



Lambeth Country Show Sustainability Action Plan

This document sets out the actions that will be taken to make the Lambeth Country Show a more sustainable event in 2024 and beyond. Our main areas of focus for this year are energy, water and waste, promoting healthy and sustainable food, sustainable transport and communicating our commitment to sustainability.

Many of the actions build on work carried out in previous years. Our plans for 2024 mark the start of a longer journey to reduce our environmental impact. By monitoring our carbon footprint we will be able to set ourselves targets for future years and set a benchmark for other events in Lambeth. The activities planned this year are designed to raise awareness amongst crew, traders and visitors about our commitment to sustainability and how they can help us to reduce our impact on the environment.



Energy, water and waste

To make sure we reduce our consumption of resources relative to previous years and to know what targets to set ourselves in future, we will be collating data on our energy, waste, recycling, water and crew/performer/visitor travel so we can calculate our carbon footprint. We are also taking a number of measures to reduce the amount of waste produced on site and to increase rates of recycling.

Measuring our impact					
Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (<i>met by</i>)
Measure our impact on the environment / create a baseline to compare year on year	1. Use Julie's bicycle IG tools to log and track progress on: <ul style="list-style-type: none"> • Recycling and landfill rates • Attendance figures • Diesel consumption • Water usage • Audience transport 2. Carry out crew/performer/visitor survey 3. A Greener Festival Award assessment	Mid May for past events End of July for 2024 8/9 June	LCS Project Team	Use IG tools to create a dashboard of indicators that we can use to set targets for future events	Collect data Input data Visitors survey

Energy use					
Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (met by)
To reduce diesel consumption and switch to Green D+ HVO and solar, where possible	<ol style="list-style-type: none"> 1. Energy and diesel usage to be discussed with production contractors to reduce the number of generators needed 2. To record energy usage for each zone so that methods and actions to reduce usage can be actioned in 2024. 	<p>May</p> <p>Event day(s)</p>	<p>LCS Project Team</p> <p>Energy suppliers</p>	<p>Baseline for each 'zone' to be established</p>	<p>Discussion with production company/contractors</p> <p>Report from energy suppliers</p>

Water					
Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (met by)
<p>Monitor waste water</p> <p>Waterless and chemicals toilets in the Eco Village</p> <p>Toilet usage data</p>	<p>Discuss taps/ water saving approaches with water supplier</p> <p>Supplier to provide energy data after the event</p> <p>Main toilet suppliers to provide data and details of impact /sustainable policy</p>	<p>June</p> <p>Post event</p> <p>June</p>	LCS Project Team	<p>Establish baseline and existing environmental measures for water, waste water and toilets</p>	<p>Report (<i>Project team in discussion with contractor</i>)</p>
<p>Long term goals: To review the success of waterless toilets and increase capacity in future years.</p>					

Recycling and waste management					
Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (<i>met by</i>)
Reduce the amount of waste sent to landfill and increase rates of Recycling.	1. Bar cup deposit scheme – agreed with all bar traders	May	LCS Project Team	10% waste to landfill is reduced relative to previous years 10% waste recycled increases relative to previous years	Liaising with bars (<i>events team</i>) Advance info packs to crew/traders/performers. Comms to visitors
	2. Single use plastic ban	Event days			
	3. Recommendations and lessons learned from previous waste reports – including composting and messages incorporated into comms plans and stall holder terms and conditions	Mid May	LCS Project Team	Percentage of stall holders who comply target - 100%	Communications support, amendments to traders T&Cs, deposit scheme Face to face contact with traders at the event T/calls to traders pre-event
	4. Reinforce messages to food stall traders on compostable and recyclable materials needed to support waste strategy	Mid May			
	5. Olio volunteers to collect and reduce food waste at the event	Event days			

Sustainable food

Lambeth Council is working with the Lambeth Food Partnership on a number of projects in 2024. As one of two flagship food boroughs in London, food is a highly relevant theme for Lambeth to focus on at this year's Country Show. This year will see the introduction of two schemes aimed at food stall holders which highlight our commitment to healthy and sustainable food and encourage them to help us reflect these values at the show. Both are voluntary this year but will allow us to gain feedback and experience for future years.

Sustainable food stall holder award and food legacy pledge					
Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (met by)
Continue with the food stall holder award to encourage	1. Develop and agree criteria based on Sustain's London	End of May	ALL	To identify outline policy for sustainable food	
more sustainable behaviour / gauge level of support for food legacy pledge for future years	Food Legacy Pledge 2. Recruit judges, prepare judging packs and coordinate event day tasks 3. Publish food pledges on LCS website	May May	LCS Project Team LCS Project Team	aligned with Food Partnership values. To raise profile of a the Food Trader Sustainability Award.	LFP/council staff volunteers to shortlist and judge Prepare/publish/manage sign ups

Food stall holders terms and conditions					
Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (<i>met by</i>)
£200 deposit scheme to ensure stall holders meet key terms and conditions to minimise environmental impact after the event	1. Bond deposit scheme to be enforced to guarantee traders meet minimum T&Cs: <ul style="list-style-type: none"> • No unauthorised vehicles on pitches • Rubbish/equipment, food waste, coal or oil must be disposed of responsibly 	May	LCS Projecy Team	Number of stall holders who comply increases by 30% from last year	Payment process and refunds Bond checks post event
Long term goals: To introduce more criteria to support our green commitment for 2024 when this can be communicated earlier.					

Sustainable transport

By removing car parking facilities (apart from for blue badge holders) and providing secure cycle parking we will create the infrastructure and conditions to support greener travel options. Our new Eco Zone will also help to bring attention to environmental issues in a fun and engaging way and provides a space for the council's transport team to promote sustainable transport in Lambeth.

Transport						
Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (<i>met by</i>)	
<p>To increase the number of visitors who walk or cycle to the show and reduce numbers of drivers</p> <p>To monitor production teams travel and CO2 footprint</p> <p>To promote sustainable transport in Lambeth</p>	1. Car park only for Blue Badge holders	Event days	LCS Project Team	<p>No. drivers to the Country Show decreases by 15% from last year</p> <p>No. of visitors cycling to the Country Show increases by 15% from last year</p> <p>Establish a baseline for production travel emissions</p> <p>Create baseline measurement of how many bikes repaired/sold, how many people signed</p>	Visitor survey	
	2. Increasing secure bike parking facilities from one to two areas creating 1,000 spaces	Event days	LCS Project Team		Visitor survey	
	3. Conduct survey of visitors to find out about how they travelled to the show	During and after the event				
	4. Conduct survey of production team post event	Post event				Production crew survey
	5. Host an information stall on the council's sustainable transport campaigns and offers: <ul style="list-style-type: none"> HGV blind spot awareness. 	At the Country Show				Transport Team coordinating this activity

	<ul style="list-style-type: none">• Professional cycle trainers to chat about cycling safely• Showcasing Lambeth Bike Market• Lambeth Met Police PCSO Officers bike marking• Encourage all new bike owners to do cycle training			up for cycle training.	
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Demonstrating our commitment to sustainability

To demonstrate our commitment to sustainability at the Country Show we will develop an environmental policy for the event and seek endorsement from cabinet members. We will also apply for a Julie’s Bicycle Industry Green (IG) award and use their IG tools to measure and monitor our progress for future events. This will also help develop our understanding of how to improve and develop our action plan.

Environmental Policy & Action Plan					
Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (<i>met by</i>)
Secure support from senior Lambeth Council staff for action plan and IG award application	1. Update the environmental policy	January	LCS Project Team	Complete and have in place by May 2024	ALL
	2. Seek cabinet member support and sign off	Mid-June	LCS Project Team	Cabinet member endorsement for 2024 policy	Meet/discuss with Cabinet member
	3. Agree senior membership to support the plan and it’s annual review	May	ALL	Working group membership agreed and in place for 2025.	Comms, Delivery, Commissioning & Events
Establish a working group to take forward actions and the policy and action plan annually					

Objectives	Actions	Timeline	Responsibility	Targets/KPIs	Resources (met by)
promote sustainable initiatives, local enterprise, food and wildlife to visitors at the show	<ol style="list-style-type: none"> 1. Continue to use the event to showcase local initiatives and green lifestyles 2. Support community education of animals through onsite farm and various animal charities / projects. 3. Lambeth's sustainable urban drainage systems (SUDS) programme to improve surface water drainage and air quality and encourage biodiversity 4. Bee campaign - free seeds will be handed out to create a 'bee line grid' across the borough 5. 'Get Involved' – we'll be recruiting more community street champion volunteers in Lambeth who work with us on our campaign for cleaner streets and greener neighbourhoods. 8. The GLA pollution globe (Breathe Better Together campaign) to highlight the risks of air pollution Launch of the new 'Eco Village' to promote sustainable behaviour 	<p>Event days</p> <p>May</p> <p>Event days</p>	LCS Project Team	<p>30% of stalls which are public sector, charity or community groups</p> <p>Support animal/wildlife related projects to take part</p> <p>To engage with public on issues</p> <p>To engage with public and give out 500 packets of seeds</p> <p>To recruit 15 new street champions</p> <p>To bring more public attention to air pollution problems</p> <p>To bring more public attention to green initiatives in this zone</p>	<p>Stall holder management (<i>events team</i>)</p> <p>Stall holder management (<i>events team</i>)</p> <p>Run stalls (<i>Lambeth council teams/volunteers</i>)</p>

Communications

To support the activities in the action plan and to promote our commitment to sustainability a variety of pre and post event communications have been planned. All printed materials for the show are commissioned via suppliers who have good, clear environmental sustainability practices in place. Z card ensure that our production processes meet the highest environmental standards. Their main production facilities meet both FSC and PEFC accreditation standards and extended production facilities are powered by their own solar centre with over 23,000 m² of solar panels.

Our communications on sustainability will be targeted to the following groups and via the following channels/core messages:

Pre-event communications

Key messages	Channels	Audience
Top ten ways to help us be more sustainable, including key messages on travel and recycling/waste	Social media Lambeth staff intranet, magazine and bulletin Lambeth Talk Website Love Lambeth Weekender Production crew and volunteer packs	General public Lambeth council staff Lambeth residents General public Lambeth residents Lambeth residents Production crew /volunteers
Sustainability strategy published & application for Industry Green Award	Lambeth staff intranet, bulletin and Yammer	Lambeth council staff
	South London Press LCS website	General public General public
Water facilities production / request to refill and bring your own bottle or cup	Production and volunteer packs	Production staff and volunteers
Waste facts for Lambeth / the UK	Intranet/staff bulletin Social media	Lambeth council staff General public
Reminding attendees to recycle, use compost bins provided	Event tanoy (end of event announcements)	All attendees

Reminder of permitted plates, cups and cutlery at the event	Traders packs Telephone follow up	Food traders
Raising awareness and encouraging food traders to sign up to Food Legacy Pledge	Traders packs Online form/link Telephone calls to food traders	Food traders
Communicate award criteria to stall holders	Traders packs	Food traders

Post-event communications

Key messages	Channels	Audience
Congratulate and promote food stall holder award winner post-event	Website Social media Lambeth Talk Love Lambeth blog	General public General public Lambeth residents Lambeth residents
Waste facts, community stalls, eco zone images and improvements or headlines compared with last year	Website Social media Staff bulletin/Yammer	General public General public Lambeth council staff
Julie's bicycle report / IG award results A Greener Festival Award	Website Social media Staff bulletin/Yammer	General public General public Lambeth council staff