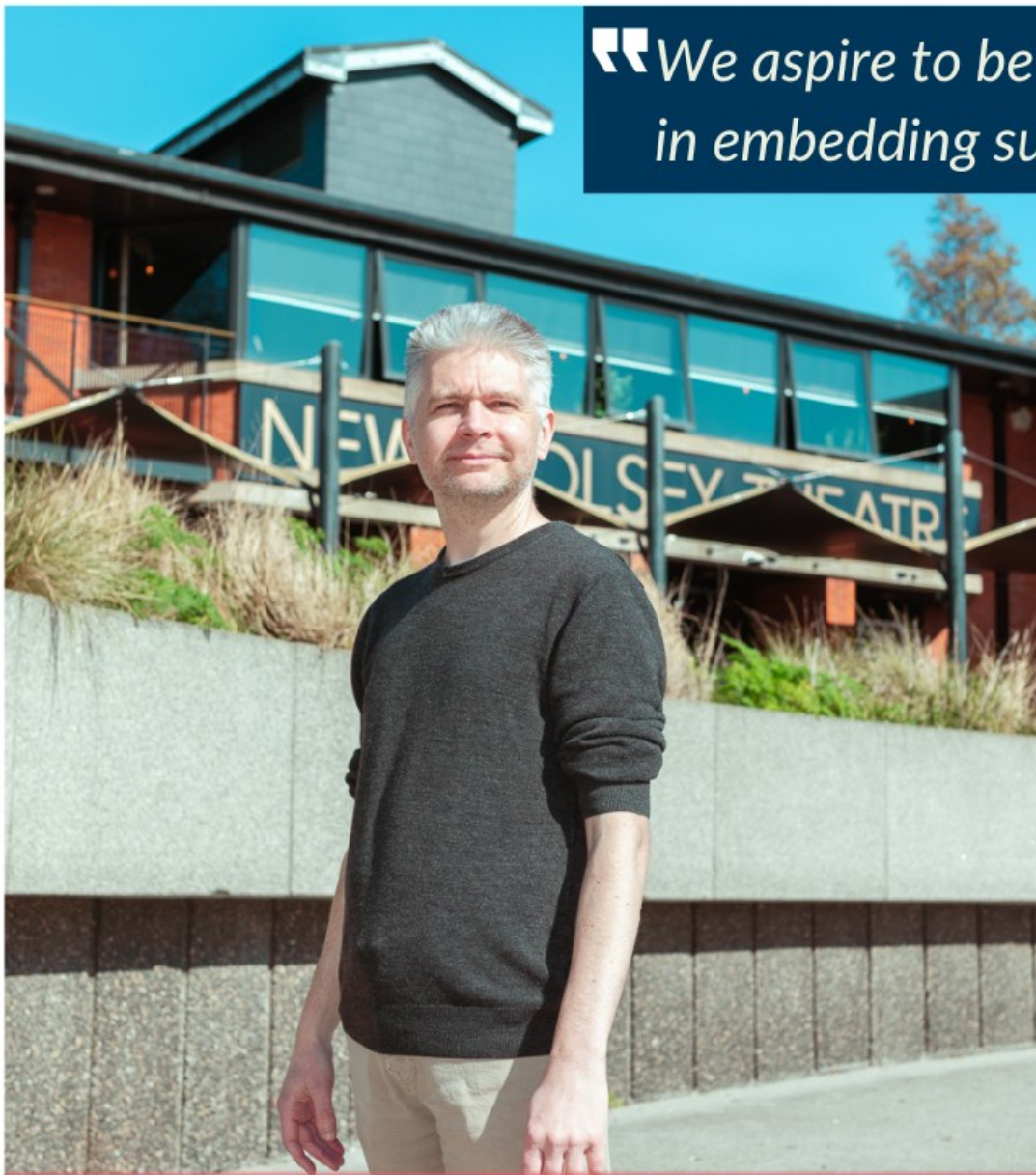


“We aspire to be an exemplar of what a theatre can achieve in embedding sustainability into all aspects of our work.”



Suffolk Tourism Trailblazers Case Study: The New Wolsey Theatre

SUFFOLK
LEISURE & TOURISM
TRAILBLAZERS



**SUSTAINABLE
BUSINESS**



Since 2012, New Wolsey Theatre has been working to reduce its environmental impact, embedding sustainability across the organisation. With external expertise, it has identified lots of new ways to improve.

Since 2019, the theatre has reduced its emissions by 23.1% and cut operational waste by 88.4%. Practical steps include: printing fewer pantomime programmes, promoting recycling schemes, lowering utility use and encouraging sustainable travel through a Good Journey partnership, that offers a 15% discount to car-free visitors.

By making sustainability part of everyday decisions, the theatre is proving that cultural organisations can reduce their environmental impact while strengthening their connection with audiences.

“Don’t be left behind. People will make their purchasing choice based on what you are doing.”

The Trailblazers Tourism project is funded by Suffolk’s public sector leaders and delivered by Groundwork East’s Sustainable Business Services team.

Interested in this free support? Get in touch at:
carboncharter.org/trailblazers