

NO DRAMA IIND

TAKING THE DRAMA OUT OF SUSTAINABILITY

Introduction

We are investing in sustainability initiatives that align with our passion of supplying the Motion Picture Industry with the very best equipment for the production of Promos, Shorts, Drama, Features & Non-Scripted projects.

Our vision is to work with well-trained people who come from all backgrounds, supplying sustainably made good quality camera kit to productions that are positive for the planet.

People and Planet

Our sustainability plan focuses on people and planet to create a healthier positive environment for us all.

People: To continue to invest in the community, our staff and the next generation of filmmakers with effective social value initiatives

Planet: to reduce our own emissions and waste, influence suppliers & productions and to have healthy and motivated staff

Overview of current initiatives

- We are committed to annual carbon and waste audits with 2021-2022 now published and 2022-2023 in progress
- In 2020 we became a We Are Albert Approved Supplier
- We are part of the Rental Industry Sustainability Working group hosted by VMI and with members from across the UK Rental Industry
- We have signed up to BECTU Green Pledge for Camera Suppliers
- Since 2019 we have been a Living Wage Employer. In 2022 all staff received a 12.5% pay rise and in 2023 it averaged 16%.
- We are investing in the personal & professional development of our staff and provide regular industry specific skills based training alongside broader personal development courses.
- In 2022-2023 we supplied over 35 low/no budget projects with full equipment packages. From 2023 onwards we have committed to prioritise projects that either have themes relating to

sustainability & promoting diversity or that have these commitments at their core either through the crew & production involved or the destination for the final project

- We have recently donated funding to the Scottish Queer International Film Festival and also work with them to provide free training classes to their members
- We regularly work with the Prince's Trust in Liverpool to provide free training to individuals from underrepresented backgrounds who are interested in a career in the Film & Television industry.

Sustainable Development Goals (SDGS)

Our vision and targets outlined in this report contribute to the following [Sustainable Development Goals](#).



People and Planet programme

Reducing energy

In 2022 we committed to our first carbon audit with Creative Zero, the aim being to find our base line and continue to reduce greenhouse gas emissions and commit to net zero. The results of this audit are published on our website. Our second carbon audit for 2022-2023 is currently underway and we took on a 6 month placement from the Step Up To Net Zero programme run by the Glasgow Chamber of Commerce to help us achieve this.

We have been reducing our emissions since 2019. Current reduction strategies that are in place include:

- We switched to the use of 100% renewable energy at both of our locations, Glasgow in 2021 and Manchester in 2022.
- Full refurbishment of both sites has included: replacing old heating & lighting systems with new energy efficient versions, insulation of single skin walls, pitched roofs and suspended ceilings using insulated tiles introduced in high ceiling warehouse areas to maximise heat retention & minimise energy use across site.

Transport and travel

- We have Installed trackers in all our vehicles and monitor idling, routes taken and fuel consumption to assess fuel efficiency. Deliveries are generally within 100-mile radius.
- Our drivers have all completed 'Fuel Efficient Driving' courses
- 2 of our Director's have switched from diesel to fully electric company vehicles
- Our van fleet are all Euro 5/6 diesel, and we will be switching to an electric vehicle in Manchester once the current lease on our 'daily' van expires.

Reuse, recycling and waste audit

We are working to reduce our waste by extending the life of our products, eliminating waste streams where possible and recycling the majority of our waste. With the waste we do produce, we aim to have a recycling ratio of 80:20. To meet this target, we have made general improvements to our waste processes, including:

- Extending the lifecycle of products: old or damaged equipment being sold back to main supplier CVP for repair and/or resell to 2nd hand market
- One of our Director's James Jones is in the early stages of setting up 'Short Ends' a non-profit organisation putting surplus equipment from the film & television rental industry into the hands of those around the world with little or no access to modern & reliable equipment.
- Leads & cables, which are made inhouse or bought from Arri in UK, are currently disposed of internally. We are working with our supply chain to come up with a more sustainable recycle/re-use programme for the raw materials
- We currently use Reworked for hard to recycle waste types who then re-utilise the recycled plastics into new products
- EOL & faulty batteries are currently sent back to the manufacturer and/or CVP. Disposable and some end of life batteries also collected by Ecolamp where applicable
- In early 2024, we completed a waste audit at our Glasgow site which resulted in adding a food waste bin
- None of our waste goes to landfill
 - Waste contractors are: Kenny Waste management – Salford & JM Murdoch – Glasgow. We reviewed their environmental policies and explored further their recycling and disposal practices which resulted in an update to our contract with Kenny Waste to expand our recycling services from just paper/card to dry mixed recycling
- We investigated sites in Glasgow - The Glasgow Tool Library and The Glasgow School of Art - to send our used and unwanted equipment, research on going with this

To continue making improvements:

- We will start requesting that productions return used filter bags to ensure they are recycled properly
- We will complete a waste audit in Manchester to assess the specific waste needs there
- We are updating our recycling signage to make the process clearer for our staff and visitors
- We will review all supplier's disposal, recycling and reuse processes
- We plan to create targets on end-of-life for all products
- We strive to partner with community groups that can benefit from our used and unwanted equipment and will investigate this further.

No Drama employees

Employee Engagement is key to the success of our people and planet programme. We aim to have informed and motivated staff who can take on the efforts needed. This year, we created a Green Team

who meet monthly to discuss ideas on how to be more sustainable and ensure our sustainable values and policies are considered in our daily work.

Our Step Up to Net Zero Placement Worker implemented a monthly sustainability newsletter to share information and helpful tips with the staff on effective ways to reduce emissions such as:

- Opting for the ethical fund through NEST, our pension provider
- Proper recycling habits
- Clearing downloads and limiting unnecessary emails to reduce digital emissions

Staff travel

- Currently all staff commute by car and it is a priority to reduce our travel to work emissions.
- We will encourage use of public transport as both sites have good public transport links.
- We have a cycling to work scheme that is underused. We will work with the team to incentivise cycling more frequently. Ideas we are looking at include flexible start and finish times
- We are considering introducing extra day initiatives for employees using sustainable travel or travelling in the UK for their holidays (travel by land or sea as opposed to flying)
- We will set a plan to shift to low-carbon travel for exhibitions/meetings for Directors (ie IBC and Cinegear)
- The above initiatives will develop and progress through the climate action workshopping with Creative Zero.

Working with suppliers and productions

Working alongside the Rental Sustainability Project, we will create a procurement questionnaire and lobby manufacturers to stop planned obsolescence.

As part of our wider business strategy, we will engage with suppliers about their products including materials for production, lifecycle strategies, circular economy solutions, and evaluate the energy and resource performance of their camera and lighting products.

When we are approached to help with low & no budget shoots, we are placing an emphasis on working with productions that have themes relating to sustainability & promoting diversity or that have these commitments at their core either through the crew & production involved or the destination for the final project.

When working with productions and suppliers we can specify through our comms (onboarding, invoices, purchase orders) that we are working towards net zero and promote good sustainable practices such as using rechargeable batteries, electric or HVO generators, low energy lighting and 100% renewable energy.

- We are creating a production awareness form which sets out our expectations from our visitors while they are on-site to ensure they adhere to our policies, particularly our waste and recycling policy

Our People

We are committed to the wellbeing of our employees. We understand that to run a sustainable business, we need healthy staff who feel supported and have access to wellbeing initiatives.

- Over the last two years No Drama has grown quickly and the Directors are focusing on getting a supportive and efficient management framework in place.
- This includes having clear management structures, job descriptions, appraisals and performance related reviews. All of which are now in place.
- In 2022 all staff received a 12.5% pay rise (above the rate of inflation) and linked to performance, in 2023 this averaged 16% - we fully understand that the happiness of our staff and the support they feel in their roles is absolutely crucial to their commitment to us as a company and therefore the company's ongoing success.

Future Targets

- Capable leadership and management training run by [ScreenSkills](#) Your Life at Work strand & the Greater Manchester Business Growth Hub are being investigated to ensure the teams are well supported and guided by the management.
- Ongoing review of all of our policies to ensure not only that we remain compliant but that they continue to fit our growing business and its changing needs
- Access support available from [The Film & TV Charity](#) for employee wellbeing.

Skills development

- We have signed up to Skills for Growth (in Salford) that provides business and comms skills developments across the team. We are looking for similar in Glasgow
- In 2022 and every year since, we have committed to supporting the continuing professional development of all employees through a training budget and regular appraisals (training budget of £15k)
- All staff have received First Aid and Mental Health First Aid training
- Investing in the technical training of the team through courses including at Chapman UK for Dolly and Grip Training, at Zeiss for their Lens technician training, Arri for online technician & engineering training and Cinetech in Rome for their Dolly service training

Gender Equality

Our goal is to achieve a diverse and gender balanced workforce across the organisation, and to encourage more women into the technical and management roles. We currently have a 50/50 split on our management team of male & female employees, of the 7 Hire Desk employees across both branches, 5 are female, 2 are male. Our future priorities include:

- Female members of staff who manage the 'hire' desk to undertake internal technical training on the camera floor (this is currently happening).
- Female members of staff to join mentoring projects, training and networking, such as [Women In Film & TV](#) and [RISE](#).

Opportunities for all

With the skills shortages within the industry plus the barriers to jobs from people from lower socio-economic backgrounds, we will invest in the education of the next generation of filmmakers.

- We are connecting with FE colleges and community groups in Glasgow, Salford and Liverpool offering open days and training to people from marginalised groups. Initiatives include:
- Year One - NFTS, Screen Start and SQIFF (Scottish Queer International Film Festival) in Glasgow, UTC in Salford and LA Productions in Liverpool - Regional focused practical training
- Year two – investing in the training of people from lower socio-economic backgrounds, investigating launching a No Drama fund for practical, funding transport to college, or pays rent, for emerging DoPs (exploring/discussing)
- To ensure that NO DRAMA recruits from a diverse talent pool, in 2022 we reviewed our job descriptions and ads, so they appeared less corporate and more inclusive - these are regularly checked and revised
- We review where jobs are advertised, the wording of job specs & experience required, as well as the interview process. We are open to applications from all sections of society. We believe in the potential of everyone, regardless of race, religion or belief, ethnic origin, different physical ability, family structure, socio-economics, age, nationality or citizenship, marital, domestic or civil partnership status, sexual orientation, gender identity or any other difference that makes you, you.