

The Greenhouse – Guiding Principles

These are the guiding principles of The Greenhouse – the central tenants around which our business and our idea is structured. At all times, through the work that we do, we will strive to uphold these ideas. When exploring new projects to undertake, we weigh them against these key principles to ensure they uphold our values. When communicating and growing, we strive to stick to these concepts, which make up our core. They are:

Top Quality Creative Work

At our most basic level, we are an arts company. We create, fund, and host work from a variety of different disciplines, focusing on performance that is deeply human. It moves away from the spectacle and grandeur of theatre and instead focuses on the people that make up the show. The reality of a few people, baring themselves on stage, in close proximity to an audience is better than any elaborate special effects. Performance is about the human. We recognise that, and lean into it. Our work is never just 'okay' – we are proud of every piece that we put on, and every time we produce something new, we are looking for ways to challenge ourselves and broaden our horizons.

Sustainability Through Storytelling

We tell stories that spark sustainable action. For too long, the climate change debate has been dominated by fear-mongering and data that's impossible to understand. We move away from that, empowering people to take sustainable action by sparking their imagination, and connecting to them on a deeply personal level through stories. Audiences are invited to reach their own conclusions about the power they have, and to build on the stories we tell by adding their own chapters. As such, the change is much deeper, and much more genuine, creating actionable shifts in the way they see the world. We have a real ripple effect, with those who we've touched going on to empower many others. Through a compassionate approach, we normalise sustainability, altering the pervasive narrative away from smelly tree huggers, and towards everyday people living their everyday lives. People want to go away and discover their own sustainable stories after visiting us.

People First

People are the most interesting thing about any performance – but we also think they're the most interesting thing about any business too. From interactions with audience members, to education programmes, to organisational management, we eschew a cookie cutter approach. We see people as people – as both individual and unique – to create space where people feel valued and heard. Through this, we help everyone we touch re-discover a desire to learn, grow, and develop. For our staff, that means support to pursue external courses, experiences, and research. For our audiences, it means sharing our knowledge through resources and workshops, and listening attentively for the wisdom they have to offer.

A Collective Mindset

The Greenhouse invites discussion – it does not preach. In all aspects of its work, it strives to foster a sense of collectiveness rather than one of superiority. We are all fighting this crisis together. We must solve it together. Which is why we are committed to making our work open

source – to build on existing knowledge and wisdom, share our progress with others, and help us all reach solutions faster. Not only does that mean anyone can benefit from our work, it also popularises and normalises sustainability by making it incredibly clear and incredibly easy. We are always looking for new partnerships to spread our principles, and to expand our community.

An Exciting Place to Work

No matter what level of the organisation you work at, The Greenhouse is an exciting place to be. That means that it's challenging – you have the opportunity to experiment, to dare, to learn and grow. It means that we actively support the people we work with to work on themselves and pursue paths that interest them. When we hire people, we don't hire a job. We hire a person and fit the role around them to help that person be the best they can be. It's also a collaborative place to work. We enact hiring policies that encourage diversity of thought across The Greenhouse. We want each other to succeed, and frequently bring in people from different departments to help develop new ideas, simply because we value their insight, as people. And of course, we don't take ourselves too seriously. Above all else, The Greenhouse is a fun place to work. And we very much know how to party.

Zero-Waste Practice

We strive to generate no waste through our core activities. The world is in trouble – whilst we need to be kind and collaborative to find solutions that work, we also need to stop shifting blame and making excuses. Zero-waste is hard, yes. It's inconvenient, definitely. But it is also one of the most important things that we do. By adhering to a zero-waste organisational practice, we are showing that it absolutely is possible to make great work in a way that doesn't damage the planet. Sustainability doesn't mean we have to compromise on quality. And hopefully, others will join us on that journey.

Actively Welcoming

'Passively welcoming' is an oxymoron – to be truly welcoming, we need to be active. That means actively seeking ways to both be more welcoming, and to welcome even more people into The Greenhouse community. It means not being exclusive, and making sure our venue is as accessible to as many people as possible – financially, geographically, physically, and for any other reason. It means actively promoting diversity. It means stepping out of the walls of our theatre and connecting with the local community. It means touring and spreading our work further afield to reach people who perhaps wouldn't typically go to the theatre. It means listening to and truly hearing everyone's stories and seeking out feedback from potential stakeholders. It means building partnerships to widen our talent pool, and to work with new audiences, outside our usual sphere. And underpinning all this, it means always, always trying to be better, so that absolutely everyone feels welcome at The Greenhouse.

Profit for Purpose

Profit is absolutely not a dirty word. In fact, our bottom-line financial performance is incredibly important to us – we want to do good by doing business. It's what allows us to attract funding in the first place. To re-invest our earnings in local communities. To explore sustainable and zero-waste solutions in the arts and in other industries. To reach further afield, leading tours across the UK. To support and nurture our staff and our community. To develop risk-taking,

upcoming talent. It's how we make amazing work. It's how we welcome more people into The Greenhouse community and spread sustainability far and wide. Strong financial performance allows us to achieve all of these things, and it's a crucial part of what we do.

Transparent and Accountable

We strive to be open and transparent with all of our work. We offer annual reports on our zero-waste and sustainable practice, as well as our financial performance, to ensure our transparency. We collect data on our impact, and publish this too, to measure if and how we are delivering on our promise to empower sustainable action. We present our data in a clear, easy-to-understand way, and we don't hide from our mistakes. If we've done wrong, we own up to it. We regularly hold feedback sessions as a way of measuring our performance, and to hold ourselves accountable to our key stakeholders – our audiences, our local community, and our staff. Contact information for the entire team is readily available on our website, and we are always excited to answer questions or respond to concerns. In this, and in everything, we recognise that there is always room to grow, and actively seek ways of doing better through research, consultation, and feedback.