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Party in the Polycrisis!

How Tourism & Events Will Save the World

Special Track 7

(De)Constructing events in light of underlying tensions, crises and disputes



FH | JOANNEUM
University of Applied Sciences

Andrew Lansley

Senior Academic, University of Gloucestershire

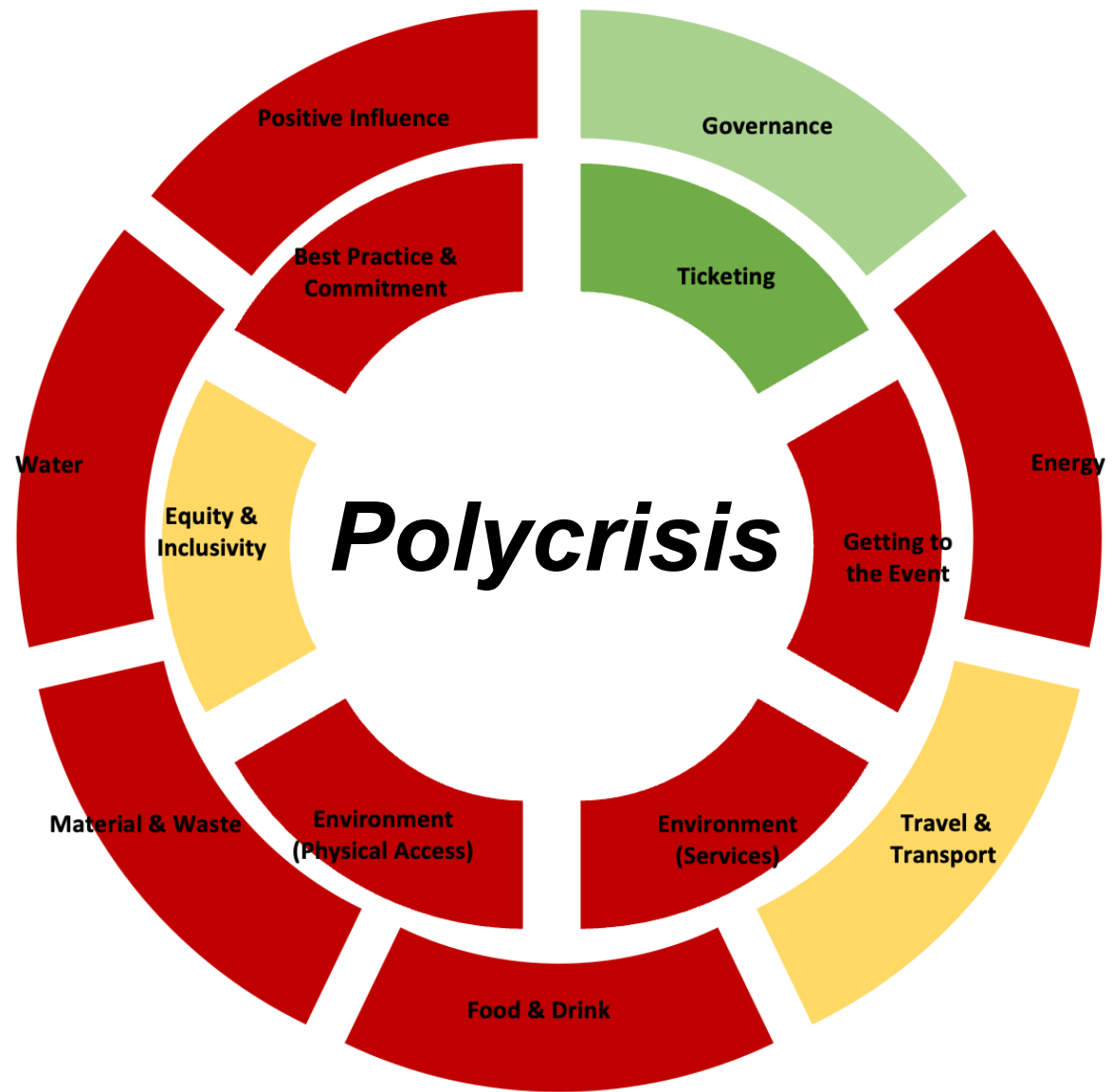
Innovation Manager, Cheltenham Festivals

Culture Board Coordinator, Cheltenham Borough Council

(De)Constructing events in light of underlying tensions, crises and disputes

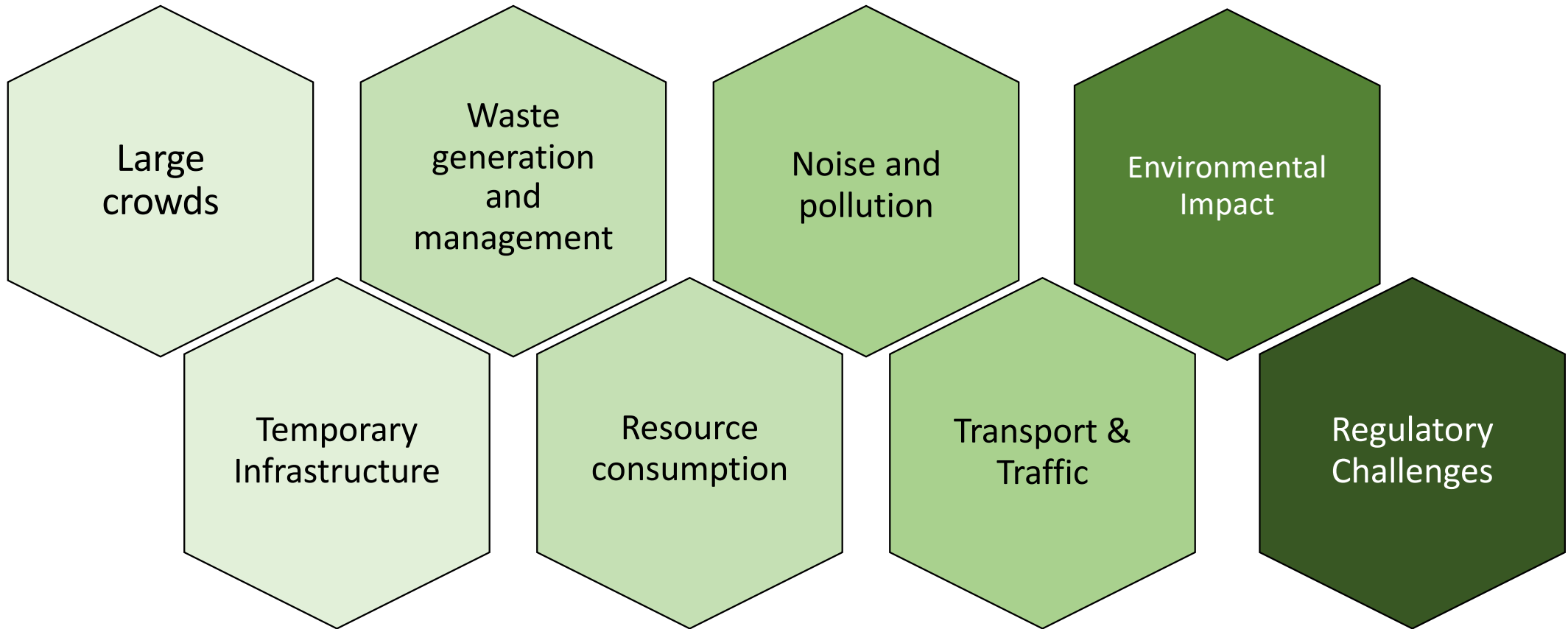
A polycrisis

***Polycrisis:* a time of great disagreement, confusion, or suffering that is caused by many different problems happening at the same time so that they together have a very big effect**



Why tourism & events?

Tourism, leisure and events present some of the most complex risk profiles of any activity:



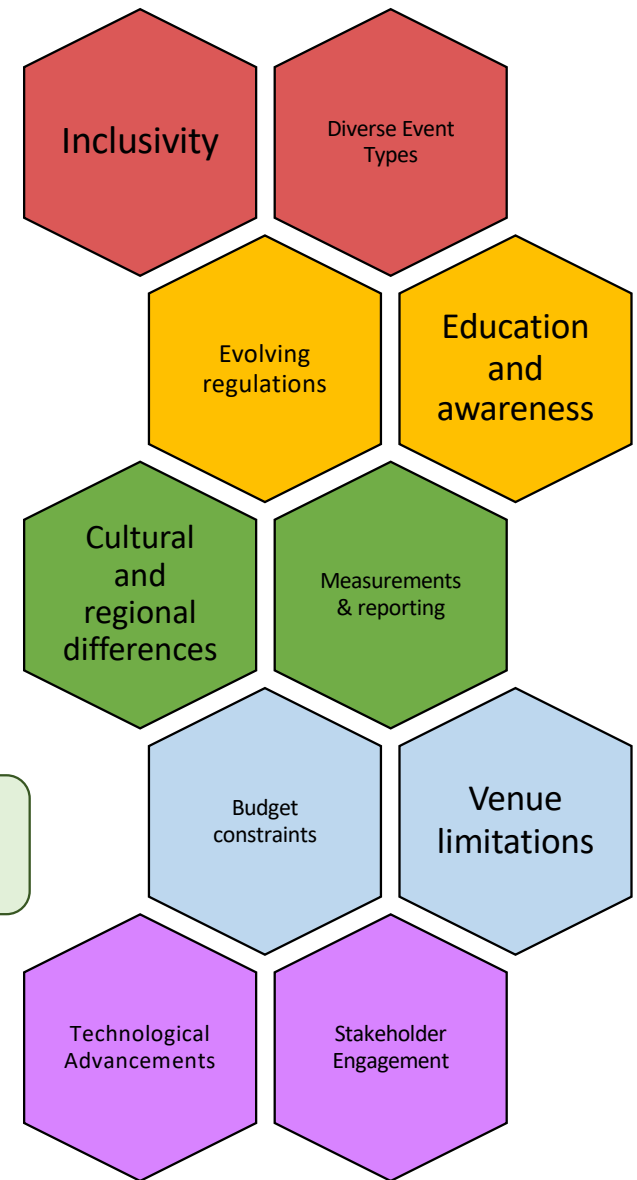
The Challenge:

How do you consolidate a standards frameworks to address these issues?

The Global/Local Approach

<https://www.vision2025.org.uk/green-events-code/>

<https://attitudeiseverything.org.uk/industry/live-events-access-charter/>

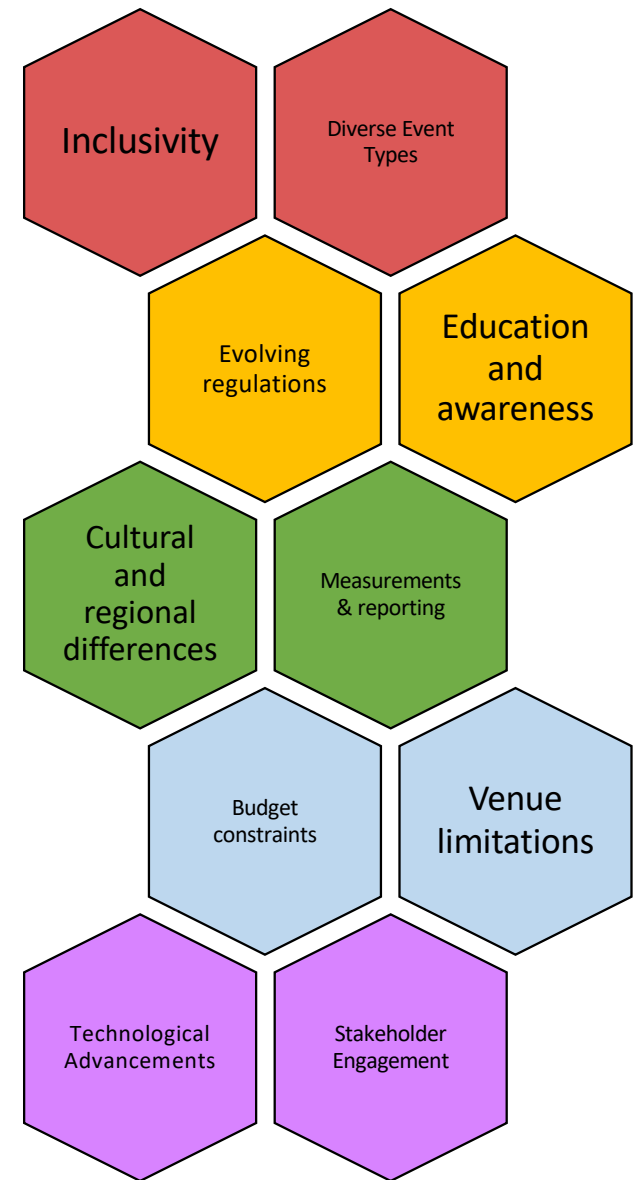


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Overview

VISION 2025
Outdoor Events • Climate • Action

attitude
is everything

CHELTENHAM Festivals

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

Local Stakeholders:

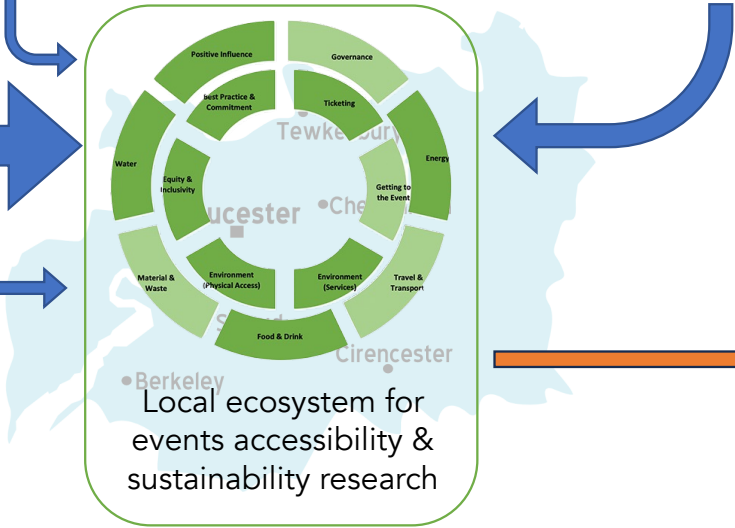
CHELT ZERO **National Star**

CHELTENHAM BOROUGH COUNCIL

The DATE toolkit combines national community driven accessibility and sustainability standards into an assessment and advisory toolkit.

This has been made possible by the highly networked events research and practice ecosystem in Gloucestershire

UNIVERSITY OF GLOUCESTERSHIRE



- Action
- Research
- Innovation
- Inclusion

Why Cheltenham?

A place of growth:

Between 2014 and 2019, the value of Cheltenham's visitor economy grew by almost 18%, from £146.6m in 2014 to £172.8m in 2019. When calculating the total value of business turnover in the town supported by tourism, the figure raises further to £221.3m

A town designed for tourists:

Visitor Numbers

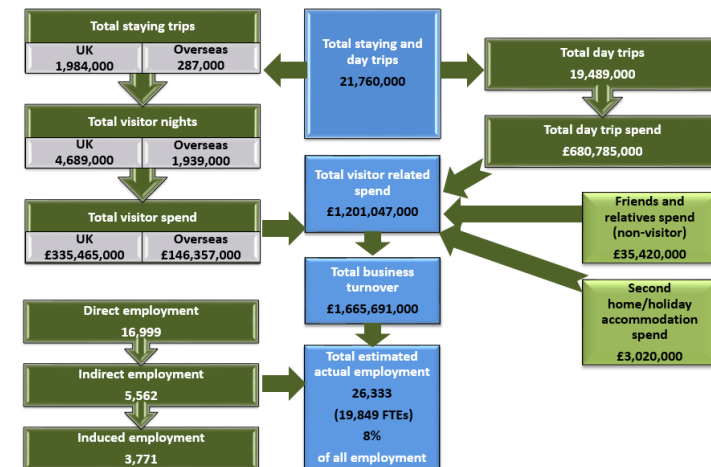
- 2,000,000 tourism day visits
- 396,700 overnight staying visits
- **A total of 2,396,700 tourism visits to Cheltenham in 2019**
- 1,104,000 staying nights spent in Cheltenham

Value / Spending

- Day visitor spend £81,266,000
- Staying visitor spend £84,981,000

Total business turnover supported by tourism £221,325,000 Jobs

- Total employment supported (estimate) 3,314
- Percentage of all local employment c.5%



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:

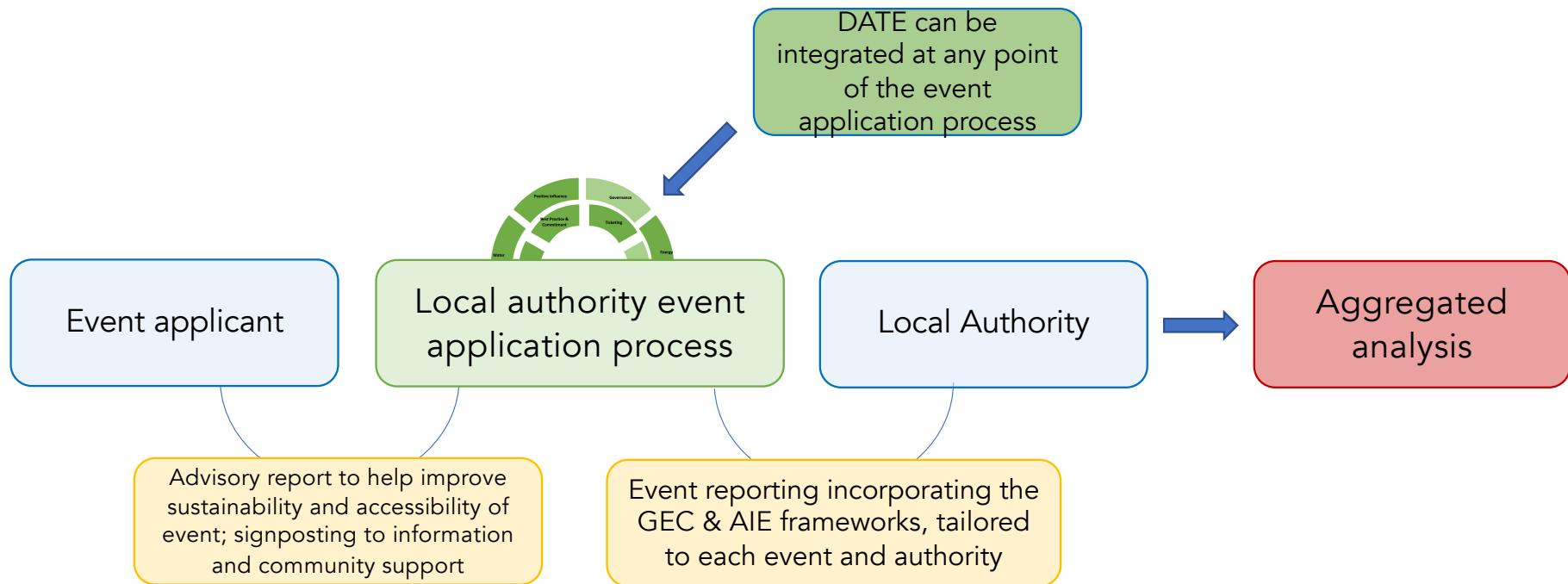
- easy to use for events and local authorities who are not experts on measuring impacts.
- within the ability/capacity of even small voluntary run events to use
- clear and simple in the picture it provides to those making assessments
- Easily integrated in systems and data secure

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	

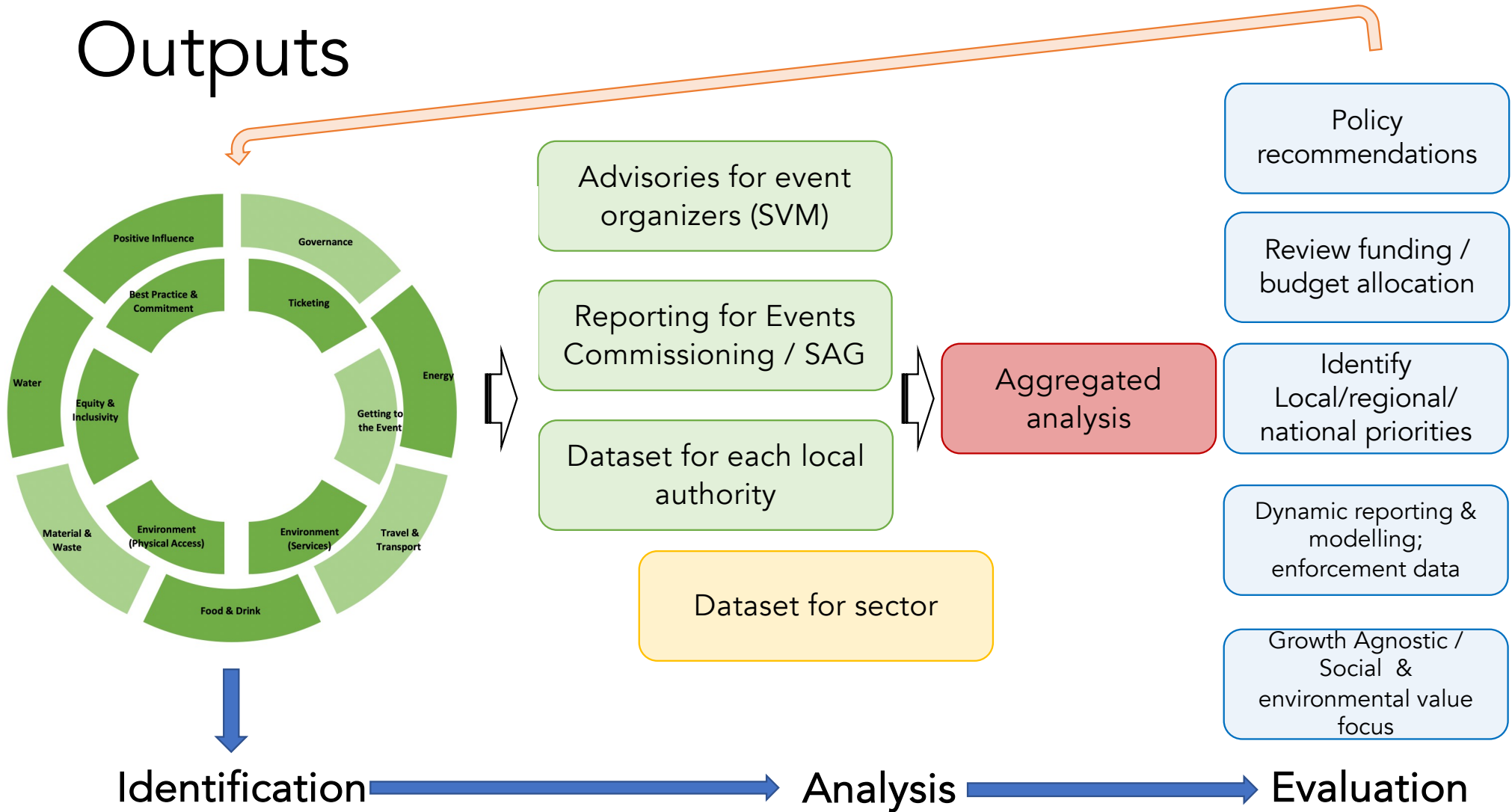
SUSTAINABILITY	Action	Information
Governance	No action required	
Energy	Review	click here for useful information on improving your energy usage
Travel & Transport	No action required	
Food & Drink	No action required	
Material & Waste	No action required	
Water	Review	click here for useful information on 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

Using this process to identify and prioritize fuel type/use onsite in 2022, Chelt Jazz Fest Scope 1 & 2 fuel footprint went from 22.9t CO₂e >

Case Study: Food at Cheltenham Festivals



Sourced >40 miles from site
30% vegan/veg options on all menus



No single use plastic
Veg/Vegan BoH/Public
Messaging online and onsite
Food that reflects our communities
Accessible provisions
Procurement commits suppliers to shared standards & priorities (sources, staff movement, pricing, service points, combined practice)



Coordinated waste plan onsite
Enforcement and reporting protocols
Shared provision with local organisations
Measurements and carbon labelling
Upcoming collaboration with "Good Food Cheltenham"
Divert waste to foodbanks, community fridges etc
Measurement and reporting; transparency
Budget relieving!



Input / supplier controls through contracting

Output / waste controls through community

Case Study: Food at Cheltenham Festivals

Not perfect!!!!



HVO Generators used to power refrigeration



"Single Use Plastic" is a variable!

Academic Context



Academic Context

North West: Case Study

Liverpool City Region Music Board

The Liverpool City Region Music Board (LCRMB) was established in 2018 as an independent, sector-led panel of experts and influential figures from the world of music. Board members and opera singer **Jamie Johnson**, shares the work they've achieved so far, including staging *Eurovision in May 2023* and the importance of its lasting legacy.

Liverpool is leading the way as a global music city and the LCRMB is charged with cementing the city region's position as one of the world's music capitals, working to ensure music businesses and communities have a stronger voice in local and regional decision-making. The LCRMB is pursuing a number of skills, training and talent development projects supported by £1.6 million of Strategic Investment Funding awarded by the combined authority.

The budget is allocated to mapping the entire sector and supporting the music ecosystem. Since the 1980s, culture has been central to the Merseyside's renewal and regeneration strategies, with the music sector generating almost £100 million of turnover per annum and music tourism contributing a further £100 million. Music has created a distinctive sense of place, given the visitor economy, boosted the city's image, and developed the creative industries, as well as addressed problems of inclusion and deprivation.

Several members of the Board were instrumental in bringing Eurovision Song Contest to Liverpool in May 2023, playing key roles in devising and pitching the proposal to the European Broadcasting Union (EBU) and the BBC, plus devising and delivering a host of fringe events and Eurovision-associated activities. The result was a successful Eurovision, enabling records with the most watched final globally in the competition's history, and demolishing visitor targets of 100,000 with over 500,000 additional people attending in Liverpool!

The Eurovision Legacy Group (ELG) was established to ensure a lasting impact of positive change across Liverpool, especially after the honour of staging the event for the people of Ukraine.

The ELG's primary legacy aims are to:

- Maximize Liverpool's UNESCO City of Music Status with the launch of Liverpool Music City, an online hub for the music industry in Merseyside.
- Improve the region's night-time transport infrastructure to support a sustainable and strong regional live music economy.
- Secure a commitment from companies that sponsor Eurovision in Liverpool to establish a music education foundation.



South West: Case Study

Cheltenham Festivals Accessibility and Sustainability Toolkit

A new Accessibility and Sustainability Toolkit has been devised in a trail-blazing partnership between arts and events organisations Cheltenham Festivals, Vision2025, music focused disability charity *Access to Everything* and Cheltenham Borough Council. The toolkit offers a self-assessment system to help event organisers of all sizes, not just understand their accessibility and sustainability scores, but also improve them. The project offers an innovative way for the live music industry to work alongside local government in the future. Cheltenham Festivals' Innovation Manager, Andrew Lasky, explains how it can make events better for both people and the planet.

The toolkit began with a very simple aim: to make live events better for everyone. I first began thinking of a toolkit when I was working on accessibility in music research at the University of Gloucestershire alongside Athaliah is Everything (AIE). Once I took up a post at Cheltenham Festivals, I was given the support to begin to bring people together in the live events sector to try and coordinate and facilitate change across the industry.

In October 2022, I attended the launch of the Green Events Code of Practice (GECOP) and began to incorporate both it and the AIE charter into Cheltenham Festivals' strategy. In a practical

toolkit we had been working on with Cheltenham Borough Council. Later, I was introduced to Chris Johnson at Vision2025. Two calls later and we were presenting the project at the Event Production Show in London and taking sign-ups for a pilot project from local authorities across the UK.

It uses a framework developed by specialist communities within the live events sector to standardise practice across an entire regional economy. Broadly speaking there are two areas event and festival organisers find challenging in this respect: variance across different local authorities and the lack of a statutory framework on which to base their accessible and sustainable practice.

This toolkit integrates these community-driven standards into a licensing commissioning process that produces three distinct outcomes:

- Advisories for the event organisers, articulated within a social value model.
- Reporting, and potentially enforcement detail, for event commissioning groups or Safety Advisory Group (SAG) officers.
- Aggregate data that will allow for identification and analysis of priorities, producing a people and planet first cost saving strategy for the organisers.



What's next?



GEC Pilot

Working with Vision2025 & Julie's Bicycle towards ACE pilot to trial toolkit nationally in 2024 (project runs Jan-Nov)



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 model in development (CBC)
TT Races (Isle of Man)
Land Use (BCC)
Sport (R&A/The Open)
Academia
Transnational application

For more information:



www.andrewlansley.org