

## **Soar Sound Environmental Policy**

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## **1 Document Information**

**Policy:** Soar Sound Environmental Policy

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**Consultation:** None

**Equality Impact Assessment Completed:** No

**Distribution:** All individual members and group members' representative of the Community Interest Company.

**Implementation Date:**

**Planned Review Date:** 5<sup>th</sup> March 2025

**Author:** Rob Watson (Organisation Development Director of Soar Sound)

**Soar Sound's Safeguarding Officer:**

**Policy Validity Statement:** Policy users should ensure that they are consulting the currently valid version of the documentation. This document will be reviewed one year from its issue date.

**Approval:** The policy will remain valid, including during its period of review. However, the policy must be reviewed next year and afterwards at least once in every three-year period.



## **2 Introduction**

This policy sets out how Soar Sound will fulfil its statutory duties and responsibilities effectively, both within its own organisation, and for the affiliated groups and members that help with Soar Sound's not-for-profit vision and public purpose objectives.

### **2.1 Vision**

Soar Sound seeks to provide broadcast radio and other online and legacy media services that are not for private gain, with any surplus or assets used principally for the benefit of the community.

### **2.2 Objects**

The objects of the Company are to carry on activities which benefit the community and in particular (without limitation) to carry out radio broadcast and media production services that will benefit communities resident in Leicester and Leicestershire, and in particular, and without limitation, with a focus on public education, wellbeing, mental health, economic development and employment.

Soar Sound supports all services, projects and activities that meet our not-for-profit objectives, as above, through offering publicity in our Soar Sound radio service and other media services.

### **3 Purpose of the Policy**

The purpose of this policy is to control the impact of our work on the local environment. To ensure partner organisation and the local community understand our commitment to improve the environment and to encourage others to use high standards of environmental management.

Soar Sound acts as an umbrella body for associated projects that meet our aims and objectives. These include radio programmes, our website content and associated social media platforms, and other supported groups and activities that provide environmental benefit.

#### **3.1 Policy Actions**

We will care for the environment by:

- Using renewable, recycled, and recyclable products wherever possible.
- Not using peat in any planting schemes and wherever possible, purchase plants that are grown in peat free composts.
- Only use timber that is obtained from sustainable sources.
- Minimise waste production, and where waste is created, we will ensure it is disposed of in compliance with the relevant environmental legislation; re-use materials on site where practical and use composting techniques.
- Prevent or minimise air, water and land pollution.
- Minimise the use of chemicals.
- Use local suppliers where practical.

This policy will apply to all aspects of the Soar Sound's activities, including all projects, and will be promoted to our partners and contracted organisations.

## 4 Environmental Concerns

Soar Sound, a dedicated Community Interest Company based in Leicester, is committed to fostering a sustainable and vibrant Leicester and Leicestershire area through community-led initiatives and projects. Our environmental policy outlines the core environmental concerns that underpin all our activities, reflecting our commitment to environmental stewardship, sustainability, and the well-being of our community. This policy serves as a guiding framework for our actions, ensuring they contribute positively to Leicester and Leicestershire's environmental health and resilience.

- **Carbon-Neutral Practice:** Recognising the urgent need to address climate change, we are committed to adopting and promoting practices that aim to achieve carbon neutrality. This includes reducing greenhouse gas emissions through energy efficiency, sustainable transport, and supporting renewable energy projects within the Leicester and Leicestershire area.
- **Biodiversity:** Leicester and Leicestershire's natural habitats and green spaces are vital to our community's health and biodiversity. We will help to protect and enhance these areas by reporting on and featuring conservation projects, habitat restoration, and encouraging native flora and fauna, aiming to increase biodiversity and provide resilient ecosystems.
- **Climate Change Impact:** Acknowledging the impacts of climate change on our local environment, our projects will focus on enhancing the area's resilience to climate-related challenges. This includes promoting sustainable land use, flood risk management, and the development of green spaces to mitigate the urban heat island effect.
- **Public Accessibility:** Ensuring equitable access to green spaces and environmental resources is fundamental to our mission. We will advocate for and implement projects that improve public access to natural areas, promoting health, well-being, and environmental awareness within the community.
- **Active Stewardship:** Fostering a sense of responsibility and stewardship for the environment among Leicester and Leicestershire's residents is essential. We will engage the community through educational programmes, volunteering opportunities, and partnerships, empowering individuals to take active roles in environmental conservation and sustainability efforts.
- **Waste Minimisation:** Reducing waste and promoting recycling and sustainable resource use are key to our environmental strategy. We will support initiatives that minimise waste

generation, encourage the reuse of materials, and facilitate recycling to reduce the environmental footprint of our community activities.

- **Other Related Factors:** We are also mindful of the interconnectedness of environmental health with issues such as air and water quality, soil health, and sustainable development. Our projects will consider these factors to ensure a holistic approach to environmental stewardship in Leicester and Leicestershire.

#### **4.1 Public Education for Environmental Awareness**

In addition to the principal environmental concerns outlined above, Soar Sound places a high priority on public education for environmental awareness. We believe that informed and engaged communities are pivotal in driving sustainable change. To this end, Soar Sound will develop and implement educational programmes aimed at all age groups within the Leicester and Leicestershire area, focusing on the importance of environmental stewardship, the challenges posed by climate change, and the role individuals can play in mitigating these issues.

Our initiatives will include workshops, seminars, and interactive activities designed to foster a more in-depth understanding of environmental issues and inspire positive action. By collaborating with local schools, community centres, and other organisations, we aim to reach a wide audience and create a culture of environmental consciousness that permeates every aspect of community life.

Through these educational efforts, Soar Sound aspires to empower residents with the knowledge and skills needed to make environmentally responsible decisions, contributing to the overall sustainability and resilience of our community. This commitment to public education for environmental awareness is integral to our mission and represents a key component of our environmental policy.

The Soar Sound is committed to leading by example, demonstrating how community-led initiatives can make a significant and positive impact on the environment. Through our dedication to these environmental concerns, we aspire to contribute to the creation of a sustainable, resilient, and thriving Leicester and Leicestershire for current and future generations. This policy statement

reflects our ongoing commitment to environmental stewardship and will guide our actions as we work towards a greener, more sustainable community.



## **5 Public Promotion and Reporting**

Soar Sound will use our radio broadcasts, and any associated online media platforms, to promote responsible and sustainable environmental use and management, and will inform volunteers, Directors, stakeholders and residents of the consequences of established environmental management practices, and the benefits of any revised and updated practices.

Recognising the pivotal role of effective communication in fostering environmental awareness and action, Soar Sound is committed to employing a diverse range of community communication techniques to engage and inform the residents of Leicester and Leicestershire. Our strategy focuses on using local community media platforms, along with digital and social media channels, to disseminate information, share stories, and highlight the achievements of environmental projects and initiatives within the Leicester and Leicestershire area.

### **5.1 Social Media Platforms**

In parallel, we will harness the power of digital media to extend our reach and engage with a broader audience. Social media platforms, such as Facebook, Twitter, and Instagram, will be utilised to share updates, engage in dialogue with community members, and promote environmental awareness and events. Our digital strategy will also include the creation of engaging multimedia content, including videos, infographics, and interactive posts, designed to educate, inspire, and mobilise community action on environmental issues.

### **5.2 Participation and Networking**

Understanding the importance of two-way communication, Soar Sound will encourage interactive engagement through these platforms. Community members will be invited to contribute their own stories, experiences, and ideas related to environmental sustainability. This participatory approach aims to foster a sense of ownership and involvement among residents, making environmental stewardship a shared community responsibility.

Moreover, our communication strategy emphasises collaboration with local schools, community groups, and businesses to co-create content that reflects the diverse perspectives and contributions of the Leicester and Leicestershire community. Networking events, public forums, and workshops will further provide opportunities for direct engagement, discussion, and feedback, strengthening the community's collective resolve to pursue a sustainable future.

Through a strategic and inclusive approach to community communication, Soar Sound aims to create a vibrant, informed, and engaged community dedicated to environmental awareness and action. By effectively utilising the Leicester and Leicestershire Echo and associated media platforms, we will ensure that the message of environmental stewardship reaches every corner of Leicester and Leicestershire, inspiring positive change and fostering a deep-rooted culture of sustainability within our community.

## **6 Monitoring and Review**

Soar Sound will monitor and evaluate the information that is appropriately collected in relation to our environmental responsibilities, and will make periodic reports to the Director Board, making recommendations for improvements and changes to the Soar Sound's activities and communications.

Signed: Rob Watson

Position: Organisation Development Director

Date: 9<sup>th</sup> March 2024

Review Date: 5<sup>th</sup> March 2025

Soar Sound