



THE GRAND PLAN

COMMUNITY • ENVIRONMENT • COLLABORATION

ANNUAL REPORT

OLYMPIA

REVIEW OF 2024



THE GRAND PLAN

COMMUNITY • ENVIRONMENT • COLLABORATION

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Sustainability is a key pillar of Olympia’s corporate strategy. Our ‘Grand Plan’ focuses on three transformative areas where we can deliver maximum impact in the events industry and our local community:

These annual reports ensure we are on track to meet the requirements set out in our roadmap to net zero and are communicating this progress transparently with the wider industry. We believe that reporting on actions, evaluating progress, and sharing measurable achievements will foster greater collaboration within the events industry and drive impactful action forward.

(FOCUS AREA 01)

(FOCUS AREA 02)

(FOCUS AREA 03)

COMMUNITY ENVIRONMENT COLLABORATION

“Sustainability is fundamental to our mission, and The Grand Plan is a testament to our long-standing commitment to making a real difference. Our team’s dedication and hard work in driving sustainable practices across the business ensure that we are not only reducing our environmental impact but also leading by example within the events industry. Through innovation, collaboration, and a shared passion for positive change, we continue to make strides, embedding sustainability into the heart of our operations and inspiring others to do the same.”

ANDY O’SULLIVAN
CHIEF EXECUTIVE OFFICER, OLYMPIA EVENTS

THE GRAND PLANNERS

Led by our Head of Sustainability, the Grand Planners make up a group of sustainability ambassadors from across the business and our service partners, serving as the driving force behind our Grand Plan. They set our yearly sustainability objectives and are responsible for ensuring we are on track to achieving these goals.

During 2024 we welcomed several new Grand Planners, ensuring that strong representation from all areas of our business is maintained.

SIÂN RICHARDS
Head of Sustainability

BRIAN JONES
Head of Facilities

PAUL BROUGH
Group Health & Safety Manager

ABBIEY SHORT
Catering Manager

GEORGINA FORESTER
Outback Rigging

PAUL LANGFORD
Projects Manager

ADAM POLLINGTON
Sales Director

GEORGIOS VITZILAIOS
Gather & Gather

PHIL ADAMANTOU
ATD Electrical

AKINLEYE AKINTUJOYE
Car Park Team Leader

GILLIAN KIAMIL
Venue Director

REBECCA HURST
Head of Human Resources

AMIR VERED
Head of eForce & IT

JACK WILLIAMS
Event Manager

SABRINA PILIDES
eForce Account Manager

ANDREW THEODOROU
ATD Electrical

KRISTINA JEARRAD
Cleaning Manager

SARAH MCGRATH
Facilities Office Manager

ANDY PRICE
Marketing & Communications Director

LUCY WOODWARD
Senior Communications Executive

TOSIN ADEWUMI
Head of Community Engagement

BETH KELLY
Event Manager



“The team’s strong commitment to sustainability and the local community has been evident from day one. Being a Grand Planner has been an incredible opportunity to actively contribute to the company’s sustainability initiatives and feel a genuine sense of having made an impact — no matter how big or small.”

LUCY WOODWARD
SENIOR COMMUNICATIONS EXECUTIVE, OLYMPIA EVENTS

AWARDS & MEMBERSHIPS



NET ZERO CARBON EVENTS PLEDGE

Global event industry
net zero commitment



ISLA

A non-profit organisation
working to accelerate the
event industry transition to
a sustainable future



GREEN TOURISM GOLD AWARD

The highest level of
recognition, demonstrating
a commitment to people,
places and our planet



GUARDIANS OF GRUB

An active member of
the scheme developed by
WRAP under the Courtauld
Commitment 2025 to
reduce food waste



ACCESSIBILITY PARTNERSHIP

Recognition that Olympia
is committed to improving
accessibility



HEALTHY WORKPLACE ACHIEVEMENT CERTIFICATE

Presented by the Mayor
of London to businesses
championing wellbeing
in the Capital



HAMMERSMITH & FULHAM CLIMATE ALLIANCE

Working in partnership
with organisations in our
borough to tackle the
climate emergency



PARK MARK AWARD

Confirming that Olympia's
car parks are properly
managed and maintained
to help reduce crime and
the fear of crime



SUSTAINABILITY AWARD FOR VENUES: BRONZE

Recognising and rewarding
outstanding achievement in
London-based venues and
catering companies



Focus Area 1:

ENVIRONMENT

OUR AIM

To combat climate change and work towards net zero by saving energy, reducing and managing waste responsibly and procuring sustainably.

NET ZERO BY 2050

NET ZERO ROADMAP

Among the first UK venues to sign the Net Zero Carbon Events (NZCE) Pledge, Olympia is on a mission to halve emissions by 2030 and achieve net zero by 2050.

Issued a bespoke emissions reporting tool to our top 75% emitting suppliers in line with actions set out in our 2023 net zero roadmap to gather more reliable data and help measure our scope 3 emissions. We then collected the data from suppliers using this tool to inform our 2023 carbon footprint update.

Reviewed our 'Environmental Management Framework' suite of policies for roll-out in 2025. This updated framework covers environmental processes, waste management, sustainable procurement, energy reduction, and water conservation across the business.

ACTIONS
TAKEN IN
2024

REDUCING WASTE:
FOOD WASTE

Using WRAP's Guardians of Grub toolbox, we continued to track and reduce our food waste and therefore our carbon emissions, achieving a 33% YOY reduction per cover (visitors who purchased from one of the venue's catering outlets)



“ Sustainability remains a top priority, and our collaboration with Olympia has been instrumental in tackling food waste at the Speciality & Fine Food Fair event. Together, we have worked hard to educate exhibitors on bringing only necessary amounts of product to the event, ensuring proper use of food waste bins, and separating inedible waste for organic waste recycling. Initiatives like QR-coded bins for exhibitors to easily request waste collection and partnerships with City Harvest to help redistribute surplus food have allowed us to significantly reduce our environmental footprint while aligning with our ESG goals. ”

PHILIPPA CHRISTER
PORTFOLIO DIRECTOR, MONTGOMERY GROUP

Partnered with City Harvest to donate 2.4 tonnes of surplus food to those experiencing food poverty (a 263% increase YOY), equating to:

- 5,657 meals delivered to charities
- 7.5 tonnes of GHG emissions prevented



Sent our inedible food waste to ReFood, for anaerobic digestion and transformation into fertiliser for farmers and biogas for businesses and communities across the UK

We produced 3,580.2 kW hours of biofuel, saving 6.10 tonnes of CO2 from displacement of fossil fuels and diversion from landfill



ACTIONS TAKEN IN 2024

RECYCLING WASTE

Successfully diverted 100% of waste from landfill for our 13th consecutive year in partnership with our waste recycling suppliers, G Haslehurst and Powerday

100%

WASTE DIVERTED FROM LANDFILL

Focused on on-site cardboard separation resulting in 21.76 tonnes of cardboard being sent directly for recycling, saving energy and costs

Our overall recycling rate increased to 98.22%, with just 1.78% of all waste being diverted from landfill as RDF (non-recyclable materials)

98.22%

RECYCLING RATE

21.76t

OF CARDBOARD RECYCLED

ACTIONS TAKEN IN 2024



SAVING ENERGY

Our 2023 busbar redesign, in collaboration with our mains electrics service partner, ATD, resulted in more streamlined power distribution, minimising potential disruptions and improving durability and performance to reduce the use of 24-hour power. This, together with a move to shorter stand power switch-on times, resulted in a 33.3% reduction in stand electricity consumption per square metre day.



33.3% REDUCTION
IN STAND ELECTRICITY
CONSUMPTION PER M² DAY

AREAS FOR IMPROVEMENT

Despite all the above, our comparison metric of 'square metre days' revealed an increase of 3.9% in the amount of waste generated by events. This gives us an opportunity to work more closely with organisers, exhibitors and contractors to promote elimination, reduction and reuse of materials to drive down waste tonnage.

ENVIRONMENTAL RESULTS

CARBON FOOTPRINT

	2018 (baseline)	2022	2023	2024
Tonnes of CO2e emitted	3,850	3,147	3,095	3,671
Tonnes of CO2 per m² event space	0.050	0.054	0.053	0.062
Tonnes of CO2 per m² day space	0.43	0.79	0.67	0.96
Scope 1 emissions	20%	7%	3.3%	1%
Scope 2 emissions	17%	8%	6.5%	7%
Scope 3 emissions	63%	85%	90.2%	92%

Our emissions in 2024 remained below those of our baseline year but increased from 2023. This is mainly due to the additional investment in refurbishment projects (supplier spend) as the Olympia development reaches its final stages. The emissions per square metre day have increased, due to fewer events taking place in 2024 during the site redevelopment.

RESOURCES

	2023	2024	Overall Change	2023	2023	2024	2024	Change
			%	No. of m² days	kWh/m³ per m² day	No. of m² days	kWh/m³ per m² day	per m² day
Electricity (kWh)	2,747,441	2,797,497	-2%	4,543,797	0.60	3,811,891	0.73	21.37%
Gas (kWh)	3,552,676	3,091,058	13%	4,543,797	0.78	3,811,891	0.81	3.71%
Water (m³)	20,920	20,217	3%	4,543,797	0.0046	3,811,891	0.0053	15.19%

The figures above have been adjusted to exclude consumption by the Olympia development construction team and therefore reflect consumption in the event spaces only.

Consumption of resources and waste tonnage varies according to the number, size and type of events that take place in the venue. The weather also plays a major part in gas consumption.

We compare consumption year-on-year by using a 'square metre day' metric, which takes account of venue occupancy by the number of days and square metreage used.

ENVIRONMENTAL RESULTS

TOTAL EVENT WASTE

	2023	2024	2023–2024
	Tonnes per m² day	Tonnes per m² day	Change
TOTAL WASTE	0.00011	0.00012	3.90%

WASTE MANAGEMENT

	2023		2024		Change	
	Tonnes	%	Tonnes	%	Tonnes	%
Compacted waste	474.32		394.60		-79.72	-16.81%
Recycled	478.95		386.63		-92.32	
RDF	9.75		7.97		-1.78	
Direct dry recycling, separated at venue (glass & cardboard)	24.08		40.78		16.70	69.35%
Food waste sent for anaerobic digestion	16.29		13.26		-3.03	-18.60%
Coffee grounds collected to make coffee logs	1.88		4.43		2.55	135.37%
Cups composed	0.15		0.15		0	0%
TOTAL WASTE	514.69		448.64		-66.05	-12.83%
Recycled	519.32	98.11%	445.25	98.22%		
RDF	9.75	1.89%	7.97	1.78%		



Focus Area 2:

COMMUNITY

OUR AIM

To act as a hub for our local community and add value to our local area; to preserve the heritage of our iconic venue, while improving it for future generations.

We're proud to sit within the Hammersmith & Fulham borough and be active members of our local community. We regularly work with schools, charities, and community organisations to foster meaningful connections and make a positive difference to the lives of those around us.

*Big H&F Christmas Day
Lunch, December 2024*



**TOTAL RAISED AND
DONATED TO CHARITY**

£55,000

ENGAGING WITH OUR NEIGHBOURS

7,000

homes surrounding our venue successfully distributed with our quarterly community newsletter

400+

attendees at our regular residents' drop-in sessions

2,000

complimentary tickets given to local residents and exclusive discounts and ticket deals offered for 14 consumer shows at Olympia. These included popular events like London Comic Con Spring, Destinations: The Holiday & Travel Show, Laithwaites Wine Festival, and Ceramic Art London, giving the community access to a vibrant lineup of entertainment and cultural experiences

Launched a dedicated [local community page](#) on our website



ENGAGING WITH OUR NEIGHBOURS

<p>We sponsored summer fair activities at two primary schools with a t-shirt painting competition, a smoothie-making demonstration and presentations on the history of Olympia</p>	<p>Continued our ongoing relationship with the University of West London by hosting a group of event management students for an educational visit at Olympia</p>	<p>Our Head of Community Engagement participated in a <u>symposium</u> at the University of West London on 'Embracing diversity: shaping the future of the tourism and event industries'</p>	<p>We donated prizes to support fundraising efforts for five local schools including Avonmore, Normand Croft and St Mary's Primary</p> <p>Our service partners also donated £3,500 to provide school trips for pupils from low-income families and our staff made up and delivered 30 Christmas hampers to support families of local primary school children in need</p>	<p>Our staff and service partners volunteered to transform the outside space of a local primary school, saving the school over £10,000</p> <div><p>£10,000+</p><p>SAVED FOR LOCAL SCHOOL THROUGH OUR VOLUNTEERING TIME</p></div>
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WE SUCCESSFULLY FULFILLED
OUR 2024 OBJECTIVE TO INCREASE
ENGAGEMENT WITH LOCAL
EDUCATIONAL INSTITUTIONS

£3,500

DONATED BY OUR SERVICE PARTNERS

ACTIONS TAKEN IN
2024

CHARITY PARTNERSHIPS

£2,000

donated towards a Christmas lunch for 100 elderly people to start our new partnership with Masbro Centre (operated by Urban Partnership Group), a community centre close to Olympia that provides services and activities for local people

£5,000

donated towards Hammersmith and Fulham Giving's 'Big Christmas Day Lunch' for elderly residents and £5,000 towards their Digital Fund programme to build the digital skills and capacity of community organisations in the borough

300%

Continued our long-standing partnership with Barons Court Project. Facilitated by Clarion Events and Media10 and supported by our Grand Plan budget, the charity exhibited at our trade and public exhibitions, selling greetings cards designed by their service users. Our volunteers helped increase their takings at Ideal Home Show Christmas by 300% YOY

280h

of volunteering to help local good causes by our staff and service partners during 2024

“

We are absolutely delighted to be partnering with Olympia as their new charity partner. In just a short time, their support has already made a meaningful impact — from their generous donation towards our Christmas lunch to the vital survey of our glass roof. This partnership is more than just financial support; it's about a shared commitment to strengthening our community. We're excited to see this collaboration continue to grow in 2025, helping us provide even more essential services to residents of Hammersmith and Fulham. ”

CAMILLE CURTIS
CHIEF EXECUTIVE OFFICER, URBAN PARTNERSHIP GROUP

ACTIONS TAKEN IN 2024

Masbro Centre Partnership



Ideal Home Show Volunteering



OUR CHARITABLE TRUST

The Olympia Charitable Trust (Charity No. 1091254) provides financial support, in the form of grants, to not-for-profit organisations residing in the London boroughs of Hammersmith & Fulham and Kensington & Chelsea. Grants are supplied to institutions that support our local community in regeneration, promoting education, relieving unemployment and hardship, and protecting the environment for public benefit.

In 2024, we welcomed two residents on to the Board of Trustees and our charitable trust donated a total of £27,540.

ACTIONS TAKEN IN 2024

ST MARY’S, BROOK GREEN PTA

Awarded £4,720 to purchase 10 desktop computers, to enhance digital literacy, bridge the digital divide and encourage collaborative learning

£4,720
AWARDED

FRIENDS OF ST MARY ABBOTS SCHOOL

Awarded £5,000 to purchase Chromebooks for students to use in their computing and coding classes

£5,000
AWARDED

THE PAROCHIAL CHURCH COUNCIL OF THE ECCLESIASTICAL PARISH OF ST BARNABAS KENSINGTON

Awarded £5,000 towards the cost of an accessibility ramp for the community

£5,000
AWARDED

THE GOOD SHEPHERD CATHOLIC PRIMARY SCHOOL

Awarded £5,000 to create an enhanced therapy room for students receiving counselling services

£5,000
AWARDED



Focus Area 3:

COLLABORATION

OUR AIM

Productive partnership working with all our stakeholders to improve sustainability across our industry.

SPEAKING ENGAGEMENTS

Olympia's CEO, Andy O'Sullivan, shared insights on a sustainability panel at the Association of Event Venues (AEV) conference.

Our Head of Sustainability:

01 Delivered a Grand Plan presentation and took part in an industry focus group at the University of West London, contributing to the development of a business tool aimed at engaging employees in sustainability

03 Attended three Event Industry Association (EIA) cross-association sustainability working groups

02 Participated in an industry roundtable with representatives from other venues and organisers to discuss the carbon measurement of events

04 Presented at the Hammersmith & Fulham Climate Alliance on staff engagement in fostering a low carbon culture

Andy O'Sullivan on stage at AEV Conference

ACTIONS
TAKEN IN
2024



EXTERNAL ENGAGEMENT

With 90.2% of our carbon footprint coming from Scope 3 emissions, it is extremely important that we foster collaboration across our network of suppliers, partners and clients to collectively reduce our impact.

INDUSTRY COLLABORATION

Alongside two other UK AEV member venues, we funded the creation of a Carbon Literacy training programme for the events industry, to be rolled out during 2025. The training will enable event professionals to enhance their understanding of their own impact, as well as that of their organisations and the action needed to combat climate change.

We partnered with event organisers, Laithwaites, and commissioned sustainability and carbon calculation specialists, [Green Circle Solutions](#), to measure the carbon emissions of the Laithwaites Wine Festival. Using the Net Zero Carbon Events (NZCE) initiative's methodology, we gathered data from the organiser's main contractors and visitor travel, adding this to venue services data. The case study revealed that visitor travel accounted for 95% of the event's environmental impact and identified areas for future improvement. Read the full case study [here](#).

“We were extremely pleased to partner with Olympia and Green Circle Solutions to measure the carbon footprint of our 2024 event and better understand the environmental impact of the Laithwaites Wine Festival. The recommendations provided by Green Circle Solutions, in partnership with Olympia, were invaluable in identifying the key challenges and opportunities for reducing our environmental footprint and enhancing data collection. We are excited to implement these learnings across our future events.”

LIBBY WOOLCOCK
HEAD OF BRAND EXPERIENCE AT DIRECT WINES

INDUSTRY RECOGNITION

Listed as a top 5 sustainable venue by Exhibition News.

Received a Bronze award for sustainability at the London Venue and Catering Awards.

London Venue & Catering Awards



EXTERNAL ENGAGEMENT:
MARKETING AND COMMUNICATIONS

Communication remains a vital element of our external engagement to promote our sustainability agenda, share learnings and celebrate progress. In 2024 we achieved:

81,690 impressions across 97 social posts

4 pieces of PR coverage

5 website news and insight articles

1 collaborative case study on event carbon emissions measurement



“It’s fantastic to partner with a venue like Olympia, where sustainability isn’t just a box-ticking exercise but something that is embedded into the fabric of their company’s operations. We’re eager to collaborate more closely with their team across future events to drive more meaningful impact and deliver events that align with our own sustainability values. In doing so, we also hope to inspire our exhibitors, attendees, and partners to be part of the change.”

HANNAH WEBB
OPERATIONS DIRECTOR AT HEMMING GROUP

INTERNAL ENGAGEMENT

At the beginning and end of the year, we carried out a survey to assess staff knowledge of, and engagement with The Grand Plan. This enabled us to measure the effectiveness of our activities throughout the year, which included:

- Grand Plan induction for all new staff
- Sustainability briefings at each of our quarterly all-staff meetings
- New noticeboards in staff rest areas displaying Grand Plan information
- Specific sustainability objectives for each individual job role provided to line managers for personal development plans



71%

of staff who responded to the end of year survey demonstrated a high level of knowledge and engagement with our Grand Plan

72%

of respondents said they could confidently explain The Grand Plan to others

67%

of respondents had attended a sustainability training session during the year

73%

of respondents correctly identified the three Grand Plan focus areas, a 10.6% increase from the beginning of the year

72.5%

of respondents on average said The Grand Plan had impacted the way they work

22.8%

increase in respondents identifying 'Environment' as the most important focus area, between the start and the end of the year



NEXT STEPS

Looking ahead, we are eager to advance our net zero roadmap and expand initiatives across our three key pillars.

Releasing a video highlighting the areas of focus and achievements of The Grand Plan

Exploring opportunities for carbon mitigation and how we can work with clients to implement these

Delivering Carbon Literacy training to all Grand Planners and Grand Plan training to all Olympia staff

Achieving a 5% reduction in waste produced by events

Achieving a 5% reduction in energy consumption



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OLYMPIA

