

Keeping it Green

Tips for Promoters

Small changes can make a big difference in being kinder to our world.

With such a wealth of fantastic venues and activities we'd like to share some environmentally friendly tips by which your venue can contribute to a greener, sustainable future for our rural communities.

Here are a few thoughts to explore:

↘ Catering and Waste Management

Do you use washable cups/glasses? Can you switch to move away from single use plastic?

Top tip: A little washing-up liquid (ethical brands) is cheaper than buying lots of single-use plastic cups/glasses/plates and has a smaller carbon footprint in both production and disposal.

Do you have separate waste/recycle/glass bins in: Artist's Green Room, Kitchen, Hall, Foyer, Washrooms?

Top tip: Make sure they're easily visible and clearly labelled, people will use them!

Do you have a small composting bin for organic waste?

Top tip: Many local authorities supply these free of charge and it's satisfying knowing that tea-bags etc. don't just end up in landfill.

↘ Supplies and Refreshments

Do you/can you 'buy local' from suppliers for e.g. locally made ice-creams, beers, juice etc?

Top tip: Consider supporting local producers and small businesses, who use fresh ingredients which haven't been transported miles. It strengthens community relationships.

Can you buy your basic refreshments from ethical sources? E.g. Fairtrade or Rainforest Alliance for tea & coffee?

Top tip: Local people from rural communities can help by supporting small producers for fair pay and ethical practices in other parts of the globe.

Do you already choose Cruelty Free (PETA or Leaping Bunny certified) handwashes and cleaning materials?

Top tip: Helpfully, most 'own brands' from retailers such as Tesco, Morrisons, Sainsbury and Aldi are Cruelty Free hygiene products. Such a simple choice has real impact on animal welfare. Even better if you have a local, ethical refill shop too!

↘ Tickets

Do you use an online ticketing system such as TicketSource?

Top tip: Online ticketing is easy to use for both audience and promoter. It saves on printing and paper tickets, so even if you can't use an online ticketing website, consider taking bookings by email or sending e-tickets.

↘ Transport Alternatives & Support

- Can you include links to local bus and rail timetables and nearest stops on your website or social media to signpost audience members to public transport e.g.; [Bus Times.org](http://BusTimes.org)
- Can you share details of e.g. local car-sharing initiatives, such as Liftshare Norfolk or NCC's Travel Norfolk on your social media or noticeboard?
- Can you show where the nearest electric vehicle charging points are? On your website or social media.
- Can you 'reward' or incentivise people by offering a 'Free coffee' or Raffle ticket to people in your audience who have walked or cycled for instance.
- Do you provide secure cycle parking racks onsite to encourage people to cycle?
- Can you include this information on e-reminders to people who have booked?

↘ A Space for Nature

Is there a space at your venue to encourage wildlife to visit as well, ideas could include:

- Putting up birdboxes, bird feeders, and bee/insect hotels.
- Planting flowers or plants which attract bees and butterflies, inc. hanging baskets or outside tubs if you don't have a suitable area

- Putting up a hedgehog house in a quiet area
- Planting a tree/s
- Sowing wildflowers along the verges at your venue (try seed-bombs)
- Leaving a small 'rewilding area' to support insects, birds, small mammals and amphibians
- Inviting other groups who use the hall to be involved: e.g. Scout & Guide groups, playgroups, sports/dance/youth groups



Supporting other local Green & community groups and events

Can you use your venue noticeboards or social media pages to highlight info on local 'Green groups'?

A shared community space is a great way for local groups to reach out to a wider audience of potential members/helpers and strengthen care. Examples include wildlife conservation groups, allotments, litter-picks, communal gardens or tree planting initiatives, recycling/re-use schemes, or rurally focussed events such as 'Apple Days' or farmers markets.

Would local producers like the chance to sell their locally produced goodies at your event?

If local sellers of goods such as hand-made chocolates, jams, honey, wines, etc., have an outlet at your event, they'll probably also be willing to contribute a prize for your raffle!



Resources and other ideas

Have a look at other ideas for going green for village and community halls across the country:

Village Halls: A Net Zero Design Guide - <https://acre.org.uk/village-halls-net-zero-guide/>

Theatre Green Book - <https://theatregreenbook.com/gettingstarted/>