

# Manchester Day

## Sustainability Policy 2022

### Mission Statement

*Manchester Day* was created in 2010 and up to 2019, it had become one of the North West's flagship events of the summer. There have been two years during the Covid-19 pandemic where *Manchester Day* has not taken place. *Manchester Day* returns in 2022.

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.

We are aligned to Manchester's Zero Carbon by 2038 and Single Use Plastic Free by 2024 commitments.

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 2022 – we have identified four key environmental issues and corresponding objectives:

- Energy – reduce fossil fuel use on the event to a minimum
- 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. We will engage all artists and teams at the start of the process to ensure reuse and recycling is considered as early as possible
- Food & Drink – we aim to strengthen engagement with food and drink traders to ensure sustainable food options are available and waste is kept to a minimum
- Communications – we aim to communicate Manchester Day’s sustainable activities, both to those working behind the scenes, the participants and to the audience coming on the day. The approach will be to communicate how the event is doing its bit, in order to encourage individual action.

*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 and Manchester’s Sustainable Event Guide framework as a guideline. We have an action plan in place for Manchester Day 2022.

### **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
- Taking part in national events industry events and conferences, working groups and similar to share good practice.

Some of our previous sustainability achievements are:

- Although the event in 2020 could not take place due to coronavirus, some of the making did – the artistic theme had been set around climate change, which means we have engaging stories on climate action to tell around the artworks created
- Almost everything in the parade is people-powered – pushed, pulled, wheeled, walked, different to many parades which rely on vehicles
- Many of the structures have been reused and repurposed through the years, and artists are asked to think carefully about how the floats are created to ensure they can be deconstructed and recycled as much as possible.

- This often involves finding creative ways to use otherwise redundant materials like the roll ends from a cardboard factory, cassette tapes made into flowers and carrier bags made into flags
- Raising awareness of the climate change emergency: many groups have previously chosen to focus their creations on key issues, such as the Manchester Secondary PRU who created the world on a turtle in 2017, with the message: if we don't look after world, it'll become a disappearing act of its own.
- 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 event was not taking place
- Each year, approximately 2,000 individuals from around 75 to 100 community, voluntary and business groups have taken part which has given them a variety of benefits from reducing social isolation through to developing new artistic skills

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).