Arts by the Sea Sustainability Action Plan

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 sustainable procurement and sourcing. We are developing a documented sustainable 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 incentives and support to achieve this. Using resources from Julie's Bicycle and toolkits like Seasons For Change, we have created this action plan that details how we will achieve these ambitions and aligns them to the UN's Sustainable Development Goals.

SDG/Category	Action	How?	Measurable	Data Needed	Target
7 Affordable and Clean Energy	**Reduce the festival's carbon footprint through reduced energy use**	Encourage deliverers (Partners, venues, artists) to opt for low-energy practices	Send green rider with festival contracts. Green rider to include feedback on measures taken	Feedback from various stakeholders	To collect a bank of data that can be used to evaluate the carbon footprint of our deliverers and identify areas for improvement. Aim for 20+ responses.
		To use artists and performers who are trying to increase their green credentials	Artists should be asked for green credentials when booked.		
		Opt for more energy-efficient practices by ABTS Team/Events Team	Identify areas that have the highest footprint and explore options for reducing this	Areas for improvement identified	To work with the Events Team to ensure that energy efficiency is considered when changes to the festival equipment are required
			Use energy-efficient generators, LED bulbs for lighting	Record of energy-efficient equipment/tech used in festivals, improvements made where appropriate	
			Procurement process	Sustainability included when outsourcing or buying equipment	

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12 Responsible Consumption and Production	**Reduce waste and encourage reuse and recycling as much as possible**	Encourage deliverers (Partners, venues, artists) to avoid waste where possible, and recycle where waste cannot be avoided	Send green rider with festival contracts. Green rider to include feedback on measures taken	Feedback from various stakeholders	Monitor info collected in Green Rider and identify areas for improvements. Aim for 20+ responses
		Audience encouraged to avoid waste and recycle through our festival marketing (social media, brochure, newsletters and on our website).	Ongoing records on waste collected over the weekend so that improvements can be tracked	Data collected on waste over the weekend,Audience survey feedback	Track waste collected over the weekend to use as baseline for future improvements.
		Explore options for incentives for attendees to reduce waste	Set targets for number of people participating in incentives	Number of participants in incentives recorded	Create one initiatvie to incentivise reuse/zero waste/recycling
		Encourage the use of refill stations by all stakeholders through green riders, festival marketing and signage	Social media post and website content on refill stations. Include in Artist Green Rider. Where impractical, use tinned water not plastic bottles	Green Rider Data	Explore ways to monitor useage and explore options for improved/increased refill stations. No plastic bottles to be provided to artists (using cans or refill instead)

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12 Responsible Consumption and Production, 3 Good Health & Wellbeing	**Encourage eating local, veggie/vegan, sustainable, organic**	Promote local, sustainable businesses and eateries through festival marketing	Suggested businesses included in performer/artist Green Rider	Green Rider Data	Promote sustainable eating, explore longer term plan for supporting/promoting local businesses
	Encourage buying local, sustainable, independent	Promote buying from local, sustainable and small businesses through festival marketing and working with organisations such as South Coast Makers Market	Amount of stall holders present at SCMM over the festival weekend	Feedback from local businesses/SCMM about footfall over festival weekend	To work with SCMM to deliver a local market over the festival weekend that is promoted by ABTS
12 Responsible Consumption and Production, 3 Good Health & Wellbeing, 6 Clean Water & Sanitation	**Reduce water consumption over festival weekend**	Encourage deliverers (Partners, venues, artists) to aim for low-water consumption in performances and opt for water-saving devices in venues	Send green rider with festival contracts. Green rider to include feedback on measures taken	Feedback from various stakeholders	Gain a better insight into water usage by performances over the festival and if there is scope for reduced water consumption
12 Responsible Consumption and Production, 15 Life on Land	**Reduce paper-use and opt for sustainable options for necessary printing**	Reuse any appropriate resources left over from last year	Amount of paper printed documents recorded and number of spares evaluated	Data on paper use and stock taken of unused printed materials	Keep paper use as low as possible without impacting promotion of festival. Where using print, ensure print company has green credentials. Monitor paper use and reuse printed materials where possible.
		Opt for environmentally friendly inks / drying processes, and recycled paper	Credentials of print companies collected and published where appropriate	Company policy details checked to ensure ABTS uses sustainable printing	
		Encourage staff to go digital where possible	Staff offered training on sustainability and digital promotion	Amount of staff undertaking sustainability training or receiving guidance on paper waste	

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		Promote digital programme and utilise digital promotion	Develop a comprehensive comms plan and develop digital content	Communication/ promotion impact of digital and print comms	

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			To identify areas to improve and low participation groups based on previous year's festivals	Impact report data collected	

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			To include diversity and accessibility as a standing agenda point in ABTS planning meetings	To minute ABTS planning meetings	
		To employ a diverse range of freelance artists and groups	To collect data on the artists employed by ABTS and track equal opportunities, including any areas for improved engagement with artists from minority backgrounds	To track engagement opportunities for community groups and monitor equal opportunities data	To collect and monitor participation and access data, as well as ABTS's work to improve access and opportunities offering
5 Gender Equality, 10 Reduced Inequalities, 8 Decent Work & Economic Growth	**To be an inclusive, diverse, accessible festival that supports local and freelance artists**				

			To actively promote opportunities to target groups	Record of comms to target groups	
			To establish links with community groups and create opportunities for them to be involved with the festival	Record of uptake in participation of community groups	
		To support freelancers and ensure they are able to access our opportunities	To regularly evaluate how we engage with freelancers and identify any improvements we can make to increase accessibility and support	To minute ABTS planning meetings and the discussion of freelancer /consultation support	To regularly evaluate and seek to improve freelancer opportunities and support through regular consultation
			To offer freelancer opportunities for marketing, programming and additional roles where appropriate	Impact report data collected	

		opportunities			through regular consultation and feedback
			To establish an artist in residence and associate artist scheme which substantially supports 2 freelancers over at least six months	To record programme impact and collect feedback from artists in residence	
			To offer training opportunities to employed freelancers	To record training opportunities taken by freelancers in ABTS employment	

SDG/Category	Action	How?	Measurable	Data Needed	Target
		To run Arts Award 'Discover' in schools, libraries and at the festival	To send Arts Award pack to all BCP libraries and 10 local schools. To cover the completion of at least 20 awards.	Impact report data collected (including Arts Award participation)	To cater to families within the festival programme, including an Arts Award provision which improves on the 2022 offer/uptake
		To promote the festival specifically to target audiences	To promote Arts Award and ABTS in 10 schools and all BCP libraries, and within festival marketing	Data collected from Arts Award submissions and West Howe Community Day	To build upon targeted marketing and explore opportunities to engage other underrepresented audiences
		To ensure programme is family and children friendly	To programme at least 10 children/family-targeted events/shows/workshops over the festival weekend and promote these to families	Audience Feedback Data	To create engaging family trail and ensure that Arts Award and family activities are embedded into festival programming

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4 Quality Education, 10 Reduced Inequalities,	**To increase engagement with audiences living in areas of socio-economic deprivation, especially children and young people**	To run a community party in at least one target area outside of the festival weekend	To run another West Howe Community Party in September 2022 and engage at least 400 local residents. Aim to expand into another neighbourhood of BCP	Community Party Audience Feedback Data	To run a successful and well attended community day at West Howe and Bourne Community Hub
		To run a trainee producer scheme	To run a trainee producer scheme focused on upskilling local talent. Aim to engage 10+ participants from target demographics (18-25 year olds, those from lower socio-economic backgrounds, emerging creatives, those who may not know that there is a place for them within the industry, those entering the industry later than others, artistic people who want to begin producing their own events)	Data and feedback collected from Trainee Producer Scheme	To recruit 10+ residents in our target demographic to take part in the trainee producer scheme and find it a positive experience.
		To work with Bournemouth & Poole College to offer performance opportunities and support to young people	To include B&PC in programming and monitor the amount of students engaged with during their festival event	Stakeholder feedback, ABTS programme	To provide programming space to BPC and allow them ownership and leadership of their event. To build into long-term partnership
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11 Sustainable Cities and Communities	**To encourage green travel to the festival**	To partner with travel companies and organisations to promote and encourage green travel	To provide reduced rates on Beryl rides to festival locations	Impact report from Beryl	To increase sustainable travel to the festival and collect data to monitor this
			To work with local bus companies to offer an accessible, easy and affordable travel offer to festival goers	Impact report data from bus companies	
			To include sustainable travel in festival promotion, including a travel page on the website	Website content and comms plan	
SDG/Category	Action	How?	Measurable	Data Needed	Target
13 Climate Action, 17 Partnerships	**To increase awareness, encourage conversation and engage audiences with sustainability and ethical issues at the festival**	Programme artists/performances that focus on global issues	Run a diverse festival programme by researching and supporting artists/performances that focus on environment, ethics or sustainability	Green Rider Data/Artists Survey	To see SDGs substantially representing within the festival programme. To create a strategy for the Green Hub to better engage audiences in sustainability issues and connect them to local organisations.
		To run a Green Hub over the festival weekend where green organisations can share information	Host Green Hub with 5+ partner organisations focused on climate action/sustainability	Festival Programming, Feedback from Hub partners	
		To support messaging on our social media channels and digital platforms	To keep website up to date and include sustainability in comms plan	Comms Plan, Website content	

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		To offer relevant training to staff, employed freelances, and volunteers	To research and offer training opportunities to festival staff and employed freelancers	To record training opportunities taken by freelancers/staff/volunteers in ABTS employment
To ensure festival staff and volunteers are informed and engaged	To engage broader BCP staff and share best practice	Meet regularly with Climate Action Team	At least one member of the ABTS Team to attend meetings.	To continue best practice sharing, seeking new opportunities to share and learn. To develop training for volunteers.
		Submit Environmental Policy for a Decision Impact Assessment Review	Minutes of approved Policy Assessment	
		To share best practice when opportunities arise	Share impact report with relevant stakeholders. Record best practice sharing	