

CHELTENHAM

**Festivals**

# Sustainability C2S July 2023

Andrew Lansley  
Innovation Manager



# Strategic aims and background

I joined the organisation towards the end of delivery of Cheltenham Festivals' *Environmental Policy 2018–2021*, who were enacting their initial ambitions via our *Sustainability Action Plan 2021–2022*

As this point Cheltenham Festivals were:

- Undertaking CO2e reporting as part of ACE NPO requirements
- Signed up to the event industry's Vision 2025 Pledge to commit to a **"50% reduction in festival-related annual GHG emissions by 2025."**

We revised these goals for our 2023-26 Sustainability Strategy, with the key foci to:

- cover everything we do
- focus on ambition, authenticity & transparency



Sustainable targets and standards  
for the outdoor events industry

Provides, clear and robust minimum standards and shared targets for  
sustainability

Governance  
Carbon Reduction  
Energy  
Travel and Transportation  
Food and Drink  
Materials and Waste  
Water  
Positive Influence


As a result of a climate emergency being declared in 2019, Cheltenham Festivals signed up to Powerful Thinking VISION 2025, an industry wide initiative to work together across the festivals and events sector with the aim to achieve a 50% reduction in festival-related annual GHG (Green House Gas) emissions by 2030.

Our sustainability plan is centred on nine key areas of activity, which cut across all our work as a charity. By focusing on each of these in turn and simultaneously, we are transforming how we work as an organisation – and how we think of hosting live events.

The nine areas of focus of our sustainability action are: **Carbon Reduction, Energy, Materials and Waste, Travel and Transportation, Food, Drink and Water, Finance, Sponsorship and Partnerships, Governance and Internal Leadership, Community and Sector Leadership** and **Programming**.

What's more, Cheltenham Festivals has also signed the CheltenhamZero agreement, committing to tackling the climate emergency head on, doing our part within our organisation and working collaboratively with other local organisations to support the shift to net zero emissions as a town by the year 2030.

CHELTENHAM Festivals
JAZZ SCIENCE MUSIC LITERATURE LEARNING AND PARTICIPATION




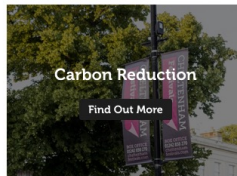
#### What we're doing well

- Our Festivals are powered by hydrotreated vegetable oil (HVO)
- We collaborate with multiple local and national sustainability stakeholders; Urban Sustainability Arts Network (USAN), Cheltenham Borough Council (CBC), Chelt Zero, Visit Gloucestershire, University of Gloucestershire (UG), Vision 2025
- We've established a sustainability community around Cheltenham Festivals (specifically Chelt Zero, Cheltenham Borough Council (CBC), Planet Cheltenham, Vispo21)
- TRACE Software is in place to track and monitor the carbon impact of our events
- Chelt Zero has allocated £10,000 towards projects, with a further £5,000 in the pipeline for TRACE software
- Cheltenham Festivals has been named a "Gloucestershire Sustainability Champion" via a new network established cross county via University of Gloucestershire and Visit Gloucestershire

#### What we'll be doing better by 2026

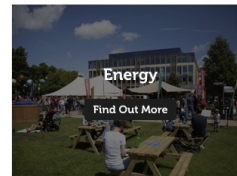
- Our Festivals will be powered by mains or green energy
- Our CO2e emissions will have reduced by at least 50% and we will be on our way to becoming net zero
- Cheltenham Festivals will be seen on a local, national and international level as a leader in the delivery of sustainable events





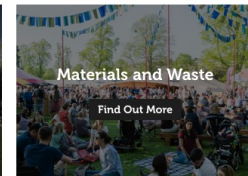
**Carbon Reduction**

[Find Out More](#)



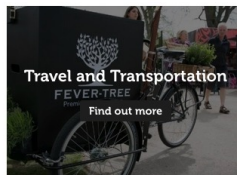
**Energy**

[Find Out More](#)



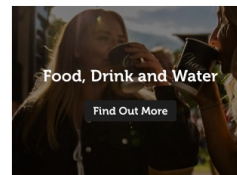
**Materials and Waste**

[Find Out More](#)



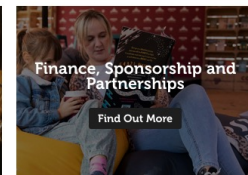
**Travel and Transportation**

[Find out more](#)



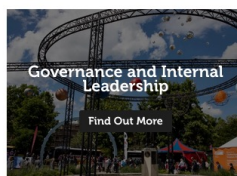
**Food, Drink and Water**

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**Finance, Sponsorship and Partnerships**

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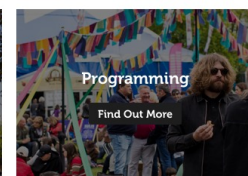
**Governance and Internal Leadership**

[Find Out More](#)



**Community and Sector Leadership**

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**Programming**

[Find Out More](#)



*“Cheltenham Zero are excited to be supporting Cheltenham Festivals with their Net Zero journey. We applaud their aspiration to become industry leaders, setting ambitious goals for Net Zero ahead of national targets.*

*They hold a key platform in our ‘Festival Town’ and this 3 year plan demonstrates that they are keen to use this influence to spark wider action and put Cheltenham on the map for cross-sector collaboration, innovation and best practice”*

- Becki Sillence, CheltenhamZero Communications Manager



## 2023 Priorities

- Collect baseline data for scope 1,2, & 3 emissions
- Explore the potential of carbon offsetting as a part of the CF sustainability solution
- Improve data collection processes
- Work towards audience transport/travel as a priority
- Feed into UK wide research priorities; develop and share processes as we progress
- Non-commercial perspective on outputs / shared benefits etc



# Scope 1, 2 and 3 emissions

## **Scope 1 direct operational emissions**

carbon from buildings, facilities, and vehicles a company owns

## **Scope 2 indirect operational emissions**

carbon from purchased electricity, heat, steam, and cooling that comes from an electrical utility or municipal source

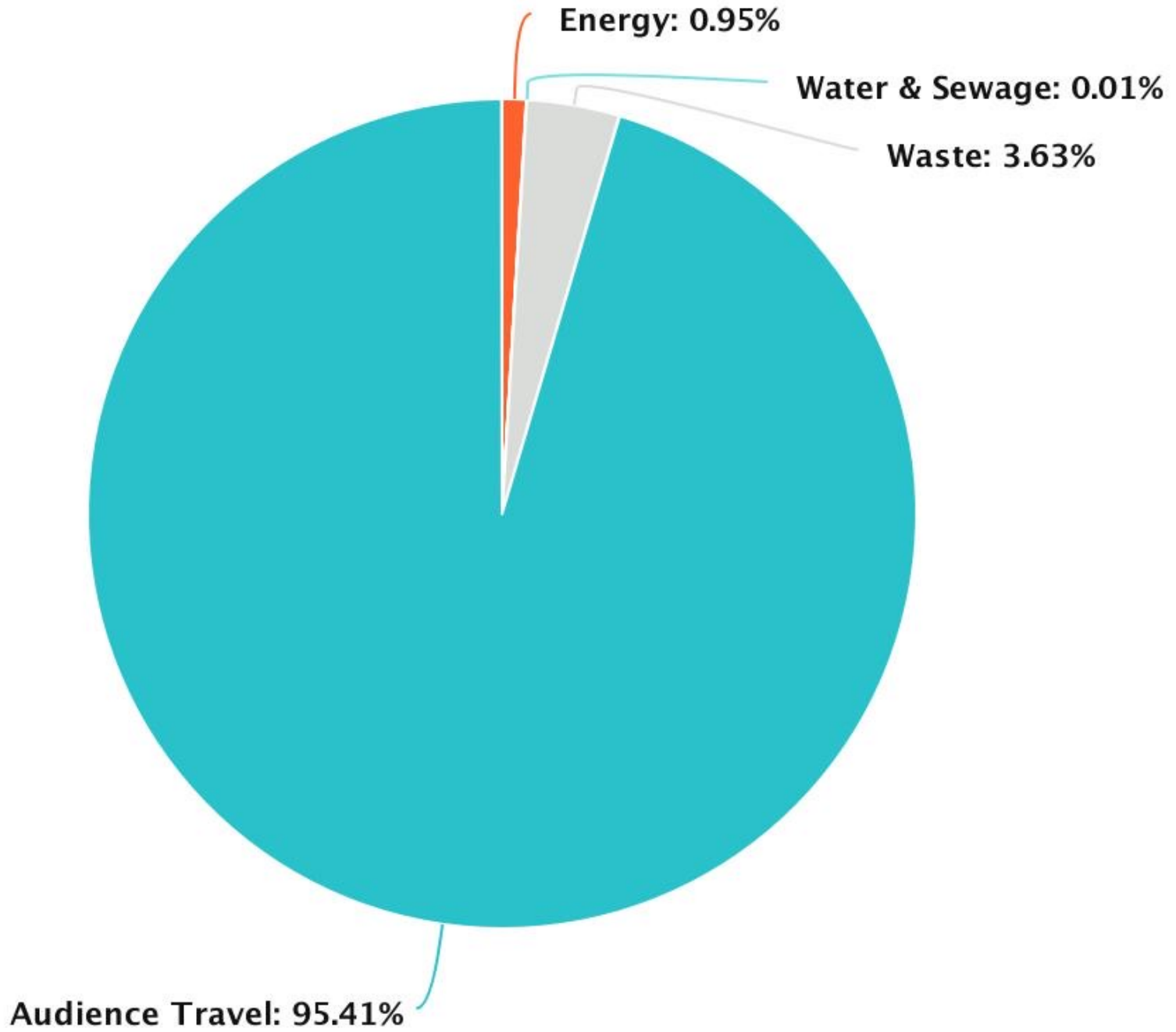
## **Scope 3 indirect supply emissions**

all the other indirect emissions that come from a company's value or supply chain, including things like waste, shipping products, or product usage by customers

# Scope 1, 2 and 3 emissions

<b>tCo2e</b>	<b>Scope 1</b>	<b>Scope 2</b>	<b>Scope 3</b>
HVO	0.28	0	6.09
Diesel	22.07	0	8.33
Based on 8000 litres of fuel			





## 2023 Priorities

- Data collection – including third party venues
- Integrate use of the GEC Power Hierarchy to plan temporary energy supply
- HVO as fuel source for Jazz, Science, Literature
- Explore the use of batteries in our festivals
- Collaborate with CBC to deliver mains power to our festival site (Q4, 2024)



## 2023 Priorities

- Data Collection – to assist with procurement choices
- Establish a baseline of scope 3 emissions from procured goods
- Begin to develop a procurement sustainability scorecard
- Develop a waste strategy according to the GEC Waste Hierarchy
- Establish material waste partnership (GRC)
- Signed up to Vision2025 Zero Waste Pilot



## 2023 Priorities

- Data Collection – including audience, speaker, staff and artist travel
- Explore offsetting air travel
- Review CF vehicle hire and festival drives
- Develop a remote participant strategy



## 2023 Priorities

- Data collection – establish water conservation policy
- Collaborate with the food and drink supply chain to establish an approach to food, drinks and consumables.
- Establish baseline around composition of menus aiming for a reduction in meat and dairy consumption
- Scope impact of replacing BOH riders with locally sourced products



## 2023 Priorities

- Identify and engage new sustainability partners
- Review ethical and sustainability scores of investments and the bank(s) we use
- Begin to develop a sustainability scorecard for sponsorship / partnerships



## 2023 Priorities

- MF to commission new work responding to climate change for delivery in 2024
- Climate change and environmental sustainability is a represented theme within multiple programming strands
- Continue to provide a voice to national and local young changemakers through VOICEBOX programming
- Collaborate with other cultural organisations to ensure that we are making the most of international artists within their time in the UK



## 2023 Priorities

- Establish CF Green Team sharing cross team working and consistent approach
- A redesign exercise in sustainable business practice – Doughnut economy
- Working to develop positive partnership strategy
- Active member of Cheltenham Zero & Visit Gloucestershire Sustainability groups
- Deliver sustainable events toolkit for CBC
- Host sustainability groups in Cheltenham
- Attend green events and conferences





# Ecosystem Outputs

**VISION 2025**  
Outdoor Events • Climate • Action

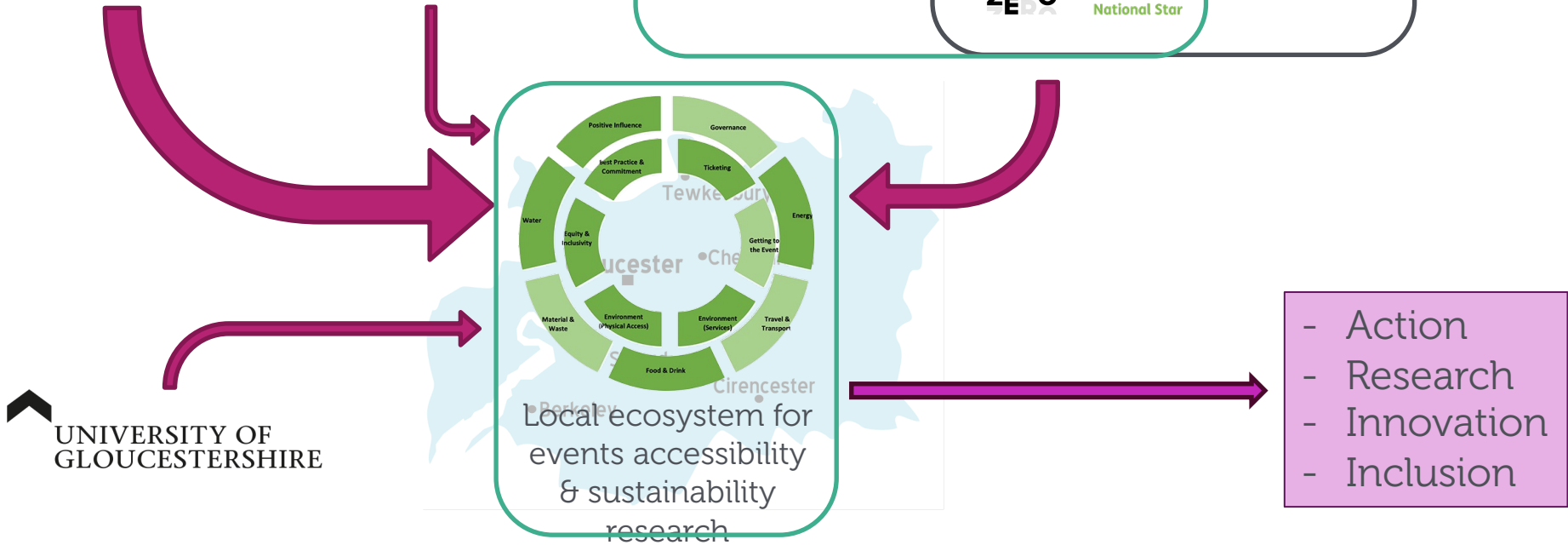
**attitude**  
is everything

**CHELTENHAM Festivals**

**Advisory networks:**  
Cheltenham Culture Board  
Economic Advisory Group  
Sustainability Sub-Group

**CHELTENHAM BOROUGH COUNCIL**

**Li ZERO holders:**  
National Star



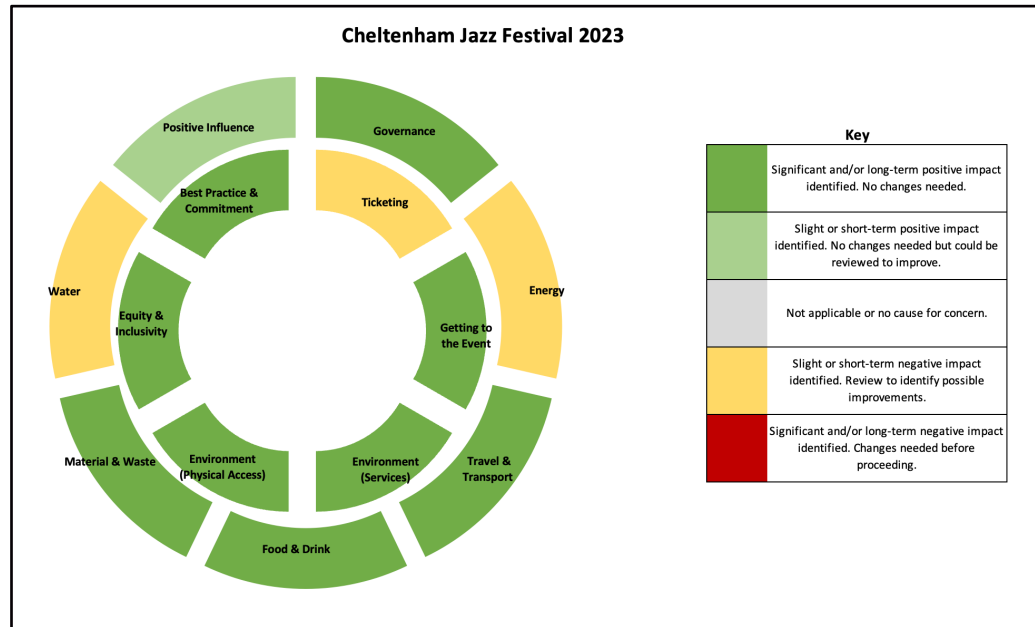
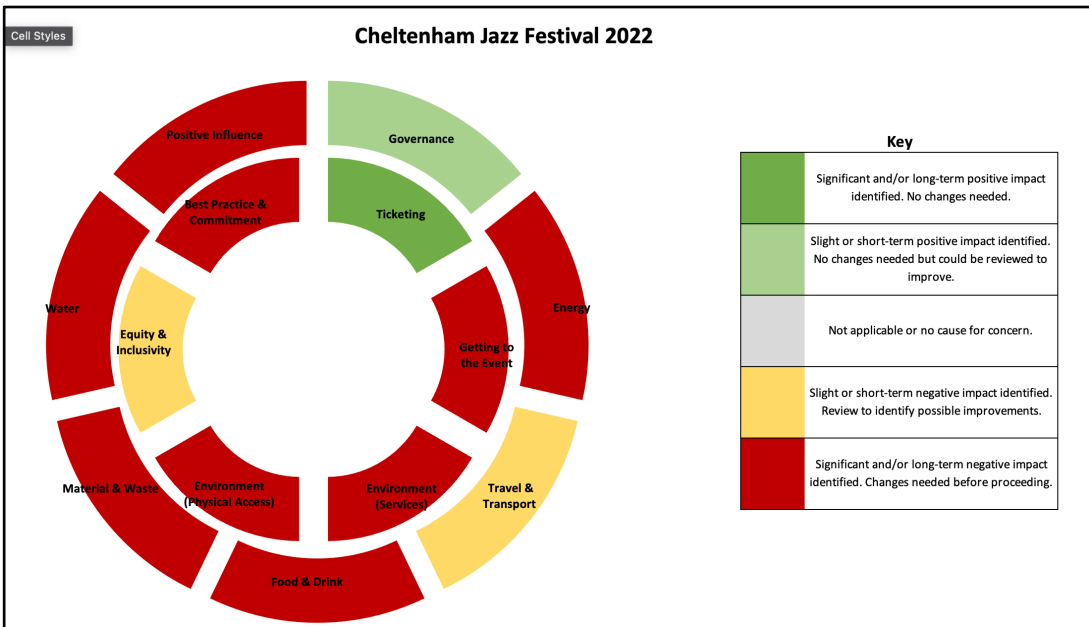


**A sector-leading partnership launched the Donut Assessment Tool for Events (DATE) at LAEOG's Event Production Show panel, to pilot implementation of the national Green Events Code with local authorities, 2<sup>nd</sup> March 2023.**

**DATE will provide local authorities with a free-to-use, simple tool kit to assess an event's community, accessibility and environmental sustainability impacts.**

All this was made possible by the leading arts charity Cheltenham Festivals, which provided Lansley with a highly networked and sustainability-focussed environment that facilitated and enabled the project's completion. The Festivals also worked alongside Cheltenham Borough Council as part of the latter's Cheltenham Zero partnership, which focuses on achieving sustainability goals across the community.





CHELTENHAM

**Festivals**

Questions?

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