

## Bournemouth Arts by the Sea Festival Environmental policy

This Environmental Policy and associated Action Plan was developed using guidelines from Julie's Bicycle, [www.juliesbicycle.com](http://www.juliesbicycle.com).

### Who we are.

The Bournemouth Arts by the Sea Festival is an annual festival of performance that takes place in venues throughout the town and in outdoor areas including the town square, gardens, pier approach, seafront and parks. The festival started in 2010 and is funded by Bournemouth Borough Council and Arts Council England and produced by a festival team based at the Council's offices. This team includes the Cultural Manager, Arts & Cultural Engagement Officer, members of the Marketing and Events teams, and freelance employees including a Creative Producer. Creative Production of the 2017 Arts by the Sea Festival has been awarded to From The Fields Ltd, who will work with the Council employees mentioned above. The Festival runs for approximately eight days during October and includes performances and installations by local, national and international artists. The 2016 programme consisted of 111 events, and involved 313 artists and performers. It attracted 110,000 visitors.

### Our motivation for creating this Environmental Policy and Action Plan.

The Arts by the Sea Festival intends to become more ethical, sustainable and reduce our environmental impact, and to use this experience to help other organisations do the same. We aim to spread a positive environmental message to our audience through our programming, practices and the opportunities we offer, encouraging them, our artists and suppliers to change their own practices to become more environmentally friendly.

### Our environmental journey.

It is the Council's ambition for Bournemouth to be recognised as a [green economy leader](#) and a place where green growth can flourish. As well as implementing a [Climate Change Strategy](#), [Carbon Management Plan](#) and Energy and Water Conservation Policy, various plans are in action covering waste, recycling, travel and transport. Bournemouth is recognised as a [Fair Trade Town](#), a [Sustainable Food City](#) and is the world's first [Sustainable Fish City](#). The borough has seventeen [Green Flag Awards](#) for its Parks and Gardens, four [Blue Flag Awards](#) for its beaches and a Site of Special Scientific Interest amongst its nature reserves in [Hengistbury Head](#). The Arts by the Sea Festival recognises the natural beauty of Bournemouth and the work already taking place to safeguard the natural environment. The Festival aims to build on this, acting as a model of sustainable behaviour and promoting environmental concerns to our artists, audience, local residents, businesses and visitors to the town. This policy applies specifically to the Arts by the Sea Festival but we see it as a first step towards developing an environmental policy for all Council events.

### **Our main environmental impacts.**

Our main areas of environmental impact are:

1. Energy/ fuel use in the office, during production and through travel.
2. Materials use in office activities, production and marketing.
3. Waste created through office activities, production and marketing.
4. Carbon emissions from travel.

These impacts are created by the festival team, our artists, production team, suppliers and our audience.

### **Our key environmental commitments.**

We have collected data from the 2016 festival to enable us to set targets and monitor our performance. In 2017 we will focus on understanding, measuring, improving and communicating our environmental performance and engaging management, staff, artists, suppliers and audience in this process. We are committed to reducing the negative environmental impacts of our activities and are focussing on several key areas including waste, energy use and carbon emissions from travel. We will:

1. Work with staff in the festival team to reduce our use of resources (concentrating on energy and waste) and avoiding travel (encouraging Skype and teleconferences) or using zero or low-carbon modes of travel (walking, cycling, journey sharing, using public transport).
2. Work with the Economic Development and Sustainability Team at Bournemouth Borough Council to identify actions to reduce our environmental impact across the whole festival.
3. Work with the Events Team at Bournemouth Borough Council to identify and implement actions based around our suppliers and use of resources regarding the technical and logistical aspects of the festival – integrating environmental and ethical considerations when choosing supplies and services.
4. Work with the Marketing Team at Bournemouth Borough Council to reduce the environmental impact of our printed materials (paper and inks), replacing printed with online communications where possible, minimising use of energy for storage, downloading, streaming and/or online reading for digital communications and reducing transport for printed materials.
5. Work with our artists to encourage the use of low-carbon modes of travel and support of environmentally friendly hotels and cafes/ restaurants.
6. Encourage our audience to use low-carbon modes of travel, support environmentally friendly hotels and cafes/ restaurants, recycle and re-use when at the festival (refilling bottles rather than buying new, choosing food suppliers who focus on sustainability, recycling rubbish).
7. We aim to raise awareness of environmental issues and promote more sustainable behaviour in general during the festival, communicate our commitment to environmental issues and provide practical guidance and support wherever possible.

Full details of our targets, measurements and actions can be found in the Arts by the Sea Festival Environmental Action Plan.

## **The wider framework.**

The Arts by the Sea Festival recognises that it sits within a wider framework of policies relating to improving life for local residents. Bournemouth Borough Council works with Dorset Public Health, the NHS and other public sector partners to identify local health and wellbeing needs. Key priorities for the council are to encourage an active community with the aim of improving health and wellbeing, reduce health inequalities for residents, take a holistic approach to lifestyle change and improve mental wellbeing.

Research shows that the quality of the local environment and access to green spaces is closely related to health. The semi-natural environment and open spaces of Bournemouth present a key opportunity to impact positively on health, by encouraging more people to get involved in walking, cycling and through day to day contact with a quality green and bio-diverse urban environment. Through partnerships and via projects such as [Green Goals](#), the council aims to improve the local environment by promoting a green infrastructure, engaging children and young people in environmental and healthy lifestyle activities and raising community awareness of environmental issues and improving opportunities for active travel.

The Arts by the Sea Festival intends to reflect these wider goals of improving health and wellbeing for residents, by providing an exceptional cultural experience in Bournemouth's beautiful natural spaces, and also by raising awareness of our impact on the environment and the environment's impact on us, encouraging healthy lifestyle choices and respect for the planet by showcasing the small changes we can action that make a real difference. We are committed to engaging and training our staff on environmental issues, communicating our goals to external stakeholders and encouraging our partners and audience to share in our ethos.

## **Responsibility for our environmental policy.**

This policy is reviewed on an annual basis by the Arts by the Sea Steering Group, and is updated by the Arts & Cultural Engagement Officer as and when necessary. The policy is supported by our Environmental Action Plan. The Action Plan is informed by our environmental monitoring and measurement and feedback from engaging with our internal and external stakeholders. It is reviewed and updated on an annual basis, and approved by senior management.

## **This Environmental Policy is endorsed by:**

**Cllr Mike Greene**

**(Portfolio holder Transport, Sustainability & Carbon Management)**