

OUR SUSTAINABILITY POLICY

BOOMTOWN FAIR 2020



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Matterley Estate near Winchester has been Boomtown's home since 2011. As the festival has grown in capacity to 64,999, the importance of protecting the environment and reducing Boomtown's carbon footprint and impact on Winchester and the surrounding area has become a major priority for the festival.

We are working towards transforming Boomtown into a sustainable city that is run entirely on renewable energy, a circular economy city where organisers and citizens reject a throwaway society, where we leave minimal impact on the local environment, a city where the food we eat is good for the people and the planet and everyone is inspired to take immediate positive action.

HOW IS BOOMTOWN TAKING ACTION?

Our Environmental Commitments:

These outline what measures we will take to reduce our environmental impact.

- **Environmental Management Plan:** To keep track of our progress, and compliance with our Sustainability Policy and learn about where to focus attention, we are developing a five year Environmental Management Plan.
- **Environmental Programme:** We will implement initiatives in the following areas; waste and resources, carbon and energy, water stewardship, food, social sustainability
- **Working with Festival Industry experts:** We participate in A Greener Festival Award who externally assess our commitment towards sustainability and we received the 'commended' award (2/4 stars) in 2019, which signifies a well-managed, environmentally aware festival. We also engage with other industry experts to understand best practice to inform our environmental plans.
- **Joined Festival Industry movements** such as the 'Green Deal Circular Festivals' to create a more sustainable future through collaborations with international festivals as well as being signed up to the Festival Vision: 2025 pledge with a view to meet the UK national target of 50% reduction in greenhouse gas (GHG) emissions by 2025, in line with global climate change commitments.

03 WHAT DO WE CARE ABOUT?

LOCAL ECOLOGY / BIODIVERSITY

We are privileged to share our festival with the beautiful South Downs National Park and a Site of Special Scientific Interest so it's our priority to protect this wild landscape. Our policy is to work closely with the South Downs National Park (SDNP) to Enhance, Protect and Promote the local wildlife and biodiversity, which means aspiring to leave the land in a better condition than we found it and inspiring people to care for the natural environment in their daily lives.

We will support the SDNP in their five key areas of focus:

- Conserving our landscape and its heritage
- Engaging young people in outdoor learning
- Working with our communities
- Access for all
- Protecting rare plants and species



04 LOCAL COMMUNITY

We plan to reduce impacts related to the local community, noise pollution, traffic, whilst supporting local projects and charitable work. We will work with and listen to our neighbouring communities, to deepen community relations and promote as well as improve the economic, social and environmental well-being of the area.

We will:

- Work to maximise the positive impacts that the event creates for the local community while mitigating the negative impacts
- Maintain year-round dialogue between Boomtown Fair and the local community through our Community Liaison Officer who listens and responds to prioritised concerns
- Encourage, develop and invest in local collaborations through business partnerships, support of charitable initiatives, engagement of educational institutions, families, local events and festivals
- Work with Environmental Health Department to ensure we meet our noise management targets
- Work with the local community to explore solutions which address traffic congestion Work to reduce the impact of light pollution in the South Downs National Park

TRAVEL

At most festivals travel is the single largest source of carbon emissions, with audience travel typically reported to account for over 80% of a festival's total CO2 footprint. We will lower emissions by making sustainable travel the natural way to travel to Boomtown.

We will:

- Promote public transport use, including via coach and train
- Increase vehicle occupancy rates by promoting car sharing Incentivise low carbon modes of travel such as cycling
- Reduce product miles by sourcing resources for the festival build within a local radius
- Measure production transportation to understand where reductions can be made
- Balance travel emissions and engage staff, contractors, artists and audience to balance unavoidable emissions

05 ENERGY

Energy is needed to operate stages, lighting, venues, food stalls, bars and offices. The most recent IPCC report states that we must dramatically reduce our fossil fuel addiction and CO2 emissions to significantly reduce the impacts of climate change. We will play a leading role in the transition to a low carbon economy by reducing our total energy consumption through design, sourcing our power needs from renewable energy where possible and supporting technologies that promote a clean energy revolution.

We will:

- Measure energy consumption and resulting emissions
- Reduce energy demand and use
- Replace high carbon energy with low or zero carbon energy sources

PROCUREMENT & CONSUMPTION

Festivals need a lot of 'stuff' to run so careful planning and the right choices need to be made to reduce the impacts of consumption. We will ensure responsible consumption and production, consider the full life-cycle impact of the materials and products procured and play our part in developing new markets for sustainable products.

We will:

- Implement a procurement policy that considers the full lifecycle of products and materials when procuring on behalf of the festival to increase resource efficiency
- Prioritise reuse and reclaimed over new
- Monitor and measure build materials vs reused / reclaimed
- Source resources locally where possible
- Source wood that is FSC certified only
- Encourage everyone to bring their own reusable coffee cup and food box to use at the traders

06 FOOD

Boomtown seeks to promote food and drink that minimises the impact on the environment whilst supporting food producers and high standards in animal welfare. Preference is given to vegetarian, vegan and healthy offerings.

We will seek ethically sourced goods that are produced and purchased in a manner that demonstrates respect for the people who produce them as well as the environment.

We will:

- Give priority to local traders to support local business and reduce food mileage
- Choose organic and seasonal fruit and vegetables wherever possible
- Choose Fair Trade tea, coffee, chocolate/cocoa, sugar and bananas
- Ensure all meat and dairy produce meets a minimum standard of British and free range
- All fish served must be sustainable and from the Marine Conservation Society's (MCS) 'Fish to Eat' list
- Reduce our meat consumption by having Meat Free Mondays throughout the build period of the festival
- Gain better knowledge about our food footprint



07 SINGLE-USE PLASTIC

THE FACTS ABOUT PLASTIC WASTE ARE TERRIFYING.

“More than 8.3bn tonnes of plastic have been produced globally since large-scale production began in the 1950s, creating almost 6bn tonnes of plastic waste of which only 9% of this has been recycled. 8m tonnes of plastic waste is dumped in the seas annually, choking fish, destroying habitats and entering the food chain.”

We have signed the Drastic on Plastic Pledge to show our commitment to eliminate single use plastic by 2021.

As well as Refusing, Reusing and Reducing our single use plastic consumption, it is imperative that we ensure what plastic we do use, can be recycled and makes it to the recycling bin.

We will:

- Ensure all trader serveware is compostable - no plastic!!
- Invest in refill stations to eliminate the needs for single use plastic bottles
- Encourage everyone to bring their own reusable bottle and sell Boomtown branded bottles to refill
- Work with departments to ensure this pledge includes set build materials



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WASTE

Festivals can produce a lot of waste with packaging, build materials and audience waste all playing a big part in waste creation.

We will strive to be zero waste and where everyone reuses, recycles and there's no such thing as single use or a throwaway society.

We will:

- Develop our waste management plan with our waste contractor with sustainability at the core of all planning and on-site stages
- Aim to reduce waste as our main priority and recycle a minimum of 32% with a three-year plan of reaching 50% by 2021
- Keep products and materials in use, by reusing, recycling, composting, that might otherwise go to landfill or incineration
- Educate and raise awareness about responsible consumption
- Run schemes to incentivise recycling and composting
- Recruit sustainability volunteers to help with the recycling operation and engage with our audience about our green schemes
- Recruit a trader team to check traders are following our waste management plan and reducing food waste to a minimum
- Work with local charities to rescue and reuse any camping equipment
- Work with local food banks to ensure any surplus food can be put to good use



09 WATER & SEWAGE

It is crucial that events reduce their demand on water sources, strain on sewer systems plus prevent waterways from contamination. We will reduce our water footprint, leave no lasting impact on the land and will support water conservation and innovative technology.

We will:

- Measure and monitor water usage to reduce our water footprint
- Promote water efficiency
- Prevent chemical contamination from all wastewater
- Choose compost loos

COMMUNICATIONS & ENGAGEMENT

Our plan is for Boomtown to evolve into a platform to amplify positive change, educate and inspire everyone and leave a long-lasting positive legacy.

We will:

- Work with environmental organisations and charities to increase environmental awareness
- Recruit a large green team to assist with the sustainability strategy on the ground and key messaging
- Inspire audience participation in campaigns to create positive action



10 COMPLIANCE WITH TARGETS

Sustainability targets will be written into specifications, contracts and letters of agreement and employment.

The Sustainability Coordinator will monitor compliance with the aims of this policy and quantify the success of the implementation of this policy.

MONITORING & REVIEW

The Sustainability Coordinator will carry out a quantitative assessment post festival of the amount of Co2 equivalent produced; public and production travel & transport, energy consumption, waste generated and amount of waste reused / recycled / landfilled / incinerated, water use, waste water produced. Each year this policy will be reviewed to continuously improve the company's environmental commitments.

CHAPTER 12
BOOMTOWN
NEW BEGINNINGS
12-16TH AUGUST 2020

