

Sustainability Statement 2020



Introduction

All eat:Festivals have an environmental impact; requiring transport, energy, water, materials and producing waste and emissions. They have lasting social and economic impact on the communities that host them too. We want to address these impacts through measures laid out in **Our Sustainability Goals**, which we will monitor, evaluate and review regularly.

We have an opportunity, through our festivals, to inspire visitors and raise awareness of environmental and sustainability matters; sharing our management decisions on reducing our environmental impact, in partnership with our crew, sponsors, local authorities, suppliers and traders, is one way we can do this. These are set out simply in this document. Other ways are more implicit in our work. You might like to read **Our Nutritional Values** to find out why we do what we do **and our Visitor's & Trader's Charters** to find out how we intend to do it.

Our work happens to be about food & drink because the very way in which we feed ourselves has a huge daily impact on our environment and economy. We promote local food & drink producers in order to avoid food miles, reduce waste, strengthen communities, support the local economy, help small & rural enterprises develop and to preserve the productive nature of the land around us. Choosing food that is not packaged and transported across the world means that we are not transferring the cost of our consumption, the water and carbon footprints, to distant countries or unnecessarily adding to our own. By influencing the way we all feed ourselves, we can influence the impact we have on the world, so that's what we hope to do through our festivals. Also, Good Stuff happens after a great meal.

These are the 6 areas that this Sustainability Statement covers:

1. Transport
2. Energy
3. Water
4. Food
5. Waste
6. Community

Our Sustainability Goals	How will we achieve this?
Transport	
1.1 More visitors travelling by public transport [buses, trains, coaches] instead of cars to our festivals.	Share bus & train routemaps and timetables online
	No free car parking provision except for "Blue Badge" visitors. Work with local authorities to incentivise low-carbon travel solutions
	Reward public transport users at festivals using creative incentives
	Negotiate offers & promotions with regional public transport providers
1.2 Inspire more regular	Create trails & occasional events based on local



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bus, train & coach use.	public transport routes
1.3 Avoid creating congestion in our festival towns.	Provide or promote existing Park'n'Ride solutions
	Find nearby parking solutions for our traders, avoiding public car parks where possible
1.4 More visitors walking or cycling to our festivals.	Reward, celebrate & incentivise cycling e.g. central 'Ride'n'Park' provision, free saddle mags, groovy jerseys, water bottles
	Pilot & facilitate local shopping delivery service for any walking visitors
	Lobby local authorities for adequate permanent cycle parking & cycle pumps in our festival towns
	Use competitive gaming techniques like step counts & mapping. E.g. Poetry Pins, Strava, Runkeeper, Bouts, Pokemon Go! etc.
1.5 Inspire active lives & participation in local health walks, gyms, sports clubs.	Invite local activity providers & trainers to take part in our festivals in creative and inclusive ways
	Some free pitches for groups which promote these values
1.6 Reduce need for transportation and distribution of supplies	Choose local suppliers, where viable, in line with our 7% Social Value consideration
	Encourage and facilitate lift-share for traders
1.7 Inspire behavioural change to reduce Food Miles	Promote the regular purchase of local & seasonal produce by producing & distributing a free printed & online Directory of Local Food, detailing ways to purchase local produce year-round
	Provide engaging education on seasonality
	Prioritise producers from within 25 miles of festival towns
	Work with food manufacturers or distribution hubs to inform consumers about their food transportation activity as well as local food distribution companies
Energy	
2.1 Reduce the amount of diesel used to produce our festivals	Request a "Diesel Levy" for the use of diesel generators to contribute to local low-carbon campaigns
	Negotiate a favourable price for LPG generators for #eatfestivalsfamily traders from a good supplier
	Reward traders who use renewable energy/fuel sources by reducing their pitch fees
	When possible, travel to meetings on a motorbike that does 110 miles to the gallon
2.2 Increase the proportion of renewable energy used to produce our festivals	Work with our community indoor venues to encourage micro-generation and eco energy. i.e. green energy providers, solar panels etc.
	Pilot and facilitate a consolidated renewable



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	power supply at all festivals
	Work from an office heated and lit by solar energy
Water	
3.1 Promote responsible water usage at our festivals	Continue to ban single-use bottled water & drinks
	Hire in composting toilets & appropriate education
	Clearly signpost & equip existing, permanent, efficient washing & toilet facilities where available
	Work with local water authorities & campaigns to promote their environmental education work
Food	
4.1 Promote thoughtful consumption	Describe & explore ethical standards in our educational activities
	Include & promote ethical products (i.e. fairtrade, vegan, dairy-free, organic, seasonal, small-batch) for a wide variety of ethical dietary choices
	Celebrate organic and free range food producers & their impact on the landscape
	Act on the Sugar Smart message in our education & promotional activities
4.2 Use only sustainably fished seafood and fish	MSC minimum standards required. Provide information on sustainable fishing & by-catch waste in our education & promotional activities
4.3 High welfare standards for meat & dairy	Recognise "RSPCA Assured" & organic certification. Inform about provenance standards like Red Tractor & other lower-welfare alternatives
4.4 Reduce food waste	Co-ordinate with hot-food traders to find a appropriate use for left-overs in our festival towns
	eat:Festivals does not promote gluttony & will not have man v food type contests
Waste	
5.1 Avoid unnecessary use of materials	No expanded polystyrene or single-use plastic
	Hire rather than buy
	Design-in reusability to our material assets i.e. not site specific, reposition-able cable ties, durability
5.2 Avoid using or inadvertently promoting polluting materials or production processes	Print on recycled, un-chlorinated & uncoated paper
	Take time to explain to companies that want to work with us why we would not condone their product or processes. We will make it clear in our procurement that there is a strong market for a better environmental standard of goods & services
5.3 Reduce packaging waste at our festivals	Provide drinking water Refill service and promote the campaign take-up in festival towns
	Require compostable serveware for drinks and food-to-go.
	Encourage visitors to bring own reusable/refillable serveware and take-home packaging



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	Negotiate preferential deals for compostable serveware & recyclable packaging
5.4 Improve packaging waste management at our festivals	Compostable packaging & food waste will be collected on site & processed at a dedicated site
	Cans will be collected on site for recycling
	Glass must be removed from site by traders for recycling
5.5 Inspire responsible disposal of waste materials, i.e. reuse, recycle, repurpose	All packaging for take-home produce must indicate how it should be re-used, recycled or responsibly disposed of [at home] on labels, or at least at point of purchase
	Pilot and facilitate a waste "scrapstore" for traders, for re-purposing their production waste materials
	Work with local craft facilitators to demonstrate re-purposing waste materials creatively
	On-site recycling collections will be in collaboration with Somerset Waste Partnership's campaign
5.6 Ensure visitors purchases are in top condition to avoid food waste	Insist on high quality EHO standards & promote traders' awards and achieved marks of excellence
	Recognise environmental factors when positioning traders' pitches i.e. shade for chilled produce etc.
	Incorporate temperature control processes in to our routine safety monitoring
	Provide a "Drop'n'Shop" facility or local delivery service for heavy bags
	Provide sustainable food chilling solutions, e.g. woolcool bags & freeze-packs, in partnership with a food box distributor
5.7 Reduce local demand for single use plastic bottles by supporting behavioural change	Promote Refill water campaigns in our festival towns, working with local authorities & café owners
	Require traders to provide free drinking water refills and promote "bring a bottle"
	Provide reusable bottles for crew & as rewards or merchandise.
Community	
6.1 Have a lasting positive effect on community cohesion	Create inter-generational opportunities within all our festivals & never discriminate on basis of age
	Welcome local political representatives who are keen to engage with residents for positive action
	Invite local councils to use our festivals to engage with visitors creatively and conduct their own actionable consultation
	Make sure all volunteering & work experience opportunities are appropriately rewarding, life-enhancing and fun
	Don't use volunteers to do work that an adequate local provider would otherwise be paid to do



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	Find creative ways to partner with local community groups that enhances their work. e.g. U3A, WI, allotment or Transition groups, PTAs, Friends Of etc.
6.2 Ensure all visitors feel included & provided for	Make sure all our venues & outside areas have level access and adequate clearance for mobility impaired visitors and their aids or vehicles
	Celebrate visitors riding mobility scooters at festivals. Provide guidance for traders re serving mobility vehicle users and mobility impaired visitors
	Provide enhanced "Blue Badge" parking facilities where festival stewards can assist
	Provide seating & meeting points at central points
	Develop a "Drop'n'Shop" facility for heavy bags
	Include & promote produce which caters for different dietary choices, especially where caused by food intolerances & medical conditions
	Include & promote produce that is produced with specific ethical values, e.g. halal, vegan, organic, kosher, high-welfare, free-range, small-scale
	Never charge people to shop
	Require a low-cost option from all hot-food sellers
6.3 Contribute to the local economy	Give producers who trade at our festivals great service and value for money, always aiming to lower risk and increase return for their business
	Pilot and facilitate a staffing solution for festival traders, through collaboration with trader groups
	Work with our sponsors and partners to provide training and workshops for #eatfestivalsfamily producers, to address their stated major challenges
	Extend our marketing services to local businesses in our festival towns, including Mystery Shoppers and bespoke festival promotions
	Choose local suppliers, if available & adequate, in line with our 7% Social Value consideration
	Always give local businesses & retailers the opportunity to participate productively in the festivals, by trading, advertising, sponsorship, joint promotion, or offering workshops & demo's
	The eat:Festivals Bursary offers support to food or drink producers who are just starting to trade

What will this mean to our audiences?

1. Visitors: be inspired, learn about their local food landscape and wider community, and rely on us to provide for their needs whilst visiting.



2. Crew: achieve a thing of awe through collaboration. Believe that what we are doing is important.
3. Sponsors: work with a respected & trustworthy ally with consistently high ethical standards. Know that this contributes to the local community.
4. Local authorities: work with a responsible partner to resolve challenges of waste management, sustainable transport and public engagement.
5. Suppliers: be championed and recommended to other businesses and individual consumers.
6. Producers/traders: know that we value their expertise and do not compromise their own high standards in our promotion of them. Being part of the #eatfestivalsfamily is a mark of excellence.

Measure and evaluation

We will review our performance annually in order to identify successes and improvements, informing the future changes to Our Sustainability Goals. The review process will include all our audiences, to monitor both the changes we've implemented and also how they are perceived.

Our Sustainability Goals	What we did in 2019 <i>items for further improvement italicised</i>
Transport	Monitored the proportion of visitors who walked in to our festivals [61- 82%]
	Engaged with visitors using Strava & Pokemon Go! at over half our 2019 festivals
	Provided central bike parks and free cycle check-ups at 13 festivals
	Gave out over 150 saddle mags and hump covers to cycling festival visitors
	Created West Country Food Adventure itineraries along bus routes from Bristol, Wells, Weston and Bath
	Worked, in all our festival towns, with sports groups and trainers to promote active lifestyles
	Promoted travel by First Bus and Great Western Railway on social media, posters & flyers
	Interacted with and promoted cycling groups like the Saddle Warmers and Better by Bike campaign
Energy	Only allowed efficient silent-run diesel generators
	Used revenue from the "Diesel Levy" to support local low-carbon action groups, totalling £1280
	Monitored the electrical load of each trader. Provided appropriate advice from our partners AMS Electrical where traders set-ups are inefficient
Water	Did not use un-necessary piped temporary washing up or hand-washing stations
	Signposted visitors to existing made-for-purpose toilets and hand-wash facilities
	Chose a responsible supplier of temporary toilets



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Food	Indicated which producers provide organic, gluten free & vegan choices in the Local Food Directory
	Ensured a low-cost option at all street-food traders
	Repurposed remaining waste food at most festivals
Waste	Worked with local authority contractors to provide appropriate waste management
	Engaged a Sustainability Auditor to ensure engagement with our packaging requirements and suggest solutions to inappropriate provision
	Hired community waste collectors to manage refuse and recycling responsibly
Community	Asked all traders for extensive evaluation of our festivals & processes, especially re sustainability
	<i>Could provide better accommodation for mobility impaired visitors regarding Blue Badge parking, and both trader & visitor awareness of mobility vehicle and baby buggy users</i>
	Offered f.o.c. Mystery Shopper marketing feedback to over 50 traders, offering customer service advice and merchandising suggestions
	Offered free marketing services to local retailers and businesses in all our festival towns
	Rewarded our volunteer crew appropriately & acted on their evaluation of the festivals
	Partnered with community groups for specific elements of festivals & promotion of their activity. Channelled £1200 from our "Out of Area levy" toward local community action.
	Worked with local educators, retailers, chefs & suppliers at all our festivals

Notes on Waste

Somerset Waste Partnership: Burnham-on-Sea, Taunton, Minehead, Castle Cary, Crewkerne and Wellington festivals

Established in 2007 to manage domestic waste services on behalf of Mendip, Sedgemoor, South Somerset, Taunton & Somerset West Councils and Somerset County Council. It has a five-year rolling business plan and employs two main contractors for collection and treatment. We work with their education team at several of our festivals.

There is currently no recycling facility by on-street cleaning teams in town centres: All waste goes to landfill.

There is a process of methane [landfill gas] capture for energy generation at Walpole landfill site – operated by Viridor.

Glendale: Weston super Mare, Nailsea, Clevedon, Portishead

Contracted by North Somerset Council to manage town centre waste. Contract review date: 2020
They can separate plastic from general waste by on-street cleaning teams.



Any seaweed and mechanical street sweepings are sent for composting. General waste can go to a mechanical biological treatment plant at Avonmouth where waste input is split and either shredded, baled and used as a refuse derived fuel or composted with the product used as compost like output which is used on quarry or landfill restoration.

Remaining street cleansing general waste goes to landfill where there is methane capture for energy generation.

Our Approach to waste management in festival towns:

- Because our events are free, un-enclosed and in town centres, we cannot completely control the type of waste that appears there.
- But we have invested in developing measures to encourage visitors to separate compostable and recyclable waste on site.
- Visitors take most of the packaging produced by our festivals home.
- There is recycling waste collection from all homes in our festival areas. We want to make it easy for visitors to dispose of their waste in the best way.
- All packaging for food & drink to take home must have the means of its disposal on the label, or clearly displayed at point of purchase. We require producers to use re-usable or recyclable packaging and ask them to clearly describe its means of disposal on their labelling.
- We have very few can sales so asking these to be "binned" separately isn't a big ask for our visitors. We collect these separately at festivals, in partnership with a domestic waste recycling campaign partner, using the opportunity to promote their educational campaign.
- In response to the challenge of 'contaminated' food packaging from hot food and drink, we have developed a waste composting scheme. We require hot-food and drinks packaging to be compostable and we collect it on site, for processing at a dedicated facility.
- By banning single use plastics [mainly bottled drinks & glasses] we are reducing the majority of our festival waste. We will use whatever means currently in vogue to interest our visitors in making permanent positive behavioural change. E.g. Blue Planet, Surfers Against Sewage, *2minutebeachclean, Refill campaign etc.

This document was created by Sarah Milner Simonds
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