



Staying above board

The Wave - Sustainability Policy 2012

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Sustainability

Sustainability is in the DNA of The Wave. The business is based on the 'triple bottom line' of sustainability - a concept coined by John Elkington.

Sustainability can be measured according to environmental, financial and social factors. The success of a business is normally measured on the financial profit & loss or the 'bottom line'. The triple bottom line adds social and environmental profit & loss to the mix to assess the overall sustainability of a business.

Sustainability requires that the system does not make a loss in any of the three elements. In reality this means that the system must aim to make a profit in order that inevitable occasional losses balance out and do not result in the degradation and collapse of the system.

The Bruntland definition: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Social Responsibility (SR)

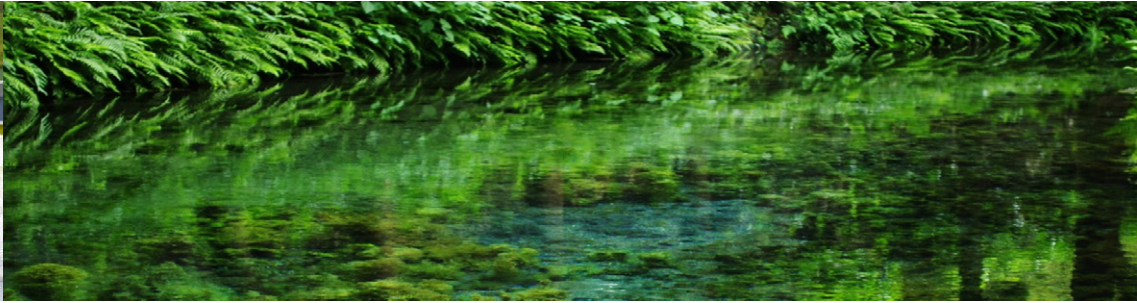
SR makes sure we do things right and have a positive effect on everyone and everything around us.

The Wave is committed to SR. Everything we do is measured, thought about and adapted if needed. This makes us work better and react to any issues. We are always improving as a company, always helping our local community and always caring for the local environment.

The Wave approach

Our sustainability policy is both overarching as an organisation and site specific for the facilities we build. We have available a more detailed operational breakdown of each site and how we will implement policy right down to the smallest detail.



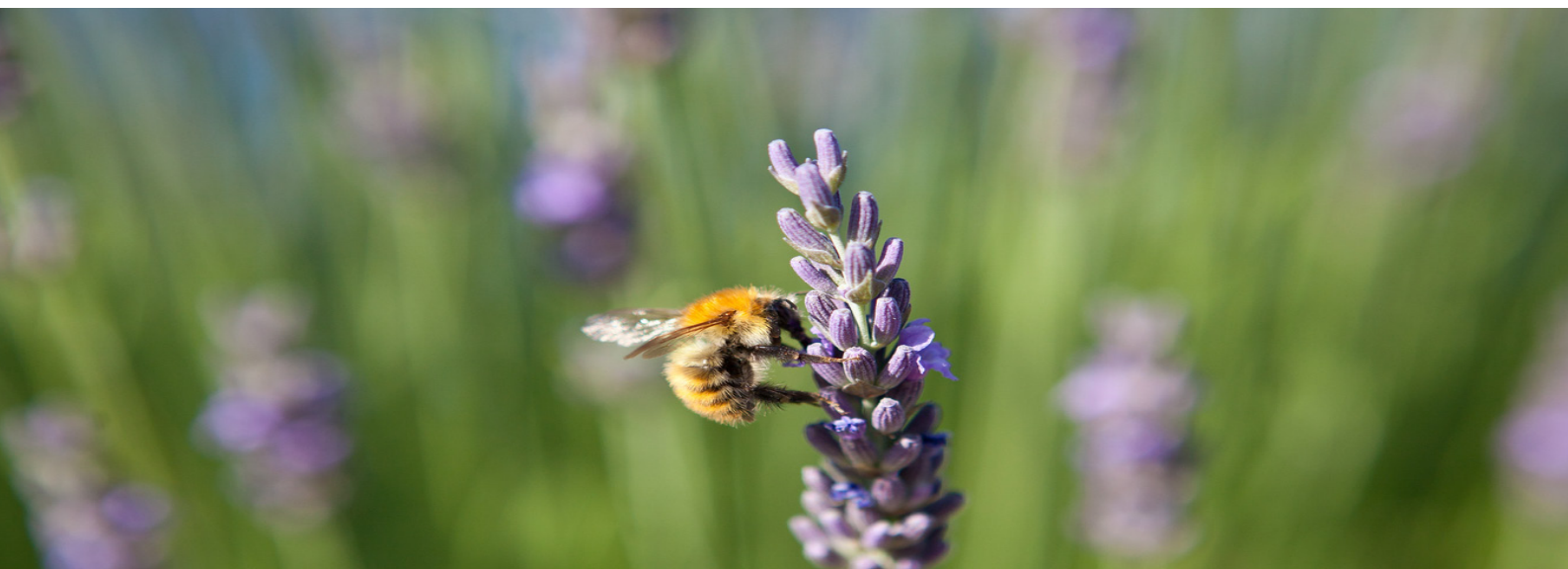


“The Wave is a project that has sustainability at its heart. We will ensure the key principles of sustainability are embedded through the design, construction and operation of our sites.”

Project Summary

The surfing lake is the centre of the development, around which the rest of the project nestles. Perfect waves will be generated for surfing and other water sports at a rate of around 140 waves per hour and with a height of up to 1.6 metres – providing a good surfer with a 20-30 second ride. There will be plenty of opportunity for surfers of all abilities to enjoy a ride, with the potential of having up to 80 surfers in the water at any one time due to the layout of the lagoon.

Around the edge of the lake, botanical gardens, expertly designed by leading horticulturalist, Sue Minter, will take visitors through a journey of British horticulture, entomology and wildlife. The garden ‘zones’ will include a Sensory Garden with carefully designed areas to awaken or reinforce neural and sensory pathways to the nervous systems. These will be pleasant and stimulating for everyone but of particular benefit to children and adults with disabilities, developmental delay, trauma victims, and the sick and terminally ill. The breadth of appeal and benefit of these gardens is essential to the ‘for all’ ethos of The Wave.

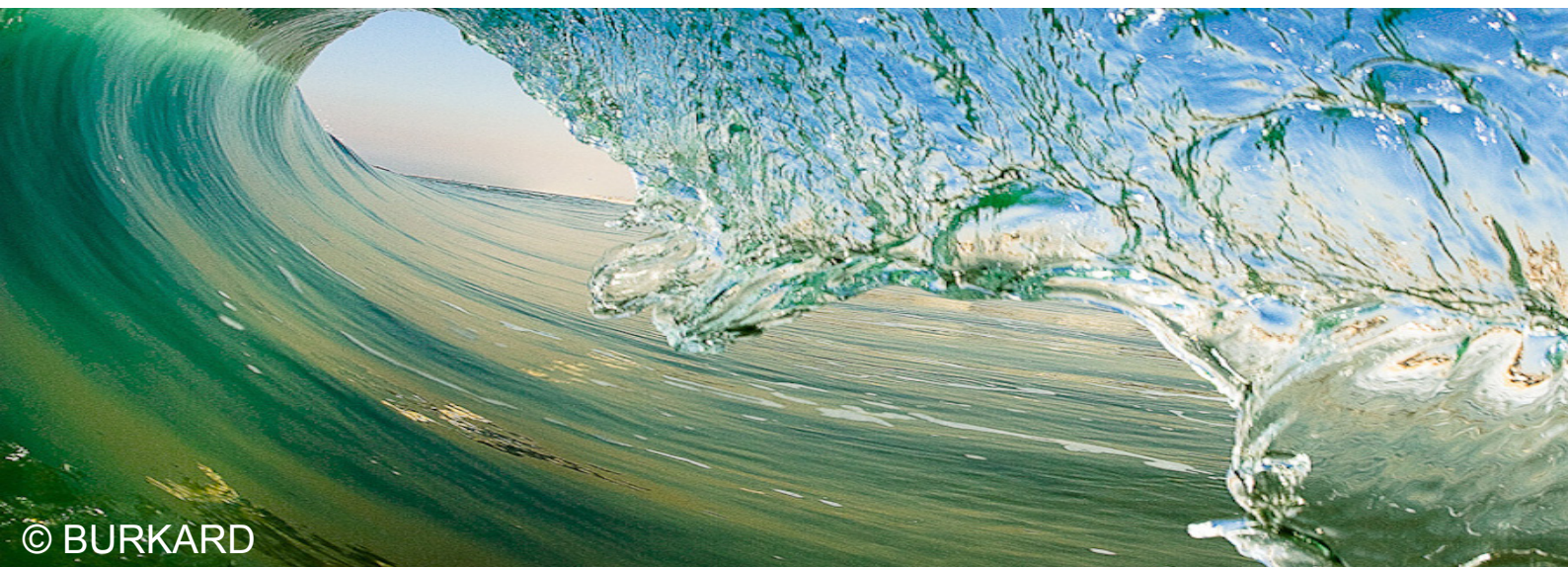


Supporting the project will be a cafe, restaurant, retail space and education/ research centre.

Core aims of the project are to:

- Create the opportunity for people of all ages, all abilities and all backgrounds to try surfing on consistent waves all year round.
- Put people in touch with nature and encourage greater interaction with the natural world.
- Teach people about ecology in a hands-on way.
- Employ young adults and provide training and a career path for the future.
- Integrate generations to encourage greater respect between them.
- Create access to nature and leisure facilities for ill/terminally sick and disabled people.
- Help disadvantaged young people engage with society in a positive way.
- Give back 9% of annual profits to local charities and projects via the Making Waves Trust – as well as 1% of profits going to international environmental charity 1% for the Planet.

This is an ambitious but achievable development that on first glance will be cool, engaging and fun... scratch the surface, and you will find a project that gets right to the heart of some of the issues facing society today. We want it to enhance the lives of many different people, from many different backgrounds in the surrounding communities.



The Wave Principles

As an organisation we strive to adhere to these guiding principles:

Selflessness

Always think about others in making decisions.

Integrity

Being true to yourself in decisions and actions.

Objectivity

Look at your decisions and actions from someone else's perspective.

Accountability

Be open to letting others comment on your work.

Openness

Being open about your decisions and actions.

Leadership

Lead in the above principles by example.

The Wave Ethos

Equality and Diversity

We are an inclusive project. Everyone is welcome and has space and activities to enjoy. All ages, all abilities and all backgrounds.

Inclusive Community

We welcome disadvantaged and disabled adults and children to come and use The Wave as a place for development, education and fun.

Sustainable and ecologically friendly

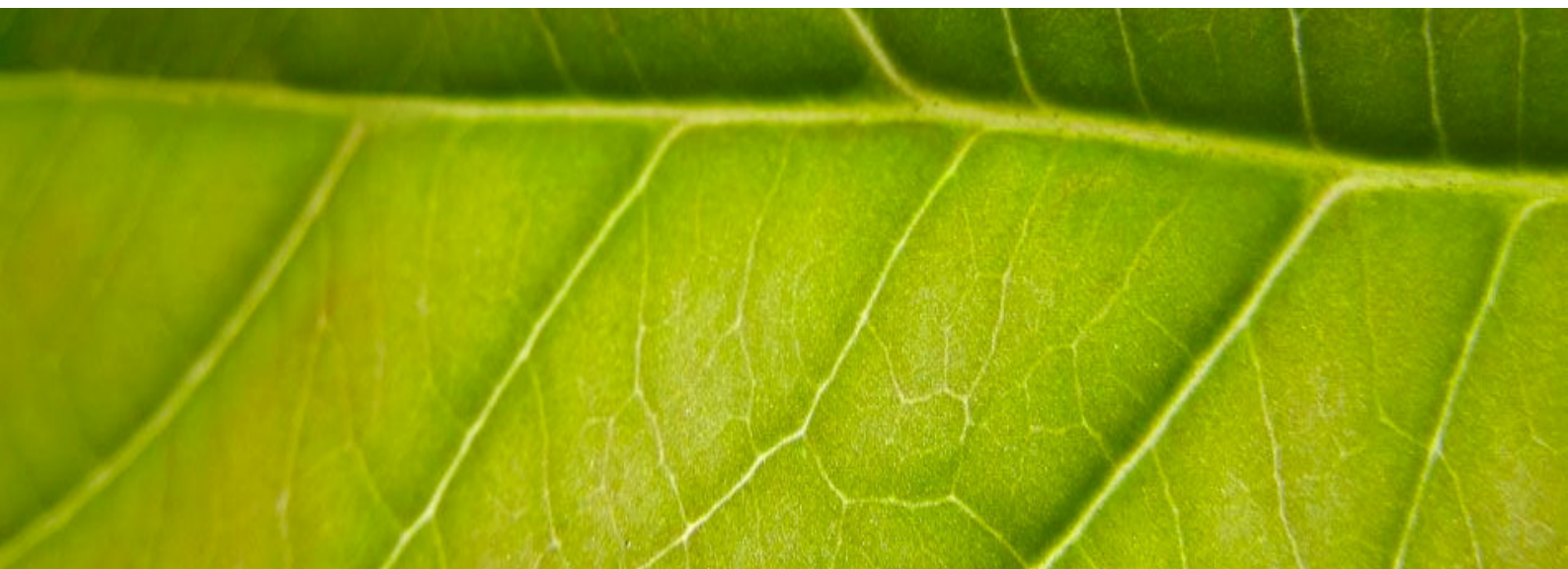
We use the most affordable and cutting edge technology to keep the site as environmentally sustainable and as low carbon footprint as possible.

Social Conscience

The Wave UK will endeavour to create the best outputs for the local community and the local environments. This includes using local business, local produce and local advice wherever possible.

Reflective

The end of the build will be the start of the project. Like the water in our garden we will need to reflect, look outwards to our social/ecological environment, anticipate needs and react appropriately.



SUSTAINABILITY STATEMENT

The Wave will endeavour to run its operations in a sustainable manner. We will aim to deliver a project that provides social benefits, whilst minimising our environmental impacts and being financially robust /sustainable in the long term.

We will ensure that we maximise the beneficial outcomes whilst minimising the inputs. Being efficient.

We will also work with our supply chain and networks to help develop and spread this thinking.



Environmental Wave

Sustainability is essential to stop the continual degradation of the natural environment. To achieve sustainability, it is essential to accept that humans are dependent on the natural environment for their own survival and wellbeing. Without a healthy natural environment, it is impossible to have a healthy society or economy.

Social Wave

A socially sustainable business must:

- Engage with the community.
- Consider the impact of it's actions on all stakeholders and the wider community.
- Treat all stakeholders fairly.

Financial Wave

A financially sustainable business:.

- Generates long term revenue by constantly meeting customer needs.
- Maximises profitability by minimising consumption of resources.
- Works in partnership with its customers and suppliers

“How you climb a mountain is more important than reaching the top.”

— Yvon Chouinard



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www.wavegarden.me.uk

The Wave is a project delivered by Wavescapes UK and Manuca Ltd.

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