

# Bucks New University/ A Greener Festival

What the audience thinks.  
Findings from an International survey

2012 Survey Results

Teresa Moore

# Bucks New University

## Sustainable Event Management

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### Research:

- **Bucks New University and A Greener Festival**
- Audience attitudes to green issues at festivals
- A Pan European study. (2008)
- **Julie's Bicycle** Audience attitudes to green and recorded music (2009)
- **Bucks New University on behalf of Transport for London/Julie's Bicycle (2010)**
- Audience Travel to one off live Music events
- **Bucks New Uni/A Greener festival**
- Audience Attitudes to Green Issues at Festivals  
An International Study (2013)
- **A New Survey**
- Love Your Tent /Bucks New University/ A Greener  
Audience Camping Survey (2013)



# About the 2012 Research

The research was supported by the Association of Independent Festivals (AIF) in the UK and Yourope, The Association of European Festivals

- Asked festival fans 15 questions on green issues.
- 2281 Responses
- Fans responded from 32 countries worldwide.

- Responding countries included the  
UK (40%),  
Slovakia (27%)  
Germany (13%)

home nations of other fans responding included other European countries, the USA, Canada, China, Russia, India and Turkey.

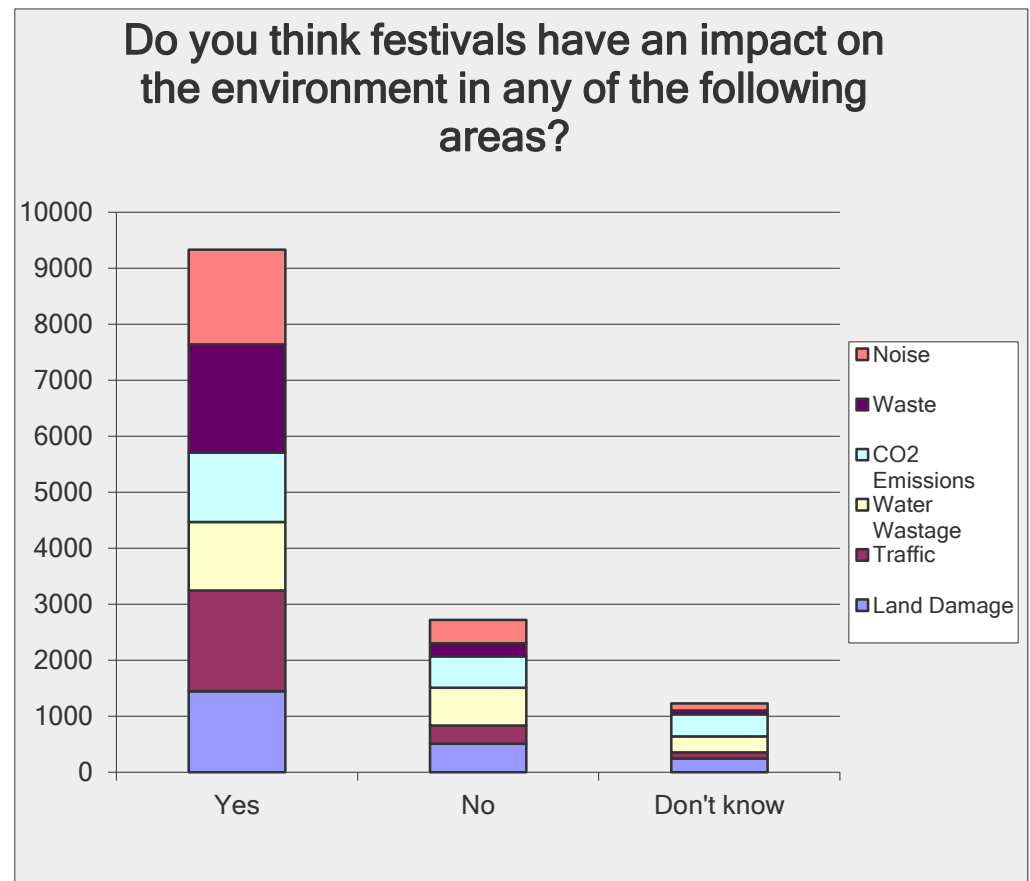
# Methodology

## The survey

- has been designed to mirror the 2008 survey so that we can look at changes over time (Longitudinal study)
- a mixture of open and closed questions.
- 15 questions in total
- conducted wholly online using survey monkey to collect responses.
- used the questionnaire tool for analysis of the closed questions .
- analysis of the open questions has been undertaken manually.

# Do you think festivals have an impact on the environment ? 2012

- Noise 76.5%
- Waste 87.4%
- CO2 56.1%
- Water
- Wastage 55.3%
- Traffic 81.4%
- Land
- Damage 65.5%

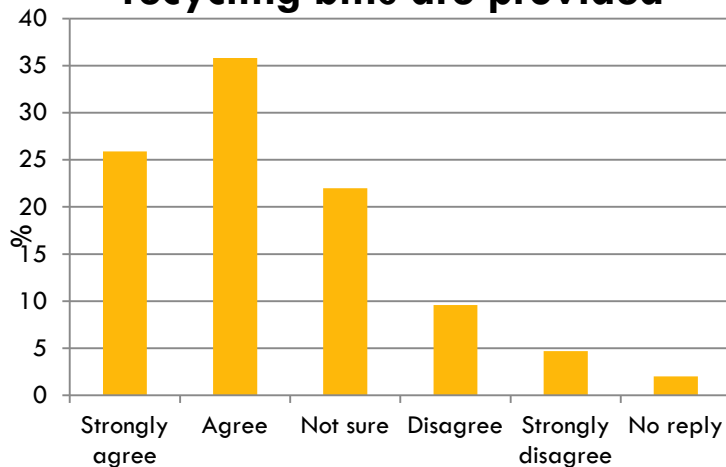


# Separating Waste Results

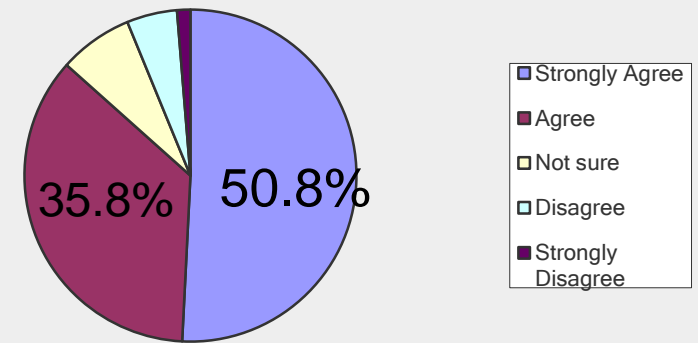
- 2008
- 62%

- 2012
- 86%

**I separate my rubbish at festivals where separate recycling bins are provided**



**“I separate my rubbish at festivals where separate recycling bins are provided.”**



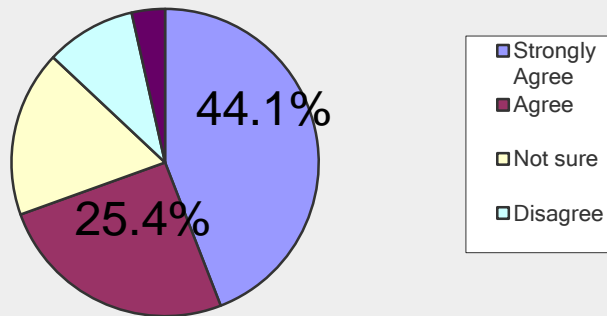
# Waste 2012

- 68.5% of fans supported the use of re-usable cups, plates and glasses.
- A drop from 78% in 2008
- 65.5% of festival goers would be happy to pay a deposit on reusable cups and glasses
- 17.7% would not.
- 86% supported the composting of food waste.



# Paying for Environmental Initiatives

“I would travel by public transport to a festival if it was provided as part of the ticket price.”

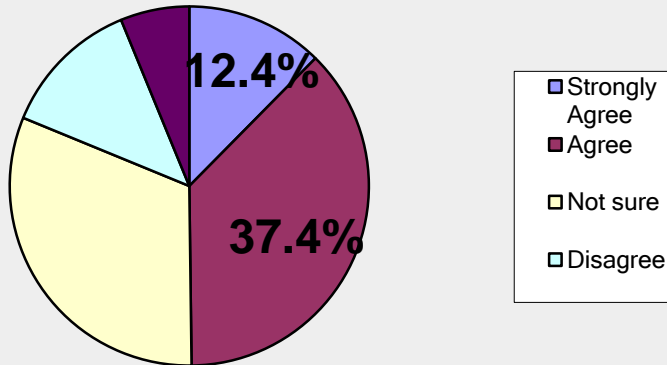




# Paying for Environmental Initiatives

## 2012 Results

“I would accept an increased ticket price for a festival if it was for the reason of improving environmental performance.”



# What They Said

## On Increasing Ticket Prices

### Yes

- £1 Enviro tax
- up to £5 - but would need clear evidence of improvements
- Not an insane amount, it doesn't cost much to raise awareness and let people know not to litter
- Norwegian respondent 100 NOK

### No

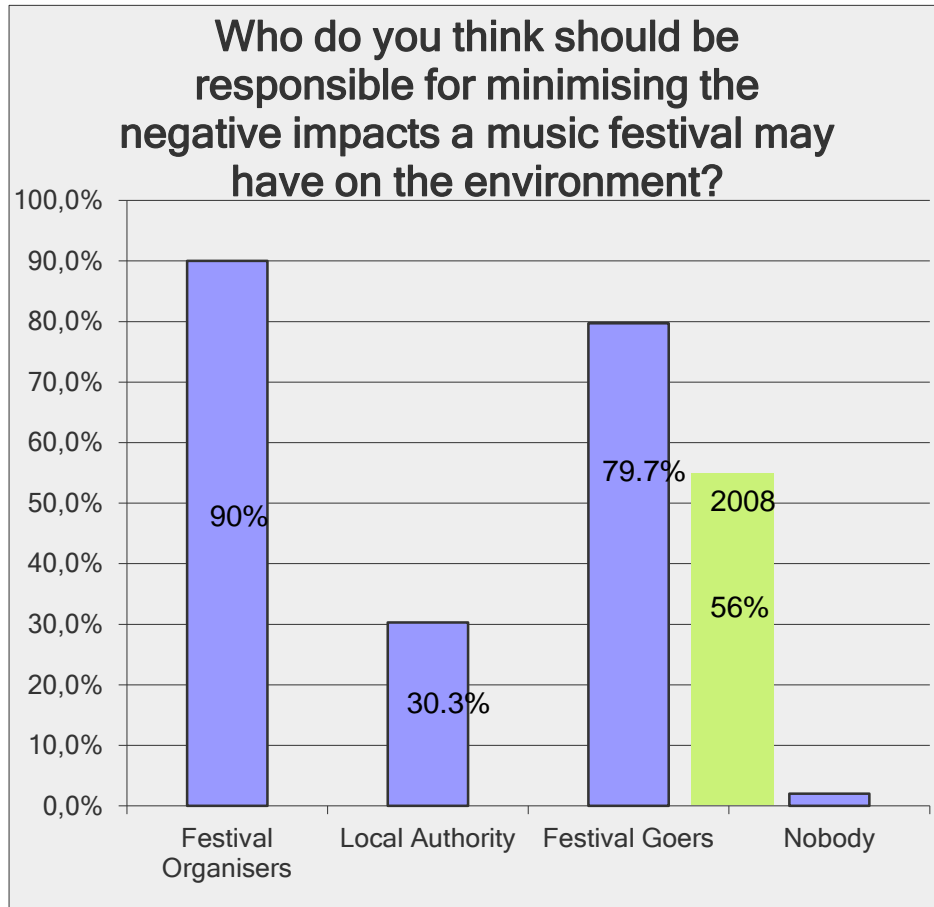
- Cost should not be passed solely to festival goer and should also be absorbed by organiser/festival traders profits
- Improving environmental policy should not be exception but normal so I wouldn't pay more

It depends. In Norway it cost's a fortune already to attend a festival.

“The benefits that music festivals bring outweigh any environmental damage they may cause.”

	Response Percent	
Strongly Agree	8.0%	
Agree	27.6%	
Not sure	38.4%	
Disagree	21.7%	
Strongly Disagree	4.4%	
<b><i>64.5% were either not sure or disagreed</i></b>		

# Responsibility 2012/2008



# What they said

## On whose responsibility

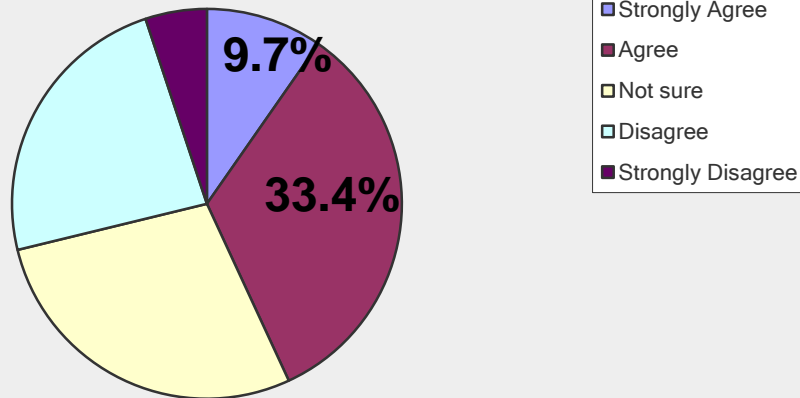
- The government through law-making
- Artists, all stakeholders (Norwegian respondent)
- Corporate Stakeholders also traders, particularly food outlets.
- NGO organisations, green organizations
- All need to play their part - goers should clear up and organisers/local authority should include it in their planning
- God (Norwegian respondent)

# Findings 2012

Do attitudes reflect behaviour?

56.9% either disagreed or weren't sure

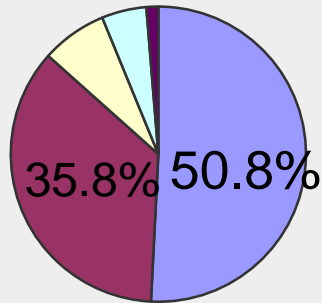
"Have you ever changed your day to day behaviour as a result of environmental initiatives or ideas you have learned at a festival."



# Challenge

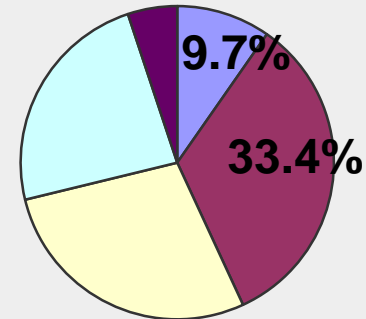


"I separate my rubbish at festivals where separate recycling bins are provided."



■ Strongly Agree  
■ Agree  
■ Not sure  
■ Disagree

"Have you ever changed your day to day behaviour as a result of environmental initiatives or ideas you have learned at a festival."



■ Strongly Agree  
■ Agree  
■ Not sure  
■ Disagree

# Conclusions and Questions

- The data seems to indicate that there have been changes in attitudes during the period between the two surveys.
- The most encouraging is the increase in those who think it is the audiences responsibility to minimise the negative impact of events up by over 23% to 79.6%.

## **However not all results were positive**

- More than 50% were either not sure or did not want to pay more on the ticket price for environmental initiatives
- Not much shift in transport.
- Reusable down
- There is still much work to be done in translating attitude into behaviour

## **Any Questions?**



# About the 2012 Research

## TOP RESPONDING FESTIVALS

- Melt! Festival (Germany, capacity 20,000)
- Glastonbury Festival (UK, capacity 177,000)
- Pohoda Festival (Slovakia, capacity 30,000)
- The Cambridge Folk Festival (UK, capacity 20,000)
- OpenAir St Gallen ( Switzerland, capacity 30,000)

# Research Reference and Sources

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## Moore T (2013) Audience Attitudes to the Environmental Impact of Live Events

More details of the research can also be found on:

Bucks CM&SS website

[www.crowdsafetymangement.co.uk](http://www.crowdsafetymangement.co.uk)



A Greener Festival [www.agreener.com](http://www.agreener.com)



GO-Group Europe <http://go-group.org/>

