



# Why ATG Decided To Go Green June 2008



Ideas for Today and Tomorrow





# Running order

- Environmental Strategy
- How did we get here?
- Today's Situation
- Buildings
- Washrooms
- Recycling
- Retail
- What's next?



# Aims

**Ambassador Theatre Group aim to continually improve its environmental performance by:**

- Conserving energy, water, wood, paper and other resources - while still providing a safe and comfortable working environment.
- Reducing waste through re-use and recycling where affordable.
- Reduce carbon dioxide emissions by encouraging employees to use public transport where feasible.
- Research and publish the company's carbon footprint and then set annual targets to reduce CO2 emissions.
- Phasing out ozone depleting substances and other materials damaging to health and the environment.



# Aims

- Encouraging manufacturers, suppliers and contractors to develop environmentally preferable goods and services.
- Working with contractors to improve environmental performance to the achievement of value for money.
- Meeting current and foreseen statutory regulations and specifying contractors do the same when working on ATG premises.
- Applying the standards in the Government's *Green Claims Code* when buying goods and services.
- Educating, training and motivating staff and contractors to work in an environmentally responsible manner and to play a full part in developing new ideas and initiatives.
- Sourcing products from sustainable environments.



# How Did We Get Here?

- "Why don't we recycle in the office?"
- Statement, Policy & Strategy for Improvement
- Newsletter: Rubbish
- Recycling: West End success story
- Regional Champions
- Plasa 2007 Theatre Action on CO<sup>2</sup> Conference
- Greening London's Theatres: Support from the Mayor's Office
- London Remade: Signing up to the Mayors Green Procurement Code





# Today's Situation

- ATG consume over 22 million kwh of energy which equates to £1.3 million per annum
- Energy Audits: Carbon Trust
- Energy Management Programme: Good House Keeping/Staff Training and Monitoring/Targeting
- Waste Management Policy
- Hazardous Waste: WEEE
- Timber
- Corporate Social Responsibility





# Buildings

## Energy Savings

- Turning off unwanted lighting
- Use heating only when required
- Bar and office equipment: regulating power
- Controlling chillers/fridges
- Maintain the theatre environment
- The Fortune Theatre Air Handling Unit

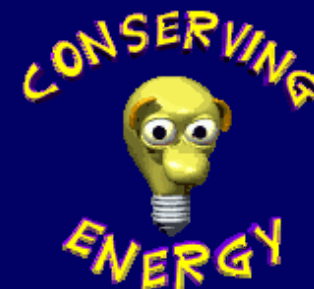




# Buildings

## Heating Systems

- Boiler replacements
- Enhanced Capital Allowance Scheme
  - Energy-saving plant and machinery
  - Low Carbon dioxide, natural gas and hydrogen infrastructure
  - Water conservation plant and machinery
- M&E survey





# Buildings

## Energy Efficient Lighting

- Lighting our premises is a necessary but costly business
- LED fittings
  - 30 times more efficient
  - Life expectancy – 60 times longer
  - Overall cost saving – 15% cheaper
- Group deal with Whitelight





# Buildings

## Washrooms and Waste

- Washrooms
  - Hand driers
  - Water management systems
- Recycling
  - Glass
  - Paper
  - Plastic
  - General waste





# DIRTY HARRY'S

**Dirty Harry's**  
*waste management*

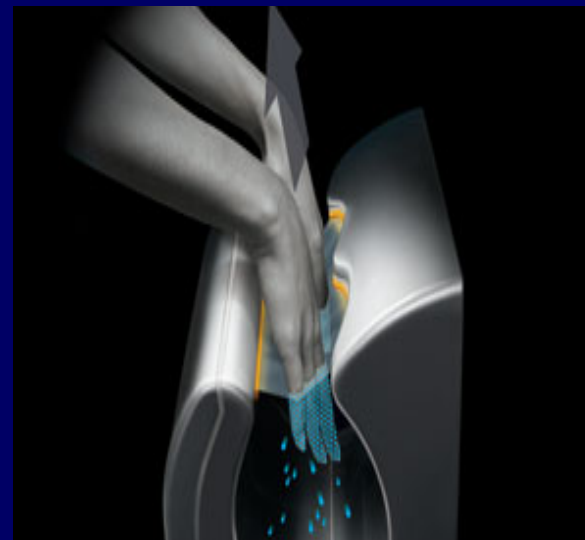
[www.dirtyharrys.co.uk](http://www.dirtyharrys.co.uk)

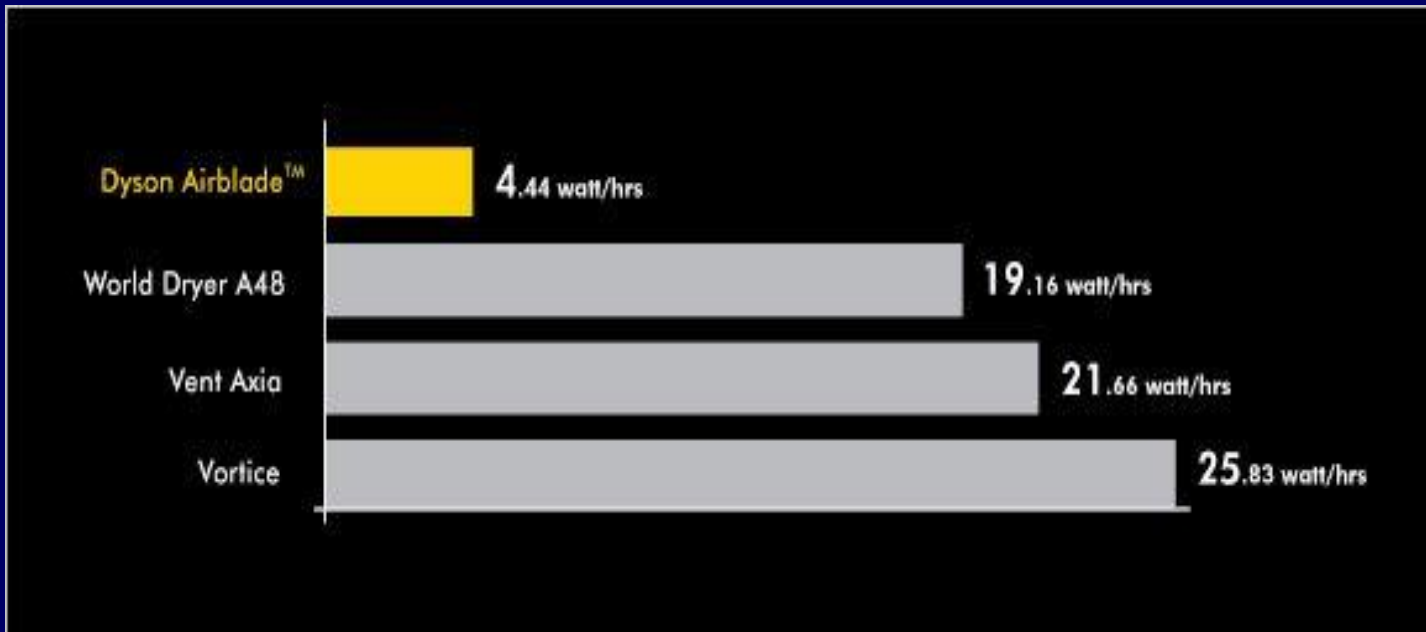




# Washroom Services

The Environmentally friendly DYSON Airblade





More energy efficient!



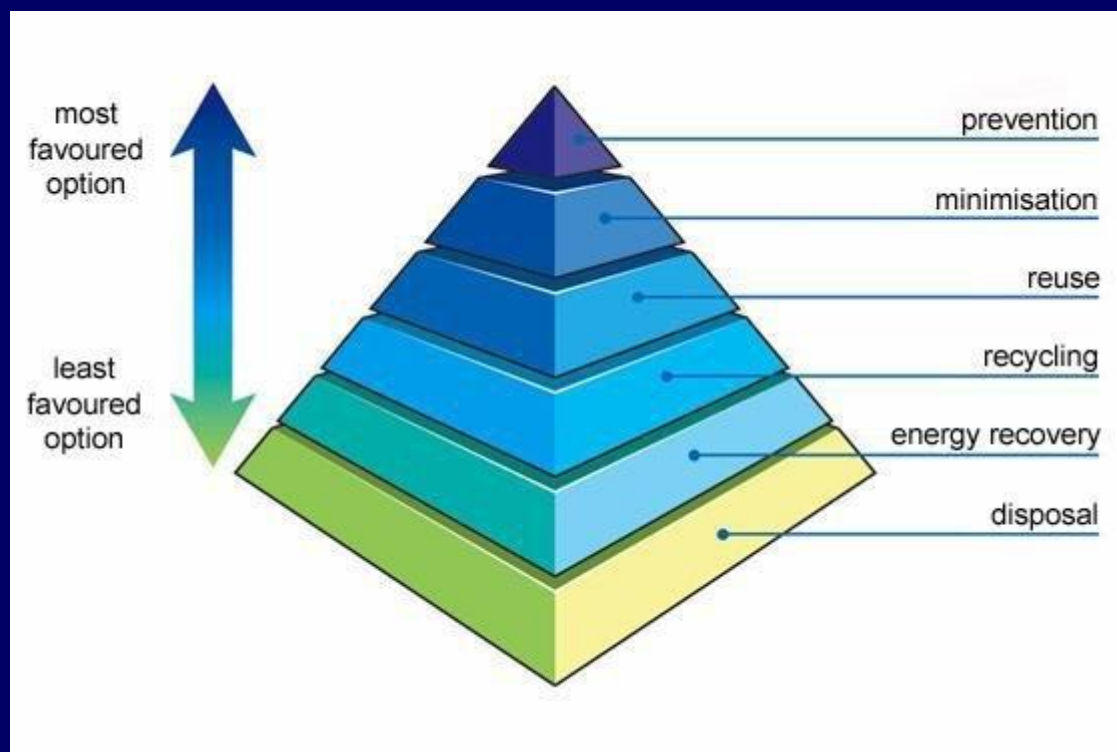
# Water Management System

- Sensaflush is a unique urinal flush management system designed to drastically reduce water consumption by eliminating unnecessary and expensive wastage. The Sensaflush system is incorporated into the water supply to the urinal cistern and controls flush frequency by controlling this supply.
- The Sensaflush motion detector monitors a 'sensing zone' adjacent to the urinal bowls or trough and is only sensitive to movement within this area. Persons using other washroom facilities will not trigger Sensaflush.
- Because the Sensaflush system is activated only by use of the urinals, flushing of the urinals is exactly matched to use, achieving the maximum possible savings at the same time as maintaining hygiene standards.



# Daily refuse and recycling collections

The options for dealing with our rubbish are described in the "waste hierarchy" - with those towards the top of the list more desirable than those towards the bottom.





**ATG**  
**ESTIMATED COLLECTION OF RECYCLED**  
**MATERIALS**  
July 2007 – June 2008

- **MIXED GLASS – 180 Tonnes**
- **PAPER – 22 Tonnes**
- **CARDBOARD – 6 Tonnes**
- **PLASTIC – 3 Tonnes**



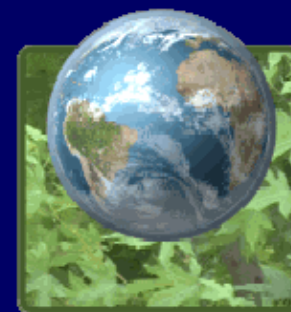
# Retail

## Environmental and ethical products

- Disposable glassware initiative from Malsar Kest



- Puro Coffee



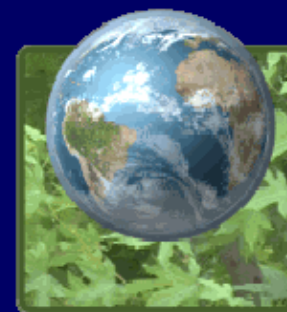


# Retail

- Fairtrade



- *Life* water and drop4drop





# What's Next?

- Training Programme
- Reduce, Reuse, Recycle
- FOH targets: monitor savings/involve customers
- BOH targets: set standards/communicate
- Lighting Experiments (LED's/Energy Saving Bulbs)





# What's Next?

- Supply Chain: work with suppliers and contractors
- Individual Theatre Action Plans: Piccadilly
- Feedback Data: lighting and heating inventory's and energy readings
- Work together, drive initiatives and share ideas

