

HAY FESTIVAL

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Hay Festival Sustainability Report 2018

"There is plenty I love about the Hay Festival but in particular I love its engagement with the world beyond its walls, and its commitment to the defence of that world. Festivals with a genuinely green ethos are all too rare. Hay is one of them." George Monbiot - April 2017.

Hay Festival has been engaged in a programme of managing and mitigating its environmental impact through its Hay on Earth programme. We have focused on three key areas: our own direct impacts; the impacts of our audience, and the programming of events that will stimulate debate and discussion about key issues. The focus has evolved over the 11 years we have been running this programme.

While we still have a lot more to do, here are our successes and lessons learnt over the past year.

The area we have most control over and where we can gain both environmental and financial benefits is from minimising our own direct impacts. We have focused on the core areas of energy, waste, transport, procurement and venues.

This year we had a focus on changing what our traders serve drinks in, both hot and cold and including alcoholic drinks. We decided to trial a brand new hot drink cup made by Corretto and supplied by Green Goblet, the first UK Festival to use it. We ran a 'rent-a-cup' scheme with customers paying 15p extra for the cup and returning them to collection points once finished with. The scheme resulted in a huge reduction in our waste stream from 350 wheelie bins full of single use coffee cups in 2017 down to 25 in 2018. We also switched to using re-useable beer and wine glasses on a £1 purchase scheme that resulted in an overall reduction in plastics waste of 20% on last year's figures. The figure would have been considerably higher however we also insisted on a switch by our coffee seller from UHT milk (delivered in Tetrapaks) to real milk (delivered in plastic bottles).

As part of our plans to reduce single use plastics, we also banned our traders from providing plastic straws and stirrers on site. Whilst these items have a limited overall impact on plastic use, they are symbolic of the problems facing us and also have very good alternatives.

Examples of this include:

- Reduced use of resources on 2017 consumption including printed materials (down by 5%) and diesel (down by 15%).
- Recycling 82% of the waste produced on site including 6 tonnes of cardboard and paper, 4 tonnes of plastic and cans, 5.95 tonnes of glass, 9 tonnes of carpet and 225 litres of cooking oil for biodiesel use.
- Composting 12.65 tonnes of food waste and other compostables.
- Good Energy are our supplier of mains electricity to the site and is generated from 100% renewable sources.
- We increased to 10, the number of water standpipes across the site for people to fill their own bottles.
- Local reuse and recycling destinations were found for a wide range of materials: with excess food being taken to a project for the homeless, seven bags of textiles to a charity shop and crates going to a community garden project.
- We partnered with BMW who provided us with i3 electric/hybrid cars to ferry our artists to and from the train station.

We continue to use BS8901 and ISO 20121 as our management tools to help us in assessing the direction we take.

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By far our biggest indirect impact is caused by people visiting the Festival via their transport, accommodation etc. While this has a huge benefit economically, we look for ways in which we can reduce the environmental impacts.

Examples include:

- We provide a public bus service from our nearest train station, Hereford, to the Festival site which runs ten times a day in conjunction with partners First in the Midlands, and in 2018 carried 3,101 passengers. We also have a connecting service from Worcester Crowngate Bus Station to Hay for the duration of the Festival. We have developed a bus service that links Festival-goers with local B&Bs and the surrounding villages and towns and in 2018 this carried 761 passengers.
- For the past six years we have also teamed up with a number of car-sharing firms to promote car-sharing for visitors to the Festival.
- We also provide free electric-car recharging points at our Park and Ride carpark at Clyro Court.

One of the major benefits we can offer is to programme a wide range of speakers, projects and events that discuss, challenge and explore the environmental issues currently facing us.

This year we teamed up with the Natural Environment Research Council (NERC) for a project called Trans.MISSION, a project pairing leading scientists with award-winning artists to communicate cutting-edge science to new audiences at Hay Festival 2018 and beyond.

Climate scientist and mathematician at British Antarctic Survey **Emily Shuckburgh** joined award-winning designer, author and illustrator **Chris Haughton** to explore polar science and climate change.

Ally Lewis, atmospheric chemist at the National Centre for Atmospheric Science (NCAS), paired Aardman Animation Studios' director **Dan Binns** to look at air pollution.

NCAS climate scientist **Ed Hawkins** joined children's author **Nicola Davies** to analyse extreme weather events.

Each pairing produced a piece of work which were launched in a series of public events during Hay Festival 2018. All the videos are online and can be viewed on the Hay Festival YouTube channel.

Examples from 2018 include:

- Gabrielle Walker, Minette Batters, Kevin McCloud, Solitaire Townsend, Michael Gove, Mya-Rose Craig, Wilfred Emmanuel-Jones, Jaideep Prabhu, Jonathon Porritt, Sophie Howe, Rosie Boycott, Tony Juniper, Juliet Davenport, Jane Davidson, Danny Dorling and Kate Raworth.

Through all of our programming we hope to inspire change such as the campaign for Ashton Hayes to become Britain's first Carbon Neutral Village - <http://www.chesterchronicle.co.uk/news/chester-cheshire-news/ashton-hayes-celebrates-10-years-10755503>

Sustainability also includes financial and social impacts and a few examples of these are:

- Free tickets for students in tertiary education
 - Free loan of our thermal imaging camera for local communities to assess heat loss from buildings.
 - We purchase from local businesses where feasible and encourage our contractors to do the same.
- Our entire Hay on Earth programme is a journey not a destination. We are in a privileged position to be able to run these Festivals and we therefore have a responsibility to ensure that positive impacts are felt in the wider community and that any negative ones are minimised.

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