



# Sustainability Report 2024

## A RECAP OF 2024...

In 2024, the Bristol Pride team were delighted to kick off the 15th anniversary festival, a significant milestone that marks what an incredible journey Pride has been on in our city.

Pride in the city began in 2010 with just 5,000 people in Castle Park. Today, we welcome more than 35,000 people across the two weeks of events we put on, with a march that encompasses more than 20,000 people. It just goes to show how much this event has grown and is important to Bristol and beyond!

This year, we faced country-wide challenges and government changes. We were delighted to hold a hustings that gave LGBT+ people a chance to get their thoughts and concerns raised in a safe setting. We also continued to ban political parties and the police from attending the parade, so that we could keep Pride a protest demonstrating support for LGBT+ lives and rights.

As always, 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 old and new activities, such as musical performances, new stages, expanded circus entertainment, 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.

Alongside the events of 13th July, Bristol Pride also hosted a number of Pride Festival events throughout the Summer. These events varied from art exhibitions and ballroom to the Queer Vision showings, dog shows and 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 2025, 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 training in community. We will use the learnings to assess and ensure we are acting responsibly to both the people we serve and the planet. Our report is open to the public to ensure that we remain transparent about our activities and act as a role model for others in the event sector and Bristol.

For now, enjoy reading and catch you in 2025!



## OUR IMPACT ASSESSMENT

Last year, we introduced our baseline survey to be able to measure our 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 (CO<sub>2</sub>).

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 CO<sub>2</sub>. Under this framework, emissions sources are divided into "scopes":

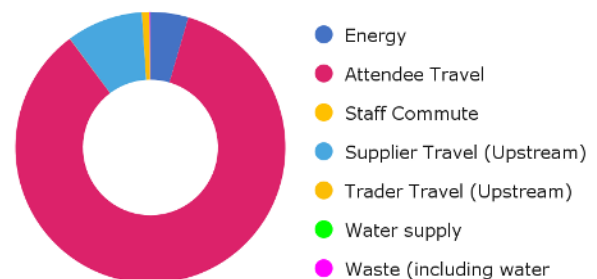
- Scope 1: direct emissions
- Scope 2: emissions from purchased electricity
- Scope 3: indirect emissions associated with supply chain and product use

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

Last year, our total measured emissions were 32.71 Tonnes of

CO<sub>2</sub>. This year, we have produced an increase in CO<sub>2</sub> emissions, however we will explore the reasons behind this in sections further on.

Total measured emissions are 34.31 Tonnes of CO<sub>2</sub>, a 5.3% increase from 2023. This averages at approximately. We can see 85% of our emissions are the result of attendees travelling to the event (a 20% increase on the year before), averaging approximately 0.28kg of CO<sub>2</sub> per attendee.



Emission category	tCO <sub>2</sub> e	%
<b>Scope 1</b>		
HVO	1.55	4.54
<b>Scope 3</b>		
Waste generated	0.04	0.12
Staff Commute	0.01	0.02
Downstream Transport (Attendee Travel)	29.25	85.24
Upstream Transport and Distribution (Delivery Travel)	3.44	10.04
<b>Total</b>	<b>34.31</b>	<b>100*</b>

\* Including water supply data

## 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.

Last year, we generated a huge sum of emissions due to the fact that our generators were not using HVO, but diesel. This year, we are delighted to have received the correct energy to run our generators and have seen a significant decrease in the total use of fuel.

In total, we produced 1.55tCO<sub>2</sub>e, an 80% decrease from 2023. Unfortunately, it is still higher than the predicted sum of total emissions, based on 2023's evaluation.

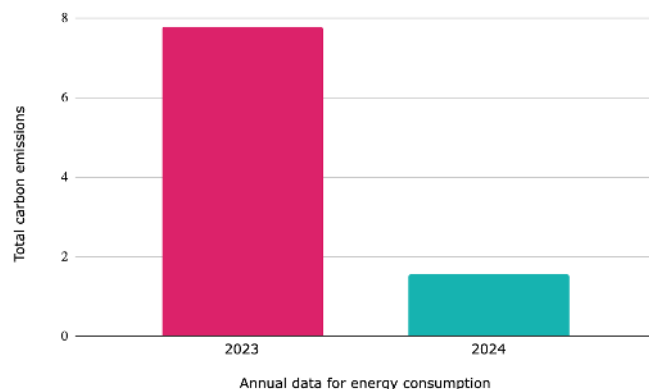


Fig 2: Current emissions largely reduced from 2023

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

1

Continue to ensure any diesel consumed on site is HVO.

2

Map out, where we can, where energy is most being used by recording how much each generator has inputted fuel and the reduction over the course of the festival.

### Long Term ambitions:

- 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.

This year we have taken a more intricate look at how we can account for carbon emissions for attendee travel, combining data from both our feedback survey, of which only 146 people responded, and our ticket data sales, of which 9,346 sales were recorded. This helped us to create an estimation of local and national carbon emissions and their mode of transport.

Around 35,000 people attended Pride Day on the Downs, approximately 65% of which we can assume were from Bristol\*.<sup>1</sup>

Using the data from the feedback survey in which we asked attendees how they travelled to Pride, we have created a local emissions estimation of 13.92tCO<sub>2</sub>e, predicting that 49% will have used the Free shuttle bus/First Bus to attend on the day, and a further 29.5% coming by car or taxi.

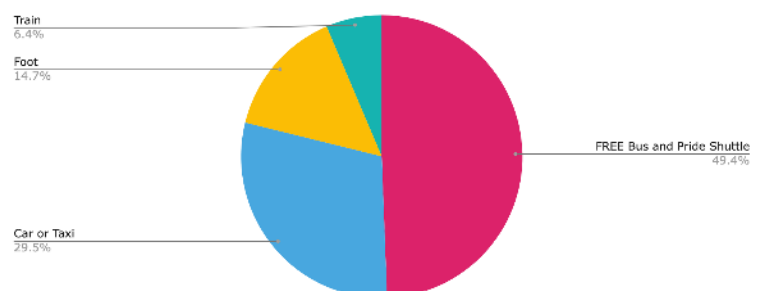
<sup>1</sup> When looking at data from the ticketsales.

The further 35% of ticket sales were most sold to visitors from Bath, London, Weston Super Mare and Cardiff. Therefore, using the feedback survey as a guide and the distances of each of these locations, we can estimate a further 29.32tCO<sub>2</sub>e was generated from national travellers.

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

Transport Method	%use	Local tCO <sub>2</sub> e	National tCO <sub>2</sub> e	Total %
FREE Bus and Pride Shuttle	49.3	7.6	5.8	43
Car or Taxi	29.4	6.01	7.6	48
Foot	14.7	0	0	0
Train	6.4	0.3	1.8	9
Total	100	13.92	15.3	100

Table 2: Transport methods of attendees, and the associated national and local levels of tCO<sub>2</sub>e produced. Below demonstrates the breakdown of transport usage.



Locally, use of buses (either shuttle or standard routes) is the most used method of transport. However, unsurprisingly for national attendees, car or taxi is the most used form of transport. We may also have seen this growth in car and taxi use this year because of an incident

occurring with the bus passes provided by First in which there was confusion about how to use the system.

Bristol Pride endeavours to provide 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.

It is recognised that this sum is slightly higher than the year before. This could well be due to the weather conditions of 2023 being far worse than the weather in 2024, where we were lucky to have a particularly hot day!

Nearly 15% of the attendees travelled using zero emission transport methods (bicycle or foot).

In total, the attendee travel data equated to more than two thirds of the total emissions or 85%.

### **Staff emissions**

Our own staff emissions were very low with being a team of 6 people!  $\frac{2}{3}$  of the staff used petrol or diesel transport to attend the festival, while the final third used public transport (bus and train). This contributed to a total of 0.01 total carbon emissions.

### **Supplier data**

This year we did further data collection to assess the carbon emissions raised by our contractors and suppliers attending the festival. This resulted in our second largest carbon emissions result with a further 3.14 tonnes of carbon produced by our suppliers.

$\frac{3}{4}$  of our suppliers are all from the Bristol region. While this is part of a scope that we cannot necessarily change, we can explore the amount of journeys taken by each supplier and continue to look at suppliers that can provide similar services to the quarter who were not local.

### **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. First Bus estimate 3960 used this service.

Free public bus travel is also included for attendees with a Supporter Wristband with 4027 journeys recorded via First Bus codes.

When purchasing tickets, an option was provided for attendees

to offset their travel. Through our partnership with [Ecolibrium](#) through the Ticketsellers platform. Only 139kg of CO2 was offset by attendees this year by attendees buying their ticket in advance of the day, a whopping 94% reduction from 2023. Unfortunately, we did not ask in our feedback survey if attendees were aware of the carbon offsetting option on ticket purchasing. However, we can assume that many of the attendees might not have donated to offsetting due to the cost of living which was mentioned in both last year and this year's feedback.

## What will we do in response?

1

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.

2

We should re-explore our commitment to offer 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.

3

Reintroduce question regarding carbon offsetting in feedback survey. This way we can be certain if the option just isn't obvious enough, or whether this is a response to the cost of living.

## Long term ambitions:

- Develop a low-emission travel policy for staff members.
- Look to extend scope of measured travel emissions to cover artist travel.
- Also include data on hotel accommodation provided for artists.



# 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.

This year, we changed waste contractor to Green Box Events which enabled us to know more about the waste and fate of each product on site. We were very glad to know that we sent absolutely no products to landfill this year - everything was either reused, recycled or turned into eco-fuels (RDF).

We also managed to track our water and toilet waste as part of our emissions data collection. In both cases, our emissions were lower, producing a total of 0.04 tCO2e. This is significantly lower than our previous year (1.2 tCO2e). This may be due to three factors; the first, we have exact weight and fate data for each form of waste which we did not have the year before, therefore using estimations which may have enlarged our actual total emissions. Secondly, we ensured nothing was sent to landfill, unlike

last year in which we know several skips were used to remove waste. Finally, we followed through on making sure our signage for recycling was clearer for staff and attendees, resulting in much more precise waste management.

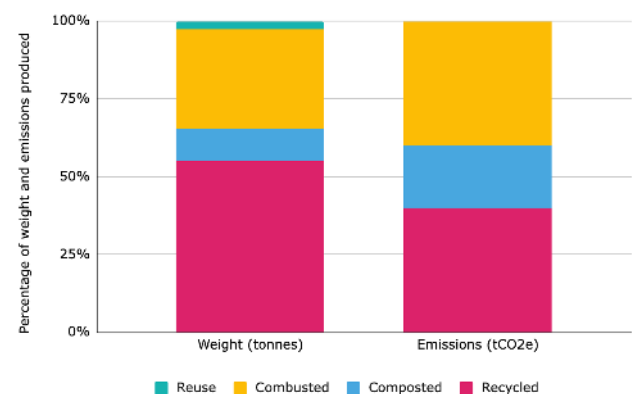


Fig 3: Proportion of weight and emissions associated with each waste fate (values shown in table below).

Waste Fate	Weight (t)	Weight (%)	tCO2e	tCO2e (%)
Recycled	3.47	54	0.01	42.5
Composted	0.66	11	0.005	13.71
Combusted	2.02	35	0.01	30.30
Reuse	0.17	0	0	0
<b>Total</b>	<b>6.15</b>	<b>100</b>	<b>0.04<sup>2</sup></b>	<b>86.5%<sup>3</sup></b>

Table 3: Demonstrates the weight and emissions levels per weight and fate of product.

<sup>2</sup> Does not include tCO2e for Pallets and Reusable cups which did not contribute an emissions factor.

<sup>3</sup> Does not include Water waste which amounts to approximately 13.5%.



## 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 40% of waste, with further products, such as pallets and reusable cups, being reused year on year and nothing ending up in landfill.

We also received feedback that 84% (n=141) of attendees were confident on where to recycle on site, and 84.1% (n=121) found recycling on site, overall 'good', a significant increase from last year's 59%

## What will we do in response?

1

Continue to collect information about the waste type, weight and fate. - this will continue to help us create a more accurate picture of the emissions that we are producing and demonstrate the areas that contribute the most emissions.

2

Continue to increase opportunities to recycle and awareness of recycling options!

We definitely had better awareness this year on how to find recycling bins - evidenced in the feedback survey. However, stewards might be considered to support attendees in knowing which recycling bin to use, and perhaps signage to show how it contributes to a zero-net carbon 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
- 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

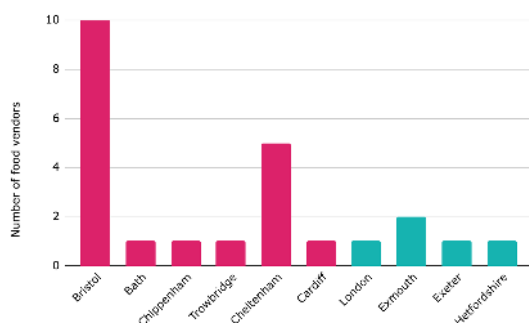


Fig 4: Number of traders and the destinations they have come from. The four highlighted in turquoise represent those who had travelled from outside of a 50-mile radius.

The bar graph above shows the location of food vendors. 51% of food traders are from Bristol and within a 15-mile radius of the Downs, which is a 6% increase on last year. Only 17% of vendors have travelled more than 50 miles, from London, Exeter, Exmouth and Hertfordshire.

### Proportion of meat to vegan servers

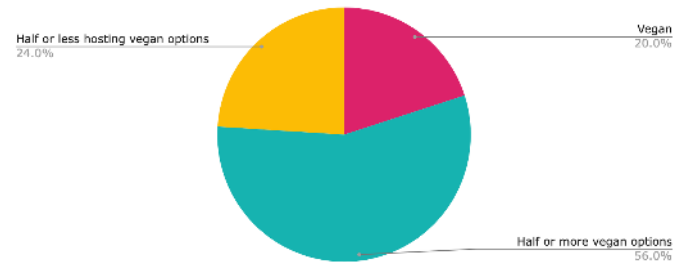


Fig 5: Pie chart showing the proportion of traders offering 50% or more vegan options as part of their menu and those which do not.

This year, we asked vendors to estimate the percentage of their menu that is vegetarian or vegan. We saw that 65.5% of vendors were selling a menu of 50% vegetarian content or higher. At least 17% of our total vendors were completely vegetarian or vegan. This is lower than last year, where we had 76% of food vendors offering 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.

We are happy this year, to see that all food waste has been composted effectively by our new waste supplier, which of course helps to keep emissions down.

### **What will we do in response?**

**1**

Support vendors to separate food waste from general waste and correct disposal - this will help us create a more accurate picture of the emissions specifically created by traders.

**2**

Continue to prioritise local traders over those travelling from further afield, and specifically collecting the method of transport. Whilst we were able this year to collect petrol or diesel or electric transport, we did not collect the type of vehicle transported in. Therefore we have calculated all as 'Large Cars'.

**3**

Continue to collect and review the supplier survey to determine carbon reduction efforts of selected vendors. We have asked vendors about their own

environmental policies and about the sustainability of their food. We should review these and explore if there is more that could be done through the supply chain to make this more efficient.

**4**

Make the data around food vendors more visible.

Unfortunately, this year we did not collect data on whether attendees were more likely to eat on site if they knew how local the food was. However, in 2023, 52% of those who gave feedback told us this would influence their food-purchasing decisions. Therefore, we should continue to give this information out whilst offering discounts and rewards for those who opt for these traders. 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. This may need more comms connection between those accepting traders and those putting out marketing information.

### **Long term ambitions:**

- Ask traders to provide more specific details about menus and discounts offered. Perhaps even including carbon emissions of food.

- Continue to reduce offerings of meat produce (particularly beef) and promote plant-based alternatives.
- Consider 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.

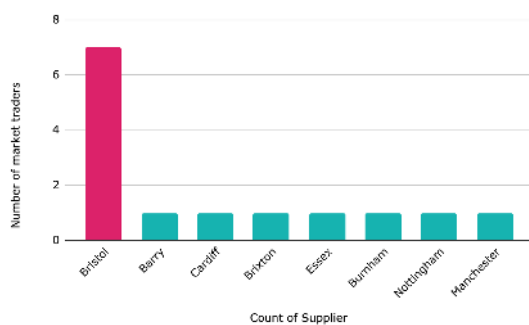


Fig 6: Number of market traders and the destinations they have come from. The seven highlighted in turquoise represent those who had travelled from outside of a 50-mile radius.

As you can see above, 50% of our vendors came from the Bristol area and within a 15-mile radius. This is a 10% increase on last year. A similar 50% travelled more than 50 miles for the event - which has also seen an increase since last year, 20% in fact.

## Procurement

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.

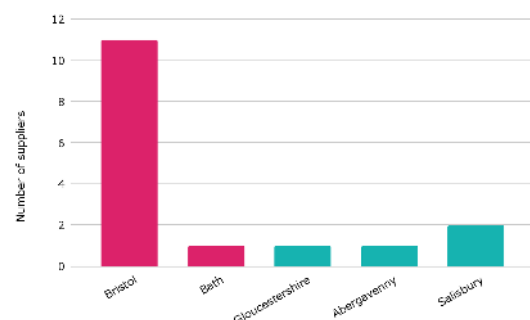


Fig 7: Number of suppliers and the destinations they have come from. More than 68% of the suppliers came from within a 30 mile radius, while the other 32% came from further afield.

## What will we do in response?

### 1

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

### 2

Explore the type of fabrics and materials being sold by vendors and explore the environmental policies of these. We will ask vendors about 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. Unfortunately, this year we did not collect data on whether attendees were more likely to shop on site if they knew the traders sold sustainably sourced items. However, in 2023 58% of those who gave feedback that they would shop on site if I knew the traders sold sustainably sourced items, so it should be continued practice if possible. This may need more comms connection

between those accepting traders and those putting out marketing information.

## 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 gone beyond our baseline data survey last year and progressed the data we have collected to measure more accurately the impact of our festival. We also pride ourselves on being one of the few Pride festivals to publish 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 139kg 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 65% 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 the Bristol City Council on further festival and event carbon data tracking systems, 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
- Take part in the annual Green Survey to track trends.
- Increase opportunities across ticket purchasing and merchandise purchase for people to offset their own carbon emissions before and during the festival.

**Next Steps** - We have identified 11 key goals that we will be focusing on for 2024/2025 to improve and reduce our impact.

Area	Goal	Achieved 2025
Power	Continue to use HVO but monitor exactly where and how much generators are using fuel across the site.	
Travel	Strengthen 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 - specifically the method of travel - across attendees, volunteers, suppliers, contractors etc to provide more accurate assessment.	
Waste	Ensure food waste is collected and separated from traders so that we can continue to compost this.	
Traders	Continue to ensure bans on plastic or polystyrene serveware, and plastic bottles are being adhered to.	
	Ensure that all vendors have a 50% or more veggie or vegan alternative on their menus	
	Continue 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.	
	Make sure that menus are shared in advance of the day, or some vegan/veggie stats related to this to reduce confusion about where people can eat/use their discounts.	

