

Hermes RPI Awards



GVA Grimley: Brindleyplace Sustainability Forum

Best Practice Community Support and Engagement Initiative Submissions

March 2009

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Summary

The Brindleyplace Sustainability Forum was established in January 2008 with the aim of bringing together tenants to work on environmental and sustainable initiatives and to share best practice.

A steering group was created with representation from the client, the on-site management team, tenants and external experts including The Carbon Trust, Envirowise and Be Birmingham.

Early priorities included:

- Agreeing a Mission Statement.
- Measurement of Brindleyplace's carbon footprint.
- Identification of target areas and action plans to reduce carbon emissions and promote sustainability.

Progress to Date

The following Mission Statement has been adopted:

"The tenants of Brindleyplace, through the Sustainability Forum, have agreed to work together to reduce carbon emissions and adopt a positive approach to sustainability across the development. Working in partnership with Be Birmingham, we are embracing their targets for the City, whilst sharing best practice and initiatives amongst the Forum. Through the targets and action plans formulated, it is our aim to become the most sustainable development in the City"

Key areas have now been identified for action and these have been grouped as follows:

- Behavioural Change/Good Practice
- Utilities
- Procurement
- Green Transport Plans
- Waste/Recycling
- Social Responsibility

Initially consideration was given to the allocation of champions for each of these areas. However, it was agreed that to attempt to run six concurrent action plans was unrealistic and that ideas should be pooled with a view to delivering strategic "quick wins" in line with longer term projects.

The projects developed over 2008 were:

- Developing the communication channels available to all Brindleyplace tenants.

- Sustainability Forum Initiatives, including;
 - Climate Change Week; an event organised by Birmingham City Council to encourage behavioural change through the provision of information and education. Brindleyplace participated by hosting a number of seminars and the Be Birmingham Pledge point, giving tenants the opportunity to commit to reducing carbon emissions. The week also saw the launch of the Brindley Place WhizzGo car hire scheme.
 - Britain in Bloom;
 - Switch It Off Campaign.



The Future

Brindleyplace's Sustainability Forum is still very much in its infancy. A strategic action plan is currently being prepared to ensure that the projects identified are realistic, achievable and provide both business and environmental benefit.

Some ideas for the future include:

- Hosting a behavioural awareness seminar aimed at site Facilities Managers.
- Hosting a "Pledge Amnesty" working with Be Birmingham, encouraging businesses on Brindleyplace to deliver a single message to their employees regarding the importance of sustainability.
- Further promotion of the WhizzGo car club to highlight its benefits to businesses.
- Further promotion of the Switch it Off Campaign
- Production of case study material to share ideas and best practice.
- Revision of tenant handbooks to include information on sustainability.

Contact

Fiona Loveland,
Operations and Environmental Manager
Tel: 0121 600 5801