

# Inspiring Sustainable Production



**arcola**  
theatre

Arcola Theatre is an off-West end venue, based in the heart of Dalston, Hackney. It is one of the most respected arts venues in the UK and is Secretariat for the Mayor's Green Theatre Programme.

With an aim to reduce greenhouse gas emissions associated with the venue and its productions by 60% by 2025, they've enlisted the help of the Enterprise 'A New Way to Work' scheme – a free sustainable transport initiative for small to medium sized businesses, to help reduce transport related emissions.

Enterprise, with its offering of a tailored workplace travel package delivered by an expert travel advisor, was able to provide advice and support to Arcola in order to meet their challenging sustainability goals. Anna Beech, Sustainability Projects Manager at Arcola explains, 'Enterprise has given us the knowledge and tools to begin creating a green travel plan and will add enormous value to our sustainability drive within the arts sector.'

Through the scheme, Arcola's Enterprise travel advisor worked closely with the organisation to determine the most appropriate transport solution; the 'cycling' package was recommended as a result. To assist with the implementation of the 'cycling' package and to encourage staff involvement in the plan Arcola used the match funding offered through Enterprise to install secure cycle parking; 'Having a cycle enclosure is a great incentive for staff to change their commuter behaviour' says Anna. Arcola also received free merchandise for staff including cycle repair kits, rucksacks, water bottles and slap wraps to complement this initiative.



As the Secretariat for the Mayor's Green Theatre Programme, Arcola Theatre is keen to be a leader in the industry, to show other theatres how they too can reduce the greenhouse gas emissions associated with theatre venues and productions.

Through completing the Enterprise process, Arcola has been able to take further steps towards achieving their goal to reduce green house emissions by 60% by 2025. Anna would encourage other arts venues to investigate the scheme; 'Enterprise is a great way in which theatres can get closer to these goals.'

The changes Arcola have made since enlisting the services of Enterprise has been noticed by Lilli Geissendorfer from Strawberry Vale Productions, an external production company using Arcola Theatre. Lilli praises Arcola for their efforts; 'This is definitely a carrot rather than stick approach to greening theatre productions. Actors and theatre creators tend to be quite aware of sustainability and this reinforces Arcola's commitment to supporting and inspiring both audiences and those working in the building to lead greener lifestyles.'

Anna has been impressed with Enterprise and acknowledges the benefits it has provided to staff both in their personal and work lives. 'It has sparked conversations and people are now thinking about other ways in which they can 'green' their daily routines.'



### Where can I find out more?



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