



**LOVE SAVES  
TOMORROW**

**OUR 2023  
SUSTAINABILITY REPORT**

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# INTRODUCTION

We are delighted to share with you our Love Saves The Day 2023 sustainability impact report! Part of our commitment to our attendees, alongside throwing a weekend of collective joy, is to transparently share our values and report on our initiatives. Continuing a conversation on the place of festivals as agents of change is key for creating social connections in the current socio-cultural climate.

## WHERE ARE WE?

Despite a spectacular 2023 edition, behind the scenes we have been facing huge challenges since 2020, along with the rest of the industry. Did you know that the night time economy industry makes up 6% of the UK's GDP — making it one of the most important sectors in the country for employment? But it is under threat...

- Production costs for festivals and live events have risen by over 40% in the last 2 years.
- One in six festivals have gone out of business permanently since the start of the pandemic, we expect this to increase further going into 2024.
- Over the last 3 years the number of clubs in the UK has dropped by an alarming 39.5%.

Despite the challenges we want to further our commitment to producing a financially sustainable festival, not only to protect our future as a company and maintain our support of the local economy, but also for our attendees to continue to experience the joy of community and live music.

We believe that, more than ever, it is essential to keep social and climate justice at the forefront of our event alongside our economic sustainability.



# INTRODUCTION

## DID YOU KNOW THAT LOVE SAVES THE DAY WAS A BRISTOL LOVE-AFFAIR?

### % OF BRISTOL-BASED

Crew	78.4%
Contractors	55.2%
Traders	71.0%
Artists	63.6%



## TWO 2023 MILESTONES!

In 2023 we were successfully awarded Silver status from Attitude is Everything's Live Event Access Charter for our work making Love Saves the Day more accessible.

This year our overall sustainability practices were externally assessed by A Greener Future, who attended the festival and calculated our full carbon footprint. We're very pleased to announce that Love Saves The Day has been awarded "A Greener Festival 2023 – Commended" status.

Commended signifies a well-managed, environmentally aware festival going beyond expectation to make positive change.

We are excited to share our research with you, which includes how well we did on last year's aims, along with our goals for Love Saves The Day 2024!



**HARRY JONES**  
TEAM LOVE ACCESSIBILITY COORDINATOR

"It has been an incredibly long journey to get this far, and to say I am proud is an understatement. To get on the Charter at Silver level, all the full-time and onsite staff must pull together in ways they have never done before. I want to really thank the dedicated Accessibility Team who support me on the ground as without them, none of this could happen"

## A GREENER FUTURE:

"Love Saves the Day is both a two day party and an event that nevertheless takes its environmental goals very seriously. LSTD is run by Team Love, whose environmental initiatives extend beyond this event into others it runs, and into the local community itself.

Love Saves the Day Festival has demonstrated a passionate drive for a greener festival with a focus on best practice going forwards. The team have shown excellent efforts and a clear determination to continue to improve, to protect the environment and enhance positive stakeholder connections"



# 2023 TARGETS

# 05

## HOW WELL DID WE DO AT LOVE SAVES 2023?

### ✓ Love Saves the Day assessment by A Greener Future

We are excited to say we were certified “commended” by AGF.

### ✓ Silver level with Attitude is Everything Live Events Charter

We achieved a Silver certification for our work on accessibility!

### ✓ Improved energy efficiency

We’ve introduced a hybrid generator for the production area helping us save 7 tonnes of CO2e.

### ✓ Increase our shuttle bus usage by 10%

This target was massively exceeded! We were very happy to see that the majority of our audience used our shuttle buses, we saw a 256% usage increase this year.

### ✓ Increase compost loos in public arena

LSTD now has 52% compost loos onsite! Unfortunately though we had to say goodbye to the wonderful Peequal due to budgetary and site constraints.

### ✓ Carried out trader supplier audit

Our sustainability volunteers spoke with & audited all our traders this year & we’ve gathered important supplier information.

### ✓ Continued work towards an inclusive line-up

In 2023 we booked 56.6% male and 43.4% female & gender minority acts at LSTD and 47.9 % white and 52.1% global majority acts.

### Aimed to increase our recycling rate by 10%

Unfortunately we failed to meet this target. We did reduce our overall waste but our recycling rate increased only by 1%.

### ✓ Continued work and training to make our workspaces and team more inclusive

We offered 12 paid Big Team CIC placements at Love Saves the Day and continued our work behind the scenes including outreach sessions, undertaking a crew demographic survey, and ongoing staff training.

### ✓ Raise climate awareness with our public & stakeholders

Our audience loved our local fashion videos created collaboratively with independent Bristol business Venom Creatives, which we also played alongside Climate Live & Music Declares video in between acts on the Main Stage.

### ✓ We worked on strategies to keep our events as affordable as possible

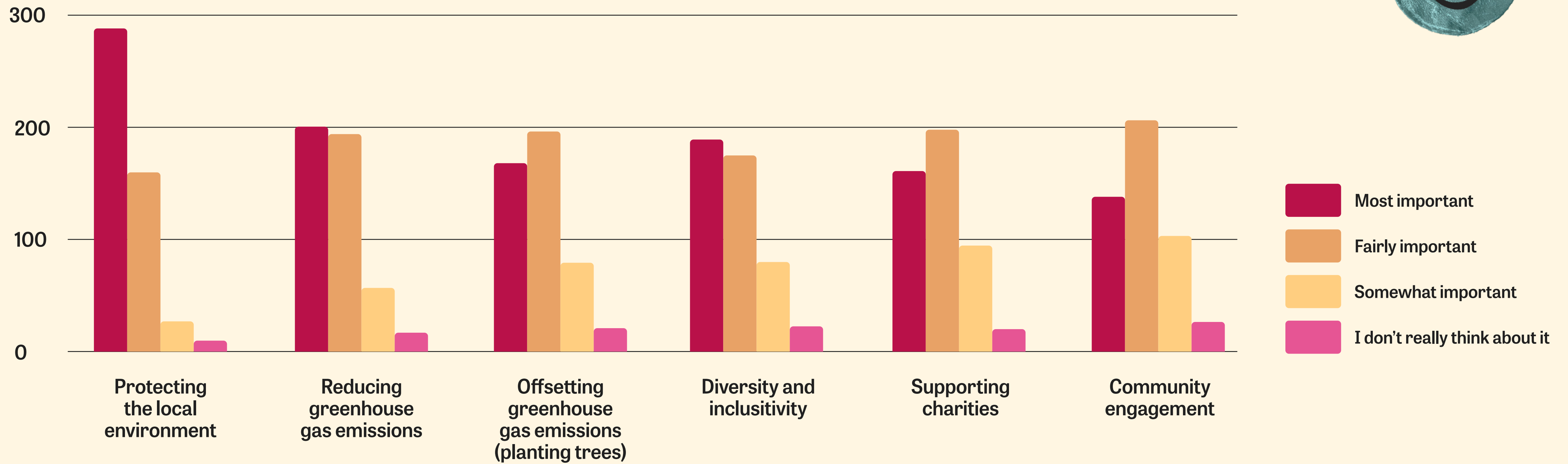
We did our best not to pass on price increases to our audience and keep ticket prices affordable. This included having a tiered ticket system in place to allow cheaper tickets to be sold early on. We also had a specific low income scheme in place through which only 6 tickets were sold. This could indicate that our standard tickets and tiers system are affordable for many.



# 2023 TARGETS



Which of the following sustainability issues are most important to you?



Source: Love Saves The Day Audience survey, July 2023, 490 responses

# ENVIRONMENTAL IMPACT

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## OVERALL CARBON FOOTPRINT

FOOD & DRINKS  
**110.15**  
TONNES OF CO<sub>2</sub>e

ARTIST  
TRANSPORT  
**4.22**  
TONNES OF CO<sub>2</sub>e

SUPPLIES &  
MATERIALS  
**4.87**  
TONNES OF CO<sub>2</sub>e

SERVEWARE  
**0.2**  
TONNES OF CO<sub>2</sub>e

CREW TRANSPORT  
**8.05**  
TONNES OF CO<sub>2</sub>e

WASTE &  
RECYCLING  
**0.45**  
TONNES OF CO<sub>2</sub>e

AUDIENCE TRANSPORT  
**383.46**  
TONNES OF CO<sub>2</sub>e

CONTRACTOR  
VEHICLES  
**10.4**  
TONNES OF CO<sub>2</sub>e

WATER USAGE  
**0.02**  
TONNES OF CO<sub>2</sub>e

PRODUCTION  
VEHICLES  
**10.25**  
TONNES OF CO<sub>2</sub>e

FUEL &  
PRODUCTION  
VEHICLES  
**5.14**  
TONNES OF CO<sub>2</sub>e

WASTE WATER  
& SEWAGE  
**0.02**  
TONNES OF CO<sub>2</sub>e

\*Data provided by AGF

# ENVIRONMENTAL IMPACT

## TRANSPORT

Audience transport is our biggest impact and represents 71.4% of our CO<sub>2</sub>e emissions.

### WHAT WORKED

Our Love Bus uptake increased by 256%! 30,500 attendees decided to opt for the most sustainable travel option by using the Love Bus, which is a total of 58.7% of festival goers choosing to travel to and from the event this way.

We balanced all these emissions with ecolibrium which means our attendees contributed towards their [Trees+](#) programme which invests in climate solutions with social benefits that go beyond 'balancing' and 'offsetting' in line with current UN approaches.

Thank you to all the attendees that took part in a focus group on audience transport, led by Adam Corner & Briony Latter. You can find their research findings [here](#).

We continue to work with local businesses, freelancers, artists and organisations which helps reduce our transport emissions while supporting the local economy.

### TARGETS FOR 2024

- We plan to work on our bus offering for people coming to the festival from outside of Bristol. A train strike took place on the weekend of the event in 2023 so ticket holders travelling from outside of Bristol were left with extremely limited travel options. Although our audience mainly comes from Bristol - our wider transport operation needs improving for 2024 alongside our transport strategy.
- We will encourage & facilitate public transport and car sharing opportunities for our crew.

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THE  
**LOVE BUS**  
RETURNS!





# ENVIRONMENTAL IMPACT

## TRANSPORT

### CREW

Table showing primary mode of transport used by crew to travel to site.

VEHICLE TYPE	% VEHICLE TYPE	KG CO <sub>2</sub> E	% EMISSIONS
Car	56.50%	6248.82	88.44%
Van	6.00%	365.04	5.17%
Bus / coach	20.00%	336.64	4.76%
Rail	5.00%	103.14	1.46%
Taxi	1.00%	5.35	0.08%
Electric scooter	1.50%	4.32	0.06%
Motorbike	0.50%	2.32	0.03%
Walking / cycling	9.50%	0.00	0.00%

\*Data provided by AGF

### CONTRACTORS

Table showing primary mode of transport used by our contractors to travel to site.

VEHICLE TYPE	% VEHICLE TYPE	KG CO <sub>2</sub> E	% EMISSIONS
Truck	45.45%	6577.35	95.97%
Car	36.36%	259.11	3.78%
Van	18.18%	16.91	0.25%

### ARTISTS

Table showing primary mode of transport used by our artists to travel to site.

VEHICLE TYPE	% VEHICLE TYPE	KG CO <sub>2</sub> E	% EMISSIONS
Car, van or campervan	71.96%	1472.41	42.03%
Plane	5.29%	1055.65	30.13%
Tour bus	4.76%	737.58	21.05%
Rail	10.58%	237.47	6.78%
Walking/cycling	7.41%	0.00	0.00%

# ENVIRONMENTAL IMPACT

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## WASTE



### WHAT WORKED

- 53% recycling rate.
- All general waste went to energy recovery.
- No general waste to landfill.
- Overall waste reduced by 7.22 tonnes.
- Old camera film pots were given a second life as ashtrays handed out free on site, reducing the amount of cigarette butts dropped on ground at Ashton Court, helping to protect the ecosystem.
- Disposable vapes collection points for batteries to be reused in social projects.
- Reusable cable ties introduced for site use.
- Only 7% of plastic in our drinks order for artist riders.
- No single use hot drink cups & water bottles supplied in back of house areas
- Procurement & sourcing practices were highly commended by AGF.

Thanks to Greenbox Events, Jack's Lab, Re-Bloom, Raw Foundation and Frank Water for helping us reduce our waste!

### TARGETS FOR 2024

- Increasing our recycling rate by 7%.
- Update our waste strategy to improve recycling rate.
- Grow our understanding of our procurement in order to capture what is being re-hired, reused or discarded through our operations.

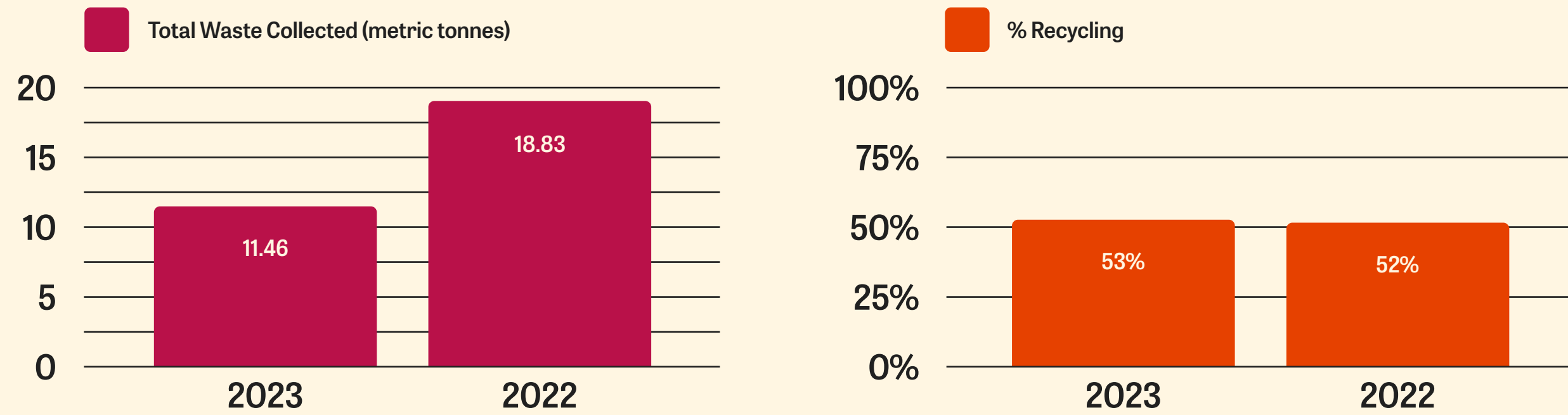


\*Data provided by AGF

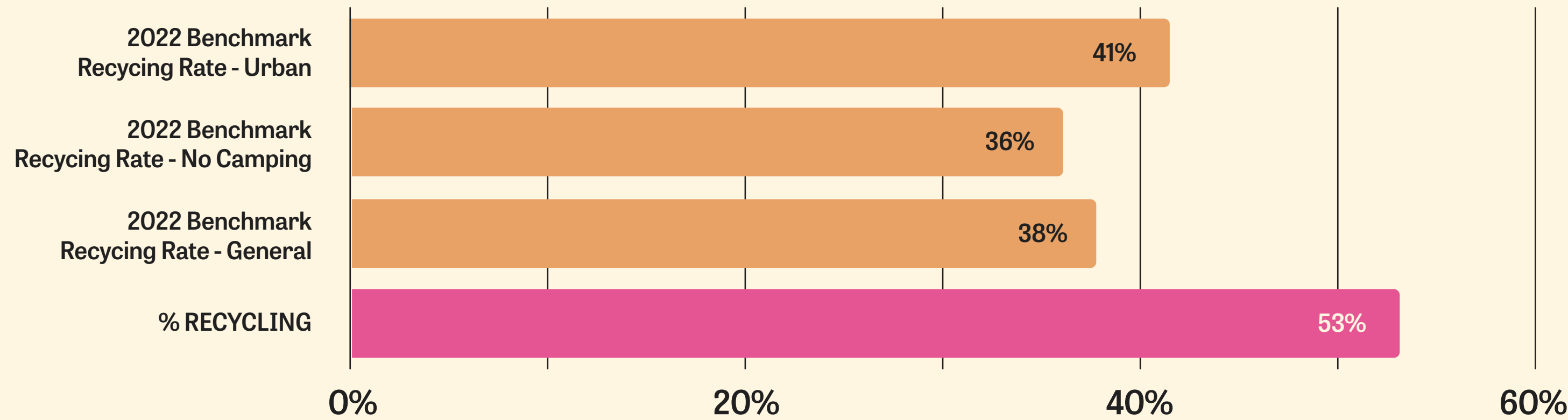
# ENVIRONMENTAL IMPACT

## WASTE

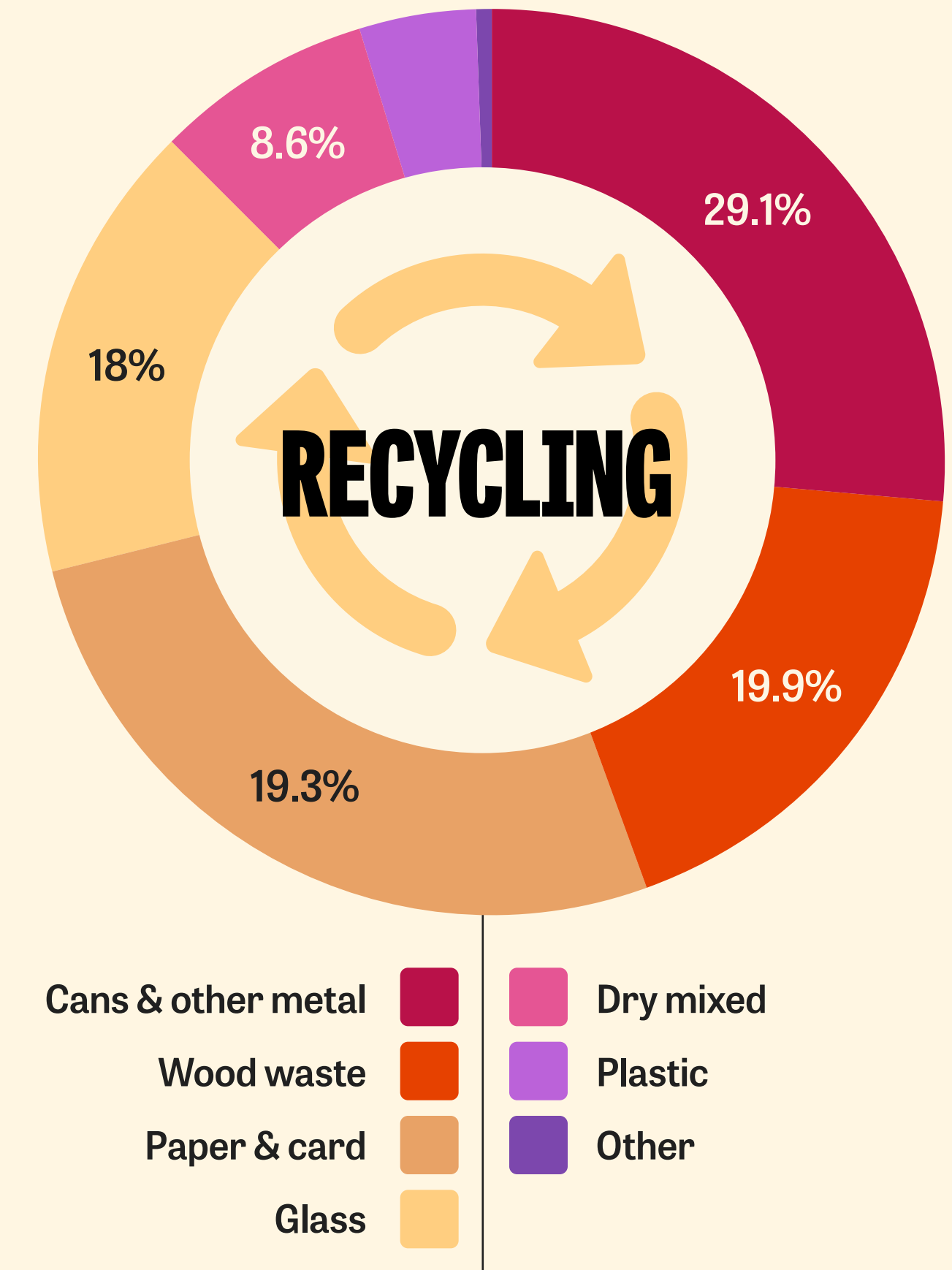
Our overall waste impact for Love Saves The Day 2023.



How we compare to other festivals.



On site recycling 2023.



\*Data provided by AGF

# ENVIRONMENTAL IMPACT

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## WASTE

### LOCAL & SUSTAINABLE FASHION AWARENESS CAMPAIGN

Booking local artists and working with local businesses is something that has always been at the heart of Love Saves the Day.

With Bristol packing a whole lot of incredible independent designers and creatives, it's not hard to find a look that is festival-worthy that also moves away from fast fashion.

We teamed up with Anna Pixie Holmes from Venom Creatives, to sit down with some of our local 2023 LSTD acts Felix Joy, Ngaio and Solo Jane to talk all things sustainable fashion and supporting the Bristol scene.



# ENVIRONMENTAL IMPACT

## ENERGY

GENERATORS  
CONSUMED  
**9,621L**  
HVO FUEL

EMITTING 342KG CO<sub>2</sub>e  
1,567 KG OF GAS WAS USED BY TRADERS,  
EMITTING 4,697 KG CO<sub>2</sub>e

### WHAT WORKED

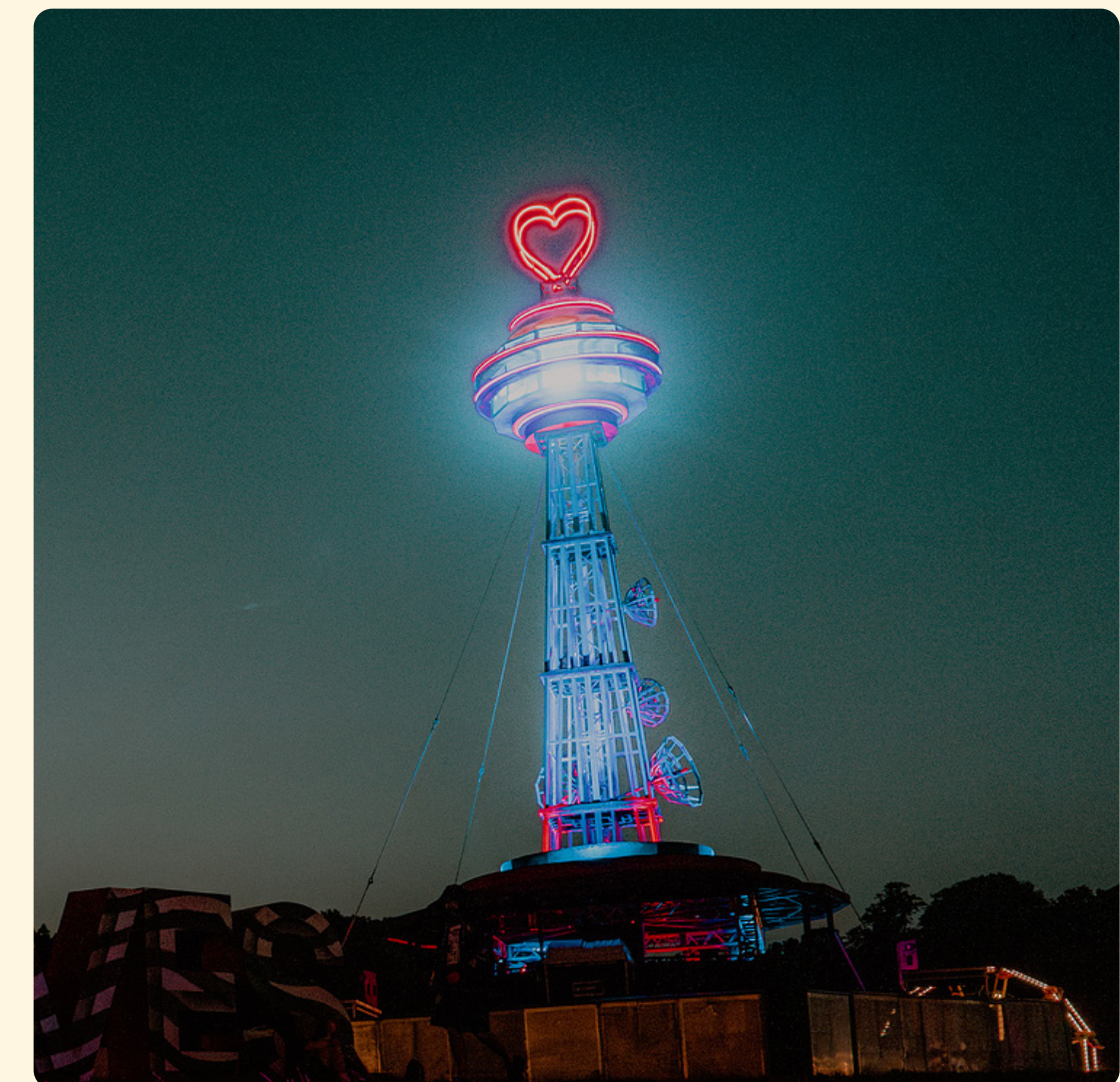
- LSTD 2023 was 100% powered by renewable energy.
- We had a 61% fuel reduction for our production area using a hybrid generator.
- This helped save 7,224.13 kg CO<sub>2</sub>e.
- We used HVO fuel in all generators.
- We used HVO fuel used in plant machinery & tower lights.
- All buggies were electric and used HVO fuel.

A Greener Future has highlighted the robust monitoring work led by Team Love and Impression One at the festival to increase generator efficiency and reduce its impact.



### TARGETS FOR 2024

- Deepen our understanding of energy usage per area to improve energy efficiency e.g traders, bars, stages etc.
- Work with our power contractor to collaboratively develop further improvements & reduce our emissions.
- Continue to work with Bristol City Council towards installing grid power for events at Ashton Court.

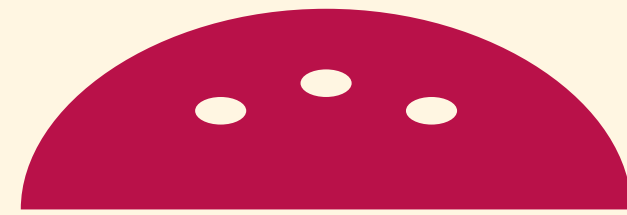


\*Data provided by AGF

# ENVIRONMENTAL IMPACT

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## FOOD & DRINK



FOOD & DRINK IS OUR  
**SECOND  
BIGGEST IMPACT**

IT REPRESENTS

**20.5%**

OF OUR CARBON  
FOOTPRINT

EMITTING

**110.15**

TONNES OF CO<sub>2</sub>e



### WHAT WORKED

- This year **71%** of our traders were from Bristol.
- **80%** of our traders served organic, local or seasonal food.
- We surveyed all our traders to capture their food standards.
- We audited their suppliers to understand who they buy from.
- Our crew catering served healthy veggie and vegan food and used reusable serveware!
- By returning their cups to the bars or taking them to the collection points, our audience helped us **reduce breakages and losses by 18%**.

### TARGETS FOR 2024

- Make recommended onsite food standards compulsory.
- Increase our veggie & vegan sales by 10%.
- Create a trusted local supplier directory for our traders.
- Introduce a compulsory requirement for all cleaning products to be bio-based.
- Create a two year plan with targets to reduce our impact in the area of food & drink.



\*Data provided by AGF

# ENVIRONMENTAL IMPACT

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## WATER



- We increased our compost loos on site to 52% in 2023.
- Most of our taps had auto stops feature to avoid wasting water.
- 90m3 were consumed over the 2 days emitting 0.016 t CO2e.



# SOCIAL IMPACT

## RAISING SOCIAL AWARENESS

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### MUSIC DECLARES EMERGENCY

We continue our partnership with Music Declares Emergency and raise awareness of the current climate, biodiversity & political crisis by playing their campaign movie on the main stage (Love Saves Stage) in between acts. We also incorporated their No Music on a Dead Planet transfers to the Tattoo Parlour run by the wonderful Twisted Theatre on site to raise awareness through interactive exchanges.



### CLIMATE LIVE

We invited Climate Live, a youth-led climate group, to raise awareness in our Guest Bar and take some time to talk to our artists.

We're lucky to not only program incredible talent, but also have artists who care about the environment. Thank you to Olly Alexander from Years & Years, Asher Simmons, My Nu Leng, Ngaio, Groove Armada, Sha Simone, Jessie Mei Li, Tori Tsui, Domi Palmer and Frances Fox!

### EARTH DAY

A special thank you to our Earth Day ambassador Gardna for meeting with our Sustainability Coordinator, Pauline Bourdon, at Ashton Court on Earth Day to discuss our 2023 sustainability initiatives.





# SOCIAL IMPACT

## ACCESSIBILITY

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We successfully achieved SILVER certification from Attitude is Everything, which will be in place until 2025! Our Diverse Sensory Space returned and provided a welcomed calm space for our attendees and we had a wheelchair accessible buggy to support our artists, crew & attendees.

We had a 34% increase in applications to use the accessible facilities on site.

### FACILITIES PROVIDED AT OUR FESTIVAL AS STANDARD:

- Personal assistant / companion ticket provision.
- Viewing platforms / areas.
- Accessible parking.
- Accessible toilets.
- Lowered bar areas.
- Induction hearing loops.
- Assistance dogs welcome.
- BSL Interpreters (on request).
- Accessible map.
- Wheelchair accessible buggy.

### TARGETS FOR 2024

- Expanding the Big Top viewing platform to meet demand.
- Better data gathering for crew & attendees feedback.
- Make changes to improve the arrival and exit process for customers who have a disability.
- Further increase staff training through Attitude is Everything.
- Focus on crew & artist accessibility.

Furthermore, we have also signed up the Attitude Is Everything *Beyond the Music Programme* which offers volunteering and work opportunities to the d/Deaf, disabled and neurodivergent communities.



# SOCIAL IMPACT

## BIG TEAM CIC

# 18

**122**  
YOUNG PEOPLE  
APPLIED FOR OUR

**12**

**ONSITE PLACEMENTS!**

VIDEOGRAPHY ASSISTANT  
SOCIAL MEDIA ASSISTANT (X2)  
ACCREDITATION ASSISTANT  
SUSTAINABILITY ASSISTANT  
ARTIST LIAISON  
PRODUCTION SITE CREW  
GENERAL SITE CREW  
MARKETING GROWTH MANAGER SHADOWING  
STAGE MANAGEMENT  
SOUND TECH

### HIGHLIGHTS

- Half of participants had further work in the industry after their placement.
- 23 young people attended our site tour of Love Saves the Day through our Elevate Us series.
- The artists from our Next Level artist development programme (delivered in partnership with Bristol Beacon) performed at Love Saves the Day on the Main Stage.

### ARTISTS FROM NEXT LEVEL THAT PERFORMED AT LSTD 2023

- Solo Jane — [@officialsolojane](#)
- B3nji — [@b3njimusic](#)
- Red — [@redgetsdown](#)
- G U Y — [@guymusic](#)
- Asher Simmons — [@ashersimmonsmusic](#)
- Rebekah Didnall — [@rebekahdinnall](#)



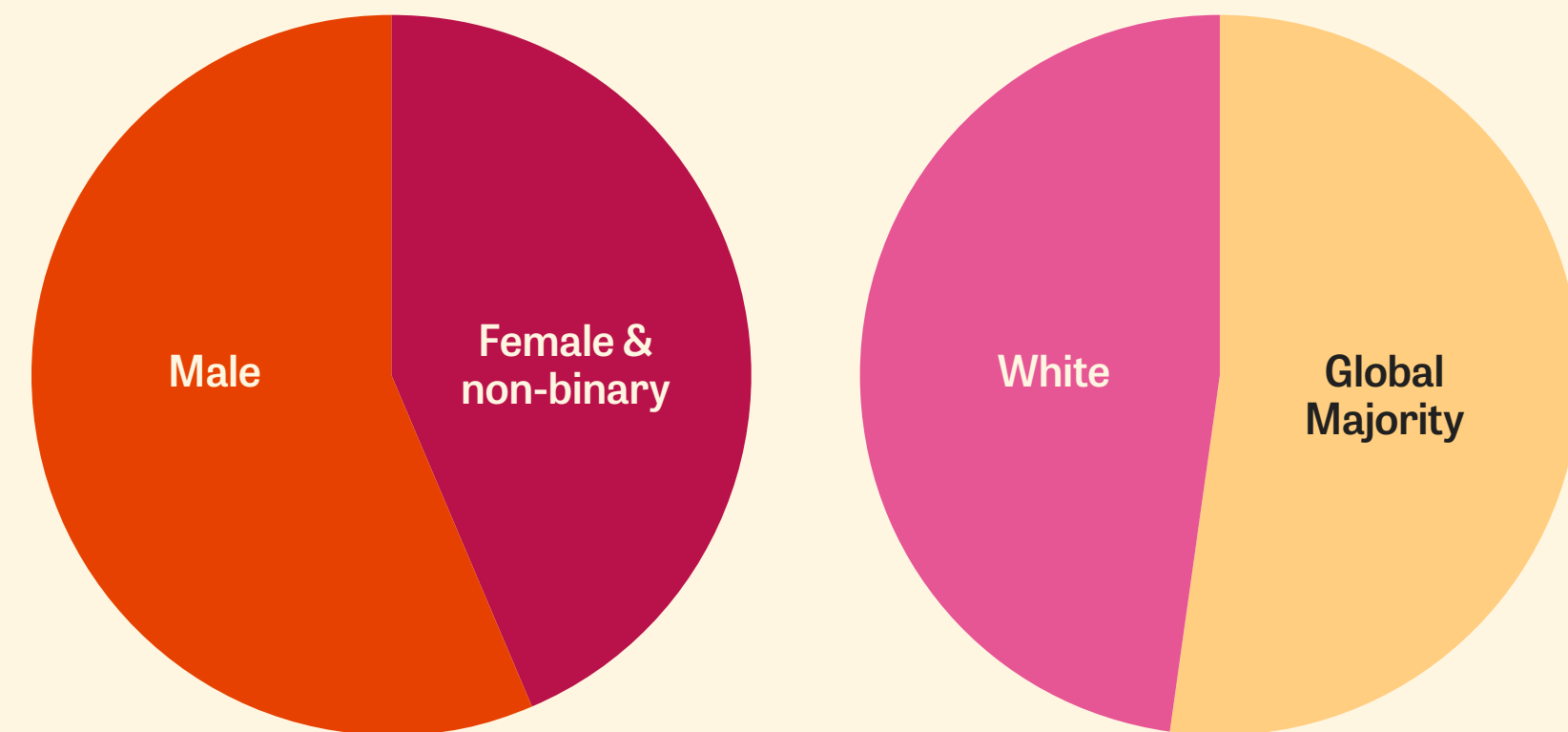
# SOCIAL IMPACT

## LINE-UP EQUITY

We are a Bristolian festival and we're proud of our local music scene. By collaborating with different promoters at LSTD, working to highlight the musical diversity in the City, we programmed 63.64 % local acts!

Thank you to Saffron, Shambarber, Run, The Blast, SWU, Teachings in Dub, EC2A, Chloe Sage and Keep Hush.

### LINE-UP DIVERSITY



We continue to work towards more equitable programming practices. In 2024 we are focusing on improving our data capture to be able to represent the social identities of our artists further. We acknowledge the limitations of the categorisation used and we will be working towards aligning our data collection with ONS categorisation for the future.

## SAFER SPACES NOW & BRISTOL DRUG PROJECT

We do our best to make sure our attendees are safe at all times, because we believe that everyone should feel safe at our festival. Which is why we have continued our partnership with Safer Spaces Now and the Bristol Drug Project. Both charities help promote a safe, kind and judgment free environment for our attendees to receive advice on how to take care of themselves and report anything that doesn't feel right.



# ECONOMIC IMPACT

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## AFFORDABLE TICKET SCHEMES

This year, we offered a number of different schemes to help make our event more affordable. As our overall costs increase, we are working really hard to not pass on the costs to our customers and provide alternative pricing for those in need of a little support.

- Various payment plan options to allow attendees to split the cost of their ticket.
- Low income tickets available on request — 6 tickets claimed.
- Free personal assistant / companion tickets for eligible disabled attendees.
- Discounted tickets available for local residents — 514 tickets claimed.



## CHARITIES

### MY CAUSE

£1,502.00 raised by My Cause volunteers working at LSTD went to organisations such as Alzheimer's Research Society, Caring in Bristol, Mind, Care4Calais, Stop Ecocide, Surfers Against Sewage and more...

## FUNDRAISING

Through our guestlist donation scheme we raised £15,490 in 2023 that has gone towards supporting the work of Big Team CIC.

We also hosted the Team Canteen coffee stall on site that generated £1,198 profit to fund projects aimed at alleviating food insecurity in Bristol.

By having a stall onsite, Love Specs raised £2,282.39 helping [Love Support Unite](#) to empower communities in Africa through sustainable development, education and healthcare.



# CONCLUSION

Thank you for taking the time to read our impact report, we hope this provides more insight into our social, environmental and economic activities. This helps us to cultivate a relationship of transparency and accountability. We're not perfect, but in today's world, we continue to strive towards a fairer and better future — Love Saves Tomorrow!



## WHAT WE WILL BE FOCUSING ON IN 2024:

- Increasing our food sustainability credentials & creating a green trader award.
- Incorporating more theatrical elements to our waste initiatives to improve engagement, with an aim to increase our recycling rate by 7%.
- Growing our local fashion campaign & capturing data to understand if it changes audience habits.
- Improving demographic data collection with a specific focus on artists.
- Keeping our event as affordable as possible whilst continuing to offer a high quality show.
- Big Team CIC aim to run a similar placement scheme as they did in 2023 whilst also developing next step career opportunities on site.

See you next year!





MADE IN  
**BRISTOL**  
MADE IN

WORLDWIDE

FC BAYERN MÜNCHEN

NGE