

Julie's Bicycle

CREATIVE • CLIMATE • ACTION



Image credit: Johan Persson



Matthew Bourne's
Swan Lake

CREATIVE GREEN TOURING REPORT
2018/19

Creative Green Key Results:

COMMITMENT	51/58
UNDERSTANDING	11/17
EVALUATION & IMPROVEMENT	14/25

TOTAL POINTS

76/100



COMMITMENT to the environment

- ✓ Policy
- ✓ Staff roles and responsibilities
- ✓ Action plan
- ✓ Green Rider
- ✓ Communication and engagement with key stakeholders



UNDERSTANDING of the following environmental impacts



tour freight



tour personnel travel



show power



production materials

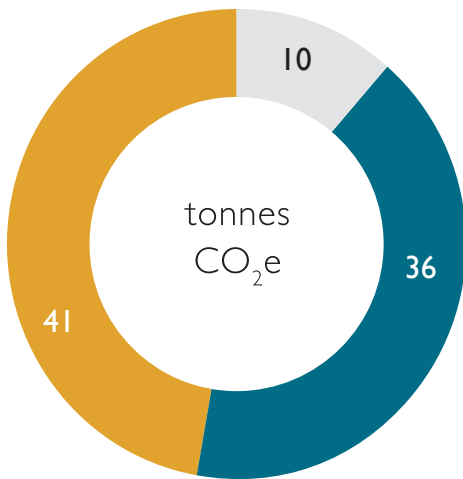


EVALUATION and improvement

- ✓ Completed Carbon Footprint
- ✓ Communicated Phase I Report
- ✓ Reduced indirect impacts
- ✓ Project evaluation

PROFILE

TOUR	STATISTICS
Organisation	New Adventures
Tour name	<i>Swan Lake</i> UK Tour
Tour dates	Sept 2018 - May 2019
Tour geography	UK
Number of touring staff	57
Number of tour venues	23
Number of tour performances	242



The total carbon footprint of *Swan Lake* 2018/19 was 108 tonnes CO₂e

- Tour freight
- Tour personnel travel (car)
- Tour personnel travel (train)

ABOUT NEW ADVENTURES

Multi-award-winning New Adventures is at the forefront of contemporary dance, touring to more UK and international venues and giving more performances each year than any other UK dance company. As an internationally-acclaimed dance company under the visionary leadership of Matthew Bourne, New Adventures is now pioneering a new approach to sustainable touring and environmental impact management. Working with Julie's Bicycle, New Adventures has been contributing to the development of the new Creative Green Touring certification. New Adventures piloted the first iteration of Creative Green Touring with the *Swan Lake* UK Tour (running from September 2018 – May 2019, touring to 23 venues).



HIGHLIGHTS

COMMITMENT to the environment

- New Adventures has been working with Julie's Bicycle, pioneering a new approach to sustainable touring and helping to co-develop Creative Green Touring Certification.
- As part of the **Arts Council Accelerator Programme**, New Adventures has formed a collaboration with Norwich Theatre Royal and Sadler's Wells on a project looking at a replicable change model between receiving houses and touring companies.
- New Adventures has created 'Green Adventures' to brand its environmental initiatives and engagement strategies.
- New Adventures has a Green Team which meets regularly, with dedicated Green Champions now in place in the touring company for the first time.
- New Adventures has developed an ambitious Green Rider which was sent to all venues, requesting information and actions covering key impacts such as energy, waste and catering.
- The New Adventures environmental policy is included in company handbooks, with staff receiving environmental briefings at rehearsals and team meetings.
- A Green Adventures page has been created on the New Adventure's website with Green Adventures also included in the *Swan Lake* Programme for the first time.
- All dancers and crew were given a branded metal water bottle and reusable hot drinks cup.
- 25p from all online sales of the green merchandise is donated to The Wildlife Trust.

UNDERSTANDING of the following environmental impacts

- Environmental data has been reported for *Swan Lake's* freight and personnel travel, based on the final tour route.
- Show power was measured and recorded during the tour tech week in Plymouth and at Sadler's Wells.
- Additional data on production materials used during the tour were collated by the production manager e.g. timber, steel, etc.
- An audience travel survey was run in collaboration with Norwich Theatre Royal in accordance with the Norwich leg of the tour.
- New Adventures commissioned Julie's Bicycle to conduct a carbon footprint for its 2016/17 tour of *The Red Shoes* to inform future decision-making and support the development of its environmental policy and action plan.

ABOUT CERTIFICATION

Creative Green is more than a certification scheme - it's an international community of pioneering creative and cultural organisations, recognised for their ambition and action on environmental sustainability. With over 300 certificates awarded since its launch in 2009, Creative Green remains the only environmental certification designed specifically for the creative and cultural sector. Creative Green offers venues, museums, galleries, festivals, offices and tours a transparent, methodical and inspiring framework for achieving environmental best practice, as well as a forum for recognition and celebration. It supports organisations' environmental impact reductions through its three strands: Commitment, Understanding and Improvement. Points are accrued within each strand and a one to five star certification is awarded based on the total number gained.

Creative Green Touring is initially assessed pre-tour. The assessment is based on tour design and planning; environmental documentation and processes; stakeholder engagement; as well as a preliminary carbon footprint based on the planned tour route, including the impacts: Freight Travel and Personnel Travel. Show power and procurement will also be included if data is available. All certified tours will receive a Creative Green Touring logo, a Part 1 Report and certificate which can be communicated on the tour itself. When the tour is complete, the Creative Green applicant is to submit measured and accurate environmental data, after which, the applicant will receive a Part 2 Report and an updated certification with the tour's Star rating (1-5). The tour will receive additional points based on on-tour communications as well as evaluation of environmental initiatives.

The methodology of Creative Green follows best practice and international standards for measurement, reporting and reduction of environmental impacts and it has been designed in partnership with arts, cultural and entertainment organisations. The continuing emphasis on carbon emissions reductions align the Creative Green community to the ambitions of the Paris Agreement, reached at COP21 in 2015, to keep global temperatures well below 2 degrees of warming.

ASSESSMENT AREAS

COMMITMENT (PRE-TOUR)

- Environmental policy, green rider and action plan
- Integration of environmental sustainability in broader tour mission, strategy or design
- Environmental responsibilities
- Environmental procurement and sourcing
- Stakeholder communications and engagement

UNDERSTANDING (PRE-TOUR)

- Breadth and depth of understanding of environmental impacts
- Tour planning and efficiency
- Attitudinal insights

IMPROVEMENT (POST-TOUR)

- Post-tour carbon footprint
- Quantifiable reductions in direct environmental impacts
- Actions to address indirect environmental impacts
- Project evaluation



RESULTS IN FULL

ASSESSMENT AREAS	POINTS AVAILABLE	POINTS AWARDED
Policy, strategy and responsibilities	19	17
Procurement	6	5
Communication and engagement	33	29

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- New Adventures has created 'Green Adventures' to brand its environmental initiatives and engagement strategies.
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RECOMMENDATIONS

- With the UK tour concluded, feedback learnings, successes and challenges to the wider sector and professional networks such as UK Touring Symposium.
- Review responses to Green Rider checklist from venues to identify and communicate the good environmental practice which took place during the *Swan Lake* tour.
- Assess the success of the Green Rider in engaging venues and consider how this process could be improved during future tours e.g. is the rider checklist sufficient? What new actions/initiatives which occurred on tour could be embedded in future productions, etc.
- Review the supplier/contractors used on tour and how they responded to New Adventures engagement.
- Continue to develop New Adventures' approach to sustainable procurement, ensuring that the process of tendering includes clearly defined environmental clauses/criteria which engage and challenge suppliers.
- Continue to collaborate with Norwich Theatre Royal and Sadler's Wells on environmental sustainability, using the experience of *Swan Lake* and the Accelerator Programme to establish a new collaborative approach to share with further venues.

ENVIRONMENTAL UNDERSTANDING

ASSESSMENT AREAS	POINTS AVAILABLE	POINTS AWARDED
Submission of preliminary environmental data on freight travel and personnel travel	2	2
Submitted data on show power	1	1
Submitted data on procured production materials	3	3
Worked to improve the planning and efficiency of your tour	3	1
Attitudinal insights	6	2
Use of environmental data or insights to inform decision making	2	2

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RECOMMENDATIONS

- Explore ways to collect more accurate data on dancer/crew travel by vehicle type while on tour e.g. booking system, travel surveys, etc.
- Explore ways to efficiently collect data on show power which can be used to estimate energy use across the tour e.g. energy demands of production equipment; use metered data from Sadler's Wells as a benchmark which can be estimated across all venues, etc.
- Continue to collect and submit data on procured production materials (timber; steel) to further build understanding of New Adventures environmental impacts.
- Consider running an internal survey following the conclusion of the tour to provide a platform to feedback on the success of *Swan Lake's* green initiatives and collect ideas for future actions.
- Take the findings from any internal attitudinal surveys/consultations and feed this into an environmental action plan
- Use findings from the Creative Green Phase 2 report to set Key Performance Indicators (KPIs) and targets for future tours e.g. targets on % vehicle split; emission per performance; emissions per individual, etc.
- Consider surveying the venues on their attitudes to sustainability and the work of Green Adventures on tour e.g. feedback on the Green Rider, green initiatives, etc.

EVALUATION & IMPROVEMENT

ASSESSMENT AREAS	POINTS AVAILABLE	POINTS AWARDED
Post-tour carbon footprint	3	2
Venue data	2	1
Additional reporting & understanding	6	3
Direct environmental impacts	4	N/A*
Indirect environmental impacts	2	2
Innovation	5	3
Project evaluation	3	3

*Only relevant to organisations which have certified 2 or more tours.

HIGHLIGHTS actions on tour

VENUES

- New Adventures' Green Champion undertook an audit of the recycling facilities backstage at each venue on arrival, requesting additional bins where needed.
- A recycling point was introduced side of stage following the Norwich performing week.
- Norwich Theatre Royal offered a special discount on hot food to encourage the touring company to eat in-house.
- Green Champions engaged with Sadler's Wells over Islington Council's recycling infrastructure with a list of materials subsequently displayed throughout Sadler's Wells.
- The Green Rider helped facilitate conversations with venues around environmental sustainability.

PRODUCTION

- During the tour, the team looked into ways to reduce the amount of materials/equipment being used where possible.
- LX tape purchases were reduced by buying Velcro cable ties.
- A switch was made from pvc tape to cloth.
- Aerosol recycling points were introduced in the wig room.
- Changes made to the choice of make up for the swans to a product which could be used less.
- A cool box for ice which can be filled from the venue's bar was piloted on tour.

AUDIENCES

- A dedicated social media schedule was created for Green Adventures to share best practice on tour and celebrate events such as Earth Hour, World Environment Day, etc.
- A specific social media campaign was run during the tour around single use plastics.
- Green Adventures launched a set of green merchandise for audiences, including branded water bottles, reusable hot drinks cups and canvas tote bags.



EVALUATION & IMPROVEMENT **RECOMMENDATIONS**

- Work to improve the efficiency of the tour through route design and planning where possible.
- Review the work/initiatives planned pre-tour which did not go ahead to identify learnings, e.g. why did these not take place? Were these actions appropriate? Would it be beneficial to action these on future tours, etc.
- Given New Adventures' strong data set on personnel and freight travel, consider options around carbon offsetting/insetting for unavoidable travel impacts.
- When looking into offsetting ensure credible standards such as the Voluntary Carbon Standard, or the Gold Standard for the Global Goals (GS4GG) are considered. Also look for schemes which create local community and economic benefits, are measurable, permanent, and generate emission reductions beyond business as usual practice.
- Continue to collaborate and engage with partners on sustainability, sharing Green Adventure's story and exploring opportunities for further improvements across the sector e.g. participate in sector groups/networks on sustainability; develop new joint initiatives/partnerships domestically and internationally, etc.
- Ensure that the learnings/insights from New Adventures' work on green touring domestically are used to inform the planning/conversations around international touring where appropriate.

FREIGHT TRAVEL

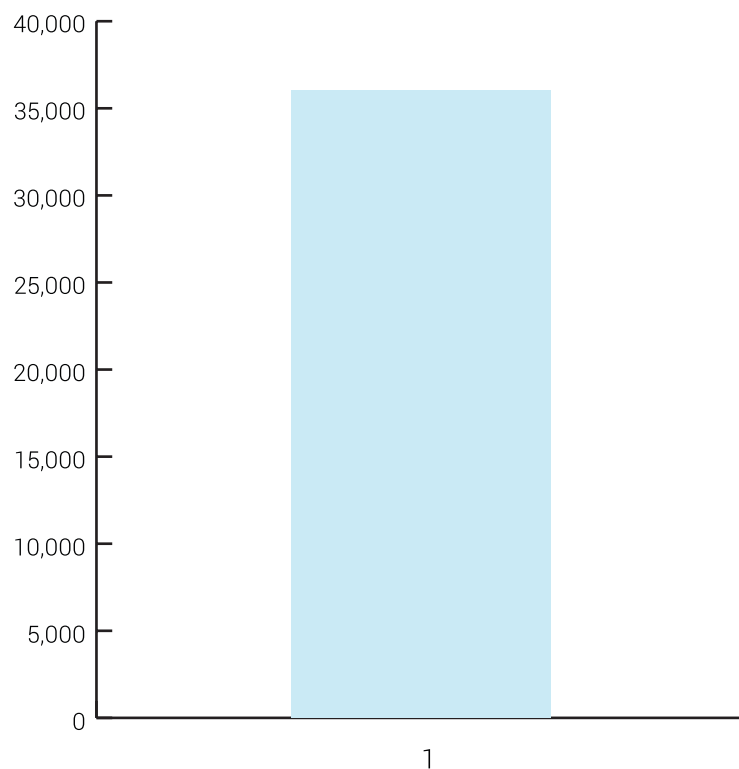


New Adventures has submitted environmental data on freight travel based on the final tour route of the 2018/19 *Swan Lake UK Tour*.

TOUR FREIGHT	NO. TRUCK	TOUR DISTANCE	DISTANCE PER TRUCK	TYPE OF VEHICLE	TOTAL EMISSIONS	EMISSIONS PER VEHICLE	EMISSIONS PER PERFORMANCE
Unit	No.	km	km	n/a	kg CO ₂ e	kg CO ₂ e per vehicle	kg CO ₂ e per performance
Total	5	7,669	38,345	Heavy diesel articulated	35,903	7,180.6	148



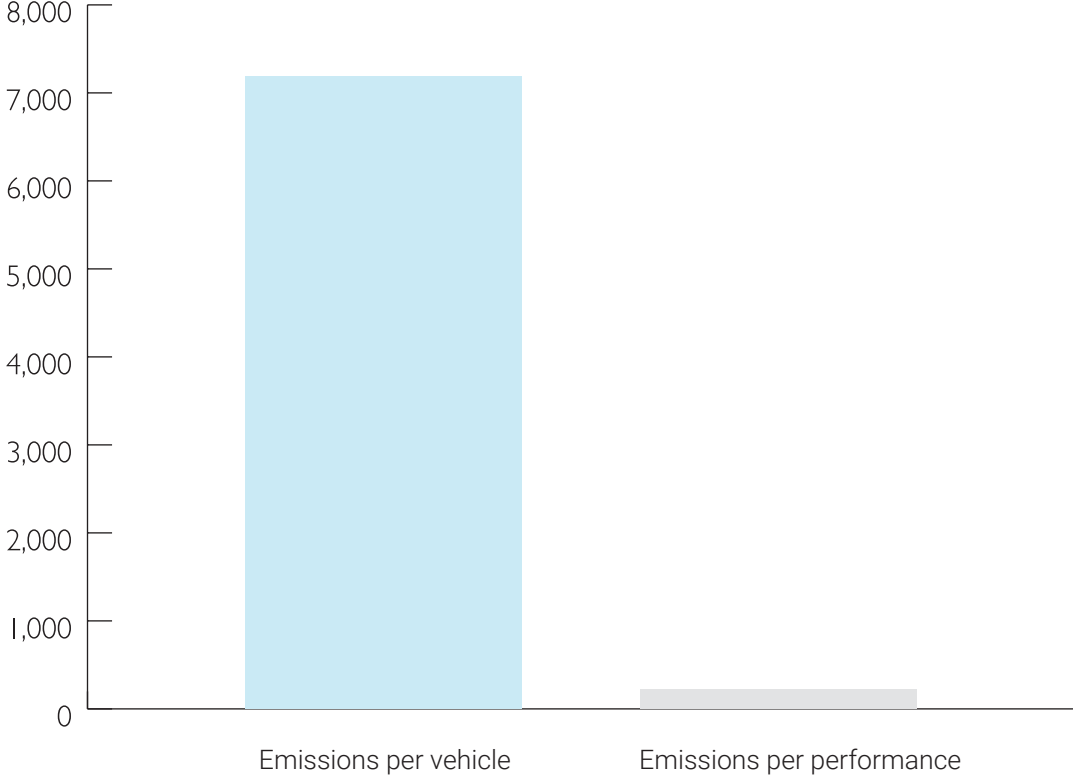
Freight travel (kg CO₂e)



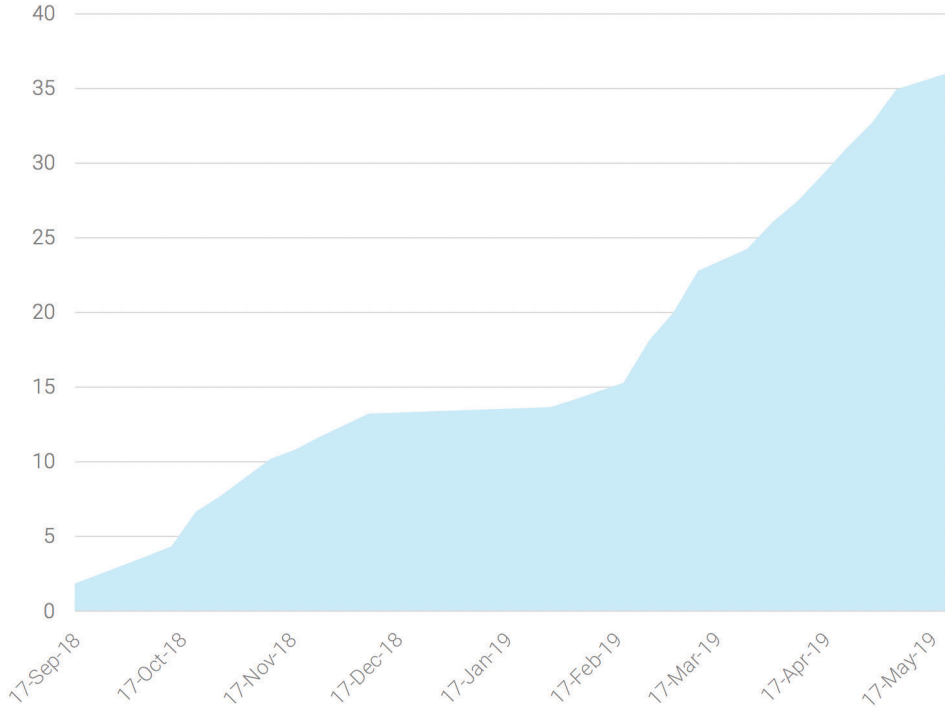


FREIGHT TRAVEL

Freight travel (kg CO₂e)



Cumulative transport emissions (tCO₂e)





PERSONNEL TRAVEL

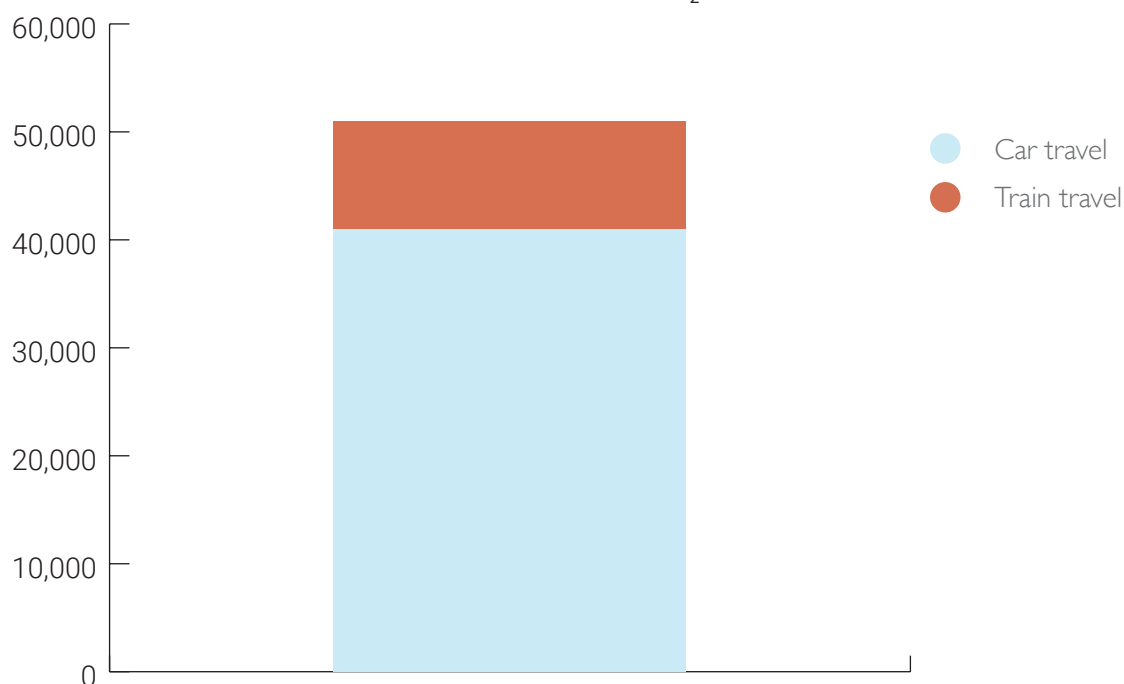
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It has been estimated that 50% of personnel travel was made by individual car journeys with the remaining 50% of journeys made via train. Carbon emissions have also been calculated based on the scenario that all dancers and crew members travelled via train for purposes of comparison.

PERSONNEL TRAVEL	PERSONNEL	TOUR DISTANCE	DISTANCE PER INDIVIDUAL	TOTAL EMISSIONS	EMISSIONS PER PERFORMANCE	EMISSIONS PER INDIVIDUAL
Unit	No.	km	km	kg CO ₂ e	kg CO ₂ e per performance	kg CO ₂ e per personnel
Total travel	57	7,669	437,133	50,808	210	891
Car travel	28	7,669	218,567	40,583	168	712
Train travel	28	7,669	218,567	10,224	42	179
Assuming 100% train travel	57	7,669	437,133	20,449	85	359



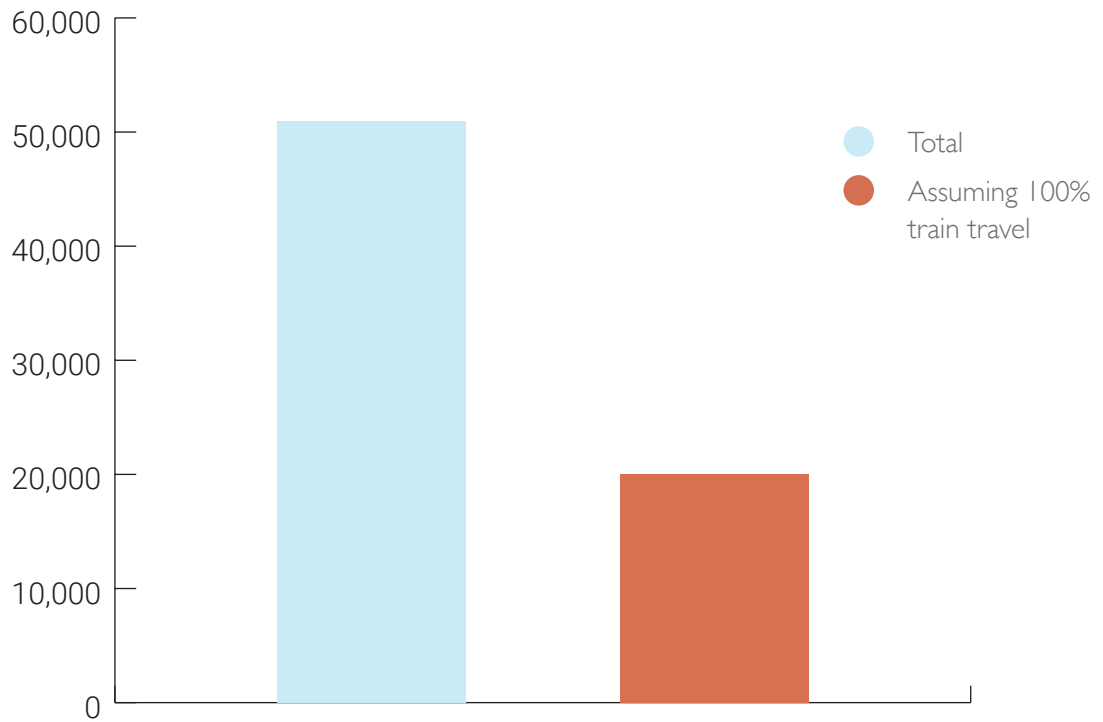
Personnel Travel (kg CO₂e)



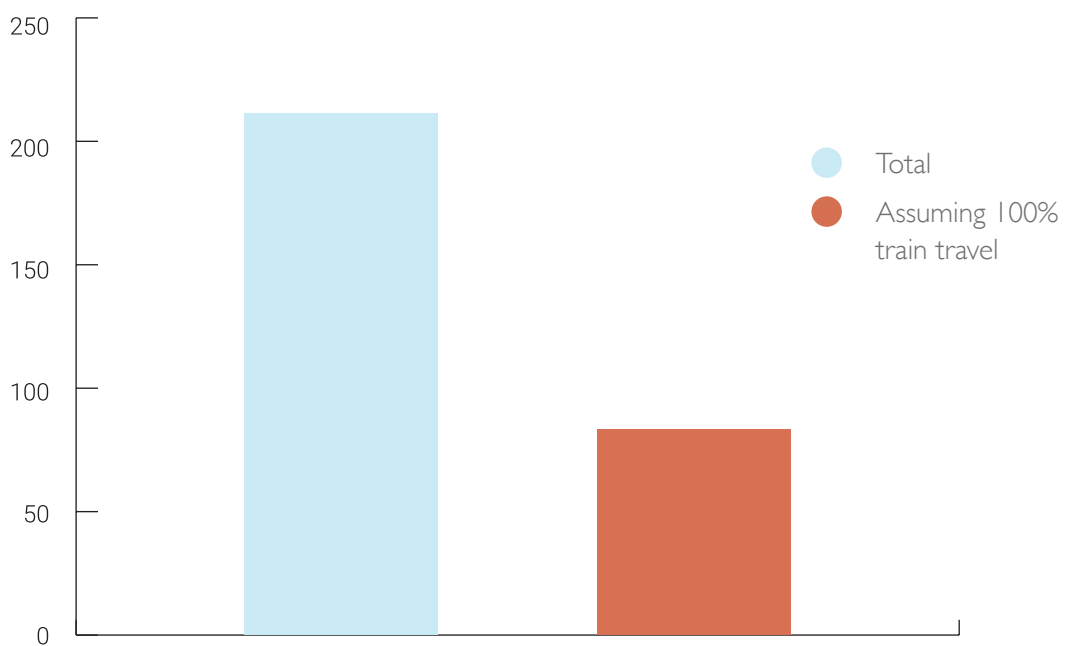
PERSONNEL TRAVEL



Personnel Travel (kg CO₂e)



Personnel Travel (kg CO₂e per performance)





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#CreativeGreen