

Brockwell Live Environmental Sustainability Policy

Introduction

This policy is the framework which Brockwell Live, as an organisation, will adopt to ensure our decision-making is informed by the ongoing climate emergency.

Context

The festival industry understands the need for us to minimise our impact on the environment, and demonstrates collaborative action through industry standards and schemes that inform events like ours.

We operate in line with the industry standard scheme Vision:2025 and their Green Event Code. This code establishes standards for accountability and best practice, and encourages collective action from independent music festivals to reduce their carbon emissions.

Furthermore, Brockwell Live operates within the framework of the Lambeth Green Events Guide 2020-2025, which is the context of the location where we operate.

It is pivotal to also understand wider guidance, and on the macro-level outside of our industry, we frame our sustainability measures within the context of the UN Sustainable Development Goals (SDGs). The SDGs consist of 17 ambitious targets, and are the world's leading standard in working towards a better future. We will be focussing on the 5 following SDGs in particular, as they are the areas which our events can have the largest positive impact:

- Affordable and Green Energy
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Partnership for the Goals

Partners

In this journey, we have identified that it is important to engage partners that can consult, advise, and recommend on the specifics of our particular event. We are partners with A Greener Future (AGF), a leading organisation in sustainability in the events industry. AGF are independent assessors of the ecological impact of large events, and work in partnership with us as we strategise on how to improve our operations.

In a significant step for sustainability at Brockwell Live, for the 2024 series we will introduce a carbon footprint calculation strategy. We will be working with AGF to deliver this, as we work to accurately analyse our emissions with a higher level of detail. By measuring our carbon footprint, we are bringing our operations in line with the resolutions of the Paris Agreement 2015.

Aims & Objectives

Our Positive Policy aims to build action, change and partnerships in climate, carbon, local causes and air pollution. We recognise that the entertainment industry can do more towards the climate, carbon and air pollution, and want to help change the way live music events take responsibility for actions towards our planet.

We introduced the Positive Policy in 2021 in an effort to reduce our negative impact on the environment and to outline our organisational commitment to continuous development in this regard. Each year, we aim to collaborate on solutions that can reduce the carbon emissions of our festivals, give support to local causes and minimise air pollution.

We are improving our processes and operations year-on-year and are collecting data to measure and monitor our improvements. This means being conscientious about the impact of our actions and choices regarding food traders, bars, water, toilets, plastic on site, artist riders, crew accommodation, fuel and power.

Furthermore, a sustainable music festival must deliver positive social impacts for the community it serves. In light of this, Brockwell Live conducts significant work in the community, through donating £10,000s to local community initiatives; allocating a significant number of free tickets to local residents and businesses each year and hosting panel talks about the challenges faced by disabled people in accessing the events industry.

Further details on our social sustainability work can be found later in this document. It also means encouraging festival attendees to make sustainable decisions. This means promoting the use of public transport for travel to and from the festival; recycling empty food serveware and aluminium cans from the bars; encouraging people to bring reusable water bottles and providing secure parking for bikes. We are always open to new and innovative ideas about how we can improve, and this Positive Policy will be continually improved and built upon. In the remainder of this document, we will detail our specific aims and actions in categorised areas of our festival operation.

Governance

Brockwell Live is responsible for the operational design of the individual festivals that make up our festival series, as well as all marketing, the musical offering and customer-facing elements of the festivals. Brockwell Live works in close collaboration with our production partner, to deliver a festival site which is as sustainable as possible.

Our production partner is responsible for booking all subcontractors and operational execution of our events - this includes the crucial elements of energy, toilets, water, security and safety. The production partner we work with is dedicated to a sustainable events industry, and works closely with all subcontractors to ensure they meet their standards of environmental responsibility. We require all subcontractors to provide a sustainability policy as part of their quote, and if they cannot provide one, they must adhere to our sustainability policy. All sustainability decisions are approved and spearheaded by Project Directors and as part of our team we employ a Sustainability Lead who is directly responsible for the successful implementation of our sustainability aims and ensuring stakeholders are accountable.

ACTION

As part of our company policies, we will only work with contractors and partners who help us to record their impact and work in an environmentally sustainable way and operate within a specified sustainability policy. The environmental impact of a supplier and their products forms part of the key decision criteria we use when appointing our contractors. Furthermore, we are developing and promoting awareness of sustainable festival practice with our partners through our requirement of a sustainability policy, or enforcement of our policy otherwise. Given this, we are leading positive change with our partners and collaborators in the industry, in accordance with the SDG of Partnership for the Goals.

ENERGY

The use of fossil fuels is one of the most significant ways in which carbon is emitted into the atmosphere. Festival sites require a significant amount of power; and until very recently, the industry standard was to fuel the generators needed to run the audio, lighting, WiFi and more with diesel, as well as using diesel to fuel plant and other site vehicles. We are taking significant strides to reduce the amount of diesel (and any other fossil fuels) used on our festival sites, through replacing diesel with HVO (Hydrotreated Vegetable Oil). HVO is produced from used cooking oil, and is entirely of vegetable origin. Using HVO significantly reduces our carbon emissions, nitrogen oxides and particulates that would otherwise be produced if using diesel and is certified by the ISCC to reduce carbon emissions by 90% compared to diesel.

ACTION

Through replacing diesel with HVO in all festival generators, this will lead to a significant reduction in carbon emissions. It is a major step towards a festival industry less reliant on fossil fuels, and this is a key action as part of our response to the SDG of promoting Affordable and Green Energy.

TRAVEL

Travel accounts for $\frac{2}{3}$ of the carbon footprint of events, and we can work to inform people and inspire positive change through our communications and stakeholder engagement. Our home in Brockwell Park is enviably located near excellent public transport links at Herne Hill train station and Brixton Underground station. This means the vast majority of our audience does not travel via taxi or private car - the most polluting forms of transport. Data from our 2023 Audience Feedback Survey indicated that just 3% of our audience travelled by car/taxi. We engage our local community and therefore many people are able to walk to the festival: all Brockwell Live events offer free tickets to local residents and businesses in our neighbourhood and 1000s of fans from Lambeth come to our shows.

TRAVEL

We will measure all staff travel and encourage staff to make sustainable choices when deciding how to travel to the event. We will also re-assess how we engage with our audience in regards to festival travel, to get more accurate data and drive positive change, through changing the structure of our feedback form and reminding our audience through our communications the positive impact of sustainable travel choices. To discourage audience members from using their cars and choose more sustainable travel options, we will continue to offer no parking space at our events aside from the Blue Badge Car park for accessible customers. In 2024, we will work more closely with Lambeth and Southwark councils to enforce action against those who park illegally. Travel is one of the areas of festival operations which produce the most carbon emissions. Therefore, reducing emissions in this area is critical in our response to the SDG of Climate Action, as we strive to reduce our emissions.

FOOD & DRINK

At our festivals, every food trader sells at least one vegetarian or vegan option; and we have numerous traders who do not sell meat at all. This gives our audience ample opportunities to choose more sustainable consumption options, given that cutting meat consumption is one of the most impactful ways that carbon emission can be reduced through behaviours.

Additionally, we transform surplus food from our festivals into a vital resource for those in need in our community. Through working with locally-based food redistribution organisations, we are creating a positive impact locally through what would otherwise become waste.

Our bar partner is an industry leader in carbon neutral and carbon negative drinks offerings, and are innovators in the field. Through using innovative technology, we can offer chilled drinks in recyclable packaging that create no single use plastic - this also means we have zero waste to landfill from our bars on site.

ACTION

We will require all food traders on our festival site to submit strategies and evidence about how they work to reduce their negative environmental impact as part of their application to trade at the event, and they must adhere to our site-wide rules of no zero single plastic and only using approved serveware. We encourage all traders to source food organically and ethically wherever possible. In 2024, we will begin to analyse the split between meat and plant-based sales and use this data when calculating the carbon footprint of our events, with a view to increase the proportion of plant-based meals sold.

WASTE

We understand that producing a festival produces waste. However, we have already undertaken major steps to reduce our waste footprint - all drinks packaging is aluminium and recyclable, all food packaging and cutlery is compostable and we have a complete ban on the sale of single use plastics. We also have a ban on special effects that are not entirely biodegradable. We work with waste partners who send zero waste to landfill. When recycling is not possible, this non-recyclable waste is incinerated to produce energy. Additionally, all back of house waste produced by crew and staff will be recycled if possible.

ACTION

A major part of our strategy to improve our waste management and recycling rates on site is through clearer signage and a new communications strategy with our audience. This will involve a combined approach through physical posters on site and social media messages to our audience in advance of the events, which will encourage sustainable behaviours to help them understand their responsibilities and what can be done to reduce their negative impact. We will continue to monitor the waste produced and the level of recycling at our festivals in line with AGF guidance, and aim to double our recycling rate in 2024 compared to 2023. To work towards this goal, we aim to increase the rate of audience Responsible Consumption and Production, as we engage with our audience about the impact of their consumption choices. Furthermore, to improve our recycling capacity, we will be introducing an expanded waste sorting area at Brockwell Live 2024. This will allow our waste partner to effectively organise various waste streams to maximise the amount we can recycle.

WATER

We understand that local waterways and land can be polluted by wastewater from events, and have plans in place to mitigate this risk. Wastewater is carefully managed and sustainably dealt with to minimise the negative impact on the local environment, in collaboration with subcontractors who are required to provide sustainability documentation or follow our policies in order to work on our festival site.

In further evidence of our sustainable water management plan, we record all water use on site as part of our wider data collection policy on-site, in line with AGF data-collection standards. We also require toilet providers to use biodegradable alternatives to traditional cleaning chemicals. Additionally, we use vacuum toilets on some areas of the site, which use less water than traditional portable toilets.

ACTION

We will continue to reduce water wastage at our events and record all water use across the site, as part of our expanded reporting for 2024. Furthermore, we will use mains water wherever possible to reduce the carbon emissions produced by transporting water tanks to the festival site.

Social Sustainability

Brockwell Live has industry-leading measures to improve the equality, diversity and inclusion of our events. We believe that there should be no barriers to enjoying and taking part in cultural life: love for music is universal and should never be restricted. We also do extensive work in our community to provide value and maximise the positive direct impact which we can have in our neighbourhood.

GIG BUDDIES

One example of our work to improve the inclusion of our events is our partnership with Gig Buddies Croydon. Gig Buddies partner music fans with learning disabilities with volunteers who offer friendship, companionship and support at our events, opening up access to our events. In this ground-breaking accessibility partnership, Gig Buddies also hosted panel talks and workshops at Brockwell Live 2023, and we look forward to developing our work together going forwards. An example of a panel talk led by Gig Buddies at Brockwell Live 2023 is 'Partying In Plain Sight - Why can't I be the DJ?', a conversation about the challenges to participation which learning disabled people face in music events.

ACTION

We will be continuing our partnership in 2024, as we continue to advocate the rights of those with learning disabilities and neurodivergence to engage with and take part in the world of music festivals, through panel talks, outreach and (most importantly) more buddies and fans coming to our shows who would not be able to otherwise!

CHARITIES

Mighty Hoopla has supported leading LGBTQIA+ charities Not A Phase and Stonewall; and Wide Awake partners with environmental activism charities Music Declares Emergency and Earth Percent. Brockwell Live has also worked with mental health charity Mind and homelessness activism charity Shelter. The opportunity for engagement and outreach with charitable organisations is huge at events, where like-minded individuals from across the country come together, and we have received great feedback from this element of our events.

ACTION

We will continue our work with charitable organisations, and look for opportunities to expand our support for the incredible work they do both on-site, through our social media and communications as well as through support outside of the context of the festival site.

COMMUNITY

Another key element of our social sustainability is our community engagement. We have an extensive agenda of consultation with local residents and local businesses, including in-person feedback sessions, a community email address monitored year-round and a dedicated community liaison lead when we are working on-site. We provide 1000s of tickets to local residents for free every year, in further evidence of the value we place on providing value to our valued neighbourhood.

To engage local businesses, we also provide them with 4x tickets per business and promote a local business map, encouraging festival goers to support local businesses in Brockwell Park's surrounding area.

Another element in our ongoing commitment to our community is the Brockwell Live Community Fund. Each year, all guest list donations from our festivals, paired with an additional contribution from ourselves, are added to the Fund. This fund actively supports a variety of local community projects and initiatives in our neighbourhood. A few examples of projects we have funded include sports sessions for local children, repairing the park's cricket nets, improving the natural environment in social housing estates in the community and supporting artistic development through music sessions in local schools.

Since 2019, we have raised a total of £136,735.80. This money has been used to directly fund a total of 61 individual community projects and initiatives, which directly support our community.

ACTION

In a continuation of our work in the community, we are committed to the Brockwell Live Community Fund and Off The Fence. Additionally, we will continue operating our Resident and Business Ballots going forwards; and are re-strategising our business engagement plan for 2024 to maximise its effectiveness. This work is strongly aligned with the SDG of developing Sustainable Cities and Communities, and we are committed to benefiting our neighbourhood.

Brockwell Live Sustainability Intentions 2024

As a summary of our actioning of the above policy, we will be targeting the following targets in 2024, as we continue our work towards our long-term goal of developing Brockwell Live into as sustainable a festival as it can be.

1. Issue a monthly news mailer to update the community around Brockwell Park on our planning, to increase community awareness and engagement.
2. Actively engage with local people to join our mailing list so we can keep them updated.
3. Continue to issue free tickets to the local community but examine the local boundaries.
4. Examine how we reach a wider audience for Brockwell Bounce.
5. Examine how we advertise the Community Fund to attract more organisations to apply for funding, and to ensure that all eligible organisations have access to this funding
6. Develop existing partnerships with Attitude is Everything and Gig Buddies in order to ensure we are making our events more accessible.
7. Double our rate of recycling from 2023 to 2024.
8. Assess artist hospitality requests for single use items, and communicate with artists to find alternatives.
9. Develop more sustainable merchandise options for our merchandise stalls.
10. Create an impact report, measuring against objectives and increasing our transparency.
11. Continue monitoring staff and artist travel through surveys.
12. Generate positive and proactive messaging to artists and staff regarding public transport.
13. Track how we have reduced food waste through work with a local redistribution partner.
14. Increase the use of solar and electric power on site.
15. Partner with A Greener Festival to undertake and assessment on all our sustainability practices.
16. Introduce carbon footprint monitoring in 2024.
17. Develop the Off the Fence community art project with a new community theme for 2024.