

Rave, Reuse, Repeat: Sustaining Liverpool's Art Scene

A Supportive Guide For Funding Applications

While focused on live music events, this guide can be used by anyone in the entire culture industry, from grass-root venues, individual promoters and festivals to large organisations and beyond.

Following the listed guidelines will not only enable you to practise business and environmental sustainability but also increase your chances of securing funding from organisations that prioritise these aspects. Use this list to track the sustainable measures you are implementing and potentially gain inspiration to adopt new initiatives you may not have previously considered.

Our aim is to establish lasting protocols that make sustainability a standard practice for live events.

<p>LOCATION</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Use event locations away from large residential areas to decrease noise pollution <input type="checkbox"/> If the above is not possible, offer free tickets to nearby residents as compensation for noise disruption <input type="checkbox"/> When location is outside take appropriate measures to minimise impact on local wildlife and ecosystems (e.g. during setup ensure there are designated wildlife corridors) <input type="checkbox"/> Use of LED & Smart lighting where possible <input type="checkbox"/> Use of pedal-powered or Kinetic stages where possible
<p>AUDIENCE</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Where suitable divide events between 18+ events vs under 18 and family events with tailored content and services (this can increase audience satisfaction and increase sales)
<p>FOOD & DRINK</p>	<ul style="list-style-type: none"> <input type="checkbox"/> At 18+ events prioritise drink sales (alcoholic and non alcoholic) preferably local brands and suppliers <input type="checkbox"/> Under 18 events prioritise food and snacks <input type="checkbox"/> Multiple kiosks to manage crowds and queues <input type="checkbox"/> Serve "plate-free" foods to reduce packaging waste e.g. burgers and burritos which only need a wrapper <input type="checkbox"/> Prioritise plant-based options or locally sourced food <input type="checkbox"/> Introduce reusable cups <input type="checkbox"/> Where possible provide water fill up stations to reduce selling of plastic bottled water
<p>TICKETING</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Digital tickets only but consider making these aesthetically appealing to retain the traditional experience of receiving gig ticket <input type="checkbox"/> Bundle drinks and food vouchers with tickets e.g. one free drink per ticket <input type="checkbox"/> Offer carbon offsets as an optional add-on during ticket purchases. The extra fee might go towards planting trees or renewable energy initiatives
<p>WASTE</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Utilise volunteering support to manage waste during event <input type="checkbox"/> Implement clean up sessions in the venue and surrounding area where rubbish may be dropped by event attendees <input type="checkbox"/> Set up clear recycling stations with signage <input type="checkbox"/> 'Trash for Cash'= Implement a deposit-return system for cups- pay for how many cups someone can pick up and dispose of properly at a specific kiosk <input type="checkbox"/> 'Trash for Treats'= For family's with kids. Free snacks or perks if they collect litter or participate in waste-sorting activities <input type="checkbox"/> Where necessary provide biodegradable pegs for tents
<p>PUBLIC TRANSPORT</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Offer shuttle services between venue and city <input type="checkbox"/> Collaborate with public transport services e.g. Mersey rail to offer free transport with a valid event ticket for limited time before and after the event time <input type="checkbox"/> Provide bike racks if necessary