

LIVE

JULIE'S BICYCLE EXTENDS STANDARD

# IG scheme pushed out to live venues

ENVIRONMENT

BY ROBERT ASHTON

ENVIRONMENTAL GROUP Julie's Bicycle has extended its Industry Green standard to include live music venues and issued seven certificates to concert halls from Sheffield to Southampton.

The organisation has also estimated that Britain's venues could save up to £35m over the next four years if they begin to cut energy and carbon emissions and operate at an IG level.

The IG scheme, which already rewards commitment from record labels, promoters and management companies to reduce carbon emissions in CD packaging, festivals and offices, began to audit venues two years ago.

Only now, after extensive measurement of greenhouse gases and energy use has it been able to produce an IG ranking based on a new star system. The programme uses a complex set of tools to measure carbon emissions, energy – gas and electricity – water, waste and, wherever possible, audience travel.

Four other principles, including organisational commitment to environmental sustainability, improvement in reducing carbon impact and effective communication of a venue's greening, are also factored into the award before the industry-endorsed certifications are verified by the Environmental Change Institute at Oxford University.

Under the star system a venue demonstrating it has started to build systems to achieve a better environmental performance will be awarded IG\*; a venue that can provide evidence that it has reduced carbon

emissions will receive IG\*\*; the IG\*\*\* is only awarded to those which can demonstrate an exceptional performance (see box below).

Some of the environmental initiatives adopted by these venues include improving rates of recycling, installing energy-efficient lighting, sourcing lower-carbon energy and sharing their environmental responsibilities with incoming bands and production managers.

Julie's Bicycle director Alison Tickell said all the venues with IG certificates had demonstrated their strong commitment to reducing their environmental impact. "They join a community of creative industry leaders that are setting the standard for environmentally responsible business practices through their transparency and accountability," she said.

Live Nation International COO Paul Latham, whose company operates four of the venues recognised by IG, said he had done his best to follow JB's guidance and had installed dedicated staff throughout his venues as "environmental champions". He said he was also happy to share Live Nation's experience with anyone in the live sector because "the global ecological challenge goes way beyond competitive advantage".

Tickell said the IG certification scheme was a good way to embed environmental procedures in an organisation. But, probably more importantly for venue owners, an IG mark can also help make massive savings.

Tickell said research had shown that a dozen music venues and theatres had saved a total of £1m between 2007 and 2009 after taking on board JB principles.

Factored across the industry, this could mean a total saving of around £35m by 2015 if concert halls, theatres and other performing arts venues began a comprehensive overhaul of their practices.

Tickell said that larger venues and arenas found it easier to conform to IG standards because they were already governed by the Government-run Carbon Reduction Commitments Energy Efficiency scheme for organisations spending more than £500,000 on their energy needs.

However, she said she wanted to encourage small venues to qualify for an IG award and her group had been working with a number of other venues, including the O2 Brixton Academy, Koko in Camden, The Junction in Cambridge and The Ritz in Manchester, to reduce their emissions.

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# Spectrum switch-off opens door to compensation-claim concerns

THE LIVE SECTOR IS IN DANGER of missing out on millions of pounds' worth of Government compensation as the deadline to qualify for next year's spectrum switch-off draws close.

The proposed switch-off will see frequencies currently used by the Programme Making and Special Events sector (PMSE) – which includes live entertainment – rendered redundant, leaving thousands of businesses with useless mics, monitors and transmitters.

After much lobbying, industry campaigners persuaded the Government to provide up to 50% of the cost to replace the wireless devices that will be affected.

In conjunction with the British Entertainment Industry Radio Group (BEIRG), Ofcom has urged companies which have submitted claims under the 800MHz Funding Scheme to make sure they also provide proof of ownership information before April 2 – the final deadline for all submissions.

BEIRG steering group member John Steven said that because taxpayers' money funds the compensation scheme, there needed to be an audit trail and proof of ownership.

He added, "One major issue with that is many equipment owners are small operators who only need to keep their records for six years and who, as a result, may not be able to provide receipts or documented proof."

However, the communications watchdog reported that only 50%



to use their equipment – whether it's a wireless karaoke mic or monitors used by a garage band – and find that it doesn't work any more," said Steven. "A lot of people are still completely ignorant about this, but at some point in 2012, hundreds of thousands of people might find out that their expensive equipment is effectively dead."

Ofcom PMSE implementation project manager Ian Wainwright said, "We realise the difficulty that some people may have in providing all of the required proof of ownership details, but we would urge them to come forward as soon as possible with whatever information they have, so that we can complete this stage of their claim. After that we will review the outstanding issues with the claimant."

The Government has not revealed its budget for the compensation scheme, but because it could earn hundreds of millions of pounds from the auction sale of the frequency spectrum insiders suggest there are substantial funds available for compensation claims.

Sources told *Music Week* there was a £6,000 threshold, below which Ofcom was prepared to rubber-stamp claims.

Nevertheless, BEIRG told equipment owners who cannot back up their ownership claims with all the relevant paperwork not to despair. "The bottom line is that anyone who is in any doubt about their claim should speak to someone now," said Steven.

of claimants had submitted the necessary documentation so far. That meant nearly 600 claims, which have been lodged with Ofcom, are still waiting on proof of ownership before they can be fully verified and compensation approved.

In addition to these claimants that could miss out on compensation, Steven admitted that thousands of people who owned wireless equipment that used the PMSE frequencies were still unaware of the issue.

"The first thing most people will know about it will be when they try

## VIAGOGO Ticket resale price chart

pos	prev	event	Ave resale price
1	NEW	NEIL DIAMOND	140
2	1	DURAN DURAN	113
3	6	TAKE THAT	111
4	4	ROGER WATERS	111
5	2	DOLLY PARTON	109
6	3	ERIC CLAPTON	99
7	NEW	KYLIE MINOGUE	95
8	9	RIHANNA	86
9	7	USHER	80
10	10	BRUNO MARS	75
11	NEW	ADELE	72
12	12	KINGS OF LEON	65
13	16	WESTLIFE	61
14	17	X FACTOR LIVE	54
15	15	JUSTIN BIEBER	53
16	20	BLACK CROWES	51
17	NEW	PLAN B	51
18	14	TINIE TEMPAAH	49
19	NEW	MAROON 5	48
20	NEW	SUEDE	45

## HITWISE Primary ticketing chart

pos	prev	event
1	17	ADELE
2	4	RIHANNA
3	NEW	NEIL DIAMOND
4	2	DOLLY PARTON
5	7	JLS
6	NEW	PLAN B
7	NEW	MUMFORD & SONS
8	NEW	TINIE TEMPAAH
9	3	TAKE THAT
10	6	SONISPHERE FESTIVAL
11	NEW	ARCADE FIRE
12	15	JUSTIN BIEBER
13	10	OLLY MURS
14	5	GLEE LIVE TOUR
15	NEW	ANDRE RIEU
16	NEW	MANIC STREET PREACHERS
17	NEW	CHASE & STATUS
18	14	SECRET GARDEN PARTY
19	8	SADE
20	9	ROD STEWART

## TIXDAQ Secondary ticketing chart

pos	prev	event	£m
1	1	TAKE THAT	9.8
2	2	KYLIE MINOGUE	2.6
3	3	RIHANNA	2.5
4	4	JUSTIN BIEBER	2.4
5	5	ROGER WATERS	2.2
6	6	DOLLY PARTON	1.5
7	7	KINGS OF LEON	1.2
8	8	BARRY MANILOW	1.1
9	9	GLEE LIVE	1.0
10	NEW	KATY PERRY	1.0
11	10	DURAN DURAN	1.0
12	NEW	EDINBURGH TATTOO	1.0
13	NEW	NEIL DIAMOND	0.8
14	NEW	WESTLIFE	0.8
15	11	ERIC CLAPTON	0.7
16	NEW	IRON MAIDEN	0.7
17	NEW	BOYZONE	0.7
18	NEW	THE SCRIPT	0.7
19	12	BON JOVI	0.6
20	NEW	FOO FIGHTERS	0.4

## WHO'S MADE THE GRADE?



The seven venues to receive IG certifications (and the \* grades awarded) were:

Capital FM Arena Nottingham	IG**
Wembley Stadium	IG**
Cardiff International Arena	IG*
Motorpoint Arena Sheffield	IG*
O2 Apollo Manchester	IG**
Southampton Guildhall	IG*
Wembley Arena	IG**

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