# Developing the sustainability performance of the Amgueddfa Cymru 2023 Food Festival

# Summary

Sustainability is a key part of Amgueddfa Cymru Vision 2030[[1]](#footnote-1), and as a public sector body in Wales we are tasked with reporting annually on our operational carbon emissions.[[2]](#footnote-2)

Amgueddfa Cymru is committed to ensuring our sites help protect and restore nature and the environment and provide inspiration al spaces and experiences. Through our events, such as our Food Festival, held annually at St Fagans National Museum of History, we can demonstrate to visitors and staff how we are working in a more sustainable way.

The Food Festival[[3]](#footnote-3) is Amgueddfa Cymru’s biggest event of the year – welcoming 25,000 visitors to St Fagans National Museum of History over the weekend – and includes 80 Welsh food, drink and craft stalls, live music across multiple stages, street entertainment, foodie workshops and demos.

Sustainability is an important theme of the event. We have worked hard over the last few years to improve our operations and work alongside event contributors and key partners to reduce the environmental impact of the festival. In 2022, successes included implementing a site-wide reusable cup scheme across all bars, launching a digital festival map, ensuring no event waste was sent to landfill, and forging a new partnership with FareShare Cymru to redistribute our traders’ surplus food at the end of the event.[[4]](#footnote-4)

To develop and inform new policy the researcher for this project would work with the Events team and Sustainable Development Co-ordinator to review the 2023 successful market traders, bars and street food vendors’ application forms, prepare for interviews with stall holders during the festival weekend and undertake a literature review of other festivals to benchmark our Food Festival with best practice of others. This research and analysis would enable staff to continue to enhance the Food Festival’s sustainability and other events across our seven sites. Furthermore, there may be findings which could be incorporated into our day-to-day operations of site cafés and shops.

# The Organisation

Amgueddfa Cymru – Museum Wales is committed to undertaking high quality research across the natural sciences, social sciences, arts and humanities. We have identified research as a key enabler to better understand our collections, improve visitor experience and support our move towards net zero carbon operation. As the only Independent Research Organisation in Wales, we use the unique elements of our collections to deliver research that others cannot.

We have a dedicated team who support all those undertaking work placements with us. We are committed to supporting people from diverse backgrounds and those with protected characteristics. We support workplace adjustments to ensure that all employees have an environment in which they can thrive.

The organisation has a policy of flexible working hours. In January 2023 Amgueddfa Cymru also commenced a one-year trial of hybrid working, where staff have the flexibility to work from their base site or from home.

# The Placement

The placement will involve working closely with the Events team, based at St Fagans National Museum of History, the Sustainable Development Co-ordinator and other identified departments (see project outline below).

Through this placement the candidate will:

* Develop an understanding of how market traders, bars and street food vendors are successfully awarded a pitch for 2023 Food Festival, their business practices during the event and complete some post-event analysis
* Gain experience of conducting interviews and gathering personal insights to inform policy
* Develop skills to work across departmental teams effectively and share insights and findings at cross-departmental meetings
* Develop their understanding of how to apply their research skills in a practical setting for both events and day-to-day operations, including the generation of a report
* Develop skills reviewing policy and best practice to make recommendations on how these could be implemented at Amgueddfa Cymru for future events beyond just the Food Festival

# The project

The candidate will:

* Conduct interviews with key members of staff on the museum’s aspirations for the research project
* Review current application forms from approximately 80 successful market traders, bars and street food vendors, reviewing specifically their responses to the 7 sustainability focused questions.
* Create a representative sample of the market traders, bars and street food vendors representing industry leaders, mainstream, and those starting out on the sustainability practices
* Conduct interviews with market traders, bars and street food vendors (potentially prior to the Food Festival, at the Food Festival in September 2023, and/or post event)
* Work across departments to carry out this work and gather data, including the Events team, the Insight team, and Enterprises.
* Attend the cross departmental Sustainable Development Committee to report on findings
* Develop a report that sets out best practice and recommendations

Anticipated outcomes:

1) A report that will enable us to:

* Embed best practice in the Food Festival 2024 (within host capacity)
* Adapt the application form and support offered to those businesses wishing to apply for Food Festival 2024
* Baseline the Amgueddfa Cymru Food Festival against other events across the UK, from a literature review undertaken and interviewing 2023 market traders, bars and street food vendors
* Best practice opportunities and recommendations.

2) Sharing the findings of the project and summarising the report to the Events team, the Food Festival project team, and the Sustainable Development Committee.

# Working Arrangements

The Placement will last for three months, during which time the student’s PhD project will be paused by their home institution. The student will be paid the equivalent of their stipend during their internship. Over and above leave policies, time for existing PhD commitments can be arranged on discussion with line managers. E.g. research groups meetings and conference presentations. Applications are encouraged from part-time students.

It is anticipated that the successful applicant will adopt a hybrid working approach in line with our current working practices, although these may be subject to change following Government guidelines. Hot desking at St Fagans National Museum of History, will be arranged as required. Amgueddfa Cymru has a policy of flexible working, and this can be arranged on discussion with line managers. While there is not an expectation for weekend work as part of this placement, the student should be available on the weekend of the festival itself (9th and 10th September 2023).

The internship will last for a period of three months full-time or the part-time equivalent. For students registered on a part-time studentship, this internship is available on a part-time basis over a longer time frame, this would be negotiated between the Amgueddfa Cymru and the successful applicant. If you would like to be considered on a part-time basis, please specify your preferred working hours in your application. Because the research is linked to the Food Festival taking place on 9th & 10th September 2023, please indicate how your preferred working hours and part-time basis would work around these key dates.

Amgueddfa Cymru welcomes placements with a range of abilities for the skills and experience they bring. If you require any reasonable adjustments due to any disability, health or cultural reasons, please give information in the application form.

# Student Specification

The student must have:

* Excellent communication, verbal and written skills
* A sound understanding of the importance of sustainable practice
* Excellent analytical skills and the ability to sample data
* Experience of conducing literature reviews and a willingness to apply this skillset in a practical work setting
* Experience of working with people in a research, professional or voluntary capacity Sound understanding of communication
* A knowledge of how to communicate research findings to different audiences
* A research background or practical experience in a relevant field of expertise, for example, business, events, catering and food industry, and environmental management

Desirable criteria

* Experience of delivering and facilitating workshops
* Welsh language skills

Please note, previous events experience is not essential for this placement.

# Anticipated Start Date

Anticipated start date: 3rd July 2023

It is expected that the student should be available between July and September.

1. [Strategy 2030 | Museum Wales](https://museum.wales/about/policy/strategy-2030/) [↑](#footnote-ref-1)
2. [Public sector net zero reporting guide | GOV.WALES](https://gov.wales/public-sector-net-zero-reporting-guide) [↑](#footnote-ref-2)
3. <https://museum.wales/whatson/food-festival/> [↑](#footnote-ref-3)
4. <https://museum.wales/whatson/food-festival/news/?id=1297> [↑](#footnote-ref-4)