

Bath Christmas Market Sustainability Policy 2021

Appendix Seven

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WORKING DOCUMENT

Introduction

Sustainability sits at the heart of Bath Christmas Market, and year-on-year, the organisers look to improve its approach to economic activity, environmental responsibility and social progress, ensuring the Market is a leader in event sustainability for the BANES region. The B&NES Council recognise that by embedding sustainability into the planning and delivery of Bath Christmas Market, we can improve efficiency as well as minimise the impact on the environment.

What Sustainability Means to Bath Christmas Market

The event team work on core objectives as set out in the four pillars of sustainability:

Economic	Environmental	Cultural	Social
Encourage innovation and promote a vibrant, diverse and dynamic economy	Protection of our natural environment and the ecology of our surroundings	Promotion of human wellbeing through enhancing both quality of life and quality of place	Raising awareness of social needs and engaging with local communities

In order to be sustainable, Bath Christmas Market needs to ensure organisers, staff, contractors, volunteers, partners and stakeholders are working together. This policy aims to ensure all staff and contractors are working to maintain, conserve, support and improve the unique surroundings, and understand what sustainability means both in terms of day-to-day activities, as well as longer term planning.

We engage with visitors, stakeholders and partner organisations to understand their views and specific requirements regarding their sustainable outcomes. We have listened to and respect the views of stakeholders, and the impact events can have on them. Bath Christmas Market operates a proactive management approach to sustainability. The organisers use the ISO 20121 environmental management system as best practice throughout the planning and operation of the Christmas market.

Aims

Bath Christmas Market's Event Operations Team have developed a Sustainability Assessment Check (SAC) that raises questions to maximise awareness of the sustainability requirements. We use the SAC to help us manage and achieve

sustainable outcomes during the planning and implementation phases of the event. The checklist has a column that asks whether we should 'consider' the action or advises that this is a 'must-do' action. (see table at end).

With growing sustainable technologies, renewed social attitudes and ever-changing localized environs, we can develop our own sustainable activities and change our 'considerations' into 'must-dos'. The SAC also ensures we do not fall below acceptable standards, with the ability to add to the list of key questions, we can keep our systems current by monitoring global advances in key areas of sustainability.

As a large-scale event, the Market aims to:

- Maximise the prevention of landfill waste and promote recycling of waste and resources
- Remove the use of fossil fuel on-site and promote sustainable energy solutions
- Reduce greenhouse gas emissions and energy consumption
- Improve the management of water
- Monitor, maintain and improve the biodiversity and biosecurity within green spaces
- Promote sustainable transport
- Embed sustainability into all suppliers and contracts
- Minimise the reliance on imported products and their effect on habitats
- Improve the physical and mental health and wellbeing of both staff and visitors

Implementation

To ensure that sustainability is embedded into the event-planning process, the following steps will be followed

- Identify... opportunities to improve sustainability
- Develop... ideas and solutions that have tangible outcomes
- Audit... Review outcomes and make recommendations
- Monitor... and record progress in real time

Communications Plan

The communications plan provides policy-driven messaging to stakeholders and formally defines who should be given specific information and when. The main principles of the plan include:

- Enhanced website and campaigns with sustainability messaging

- SEO-friendly eco-themed content, based on search volumes and trends, attracting more users to the site and the region
- Social media activity suggesting green options around the city and the region
- Print marketing literature on recycled, carbon-neutral paper
- Encourage digital alternatives to print wherever possible

Green Partnerships

In 2017, Bath Christmas Market's organisers committed to procuring viable and reliable eco-friendly temporary power for the event. Working with a contractor 'The Powerline', who introduced live telemetry with the use of Hybrid Generators, coupled with Carbon Offset programs, the team were able to achieve a high level of sustainable and eco-friendly power.

Considerations to the environment across all service platforms were part of the planning process and the team took advice on the best practices for energy efficiency. These included:

- The use of low-consumption LED fixtures
- The recycling of all waste oil, fuel and air filters
- Adherence of the Waste Electrical and Electronic Equipment Directive, along with recycling all blown lamps of all kinds
- As of 1st January 2019, our temporary power supplier now offsets all carbon emissions generated by any aspect of their daily running. This includes staff commutes and emissions generated by their hauliers, and key suppliers' haulage

Reuse and Recycle

In 2018, Bath Christmas Market briefed a designer to create decorations made from empty plastic bottles and single-use plastic bags, many of which were supplied by a local waste management company, as well as major supermarket in the city. The simple but visually stunning pieces included a giant chandelier and several wreaths. Once the Market had finished, the decorations were dismantled, repainted and reused for future events.

Actions

- We apply a sustainable approach to all our procurement, asking:
- Do we need it?
- What is it made of, who made it, where was it transported from and how is it packaged?
- How long will it last?
- Can it be reused or recycled at the end of its life?
- Have we investigated and evaluated possible alternatives and sought the most sustainable and ethical option?
- Is it good value?
- Where possible, we try to source suppliers close to the region, taking account of where staff will be travelling from
- When ordering merchandise and/or materials, we will look at where the item is produced, where it is printed (if applicable) and how it is transported at each stage
- We promote a positive working culture that recognises the contributions made by all staff
 - We assess our event for potential risks of negative impacts on local communities, such as congestion, litter or noise pollution, and implement the necessary measures to minimise these
 - We communicate with all clients and suppliers about our sustainable approach to the event. Where appropriate, suppliers are required to complete a sustainability assessment
 - Where appropriate, we will include clauses in supplier contracts which hold them accountable for actions relating to sustainability
 - We develop PR plans for the event and communicate to a wider audience about how we have made it sustainable.

As part of our current sustainability policy, Bath Christmas Market follows the following protocols to minimise the social, economic and environmental impact on the local environs. These actions cover not only the event site during the operational stage, but all associated activities both pre- and post-event:

- Staff to turn off all lighting and electronic equipment when not in use, and have a strict policy for switching off and unplugging overnight

- Staff to use an eco-kettle which reduces the amount of water and power used in keeping Event team stocked with hot drinks
- Energy efficiency is a key consideration when acquiring new electrical equipment
 - We specify the use of the most energy efficient options for AV requirements, including specifying LED lighting for ALL installations
- On-site at the event, our staff are diligent in checking that non-essential equipment is turned off when not required, and we ask our suppliers to do the same
 - We aim to provide visitors and suppliers with information and encouragement to enable them to travel in sustainable manner to the event, including public transport and walking directions
 - Proximity to the event is a key factor in influencing our choice of suppliers. We remember to check the location of the warehouse or delivery centre rather than just the head office
- We look for ways to consolidate and reduce the number of deliveries required, such as asking suppliers to share loads where possible
 - We monitor and record the amount of waste produced by our event, and the proportion that is recyclable. We use this as benchmarking information, and work to reduce the amount for the next year
 - We ensure that, as far as possible, all recyclable waste from the event is recycled by bringing in an external waste company
 - We aim to communicate with visitors and suppliers to encourage them to think about their waste

Single-Use Plastic

Bath Christmas Market's organisers are taking steps to reduce the amount of single-use plastic (SUP) we use at the event. Together with our contractors, stallholders and caterers, we want to eliminate the plastic waste entering the ocean and potentially harming marine wildlife. By adopting a single-use plastic-free policy, we will be able to measure and audit the use of single-use plastics, set targets for reduction, and phase them out by finding alternatives. Actions we will take:

- Ensure non-reusable plastic cable ties will only be used when necessary
- Ensure plastic scrim for fence covering shall be reused when possible
- Promote the use of sustainable materials for screening, such as hessian
- A total ban on single-use plastic bags will be enforced
- No plastic straws will be permitted

- Sugar, salt and pepper, and sauces will not be available in plastic single sachets
- Promote the use of wooden cutlery – spoons, forks and knives
- Promote the use of compostable (or biodegradable) paper plates, bowls and takeaway containers and promote a 'bring your own' reusable mug to be refilled.

Localised Storage and Use of Ultra Low Emission Vehicles (ULEVs)

Stallholders and caterers rely on the ability to restock their chalets over the 18 days of the event. This requires vehicle movement to and from points where stock is being stored offsite. In some cases where food and beverages are being sold, multiple vehicle journeys can occur, especially after busy trading weekends. With the introduction of the Bath Clean Air Zone (CAZ), the organisers of Bath Christmas Market have identified a need to reduce these journeys and work towards reducing CO2 emissions

In an effort to reduce vehicle journeys to and from the event site, Bath Christmas Market will be looking towards trialling a localised storage solution that can be accessed by stallholders and caterers. SLED – Store Locally for Environmental Delivery Stallholders and caterers who cannot contain their stock and consumables within the chalets must make multiple trips to storage locations offsite. For some, this may account for between 12 to 15 vehicle journeys over the 18 days, and with over 200 chalets at the Market some years, this is a considerable amount of vehicle movements to ensure stallholders and caterers do not run out of stock. By providing a more localised secure storage facility, stock can be stored, picked and transported to the event site efficiently and sustainably by electric vehicles, especially converted bicycles and even motorised trolleys. Post-event, we can collect data from the stallholders regarding stock movement and calculate the vehicle journeys that have been saved over the 18-day period. The trial will be operated within one zone of the Market in the first year, then developed as larger storage facilities can be sourced.

Although many of the stallholders vehicles may not be charged to enter the CAZ as they are exempt, we are actively encouraging a reduction in vehicle journeys over the operational period of the Christmas market and therefore will continue to work on ways we can reduce vehicle journeys.

Sustainability Assessment Check

Key Question	Must do or Consider?
What environmental service-level agreements do we use during the procurement of goods and services?	Must do
What environmental and social criteria do we question our suppliers on?	Must do
What do you do with construction materials after the event?	Must do
Are the materials kept for next year's event or thrown away?	Must do
What are stands, signs etc made from and what happens to them after our event?	Consider
Where is food sourced from?	Consider
Do we promote a healthy diet, active lifestyle etc?	Must do
Emergency plans are in place for spills and accidents?	Must do
Plan in place to limit or reduce the use of paper, freebies, cups, lanyards, programmes?	Must do
Consider what waste will be produced before the event and planned for its management	Must do
Have we provided the correct documentation (waste transfer notes, licenses etc) so that we can understand the recycling rate?	Must do
How are we reducing the impact of consumables? Are napkins and plates given out biodegradable? Could they be composted? Is cutlery recyclable?	Consider
Is there a stakeholder engagement plan, including local community engagement?	Consider
Have we taken measures to avoid damage to paths, buildings, monuments etc?	Must do
Is site damage being recorded and reported the appropriate authority?	Must do
Have we looked at the possibility of renewable energies on-site?	Consider
Are we using the most energy-efficient electronic equipment?	Consider
Have we ensured that we are not using any chemicals that adversely affect human health and the environment?	Must do
Have we ensured the areas around trees are kept clear to avoid soil compaction, for example, avoid installing marquees which require large steel pins to hold them up near trees?	Must do
Have we ensured that lighting is appropriate for the surroundings and positioned correctly?	Consider

Have we limited the number of consumables on-site? Are all our consumables 100% recyclable?	Consider
Have we made provisions for grey waste management?	Must do

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