

Museum of British Surfing

Sustainability Report

2011-12

Introduction

This is the Museum of British Surfing's ('the Museum') second sustainability report for the year 1st April 2011 – 31st March 2012. 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.

During 2011-12, the Museum was planning and executing its move into a permanent home in Braunton, North Devon. Towards the end of this financial year, the Museum's permanent home (The Yard, Caen Street, Braunton EX33 1AA) was being refitted, but the Museum continued to operate from an office in the Director's home, as well as running temporary exhibitions. The Sustainability Policy had been adopted in November 2010 and an implementation plan was being developed but had not been agreed by the Board of Trustees and Director. For the above reasons, this Report does not provide a 'baseline' to compare future sustainability performance with.

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 (see Appendix) 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. Significant developments in 2011-12 were the

inclusion of sustainability objectives in the grant aid agreement completed with North Devon + in October 2011 and the use of the Sustainability Policy and associated checklists in its day-to-day operations throughout the year and other grant applications & funding proposals.

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

Energy and Resources

As the Museum had yet to move into the Yard, the energy used was largely limited to electricity used in its store, temporary exhibitions and the Director's office in his home and the transport used on Museum business. The Museum Director's home electricity supplier was Good Energy. It is not possible to estimate accurately the proportion of electricity used for Museum purposes.

The electricity supplier for The Yard and the Museum's store is Good Energy, which supplies 100% renewable energy. The contractors were responsible for paying electricity bills during the refit of The Yard. The checklist given to the contractors before the refit started included specifying that insulation should be fitted below the roof (where none existed before) and lower energy lamps installed.

Carbon emissions from transport used on Museum business are estimated at 1277 kgCO₂¹.

During this year, the Museum adopted a Green Travel Plan as The Yard is located in the centre of Braunton next to the long distance walking / cycling route, the Tarka Trail, and is ideally placed to make the most of access by cycling, bus and walking. Its visitors are also 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 in close proximity to the Yard to provide secure cycle parking. The Museum's website was changed to encourage use of public transport, cycling and walking.

Waste

During 2011-12 the Museum Director operated from his home and 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.

All office materials (paper, ink cartridges) bought were made of recycled materials.

During the refitting of The Yard, the contractors and supervising architect were given a copy of the Museum's Sustainability Policy in November 2011 and a checklist was developed to ensure compliance with environmental laws and to minimise waste. The contractors were responsible for waste minimisation and disposal.

No water was specifically used by the Museum during 2011-12.

¹ VW van: 1500 miles @ 23mpg = 65 gallons = 295 litres = 662 kgCO₂
(<http://www.nef.org.uk/greencompany/co2calculator.htm>) Mercedes Sprinter. 1600 miles @ 239 g/km = 615 kgCO₂

Pollution

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

The Museum Directors 1966 VW camper passed its 2011 MoT without advisories but because of its age, it does not have to meet modern emission limits.

Suppliers and Customers

Every potential supplier has been given a copy of the Museum's Sustainability Policy. Checklists were developed to help implement a purchasing policy that would help the Director implement the Sustainability Policy. Examples of purchases made included a seat made from recycled skateboard deck, a desk and planters made from Forestry Stewardship Council kite marked plywood and timber, Museum T shirts made from organic cotton and leaflet dispensers made from bamboo, 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 refitting phase of The Yard takes into account its location in the floodplain and included raising electric circuits above any projected flood levels. The retrofit design of the Yard also includes natural ventilation to enable adaptation to higher summer temperatures.

In November 2011, the Museum teamed up with [Surfers Against Sewage](#) and North Devon AONB for the first two events in the 2011 North Devon Beach Clean Series. Almost 400kg of marine litter and other rubbish were collected at Saunton and 96kg at Woolacombe. Among the 'finds' were a TV set, car bumper and a set of fisherman's oilskins.

The Museum planned a special local surfing & environment section funded by the [North Devon AONB & Leader 4](#), and supported by SAS, at its exhibition venue. It will explain why the North Devon coast became a surfing hub, and highlight issues such as marine litter that affect our coastline.

Social Wellbeing

During 2011-12 the Museum ran 4 travelling exhibitions at locations around the UK. All were in venues accessible by people with disabilities. One of the exhibitions – at Coventry Transport Museum – attracted 144,000 visitors – the most of any travelling exhibition by the Museum. 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.

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 July and August 2011, the Museum ran a [youth community painting project](#) in partnership with local artist [Conor Wilson](#) and Devon Youth Services, with more than 60 volunteers painting new murals at Braunton skate bowl. The work was funded through the '[Count Me In](#)' scheme, which aims to engage young people with museums in new ways. The [newly painted Braunton Bowl](#) hosted the

final leg of a 24 mile skateboard marathon organised by [Lampard Skate Club](#) – [Lampard is a school](#) for students aged 7 to 16 with complex needs including autism, speech and language difficulties.

In November 2011, the Museum teamed up with [Surfers Against Sewage](#) for the first two events in the 2011 North Devon Beach Clean Series. 155 people donated 310 volunteer hours over two days.

The Museum held its first community event in December 2011 – a film night in Croyde Village Hall attended by 100 local people, sponsored by [Croyde Deckchair Cinema](#), [Tiki](#), [Saltrock](#), [Analog](#), [Gulf Stream](#), [St Austell Brewery](#), [King's Arms Georgeham](#), [Corduroy Lines](#) and [Wavedreamer](#).

In March 2012, the Museum ran a youth community gardening project with 30 young people in teams from [Kingsacre Primary School](#) and Braunton Youth Centre replacing neglected old concrete planters on the village's main Caen Street car park, with new Forestry Stewardship Council timber framed 'mini gardens' built by a local carpenter, Matthew Turner, planted with sustainable, pollinating plants donated by [St John's Garden Centre](#), Barnstaple and young palm trees donated by [Stuart Holder's Escallonia Plant Nursery](#) at Chivenor in compost donated by [Trelawney](#) at Ashford. It was funded by local firm [Marsdens Cottage Holidays](#). The teams will maintain their planters in the months and years ahead in a continuing partnership with [Devon Youth Services](#), Kingsacre Primary School and Marsdens Cottage Holidays.

Implementation

After the Sustainability Policy was agreed in 2010, one of the trustees developed a management system to implement the policy including a baseline assessment, identifying environmental aspects and checklists for the Museum's operations.

Sustainability objectives were included in the grant aid agreement completed with North Devon + in October 2011.

The Director actively used the policy and checklists to inform and educate the Museum's suppliers and potential suppliers.

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

Next steps

The Museum will use the policy and checklists to inform the retrofit of the Yard, ongoing operations, temporary exhibitions and outreach services.

Specific Recommendations for 2012-13

1. Museum Director to promote Sustainability Policy to all potential suppliers of services to the Museum;
2. Museum Trustee to develop a management plan (including fine-tuning checklists for day-to-day operating and monitoring lists) for use by the Museum Director;
3. Museum Director and Trustee to investigate carbon and pollution emissions from VW panel van and viable alternatives;
4. Trustee and Museum Director to investigate need to obtain an exemption from waste licencing of operation;
5. Trustee and Museum Director to investigate options for becoming carbon and waste neutral;

6. AGM to consider implementation of Sustainability Policy and if changes needed;
7. Seek recognition of sustainability policy by applying for awards; and
8. Consider ways of collecting visitor feedback about travel and other sustainability objectives.

More details

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

August 2012

Appendix

Museum of British Surfing Sustainability Policy

Vision: *The Museum will strive to have a positive environmental and social impact. It will aim for carbon neutrality in its operations, to enhance the North Devon Coast Area of Outstanding Natural Beauty and to enrich people's lives through its activities. It will comply with all relevant laws. It will use any financial surplus to further its charitable aims.*

Objectives and targets:

Energy and Resources:

1. To be carbon neutral in 5 years. We will use energy efficient fixtures and fittings in our buildings and reduce emissions from our use of transport. To reduce carbon emissions by 20% / annum (2011/12 baseline)
2. To be waste neutral in 5 years. We will use the 'reduce, reuse, recycle' hierarchy and buy products made from recycled materials. To reduce waste by 20%/annum (2011/12 baseline)
3. To minimise water use. We will use water efficient fixtures and fittings; encourage efficient water use and recycling.

Pollution:

4. To minimise emissions to air, land and water.

Suppliers and customers:

5. To buy greener materials, equipment, products and services. We will use more environmentally friendly suppliers and encourage them to adopt environmental policies and management systems. We aim to have 50% of suppliers with environmental policies and practices within 5 years. We will use BREEAM guidelines for construction specifications.
6. To encourage our customers to adopt environmentally friendly practices and adopt a Green Travel Plan.

Global and Local Environment:

7. To improve the local environment through supporting the North Devon Coast Area of Outstanding Natural Beauty.
8. To adapt to climate change. The Museum building and operations will be resilient and adaptable to the effects of climate change.

Social Wellbeing:

9. To provide access for all. We will provide education about surf history, surfing, beach and ocean environmental issues to people regardless of age, gender and disability.
10. To work with disadvantaged young people in partnership with organisations including Devon Youth Services.

Implementation of the Policy:

Trustees and the Director will develop a management system to help implement the Policy. This will include measuring progress against the Policy objectives.

Trustees will have overall responsibility to ensure that this Policy is effectively applied and to approve resources, strategic priorities and policy changes.

The Trustees will be supported by the Management Committee.

Implementing the policy will be the responsibility of the Director.

The Director shall submit an annual report on policy implementation to the Management Committee and Trustees. It will contain recommendations for any remedial action needed to meet targets and any other recommendations for reviewing the policy.

All employees will understand and comply with this Policy.