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Innovation in Access & Inclusion

Andrew Lansley – Cheltenham Festivals

Overview

VISION 2025
Outdoor Events • Climate • Action

attitude
is everything

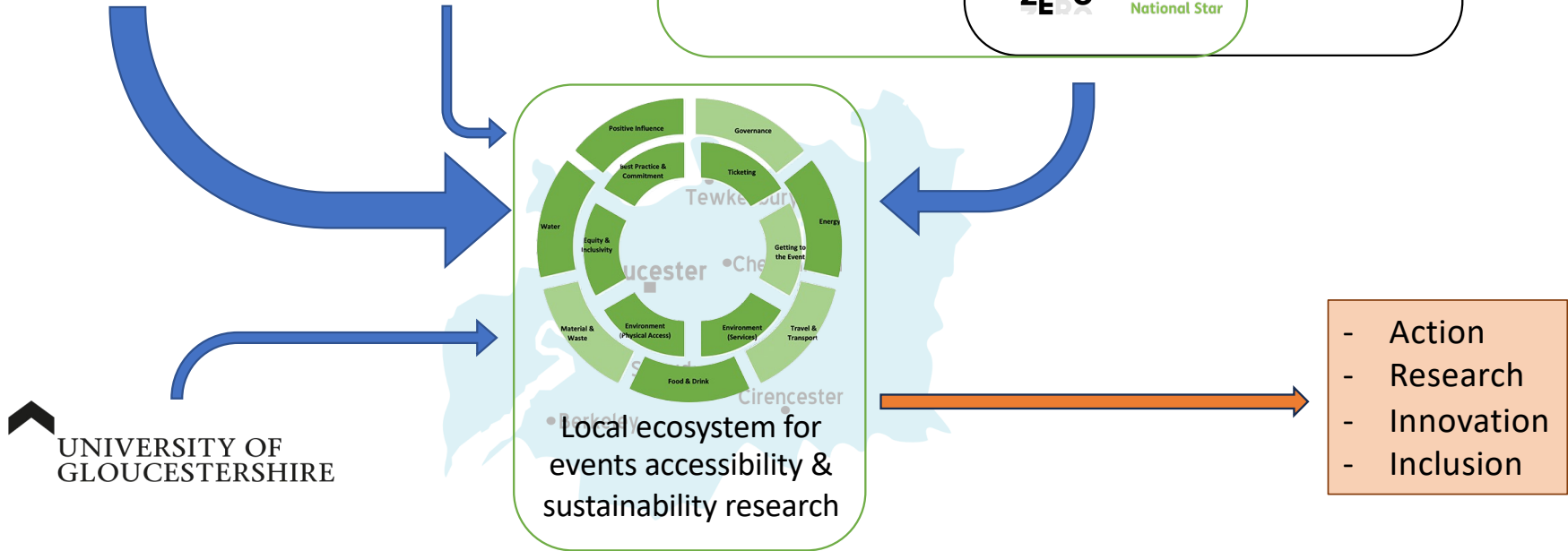
CHELTENHAM Festivals

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

Local Stakeholders:

CHLT ZERO **National Star**

CHELTENHAM BOROUGH COUNCIL





Doughnut Assessment Toolkit (Events)

(DATE)

What is DATE?

DATE is a simple toolkit that works within the events commissioning process to deliver:

- An assessment of an event's accessibility and sustainability profile
- Information for events' group/SAG/staff
- Support for the event organizers
- Aggregated data for analysis

The tool has been purposely designed to be:

- Accessible to all
- Easily integrated into any LA context
- Accurate, inexpensive and adaptable



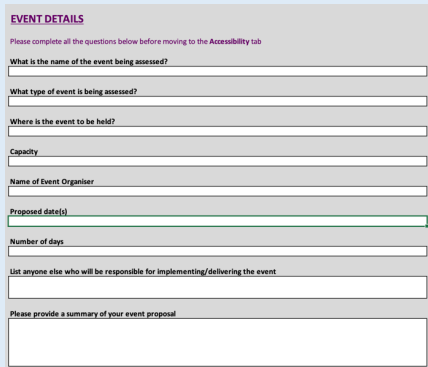
How does DATE work?

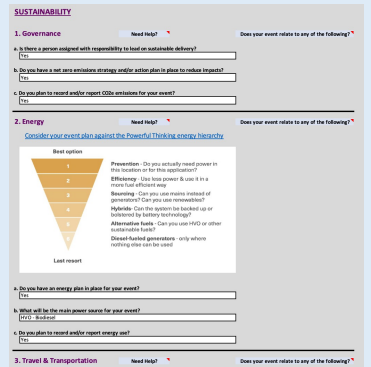
The DATE toolkit combines four key elements:


- Green Events Code of Practice (Outer ring)
- Attitude is Everything Charter (Inner ring)
- Project Assessment Tool
- "Doughnut" ethos

These work together to create an easy-to-use integrated tool that is:

- easy to use for events and local authorities who are not experts on measuring impacts.
- within the ability/capacity of even small voluntary run events to use
- clear and simple in the picture it provides to those making assessments
- Easily integrated in systems and data secure





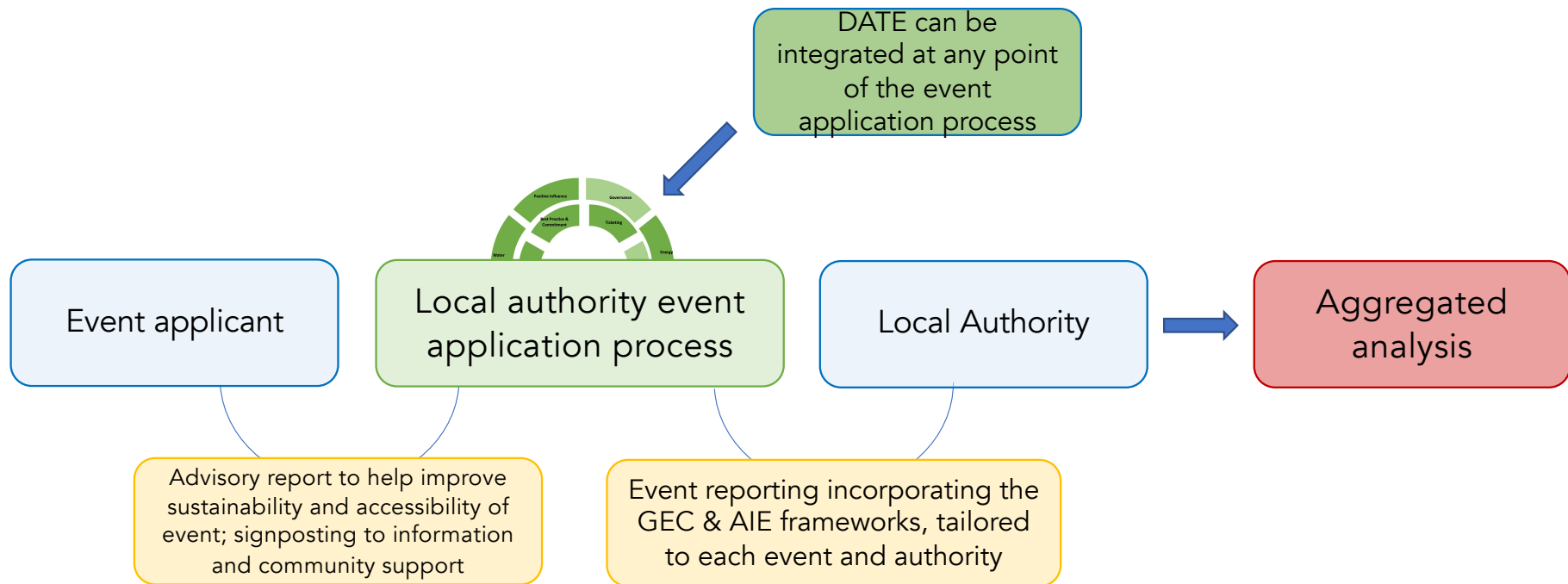


ACCESSIBILITY	Action	Information
Ticketing	Review	Click here for useful information on improving your ticketing
Getting to Event or Venue	No action required	
Environment (Services)	No action required	
Environment (Physical Access)	No action required	
Access to Performance	No action required	
Best Practice & Commitment	No action required	

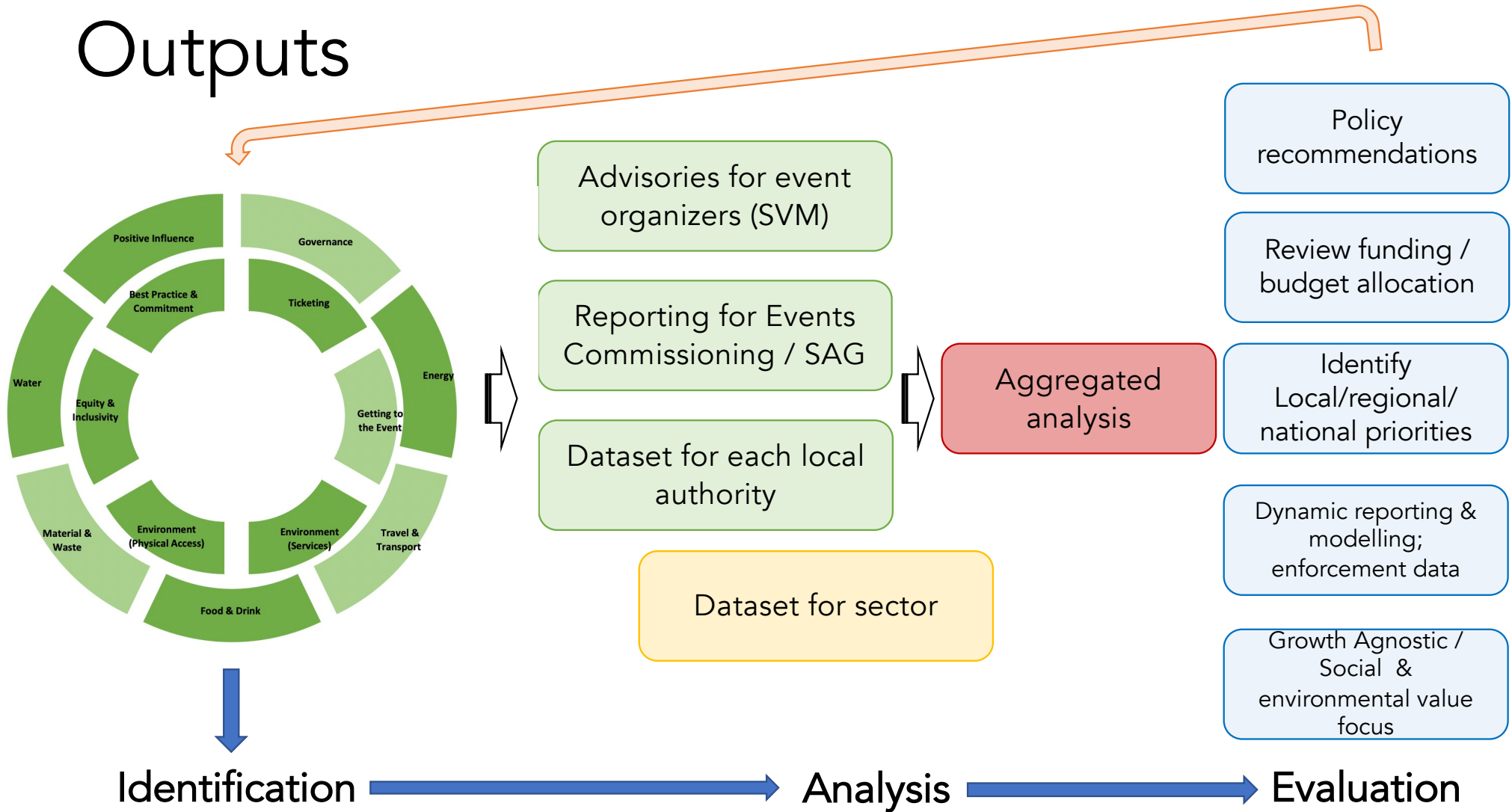
SUSTAINABILITY	Action	Information
Governance	No action required	
Energy	Review	Click here for useful information on improving your energy usage
Travel & Transport	No action required	
Food & Drink	No action required	
Material & Waste	No action required	
Water	Review	Click here for useful information on how to improve your water usage
Positive Influence	No action required	

DATE takes the form of a three-page survey that produces everything needed to assess an events profile against the Green Events Code, as well as providing additional accessibility and social value outputs for local authorities.

Where does DATE work?



Outputs



Case Study: Montpellier Park, Cheltenham



Cheltenham Jazz Festival 2022



Cheltenham Jazz Festival 2023



Midsummer Fiesta 2023

What's next?



GEC Pilot

Working with Vision2025 & Julie's Bicycle towards ACE pilot to trial toolkit around 8 x local authorities



ACE Access Scheme

Exploring test use cases with ACE technical team, looking at potential applications for assessment and accreditation for venues, theatres, museums etc.



Multiple Applications

- Social Value & Procurement (CBC)
- **Town-wide property & estates reviews (CBC)**
- TT Races (Isle of Man)
- Land Use (BCC)
- Sport (R&A/The Open)
- Academia

