



# Effective environmental policies in action

11:00, 5<sup>th</sup> February 2019 Arts Council England webinar

Paul Crossley, Julie's Bicycle  
Chrissy Angus, Lyric Hammersmith



## Housekeeping

- Raising hands
- Asking questions
- Sharing presentations
- Recording content



# Welcome!

- Over 100 people have signed up for this webinar!
- Very wide range of organisations
- Different sizes and locations
- Differing stages of the sustainability journey



# Agenda

- Introduction to Julie's Bicycle & Arts Council Environment Programme
- Introduction from guest speaker Chrissy Angus, Lyric theatre
- Creating an environmental policy
- Reflections and tips from the Lyric
- Q&A



# About Julie's Bicycle: the breadth of our work

- Key partnership with Arts Council England
- Developed free online IG Tools to measure your impacts
- Creative Green certification and consultancy
- Free guidance and resources (see website)
- Calendar of events and training (see website)

...Showcasing inspirational creativity



*IceWatch in London 2018  
by Olafur Eliasson  
and Minik Rosing*



# Sustaining Great Art and Culture

*Environmental Report 2017/18*



## ACE Environmental Programme 2018-22



# Increasing resilience

Julie's Bicycle  
SUSTAINING CREATIVITY

ENVIRONMENTAL PROGRAMME

ARTS COUNCIL  
ENGLAND

**£16.5m**

saved by the reporting  
portfolio since 2012/13 due  
to year-on-year reductions  
in energy use<sup>1</sup>

**75%**

of organisations find their  
environmental policy useful  
for supporting funding  
applications

**Image:** Broken Tusk, Festival of the  
Imagineers, Coventry. Photo © Marcin Sz

<sup>1</sup> Based on results from applying the 5% average annual reduction achieved by the core group on energy spend to the whole portfolio (based on 2012/13 electricity and gas of 469 organisations)

What's on • Our home

# Lyric

Support us • Young Lyric

Q Your visit

My Account



Koom



Chrissy Angus - Head of Administration, Lyric Hammersmith





Lyric



Lyric



# What is an environmental policy?

1. An environmental policy is a **public statement** of your organisational commitment and ambitions. It provides a **unifying direction** and purpose that will guide the actions of your employees, management, stakeholders, audience and suppliers.

# Why have an environmental policy?

1. Public statement & commitment (stronger branding)
2. Unify direction, enshrine good practice and support decision making
3. Provide evidence for funding
4. A tool for effective engagement: staff, audiences, suppliers
5. Demonstrate relevance and ensure public support for arts and culture
6. Helps maintain regulatory compliance



# Signs of a new creative ecology

Julie's Bicycle  
SUSTAINING CREATIVITY

ENVIRONMENTAL PROGRAMME



1/4

of NPOs are now either on a greentariff or purchase their energy from a 100% renewable supplier

43%

of organisations find their policy useful for new partnerships and collaborations

78%

of NPOs find their environmental policy useful for business planning

Image: Salisbury Arts Theatre



## Principles of developing a good policy

The most meaningful and successful policies are:

- **Specific** to the nature of your activities and impacts
- **Supported** and signed by a Director/top management
- **Developed** with your team, wider staff, audiences and stakeholders



Do	Don't
Make your policy specific to your organisation	Talk vaguely
Be clear about your intentions and ambition	Make wild, overambitious statements (it can get demotivating later on)
Say why this policy matters to your organisation	Assume that people 'get it'
Get senior management support	Progress without wider support
Consult with your team, audience and stakeholders	Try to cover too much



## 6 steps to creating an environmental policy

1. **Scope** your organisation
2. Decide **why** sustainability is important to your organisation
3. Decide which **activities** and **impacts** to focus on
4. Identify your environmental **data** and current **activity**
5. **Prioritise** your most important impacts
6. **Embed** sustainability in your wider organisation



## 1. Scoping your organisation

1. What you do and where
2. Who comes to your  
events/exhibitions/performances/venues
3. The main types of travel and transport used
4. The type of goods, services and materials you use



A top-down view of a wooden table covered with various workshop materials including colorful sticky notes, small cards, and pens. In the foreground, the arms and hands of several people are visible, reaching towards the center of the table, suggesting a collaborative activity.

## 2. Decide **why sustainability is important** to your organisation

1. Business resilience
2. Meeting funding requirements
3. Enhancing your reputation and engaging with your audience
4. The right thing to do
5. Saving and managing costs
6. Using audience reach to bring about positive environmental change



### 3. Decide which **activities** to focus on:

- Buildings / productions / events / travel / procurement etc.

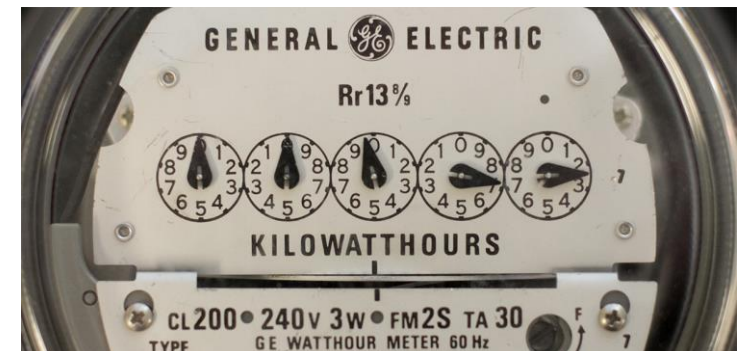
### ...And which **environmental impacts**:

- energy, waste, procurement, travel, food, touring, etc.



## 4. Identify your **environmental data** and **current activity**

- Energy, water, recycling, waste etc. invoices provide useful information
- Ask your waste company for monthly data (or estimate with your cleaning contractor)
- Business travel information captured through claims/diaries/travel agent
- Audience travel information (estimated or actual)
- Leasing/renting? Ask your landlord for data, or estimate using total building figures and the % of space you use in m<sup>2</sup>
- Procurement spend analysis; very informative
- Map past and current activities: what is going well?





A background image of a workshop or studio. A person is visible in the center, working on a large piece of equipment. There are various tools, materials, and equipment scattered around, including a large wooden frame, a table, and a pallet.

## 5. Prioritise your most important **impacts** and say why

Consider:

- Buildings & events: energy, water use, waste
- Production: materials, energy use and waste
- Procurement: catering, merchandise, printing
- Travel & transport: business travel, audience travel, vehicle fleet, touring transport, production freight

## 6. Wider process

Consider the wider context of your organisation:

- **Who** will lead on development, approval and implementation?
- Identify who holds and approves the required **budget**?
- How will you **monitor and review** progress to see what is/isn't working?
- Who will be **impacted** by your policy?
- How will you **communicate** your policy, plans and progress, and to whom?



Lyric

Chrissy Angus: Head of Administration, Lyric



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This Environmental Policy is endorsed by:

A handwritten signature in black ink, appearing to read "Sian Alexander", with a long, sweeping horizontal stroke extending to the right.

Sian Alexander, Chief Executive and members of the Lyric Hammersmith board

Approved by the Board of Trustees: Jan 2018

Date of next review: Jan 2022

**LYRIC HAMMERSMITH  
GREEN ACTION PLAN 2018 – 2022**

The Lyric is fully committed to reducing its impact on the environment. We include 'environmentally friendly' within our mission; and one of our Key Business Aims is 'to continue to reduce the Lyric's long term impact on the environment and be a model of best practice for other cultural organisations'.

This action plan complements our Environmental Sustainability Policy and sets out how we plan to achieve our aims.





Lyric



# #FoodForThought

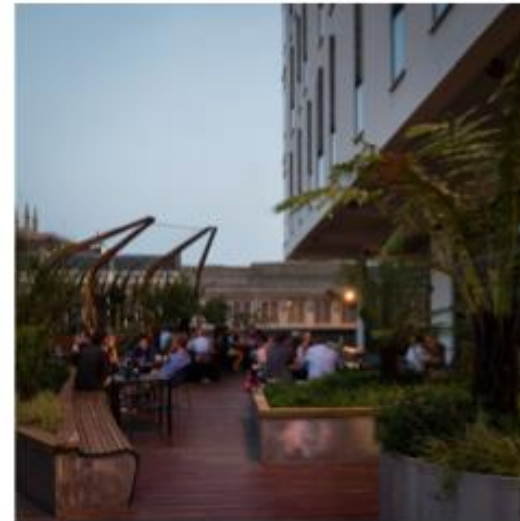


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A scenic landscape photograph of a mountain valley. In the foreground, there are dense evergreen trees on a hillside. In the middle ground, a calm lake reflects the sky, surrounded by more forested hills. In the background, majestic mountains with patches of snow rise against a blue sky with scattered white clouds. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing the text.

Next step:  
Bring your policy to life with an action plan



## Example action plan...

Buildings and Facilities Management					
Objective	Action/s	Timeline	Responsibility	Performance Indicator	Budget
Establish energy performance monitoring and a buildings energy plan	Review energy use, performance and technology options in order to Monitor energy use using sMeasure tool Install smart meters Carry out an internal energy use survey Review heating systems Investigate energy efficient lighting systems	Review: March-May 2017 Action plan by end June 2017	Facilities manager	NA	
Green our cleaning products	Review current types and volumes of cleaning products and packaging used Establish a list of preferred and banned cleaning products and materials Change purchasing according to new criteria where possible	April-June 2016	Office manager with support from cleaning contractor	% of cleaning products and packaging in line with policy	

## Example action plan...

PUBLIC AND STAFF ENGAGEMENT			
<p>Run an annual public engagement campaign similar to #LyricLent in 2017 and #21DaysofAction in 2015.</p> <p>Embed new practices in ongoing working practices</p>	<p>CA to explore idea of January detox campaign.</p> <p>In 2018 focus on giving up single use plastic: #PlasticFreeLyric</p> <p>Run a survey, to audit staff engagement in December, and review results post campaign.</p> <p>Sell reusable cups/bottles at the Bar &amp; Grill.</p>	<p>CA, CC &amp; Green Team</p>	<p>January/Feb 2018, and then ongoing.</p>

Lyric





Julie's Bicycle free guide to policy and action plans:

<https://www.juliesbicycle.com/resource-policy-action-plan-guide>



# Effective environmental policies in action

## Q&A

Julie's Bicycle

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