

Screen Cornwall Sustainability Policy

Co-created with Leverage Point



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Introduction

Screen Cornwall is committed to embedding sustainable practice across all production activity in the region. Cornwall’s landscapes, coastline, marine environments, and diverse habitats are central to its creative identity, and protecting these assets is essential to maintaining a resilient, future-focused production environment. As crews are often drawn to Cornwall specifically for its natural beauty, safeguarding biodiversity and sensitive coastal areas must be a core consideration in all filming activity. This policy outlines Screen Cornwall’s environmental commitments, sets expectations for productions working in the region, and provides guidance to support Cornwall’s transition towards low-carbon, low-impact filmmaking.

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The Industry Context

The film and television industry is responsible for causing significant environmental damage, with a single tentpole production generating an average of 2,840 tonnes of CO2e, equivalent to the amount absorbed by 3,709 acres of forest in a year. Transport accounts for approximately 51% of carbon emissions, mains electricity and gas use for 34%, and diesel generators for 15% ([albert, a screen new deal](#)). Traditionally, our industry has operated in a way that often overlooks its environmental impact, resulting in a significant amount of waste and resource consumption. The UK's [Screen New Deal Transformation Plan](#) assessed these impacts of our industry and outlined a series of recommendations, many of which we intend to implement where possible.

The Cornish Context

Cornwall's screen industry is thriving. In 2024, there were 898 filming and pre-production days across the region, generating an estimated £15,200,000 (£5,882,405 direct GVA). Screen Cornwall seeks to reinvest this growth into strengthening the region's screen sector, driving long-term development, platforming Cornish media on a wider scale, and elevating Cornish language content to new audiences. Increased funding also supports the expansion of outreach and talent development programmes, promoting diversity and improving access for new entrants to the industry ([source](#)). And in November 2025 Screen Cornwall launched an Equity Production Investment Initiative to support high-end TV and film shooting in the region, making a dedicated sustainability co-ordinator intrinsic to the criteria.

As Cornwall reaches ever wider audiences and welcomes more visitors and productions, we recognise a heightened responsibility to define and uphold our sustainability values. Cornwall offers incredible opportunities for filmmakers, from its dramatic coastline, moorlands, and protected habitats, to its rich cultural and historical heritage. At the same time, the region presents unique challenges: rural locations with limited public transport, difficult access to grid power in some areas, narrow rural roads, vital but threatened ecosystems, and numerous protected historical sites. Balancing these realities with the region's creative potential, this policy sets out how Screen Cornwall will support responsible growth, enabling productions to thrive while safeguarding landscapes, marine environments, biodiversity, and communities for future generations.

Cornwall Council was one of the first in the UK to declare a climate emergency and is also developing a climate adaptation strategy for business. All Council decisions are made through a [“doughnut economics” inspired decision wheel](#).

Our Sustainability Vision

Screen Cornwall is committed to building a sustainable screen industry that reflects and protects Cornwall's natural environment, supports our creative industries, and strengthens the long-term resilience of local production.

This policy outlines how we intend to advance and support sustainable production practices, providing a clear process for the sector on how to align production activity with regional and national environmental goals. It is intended to guide all Screen Cornwall-funded productions, as well as visiting productions filming in the area, and our own internal operations.

Our Commitments

1

To champion environmental sustainability in all Screen Cornwall operations and programmes.

2

To support Cornwall-based productions, crew, and businesses to adopt responsible practices.

3

To promote local solutions and region-specific approaches, recognising our rural context with circular economy thinking that keeps resources within the region.

4

To proactively collaborate with local authorities, landowners, suppliers, and regional partners across the South West.

5

To continuously learn, update, and improve in line with emerging best practice, reviewing our production guidance annually and hosting Screen Cornwall knowledge sharing sessions in support of this aim.



Our Impact Areas

Energy

Reduce carbon emissions by prioritising efficient power planning and minimising generator and fuel use, thereby lowering local pollution and supporting Cornwall's net-zero ambitions.

Nature

Protect and celebrate Cornwall's natural environment by ensuring productions consider their ecological impact and signposting best practice for safeguarding landscapes, habitats, and biodiversity.

Innovate

Support Cornwall's green economy by promoting local sustainable suppliers, encouraging low-impact technologies, and driving investment into regional innovation.

People

Ensure that all crew are signposted to relevant training, wellbeing and social support services, and that this information is communicated consistently across all levels of production.

Resources

Promote responsible resource use by encouraging high recycling standards, embedding circular-economy principles in production practices, and supporting crews to use local recycling and reuse infrastructure.

Transport and logistics

Champion sustainable transport choices for production and crew activity and provide guidance on responsible navigation of Cornwall's rural roads, reducing congestion, emissions, and community disruption.

Educate

Build industry capability by engaging crews in sustainability initiatives through clear guidance, training, and practical on-set activities.

Support regular knowledge sharing around sustainable practice tips and tricks from active and recent productions, and embed these in our communications.



Regional Environmental Impact

Cornwall's coastline, moorland, protected habitats, and areas of outstanding natural beauty make it one of the UK's most environmentally sensitive filming regions. High visitor numbers alongside increased production activity can be detrimental to local flora and fauna. We ask that productions prioritise location protection, biodiversity awareness, and community sensitivity. The Cornwall Film Office is able to provide further guidance and support for Locations departments.

Productions in Cornwall are asked to adhere to expectations specific to our region, including:

- A ban on lanterns, balloons and airborne objects which can drift and pollute
- Respect and protection of coastlines, marine ecosystems, and wildlife. This includes weather, tide, and erosion considerations that may affect filming activity
- Working in accordance with Cornwall Council and stakeholder expectations, within and beyond the Cornwall National Landscape (AONB)

Support for Productions

Screen Cornwall offers a platform for resources and information to guide sustainable good practice, developed in collaboration with neighboring regions and stakeholders. This includes a green toolkit for responsible productions, a local suppliers directory, and are developing in-house training for sustainable production practitioners. Productions and stakeholders are encouraged to reach out to them with any questions, queries or suggestions - they are happy to support throughout the production process.

Our core activities

We will adopt sustainable production principles with our own office environment, events and programmes, aiming to keep Screen Cornwall's carbon footprint to the minimum and offsetting our emissions each year to a charitable tree planting initiative within Cornwall.

Funding & Commissioning

Sustainability will be integrated into all funding applications made by, or to, Screen Cornwall. This demonstrates the importance of future-proofing the sector's activity in the region, as well as acknowledging its significant economic impact. Directing investment into productions and projects which clearly use green supply chains and local talent and contribute to improved knowledge sharing and sustainability infrastructure will ensure that Cornwall remains respected and protected for decades to come.

With regards to editorial, we will work with partners to secure funding to commission projects which highlight sustainable, circular and regenerative themes in their storylines.

Partnerships & Collaboration

Sustainability by nature encourages collaboration. Screen Cornwall is committed to supporting the sustainable development of comparable regions, including Devon and Wales, both of which have seen the challenges and opportunities presented by increased filming activity. By sharing our experiences collectively, our filming regions will be able to quickly adapt to the sector's growth, without compromising our extraordinary natural and social environments.

We also recognise the significant influence that filming activities can have on our region in the form of Screen Tourism and we are committed to working with local communities and relevant bodies to support sustainable tourism practices. In addition, we will encourage productions to consider their on-screen representations of Cornwall - ensuring that unsustainable practices are not encouraged or normalised.

Monitoring & Reporting

Screen Cornwall measures its own in-house carbon footprint and holds itself to the highest standards of sustainable operation. Supporting this, Screen Cornwall also encourages and expects productions to comply with mandatory national standards for carbon calculation through Albert.

Beyond the data, we will continue to embed feedback processes into our work and invite stakeholders to contribute.

This will include regular updates made to this policy to reflect emerging industry standards and regional changes.

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