

## **PRESS RELEASE**

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### **The Theatres Trust Conference 12 Delivering Sustainable Theatres The challenge of achieving the triple bottom line**

**12 June 2012**

The Theatres Trust, The National Advisory Public Body for Theatres, has launched its sixth annual conference, 'Delivering Sustainable Theatres' - the challenge of achieving the triple bottom line.

Taking place on 12 June 2012 at Stratford Circus in London, next to the Olympic Park in East London, the Conference will explore how theatre buildings are managing their building's resources and addressing their future sustainability.

With its timing scheduled to take place the day before the ABTT Theatre Show, Conference attendees and sponsors will be able to take advantage of these co-located events, and network with the UK's theatre sector as they congregate in London.

The 2012 Theatres Trust Conference will address the question of '**Delivering Sustainable Theatres**' looking at how theatres are addressing the sustainability agenda in these rapidly changing times, and how they are providing a catalyst for social and economic recovery in the communities they serve. Conference speakers, sponsors and delegates will explore how UK theatres are covering the cornerstones of sustainability and merging green building principles whilst offering unique cultural experiences. The Conference will look at how theatre design, engineering, IT infrastructure and the use of space is changing to help navigate economic pressures, provide space for hospitality and social activity, and meet the challenges of environmental change.

With rising costs of buildings management, cuts to public subsidy and a massive change in the public ownership of theatres - what does it mean to be a sustainable theatre? Is the first rule of sustainability simply to stay in business? And significantly, what of the role of the theatre in sustaining our cultural and spiritual lives?

Four years on from when The Theatres Trust Conference addressed how theatres could become 'greener', it is time to explore what has been achieved in terms of sustainable development given the challenges of rising energy costs, tougher building regulations, and even more difficult economic times. A key feature of Conference 12 will be the case studies from the 48 London theatres on The Theatres Trust ERDF funded ECOVENUE project.

Mhora Samuel, Director of The Theatres Trust said, "With theatres facing challenging times ahead, our conference next year will be a really important event for anyone trying to maximise the value of their theatre building through redesign or adaptation. As a sector we've come so far since our Building Sustainable Theatres Conference in 2008 and I'm delighted that we'll be looking at some of the success stories since that time. What we clearly and urgently need to do now is establish how we take the three pillars of sustainable development - economic, social and environmental - and relate these to a theatre's ability to sell a unique cultural experience and make sure our theatre buildings have the capacity to deliver what's needed for today, and into the future. I'm delighted that we are offering a platform to address this topical issue head on in 2012."

During the day, up to 250 delegates, sponsors and speakers will debate the subjects raised and in the evening, participants will have the chance to informally unwind at the Conference Reception, drawing together both ABTT exhibitors and **'Delivering Sustainable Theatres'** contributors, sponsors, delegates, and invited guests.

**'Delivering Sustainable Theatres'**, presented by The Theatres Trust will provide a high profile platform for companies and individuals in the theatre community to support the better protection of theatres and demonstrate the industry's commitment to the sustainable development and cultural influence of theatre in our society today, and into the future.

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## Notes for Editors

**1. European Regional Development Fund: London European Regional Development Fund 2007 to 2013:** The European Regional Development Fund (ERDF) is used to tackle regional disparities across Europe. The ERDF supports regional development through actions such as business innovation and support and regeneration. Working on behalf of the Mayor of London, the European Programmes Management Unit (EPMU) at the London Development Agency (LDA) is responsible for the administration of the 2007 to 2013 ERDF programme.

**2. The Theatres Trust:** The Theatres Trust is the National Advisory Public Body for Theatres. The Trust aims to protect theatres on behalf of the nation. It advises in planning, regeneration and development, architecture and design, heritage, and theatre. It enables better planning to secure, improve and achieve sustainability for new and existing theatre buildings and to protect theatre use. Its aim is to ensure that current and future generations have access to good quality theatres that reflect our rich cultural heritage and offer inspiring new environments in which to enjoy theatre. [www.theatrestrust.org.uk](http://www.theatrestrust.org.uk)

**3. Ecovenue:** Ecovenue's environmental assessments, Display Energy Certificates and environmental policies are being delivered by Tim Atkinson, the Trust's Theatre Building Services Adviser. Dissemination Events for the project will be held throughout the project.

Further information on Ecovenue and The Theatres Trust can be obtained from its website [www.theatrestrust.org.uk](http://www.theatrestrust.org.uk)