



Green Tourism Ambassador Programme

Training Lincolnshire Coast tourism businesses to green their operations and promote sustainable practices in their area.





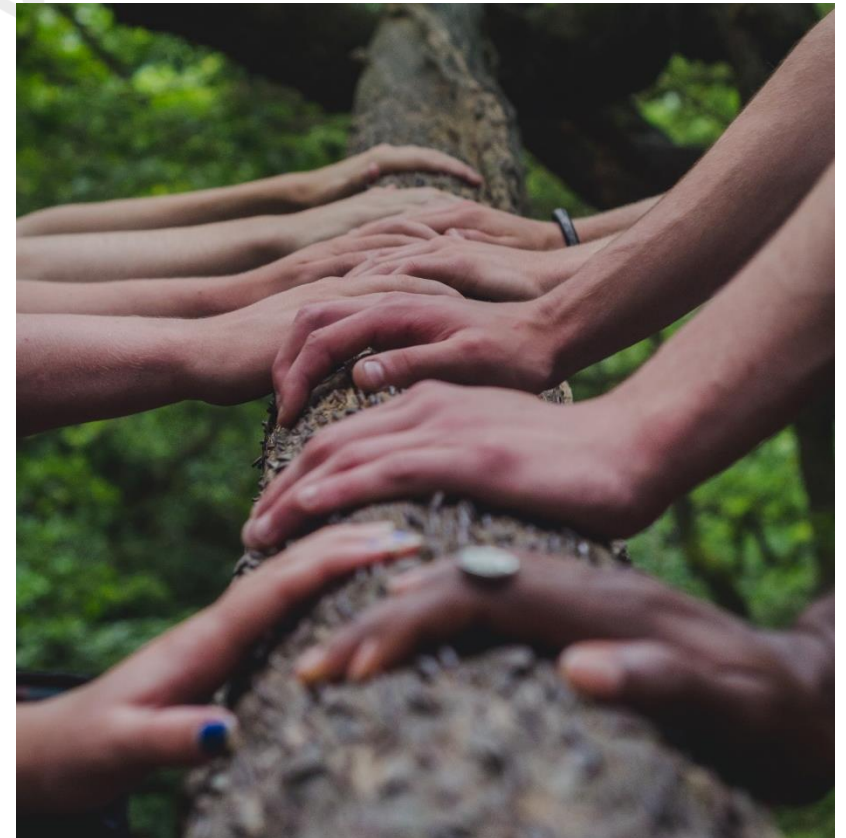
The Green Tourism Ambassador Programme

The Green Tourism Ambassadors are representatives from coastal tourism businesses in Lincolnshire. They have been trained by Considerate Group, a specialist sustainability consultancy, on how to implement sustainable business practices and make a positive difference to coastal tourism and hospitality in the county.

As part of the Programme, the Ambassadors:

- ✓ Undertook a sustainability review of their business to understand their performance at the start of the Programme and measure the progress achieved over the course of the Programme.
- ✓ Used Considerate Group's data management platform [Con-Serve™](#) to measure their resource consumption and identify inefficiencies.
- ✓ Attended six in-depth and interactive training workshops focused on *sustainability in the tourism sector, the importance of data management and monitoring, the topics of People, Planet and Place, and funding and grants for tourism businesses*. These workshops were designed to enhance the Ambassadors' skills and add tangible benefits to their businesses.
- ✓ Implemented sustainable practices between training workshops based on the topics covered during the sessions.
- ✓ Were awarded a Green Tourism Ambassador Certificate to acknowledge their status as a Green Tourism Ambassador for Lincolnshire Coast.

The Green Tourism Ambassador Programme is funded by the Coastal Communities Fund.





People

Of the topics covered in the Green Tourism Ambassador Programme, The Embassy Theatre made remarkable progress in the People area.

THE EMBASSY THEATRE'S INITIATIVES

- > CREATING AN ENVIRONMENTAL WORKING GROUP
- > COLLABORATING WITH OTHERS IN THE COMMUNITY
- > COMMUNICATING ITS EFFORTS TO CUSTOMERS





A case study – The Embassy Theatre

Who is The Embassy Theatre?

The Embassy Theatre is located on the seafront of the popular tourist resort Skegness and is widely renowned as the East Coast's premier live entertainment venue.

Operating all year round and managed by the Magna Vitae Trust for Leisure and Culture, the venue employs a small but dedicated team who have a strong passion for the work they do, along with a team of very willing volunteers. The venue strives to deliver top class entertainment – known as the Embassy Experience.

How is The Embassy Theatre engaging its staff in sustainability?

The Embassy Theatre has set up a company-wide **environmental working group** to kick-start initiatives in the organisation and to ensure sustainability is part of everyday operations. Creating this taskforce was a fundamental first step in the Theatre's sustainability strategy to initiate change throughout the organisation and engage all staff in the movement.

The working group is currently made up of members from all levels of the organisation, including Magna Vitae's executive board, senior management and employees. This allows representation from all areas of the organisation to have a voice, from decision-makers to action-takers.

To ensure the working group is effective, there is a meeting every 2 months to share important updates and discuss next steps.





A case study – The Embassy Theatre

How is The Embassy Theatre engaging its staff in sustainability? *(continued)*

As the team members have little operational control over the buildings they occupy, the working group's first meeting focused on what 'quick win' actions and behavioral changes could be taken to have an impact and make a difference both in the Theatre and in the wider community.

Having representatives of the Theatre and a member of the Magna Vitae Trust board in this working group allows better communication with the Council and more decision-making power - especially regarding plans for new builds and resource consumption.

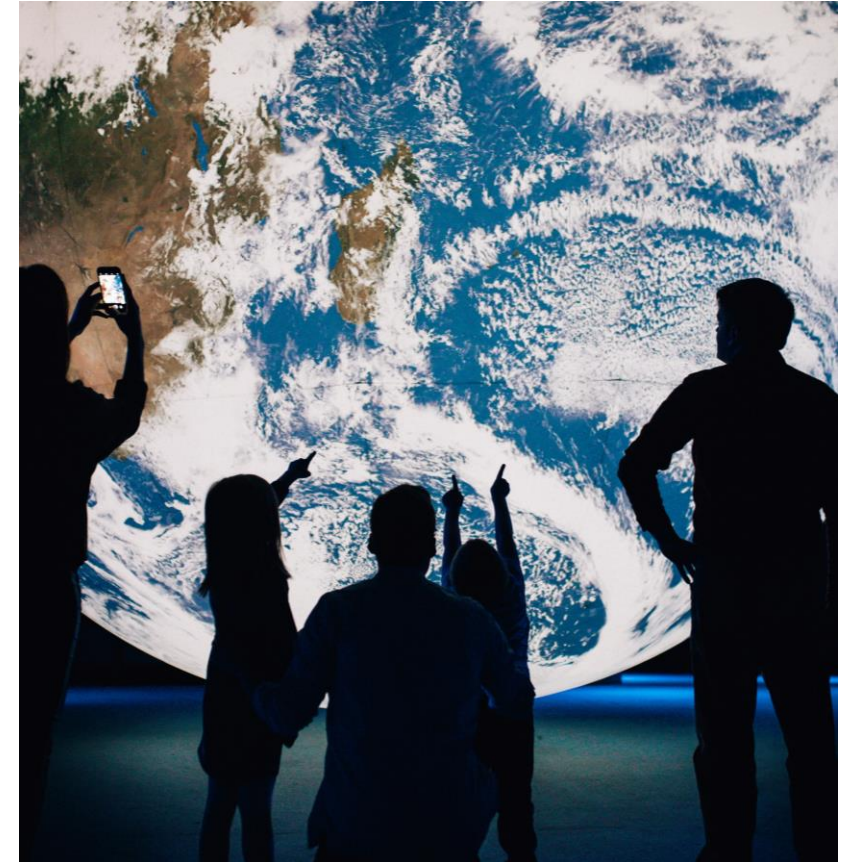
What else is The Embassy Theatre doing?

The Embassy Theatre team recognises the **importance of collaborating** with other stakeholders, to maximise the impact of their sustainability actions.

- ✓ Environmentalists have been invited to speak at an art exhibition the Theatre is hosting in 2023.
- ✓ Visitors will increasingly be made aware of the Theatre's sustainability initiatives, and waste separation will be made easier on-site thanks to new bins.
- ✓ The Theatre is looking into inviting other organisations to the company-wide away day.

What advice would the Embassy Theatre give other businesses?

'Take the blinkers off!' For an organisation, sustainability might seem like a huge topic to address, but setting up a taskforce dedicated to 'greening' your organisation will kick-start projects and help to engage your staff and customers.



Artwork show GAIA by Luke Jerram



Is **your business** working towards managing sustainability?
Share it on social media with [#GreenTourismLincolnshire](https://twitter.com/GreenTourismLincolnshire)



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THE EMBASSY THEATRE
Skegness



Visit our website

www.business.visitlincolnshire.com



Don't forget to inspire others with all your sustainability initiatives by sharing them on social media using the hashtag

[#GreenTourismLincolnshire](https://www.instagram.com/GreenTourismLincolnshire)

This toolkit was compiled for Lincolnshire County Council

by [Considerate Group](http://www.considerategroup.co.uk).



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