

Sustainability Strategy 2024



Providing amazing live music
that doesn't harm the planet



[DOCUMENT VERSION - EFFECTIVE JANUARY 2024]

1. Statement of purpose and values

Bespoke Live's mission is to provide hand-picked, amazing musicians and bands for celebrations, parties and weddings across the UK; delivering unique, authentic and personalised performances.

We're a purpose driven business, early in our journey, and our values frame who we are and what we do;

- **Transparent** – what we quote is what you get – we value transparency in our activities for our customers, clients and the musicians we represent

- **Inclusive** – whatever your event is celebrating and whoever you are, we're proud to offer our services to everyone

- **Sustainable** – we believe in sustainable and ethical provision of live entertainment; respecting the planet and acknowledging the three pillars of sustainability; *social, economic and environmental*; so that business decisions take these into consideration

More generally, we act with integrity at all times, promote collaboration over competition, are open and honest in our communication, and embrace change, innovation and opportunities for learning.

2. Scope

Sustainability is at the heart of Bespoke Live. The aim is for the business, and all its activities to be Net Zero by 2025.

In addition to this, we have open discussions with the musicians we represent regarding wellbeing and the carbon footprint of their activities linked to each performance booking. We monitor our carbon emissions, carbon offsetting all travel emissions our musicians generate on the day of booked performances, and offer a range of eco product options to all clients.

We commit long term to be as sustainable a business as possible. This will involve a process of benchmarking and then reviewing our carbon footprint each year, striving to reach, maintain, and celebrate Net Zero status.

3. Objectives / Goals

Bespoke Bespoke Live has achieved Accreditation from the Sustainable Wedding Alliance (August 2023) and we commit to maintaining the high standards and best practice associated with this.

Bespoke Live has developed a range of eco options for clients such as 'plant a tree for every song performed', 'rewild an area of land for every performing hour', 'donate X% of performance fee to cause Y' or 'go acoustic to save electricity'; incorporating these into discussions with every client at pre-booking stage and into all relevant booking forms as standard (since August 2023)

At the end of the financial year (and annually thereafter), Bespoke Live will Carbon offset all car travel (non-EV) for musicians on performance dates and for all business travel. This will be calculated through mileage and postcode analysis (by April 2024)

Bespoke Live has developed a 'performing sustainably' checklist to be provided alongside every event performance contract. This will support musicians to consider things like; energy use while practising / rehearsing, supply chains of their equipment and other materials, mode of travel / lift-sharing to the event venue, using re-filled water and eating vegetarian meals on event days, etc (since August 2023)

Bespoke Live will talk to every act on our roster biannually to discuss sustainability themes relevant to them and to explore ways to mitigate negative outputs of their activities as performing musicians (by March 2024)

Bespoke Live has developed a year-long communications plan to promote the various elements of our commitment to sustainability, and to celebrate fellow SWA members' respective journeys towards a Net Zero future. This will be delivered across 2024.

Bespoke Live will seek to be as energy-efficient as possible in our activities. This will include establishing a framework to monitor and minimise our digital footprint as a business (by June 2024). In the longer-term we commit to promoting acoustic performances as an option to save energy, and to exploring the potential of service provision via renewable sources, e.g. solar-powered performances.

Bespoke Live will seek to minimise waste in our activities. As a service-provider of live music for events, our waste footprint is low. However, we commit to establishing a framework to implement circular

economy practices to our operations (by June 2024); for example to be a paperless business, and to promote recycling of materials and equipment amongst our roster of musicians.

Bespoke Live will seek to minimise water-usage in our activities. As a service-provider of live music for events, our water usage is low. However, we commit to promoting water re-filling and avoiding single-use water-bottles amongst our roster of musicians.

4. Sustainability Policy

Bespoke Live's mission is to provide hand-picked, amazing musicians and bands for celebrations, parties and weddings across the UK; delivering unique, authentic and personalised performances.

We're a purpose driven business, early in our journey, and our values frame who we are and what we do. Sustainability sits at the heart of Bespoke Live, alongside being Transparent and Inclusive. We believe in sustainable and ethical provision of live entertainment; respecting the planet and acknowledging the three pillars of sustainability: *social*, *economic* and *environmental*; so that business decisions take these into consideration. More generally, we act with integrity at all times, promote collaboration over competition, are open and honest in our communication, and embrace change, innovation and opportunities for learning.

Our aim is for the business, and all its activities to be Net Zero by 2025. We commit long term to be as sustainable a business as possible. This will involve a process of benchmarking and then reviewing our carbon footprint each year, striving to reach, maintain, and celebrate Net Zero status. This policy will be reviewed annually.

To meet our environmental commitment we will:

- hold and celebrate membership of the Sustainable Wedding Alliance
- achieve and maintain Accreditation from the Sustainable Wedding Alliance
- offer a range of eco options to all clients. These might be to 'plant a tree for every song performed' or 'donate X% of performance fee to cause Y' or 'go acoustic to save electricity'. We commit to incorporating these into discussions with every client at pre-booking stage and into all relevant booking forms as standard
- meet and, where possible, exceed all current and future national and sector legislative and regulatory requirements in relation to sustainability
- carbon offset all car travel (non-EV) for musicians on performance dates and for all business travel; reviewing this at the end of each financial year
- support our musicians to minimise their own environmental impact by providing a 'performing sustainably' checklist alongside every event performance contract. This will support musicians to

consider things like; energy use while practising / rehearsing, supply chains of their equipment and other materials, mode of travel / lift-sharing to the event venue, using re-filled water and eating vegetarian meals on event days,

-support our musicians to minimise their own environmental impact through dialogue, committing to biannual discussions of sustainability themes relevant to them and to explore ways to mitigate negative outputs of their activities as performing musicians

-ensure environmental criteria are taken into account in the procurement of goods and services through ongoing supply chain reviews

-take steps to be as energy-efficient as possible in our activities, and to minimise waste and water usage

5. Communication Plan

Bespoke Live will complete a year-long communications plan across 2024 to promote the various elements of our commitment to sustainability, and to celebrate fellow SWA members' respective journeys towards a Net Zero future. This will include;

-Website blog posts; including accreditation announcement, Sustainability packages, Sustainable Wedding Awards in February, Earth day in April

-Inclusion in quarterly mailout

- o SWA membership / accreditation

- o Sustainability packages

- o Tree-planting / rewilding / charity partners

- o Musician interview

-Ongoing engagement on social media channels

-Engagement and support to SWA members, including guest blog

Enquiries

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Bespoke Live is proud to be a member of the Sustainable Wedding Alliance.

**BESPOKE
LIVE**

