

Chichester Festival Theatre wins VisitEngland Gold Award for Ethical, Responsible and Sustainable Tourism

10 June 2022

Chichester Festival Theatre received the Gold Award for Ethical, Responsible and Sustainable Tourism at the VisitEngland Awards for Excellence 2022, celebrating the best of the country's tourism industry. CFT was the only theatre nominated in any category.

The prestigious VisitEngland Awards for Excellence, running for more than 30 years, celebrate and champion innovation, quality and best practice across the industry recognising businesses and individuals who raise the bar of England's tourism offer.

Georgina Rae, Head of Planning and Projects at CFT, said: *'We are thrilled to have been awarded Gold in the Ethical, Responsible and Sustainable category at VisitEngland's annual Awards for Excellence 2022, having also won Gold in this category at Tourism South East's Beautiful South Awards. It's hugely gratifying to have this endorsement of our efforts to improve our sustainability and to operate in a responsible and ethical manner across all our activities. This Award will spur us on to continue working for positive change in everything we do.'*

Tourism Minister **Nigel Huddleston** said: *'Our superb tourism businesses offer something for everyone and the sector is one we can be proud of. It is fantastic to see so many hardworking businesses of all sizes recognised for their gold-standard contribution to English tourism and I congratulate all the winners.'*

VisitEngland Advisory Board Chair **Nick de Bois** said: *'It is wonderful to see the Awards event back in-person, giving us the opportunity to come together, celebrate and congratulate the best-of-the-best across England's world-class tourism industry.'*

'Millions of jobs and local economies depend on tourism and this year's awards also highlight the dedication of tourism businesses as they rebuild, championing best practice and providing visitors with first-class experiences.'

CFT's Gold award recognises its commitment to being sustainable, responsible and ethical in how the Theatre operates and interacts with visitors, the community and the environment. It is a testament to the wide range of activities undertaken by the Theatre including: planting trees in Oaklands Park in place of buying press night gifts; the introduction of a partnership with Ecologi, enabling audiences to plant trees and offset their journey to the Theatre; offering digital content and accessible streamed productions wherever possible for both national and international audiences; and the provision of community initiatives through the Theatre's LEAP (Learning, Education and Participation) programme such as weekly phone calls to isolated individuals from CFT Buddies during lockdown, the Young Carers Connect project supplying laptops and creative activities to 300 young carers, and 2021's Winter Wellbeing Festival.

The Award also acknowledged the Theatre's Green strategy, including sustainable projects such as recycling COVID-19 tests and PPE, replacing the Minerva lighting with low-impact LEDs, a free cycle hire scheme for visiting artists, and the local supply chain of caterers Caper & Berry.

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