

The Green Spoon: Sustainable British Eatery Business Plan

Programme of Study: BA (Hons) Business Management

Module: Enterprise & Entrepreneurship (LCLM4006)

Assessment: Individual Written Business Plan

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Introduction

As more consumers care about sustainability, health, and ethical food sourcing, the UK hospitality industry is changing. The Green Spoon offers a green British café-restaurant in central Birmingham since preferences are changing. The company serves excellent, local, and environmentally friendly meals to assist the UK's environmental goals and enhance community health.

A business plan describes the idea, legal and managerial structure, market positioning, marketing approach, and funding needed to launch The Green Spoon. Using a PESTEL framework and sustainable entrepreneurship concepts, the strategy explains how the business may succeed financially and benefit society in the burgeoning UK sustainable food industry (Soil Association, 2023).

Overview of the business idea

The Green Spoon is a projected café-restaurant in Birmingham's busy city core. It serves modern British food from surrounding farms and is environmentally friendly. The UK hospitality industry's fast-growing organic and sustainable food business and younger clients' desire to reduce their environmental footprint inspired the idea. According to the Soil Association's 2025 Organic Market Report, the UK organic food and drink market increased faster than standard food and drink in value and unit growth for the thirteenth year in a row in 2024. Independent store sales rose 9% in 2024 because people preferred healthy, eco-friendly products. Organic food is bought twice as often online as non-organic. These data reveal strong and rising demand for ethically produced food.

Served seasonally, the Green Spoon will reinvent British comfort meals like roasted root vegetable pies, free range chicken stew, and local desserts. All ingredients will come from West Midlands and adjacent regions to keep things fresh and reduce food miles. Unused materials will be composted or donated to local organisations in the kitchen's "zero waste" philosophy. Packaging will be biodegradable or reusable

whenever possible. Below is our dining room, which emphasises natural materials and plants to promote sustainability: (Start Up Loans, n.d.).



Market demographics support it. According to Finder UK, 16% of UK adults, or 1 million people, don't consume meat, and 12% aim to go meat-free. The same study found 26% of Generation Z and 22% of Millennials don't consume meat. More people are going vegetarian, vegan, or flexitarian. A restaurant with plant-forward alternatives and sustainable meat will attract ethical diners. The Green Spoon intends to address the demand for nutritious, locally farmed food and make Birmingham more inclusive.

Legal format and management structure

I want to set up The Green Spoon as a Limited Company because this legal format offers investors and suppliers trust in the business and limits liability. One million of the million UK private firms have fewer than 49 employees. Small businesses are significant and limited firms are preferred. This structure protects the founder's assets. This attracts investors and allows the entrepreneur to sell shares if the firm grows. Ltd enterprises can benefit from the government's Start Up Loans Scheme. Loans of £500 to £25,000 with 6% annual interest and free coaching for 12 months are available to entrepreneurs. This assistance reduces financial risk and provides advise during the important start-up phase (Start Up Loans, n.d.).

The management system will be straightforward but effective. The founder will manage strategy, finances, and stakeholder relations as Managing Director. A Head

Chef will oversee the kitchen and ensure zero-waste and high cooking standards. A Finance Officer manages budgeting, cash flow, payroll, and tax compliance.

PESTEL analysis

PESTEL analysis reveals how the outside environment affects The Green Spoon.

Political:

The UK government encourages entrepreneurs through programs like the Start Up Loans Scheme and the Growth Guarantee Scheme, which backs loans up to £2 million. These projects demonstrate the government's support for SMEs. Trade deals signed after Brexit have made some foods more expensive to import. Since The Green Spoon buys from local farmers, taxes and supply chain issues will influence it less (Soil Association, 2024).

Social:

Inflation and rising costs have constricted people's wallets, yet the hospitality industry has survived. UK food delivery is predicted to expand by 3.1% to £14.3 billion by 2025. Online food buying accounts for almost half of deliveries. This trend means The Green Spoon will need to use Deliveroo and Uber Eats to make money from customers who don't want to eat there.

UK consumers are increasingly concerned about their health and the environment. Finder UK reports that one million adults, or 1% of the population, are vegan. The Soil Association reports that over seven in ten people shop on purpose. Birmingham is interested in eco-friendly food, whereas London has the most vegetarians. Generation Z is especially picky: 26% doesn't consume meat and 9% doesn't eat any animal products. These population trends support The Green Spoon's goal of including plant-based cuisine (Keeble, Adolph, & Atkins, 2021).

Technological:

The technological environment provides both opportunities and challenges. The business can benefit from the use of online reservations systems, delivery apps and digital payment options, all of which enhance customer convenience. In the kitchen modern equipment and inventory management systems can improve efficiency and reduce waste.

Environment:

Environmental considerations matter to the company. The Soil Association reports 8% organic product sales growth and 1% non-organic product growth. A zero-waste kitchen and composting help the UK reduce carbon pollution and food waste. Use recyclable packaging and start a recycling program to show you care about the environment. Buying locally reduces transportation emissions and maintains supply lines (Department for Business and Trade (DBT), 2025).

Legal:

Food Standards Agency standards apply legally. The Food Safety and Hygiene (England) Regulations 2013 require restaurants to register with their local authority and implement HACCP. The FSA's Food cleanliness Rating Scheme requires businesses to be clean and safe. Customers can use internet ratings to decide. The Green Spoon will establish food safety processes, train people to clean food, and keep auditable records. Employment legislation and health and safety laws including the Health and Safety at Work Act 1974 shall be observed to ensure workplace safety.

Marketing strategies

Getting and maintaining people requires a smart marketing campaign. The Green Spoon plans digital engagement, sustainable branding, and community connections (Mintel, 2023).

Branding and online presence

People will book, order, and get information on a professional website. SEO keywords include "eco-friendly restaurant Birmingham" and "sustainable British cuisine". The site will become more real and transparent with blog postings regarding local suppliers, seasonal food changes, and environmental activities. Organic purchases are twice as probable, according to the Soil Association. This emphasises the importance of internet presence.

Together on social media and influencers

The eatery will maintain Instagram, TikTok, and Facebook. Content will include behind-the-scenes films of meals being produced, farmer interviews, staff highlights, and user photos. Use food bloggers and neighbourhood "eco influencers." to reach more people. Sustainability workshops and cook-alongs livestreamed can increase interest and participation. The Green Spoon became a teaching tool. Paid social media marketing will attract organic, vegan, and eco-conscious shoppers to the website and shopfront (Start Up Loans Company, 2025).

Neighbourhood involvement and location

The restaurant will be near Birmingham's Bullring Shopping Centre, which draws West Midlands visitors. Due to its proximity to offices, institutions, and tourist attractions, the Green Spoon will attract professionals, students, and tourists for lunch. Partnerships with local schools and colleges will include sustainability activities, farm-to-table dinners, and food waste reduction lessons. Joining local business groups and partnering with charity like food banks will strengthen community relations and the brand's ethical image.

Deals and customer retention

The business will provide "bring your own cup," student and NHS worker discounts, and a loyalty card that gives frequent visitors free drinks or savings on future meals to encourage repeat visits. Limited-time seasonal food specials (like the "Spring Harvest Menu") will thrill and return customers. The diner will request Google and TripAdvisor reviews for social proof (Soil Association, 2025).

Integration of delivery and technology

UK food delivery is predicted to be worth £billion by, and delivery delays account for roughly %. Therefore, The Green Spoon will collaborate with the greatest delivery firms. The company will also consider eco-friendly packaging and electric motorcycles for website delivery. A bespoke app lets you track orders, receive sales notifications, and create a digital loyalty program. This lets you interact with customers and discover how they buy.

Funding and costs

Launching The Green Spoon requires meticulous financial planning. The following costs are estimated to total £80,000 to start:

CASH FLOW

	MONTH
Cash in	1
Government start up loan	£25,000
Business Angel Investments	£45,000
Sales (total sales of product and/or services)	£20,000
Personal Savings	£10,000
Cash out-expenses	MONTH
	1
Rent or premises costs	£10,000
Business rates for your business premises	£0
Utilities (gas, electricity, water)	£3,000
Insurance	£2,000
Telephone and internet	£500
Marketing and advertising expenses	£3,000
Vehicle running costs	£500
Equipment purchase or leasing	£25,000
Postage, printing, stationery	£700
Transport and delivery	£500
Professional fees (legal, accounting etc.)	£1,800
Cost of sales (Cost of product)	£5,000
Wages your own	£0
Staff wages	£13,000
Any other	£0
Any other	£0
Total cash out-flows (B)	£65,000
Your net cash flow (A-B)	£35,000

Funding sources

- The founder will invest £10,000. This shows dedication and reduces the company's finance needs (Trewern, 2025).
- Startup Loan: The company needs £25,000 from the UK government's Start-Up Loans Company. Plan offers personal loans up to £25,000. Loans can be repaid over one to five years at 6% interest. They receive free coaching for up to a year to strengthen their operations and marketing as startups.
- Socially responsible business angel investment—The final £45,000 will come from a long-term project professional. For a 20% interest, the angel investor will provide money, strategic counsel, and business connections. Healthy food is a growing business, so this investment should pay off (Garnett, 2023).

Money forecasts

The sales forecasts are predicated on 40 seats, £20 per customer, and 60% of seats being filled in the first six months. The startup hopes to make £20,000 a month in the first year with delivery platform revenue. As more individuals discover the brand, that number will reach £30,000 by year two. In month 18, the business should break even. Due to decreased ingredient costs and waste reduction, the zero-waste strategy and solid local supplier relationships will boost corporate profits.

Conclusion

The Green Spoon addresses the UK's growing need for locally sourced, eco-friendly food. The company is responding to big-picture environmental trends like the rise in meat-free and organic food sales in 2024 by positioning itself as a British restaurant that cares about the neighbourhood and environment. Creating a private limited company reduces your liability and makes funding easier. A structured management structure ensures business efficiency

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