

# Principles of Peach

## A Sustainability Manifesto

As an independent Theatre Maker, I am trying to develop a more sustainable practice and am committed to having a conversation promoting sustainability in the arts.

I firmly believe to empower and catalyse change we need to find imaginative ways to engage leaders, peers and audiences. The following principles summarise my values as an artist, and, which I believe, through following, will ensure a fairer and more sustainable future within the arts, and beyond. My surname is Peach, hence why these are the Principles of Peach!

Let's be honest, these are in no way the be all and end all of world saving declarations but they are a start. In 2017, I became a Creative Climate Leader after completing a course from Julie's Bicycle, supported by the Creative Europe Programme of the European Union, and this inspired a number of these principles, but also, importantly, it has given me the confidence to state my beliefs. It came with a phrase I hold onto, and one that I offer to you now before we embark on these principles

### **Progress not Perfection**

I will never be perfect, nor will you (sadly), but we can strive for progress. I hope our conversation can be part of that progress.

Building in time to support these principles will be needed to give them the care and responsibility that they need.

I appreciate any way you are able to incorporate these into our working relationship on this project and beyond.

**Gender Normalisation** – Throughout my practice I am committed to being better at addressing the gender inequalities in our society. First up, saying less 'Guys'. I'm really guilty of this.

**Support diverse recruitment and voices** – As a white male, I know the arts have been skewed to my advantage – I must continue to promote more active diverse recruitment strategies and promoting artists to address this skew.

**Accessibility** – The world is set up to support people with certain physical and mental abilities. My work needs to actively seek out and deliver on the access needs of those audiences and participants who may require or desire alternative needs.

**Supporting Fair & Equal Pay** – The arts are guilty of inequalities when it comes to fair & equal pay. We are getting better but let's not pat ourselves on the back too soon. I will strive to always deliver a living wage and will always deliver equal pay, regardless of gender or race, when engaging others in projects. Check out <https://www.livingwage.org.uk/> for some details.

**Green Enforcement** – This sounds like I should wear a badge (and possibly a cape) – in reality it means promoting environmental sustainability within projects. How you scream?

- **Recycling access** – An easy one to kick us off – I may ask to have access to your recycling bins – if you could show me as part of the introduction then brilliant.
- **Reduce plastic use** – because we've all watched Blue Planet. I may well ask for access to water taps in venues when I need a top up.
- **Reduce Air Pollution** – I live in London and the air pollution is terrible. In fact, we were worse than Beijing recently. So, if we're promoting travel we'll give a nod to public transport routes when visiting the location of the project.
- **Greener Transport Options** – We won't always be able to take a bike or train, but where domestic or international travel is required then exploring greener options that can reduce personal carbon footprint is important.
- **Ethical Sourcing** – When working on productions taking into account the supply chain as well as the direct impacts of purchases. Julie's Bicycle have a great example of a Sustainable Procurement Policy for the Design Team <https://tinyurl.com/y9zkfnyd>
  - **Embracing A Circular Economy** – Promoting a regenerative system within production in which resource input and waste, emission, and energy leakage are minimised by encouraging long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling. Basically, buying less crap from the 99p store to be used just once.
- **Ethical Consumption Options** – When offering participants or audiences food, encouraging options that promote ethical consumption, including vegan/vegetarian promotion. Here's a recipe for a lovely vegetarian recipe <https://tinyurl.com/kzseq9s> - YUM!
- **Emphasise Sustainability** – Ensuring that Sustainability remains an agenda item on all production meetings

**Misconduct Principles** – I am currently exploring ways that independent artists can incorporate a misconduct principle as part of declarations like this. This will be included in later versions of these principles because, quite simply, #MeToo & #timesup are the most important movements of our generation. I fully believe though it must reach beyond Hollywood A-listers and the Arts.

This is a working document and it will continuously be updated to values that support a more sustainable future.

If you'd like to chat more about them or ways that they can be improved, developed or slashed then please do. This is a conversation.

**Progress not Perfection.**

Many thanks  
Toby Peach