

# EVENT SUSTAINABILITY REPORT

## BIRMINGHAM FESTIVAL 2023

### 28<sup>TH</sup> JULY TO 6<sup>TH</sup> AUGUST

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# 1.0 AUTHORS

**RICHARD BATE:** 30 YEARS GLOBAL MAJOR EVENTS EXPERIENCE, CMIOSH, FFIRM, PM-AASP – SUSTAINABILITY DIRECTOR E BIKE GRAND PRIX & CUBE INTERNATIONAL. 30+ YEARS' EXPERIENCE IN LIVE EVENTS, BROADCAST. FILM, TV, MEDIA, MUSIC AND SPORTS EVENTS. CLIENTS INCLUDE FORMULA E, EXTREME E, JAP, M SPORT, JAGUAR RACING, NEO RACING, WORLD RALLY CHAMPIONSHIP, FEDERATION INTERNATIONALE DE MOTOCYCLISME, FEDERATION INTERNATIONALE AUTOMOBILE, THREE CASTLES' RALLIES & VICE PRESIDENT OF THE INSTITUTE OF OCCUPATIONAL SAFETY AND HEALTH (IOSH)

**JOHN ADKINS:** FOR ALMOST 40 YEARS JOHN HAS SUCCESSFULLY DELIVERED BESPOKE EVENTS AND SPECIAL PROJECTS ACROSS ALL AREAS OF THE ENTERTAINMENT INDUSTRY, WORKING ALONGSIDE CREATIVE AGENCIES OR DIRECTLY FOR THE END CLIENT. JOHN PRIDES HIMSELF ON CLEARLY UNDERSTANDING AND COMMUNICATING HIS CLIENTS' VISION AND DELIVERING SAFE, SECURE AND SUSTAINABLE PROJECTS



## 2.0 THE FESTIVAL 2023

SECOND WEEK OF THE SUMMER HOLIDAYS NEVER LOOKED SO GOOD AS BIRMINGHAM FESTIVAL 2023 WELCOMED AUDIENCES, ARTISTS, LOCAL COMMUNITIES AND VOLUNTEERS. THE WHOLE EVENT REFLECTED THE DIVERSITY OF THE CITY, COMING TOGETHER TO WATCH, LISTEN, RELAX, DANCE AND PLAY. THIS JOYOUS, FUN AND HEARTFELT CELEBRATION MARKED THE ONE-YEAR ANNIVERSARY OF THE 2022 COMMONWEALTH GAMES, AND WAS ANOTHER BOLD SHOWCASE OF BIRMINGHAM'S TALENT, CHARACTER AND REPUTATION AS A WORLD-CLASS DESTINATION FOR MAJOR EVENTS

*"THIS IS A REAL LEGACY FROM THE COMMONWEALTH GAMES, CONTINUING THE FANTASTIC CELEBRATION OF ALL THAT IS GREAT ABOUT THE CULTURE AND CREATIVITY OF THE CITY. BIRMINGHAM CITY COUNCIL IS PROUD TO HAVE COMMISSIONED AND FUNDED FESTIVAL 2023, SHOWCASING THE CREATIVITY ACROSS OUR COMMUNITIES AND THE CITY'S RICH CULTURAL OFFER THROUGH PROGRAMMING COMMITTED TO DIVERSITY, INCLUSION AND HOMEGROWN TALENT"*

COUNCILLOR SAIMA SULEMAN, CABINET MEMBER DIGITAL, CULTURE, HERITAGE AND TOURISM AT BIRMINGHAM CITY COUNCIL



## 3.0 – JA PRODUCTIONS SUSTAINABILITY STATEMENT

**BEHAVIOUR CENTRED APPROACH:** RATHER THAN FOCUSING ON OUR INTERNAL EFFORTS, JA PRODUCTIONS, WILL ASSIST OUR SUPPLIERS, CLIENTS, AND PARTNERS TO DELIVER UPON THEIR OBJECTIVES AND TARGETS TO OPERATE SUSTAINABLY WITHIN A CIRCULAR ECONOMIC MODEL.

1. A BEHAVIOURAL CENTRED APPROACH REPRESENTS AN OPPORTUNITY TO MAKE A SIGNIFICANT DIFFERENCE BY HELPING MILLIONS OF PEOPLE MAKE MORE SUSTAINABLE DAILY CHOICES, DECISIONS, AND BEHAVIOUR.
2. IT OFFERS ORGANISATIONS A WAY TO ENGAGE WITH SUSTAINABILITY ON DEFINED TERMS, WHICH WILL LEAD TO MEANINGFUL, GENUINE, AND RELEVANT ACTIONS.
3. IT CAN BUILD STRONGER BONDS WITH EMPLOYEES AND CONSUMERS, MANY OF WHOM ACTIVELY WANT TO ADOPT MORE SUSTAINABLE HABITS — AND WILL APPRECIATE (AND REWARD) SUPPLIERS THAT SUPPORT OUR VISION.
4. SOCIETY HAS A LONG JOURNEY AHEAD TO A MORE SUSTAINABLE FUTURE; JA PRODUCTIONS WILL HELP TO GUIDE THIS. JOURNEY.
5. THE PATH FORWARD WILL INVOLVE SIGNIFICANT CHANGES IN HOW COMPANIES OPERATE, FROM THEIR SUPPLY CHAINS TO PRODUCT OFFERINGS, OUR BUSINESS WILL CHAMPION THESE CHANGES.
6. NET ZERO COMMITMENT IS NOT THE SAME AS ZERO CARBON, OR ZERO EMISSIONS, WHICH MEANS THAT NO GREENHOUSE GAS EMISSIONS ARE EMITTED - OUR NET ZERO COMMITMENT REQUIRES A COMPLETE REMOVAL OF EVENT RELATED GREENHOUSE GAS EMISSIONS BY 2030.

## 3.0.1 – JA PRODUCTIONS SUSTAINABILITY STATEMENT

**COMMITMENT:** WE ARE COMMITTED TO PROTECTING THE ENVIRONMENT, HEALTH, SAFETY AND WELFARE OF OUR EMPLOYEES AND THE GLOBAL COMMUNITIES IN WHICH WE OPERATE. JA PRODUCTIONS TAKES THE NECESSARY MEASURES TO CARRY OUT ITS STATUTORY, MORAL, AND SOCIAL DUTIES TO THE HIGHEST STANDARDS. OUR BUSINESS STRIVES TO ACHIEVE THESE COMMITMENTS BY SATISFYING ALL LEGAL AND OTHER COMPLIANCE OBLIGATIONS, AT A MINIMUM, BY CONTINUALLY IMPROVING OUR MANAGEMENT SYSTEMS AND THROUGH FOLLOWING THESE KEY PRINCIPLES:

1. SETTING CLEAR OBJECTIVES AND REGULARLY MONITORING AND EVALUATING PROGRESS THROUGH PERIODIC MANAGEMENT REVIEWS.
2. MEETING OR EXCEEDING ALL APPLICABLE ENVIRONMENTAL, HEALTH AND SAFETY REQUIREMENTS.
3. A COMMITMENT TO HAVE THE LOWEST POSSIBLE NEGATIVE IMPACT ON THE NATURAL WORLD BY:
  - ACTIVELY MEASURING AND MONITORING CARBON FACTORS IN LINE WITH SCOPE 1 & 2 EMISSIONS WHILE INFLUENCING SCOPE 3.
  - REDUCING WASTE, MAXIMISING THE REUSE, AND RECYCLING OF MATERIALS AND MANAGING DISPOSAL RESPONSIBLY.
  - ENSURING OUR USE OF NATURAL RESOURCES (ENERGY, WATER, PRODUCTS WE BUY) IS SUSTAINABLE.
  - RECOGNISING THAT THE MINIMUM ACCEPTABLE LEVEL OF ENVIRONMENTAL PERFORMANCE IS THAT STIPULATED IN UK ENVIRONMENTAL LEGISLATION (OR HIGHER IN CERTAIN COUNTRIES).
  - PROTECTING THE ENVIRONMENT BY SEEKING TO AVOID AND REDUCE THE POLLUTION OF AIR, WATER AND LAND THAT MAY RESULT BECAUSE OF OUR BUSINESS OPERATIONS.
  - ENSURING THAT OUR ACTIVITIES ARE SENSITIVE TO THE LOCAL COMMUNITY AND THAT WE LEAVE AREAS EXACTLY AS THEY WERE FOUND.
  - DEVELOPING AWARENESS OF ENVIRONMENTAL CONTEXT AND INITIATIVES TO ENCOURAGE PROACTIVE STAKEHOLDER ENGAGEMENT.
  - PROVIDING SUITABLE ENVIRONMENTAL TRAINING FOR OUR STAFF AND CONTINUOUSLY PROMOTING SUSTAINABILITY AND ENVIRONMENTAL AWARENESS WITHIN OUR SUPPLY CHAIN.

## 3.1.1 – SUSTAINABILITY GOVERNANCE (ESG)

**GOVERNANCE:** WITH SUSTAINABILITY AT THE HEART OF JA PRODUCTIONS BUSINESS OPERATIONS A STRONG GOVERNANCE STRUCTURE IS NEEDED TO DELIVER THE BUSINESS VISION OF CREATING BETTER FUTURES THROUGH OUR CORE PRINCIPLES OF ETHICAL BUSINESS MANAGEMENT.

JOHN ADKINS IS RESPONSIBLE FOR LEADING AND REVIEWING OUR STRATEGIC APPROACH, ACTIVITIES, POLICIES, REPORTING, MANAGEMENT SYSTEMS, COMMUNITY IMPACTS AND CHARITABLE IMPACTS.

**ENVIRONMENTAL SOCIAL GOVERNANCE (ESG)** THE THREE PILLARS OF ENVIRONMENTAL SOCIAL GOVERNANCE ARE:

1. ENVIRONMENTAL: THIS HAS TO DO WITH AN ORGANISATION'S IMPACT ON THE PLANET.
2. SOCIAL: THIS HAS TO DO WITH THE IMPACT AN ORGANISATION HAS ON PEOPLE, INCLUDING STAFF, CUSTOMERS, AND THE WIDER COMMUNITY.
3. GOVERNANCE: THIS HAS TO DO WITH HOW AN ORGANISATION IS GOVERNED. IS IT GOVERNED TRANSPARENTLY? DOES IT REPORT HONESTLY AND CLEARLY ON ITS ACTIVITIES?

JA PRODUCTIONS ARE COMMITTED TO ESG WHICH WILL HELP OUR BUSINESSES REDUCE ENVIRONMENTAL IMPACT, IMPROVE SOCIAL OUTCOMES, AND BUILD BETTER GOVERNANCE STRUCTURES.

## 3.1.2 – SUSTAINABILITY GOVERNANCE (ESG)

**DELIVERY:** OUR OPERATIONAL TEAM IS RESPONSIBLE FOR DELIVERING ON THE STRATEGIC APPROACH, WHICH IS TO DELIVER EVENTS SUSTAINABLY, LEAVE POSITIVE IMPACTS AND LEAVE A LEGACY WHICH WILL RAISE GLOBAL AWARENESS OF THE BENEFITS OF OUR HOLISTIC AND INTEGRATED APPROACH TO SUSTAINABILITY.

### **STRATEGY:**

1. **LEADERSHIP & INNOVATION:** TO REINFORCE OUR LEADERSHIP, BRAND REPUTATION AND CREDIBILITY THROUGH THE ADOPTION OF THE BEST INTERNATIONALLY RECOGNISED STANDARDS, OR SUSTAINABLE EVENT MANAGEMENT AND ENVIRONMENTAL EXCELLENCE IN SPORTING EVENTS GLOBALLY.
2. **ENVIRONMENTAL EXCELLENCE:** TO IMPLEMENT THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS WITHIN OUR ENVIRONMENTAL STRATEGY AND ALIGN OUR CARBON EMISSIONS WITH CLIMATE SCIENCE BEST PRACTICE.
3. **SOCIAL PROGRESS:** TO BUILD MORE INCLUSIVE, RESILIENT, AND DIVERSE COMMUNITIES WITHIN THE CITIES AND COUNTRIES WE OPERATE, THROUGH THE IMPLEMENTATION OF OUR STRATEGIC SUSTAINABILITY ENGAGEMENT PLAN.
4. **CREATING VALUES:** TO ENHANCE OUR BUSINESS AND PARTNERS' BRAND VISIBILITY AND REPUTATION BY DEVELOPING BESPOKE SUSTAINABILITY CAMPAIGNS AT OUR EVENTS AND ACTIVATIONS.
5. **ISO20121:** JA PRODUCTIONS COMMITS TO WORK WITHIN THIS MANAGEMENT SYSTEM FRAMEWORK FOR SUSTAINABLE EVENTS MANAGEMENT.
6. **B CORP CERTIFICATION:** WE HAVE STARTED OUR JOURNEY TOWARDS ACHIEVING B CORP CERTIFICATION TO VERIFY WE ARE LEADERS IN THE GLOBAL MOVEMENT FOR AN INCLUSIVE, EQUITABLE AND REGENERATIVE ECONOMY.



## 3.2 – PERFORMANCE & REVIEW

JAP MEASURES ITS ENVIRONMENTAL HEALTH, SAFETY AND SUSTAINABILITY PERFORMANCE AGAINST ESTABLISHED STANDARDS AND THIS PERFORMANCE IS REVIEWED BY BUSINESS MD JOHN ADKINS AND HIS EVENT OPERATIONS TEAM ON A REGULAR BASIS. A STRONG GOVERNANCE STRUCTURE IS NEEDED TO DELIVER THE BUSINESS VISION OF CREATING BETTER FUTURES THROUGH OUR CORE PRINCIPLE OF HOLISTIC CHANGE

THE BUSINESS SEEKS TO ENSURE THAT CONTRACTORS WHO UNDERTAKE ANY ACTIVITIES ON OUR BEHALF HAVE A SIMILAR APPROACH TO THEIR SUSTAINABILITY PERFORMANCE, THIS COMMITMENT WILL BE REVIEWED AND AUDITED ANNUALLY, CONSISTENT WITH THEIR COMPANY ESG PERFORMANCE OBJECTIVES.

A SUSTAINABILITY CONSULTANT – RICHARD BATE IS RESPONSIBLE FOR DELIVERING ON THE STRATEGIC APPROACH, WHICH IS TO DELIVER EVENTS SUSTAINABLY, LEAVE POSITIVE IMPACTS AND A LEGACY (IMPACT) IN THE COMMUNITIES THAT HOST OUR EVENTS AND RAISE GLOBAL AWARENESS OF THE BENEFITS OF OUR HOLISTIC AND INTEGRATED APPROACH TO SUSTAINABILITY.

EVENT PARTNERS (LOCAL DELIVERY TEAMS) ARE RESPONSIBLE FOR SUPPORTING THE IMPLEMENTATION OF THE JAP STRATEGY ON-SITE WHO WILL IN TURN BE SUPPORTED BY THE JAP EVENT TEAM.

OUR EVENT PARTNERS WILL BRING THE SUSTAINABILITY PROGRAMME, OBJECTIVES AND TARGETS TO LIFE AT EVENTS.

*"THE FUTURE DEPENDS ON OUR ABILITY TO SUSTAINABLY INHABIT THIS PLANET - TRUE SUSTAINABILITY WILL REQUIRE US ALL TO CHANGE OUR WAY OF THINKING, TO REIMAGINE HOW WE TAKE FROM THE EARTH AND HOW WE GIVE BACK TO PROTECT FUTURE GENERATIONS."*

RICHARD BATE- SUSTAINABILITY CONSULTANT

## 3.3 – JAP EVENT SUSTAINABLE DEVELOPMENT

THE JAP SUSTAINABILITY STRATEGY FOR THE BIRMINGHAM FESTIVAL 2023 IS HOLISTIC - DEFINING THE ENVIRONMENT, SOCIETY, AND ECONOMIC GOVERNANCE AS OUR KEY IMPLEMENTATION PILLARS.

BY WORKING WITHIN THE BEST PRACTICE DEFINED IN THE ISO20121 STANDARD – OUR SUSTAINABLE EVENT MANAGEMENT POLICY DESCRIBES OUR ACTIONS TO MANAGE EXTERNAL AND INTERNAL ISSUES RELEVANT TO OUR PURPOSE.

WE HAVE ALIGNED OUR BUSINESS OBJECTIVES WITH THE UNITED NATIONS SUSTAINABILITY GOALS USING THESE TO DEVELOP TARGETS FOR ONGOING IMPROVEMENT.

WE STRIVE TO CONTINUOUSLY REVIEW AND IMPROVE OUR SUSTAINABLE DEVELOPMENT POLICIES AND THE MANAGEMENT SYSTEMS WE USE TO MEET THE REQUIREMENTS OF THE ISO20121 STANDARD, WITH A GOAL TO ACHIEVE B CORP CERTIFICATION BY 2028.

WE ENDEAVOUR TO DISPLAY CONTINUED LEADERSHIP IN EVENT SUSTAINABILITY MANAGEMENT BY LINKING OUR ANNUAL REPORTS TO THE GLOBAL REPORTING INDEX STANDARDS.

OUR POLICIES AND PROCEDURES AIM TO MITIGATE CARBON OMISSIONS, IMPROVE ENERGY EFFICIENCY, PROTECT THE SAFETY AND WELLBEING OF THOSE WHO WORK FOR US AND ALONGSIDE US, INCREASE STAKEHOLDER AWARENESS AND ENHANCE THE LONG-TERM ECONOMIC VIABILITY OF EVENTS WE SUPPORT.

## 3.4 – JAP EVENT SUSTAINABILITY – GOALS

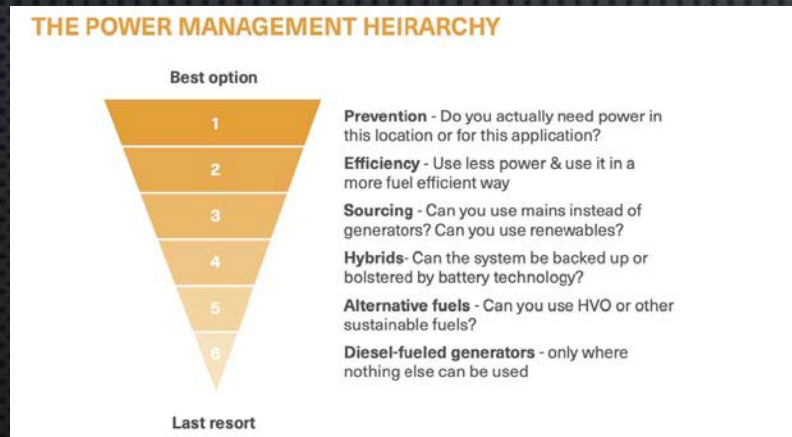
THROUGH OUR COMMITMENT TO DELIVERING SUSTAINABLE EVENTS, WE SET THE FRAMEWORK FOR CONTINUAL REFINEMENT AND IMPROVEMENTS WITH REGARDS MINIMISING THE ENVIRONMENTAL IMPACTS OF OUR OPERATIONS WITHIN A SOCIALLY AND ETHICALLY RESPONSIBLE GOVERNANCE FRAMEWORK.

### THESE INCLUDE THE FOLLOWING COMMITMENTS:

- CLEAR COMMITMENT AND OWNERSHIP FROM OUR LEADERSHIP
- REDUCING THE CARBON FOOTPRINT OF EVENT LOGISTICS
- REDUCING WASTE ASSOCIATED WITH EVENT BRANDING
- REDUCING ENERGY USE AND WASTAGE ACROSS ALL OPERATIONS
- PREPARING A DETAILED ANNUAL SUSTAINABILITY REPORT WITHIN A GRI FRAMEWORK
- ENGAGING WITH THE PRESS AND MEDIA TO ENSURE THE JAP SUSTAINABILITY MESSAGE IS SHARED
- REQUIRING ALL SUPPLIERS TO EVIDENCE THEIR COMMITMENT TO SUSTAINABILITY
- ENGAGEMENT WITH GUESTS AND VISITORS THROUGH EDUCATION AND SUSTAINABILITY FOCUSED

# 4.0 – BIRMINGHAM FESTIVAL 2023 – ENERGY

THE NUMBER ONE PRIORITY FOR ANY EVENT LOOKING TO REDUCE THEIR ENERGY EMISSIONS IS TO REDUCE DIESEL CONSUMPTION. JAP APPLIES THE PRINCIPLES OF THE POWER MANAGEMENT HIERARCHY TO AN EVENT'S POWER PLANNING AND PROCUREMENT PROCESSES.



## SUCCESSSES & CHALLENGES BIRMINGHAM FESTIVAL 2023

ALL POWER USED AT BIRMINGHAM FESTIVAL 2023 WAS SUPPLIED DIRECT FROM THE NATIONAL GRID. NATIONAL GRID HAVE COMMITTED TO PURCHASE 100% OF THE ELECTRICITY THEY USE FROM RENEWABLES. THEY WILL REPLACE 60% OF THIER FLEET VEHICLES WITH ALTERNATIVE FUEL VEHICLES (AFVS). FOCUS ON AN EFFICIENCY-FIRST APPROACH TO REDUCE ENERGY USE BY 20% FROM A 2019/20 BASELINE. REDUCE CARBON EMISSIONS FOR THEIR BUSINESS TRANSPORT BY 10% ON 2013-2020 AVERAGES.

NATIONAL GRID WILL REDUCE SCOPE 1 AND 2 EMISSIONS IN LINE WITH SCIENCE-BASED TARGETS - 34% REDUCTION BY 2026, 50% REDUCTION BY 2030 FROM A 2018 BASELINE AND WILL BE NET ZERO BY 2050.

THE PATHWAY TO 2030 HOLISTIC NETWORK DESIGN (HND) IS A MAJOR STEP FOR GREAT BRITAIN IN DELIVERING CHEAP, CLEAN ENERGY FROM OFFSHORE WIND. IT SETS OUT A SINGLE, INTEGRATED DESIGN THAT SUPPORTS THE LARGE-SCALE DELIVERY OF ELECTRICITY GENERATED FROM OFFSHORE WIND, TAKING POWER TO WHERE IT'S NEEDED ACROSS GREAT BRITAIN.

## 4.1 – BIRMINGHAM FESTIVAL 2023 – MATERIALS & WASTE

AT EVENTS RESOURCES ARE BROUGHT IN BY DIFFERENT STAKEHOLDERS; THE ORGANISATION, SUPPLIERS, CATERERS, PARTNERS, AND AUDIENCES. THE MAIN CATEGORIES ARE:

- PRODUCTION & DECORATION MATERIALS
- AUDIENCE & CAMPSITE MATERIALS
- FOOD & DRINKS SERVING MATERIALS

IN ORDER TO MANAGE, UNDERSTAND AND REDUCE MATERIALS AND WASTE (AND THEIR IMPACTS), COLLECTING DATA IS VITAL. JAP REQUIRE THEIR WASTE HANDLERS TO KNOW WHICH MATERIALS ARE COLLECTED SEPARATELY - MEASURED IN TONNES OR KILOGRAMS, I.E.:

- GLASS
- PAPER/CARDBOARD
- PLASTIC
- ALUMINIUM
- METALS
- ORGANIC/FOOD WASTE
- COOKING OIL
- WOOD
- BUILDING/DEMOLITION WASTE
- OTHER MATERIALS

### SUCCESSES & CHALLENGES BIRMINGHAM FESTIVAL 2023

AT TIME OF WRITING BIRMINGHAM CITY COUNCIL COULD NOT SUPPLY JAP WITH ANY COLLECTION AND RECYCLING STATICS WHICH JAP HAS NOTED AS A REQUIRED IMPROVEMENT FOR 2024.

JAP INITIATIVES INCLUDED THE USE OF 100% RECYCLABLE BRANDING MATERIALS AND THE REMOVAL OF ALL PLASTIC BOTTLES AND CUPS FROM THE EVENT.

BIRMINGHAM'S WASTE STRATEGY REFLECTS THE NATIONAL POLICY OF VIEWING WASTE AS A RESOURCE RATHER THAN RUBBISH - BIRMINGHAM CITY COUNCIL IS WORKING TOWARDS ACHIEVING A 40% RECYCLING RATE BY 2026.

THE UNITED KINGDOM PRODUCES IN THE REGION OF 30 MILLION TONNES OF HOUSEHOLD RUBBISH EACH YEAR. AS RECENTLY AS THE 1990S, MORE THAN 80% OF THIS WASTE USED TO GO DIRECT TO LANDFILL. THE GOVERNMENT HAS RECOGNISED THAT THIS MUST CHANGE AS LANDFILL SITES BECOME SCARCE AND DEMAND FOR RECYCLING GATHERS PACE.

THROUGH VARIOUS LEGISLATIVE INITIATIVES, RECYCLING IS BECOMING AN ACCEPTED WAY OF DEALING WITH SOME OF OUR DOMESTIC WASTE AND CURRENTLY APPROXIMATELY 27% OF DOMESTIC WASTE IS RECYCLED. 67% STILL GOES TO LANDFILL SITES FOR BURIAL, WITH 9% HAVING ENERGY OR VALUE RECOVERED.

## 4.1.1 – BIRMINGHAM FESTIVAL 2023 – TOILETS

WEST MIDLANDS NATURAL ENVIRONMENT PLAN 2022/26 DEFINES HOW, IN A LOW CARBON SYSTEM WASTE IS MINIMISED, IS MANAGED TO COMPLY WITH LEGISLATION, AND RECYCLING OR COMPOSTING SOLUTIONS ARE OPTIMISED. THE COSTS ASSOCIATED WITH WASTE SERVICES AND WASTEWATER AND SEWAGE ARE SIGNIFICANT AND GENERALLY REDUCED AS A RESULT OF EFFICIENCY MEASURES. CARBON IMPACTS ASSOCIATED WITH WASTE AND WASTEWATER MANAGEMENT AND STRATEGIES FOR IMPLEMENTING SOLUTIONS TO MINIMISE WASTE AND WASTEWATER PRODUCTION AND COSTS CENTRAL TO OUR EFFORTS ARE OUR PUBLIC AND PRIVATE SECTOR PARTNERS ACROSS THE REGION.



FOR BIRMINGHAM FESTIVAL 2023 – JAP CONTRACTED ANDY LOOS (WOLVERHAMPTON BRANCH) TO PROVIDE BACK-OF-HOUSE EVENT TOILETS. ANDY LOOS HAVE EFFECTIVE ENVIRONMENTAL AND SUSTAINABILITY POLICIES IN LINE WITH JAP EXPECTATIONS.

### SUCCESSES & CHALLENGES BIRMINGHAM FESTIVAL 2023

JAP ENTERED INTO AN AGREEMENT WITH LOCAL BARS, CAFES AND RESTAURANTS TO ALLOW EVENT ATTENDEES TO USE EXISTING TOILET FACILITIES REMOVING THE NEED FOR ANY EVENT TOILETS TO BE BROUGHT ONTO SITE WITH CONCOMITANT SUSTAINABLE BENEFITS.

AT TIME OF WRITING ANDY LOOS COULD NOT SUPPLY JAP WITH ANY COLLECTION AND RECYCLING STATICS WHICH JAP HAS BEEN RAISED DIRECTLY IN THE POST EVENT FEEDBACK TO THE SUPPLIER.

ANDY LOOS WERE CHOSEN BASED BASED UPON THE CRITERIA DEFINED IN THE JAP SUSTAINABLE PROCUREMENT POLICY.

1. COMPLIANT WITH JAP REQUIRED SUSTAINABILITY PERFORMANCE STANDARDS
2. ALIGNED WITH BIRMINGHAM CITY COUNCIL & WEST MIDLANDS ENVIRONMENT PLANS.
3. SUPPLIER IS LOCALLY BASED REDUCING TRAVEL DISTANCES
4. SUPPLIER USES A LOCAL WASTE MANAGEMENT FACILITY FOR EFFLUENT PROCESSING - SEVERN TRENT FACILITY AT OLDINGTON
5. SUPPLIER HAS IMPECCABLE TESTIMONIALS AND PERFORMANCE RECORD OVER A PERIOD OF 30+ YEARS.

## 4.2 – BIRMINGHAM FESTIVAL 2023 – TRAVEL & TRANSPORT

TRAVEL IS THE MOST SIGNIFICANT SOURCE OF EMISSIONS FOR A TYPICAL OUTDOOR LIVE EVENT. HOWEVER, IT IS IMPORTANT TO ACKNOWLEDGE THAT AUDIENCE TRAVEL AND EVENT-RELATED TRANSPORT DOES VARY CONSIDERABLY BETWEEN EVENTS DUE TO DEMOGRAPHIC AND LOCATION

FOR EXAMPLE, CITY-BASED EVENTS TEND TO RECEIVE A MUCH HIGHER PERCENTAGE OF THEIR AUDIENCE BY PUBLIC TRANSPORT, SO THEIR AUDIENCE TRAVEL CARBON FOOTPRINT IS COMPARATIVELY SMALLER.

JAP IS COMMITTED TO REDUCING ALL TYPES OF TRAVEL AND TRANSPORTATION EMISSIONS WHEREVER POSSIBLE, INCLUDING AUDIENCE TRAVEL, SUPPLIERS TRANSPORT AND ARTISTS.

JAP REQUIRED THEIR STAFF TO USE PUBLIC TRANSPORT AND SELECTED SUPPLIERS WHO WERE LOCALLY BASED IN LINE WITH THEIR SUSTAINABLE PROCUREMENT POLICY.

### SUCCESSSES & CHALLENGES BIRMINGHAM FESTIVAL 2023

BIRMINGHAM CITY COUNCIL HAS EFFECTIVE AND PROVEN PUBLIC TRANSPORT PLANS.

THESE TRANSPORT PLAN ARE A RESULT OF CONSULTATION WITH KEY STAKEHOLDERS, INCLUDING LOCAL AUTHORITIES, POLICE FORCES, TRANSPORT OPERATORS, AND THE DEPARTMENT FOR TRANSPORT, AS WELL AS ENGAGING WIDER PUBLIC ENGAGEMENT.

BASED UPON EMPIRICAL EVIDENCE AVAILABLE POST COMMONWEALTH GAMES IT CAN REASONABLY BE ASSUMED THAT A SIGNIFICANT NUMBER OF ATTENDEES AT BIRMINGHAM FESTIVAL CHOOSE TO USE PUBLIC TRANSPORT TO ACCESS THE VENUE IN CENTENARY SQUARE,

THE INTERIM EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES (2023) INDICATES AN UPLIFT IN PUBLIC TRANSPORT AND SUSTAINABLE PERSONAL TRANSPORTATION CHOICES TOTALLING 41%.

WE SEE NO REASON WHY THIS EFFECTIVE CULTURE SHIFT CANNOT BE USED TO INDICATE SIMILAR TRANSPORT CHOICES FOR ATTENDEES AT THE BIRMINGHAM FESTIVAL 2023.

## 4.3 – BIRMINGHAM FESTIVAL 2023 – FOOD & BEVERAGE

AS AN EVENTS BUSINESS JAP FOCUSES ON MINIMISING THE ENVIRONMENTAL IMPACT OF THE SELECTION OF FOOD ON OFFER TO AUDIENCES AND STAFF AT OUR EVENTS BY IMPROVING THE STANDARDS, WE SET FOR THE INGREDIENTS PROCURED IN OUR SUPPLY CHAINS AND WORKING CLOSELY WITH FOOD PROVIDERS TO BUILD TRUST AND MEET OUR ASPIRATIONS.

### BEST PRACTICE

- PUT IN PLACE A FOOD AND DRINKS POLICY WITH STATED STANDARDS
- REDUCE HIGH IMPACT FOOD AND DRINKS - SEE TABLE FOR GUIDANCE BELOW
- REDUCE THE ENVIRONMENTAL IMPACT OF PACKAGING AND SERVE WARE ASSOCIATED WITH FOOD (ALSO SEE THIS ACTION IN THE MATERIALS AND WASTE SECTION)
- REDUCE SINGLE USE PACKAGING / INCREASE REUSE
- INCREASE RECYCLING OF UNAVOIDABLE PACKAGING
- USE CERTIFIED COMPOSTABLE (NOT BIODEGRADABLE) PACKAGING (BS EN 13432) FOR FOOD SERVEWARE.

### SUCCESSSES & CHALLENGES BIRMINGHAM FESTIVAL 2023

JAP APPROACHED THE PROVISION OF F&B BASED UPON THE OBJECTIVES DEFINED IN THEIR SUSTAINABILITY POLICY.

1. NO EVENT F&B UNITS WERE USED AT THE BIRMINGHAM FESTIVAL
2. JAP ENTERED INTO AGREEMENT WITH LOCAL BARS AND RESTAURANTS TO PROVIDE LOCAL F&B SO REMOVING THE NEED FOR FOOD TRUCKS AND TRAILERS.
3. BY FOCUSING ON LOCAL SUPPLIERS, WE POSITIVELY AFFECTED LOCAL BUSINESS ECONOMICALLY.
4. BY CHOOSING TO KEEP OUR F&B OFFERINGS LOCAL, WE POSITIVELY BENEFITED LOCAL EMPLOYMENT OPPORTUNITY.
5. USING EXISTING LOCAL BARS AND RESTAURANTS WE POSITIVELY AFFECTED LOCAL SUPPLY CHAINS.
6. BY WORKING WITH LOCAL BUSINESS, WE REDUCED STAFF TRAVEL AND DELIVERY VEHICLE MILAGE.
7. WORKING WITH LOCAL BARS AND RESTAURANTS WE WERE BETTER ABLE TO UNDERSTAND WASTE MANAGEMENT AND THE DOWNSTREAM REPORTING OF WASTE HANDING.



## 4.4 – BIRMINGHAM FESTIVAL 2023 – WATER

WHILE THE DIRECT CARBON EMISSIONS FROM WATER USE ARE NEGLIGIBLE IN COMPARISON TO ENERGY USE AND TRAVEL.

FOR EXAMPLE, INCREASING WATER SCARCITY AND OTHER ENVIRONMENTAL IMPACTS ASSOCIATED WITH HOW WE PROVIDE WATER TO AUDIENCES, MEANS IT STILL DESERVES CONSIDERATION.

REDUCING WATER USAGE THROUGH EFFICIENCY MEASURES, AND MINIMISING THE RISK OF NEGATIVE IMPACTS ON LOCAL ECOSYSTEMS

- MINIMISE WATER WASTAGE
- PREVENT ON-SITE POLLUTION
- MINIMISE THE IMPACTS OF PACKAGING USED TO PROVIDE WATER

### SUCCESSSES & CHALLENGES BIRMINGHAM FESTIVAL 2023

ALIGNED WITH OUR BUSINESS SUSTAINABILITY POLICY WE MADE CHOICES THAT POSITIVELY AFFECTED REDUCTION IN WASTE AND IMPACTED BETTER CHOICES FOR EVENT ATTENDEES

OUR APPROACH ALIGNED WELL WITH THE BIRMINGHAM LOCAL PLANS ISSUES & OPTIONS REPORT 2022 TO MINIMISE WATER POLLUTION LEVELS AND CREATE HIGH QUALITY WATER FOR THE RESIDENTS OF THE CITY.

JAP ACTIVELY PROMOTED SUSTAINABLE HYDRATION BY:

1. SUPPLYING ATTENDEES WITH FREE POTABLE DRINKING WATER
2. PROVIDING GUIDANCE ON REDUCING SINGLE USE PLASTICS
3. REDUCING PLASTIC WASTE
4. PROMOTING THE USE OF REUSABLE DRINKING BOTTLES
5. REMOVING THE PROVISION OF SINGLE USE WATER BOTTLES FROM THE LOCAL SUPPLY CHAIN.

## 4.5 – BIRMINGHAM FESTIVAL 2023 – CONTRACTORS

JAP DEFINES CONTRACTOR MANAGEMENT AS A SYSTEM OF CONTROLS TO ENSURE THAT CONTRACTED SERVICES SUPPORT BOTH SAFE FACILITY OPERATIONS AND THE COMPANY'S PROCESS SAFETY, PERSONAL SAFETY & SUSTAINABILITY PERFORMANCE GOALS.

THIS SYSTEM ADDRESSES THE SELECTION, ACQUISITION, USE, AND MONITORING OF SUCH CONTRACTED SERVICES REQUIRED TO DELIVER AN EVENT.

IN LINE WITH JAP'S SUSTAINABILITY POLICY, SUPPLIERS ARE SUBJECTED TO DETAILED DUE DILIGENCE BEFORE THEY ARE APPOINTED.

ALL SUPPLIERS ARE REQUIRED TO HAVE AN EFFECTIVE SUSTAINABILITY POLICY IN PLACE AND TO COMMIT TO WORK TO THE STANDARDS REQUIRED BY JAP WHEN WORKING AT OUR EVENTS.

### SUCCESSSES & CHALLENGES BIRMINGHAM FESTIVAL 2023

IN LINE WITH THEIR WELL-DEVELOPED SUSTAINABLE PROCUREMENT AND ENVIRONMENTAL AND SUSTAINABILITY POLICIES, JAP USED THE FOLLOWING CRITERIA FOR SUPPLIER SELECTION AT THE BIRMINGHAM FESTIVAL:

1. SUPPLIERS WERE SUBJECT TO PRE-CONTRACT SUSTAINABILITY PERFORMANCE DUE DILIGENCE
2. LOCAL SUPPLIERS WERE PRIORITISED
3. SUPPLIERS REQUIRED TO REVIEW THEIR SUPPLY CHAIN PRIORITISING LOCAL BUSINESS WHEREVER POSSIBLE
4. SUPPLIER REQUIRED TO USE LOCAL STAFF WHEREVER POSSIBLE
5. SUPPLIERS REQUIRED TO SUBMIT INFORMATION ON THEIR FLEET / VEHICLES
6. SUPPLIERS REQUIRED TO SUBMIT PREDICTED VS. ACTUAL MILAGE INCURRED WHILE DELIVERING THEIR EVENT CONTRACT
7. SUPPLIERS REQUIRED TO COMPLETE A POST-EVENT SUSTAINABILITY PERFORMANCE ANALYSIS

## 4.6 – BIRMINGHAM FESTIVAL 2023 – PARTNERSHIPS

COMMUNICATION IS ESSENTIAL TO MAKING CHANGES HAPPEN WITHIN AN ORGANISATION AND WITH STAKEHOLDERS, TO REPUTATION, AND IN PROMOTING POSITIVE CHANGE - EVENTS HAVE A POWERFUL ROLE AS INFLUENCERS.

HAVING SOME KNOWLEDGE AND SKILLS FOR COMMUNICATING ABOUT THE ENVIRONMENT SUCCESSFULLY IS A GOOD IDEA, EVEN IF YOU ALREADY HAVE A BRILLIANT MARKETING PERSON OR TEAM.

HOW TO COMMUNICATE ABOUT SUSTAINABILITY EFFECTIVELY TO DIFFERENT STAKEHOLDER GROUPS - SUCH AS SPONSORS, SUPPLIERS, VENUES, ATTENDEES, AND STAFF - AND AVOID GREENWASHING.

MEASURE YOUR IMPACTS AND REPORT & COMMUNICATE AT LEAST ANNUALLY WITH STAKEHOLDERS SHARING TRANSPARENT FIGURES, AND HIGHLIGHTING SUCCESS AND 'WORK IN PROGRESS'

SUCCESSES & CHALLENGES BIRMINGHAM FESTIVAL 2023  
IN LINE WITH THEIR WELL-DEVELOPED SUSTAINABILITY POLICIES. JAP USED THE FOLLOWING CRITERIA FOR PARTNERSHIP AND COMMUNICATION AT THE BIRMINGHAM FESTIVAL:

1. WE ENSURED THAT SPONSORS AND PARTNERS WERE ALIGNED AND UNDERSTOOD THE SUSTAINABILITY PERFORMANCE REQUIRED.
2. WE ENSURED THAT PARTNERS FOLLOWED THE BEST PRACTICE DEFINED BY THE CITY OF BIRMINGHAM
3. MINIMISED GIVE-AWAYS MADE WITH DISPOSABLE OR UNSUITABLE MATERIALS
4. REQUIRED PARTNERS TO INNOVATE I.E., CUBE MODULAR STRUCTURES AND MONSTER HOLLYWOOD – BRANDING
5. REQUIRED SUPPLIERS TO REVIEW THEIR SUPPLY CHAINS TO ENSURE THESE ARE ETHICAL I.E., CUBE PARTNERSHIP MERCHANDISING
6. REMOVE SINGLE USE PLASTICS FROM THE EVENT AND SUPPLY CHAINS

## 4.7 – BIRMINGHAM FESTIVAL 2023 – SOCIAL SUSTAINABILITY

“SOCIAL SUSTAINABILITY IS ABOUT IDENTIFYING AND MANAGING BUSINESS IMPACTS, BOTH POSITIVE AND NEGATIVE, ON PEOPLE.” BUT HOW WE WE DELIVER OUR VISION FOR AN EQUITABLE FUTURE FOR ALL, THROUGH SPORTS AND LIVE EVENTS”

**EDUCATION:** OUR BUSINESS IS IN A UNIQUE POSITION TO ENGAGE WITH OUR EVENT ATTENDEES AND WITH SCHOOLS, COLLEGES AND UNIVERSITIES TO SHARE OUR VISION – WE WILL DELIVER ON THIS OBJECTIVE IN 2023/24.

**DIVERSITY & INCLUSIVITY:** JAP WILL CONTINUE TO BUILD PARTNERSHIPS WITH GLOBAL BRANDS TO TACKLE INEQUALITIES IN EVENTS, PARTICULARLY FOR WOMEN, YOUNG FEMALES, THE ELDERLY AND THOSE PERSONS WITH ADDITIONAL MEDICAL, PHYSICAL & NEURODIVERSE NEEDS.

IN LINE WITH OUR SOCIAL SUSTAINABILITY COMMITMENTS, WE INVITED THREE STUDENTS TO WORK WITH US AT BIRMINGHAM FESTIVAL 2023 TO GAIN PRACTICAL EXPERIENCE OF DELIVERING EVENTS.

**ZOE MATTHEWS:** JUST GRADUATED IN STAGE MANAGEMENT FROM BCU AND A MEMBER OF THE COURSE I PRESENT TO, I INVITED 8 STUDENTS TO APPLY HOWEVER ONLY ZOE WAS AVAILABLE AND INTERESTED. INSTEAD OF PLACING HER IN THE STAGE MANAGEMENT TEAM I ASKED CAROLINE FORM OPUS TO INGRATE ZOE INTO THEIR TEAM AS SHE WAS INTERESTED IN LEARNING ABOUT ARTIST LIAISON

**GAIL WATKIS:** A GRADUATE OF THE SOUND ENGINEERING AND PRODUCTION DEGREE AT BCU WHO ATTENDED ONE OF MY LECTURES A FEW YEARS AGO GAIL CONTACTED US VIA THE BF23 WEBSITE , INITIALLY INTERESTED IN SUPPORTING THE TECHNICAL TEAM I WANTED TO GIVE GAIL AS MUCH PRODUCTION MANAGEMENT EXPERIENCE AS POSSIBLE

**RORY NEWTON:** A YOUNG MAN LOOKING TO GET INTO ACTING SCHOOL AT BIRMINGHAM CONSERVATOIRE RORY CONTACTED ME VIA AN INDUSTRY COLLEAGUE WHO WAS A FAMILY FRIEND. RORY SPENT SOME TIME WITH ALL OF THE EVENT DEPARTMENTS TO GIVE HIM A BROAD STROKE VIEW OF WHAT HAPPENS BEHIND THE SCENES.

THE EFFECTIVENESS OF THIS INITIATIVE ALIGNS WELL WITH THE THE INTERIM EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES REPORT WHICH WE USED AS A GUIDE FOR SUCCESS AT THE BIRMINGHAM FESTIVAL IN 2023.

## 4.8 – BIRMINGHAM FESTIVAL 2023 – FINANCIAL IMPACT

BIRMINGHAM AND THE WIDER WEST MIDLANDS REGION HAS SEEN AN INFLUX OF COMMERCIAL INVESTMENT SINCE STAGING LAST YEAR'S COMMONWEALTH GAMES.

- THE WEST MIDLANDS REGION HAS SEEN A YEAR-ON-YEAR INCREASE OF 6% IN FOREIGN DIRECT INVESTMENT PROJECTS DURING FINANCIAL YEAR 2022 TO 2023 COMPARED TO THE PREVIOUS YEAR.

CONSULTANCY STAGE PLANNING IS UNDERWAY FOR FURTHER ENHANCEMENTS TO THE ALEXANDER STADIUM AND SURROUNDING GREEN SPACES AS PART OF MAINTAINING BIRMINGHAM AS A WORLD-CLASS SPORTING DESTINATION.

NATIONAL TOURISM AGENCY VISIT BRITAIN PLANS TO RELOCATE THEIR HEADQUARTERS TO BIRMINGHAM.

GROWING NUMBER OF TV AND FILM STUDIOS LAUNCHING IN DIGBETH WITH SIGNIFICANT BBC INVESTMENT ACROSS SEVERAL OF THEIR SHOWS LIKE THE POPULAR MASTERCHEF BRAND.

SUCCESSES & CHALLENGES BIRMINGHAM FESTIVAL 2023

EXTERNAL COMMERCIAL INVESTMENT IS LIKELY TO CONTINUE INCENTIVISED BY THE SUCCESS OF BIRMINGHAM FESTIVAL 2023

THE INTERIM EVALUATION OF THE BIRMINGHAM 2022 COMMONWEALTH GAMES INDICATES LONG TERM FINANCIAL BENEFITS OF THE CITY FROM INCREASED DIRECT AND INDIRECT EMPLOYMENT.

JAP ALSO NOTED THE IMPROVED EMPLOYABILITY OPPORTUNITIES FOR A BROAD AND INCLUSIVE DEMOGRAPHIC WHICH ALIGNS WITH OUR SPECIAL SUSTAINABILITY OBJECTIVES.

AS A BUSINESS WE KNOWINGLY FOCUSED ON USING LOCAL STAFF, TALENT AND SUPPLIERS IN LINE WITH OUR SUSTAINABLE PROCUREMENT POLICY WHICH ALIGNS WELL WITH THE OBJECTIVES DEFINED IN THE BIRMINGHAM CITY CORPORATE PLAN 2022-2026.

JAP BELIEVE THAT OUR BUSINESS POSITIVELY AFFECTED THE SUCCESS OF THE BIRMINGHAM FESTIVAL 2023.

## 5.0 – SUSTAINABLE EVENT DESIGN SOLUTIONS



CUBE'S CABIN UNITS ARE FOLDED DOWN OR PUT UP IN 5-10 MINUTES BY A SINGLE OPERATOR WITH A FORKLIFT TRUCK.

- HIGH QUALITY ENGINEERING WITH PATENTED HINGE MECHANISM TO ERECT A SAFE, ROBUST BUILDING
- FORKLIFT ONLY REQUIRED TO MOVE UNITS INTO LOCATIONS WITH CHALLENGING ACCESS AND LIMITED SPACE
- FULLY INSULATED AND FIRE-RATED BUILDINGS
- CAN BE INSTALLED ON ANY RELATIVELY LEVEL SURFACE, INCLUDING CAR PARKS, GRASS SPACES AND WOODED AREAS.
- CONTINENT UNITS ARE RECOGNISED FOR THEIR QUALITY BY NATO, CARRYING OFFICIAL NATO STOCK NUMBERS, E.G., CN20 IS 5410-51-0009514
- TEN BUILDINGS CAN BE TRANSPORTED FOLDED AND STACKED ON A SINGLE TRUCK
- TRADITIONAL FIXED FRAMED BUILDINGS REQUIRE FIVE TIMES THE NUMBER OF LORRIES
- ACHIEVES AN 80% REDUCTION IN TRANSPORT CARBON FOOTPRINT.



AS A WIDE FORMAT PRINTER HANDLING THOUSANDS OF METRES OF PVC BANNERS EACH WEEK, WE ARE COMMITTED TO IMPROVING OUR SUSTAINABILITY. FOR THE LAST THREE YEARS, HOLLYWOOD MONSTER HAS ACTIVELY BEEN COMMITTED TO PUTTING SUSTAINABILITY RIGHT AT THE HEART OF ITS BUSINESS ETHOS. WE HAVE RESEARCHED, SOURCED, TESTED AND ENGAGED WITH NEW, INNOVATIVE SUPPLIERS TO HELP US REPLACE THE MAJORITY OF OUR MATERIALS WITH VIABLE, ECO FRIENDLY TECHNOLOGY AND MATERIAL ALTERNATIVES.

- CLIMATE CHANGE AWARENESS HAS ESCALATED TO A NEW LEVEL AND THIS CRITICAL CONCERN IS NOW DOMINATING THE MAINSTREAM.
- WE HAVE DECREASED OUR OWN CARBON FOOTPRINT AND THAT OF OUR CUSTOMERS WHILST REDUCING THE AMOUNT OF WASTE IN THE SUPPLY CHAIN.
- WE WANT TO PASS THIS BEST PRACTICE ONTO CUSTOMERS, CLIENTS, AND BRANDS TO HELP THEM MAKE THE RIGHT CHOICES FOR THEIR BUSINESS AND FOR MOTHER EARTH.
- WE ARE PROUD OF OUR REPUTATION AS AN ECO-RESPONSIBLE PIONEER WITHIN THE UK'S DIGITAL WIDE-FORMAT PRINT AND SIGNAGE MARKET.

## 6.0 – ACTIONS & RECOMMENDATIONS

### JA PRODUCTIONS LTD

- FOOD WASTE MANAGEMENT RECYCLING IMPROVEMENT I.E., SEPARATION AND EVIDENCE OF FINAL REUSE / RECYCLING.
- PROVIDE EVIDENCE OF POWER USED DURING THE EVENT
- PROVIDE EVIDENCE OF POTABLE WATER USAGE DURING THE EVENT
- CONTINUED FOCUS ON SINGLE USE PLASTIC WASTE REDUCTION INCLUDING THE USE OF CABLE TIES
- DEVELOP RELATIONSHIP WITH BRANDING SUPPLIER TO PRODUCE AN INNOVATIVE BRANDING ATTACHMENT SOLUTION

### BIRMINGHAM CITY COUNCIL

- SUPPORT JAP TO PROVIDE INNOVATIVE WASTE MANAGEMENT SOLUTIONS – SPECIFICALLY FOOD WASTE
- PROVIDE GREATER TRANSPARENCY ON EVENT RECYCLING, REUSE, REPURPOSING AND FINAL DISPOSAL STATISTICS
- REQUIRE NATIONAL GRID TO PROVIDE EVENT POWER USAGE STATICS – TRENDS, SURGES AND TOTAL USAGE
- SUPPORT JAP TO PROVIDE DETAILED PUBLIC TRANSPORT ANALYSIS



## 7.0 – CONCLUSION & PERFORMANCE AGAINST OBJECTIVES

FROM THE OUTSET OF PLANNING JAP BASED THEIR SUSTAINABILITY STRATEGY AND CONSEQUENT OBJECTIVES AGAINST THEIR BUSINESS SUSTAINABILITY POLICY AND THE POST COMMONWEALTH GAMES SUSTAINABILITY REPORT.

IT IS MY EXPERIENCE THAT JAP ARE AMONGST THE MOST PROACTIVE EVENTS DELIVERY BUSINESSES IN THE EVENTS SPACE. THEIR FOCUS IS PRINCIPALLY SOCIAL SUSTAINABILITY HOWEVER, THIS DOES NOT DETRACT FROM THEIR COMMITMENTS TO ECOLOGY AND THE ENVIRONMENT.

IT IS MY OPINION THAT JAP HAVE EFFECTIVELY TRANSLATED THEIR SUSTAINABILITY POLICIES AND OBJECTIVES INTO ACHIEVABLE, REALISTIC TARGETS WHICH THEY HAVE DELIVERED UPON AND IN MOST CASES EXCEEDED DURING BIRMINGHAM FESTIVAL 2023.



Sustainability Consultant / 18<sup>th</sup> August 2023

### PERFORMANCE AGAINST EVENT OBJECTIVES

CIRCULAR ECONOMIC PRINCIPLES	MEDIUM
SUSTAINABLE OBJECTIVES & TARGETS	HIGH
ENERGY	HIGH
MATERIALS & WASTE	MEDIUM
TOILETS AND EFFLUENT	MEDIUM
TRAVEL & TRANSPORT	MEDIUM
FOOD & BEVERAGE	HIGH
WATER	HIGH
CONTACTORS	MEDIUM
PARTNERS	HIGH
SOCIAL IMPACT	HIGH
FINANCIAL	TBC
SUSTAINABLE DESIGN SOLUTIONS	HIGH




## 8.0 – APPENDICES

- JAP\_BF23\_STAFFING & TRAVEL MATRIX\_DRAFT\_140623
- BF23\_SUPPLIERTRACKER\_REV10\_100723
- JAP SUSTAINABLE PROCUREMENT POLICY (AVAILABLE ON REQUEST)
- JAP ENVIRONMENTAL & SUSTAINABILITY POLICY (AVAILABLE ON REQUEST)
- WASTE HANDLING CERTIFICATES (AVAILABLE ON REQUEST)

# 8.0 – STAFFING & TRAVEL MATRIX

		BUILD						REHEARSALS		SHOW DAYS										DERIG			
	NAME	19-Jul	20-Jul	21-Jul	22-Jul	23-Jul	24-Jul	25-Jul	26-Jul	27-Jul	28-Jul	29-Jul	30-Jul	31-Jul	01-Aug	02-Aug	03-Aug	04-Aug	05-Aug	06-Aug	07-Aug	08-Aug	09-Aug
	JOHN ADKINS		8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC	08:00 20:00	08:00 20:00	
	SAMUEL ADKINS		8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	OFF	10:00 22:00	TBC	08:00 20:00	08:00 20:00	
	TRACEY WESTWOOD		8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	TBC	OFF	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC	08:00 20:00	08:00 20:00	
	BRIAN GOWEN			8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	TBC											TBC	08:00 20:00		
	ADAM ROBERTS								TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC	08:00 20:00		
	JON PERRY		8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00								10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC	08:00 20:00	
	DENE HAZELWOOD							8:00 20:00	TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00								
	SAM ROBINSON							8:00 20:00	TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC	08:00 20:00	08:00 20:00
	NICK JEVONS			8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC	08:00 20:00	08:00 20:00
	TOM LANGFORD		PM START	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC	08:00 20:00	08:00 20:00
	RACHEL SMITH										TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC		
	GAIL WATKISS										TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC		
	STEVE BEAUMONT								TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC		
	HELEN TYTHERLEIGH								TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC		
	HENRY RATCLIFFE		8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	8:00 20:00	TBC	TBC	TBC	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	10:00 22:00	TBC	08:00 20:00	08:00 20:00

# 8.0 – SUPPLIER TRACKER AND TRAVEL MATRIX

Birmingham Festival 2023										VERSION # Rev10			
SUPPLIER TRACKER & TRAVEL MATRIX- CENTENARY SQUARE									CITY CENTRE				
FILTER	MASTER												
SUPPLIER	SCOPE OF WORK	PROJECT LEAD	CONTACT INFO	DATE ON SITE	DATE OFF SITE	LOCATION	DIST. FROM VENUE	PIJ	APPOINTMENT STATUS	DOCUMENT STATUS	Notes / Comments		
Acha	Cleaning	Ernest Acha	<a href="mailto:acha@achamultiurpose.co.uk">acha@achamultiurpose.co.uk</a>	20/07/2023	08/08/2023	Wolverhampton			PO Issued				
Acvico	Primary Power	Ross Kelly	<a href="mailto:rsolutions@outlook.com">rsolutions@outlook.com</a>	20/07/2023	08/08/2023	Birmingham			PO Issued				
ADiv	LED Screen and Cameras	Thomas Taylor	<a href="mailto:Thomas.Taylor@adl.tv">Thomas.Taylor@adl.tv</a>	23/07/2023	08/08/2023	Preston			PO Issued	Structural Docs received			
Andy Loos	BOH Toilets	Michelle Coles	<a href="mailto:michelle@andyloos.co.uk">michelle@andyloos.co.uk</a>	20/07/2023	08/08/2023	Worcester			PO Issued				
Augusta Events	Fencing and Barrier	Shelley Wilkes	<a href="mailto:shelley@anstream.co.uk">shelley@anstream.co.uk</a>	20/07/2023	08/08/2023	Nuneaton			PO Issued				
Be Event Hire	Furniture	Art Hart	<a href="mailto:info@beeventhire.co.uk">info@beeventhire.co.uk</a>	24/07/2023	08/08/2023	Metton Mowbray			Awaiting Quote				
Central Stage Crew	Local crew	Josh Mac	<a href="mailto:centralstagecrew.contact@gmail.com">centralstagecrew.contact@gmail.com</a>	21/07/2023	08/08/2023	Birmingham			PO Issued				
Charles Wilson	Plant Hire	Gary Shaw	<a href="mailto:garyshaw@cwplant.co.uk">garyshaw@cwplant.co.uk</a>	21/07/2023	08/08/2023	Birmingham Depot			NOT REQUIRED				
Cube Modular	Containers	Madison Parsons	<a href="mailto:madison_parsons@cube.modular.co.uk">madison_parsons@cube.modular.co.uk</a>	20/07/2023	08/08/2023	Worcester			PO Issued				
Enviroconsult	Noise Management	Tony Higgins	<a href="mailto:tony@enviroconsulttd.com">tony@enviroconsulttd.com</a>	26/07/2023	08/07/2023	Shifnal			PO Issued				
450	Scenic/ Risers	Brian Cowen	<a href="mailto:brian@ja-productions.co.uk">brian@ja-productions.co.uk</a>	21/07/2023	26/07/2023	Avonmouth			PO Issued				
Hollywood Monster	Graphics	Simon McKenzie	<a href="mailto:Simon.McKenzie@hollywoodmonster.co.uk">Simon.McKenzie@hollywoodmonster.co.uk</a>	20/07/2023	08/08/2023	Birmingham			PO Issued		Partnership deal		
HTE	DDA Cable Ramp	Mark Harrison	<a href="mailto:mark@htesolutions.co.uk">mark@htesolutions.co.uk</a>	20/07/2023	08/08/2023	Worcester			PO Issued				
KCC	Public Toilets	Allan Boyle	<a href="mailto:Allan.Boyle@theicc.co.uk">Allan.Boyle@theicc.co.uk</a>	28/07/2023	06/08/2023	Birmingham			Awaiting Quote				
Immediate Care Medical	Medical	Jacqui Kelly	<a href="mailto:jkelly@immediatecaremedical.co.uk">jkelly@immediatecaremedical.co.uk</a>	28/07/2023	06/08/2023	Birmingham			PO Issued				
JPS	Fire Safety	Jon Perry	<a href="mailto:jon@askjps.com">jon@askjps.com</a>	21/07/2023	08/08/2023	Exeter			Quote received				
Midland Security	Security and Stewarding	H Mahmood	<a href="mailto:MrH.Mahmood@hotmail.com">MrH.Mahmood@hotmail.com</a>	21/07/2023	08/08/2023	Birmingham			PO Issued				
MTFX	Special FX	Mark Turner	<a href="mailto:mark@mtfx.com">mark@mtfx.com</a>	28/07/2023	06/08/2023	Gloucester			PO Issued				
Old Dead Eye	Time Lapse	Paul McHale	<a href="mailto:paul@olddeadeye.com">paul@olddeadeye.com</a>	19/07/2023	28/07/2023	Birmingham			PO Issued				
PRG	Lighting and Rigging	Mark Davies	<a href="mailto:Mdavis@prg.com">Mdavis@prg.com</a>	23/07/2023	07/08/2023	Birmingham			PO Issued				
Radiotek	Radios	Tracey Morris	<a href="mailto:tracey@radiotek.co.uk">tracey@radiotek.co.uk</a>	24/07/2023	07/08/2023	Brierley Hill			PO Issued				
Stage Audio Services	Audio	Stie Banbury	<a href="mailto:stie@stageudioservices.com">stie@stageudioservices.com</a>	24/07/2023	07/08/2023	Brierley Hill			PO Issued				
Staging Services	Staging and AVP	Charlotte Banner	<a href="mailto:charlotte@stagingandavp.co.uk">charlotte@stagingandavp.co.uk</a>	21/07/2023	07/08/2023	Walsall			PO Issued	Structural Docs received			
Stay Free Music	Backline and Riser Tech	Caroline	<a href="mailto:caroline@stayfree.co.uk">caroline@stayfree.co.uk</a>	27/07/2023	07/08/2023	Leicester			PO Issued				
STS	Backline and DJ Kit	Pete Dutton	<a href="mailto:Pete.Dutton@stsburing.co.uk">Pete.Dutton@stsburing.co.uk</a>	27/07/2023	07/08/2023	Manchester			PO Issued				
Taylex	Stage scenic	Simon Allison	<a href="mailto:simon.allison@taylex.co.uk">simon.allison@taylex.co.uk</a>	23/07/2023	07/08/2023	Halesowen			PO Issued	Structural Docs and Calcs received			
TWS	Drinking Water	Richard Connor	<a href="mailto:richard@temporarywatersolutions.co.uk">richard@temporarywatersolutions.co.uk</a>	27/07/2023	07/08/2023	Telford			PO Issued				
Wavelength	Show Comms and WiFi	Glen Brazil	<a href="mailto:Glen.Brazil@wslay.co.uk">Glen.Brazil@wslay.co.uk</a>	25/07/2023	07/08/2023	Redditch			PO Issued				