

## Case Study

Effective partnership working to reduce carbon emissions and promote environmental sustainability: NewcastleGateshead Cultural Venues

**BALTIC**

**Life**  
A centre for world-class science

**TYNESIDE**  
C I N E M A

**live**  
theatre

**TYNE & WEAR**  
**archives & museums**

**THEATRE ROYAL**

**seven stories**  
National Centre for Children's Books

**DANCECITY** ©  
Dance for the North

**NORTHERN STAGE**

**Sage**  
Gateshead

[Newcastle Gateshead Cultural Venues](#) (NGCV) is a great example of organisations working collaboratively and effectively as a group in order to reduce their carbon emissions and promote environmental sustainability. NGCV is a partnership of ten leading building-based cultural producers encompassing visual arts, performing arts, music, dance, film, writing and literature, heritage, archives and museums and science communication in North East England. In 2012-13 NGCV partners were responsible for running 22 venues in the North East of England.

*"Newcastle Gateshead Cultural Venues (NGCV) form a large part of a well established and thriving network of cultural organisations in the North East. By working together the network has been responsible for positioning the North East as an exemplar for cultural investment as a driver for regional regeneration. Less known, but as significant, is their pioneering work embedding environmental sustainability across the network. Through their highly successful 'Green Campaign' NGCV's progressive and engaging environmental approaches have reduced impacts and captured the imaginations of staff, audiences and artists. Our work at Julie's Bicycle gives us a bird's eye of national and international practice and we regularly champion the work of NGCV as leaders in the field and an inspiration to us."*

*Alison Tickell, CEO, Julie's Bicycle*

NGCV is now recognised as one of the strongest examples of area-based cultural sector collaboration in the UK. As a partnership, they create significant economic, cultural and social impact and play a key role in contributing to the distinctiveness of the North East as a great place to live, work, visit and do business. They have a local, regional, national and international reach, work together to develop strategic initiatives and promote the economic, social and cultural benefits of culture and creativity.

Together NGCV member organisations make a total economic contribution of £78m to the North East region<sup>1</sup>, support 2020 FTE jobs, employing 1232 people directly and generate £17m additional visitor spend in the region's economy. In 2012-13 there were 3.8m attendances at their cultural events and activities and they supported 872,797 learning and participation engagements, two thirds of which were with children and young people under 19. In addition, 894 volunteers gave 35,296 hours of time to support their organisations.

Since 2009, NGCV Facilities Managers have worked together to improve the efficiency and environmental sustainability of their buildings and sites, producing great results in the process. Collectively they have successfully reviewed and improved approaches to waste management, energy procurement, lift management, water monitoring and a wide range of other issues relating to how their buildings are managed.

<sup>1</sup> [NGCV Economic Impact Assessment 2012-13](#) (ERS, November 2013)

### Further information

NewcastleGateshead Cultural Venues  
Julie's Bicycle and Industry Green

<http://ngcv.tv>  
<http://www.juliesbicycle.com>



As a means to engage more staff and the public in 'greening' the venues, NGCV's 'Green Campaign' launched in June 2011 with an event involving 200 members of staff. The campaign team has since shared knowledge and developed more joint work on a range of topics, in particular focusing on campaigns and awareness-raising for both staff and the public. They galvanise activities within their own venues in order to engage as many people as possible in activities and behaviour change and invite specialist guest speakers to their meetings to offer insights and advice.

NGCV has run successful public transport campaigns to encourage both staff and audience to walk and cycle to their venues and established staff travel to work and cycle schemes. The partnership also runs an annual audience travel survey to understand how people travel to venues and what issues they might face. They have advocated environmental sustainability through a broad range of events such as National Recycling Week, Green Office Week, Climate Week, National Bike Week and Car Free Days, as well as engaging in the Tipping Point exhibition at Northern Stage. They have also promoted public engagement through activities such as the Green Film Festival at Tyneside Cinema, Lift Free Days across all venues, Earth Hour events and the Green Explorer for children and families in association with Sustrans, which encouraged walking, cycling and taking buses and metros to venues.

NGCV member organisations operate a wide variety of venues, from purpose built buildings dating from 2000, to listed buildings and heritage sites. Each member has their own particular issues and challenges, as well as having very different types of spaces, functions and uses.

<a href="#">Baltic Centre for Contemporary Art</a> (visual arts)	<a href="#">Centre for Life</a> (science centre)
<a href="#">Dance City</a> (national dance agency for North East)	<a href="#">Live Theatre</a> (new writing theatre)
<a href="#">Northern Stage</a> (producing theatre)	<a href="#">Sage Gateshead</a> (music performance and learning)
<a href="#">Seven Stories</a> (national centre for children's literature)	<a href="#">Theatre Royal</a> (receiving theatre)
<a href="#">Tyneside Cinema</a> (independent cinema)	
<a href="#">Tyne &amp; Wear Archives &amp; Museums</a> (12 museums, galleries, area archives and heritage sites in 2012-13)	

## Industry Green certification and good practice

[Industry Green](#) is a certification developed by Julie's Bicycle for the music, theatre and wider creative industries, aimed at recognising commitment and achievement in managing and reducing carbon and improving environmental performance. All NGCV venues have achieved Industry Green certification since 2010/11, with improvements in their assessments over successive years. This process involves Julie's Bicycle verifying the carbon footprints and environmental performance data of the NGCV organisations, enabling the group to track emissions compared with industry benchmarks and annual energy expenditure set against industry norms.

All NGCV members are committed to achieving the Industry Green environmental certification and have made improvements in different areas of policy and practice, both as individual organisations and as a group. This process has also highlighted good practice across the group, including promoting more sustainable production practices within venues and for visiting companies and performers. The group has introduced renewable energy technologies, improved energy management and engaged both staff and the public in promoting environmental sustainability.

## Carbon and energy reductions 2010/11 to 2012/13

Combined carbon emissions of all NGCV venues in 2012/13 were 8,533 tonnes CO<sub>2</sub>e. These carbon footprints are solely emissions based (i.e. energy consumption). Organisations also provided data relating to other impacts including: waste, water, business travel, audience travel and productions.

Between 2011/12 and 2012/13, the 10 NGCV organisations collectively achieved a 5% carbon reduction (based on electricity and gas consumption) and a 4% energy bill reduction (from c. £1,705,000 to c. £1,639,000). These reductions speak volumes for NGCV's strong commitment to reducing the carbon impacts and energy use of their venues in particular. Energy use is the main source of carbon, typically accounting for between 75% - 95% of the total carbon footprint associated with an organisation's core activities. Total carbon saved from energy consumption between 2010/11 and 2012/13 stands at **634 tonnes CO<sub>2</sub>e**. This equates to the annual emissions from 135 UK households. Total estimated energy cost savings since 2011 stand at **£104,000**, based on actual energy use data and the Department of Energy and Climate Change national average tariff rates (3 pence per kilowatt hour for gas and 11 pence per kilowatt hour for electricity).

## Further information

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