



VICTORIA PALACE THEATRE AIR QUALITY CHAMPION

Case Study - improving air quality in Victoria

Situated opposite Victoria Station and constructed in its current form in 1911, the Victoria Palace Theatre is an icon in the heart of Victoria.

The theatre management team are fully committed to improving local air quality.

Communications

- Raising the profile of air quality is critical as, if you don't know it's an issue, you won't look for solutions to improve the situation
- **Hosting Billy Elliot, their ability to communicate with their patrons should not be underestimated**
- **Staff have been briefed on operational impact and air quality is now factored into all decision making**



The Built Environment

- Listed buildings will always present challenges in terms of retrofitting to increase building efficiency
- Boiler assessments have been made and the optimal settings found within these constraints
- **The most important action the theatre has taken is to install air quality monitoring equipment on the outside of the building, working in partnership with Victoria BID, City of Westminster and Land Securities**
- **This new site will monitor nitrogen dioxide levels at the junction of Victoria Street, Bressenden Place and Vauxhall Bridge Road, over several years, with the data being widely accessible to visitors, workers and residents through King's College London's Air Quality website and apps**

Transportation

- All staff travel to work is by bicycle, on foot or by public transport
- **Legible London mapping, centred on the theatre, is promoted throughout the venue encouraging ongoing low emission journeys to patrons**



Images courtesy of The Victoria Palace Theatre