

SUSTAINED SUSTAINABILITY: EMBEDDING GREEN PRACTICES AT LIME PICTURES



SCREEN ALLIANCE NORTH

LIVERPOOL
OFFICE FILM

North
East
Screen

SCREEN
MANCHESTER

SCREEN
YORKSHIRE

Sustainability has always been a focus for Lime Pictures, with the company engaging with BAFTA albert practices multiple years before certification became standard.

Owning their 9-acre freehold site has allowed John Robertson, Project Manager, to work on gradual and continual innovation across the last decade, with small steps snowballing into big actions.

Read on to learn about the various focus areas Lime Pictures has identified and tackled, to enable greener ways of working across all their productions:



Power

As soon as possible, Lime began work on reducing their power-related emissions by moving to a 100% REGO (Renewable Energy Guarantees of Origin) backed energy supplier. A focus on the building's own infrastructure took things a step further, with INTEB hired to install 100Kwp roof mounted solar PV arrays on two of the studio roofs. While there was an initial upfront cost, these solar panels meet approximately 10% of the space's energy consumption, bringing down monthly prices and providing energy security at a time of fluctuating markets.

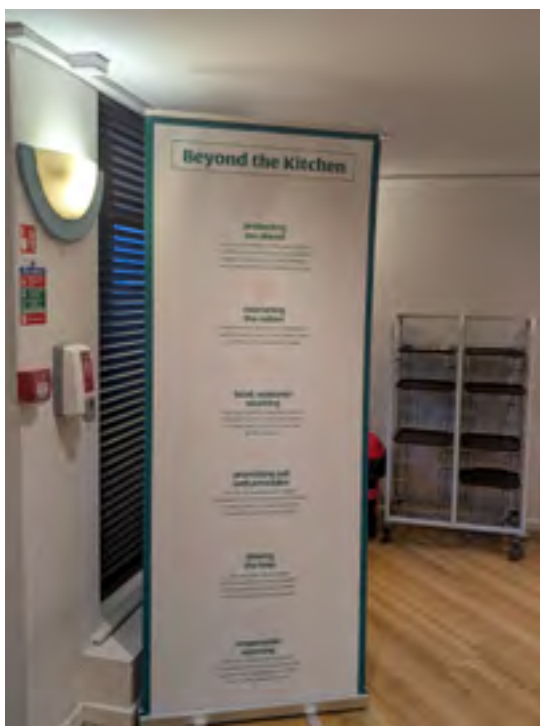
This work allowed for energy consumption reductions across Lime Pictures' freehold spaces, which includes their production offices, Hollyoaks studio-based shoots, newly established L16 Studios, and their post-production house. With about 85% of the company's output originating from the freehold, Lime Pictures are consequently reducing emissions across each and every production filmed, edited, or based at the site.

Meanwhile, when on location, the team have worked hard to prioritise batteries over generator usage. Establishing this goal a number of years ago has led to incremental successes, resulting in minimal use of generators across an entire year.



Circularity

Working in a circular fashion has become habit for the team on Hollyoaks. While the show's continuous nature inherently lends itself to circularity, with characters re-wearing clothes and long-term planning of set changes allowing for responsible disposal of items, Lime chooses to go beyond the standard. When building the cast village, they used old sea containers and repurposed them into easy, slick modular spaces.



Items across the leasehold are refillable rather than single-use, reducing emissions and cost simultaneously. Onscreen food has also been reduced, helping to lower material emissions further and combatting unnecessary waste in the process.

When items need to be rehomed or disposed of, it is a team effort. Lime frequently runs costume, prop, and furniture sales for those in the building. Following a sale, any items that remain are redistributed to a good home - with the company providing donations to The Whitechapel Centre, the leading homeless and housing charity for the Liverpool region. If anything does need to be disposed of, it is done so through zero-waste-to-landfill suppliers to ensure items can be recycled, composted, or turned into energy.



Catering

Given how many people are based at Lime Pictures day-to-day, what the team is consuming and where it comes from is key to reducing the company's Scope 3 emissions. On top of a kitchen powered by renewable energy Lime decided to employ caterers, Dine, who align with the company's environmental values. Food is now served with an eco-friendly mark next to each dish, so diners can make informed climate-based choices about their meals. Food is sourced from regional suppliers, with a focus on seasonality and strong ethical farming practices. When serving, Dine prioritises crockery as often as they can and ensure that any disposables used will be recycled or composted.

The choice of a climate conscious caterer not only reduces emissions for the cast and crew of Hollyoaks but provides the opportunity for everyone on site - including those at the studio - to eat sustainably, influencing emissions reductions for external productions, too.



Transport

While the majority of Hollyoaks is filmed within the boundaries of the freehold site, there remain emissions associated with the production company's travel for location shoots. To tackle this, Lime have taken a number of different approaches - for example, using the woods adjacent to the site for filming across the year, which allows for location shooting on their doorstep. Fleet efficiency has also been prioritised to cut down emissions, with vehicles rented and sized up to meet exact load requirements when required. On top of this, Lime owns their camera and lighting trucks, eliminating the need for suppliers to otherwise transport these vehicles and thereby reducing Scope 3 emissions.

This overall approach has significantly reduced potential travel emissions for the company, further reducing an already small mileage total.



Make sustainable swaps

These days you can swap pretty much anything for a sustainable alternative. We're talking shampoo bars, soluble sachets for cleaning products, beeswax food wrap, toys made from recycled plastics! The list of swaps you can make are endless.



Rent clothes

There are tonnes of rental businesses nowadays so why not try renting your next dress, suit, or holiday wardrobe, instead of buying new clothes? Online rental brands: Swished, Hire Street, By Rotation and HURR. In-store: Selfridges, Harrods, Moss Bros.



Carpool

Whether you're travelling with friends, colleagues or family, make a conscious effort to reduce your carbon footprint by sharing rides



Leave no trace

Always take a "Leave No Trace" approach wherever you go. Whether you're putting rubbish in the correct bins at the beach or being mindful of where you go camping, protect outdoor spaces and be considerate of the impact your presence has on the environment and wildlife.



Air-dry clothes

Air-drying your clothes can help reduce climate impact by a whopping 67% and it saves you money off your bills too.

Engagement, Social + Environmental Responsibility

Hollyoaks engages their audience with sustainability by normalising sustainable actions, behaviours and low-carbon ways of living onscreen. Refill stations, EV chargers, heat pumps and waste reduction signs are all seen in the backgrounds of scenes, helping to promote responsible choices to audiences and ensuring the programme is authentic to the world we live in.

And sustainability isn't just embedded in production; it extends to the values of the company itself. Every department at Lime Pictures has a member who joins the bimonthly 'Green Team' meetings. Tips and tricks for living more sustainably can be found on screens within the buildings, shared alongside typical daily bulletins.

In addition, John Robertson frequently runs 'Green Weeks' for those onsite to attend; from demonstrating how heat pumps work, to looking at more sustainable ways of eating, these sessions enable individuals to take learnings outside of their workspaces and into their own homes.



This company culture provides space for sustainability and nature to be considered alongside daily life at Lime, fostering creative and environmentally considerate approaches to work.

Inspiring examples include the recently built makeup suite, which has been constructed around tree roots rather than imposing on them, and the company's encouragement of volunteering as a positive space for engagement. Lime Pictures is set up as a company working with, as well as for, the natural world.

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PICTURE  ZERO



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