

# Manchester Day

## Sustainability Policy 2017

### Mission Statement

*Manchester Day* was created in 2010 and has now become one of the North West's flagship events of the summer. The purpose of *Manchester Day* is to

- celebrate the creativity and diversity of Manchester
- enable communities to celebrate pride in our city and show what makes them feel uniquely Mancunian.
- bring communities, artists and businesses together to create something truly special for Manchester.
- bring economic and brand benefit to the city

We follow the Brundtland report's definition of sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." This means we aim to develop an event that benefits local communities and the local economy, whilst minimising the negative impact on the environment.

We seek to reduce the negative impacts caused by a major event, but more than that, we strive to make the benefits of the event the best they possibly can be, whilst also encouraging others to make a positive difference through their work on Manchester Day and beyond.

This policy explains our approach to sustainability and how we live our values.

### Scope

This policy covers:

The actions of the Events Unit at Manchester City Council (MCC) in planning and delivery of the annual Manchester Day event

The actions of Walk the Plank, the event producers who are commissioned by MCC

This policy defines our guiding principles in our sustainable approach to the event management, the creative vision and the production of Manchester Day.

### Underlying principles and Key sustainable development issues, objectives and targets for Manchester Day

The three principles that underpin our work are:

**Social impact:** Working closely with communities is at the heart of what we do and we continually strive to ensure Manchester Day can have the best possible effects on local communities.

**Economic impact:** Being careful with our resources in order to achieve this is fundamental to all that we do, where we strive to use local suppliers as much as possible and maximise the impact for the local economy.

Environmental impact: We continue to review our environmental performance through data collection and evaluation in order to set targets for continual improvements.

For 2017 – we have identified three key environmental issues and corresponding objectives:

- Waste – we aim to minimise production of waste across all MD activities and in particular at the WOW workshop during build and derig and at hub areas during the event
- Transport – we aim to increase use of sustainable transport by public and participants
- Communications – we aim to improve communication of Manchester Day's sustainable activities

*Targets for each of the above objectives are set.*

### **Monitoring**

We are committed to reviewing the way we document and monitor our sustainability processes by using the international standard for an Event Sustainability Management System ISO 20121 as a guideline. We have an action plan in place for 2017-18.

### **Leading by example**

We are committed to lead by example and communicate with our stakeholders on our progress and achievements with the aim of influencing others to adopt sustainable practices. We will do this by:

- including information on sustainability in key communications at the start of the event delivery process with participating community groups, artists, volunteers, suppliers
- actively seeking out and recording examples of good practice in sustainability, along with areas in need of improvement

Some of our previous sustainability achievements are:

- Many of the parade structures and costumes are made from reused and recycled materials, for example from small items like flowers made from cassette tapes and carrier bag flags to the large puppets that are hired in.
- Many items are stored and adapted for re-use each year, such as the wheel bases for moving structures within the Parade
- 98% of previous parade floats/structures have been pushed, walked, wheeled or cycled
- Recycling of water bottle waste from participants at start and finish point of Parade and in the squares
- Since 2014, each year over 60,000 spectators have generated an estimated £1 million in direct economic spend in the city that wouldn't have happened if the parade was not taking place
- Each year, approximately 2,500 individuals from around 100 community, voluntary and business groups have taken part

This policy is reviewed on an annual basis by MCC and Walk the Plank in February/March.

If you have any ideas on how we could improve sustainability at the Manchester Day Parade or any questions about the work we are currently doing, please get in touch via the Contact Us section of [manchesterday.co.uk](http://manchesterday.co.uk).