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Discount before

**25th Feb**

# Sustainable Design, Technologies & Operations

the challenges & opportunities offered to Leisure Venues & Attractions

**London Transport Museum**

Covent Garden Piazza, London WC2E 7BB

**Wednesday 25th March 2009**

## 4<sup>th</sup> tilezone LONDON

trends in leisure and entertainment

### Who should attend:

- Operators, owners, curators, designers, managers, suppliers etc of both public and private leisure venues & attractions.
- Suppliers of technologies, products and services for leisure venues especially if they help increase sustainability and reduce power consumption, pollution & wastage.

This 4th TiLEzone London, held with UK Trade & Investment (UKTI), will show how sustainable technologies, design and operations can reduce long-term costs and improve profitability, as well as the public's perception, of leisure venues & attractions such as theme parks, museums, heritage sites and retail & leisure developments. It will highlight the issues and provide informative advice as to the pros and cons of different approaches to sustainability.

### Attending - delegate fees:

	<b>Before 25th February 2009</b>	<b>After 25th February 2009</b>
Delegate	<b>£180 / €225</b>	<b>£200 / €250</b>
Delegate - TEA	<b>£162 / €203</b>	<b>£180 / €225</b>
Delegate - Operators	<b>£90 / €113</b>	<b>£100 / €125</b>

*Seminar price includes Breaks and Lunch. Prices plus VAT @15%.*

**Group Discounts:** **20%** for 4 or more or **10%** for 2 or 3 delegates from the same company.

For more information, please visit: ➔ [www.tileweb.org](http://www.tileweb.org)

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The issue of sustainability cannot be ignored by any industry, especially with it becoming a major political issue and a key criterion for funding and planning permission. In addition, increasing energy, raw material and waste disposal costs have combined to make sustainable issues a financial as well as a moral imperative. Venue owners, operators and suppliers will learn about products that reduce power consumption, pollution and wastage, and capture carbon. The seminar programme covers how fluctuating energy costs and sustainability issues, including regulation and funding, combined with the need to improve the industry's green credentials are setting new challenges in the design and operation of leisure attractions. Creating wider awareness of sustainability issues, harnessing alternative technologies and embracing different approaches can help improve performance and the bottom line. The seminar will learn from case studies from early adopters of sustainable design and technology.

0900	<b>Registration and Coffee</b>
0915	<b>Welcome and Opening Remarks</b> Richard Curtis, TiLE and Richard Parry, Head of Promotion, UK Trade & Investment Blair Parkin, Managing Director, Visual Acuity ( <b>Seminar Chairman</b> )
<b>The Strategic Challenge</b> Seminar Chairman: Blair Parkin, Managing Director, Visual Acuity <i>Rising energy costs, sustainability issues including regulation and funding combined with the need to improve our green credentials are setting us new challenges in the design and operation of leisure attractions.</i>	
0920	<b>Science facts versus science fiction</b> Dr Jim Sweitzer, Principal, Science Communications Consultants, USA <i>Jim Sweitzer is a member of The Climate Project, trained by former Vice President Al Gore in January 2007, and a strong advocate for raising awareness around the challenge of global warming and its solution. He recently completed a successful launch of the Morrison Planetarium at the California Academy of Sciences, a facility that offers one of the most sophisticated scientific visualization environments in the world. This interactive presentation will address climate change, sustainable resources and environmental impact, which are measurable and credible threats to business. What are these threats? How do we deal with them while improving the impact on our planet and communities? Jim Sweitzer will take us on a collaborative mission to explore the challenges and the potential solutions.</i>
1020	<b>Twenty years out</b> Robert Casamento, Director, Ernst & Young <i>An insight into the economic outlook of rising energy costs, exploring the long-term view of declining non-renewable resources versus renewable resources.</i>
1040	<b>Break</b>
<b>Operational Impact</b> Session Chairman: Siân Johnson, SJ&A Change Consulting <i>Creating wider awareness of sustainability issues can help improve performance and the bottom line.</i>	
1100	<b>Building and Planning Sustainably - Regulatory drivers for sustainability and how BRE schemes are applied</b> Matt Dickinson, Commercial Director, Sustainable Development Group, Building Research Establishment <i>At a European and national level new building and construction standards are becoming a requirement for both permission to build and for funding. BREEAM are at the heart of these changes and will present what these changes are and what they mean for planning and construction. Matt Dickinson will discuss key market and regulatory drivers for sustainability and BRE schemes and how they are being applied to new and existing properties. His presentation will be illustrated by case studies on Marks and Spencer, Toyota Motor Europe, Barclays and EDF Energy and with BRE's guidance, integrate sustainability into realistic corporate policy. He is also leading the development of several new and innovative sustainability tools including BREEAM In Use (a new version of BREEAM for existing property portfolios) and Climate Lite (an early stage architectural design tool for new developments).</i>
1120	<b>Funding sustainability – what does this mean for funding a project in the future?</b> Roy Stewart, General Manager, Centre for Construction Innovation Northwest <i>Sustainability criteria, including design, impact and ongoing efficiency, are rapidly becoming funding criteria in both the for-profit and non-profit sectors. For leisure attractions developing new projects and engaged in putting together bids for capital support from funding distributed via regional development agencies (RDA), this presentation will provide a brief on the new criteria for compliance with environmental sustainability, and how these are applied during the assessment process. Roy Stewart will address NWDA's Sustainable Buildings Policy and what it, as an RDA, is looking for from potential developers.</i>
1140	<b>Recycling at Leisure Venues – A Great Opportunity</b> Claire Shrewsbury, Packaging Programme Manager, WRAP <i>WRAP is supporting a number of initiatives that supports recycling on the go. Both visitors and staff dispose of large volumes of packaging materials including glass, plastic and aluminium at leisure venues. Many environmental and economic benefits can be gained by recycling packaging, from avoiding use of resources to reducing costs of waste disposal. Claire Shrewsbury will give an overview of WRAP's work and present some of the benefits of recycling at leisure venues, together with some practical considerations.</i>
1200	<b>Operating Sustainably - Resources and Practices in Food</b> Emma Hockridge, Policy Campaigner, Policy Department, Soil Association <i>There are potential efficiencies, and therefore cost savings and positive PR, which companies could make as a result of sourcing local, seasonal and organic food – and is more energy efficient in its production. Emma Hockridge will give some practical insights on this subject and will also address the Soil Association's Real Meal Deal report, which looked at what's on the menu for children at 10 popular family restaurant chains and 14 major visitor attractions – operators will want to consider its findings so as to provide nutritious food and improve the public's perception of them.</i>
1220	<b>Panel Discussion - all the morning's speakers</b>
1300	<b>Lunch</b>



\* Images courtesy of The California Academy of Sciences & Thinc Design † Images courtesy of KCA London projects

## Technologies, techniques and the bottom-line

Session Chairman: Kevin Murphy, Development Director, Event Communications

*Harnessing alternative technologies, embracing different approaches and creating wider awareness of sustainability issues can help improve performance and the bottom line.*

### 1345 Sustainable lighting in the leisure and entertainment industry

John Aston, Marketing Sustainable Lighting, Philips Lighting UK

*As venues are looking for ways to 'go green', Philips Lighting is involved in projects and initiatives to help major venues and leisure attractions, such as the Royal National Theatre, National Trust, the O2 Arena, Hampton Court Palace and Hever Castle, to reduce their lighting energy bills. John Aston will illustrate what organisations are doing and how technology from Philips is playing its part.*

### 1405 Can new technology save both energy and money?

Robert Simpson, Founder Director, Electrosonic, and Chairman, UK Displays and Lighting Knowledge Transfer Network

*A brief review of new technologies for displays, energy management and lighting. The benefits of new light sources are highlighted whilst dispelling some of the over-optimistic myths; intelligent power management to cut energy costs; and developments in display technology to give longer life and lower running costs. Also, can photovoltaics make a useful contribution in northern latitudes? Are there re-cycling issues with new technologies, which may reduce sustainability?*

### 1425 Sustainable Innovation – Challenges and Opportunities

Martin Charter, Director, Centre for Sustainable Design (CfSD), University for the Creative Arts

*A former Visiting Professor of Sustainable Product Design, Martin Charter will give an overview of the global challenges and opportunities for business related to sustainability and innovation. Drawing on his 20 years experience of business sustainability, he will review designs, technologies and approaches that can make leisure venues more sustainable – and profitable. He will present his views on where he thinks there are business opportunities for companies supplying entertainment and other venues, by using sustainable approaches.*

### 1445 Break

## Reference Points

Session Chairman: David Hebblethwaite, Creative Director, Event Communications

*What can we learn from projects and case studies from early adopters of sustainable design and technology?*

### 1505 In financially turbulent times, can we afford not to be sustainable?

Professor Doug King, Principal, King Shaw Associates and Royal Academy of Engineering Professor of Building Physics at Bath University

*Over the years, Doug King has provided the environmental design for many ground-breaking buildings, including the Sainsbury Millennium Eco-Store at Greenwich, the Weald and Downland Museum Gridshell, The Genzyme Centre in Boston and the Innovate Green Office. Sustainability has more or less become synonymous with 'green bling'; expensive wind turbines or solar panels bolted un-necessarily onto buildings. However this distracts attention from the basic principles of energy conservation from which all building operators can benefit. At a time when revenues are falling, energy conservation can reduce overheads and improve the bottom line. Doug King will examine a range of energy conservation issues relevant to the leisure industry. He will highlight strategies suitable for new build and refurbishment as well as simple house keeping, using case studies from a wide range of industry sectors.*

### 1525 The Designer's View

Dan Howarth, Technical Design Manager, KCA London

*Drawing on project case studies as illustrative examples, the presentation will explore how spaces can be transformed into message rich environments by employing sustainable design solutions. The presentation will explore:*

- *The value of using natural, recycled or reclaimed materials in respect to cost, the environment and visitor experience*
- *Examples of employing functional and attractive design solutions to transform spaces*
- *Other devices to engage visitors in sustainable living, including interactive exhibits, installations, object displays and graphic devices*
- *The growing trend of visitor experiences that engage audiences in sustainability.*

*Case studies will draw on past sustainability projects by the KCA London team, which include the Rethink Rubbish Bus for East Sussex County Council (delivered whilst working at the Science Museum, London); the i-Recycle Centre and the Green Living Centre for the London Borough of Islington; and Waste Works for the Co-operative Group in Manchester.*

### 1545 One Planet Living Principles and Practice

Liz Darley, Consulting Manager, BioRegional Consulting Limited

*Liz Darley will introduce the concept and the ten principles of One Planet Living, the framework that BioRegional Consulting use for identifying opportunities to reduce environmental impact. She will cover recent projects that BioRegional have been involved in, including B&Q, One Planet Olympics and a new sustainable community at One Brighton. Her presentation will show the relevance of One Planet Living to the leisure industry.*

### 1605 The World's Largest Green Building is a Public Attraction!

Dr Jim Sweitzer, Principal, Science Communications Consultants & Blair Parkin, Managing Director, Visual Acuity

*Opened on 28 September 2008, the new California Academy of Sciences in San Francisco is acknowledged as the world's largest green building. Blair Parkin and Jim Sweitzer will examine the process and lessons learned from the design, construction and fit out working with the US Green Building Council's LEEDs (Leadership in Energy and Environmental Design) system. Blair Parkin was the lead technology consultant on the California Academy of Sciences project for seven years to the public opening. Visual Acuity is involved in numerous projects across the globe including the US, Africa and Europe.*

### 1630 Panel Discussion – all the speakers. Delegates will be invited to share their experiences.

### 1730 Close

### 1800 TEA Europe Mixer - Open to all TEA members and seminar participants

- drinks and dinner at participants' cost - location and details from TEA Europe (euroevents@teaconnect.org) and, when available, on the TILE website.



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**Exhibiting & Sponsorship** - There is an opportunity for companies to promote technologies, products and services for leisure venues, especially if they help increase sustainability and reduce power consumption, pollution & wastage. **Exhibit for only £500/€625** plus VAT at 15% - includes two delegate tickets! Call **+44 (0)1985 846181** or email **tile@andrich.com** for exhibiting and sponsorship details.



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4th TiLEzone London on "Sustainability"

DELEGATE BOOKING FORM

Wednesday 25<sup>th</sup> March 2009

London Transport Museum  
Covent Garden Piazza, London WC2E 7BB

Supported by



Including VAT @ 15%	Pay before 25 <sup>th</sup> February	Pay after 25 <sup>th</sup> February
Delegate	£207.00/€258.75	£230.00/€287.50
Delegate - TEA	£186.30/€232.88	£207.00/€258.75
Operator*	£103.50/€129.38	£115.00/€143.75

\*To qualify for the "Operator" rate, the delegate's/company's prime activity must be to operate, own, manage or develop leisure attractions, such as theme parks, museums, heritage attractions, shopping malls & science centres, not be a supplier or consultant.

**Registration:** Please complete clearly in block letters - if the address of registrant(s) differs from the address below, complete separate forms for each address. For more delegates, please use a continuation sheet.

Name	Job Title	Company/Organisation	Price €/£

10% discount on (2 or 3) or 20% discount (4 plus) paying delegates from the same company/organisation **Group Discount =**  
includes Breaks and Lunch.

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**Cancellation:** After 31<sup>st</sup> December 2008, there are no refunds although the delegate may be changed. Before 31<sup>st</sup> December 2008, there will be a 10% charge for any cancellations. All cancellations or delegate changes must be in writing.

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**Exhibiting Opportunities**

Companies are invited to exhibit their products and capabilities at this event AND network with conference delegates by being an Exhibitor: **£500 or €625 (TEA Members: £450 or €563) plus VAT @ 15%**

- FREE entrance for two delegates to attend the seminar including Breaks, Lunch and Reception
- A small/pop-up display/sign in the break/lunch area
- Sponsor/Exhibitor literature to be given to every delegate
- Delegate List of attendees including contact details
- Acknowledgement and company logo shown on holding slide at the conference
- Capability Statement (100 words) and company logo posted on the TiLE website with link to Exhibitor website.

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