

Summary Arts by the Sea Festival Environmental Action Plan 2021



The Arts by the Sea festival takes place in various venues throughout the town but also many outdoor and unrestricted areas that are open to the general public who may not be visiting the festival, including the town square, central and lower gardens, pier approach, beach and waterfront arena space. It is therefore difficult to measure the energy, water and waste the festival uses and produces overall. We are committed to environmental procurement and sourcing. We are developing a documented environmental procurement approach e.g. policy, criteria, guidelines and aim to source a range of environmentally sustainable products, services and supplies including local, fairtrade and organic. We are communicating with and engaging our stakeholders on environmental sustainability. Audience travel has one of the highest impacts on carbon emissions than any other part of a festival. We aim to lower emissions by encouraging our audience to travel in the most sustainable way possible and providing them with as much

Energy	Objectives	Key Activity	Measurable Target	2021 Update
	Make ourselves more energy efficient	Encourage others (partners, venues and artists) to save energy.	Send green rider with the festival contracts to encourage others to save energy.	In progress
	Make ourselves more energy efficient	Reduce energy used by generators and technical equipment, e.g. using LEDs in lighting and using the most energy efficient equipment.	Use the existing power network rather than generators and only using eco-friendly generators if required	In progress

Waste	Objectives	Key Activity	Measurable Target	Update
	Green Project 2: Reduce waste and encourage recycling as much as possible	Green Rider to be sent to venues and artists to encourage them to minimise waste and recycle as much as possible.	Green Rider sent out	In progress
	Green Project 2: Reduce waste and encourage recycling as much as possible	Encourage our audience to recycle their waste on site or at home when visiting the festival	Messaging about recycling pushed out through our marketing (social media, brochure, newsletters) and on our website.	Website being updated. To include infographic with environmental impact
	Green Project 1: Reduce the amount of plastic consumption by artists and audience	Encourage artists and audience to refill instead of buying new plastic water bottles	Provide water refill points for artists. Promote the Refill scheme through festival marketing (social media, brochure, newsletters) and on our website	

Water	Objectives	Key Activity	Measurable Target	Update
	Reduce water consumption	Green Rider to be sent to venues and artists to encourage minimising water consumption as much as possible.	Green Rider sent out.	In progress.

Programming	Objectives	Key Activity	Measurable Target	Update
	Use artists and performers who have or are trying to increase their green credentials.	Share green rider and request green credentials when booking. Provide advice/ guidance and encourage artists to look at their own practices and report back. Share their green credentials within our own marketing.	All artists to be asked for green credentials when booked. Information shared through our own marketing.	In progress. Incorporated into the booking/contracting process.

Communication	Objectives	Key Activity	Measurable Target	Update
	Raise awareness of environmental issues	To give and receive information.	Attend meetings and conferences: Go Green (bi-monthly, internal), to communicate what the festival is doing and receive information.	All meetings in diaries and attended.
	Raise awareness of environmental issues	Review and update Green Riders	Update and ensure relevant issues included.	
	Raise awareness of environmental issues	Update website and brochure	Update current environmental policy and action plan on website. Update partner information on website (including sustainable travel information).	Have joined vision 2025. BU Nature Network have new website from April 2021.

Travel	Objectives	Key Activity	Measurable Target	Update
	Green Project 3: Promote sustainable travel	Encourage sustainable travel with our audience.	Dr Bike and Bike Tagging sessions included in festival programme.	Supported by Sustainable Travel team. To review and book post June 2021
	Green Project 3: Promote sustainable travel	Encourage sustainable travel with our audience.	Bus travel and car sharing promoted through our marketing	
	Promote sustainable travel and collect data on audience and artist travel.	Collect data on modes of travel by artist and audiences and report to Julies Bicycle.	Data collected and reported	2020 data collected. Report to be submitted to JB in May 2021.

Demonstrating our commitment to sustainability	Objectives	Key Activity	Measurable Target	Update
	Encourage conversation, raise awareness and increase knowledge about environmental issues within our audience.	Host Green Hub in festival site where environmental partners can share information	Host Green Hub	Researching green charity partners and other potential new partners for green hub
	Increase knowledge within our team	Attend training courses	Secure place for Event Manager on Without Walls Green Production Lab course	Application submitted

	Increase knowledge within our team	Attend training courses	Research useful training courses with Julie's Bicycle and attend. Undertake BCP Climate action E-learning	No current training with Julie's Bicycle, but will do BCP e-learning
	Secure support from Sustainability Team	Submit Environmental Policy for a Decision Impact Assessment Review	Policy reviewed and approved	COMPLETE
	Ensure festival goals align with BCP Council Policies.	Review results of the 2021 public consultation into Transforming Travel (check other outputs) and assess how ABS can respond.	Translate outputs into measurable actions for ABS and integrate into this Action Plan	
	Share our knowledge and experience with other Council events	Identify best means of sharing knowledge with the team delivering FCL! 2021	Examples of Environmental Policy, Action Plan, Riders, 3 x Green Projects and outputs of Green Production Lab course shared	
	Use suppliers with environmental credentials where possible.	Assess green credentials at time of procurement.	Suppliers with green credentials used	
	Green the festival marketing.	Assess requirements for a printed brochure	Reduction on quantity or only produce flyer in conjunction with online brochure	Considering reduction in numbers of brochure
	Green the festival marketing.	No PVC to be used in festival marketing materials.	No PVC in marketing materials (banners etc).	
	Green the festival marketing.	Use recycled paper, environmentally friendly inks and drying process in marketing materials.	Recycled paper & environmentally friendly inks used.	Always considered at procurement