

# CREATIVE CLIMATE CENSUS

Attitudes and actions of **UK cultural leaders**  
on climate change and environmental sustainability

**SUMMARY BY SECTOR:  
COMBINED ARTS**

**MARCH 2018**

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# COMBINED ARTS

Combined Arts organisations represent a varied range of activities, from running venues/buildings to street arts and circus organisations. Along with Literature / Spoken Word, they identified creative and artistic opportunities as a primary driver of environmental sustainability going forward.

## ABOUT THE CREATIVE CLIMATE CENSUS

The Julie's Bicycle Creative Climate Census is the longest-running attempt to track the attitudes and behaviours of cultural decision-makers in response to climate change and environmental sustainability.

The first survey, published as the **Sustaining Creativity Survey** in May 2014, captured almost 370 responses. This second survey, undertaken in 2017, attracted 476 responses representing an estimated cumulative business turnover of £1.1 billion. Some of the questions were the same to allow us to track progress, but many were new in recognition of the new directions work and thinking are exploring. Together, these research results give us insights that, we hope, will inspire the sector to do more, with even greater commitment and creativity, and inform national and organisational policy and strategy decisions in order to build a comprehensively sustainable creative ecology.

The Executive Summary, Summary of Findings, Sector Summaries, Full Report and more information about the methodology and profile of responses can be found **here**. This research was undertaken in partnership with Social Value Lab.

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SUSTAINING CREATIVITY



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**ACTION****85%**

have an up-to-date environmental  
policy

**79%**

measure their environmental  
impacts

**76%**

have collaborated on  
environmental sustainability

**39%**

are on a green energy tariff  
or buying energy from a 100%  
renewable energy supplier

**51%**

have a green team or green  
champion

**13%**

generate their own  
renewable energy

**ATTITUDES****92%**

consider environmental  
sustainability to be relevant to their  
organisational vision and mission

**51%**

think environmental sustainability  
has become more important to  
their organisation over the last few  
years

**60%**

think environmental  
sustainability will become  
more important over the next  
few years

**BENEFITS****80%**

have experienced benefits from  
environmental actions

**Primary drivers of environmental sustainability in the near future were identified as:**

- Creative and artistic opportunities (such as creative partnerships, specific funding calls, etc.)
- The commitment of staff or senior management
- Reduced costs

Compliance, which was identified as one of the primary drivers by most other subsectors, was not identified by this group as a top three driver of change.

**Respondents identified the following as primary areas where they will dedicate additional time or money into environmental sustainability in the next three years:**

- Day-to-day operations and efficiencies
- Programming/creating work
- Waste management

...and identified the following as their top three challenges:

- Capacity
- Accessing external funding
- Embedding environmental actions into day-to-day operations

Combined Arts organisations identified the following as their top three support requirements:

- Accessing external funding
- Skills or knowledge
- Availability of/access to appropriate green services and suppliers

## NOTE ON METHODOLOGY

Respondents were asked to define themselves according to which category most closely describes their work: Combined Arts, Dance, Design, Fashion, Literature / Spoken Word, Media/Broadcast/Film/TV; Museums & Heritage, Music, Theatre, Visual Arts.

**32%** of respondents identified themselves as working in Combined Arts, the largest of any respondent group, perhaps reflecting the wide range of activities covered under the term.

Small percentage differences in actions and attitudes in behaviour between different sectors should be treated cautiously due to the relatively smaller sample once data is split in this way.

The top three priorities in each area are identified based on the number of respondents in each sector that chose them. Individual organisations within each sector may have different priorities.