital role in bringing our countryside back to health.

Until the 1940s, cattle grazed wildflower meadows, and in winter they were fed hay cut from those same meadows. Some meadows held up to 100 plant species, including orchids, that are now vanishingly rare.

Back then farmland was scruffier, with more hedges, scrub, trees, ponds and marshy areas – and that made it home to many more butterflies, bees and birds. In the last few decades, intensive farming has largely taken over, with cattle typically reared on monocultures of artificially fertilised ryegrass and supplemented with grain to fatten them up rapidly. These cows live on mechanically and chemically over-tidied farms where there is little wild

habitat. This is why our wildlife is declining fast, why soil health is poor, and why our rivers are polluted by chemicals and choked with silt.

The 30 farms we work with are completely different. All host exceptional and often endangered wildlife, including cuckoos, redstarts, fritillary butterflies, cattle egrets and horseshoe bats.

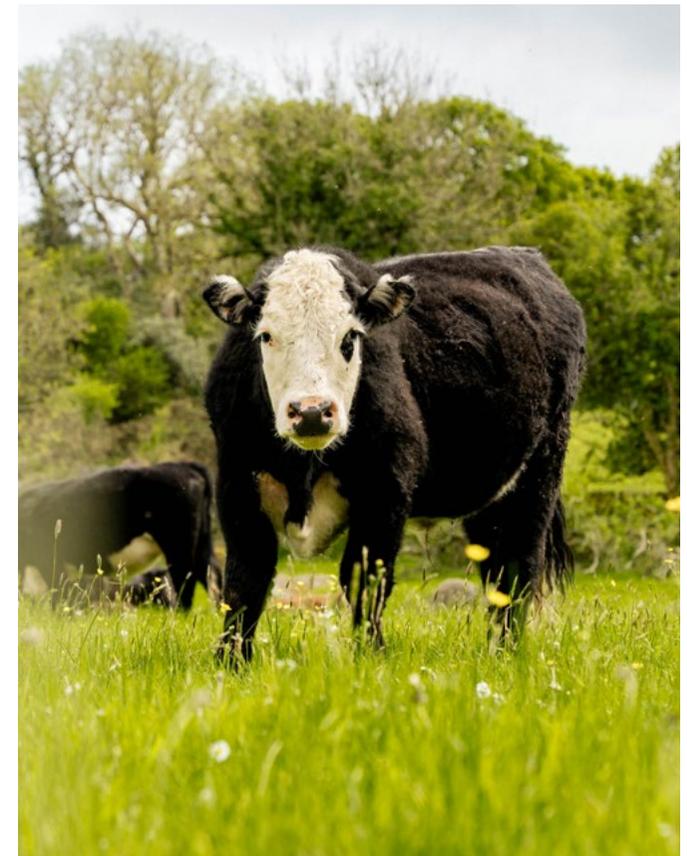
Their cattle are 100% pasture-fed, with no grain in their diets. Hedges are big, bushy and full of birdsong and berries, and thousands of trees have been planted to provide shade and shelter. This isn’t about turning back the clock – this regenerative approach blends ancient wisdom with science.

It recognises the higher productivity and improved soil health of “mob grazing” meadows, where cattle graze at higher densities for less time before moving on. The idea is simple: a cow’s health and welfare – and the nutritional quality and flavour of its meat – are improved by having a greater variety of plants in its diet.

Beef produced this way is so much better for diners, farmers and the planet than meat from intensive farms. Visit one of our Dartmoor farms in May and you’ll hear cuckoos and warblers calling, see cows wandering through wildflowers, and maybe even spot a fritillary butterfly. This biodiversity is just one of the many benefits of how we farm.

That’s why tucking into a succulent Farm Wilder steak isn’t a guilty pleasure – it’s just a pleasure.”

**Tim Martin is a biologist, filmmaker and director at [www.farmwilder.org](http://www.farmwilder.org)**



# FARM HOPPING STATESIDE WITH HUW

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**“Eating is an Agricultural Act”**

**Wendell Berry**

**The words of pioneering farmer-poet Wendell Berry have been a guiding star for us for many years. Whenever we eat we support one or more systems of food production, which could be the good, the bad or the ugly. Procuring produce for a restaurant group is the same, but at a considerably greater scale. For us, that’s a real responsibility – especially for a steak restaurant. And a real opportunity.**

One system we’re particularly proud to support through our New York and Chicago restaurants is that which produces our 100% grass-fed beef from small Northeastern family farms.

When you eat a steak in the States you are likely supporting two highly problematic methods of production: huge feedlots housing 100,000 or more cattle – and the vast monocrops that feed them. During a dust-storm that smogged Chicago earlier this year, we witnessed first-hand one of the potential knock-on consequences.

The intensive use of synthetic fertilisers and pesticides that comes with large-scale monocrops degrades the soil, increasing the likelihood of drought, flooding, dust storms and pollutants entering local waterways. Unlikely as it might sound, that steak you’re eating at the steakhouse down the road might well be part of the reason why the sky just turned orange.

At the other end of the spectrum are farms like Mark Nelson’s in Cooperstown, New York, and Vicki & Jim’s in Pennsylvania. Their 100% grass-fed cattle help build healthy soil with deep root systems that teem with life and can store huge amounts of carbon.

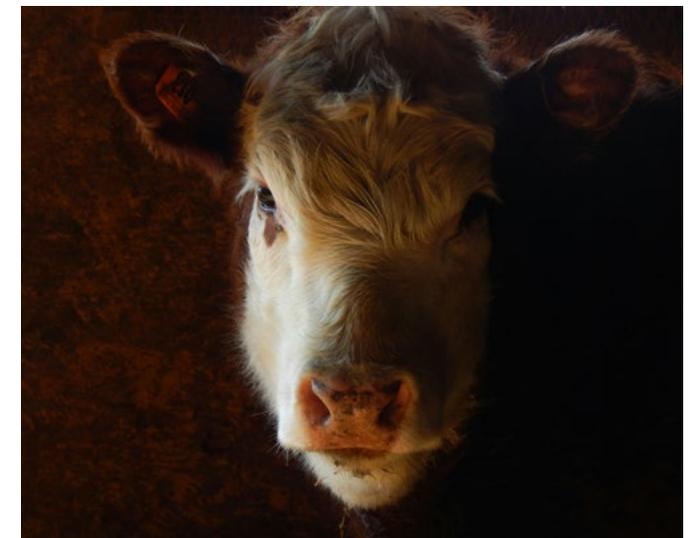
On asking an academic who specialises in the impact of livestock production on the environment for something tangible to ask to get a quick sense of whether a farm is having a positive or negative effect on the environment. “Dig a hole,” she said. So at the Nelsons’, in Upstate New York, that’s exactly what we did.

The soil was alive. Amid chocolate cake-like crumbs, there were entangled networks of grass and plant roots, along with plenty of worms, bugs and grubs. And plenty of things we

couldn’t see – a single teaspoon of healthy soil can contain billions of microorganisms.

This didn’t seem particularly special, until we jumped the fence to his neighbour’s cornfield. Until a few years ago, it had also been a beef farm, raising cattle in a similar way, with soil that likely would have matched. As it was, we struggled to get the spade in. The soil was dry, cracked, dense and brittle. We tried in a few different places and found no life at all.

Every time I go to a farm I dig a hole. It’s worth noting that not all of our farms are 100% grass-fed. In the States we also use beef from small family farms that might use a ‘finishing ration’, usually ‘whole crop’ corn (stalks, leaves and cobs shredded and mixed together – very different to the heavily processed corn usually used) and vast ranches in the Pacific Northwest that might supplement with potato. But there has always been life in the soil and a passion for the well-being of their animals. So now it’s always the first thing I look for.



# MEETING THE HEROES BEHIND HAWKSMOOR FOOD

We have close, long-standing relationships with many of our producers and suppliers. These farmers, fishermen, growers and makers share our values and believe in doing things the right way; they take their time, focus on provenance, and work to have a positive impact on the environment.

Trips to visit the people behind all this amazing work is a great opportunity to strengthen relationships and arm our teams with knowledge and passion they can use back in their restaurants.

Since 2022 560 Hawksmoor staff in the UK and Ireland have been to see where our food comes from, that's 65% of our team.



## FARM WILDER - ACROSS DEVON

In 2024 – 10 staff

“We happily pay that extra in the knowledge that not only are we supporting a system of farming that is best for local wildlife and the broader environment, but also produces the best possible tasting beef!” Farm Wilder – Huw

## THE BARTONS, MANOR FARM

Cirencester

In 2024 – 30 staff

Since 2022 – 70 staff

“This trip was super insightful as to how much incredible work and dedication, David and his wife Churri put in everyday to ensure that we get the best product possible.” Anna

## THE KELLY'S, NETHER HALL

Mansergh, Carnforth

In 2024 - 29 staff

Since 2022 - 59 staff

“Seeing the passion both David and Maggie had for their animals was truly something to behold. Their journey from farm to fork is planned with such meticulous care.” Daniel



## RARE BREED MEAT CO

Since 2022 - 26 staff

"I had an amazing time visiting the Rare Breed Meat Company. They showed us around their farms, we learnt about the animals and the lifestyle these animals have at the farm" Dajana

## ROCKFISH

Brixham Harbour New Fish Quay,  
Brixham

In 2024 - 46 staff

Since 2022 - 219 staff

"Even though Hawksmoor is not renowned for seafood, I'm happy to see how we always seek out the best suppliers, the freshest products, and do it all while being environmentally conscious." Francisco



## CHEESE MAKING TRIP

4 staff

"Visiting Mrs. Kirkham's dairy was one of the most enriching days of my year. Seeing how Graham Kirkham and the team there take raw milk and make it into a delicious product was such a pure experience. I felt honoured to visit the only remaining dairy making Lancashire cheese in the traditional way." Andrew



## NEALS YARD DAIRY, LONDON

In 2024 - 37 staff

Since 2022 - 80 staff

"NDY reaches out to farms across the UK to find more obscure or underrated cheeses, giving their customers a variety they can't get anywhere else." Neal's Yard Dairy - Mabel

## DOVECOTE PARK ABBATIOR

Bank Wood Rd, Pontefract

In 2024 - 35 staff

Since 2022 - 102 staff

"Visiting an abattoir isn't a fun day out, but it's important - it reminds us of the responsibility we have to honour the lives of the animals behind our food. We also get to see and understand the dry-aging process, which is key to delivering a perfect steak." - Adam

