



AGP Environmental Policy

July 2016

Environmental Policy

Ayr Gaiety Partnership was set up in 2009 in response to local demand to conserve and run the 114 year old Grade B listed Gaiety Theatre in Ayr. Supported by around 120 volunteers, our mission is to regenerate Ayr as a creative community

While we programme around 250 performance each year that attract audiences of over 60,000, we also deliver work locally and nationally through a number of wider developments. These both present challenges around carbon emissions, as does operating a theatre built in 1902 when attitudes to energy were very different. But we understand our collective responsibility in this area, especially with Ayrshire having little presence of environmental activism. We are dedicated to reducing our environmental impact where possible and contributing to sustainable arts sector in Scotland. In achieving these, we will attain high standards for sustainability within the cultural sector and lower our costs.

We have steadily been doing our bit for the environment over the last three years through a series of actions; applying our strengths to the environmental sustainability of the organisation as a whole. We are members of Julie's Bicycle and Creative Carbon Scotland's Green Arts Initiative, working closely with them to reduce our carbon footprint. We have also elected Staff and Board level Green Champions for the organisation, who lead on reducing our environmental impact and engaging our stakeholders in achieving this. Some actions we've already taken include:

- Monitoring electricity, gas, water and waste to identify trends and opportunities to reduce usage
- Using Claim Expenses to calculate the carbon emissions of our business travel
- Creating an Environmental Information document for staff to educate and raise awareness on the issue
- Encouraging staff, volunteers and audiences to use our recycling bins through signage
- Conducting a thermal imaging audit of the building to better understand our energy loss
- Setting the water heating thermostat to 60°C, the minimum temperature to avoid Legionella
- Continued investment in LED lighting throughout the building
- Using Dropbox and iCloud to incentivise a more paperless operation
- Taking on the principles of the 'Switch it Off' campaign
- Reducing our print runs and print requirements from visiting companies
- Increased use of digital marketing tactics and providing an online version of our brochure
- Including Green straplines in print and digital communications
- Promoting public transport information on our website and brochure
- Working with local printers to reduce freight costs and emissions
- Supporting greener staff commuting by joining the Cycle2Work Scheme

We have also implemented a number of sustainability measures into our capital refurbishment works since 2012, which conclude in August 2016. The largest element of this is the complete revision and substantial replacement of the heating, ventilation and boiler systems. This incorporates ventilation heat recovery and allows for intelligent zoning, programming and control of the buildings energy.

But we have bigger plans and want to do more. One of our key aspirations is to become known as Scotland's 'Best Small Green Theatre', in doing so defining that accolade for others to aspire to. As



we develop into the Greener Gaiety we will become an organisation synonymous with sustainability; embedding this ambitious policy into the ethos, culture and identity of the Theatre.

Commitments

We are committed to understanding, measuring, monitoring, analysing and reducing our environmental impact. More specifically, we are focused on reducing the negative environmental impact which occurs from our operations through tackling our:

- **Use of energy, water and waste within the theatre** – Weekly measurements establish trends and identify actions to reduce usage. Our new Building Management System from September 2016 will allow us to reduce consumption through intelligent control
- **Travel** – Monitoring staff travel through Claim Expenses to identify areas where this can be reduced. We will also encourage the use of more environmentally friendly modes of travel such as walking, public transport and car sharing for staff, volunteers and audiences. An audience travel survey will be completed to better understand its environmental impact
- **Office management** – Continuing to reduce the environmental impact of our daily office operations by providing better recycling facilities, enforcing the ‘Switch it Off’ principle, double sided printing, paperless processes and exploring environmentally friendly supplies: at least one of option considered should be a more environmentally sustainable choice.
- **Marketing** – Considering the environmental impact of marketing activities. We will continue to increase e-publicity, reduce print runs, log the numbers of unused print to avoid future wastage, install digital poster boards and inform visiting companies of our commitments
- **Staff, audience and volunteer awareness** – Regular engagement to promote our commitments, encourage working in an environmentally responsible manner, and underline sustainability as an overarching responsibility. Staff will be engaged at monthly meetings, online training will be offered and a volunteer Green Champion will be appointed

In addition, we are committed to approaching our environmental sustainability with a long-term vision. While reducing our energy usage has tangible cost savings, many of our organisational priorities will have contrary impacts on environmental sustainability. For instance, we recognise that our biggest carbon impact is audience travel and we are going to develop a concerted plan to address this over the next couple of years. But if we potentially prevent people needing to travel to Glasgow (or elsewhere) to attend the theatre, then we may be reducing carbon consumption.

So we’re committed to better understanding our net carbon contribution to the environment and whether we have a positive or negative impact. This will include a Social Return on Investment (SROI) evaluation for AGP which will objectively assess the difference we make socially, fiscally and environmentally.

Below is a table matching our organisational strategies to make the theatre more culturally and economically sustainable against the key environmental sustainability issues in conflict with achieving them:

ORGANISATIONAL SUSTAINABILITY	ENVIRONMENTAL SUSTAINABILITY ISSUE
Larger audiences	More people travelling from further afield by car in the evening
Higher profile companies performing	More companies travelling further
Increased level of community outreach work delivered	Increased amount of travel locally



Increased number of volunteers	Increased commuter travel to the theatre
More visitors to the Stage Door Café	Increased travel into the town centre, more food waste, higher energy use
Increased programming at other local venues and festivals	Higher energy use, more people travelling in from further afield by car in the evening
More touring work with Borderline Theatre	Increased travel across Scotland in vans

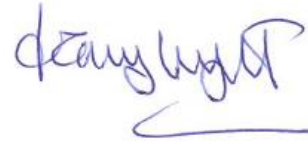
We will comply with all applicable legislation and requirements. This includes the Scottish Government targets set out in the 2013 Energy Efficiency Action Plan from their “Low Carbon Scotland - Meeting our Emissions Reduction Targets 2013-2027” report. This will include focusing on their minimum targets of reduced energy consumption by 12% in 2020. Through our new capital improvements, we have the potential to reduce energy bills up to 39%.

We are also committed to working with our stakeholders – Board, senior management, staff, volunteers, visiting companies, suppliers, funders – to ensure we communicate the environmental impact of our activities. This environmental policy is available on our website and will be circulated around these stakeholders. Our environmental annual report to Creative Scotland will be publically available on our website and on request – please email rishaad.moudden@ayrgaiety.co.uk

This policy is reviewed and updated on an annual basis, with approval from the Board. The policy is supported by the AGP Environmental Action Plan, which is informed by our ongoing environmental procedures. This is reviewed on a regular basis by senior staff and the Board.



Signed:
Ian Welsh OBE, Chairperson
 Date: 11th July 2016



Signed:
Jeremy Wyatt, Chief Executive
 Date: 11th July 2016

