

# SUSTAINABILITY POLICY

## Introduction

**The Bournemouth 7s Festival** endeavours to deliver the festival with the minimum amount of environmental impact as possible. The Festival has an environmental impact across many areas including; requiring transport, use of energy, water, waste production and greenhouse gas emissions, which has a particular impact within the local community and surrounding areas.

We are fully committed to reducing our environmental impact, meeting legislative requirements and in the long-term exceeding industry best practice. We rely on the environment to create a world class sport and music festival; our venue setting plays an integral part in creating the unique atmosphere that forms lasting memories for our fans.

We recognise that we have an opportunity through our festival to not only inspire visitors through Sport, but to highlight and raise awareness of the increasing environmental and sustainability concerns shared worldwide today. We will work to reduce the environmental impact of our festival, taking care of the community where we operate, and doing our part to curb the most harmful impacts of global climate change where possible. We will leverage our industry's creative ethos, motivate and inspire our fans, employees, artists, and contractors to take small but powerful steps for the environment at our event.

For 2020, sustainability is essential of our festival planning throughout the cycle of the event. We work closely to reduce our impact, and implement systems onsite which our audience can participate in, providing the opportunity to encourage a positive behaviour change. By working in partnership with suppliers, sponsors, traders and staff, we can give considerations to all of our activities throughout the event and continue to assess each one in the context of their environmental impact against our 2020 sustainability goals:

## Our 2020 Goals:

- 1. To increase waste recycling rates by 100% in 2020. (2019 recycling rates shown in Waste Management Plan)***
- 2. To do a complete site wide analysis of power showing power loads, efficiency ratings and fuel consumption with an overall view to reduce consumption for 2021.***
- 3. Adopt a food salvage scheme for Caterers with all other food waste going to Energy-From-Waste recovery.***
- 4. Measure Contractor and Audience travel, showing tangible results and a foundation for measurement moving forwards.***
- 5. Engage with our audience in a positive action on sustainability using on site recycling showcases and surveys.***

Although year-round considerations across sustainability have been at the forefront of planning, we must appreciate that Bournemouth 7s is one event per year on hired grounds where sometimes only so much is possible but will we be working closely with the landlords. All learnings and results from analysis year on year will move forward to ensure that annual improvements are made against the annual goals set out above.



## Waste

We work very closely with our waste contractor to develop the best waste management solutions and make sure we minimise the amount of waste going to landfill. A detailed and comprehensive plan of action can be found within the Waste Management Plan. Our main priorities and considerations for which form the basis to key performance measures have been highlighted below.

- Waste prevention promotion
- Preparation of waste for re-use. Source recovery operation prior to waste disposal with particular focus on salvaging useful material, particularly within the campsite
- Increase recycling rates annually. (2019 rates shown within Waste Management Plan)
- Reduce amount of waste to landfill
- Complete separation of food and wood waste

We encourage festival goers to limit the amount of things they bring to the festival in the first instance particularly all campers. On arrival, campers receive a large recycling bag and our campsite team explains the recycling process whilst demonstrating where the recycling areas are located. These areas are well signed and include examples of expected waste that can or can't be recycled on site.

There is continuous waste management carried out throughout the duration of the event. A thorough litter pick is carried out daily, during and post live event with the aim of "leaving no trace" prior to the following day. This includes a separate community litter pick team which is solely dedicated to the extended community footprint within West Parley and in conjunction with local parish council.

**Recycling incentive for Campers:** All those who bring a full bag of recycling to one of our recycle points will receive the chance to win prizes such as a pair of tickets to next year's festival or discounted merchandise.

We invite local salvage and homeless charities to come and collect any unwanted camping equipment leftover to be reused whilst also advising campers to buy durable tents for multiple use and to take their tent home. This is in support of the AIF (Association of Independent Festivals) take-your-tent home campaign - <https://aiforg.com/initiatives/take-your-tent-home/>

If there is any accidental oil or chemical leakages onto the land, these will be dealt with immediately to EA specifications. In 2019, we also banned the use of plastic straws and have since moved to other alternatives.

## Energy

For 2020, we are implementing a full analysis of Power across the site as well and monitoring overall energy use. The amount of fuel and total energy in KWh will be measured and recorded by our generator and distro supplier, Energy Generator Hire. EGH demonstrated a passion for greener energy solutions and have some of the latest eco-technology equipment available for hire.

Energy engineers on site will also be responsible for ensuring that all generators are running as efficiently as possible during peak periods, as well as encouraging energy savings with the main aim to reduce the total volume of fuel consumed.



All tower lights used on site have some of the most advanced eco-technology, ours hired from EGH are called the X-Eco lighting Tower that have substantially greener specifications including Full LED, solar panels, longer running time on less fuel and reduced CO2 emissions.

We intend on plugging into grid power where possible, with the recent acquisition of our hired venue there is ongoing discussions around future works to increase opportunities. The venue mains power is supplied from renewable sources currently.

## Water

We provide good access to quality tested potable water across various points of the site and water is supplied to the event via mains supply. Key water points are then identified and temporary water stations plumbed and extended across the site.

A team of qualified on-site plumbers check and test all temporary plumbing to prevent leaks. All water points have self-closing taps to ensure water is not being wasted by taps being unnecessarily left on after use. All temporary water supply installations are undertaken by trained site plumbers who assure the safe connection of our temporary water systems. With regards to quality, the provision of a temporary supply system differs little from that of installing a permanent mains water supply. All systems are installed in line with the Water Supply (Water Quality) and Private Water Supply Regulations (with the temporary water supplies subject to BS8551). Pre-event Drinking Water quality testing is recorded and monitored.

Appropriate signage will be located in public and staff areas promoting mindful water usage, with particular focus on all campsite shower facilities. All showers are managed throughout the live event by an external supplier and note the following environmental considerations:

- 100% bio-degradable plant-based cleaning products are always used to clean the showers
- All Showers use water saving technology at its best. Our aerated turbo shower heads use less than 1/3 of the water that a standard shower head uses
- Our Aerated turbo shower heads use less than 5lt per minute whereas industry standard shower heads use 15lt of water a minute
- All units are fitted with LED lighting
- The showers are powered by gas rather than electric
- We will explore reusing grey water and support innovation in this area

The majority of our toilets on site are single ECO-portable option that use less water and eliminates the use of paper towels by providing hand-sanitiser. We are also working with our supplier to ensure that all cleaning chemicals used for these are environmentally friendly as possible. We are also introducing 3 more 3 bay vacuum toilet pods to our VIP areas that provide an environmentally friendly, efficient and effective toilet for the mass market, reducing their carbon footprint, water consumption and not using any cleaning chemicals at all.



## Travel & Transport

80% of the total emissions of the festivals come from audience and production travel (**Show Must Go On Report, 2015**), therefore we strongly encourage sustainable options such as coaches and trains, and promote and incentivise car sharing schemes for those who really have to drive to the site. Overall our main aims are to increase visitors travelling by public transport, avoid creating congestion locally, work with local companies and suppliers and inspire behavioural change with our audience to lead more active lives. A few of the initiatives already in place are:

- We partner with Big Green Coach who run multiple shuttle buses to and from the festival. Due to not being relatively close to a train station, we have deliberately made these shuttles more accessible by having a pick up point at Bournemouth train station. Alongside this we have negotiated offers and promotions with regional transport providers such as Yellow Buses that include specific bus routes around the BCP county.
- All of our University Sports Teams have travel by coach included within their team package price which allows them free return travel to the festival and back to their University Campus.
- We deliberately keep our parking prices fairly high to try and encourage car-sharing and the use of public transport as much as possible, as well as offering cheaper advance ticket purchases for all parking as well as shuttle buses.
- Over 50% of our contractors and suppliers are local. All suppliers will be asked to calculate their total distance travelled.
- Prioritise and share the regular purchase of local and seasonal produce especially to all food traders.
- All contractors are asked to think about their transport movement to and from the festival during build, live and break phases. Bournemouth 7s will only distribute one production vehicle pass to required companies and every vehicle pass there-after is reviewed internally before sending

Various techniques are being trialled to reduce the impacts stated above. These will be measured every year to test effectiveness and to set future goals.

## Noise Pollution

We appreciate that the Festival impacts the wider community with noise, although partly control by which direction the wind we are committed to providing the following.

- The festival will have acceptable controls to minimise the impact from noise pollution.
- A noise management plan is in place that includes music curfews and appropriate levels.
- Noise complaint hotlines are in place in order for residents that perceive they are experiencing noise nuisance, to register their concerns. This is monitored and readings taken to ensure recommended levels are not exceeded.
- Planning of all entertainment will be evaluated to reduce impact across all stages.



## Light Pollution

The slight rural location of the festival means the potential of light pollution impacting on the local community is limited however, the following measures are undertaken:

- If used, light shows are planned and executed with great care to ensure they are not directed into areas which could impinge on local residents. The timing of such light shows are planned to minimise any potential disruption and used inside of temporary structures where possible.
- Public lighting is kept to the minimum necessary for health and safety and security reasons.
- Any tower lights installed are positioned carefully to minimise the potential of light pollution impacting on local residents.
- Neighbouring Bournemouth Airport, means extra considerations will be made, alongside a pre-event consultation process to ensure that perpetual communication into the Event control room is available at all times, if required.

## Air Pollution

Air pollution in association with the festival includes;

- Power generator exhaust
- Vehicle emissions
- Fumes from Cooking

Strategies to manage these areas are:

- Power management planning, including alternative fuels and alternative energy.
- Audience, crew, contractors, suppliers and campaigns to decrease transport impact as mentioned above.
- All Staff and Event crew are encouraged to walk rather than using on site buggies.
- Encourage shared journeys across the site as well as the use of trailers.
- Campfires are not permitted on site and cooking is only permitted during live-event times.

## Ecological Sensitivities

We take into account any ecological sensitive areas or artefacts of heritage or cultural significance whilst working closely with the venue, local authorities and the Environment Agency on any considerations.

Throughout the year the ground is used for regular participation sports activity which are well-looked after and monitored. Consideration to note that there are many Tree Preservations Orders (TPO's) to be managed as well as Tree roots and vegetation through customer and staff walkways. Another consideration is to be mindful of a family of deers that live in the surrounding areas of the site.

Wherever possible and feasible, temporary roadways and hardcore roads will be installed to ensure the impact of heavy vehicles on the soil is minimised.



## B7s Community

Over the past 5 years we have enhanced our community engagement, with an extended community footprint well outside the festival grounds. Bournemouth 7s is devoted to working collaboratively to reduce all impacts on the local community across the following areas:

- Have a lasting positive effect on community cohesion by creating inter-generational opportunities and never discriminate. We will make sure that all volunteering and work experience opportunities are rewarding, valuable, appropriate and of course fun.
- Accessibility - ensure all visitors feel included and provided for. We will ensure that there are areas on site that have level access, adequate clearance for mobility and always accessible.

We employ various community engagement staff from both the Bournemouth 7s event management team and security, as well as a detailed community liaison plan.

## Procurement & Partnerships

We will work closely with our supply chain, partners and sponsors towards shared sustainable considerations and goals. Developing lasting partnerships with sustainable companies as well as following specific objectives throughout purchasing:

- Considering the environmental impact of our purchasing.
- To play our part in encouraging new markets for sustainable products.
- To support ethical production.
- Buy from local suppliers where possible to reduce transport miles.
- Buy goods manufactured in the UK where possible.
- Prioritise products made from renewable, recycled and/or non-toxic materials.

We are very proud to be working alongside the following organisations on our sustainability initiative;

***Julie's Bicycle, Big Green Coach, Powerful Thinking & Festival Vision 2025***

### **Powerful Thinking**

We have signed the Powerful Thinking Festival Vision 2025 pledge: working together with other festivals aiming to make the festival industry an exemplar of environmental responsibility – <http://www.powerfulthinking.org.uk/vision2025/>. The group wrote the **Show Must Go On Report (2015)** – a festival industry response to the 2015 global climate change talks in Paris and gave a picture of the carbon footprint of the festival industry as a whole for the first time. The report launched the **Festival Vision: 2025 pledge** which brings together festivals, a shared vision for a sustainable festival industry aiming to achieve a 50% reduction in festival-related annual GHG emissions by 2025.



## Measure & Evaluation

We will review our performance annually in order to identify successes and improvements against current sustainability goals and the information provided in this document. The review process will include our audience, staff, partners, suppliers and key event management personnel to monitor both the changes we've implemented and how they are perceived.

The Event Management team will monitor compliance with the aims of this policy and quantify the success of the implementation of this policy. Quantitative assessments will be carried out each year within specific areas as well as sustainability issues discussed across internal / external debriefs. An annual review of this policy will be completed and where based on the above analysis, new annual sustainability goals will be made.

This document was created by Paul Ashurst (Events Director)

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