



GO GREEN
@ LOOLIVE!
REDUCE - REUSE - RECYCLE



Looe Live! is “Going Green” and needs your help...

27 July 2019

Organisers of this year’s Looe Live! festival are determined to “Go Green” and want festival goers and local residents to join them in protecting the environment.

Earlier this year Looe Town Council declared a climate change emergency. Since then councillors led by Viv Sullivan have been developing plans to work with local businesses and residents to create change. The Town Council is setting up a new environmental group which they are hoping will be led by the local community. The inaugural meeting of the new group is taking place in the Portbyhan Hotel on 5th August at 7pm.

Now Looe Live! has announced that the theme of this year’s event will be “Go Green” and they have developed a special environmental policy to ensure that everyone involved plays their part.

The festival is renowned for encouraging people to dress up on the last day and are asking people to use the “Go Green” theme as their inspiration for this year’s event.

“We are so lucky in southeast Cornwall to be surrounded by stunning scenery, beautiful wildlife and the jewel in our crown – the ocean ” said Viv Sullivan, who is also a member of the group organising Looe Live! **“We want to ensure that Looe Live only promotes this aspect of our community, and ensure no harm is done to our environment.”**

“We are aiming to be a Single Use Plastics free festival and have been continuing to work with Plastic Free Looe , local experts and conservationists to develop our environmental policy ” added Festival Director Edwina Hannaford.

“We also want to celebrate “Go Green” in our dress up theme and are asking people to celebrate their creativity and environment by dressing up in recycled or up cycled garb, or wearing something that shows they care about the environment. ”

This year’s festival is taking place between Friday, 20 September to Sunday, 22 September. There will be three stages featuring a mix of headliners and local acts; a new community zone; a comedy stage; a classical music zone and local

acts and entertainers performing in pubs, restaurants and bars and on the streets throughout the town over the three days.

The environment policy sets out robust targets for reducing the use of single use plastics, including using re-usable cups*, paper straws and cardboard packaging for food takeaways. Ticket holders will also be provided with fabric wristbands rather than plastic ones. All banners will be printed so the majority can be used year on year and only date sections are single-use.

Organisers will be providing additional waste and recycling bins for the weekend of the festival to ensure all attendees can dispose of their rubbish responsibly, as well as working with local volunteer groups to create a clean-up team who will collect any rubbish left on the beach or the streets before it gets blown/washed away.

The festival team also want to make sure that the event does not compromise bathing water quality and have been working with the Looe Marine Conservation Group, who lead the Looe and Liskeard Yellow Fish Project, to develop guidance for local businesses and food and drink providers. Actions include ensuring all toilet facilities display Bin it Don't Flush it stickers; encouraging kitchen staff to prevent fats, oils or greases entering the waste water system by scraping/wiping plates and where possible, installing fat traps and requiring food concessions to recycle their waste, avoid single use Plastics and source their ingredients locally to save food miles.

“Looking after our precious environment is a top priority for Looe and Looe Live!” said Edwina Hannaford. **“By working together we can ensure that everyone has a fantastic time at this year’s festival without damaging the environment.”**

Ends

Notes to editors

*Compostable cups or bioplastics have recently received a lot of criticism by the scientific community concerning their claims on biodegradation and compostability. Looe Live! does not support this type of cup and is asking local venues to buy re-usable cups that they can then sell

For further information or to do interviews please contact Trisha Hewitt @ trishahewitt.com or phone 07946654121