



Pride in Brighton & Hove Tendering Outline Information July 2009

Pride – The Organisation

Pride in Brighton & Hove (hereafter 'Pride') is a registered company, known as Pride South East Limited (04838599), and also a registered charity (1105892). A board of up to fourteen trustees, who also serve as Company Directors, set the strategic objectives and govern the organisation. It operates with a staff of 2.8 full-time equivalents, made up of the Chief Executive, Fundraising & Communications Manager and the Office Manager. In addition to this the organisation contracts a Bookkeeper for 15 hours per month.

Pride's strategic objectives are to promote equality for Lesbian, Gay, Bisexual and Trans (LGBT) people, prevent discrimination and celebrate LGBT life and culture, by:

- Continuing to organise a high profile annual Pride Carnival Parade and free Main Park Event in partnership with the City Council and others.
- Developing the Winter Pride and Summer Pride Festival Weeks and other events as a celebration of all aspects of LGBT life and culture.
- Delivering Pride's education and community aims.
- Expanding and increasing the organisational capability and financial sustainability of Pride in Brighton & Hove.

Pride is a self-funding organisation, which seeks finance annually to support its activity and events. In the last financial year income came from sponsorship, business donations & concessions (61.5%), local business fundraising & membership (23.5%), grants (8%) and advertising & other income (7%).

Pride – Activity and Events

Pride is a year-round organisation acting to deliver on its objectives through facilitating and providing a variety of events and opportunities for people in the local area to celebrate diversity and LGBT identity.

The range of events includes a Companion Dog Show, Winter and Summer Festival weeks and also Feedback Events to allow the community to voice opinions on Pride's progress and future direction. The culmination of the year's work occurs on the first Saturday in August with a free Carnival Parade through the streets of the city, and Main Park event, held in Preston Park, Brighton.

This tendering process is contracting services in relation to the Carnival Parade and Main Park event only.

Carnival Parade – A Taster

In 2008 there were 55 entries in the Parade, including floats and walking tableaux; representing local and national, commercial and community organisations. The Parade began from Madeira Drive at 11am and travelled through the city reaching Preston Park at 1pm.

The success of the Parade is dependent on effective security to ensure the safety of entrants, spectators and other residents or visitors to Brighton that day.



Security personnel are required to steward the road closure areas, ensure the spectators' safety as the Parade passes and guarantee an orderly ingress upon arrival at the Park.

Main Park Event – A Taster

The Park event is scheduled to begin at 12pm, after the arrival of the Parade. However, owing to the open nature of Preston Park many people arrive early and start to explore the many attractions.

2008's Park event was a great success, offering a vast and diverse range of activities and entertainments to enable 150,000 people to celebrate diversity and LGBT identities in a safe and relaxed environment.

Last year the Park offered two Big Tops providing a focus for both dance and cabaret entertainment. In addition to these other venues provided spaces for women's performance, line dancing and R&B/hip-hop music. Further tents were made available as social spaces for specific groups. There were eight licensed bars on the park, managed by a third-party contractor, selling a range of alcoholic and soft beverages. A funfair was situated in the southeast corner of the park, offering the full range of big rides and traditional attractions. The park also offers the necessary utilities to service all the visitors.

As well as providing key entertainment and social spaces the Park also had a community village with representatives from voluntary and community organisations, both local and national. In addition to this there was a separate Market area with pitches for commercial traders and organisations wishing to host recruitment stands (e.g. the Police or Fire Service). Finally the Park also offered food concessions operating from a mixture of catering vehicles and kiosks.

Once again the success of each individual's day on the Park is reliant on security services to ensure the safety of all visitors, traders and community representatives. Monitoring and management of crowd situations is vital in peak areas of the park. Furthermore the security of artists and visitors in the tented areas must be assured.

Contact Packages Open for Tender

Pride is looking to award two separate contract packages to suitably experienced companies (although one company may tender for both should they feel able). Each contract package contains distinct, but related elements for which the appointed contractor must be responsible for delivering (this may involve sub-contracting arrangements which will require Pride's consent). The contacts will be awarded for four future events, beginning with the 2010 event and running until either 2013 or 2014, pending a decision about what will happen in 2012.

The Event Management contract package includes:

- Procurement of all infrastructure required to run the Main Park event;
- Event production;
- Management of the Market Concessions area, including the leasing of stalls for an income;
- Waste management, including refuse and recycling facilities during the event, and the post-event clean up.



The Security contact package includes provision of:

- Site security at the park for the week preceding the event, during the build process;
- Security on the park during the event itself, including personnel attached to specific tents, areas and other locations;
- Security during the Parade to protect individuals taking part, viewing and other passers-by.

Tendering Process

Interested parties are strongly recommended to make a visit to the Parade and Park event on **Saturday 1st August 2009**, as this will provide a fuller impression of the scale, purpose and experience of attending the event. The Parade starts from Madeira Drive, at 11am and works through the city centre reaching Preston Park by 1pm. The Main Park event begins from 12pm, continuing throughout the day until 8pm. Full details about the day's events can be found on the Pride website at <http://www.brightonpride.org/festival-parade.php>.

Please note, owing to the busy nature of the day there will not be anyone available from Pride to meet with representatives from companies wishing to tender. Any questions or queries following the event can be directed to Lesley Burn, Pride Chief Executive (details below).

Companies that feel confident they have the experience and capacity necessary to deliver the requirements of the contract package(s) should contact the Pride Office, providing contact details for a representative to receive the full Tender Documentation. Please email lesley@brightonpride.org stating:

- Company name and address;
- Representative's name and position within company;
- Email address to receive the Tender Documentation.

This contact information must be received by 5.00pm, Monday 7th September 2009. Tender Documentation will then be sent to companies' nominated representatives from Monday 14th September.

The Tender Documentation will include the full specifications for services required by each element of the contract packages, conditions of contract between the successful companies and Pride and the instructions for how to tender.

Companies' Tenders must be received in the Pride Office by 5.00pm, Friday 16th October 2009.

Questions and queries should be directed to Lesley Burn, Chief Executive on 01273 775939 or lesley@brightonpride.org.