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Event sustainability

Abergavenny Food Festival

A decorative graphic in the top-left corner consisting of two overlapping parallelograms. The front one is blue and the back one is a light green. They are positioned diagonally, with the blue one partially covering the green one.

An insight into Abergavenny Food Festival

<https://www.youtube.com/watch?v=smFOZKnxNDM>



What is the Abergavenny food festival

- Abergavenny is one of the most largest and longest running food festivals in Wales. The festival has a remarkable reputation as a place for the food businesses, farmers, chefs and journalists.
- The event has a variety of activities on offer such as food tasting, children's activities, cooking lessons and to promote the future of their food.
- The festival has attracted top chefs from around the world to give demonstrations to the audiences and they have been able to experience the festival themselves. These chefs include; Hugh Fearnley-Whittingstall, Jamie Oliver, Monica Galetti, Jane Baxter, Jose Pizarro and Valentine Warner.



Definition and concept of Sustainable Event Management.

- The concept of sustainable events management is where the organisers try to ensure that there is little or no damage done to the surrounding environment so the organisers put environmental measures and strategies together to reduce the footprint left behind
- Abergavenny food festival looks for volunteers to help out with the sustainability of the event. The roles include separating litter, litter picking across the site, collecting rubbish bags from public bins and traders.
- The Abergavenny food festival claimed one of the top accolades at the welsh business awards for Excellence in Environmental Management.
- The event aims to become a zero waste event by 2020 which will give a great reputation for the area.



“Sustainable events are those which maximize benefits in each of these categories while minimizing negative impacts; sustainable events are those which can endure indefinitely without consuming or spoiling the resources upon which they depend, including the vital resource base of community goodwill and support” Getz (2005:123)

The most widely quoted definition of ‘sustainability’ was set out by the United Nations world commission on Environmental and developmental after the Rio Earth Summit in 1992: *‘sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs’* (UNCED 1992:1.1)



A Greener Festival

A Greener Festival is a not for profit company which helps events, festivals and venues around the world to become more environmentally friendly in their practices. A Greener Festival provides information, educational resources and facilitate the exchange of good ideas between the festivals they are going to visit. A Greener Festival are able to give feedback to other events by going to other festivals and events first that claim to be green and take ideas from them before spreading them to other events after giving them an evaluation on how green the event. The purpose of the company is to provide information about how environmentally efficient methods are being employed by music, food and arts festivals and to provide information about how the impact of festivals on the environment can be limited at future events.

A Greener Festival allows people to go through a process for them to have someone come to analyse their event and give them feedback on how green and environmentally friendly their event really is.



The Greener Festival assessment process

1. Event applies for assessment from AGF
2. AGF sends out a self assessment form and issues an invoice
3. Four weeks before the event, the organiser completes the self assessment and submits it with supporting documents
4. AGF allocates assessors to assist with further evaluation
5. Event arranges passes for AGF assessors
6. Event books on site meetings and the assessors are shown around the site and introduced to relevant contractors
7. AGF assessors complete report
8. AGF issues award grade and feedback report
9. Event receives award and implements recommendations

<http://www.agreenerfestival.com/>



Key stakeholders

Internal

- Event director
- Marshalls
- Event manager
- Safety
- Medical
- Security
- Traffic management
- Site crew
- Infrastructure manager
- Marketing/advertisement
- Ticket sales
- Camping

External

- Stallholders
- Sponsors
- Contractors, suppliers
- Audience
- Local community
- Volunteers and stewards
- Speakers/demonstrators

‘The event will be judged by its success in balancing the competing needs, expectations and interests of a diverse range of stakeholders.’ Allen et al (2011, p.g 126)



Social impacts and implications

- Community spirit
- Strengthening of traditions and values
- Greater participation
- Adaptation of new social patterns
- Number of volunteers increasing
- Community group activities
- Intercultural interaction and cooperation
- New food products

Negatives

- Anti-social behaviour
- Mass population
- Seasonal jobs
- Road closures and diversions

All events have a direct social and cultural impact on their participants, and sometimes on their wider host communities, as outlined by Hall (1997) and Getz(2005).



Environmental impacts

Positive	Negative
• Improved transport- provided transport to and from the event	• Waste left over after the event- affects wildlife
• Increased environmental awareness	• Food left over and wasted
• Attraction of inward investment for 'local' structural changes.	• Air pollution
	• Noise disturbance



Economic impacts

Positives	Negatives
• Creation of jobs	• Infrastructure costs
• Promotion of local region	• Short term gains
• Increased in property values- levels of affluence.	• Subject to many instabilities
• Contribution to local economy- multiplier effect.	



Political impacts and implications

- Getting the council's consent to take over the area for the amount of time that the festival is using it for.

Transport

Abergavenny is a small town with limited parking and so visitors are encouraged to use public transport or car share when possible. This not only helps the town as a whole by reducing congestion in Abergavenny itself but could also have an impact on surrounding areas with a reduced amount of traffic going to one place. There are many forms of public transport that can get you into the town centre and these are only a few examples. By getting public transport to the festival, this reduces air pollution because the less vehicles the less pollution.

- By rail line.
- By coach
- By bus
- By car
- By air



Camping

In 2017, Abergavenny Food Festival were able to introduce camping for the visitors. Tents were presented by a company called Firefly who were providing bell tents. The tents are located in Castle Meadows a 5 minute stroll from the action, so after a long day of eating and exploring you wouldn't have far to walk. Also you will know you can chill and not have to worry about putting up a tent when you get there as the tents are already pre-pitched for you, your friends and family. There are also toilet and shower facilities nearby.



Bell tent





Jobs and crew

- ❖ The festival is put on by a part time team of 7 and a small board, but over the festival weekend, the festival employ over 150 local young people to steward, build and maintain sites, wash up, prepare food, recycle and clean.
- ❖ By the festival employing staff to do this while the festival is on, this ensures that the site is kept at a reasonable standard which making it good for the environment.
- ❖ Crew members work as a team setting up and packing away the festival. This would include loading vans, building and dressing tents; maintaining site areas during the event, and assisting staff and stallholders when needed. The organisers ask staff to work extra hours the week before to make sure everything is set up and ready.



Aldeburgh food and drink festival

- ❑ The festival takes place in Snape Maltings which is next to the river Alde and close to the Suffolk coast.
- ❑ With over a 100 food and drink producers from Suffolk, they gather to sell their food produce including raw milk, organic vegetables, sourdough bread and award winning beer & spirits.
- ❑ The organisers for not-for-profit event also sought to reconnect people with the food provided by the landscape as whole: the villages and market towns, the fields, woodlands and marshes, the rivers and seas.
- ❑ The festival's aims are to;
 - Celebrate and promote the variety, quality and abundance of food and drink.
 - Support the region's economy and reduce food miles.
 - Work with all local communities, inspiring everyone to cook.
- ❑ Thanks to SCC'S (Suffolk Caron Charter) support, the teapot project were able to showcase their work to help reduce food waste at the food festival. They were able to collect 180kg of excess food from exhibitors and made a huge number of positive links. The SCC had their own stand at the festival, providing free advice on reducing food waste and promoting local glass recycling facilities.



References

<http://www.abergavennyfoodfestival.com/>

<http://www.agreenerfestival.com/>

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Any questions ?

