



BMA HOUSE  
LONDON

# Sustainability & health policy

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## Our knowledge and expertise in green initiatives

**Distinct from other central London venues BMA House places sustainability at the heart of everything. In 2017, a dedicated team worked tirelessly to achieve GOLD accreditation with Green Tourism, one of just five venues in London, no mean feat for a Grade II listed building. This prestigious certification was awarded for our inspirational environmental ethos and excellent practices throughout the business.**



The events team undertake training to ensure they're fully aware of this accreditation and what it means to us, they're encouraged to share our green story with clients. As part of our interview process we assess candidates on their knowledge of our green policies and ensure they have a passion for promoting us as a sustainable venue.

The team work with a Nutritionist to create menus centred around responsibly sourced ingredients with wellbeing at their core. We encourage delegates to eat foods which sustain energy levels and promote healthy eating. Wellbeing DDR menus and a plant-based 'Well-Grounded' package were created, helping clients to feel good, perform well and do a little bit to help the planet. Every aspect of a delegate's experience from meetings to menus have been given the green touch. Soya milk and fresh mint tea is served, reducing the impact on the environment by doing away with nonbiodegradable tea bags, and delegates can eat a superfood lunch plus afternoon treats, such as our iron-rich spinach Moss cake.

We're very proactive in the community taking part in projects such as hosting Chelsea Fringe events and a 'Gardens and Health in the City' event. A 'Take the stairs initiative' was brought to life as part of a team challenge to walk rather than take the lift, in support of improving wellbeing and work-life balance.

Find peace in the city in our Mindful garden; a tranquil haven which can be accessed all year round for delegates to unwind and take some quality time out of their meeting.

The BMA has established a 'corporate social environmental responsibility' group, which actively encourages staff to be socially and environmentally responsible. We get involved in charitable giving, have focused activities on sustainable practices, recycling and reducing our carbon footprint, and hold health awareness days.

To embrace a move towards paperless conferencing we've introduced newly developed 'SMART kapp' flipcharts, which replace the traditional flipchart. This allows delegates to save/share notes by connecting the board to smart devices.

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## How we communicate our environmentally-friendly initiative to our clients

**Our Gold Green Tourism award has earned us the opportunity to host the 2018/2019 Global Good Awards. This accreditation was paramount to our client's brief ("a desire to 'be the change' and design an awards ceremony that pushes the boundaries of what it means to put on a sustainable event"). To assist the client to deliver a truly sustainable, fully carbon balanced event, our chef created an all-vegan menu. All event material was printed on 100% recycled 'Revive' paper by the only carbon positive printers in the UK (Seacourt), all suppliers and items for 'goodie-bags' were sourced from sustainable traders and no single-use plastics were used.**

Single-use plastic cups have been replaced with reusable cups. Use of disposable coffee cups and food containers carry a 20p charge and a reusable box scheme introduced. We've replaced single-use plastic water bottles with resealable aluminium cans, CanO Water; infinitely recyclable and made from 68% total recycled content.

Straws are biodegradable. We create a totally unique event concepts; bespoke cocktail blends are served in client-branded reusable aluminium bottles. We no longer use clingfilm to cover sandwiches, purchasing reusable boxes.

We've upgraded lighting to PIR/LED based, and changed flushes on all toilets to water saving devices. We encourage organisers to arrange VC meetings, saving carbon emissions and travel costs. We ensure our brand is strongly represented at trade shows; you'll never find paper handouts, singleuse plastic giveaways or cellophane-wrapped food on our stand. Instead buyers receive sustainable collapsible coffee cups, made from the waste produced at BMA House via PaperRound.

We've partnered with Cross River Partnership to promote a 'Clean Air Walking Route' from Kings Cross providing delegates with a 'cleaner' journey to BMA House, taking guests off busy Euston Road onto backstreets where air pollution is 57% lower.



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## How we implement an effective waste and recycling programme

**As of February 2016, we've achieved zero-to-landfill status, all waste produced is either recycled or recovered. New recycling facilities were introduced in May 2016 to offices, replacing desk bins and improving access to recycling waste. Throughout March 2017 we produced new recycling posters to help staff recycle better and work closely with our service providers to ensure the way we recycle is consistent. Since January 2019 we have recycled 46,760kg of waste and saved 140 trees. As of March 2019, staff introduced a crisp packet recycling scheme where empty packets are collected, taken to a TerraCycle location and processed into plastic pellets to make new recycled products.**

The Green Tourism Business scheme fits in well with our ethos. A 'green team' was set up with the intention of greening the building and setting up best practise. Efforts focused on; ensuring sustainable and local sourcing of food ingredients, purchasing recycled paper for flip charts, and ensuring plentiful paper recycling units in all meeting rooms. Delighted to be awarded a silver accreditation from the outset, two years later we're now proud owners of a gold plaque (September 2017). This year we're striving to retain our Gold accreditation, reviewed September 2019.

Thames Water carried out a building survey and fitted water saving devices to assist us in improving water efficiency by reducing use by 5.4 million litres a year. Our rate of recycling has improved from 2017-2018. General Waste has reduced, and our Cardboard

recycling efforts have increased. We believe a combination of our planned educational sessions to staff and knowledge passed onto event organisers will improve these results.

We monitor a delegates' Carbon Footprint. Although delegate numbers have increased, our carbon balance has reduced from 9kg per delegate (2014) to 2.8kg (2018).

Sustainability to us is a way of life. We hope to lead and promote a sustainable lifestyle for every client, supplier and employee, encouraging carbon balancing and water neutralising in events. We are proud of our Gold status and we're continuously required to provide evidence of new initiatives to retain this level, ensuring environmental impact is top of our agenda.





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# Hospitality with heritage

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