

Museum of British Surfing

Sustainability Report

2013-14

Introduction

This is the Museum of British Surfing ('the Museum')'s fourth sustainability report for the year 1st April 2013 – 31st March 2014. It sets out the actions taken by the Museum to help achieve its objectives of its Sustainability Policy and its plans for the future.

The report has been agreed by the Museum's Board of Trustees and made available to the Charity Commission and the Museum's funders. It will be placed on the Museum's website.

At the beginning of 2012-13, the Museum moved into its permanent home in Braunton, North Devon. However, for all of the year the Museum's office functions operated from an office in the Director's home in the village.

Objectives of the Charity

The Objectives of the Charity are:

1. To advance the education of the public in the history and development of surfing and its antecedents, in particular by establishing a museum for the permanent exhibition and preservation of items of educational, cultural and/or historic value
2. To promote art, music and film for the public benefit through activities including but not limited to exhibitions, displays and events including but not limited to those held at the Museum of British Surfing
3. To promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment

Progress

The Museum's Board of Trustees approved a Sustainability Policy in November 2010, following an analysis of the Museum's likely significant environmental and social effects, taking into account its objectives, planned activities and its intended occupation of The Yard in Braunton, North Devon, which involved contributing to the work of Devon Youth Services. The Sustainability Policy was also drafted to be compliant with the international environmental management standard ISO 14001, should the Museum decide to apply for certification in future.

The Museum's operations were guided by its Sustainability Policy, accompanying checklists for different stages of its operation and the 2010 environmental feasibility studies by footPRINT Energy Ltd, which influenced its original Business Plan.

In April 2013, the Museum's work on sustainability was recognised when it was shortlisted for the Museum and Heritage Award Sustainability category.

Significant developments in 2013-14 were greater community outreach including running film nights in local villages, a carol concert and locals go free days. Special edition organic cotton T shirts were made by [Finisterre](#). The policy was reviewed in December 2013. The Museum also used 11% less electricity and 67% less carbon dioxide from transport than in 2012-13.

The following sections set out the actions taken under each of the Museum's Sustainability Policy headings.

Energy and Resources

The energy used by the Museum included electricity used in The Yard, in its store and the Director's home office and the transport used on Museum business.

The electricity supplier for The Yard and the Museum's store is Good Energy, which supplies 100% renewable energy. Lower energy lamps were installed in the Yard which reduces energy use. Electricity use for 2013-14 was 3557KWh. This is a 11% decrease compared with 2012-13 when the Museum used 4000KWh.

Carbon emissions from transport used on Museum business are estimated at 175kg - a 67% decrease compared with 2012-13 when the Museum used 538 kgCO₂¹. This means the Museum is on target to reduce its carbon emissions by 10% per year.

The Museum continues to promote its Green Travel Plan as The Yard is located in the centre of Braunton next to the Tarka Trail walking / cycling route and is ideally placed to make the most of access by cycling, bus and walking.

The Museum encouraged its visitors and others to use the [North Devon Surf Cycle Bus](#) to get to the Museum and local beaches when it was operating.

Its visitors are likely to be making multi-purpose trips, also visiting Braunton for shopping or other leisure reasons or on the way to or from the beach. There are cycle racks nearby to the Yard to provide secure cycle parking. The Museum's website encourages use of public transport, cycling and walking.

¹ 2001 VW Golf TDI 759miles @ 143g/km =175 kgCO₂ (<http://www.parkers.co.uk/cars/advice/road-tax-guide/volkswagen/golf/hatchback-1997/22145/>)

Waste

The Museum minimised waste in the Museum building by becoming a plastic bag free zone, encouraging staff & volunteers to donate paper bags to be used in the shop and encouraging visitors who bought merchandise not to use a bag.

A limited amount of cardboard and soft packaging through deliveries to the museum was re-used and recycled – for example through a donation of cardboard to a local stables.

During 2013-14, the Museum Director operated office functions from his home. The minimal paper waste was recycled with household paper recycling. Printer ink cartridges were recycled through 'Reclaim-it'. Rubbish collected from almost weekly litter picks at the Braunton skate bowl was recycled where possible with the remainder removed by North Devon Council & Braunton Parish Council.

All office materials (paper, ink cartridges) bought were made of recycled materials. The Museum shares a building with the Devon Youth Service which is responsible for water fixtures and fittings in a kitchen and toilets, so the Museum does not currently have direct control over water fittings. However, all Museum volunteers are given a Sustainability checklist which stresses the need to minimise water use.

Pollution

The only pollution to air, land or water were emissions from vehicles.

Suppliers and Customers

Every potential supplier was been given a copy of the Museum's Sustainability Policy. Purchasing Checklists helped the Director implement the Sustainability Policy. Examples of purchases made included Museum T shirts made from organic cotton and postcards, leaflets, beach bags, posters, books, mugs, car stickers, ticket stickers, surf wax - all using sustainable sources/processes where possible, and sourced within SW England.

Global and Local Environment

The Museum contains a special local surfing & environment section funded by the North Devon Coast Areas of Outstanding Natural Beauty, and supported by Surfers Against Sewage, at its exhibition venue. It explains why the North Devon coast became a surfing hub, and highlights issues such as marine litter that affect marine wildlife and our coastline.

Social Wellbeing

The Museum's lease on the Yard building includes delivering, maintaining and making accessible Braunton's skate bowl and to providing space for Devon Youth Services which provides youth activities for local young people.

In December 2013, the Museum launched an appeal to raise money to refurbish the Braunton Skate Bowl. It raised £200 spent on ongoing maintenance.

The Museum runs monthly [children's art competitions](#) with monthly prizes for our favourites in each age category.

In October 2013, 16 students and lecturers from [Cornwall College](#) in Newquay visited the Museum of British Surfing this week as part of their [Surf Science](#) foundation degree.

In 2013-14, the Museum continued its successful [volunteer programme](#) to offer work experience in the tourism and heritage industry and a chance to help a vibrant local charity. There were 10 volunteers by the end of the year.



The Museum organised and promoted 6 film and 'meet the filmmaker' events in local villages that have brought world famous filmmakers and UK premieres of surf films to the area. The Museum hosted an event with the inventor of the modern 3 fin thruster design of surfboard, Simon Anderson. In December, over 100 people

attended a carol service for the local community at the Museum.

The Museum held 3 'Locals go free' days in 2013-14 and 'Fathers Go Free' day on Fathers Day.

The Museum's website contains information and links to help the visually impaired, deaf/hard of hearing people and those with motor or cognitive disabilities. The permanent exhibition takes special needs into account by considering text and image sizes considered and providing personal guiding on request.

Implementation of Policy

The Sustainability Policy and the third annual report were placed on the Museum's website.

The Museum's Director and Trustees considered the first two of the recommendations of the Museum's 3rd annual Sustainability Report. They reviewed the content and implementation of the Sustainability Policy in light of the experience of the first year at its permanent home and to reflect the challenging economic climate and investigated medium and long term options for becoming carbon and waste neutral;. As a result the Sustainability Policy was changed.

Next steps

The Museum will continue to use the policy and checklists in ongoing operations, funding applications, temporary exhibitions and outreach services and in plans to expand the Museum.

Specific Recommendations for 2014-15

1. Trustees and Director to continue to explore medium and long term options for becoming carbon and waste neutral;
2. Trustees and Director to continue to seek recognition of sustainability policy by applying for awards.

More details

For more details about this report, please contact [Peter Robinson](#), Museum Director, or [Andrew Coleman](#), Trustee.

November 2014