



Sustainability Report 2023

A RECAP OF 2023...

In 2023, the Bristol Pride team were delighted to kick off another year of celebratory events. On Saturday 8th July, more than 20,000 people from across the LGBT+ community descended upon Bristol to march proudly and celebrate together, supported by teams of allies across the city. This year was louder than ever, with the Bristol Pride team introducing its newest addition; the 50ft Pride Flag.

Paraders sang, chanted and waved the flag cheerfully against a backdrop of what has been a difficult year for homophobic and transphobic attacks. As ever, Bristol Pride continues to uphold Pride as a protest demonstrating support for LGBT+ lives and rights. The aim of the Parade is to amplify, maintain and further LGBT+ human rights in Bristol and beyond, and to boldly stand for equality, diversity and inclusion, to celebrate the LGBT+ community and to show prejudice and hatred have no place here or elsewhere.

Following the Parade through the centre of Bristol, crowds were welcomed to The Downs, to attend an outdoor, multi-stage festival celebrating and showcasing the LGBT+ community. The event featured a host of activities, such as music and performances, community and family areas, a silent disco, bars, food, and markets. Celebration and accessibility are at the heart of the event, with entrance being free and open to all. The event, the biggest of its kind in the South West, provides a necessary opportunity for LGBT+ people and those who support them to come out en masse and proudly celebrate their identities and shared history.

Alongside the events of 8th July, Bristol Pride also hosted a number of Pride Festival events throughout the Summer. These events varied from art exhibitions to film showings, and dog shows to circus nights! Bristol Pride and their affiliated organisers are therefore able to cast a spotlight on certain experiences within the LGBT+ community, and to provide an opportunity for those who prefer smaller, more intimate events to celebrate Pride.

As we look forward to 2024, Bristol Pride is not only thinking of ways to continue the celebrations with another Summer calendar of events, but also considering ways we can improve in terms of sustainability and the environment. Together, we have teamed up with Future Leap to consider our environmental impact and areas we can improve to ensure we are acting responsibly to both the people we serve and the planet. Our report this year will therefore feel somewhat different, both considering the outline of the demographics of attendees, what they enjoyed and what they feel we can improve on, *as well as* areas related to sustainability. It also produces a series of recommendations the Bristol Pride team will consider when designing the future events.

We hope this report helps to demonstrate transparency around Bristol Pride's decision-making, impact and aspirations going forward. For now, enjoy reading and catch you in 2024!



BEFORE WE GET STARTED, SOME REASONS TO CELEBRATE...

Each year we survey the Pride audience, for their feedback post event, we use this feedback to inform our decision making for the year ahead and to ensure we are delivering for Bristol's LGBT+ Community.

We had some fantastic feedback this year! We heard:

On Organisation:

A total of 84% (n=564) overall believed the festival was well organised.

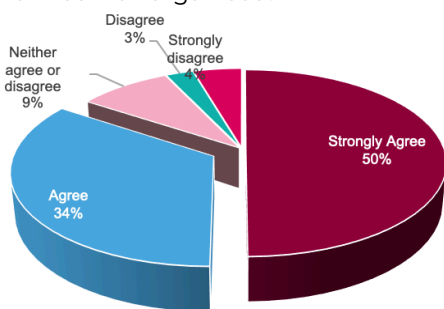


Fig 1: Agreement scores according to our feedback survey in response to the festival being well organised (n=669)

On Inclusivity:

88% participants reported overall agreement that Pride was inclusive, a 7% increase from last year.

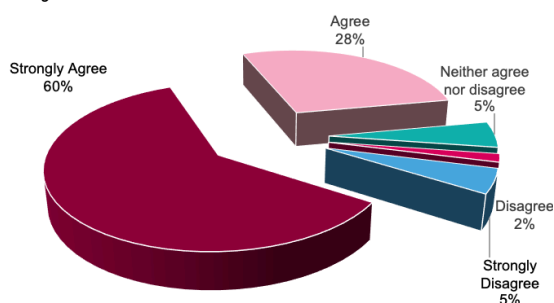


Fig 2: Agreement scores according to our feedback survey in response to the festival being inclusive of identifies (n=668)

On Accessibility:

In the feedback responses we received (n=665), we were told that the majority (56%) either agreed or strongly agreed that "Pride Day and Parade was accessible to those with disabilities".

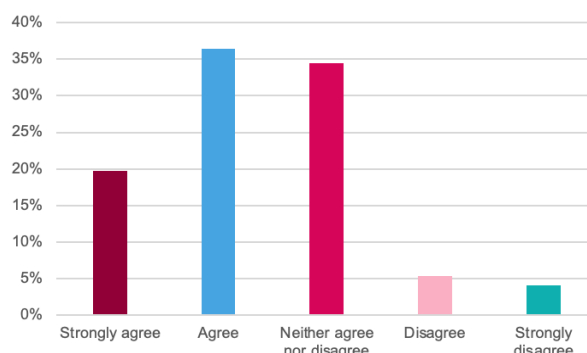


Fig 3: Responses to 'Do you agree the Pride Day and Parade was accessible to those with disabilities', according to pre-sale tickets (n=665)

On Representation

A total of 82% (n=669) said they felt well-represented by Pride and the Parade:

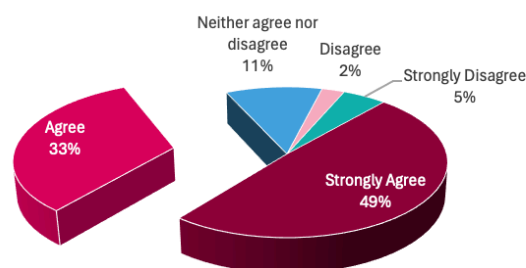


Fig 3: Agreement scores according to our feedback survey in response to the festival feeling representative (n=669)

When broken down by demographic data, 85% (n=440) of those who identified with being LGBT+ shared that they either agreed or strongly agreed with being well-represented at the Parade and festival.

OUR IMPACT ASSESSMENT

This year, we partnered with Future Leap to assess the environmental impact of Pride Day. This is an important step for Bristol Pride and helps to formalise measures that have been taken over the years.

The first step in reducing emissions is to measure current impact. A carbon footprint is a visualisation of the greenhouse gases emitted as a result of organisational activities. All greenhouse gases are represented relatively, in the form of carbon dioxide equivalent (CO2).

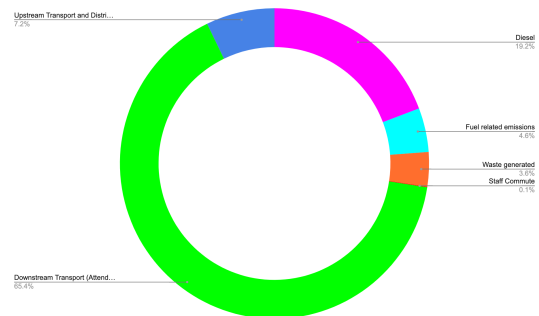
As a benchmark for how we could measure and assess our current performance, we used the Greenhouse Gas Protocol's accounting and reporting standards, which uses government published conversion factors to represent the impact of activities in CO2. Under this framework, emissions sources are divided into "scopes":

- Scope 1: direct emissions
- Scope 2: emissions from purchased electricity
- Scope 3: indirect emissions associated with supply chain and product use

The table and pie chart below represent the emissions associated with Bristol Pride's event on the Downs.

Total measured emissions are 32.71 Tonnes of CO2, averaging at just over 1.5kg of CO2 per attendee. 65% of which are as a result of attendees travelling to the event.

Emissions relating to on-site fuel use (combining associated Scope 1 and Scope 3 emissions) account for just over 25% of overall emissions.



Emission category	tCO2e	%
Scope 1		
Diesel	6.29	19.2
Scope 3		
Fuel related emissions	1.5	4.6
Waste generated	1.17	3.6
Staff Commute	0.02	0.1
Downstream Transport (Attendee Travel)	21.38	65.4
Upstream Transport and Distribution (Delivery Travel)	2.35	7.2
Total	32.71	100

ENERGY CONSUMPTION

SCOPE 1

Energy on-site is provided using a series of temporary generators. These supply the energy required for sound, lighting, and vendor stalls and power anything needing electricity during the event.

All the fuel used directly on-site is associated with Scope 1 - our direct emissions.

We work with our power supplier to ensure that we are positioning the right size generators in the right locations to ensure we are being as efficient with fuel use as possible.

We had planned for these generators to be run using HVO which would have reduced our CO2 emissions from fuel by up to 90%. However due to a mix up with the fuel delivery which wasn't spotted till post event the generators were powered with diesel. This was incredibly disappointing.

Ensuring we use HVO for 2024 will result in a significant reduction in our emissions.

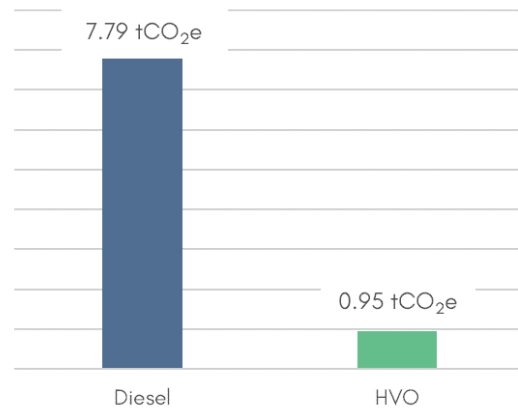


Fig 2; Current emissions from diesel generators compared to emissions if HVO biofuel was used instead

Other areas where we hope to be able to make change, in relation to our direct emissions include:

1

Ensure any diesel consumed on site is HVO.

2

Ensure that all our lighting, audio and video fixtures are the most energy efficient options in the market.

Long Term ambitions:

- Metering energy supply to vendors could offer a way to encourage energy efficiency
- Use on-site renewable energies or batteries charged using solar
- Work with Bristol Council to enable use of mains electricity.

TRAVEL DATA

SCOPE 3

Travel is an inevitable feature of any event. Travel data was collected to account for both the core Pride team commuting to the site and all of the attendees.

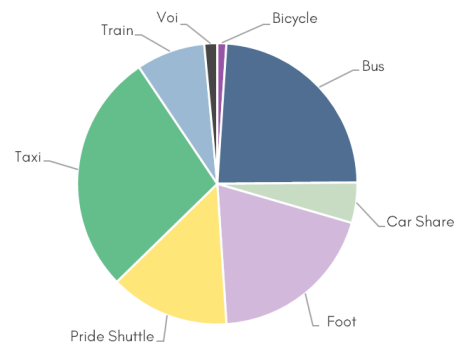
We are only able to make an estimate on our carbon emissions total as we collect travel data from the Feedback Survey, which had a total of 748 responses, of which only 668 completed the travel questions.

Respondents were asked how they travelled to Pride. Around 20,000 people attended Pride Day on the Downs, with survey responses scaled up to estimate emissions for all attendee travel.

The responses are explained in this table - and articulated in the pie chart on the right.

Transport Method	%use	tCO ₂ e	%
Bicycle	1.0	0	0
FREE Bus and Pride Shuttle	37.6	9.84	46.1
Car Share	4.6	0.97	4.5
Foot	19.5	0	0
Taxi	27.8	9.89	46.3
Train	7.9	0.68	3.1
Voi	1.5	0	0
Total	100	21.38	100

Table 2: Transport methods of attendees, showing popularity of options and associated emissions.



Use of buses (either shuttle or standard routes) is the most used method of transport. Bristol Pride provides a free shuttle bus service from the end of the march up to the event site. In addition, all customers who purchase a supporter wristband receive free travel on all First Bus Bristol routes on Pride Day.

Use of taxi services, including Ubers, were the second most popular transport method and is responsible for the largest proportion of emissions.

It is recognised that wet weather conditions may provide an explanation of significant taxi use.

Nearly ¼ of the attendees travelled using zero emission transport methods (bicycle, foot and Voi).

In total, the attendee travel data equated to two thirds of the total emissions or 70%.

Our own staff emissions were very low with being a team of under 5 people! Just under $\frac{3}{4}$ of staff used cars to travel and $\frac{1}{4}$ used a van. This contributed a total of 0.02 total carbon emissions.

Missing data here is from the contractors and suppliers providing infrastructure to the festival. These will be collected and assessed for 2024's report.

What have we been doing right?

A free shuttle bus service is offered by Bristol Pride serviced by First Bus to encourage shared journeys from the end of the march. Of the 10 shuttles, 6 are EURO6 compliant diesel and 4 are powered by biofuel.

Free public bus travel is also included for attendees with a Supporter Wristband.

When purchasing tickets, an option was provided for attendees to offset their travel. Through our partnership with [Ecolibrium](#) through the Ticketsellers platform. 2510 kg of CO2 was offset by attendees buying their ticket in advance of the day.

What will we do in response?

1

We must endeavour to collect information about where our contractors and suppliers are coming from

2

Continue to run the Pride Shuttle Service, increasing the number of Bio Fueled vehicles, and consider running more services and increase marketing to encourage uptake.

3

We will commit to offer a secure bike storage to encourage active travel by attendees. We will also make sure this is advertised on the website so that people are more knowledgeable about how to safely store their bikes.

Long term ambitions:

- Hold focus groups with attendees to determine attitudes and barriers to low carbon transport to help focus reduction efforts.
- Develop a low-emission travel policy for staff members.
- Look to extend scope of measured travel emissions to cover artist travel.

MATERIAL USE AND WASTE

SCOPE 3

When we say material use and waste, it relates to all the materials used in the set-up and waste generated throughout the course of the event. The key to understanding this data is to know the weight and fate of each area of waste.

Unfortunately, the waste contractor has not provided us with accurate data of the weight and fate of waste produced on site.

In future data collections, we intend to provide accurate data for glass, cans and plastic, general waste and commercial waste (from skips) as well as what happens after the festival e.g. whether this is recycled, reused, incinerated or placed in landfill.

However, we did manage to account for all of our water, toilet waste, in emission measurements.

Emissions associated with toilet waste have been calculated using the 'water treatment' conversion factor. As shown in the graph below, total water and waste emissions are 1.2 tCO₂e.

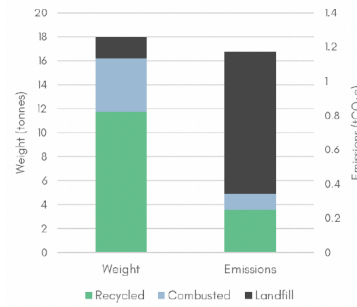


Figure 7: Proportion of weight and emissions associated with each waste fate (values shown in the table to the left).

Table 4: Disposal weights and associated emissions of different waste fates.

Waste Fate	Weight (t)	Weight (%)	tCO ₂ e	tCO ₂ e (%)
Recycled	11.7	65.2	0.25	21.2
Combusted	4.5	24.7	0.09	8.1
Landfill	1.8	10.1	0.83	70.7
Total	18	100	1.17	100

What have we been doing right?

Attendees were encouraged to bring their own reusable water bottles and we have banned the sale of all plastic water bottles from the bars & traders.

We have been using reusable cups for cocktails and draft beers on bars since 2016. All other drinks are served in aluminium cans, which are infinitely recyclable and low-emission to produce.

All of the signage that we have created gets used year on year, getting stored and repaired so that we can make sure we're doing as much as we can to create a zero-waste economy.

Our assumed rates of recycled materials also account for over 50% of waste, which is good news for a zero-waste style festival!

We also received feedback that 55% of customers were confident on where to recycle on site, and 59% found recycling on site, overall 'good'.

However, we still have a long way to go in reducing the waste to landfill, which ultimately leads to a higher CO2 emission (70%!).

What will we do in response?

1

We must endeavour to collect information about the waste type, weight and fate. - this will help us create a more accurate picture of the emissions that we are producing and point to how much is really leading to landfill emissions.

2

Increase opportunities to recycle and awareness of recycling options! Nobody should be struggling to find a recycling bin for their contents so making this more obvious will help festival-goers know how to dispose of their content more environmentally!

3

Provide bins for vapes and other highly used disposable items, even if they shouldn't be present at the festival!

Long term ambitions:

- Work with our suppliers of event materials to find out what materials are being used and where they are coming from.
- Explore zero-waste options and create a policy around how we might adopt this.
- Become fully plastic-free!
- Consider compostable toilets or an alternative that could provide less toilet waste.

FOOD TRADING, TRAVEL AND WASTE

SCOPE 3

We are proud of the array of food suppliers we have at the festival and have worked hard at creating a wider range of catering options to match the growing numbers of pride attendees! However, with this comes considerations about what food we serve, where it comes from and how much food waste it might produce.

Where it comes from

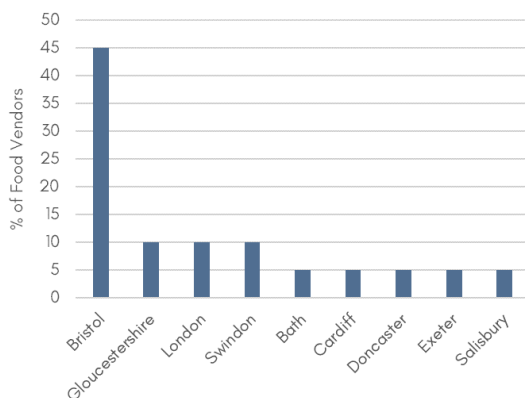


Figure 8: Bar chart showing the % of food traders registered at each location.

The bar graph above shows the location of food vendors. 45% of food traders are from Bristol and within a 15-mile radius of the Downs. 30% of vendors have travelled more than 50 miles, from London, Doncaster, Exeter and Salisbury.

Proportion of meat to vegan servers

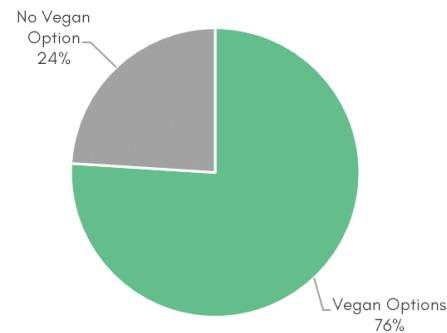


Figure 9: Pie chart showing the proportion of food traders offering vegan options and those which do not.

Plant-based foods have significantly lower embodied carbon than meat alternatives. As represented in the pie chart, 76% of food vendors offered vegan options.

What have we been doing right?

Currently all vendors use biodegradable or recyclable packaging and wooden cutlery, and use large condiment dispensers, reducing the accumulation of single use plastics and polystyrene.

To support our zero-waste ambitions, we inform traders of the expected number of attendees and the number of traders attending to help manage their stock levels and eliminate food waste. And, where any unwanted and unusable food is left behind at the event, we ensure it is distributed to local food banks or cafes.

Unfortunately, we currently do not separate food waste from general waste meaning we cannot produce an accurate picture of how large an emission was created from our food traders or the products they serve, or the waste produced.

What will we do in response?

1

Ensure separation of food waste from general waste and correct disposal- this will help us create a more accurate picture of the emissions that we are producing and point to how much is really leading to landfill emissions.

2

Prioritise local traders over those travelling from further afield and ensure to collect data to measure the impact associated with upstream transport (distance and method). We will include this in our trader application system which we are reviewing.

3

Develop a detailed supplier survey to determine carbon reduction efforts of selected vendors. We will ask vendors about their own environmental policies and about the sustainability of their food.

4

Make the data around food vendors more visible.

In our feedback survey, we were told that 52% of those who took part would be more likely to eat on site if I knew how local the food was. Therefore, we know that having this information can influence shopping choices and may help festival-goers to make more sustainable and informed choices for their food.

Long term ambitions:

- Ask traders to provide menus for the food served. This will allow for better analysis of the embodied carbon of food offered.
- Significantly reduce offerings of meat produce (particularly beef) and promote plant-based alternatives.
- Only select vendors within a 15-mile radius with carbon reduction commitments.

PROCUREMENT, TRADING, TRAVEL AND WASTE

SCOPE 3

A number of non-food vendors were also trading at the Downs. These included organisations selling merchandise, handmade jewellery and upcycled clothing. Like our food traders, we've accounted for the travel emissions produced from those who attended.

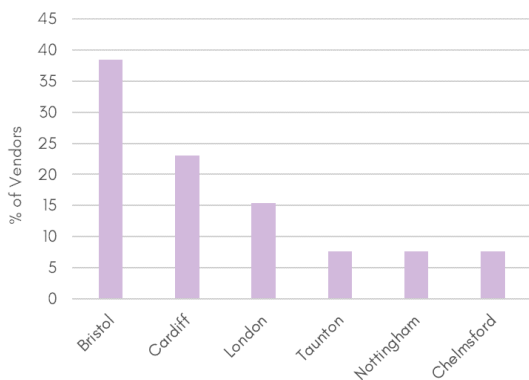


Figure 10: Bar chart showing the % of traders registered at each location.

As you can see above, just under 40% of vendors are from Bristol and within a 15-mile radius. 30% of traders have travelled more than 50 miles for the event.

Just as the market traders supply services to festival goers, we are aware that we procure other services to ensure the festival runs smoothly. This includes security, staging, and construction services, to name a few. We saw that the

majority of these deliveries were run by diesel vehicles, accounting for nearly 10% of our Carbon emissions. We will explore how we can reduce the number of journeys as a way of decreasing our carbon emissions in this scope.

What will we do in response?

1

Prioritise local traders over those travelling from further afield and ensure to collect data to measure the impact associated with upstream transport (distance and method). We will include this in our trader application system which we are reviewing.

2

Develop a detailed supplier survey to determine carbon reduction efforts. We will ask vendors about their own environmental policies and the sustainability of products.

3

Develop a detailed procurement policy. This would consider energy efficiency, circular economy principles and locality of materials.

4

Advertise how local products are. We were told by 58% of those who gave feedback that they would shop on site if I knew the traders sold sustainably sourced items.

RAISING AWARENESS OF SUSTAINABILITY

Bristol Pride are fortunate enough to hold a significant reach and influence in and around Bristol. Using our festival as a platform to demonstrate best practice is important for progressing our decarbonisation plan.

Involving staff, partners and other stakeholders within decarbonisation efforts will extend influence beyond organisational boundaries and impact the wider community. This could be achieved through staff training, hosting events and promoting educational workshops, during the event itself or in the run-up.

What have we been doing right?

We're proud to have taken this first step in measuring the impact of our festival and publishing publicly our emissions data. We will continue to do this year on year. This is part of our commitment to make strategic changes in reducing our consumption of energy, reduce waste, encourage sustainable choices and ultimately, reduce our carbon emissions.

As part of our previous efforts, we make sure that all ticket-holders have the option of offsetting their carbon emissions when they book their tickets. This year, we had 2510kg of CO2 offset by audience members when purchasing tickets through the partnership with [Ecolibrium](#).

Similarly, we have encouraged all visitors to the festival to bring their own refillable water bottle to site to reduce plastic. This has been, on the whole, quite successful with more than 66% of those who took part in the feedback survey telling us they felt actively encouraged to bring a bottle with them.

We'll also be working with Future Leap to publish this data on wider platforms, so that people can understand the industry's impact and what Bristol Pride are doing to lead in this area.

What will we do in response?

1

Work with audiences, suppliers and artists to positively influence travel choices and reduce travel-related emissions

2

Be more public throughout the year on the impact and reduction plans for the festival. This will

improve public understanding of why certain aspects of the festival might change in response to our environmental impact.

3

Explore the ways we can boost visibility of recycling options and accountability for waste on site.

This would be both for festival-goers and for staff onsite.

Long term ambitions:

- Explore industry opportunities to share our learning and learn from others on this matter
- Align ourselves and potentially make the pledge with Vision 2025.
- Take part in the annual Green Survey to track trends.
- Offer more opportunities for people to offset their own carbon emissions before and during the festival.

What are we going to do?

We have identified 12 key goals that we will be focusing on for 2024 to improve and reduce our impact.

Next Steps

Area	Goal	Achieved 2024
Power	Ensure HVO is used across all generators, tower lights and plant machinery.	
	Ensure a smart power plan is created to ensure the correct generators are used in the correct locations to maximise efficiency and minimise waste.	
Travel	Create Sustainable travel comms plan to ensure we are promoting green travel as much as possible.	
	Installing bike racks to promote bike use for travelling to the festival.	
	Improve data gathering on travel data of volunteers, suppliers, contractors etc to provide more accurate assessment.	
Waste	Ensure more accurate data is collected on the waste weight and fate.	
	Ensure food waste is collected and separated	
	Improve on waste signage to ensure items are being disposed of in the correct bins	
Traders	Ensure bans on plastic or polystyrene serveware, and plastic bottles are being adhered to.	
	Increase the number of local traders	
	Understand sustainability efforts taken by traders and use this to inform our decision making when selecting traders.	
Comms	Increase our comms around our sustainability efforts and encourage our audience to engage with them.	