



PRIDE STATEMENT November 13th 2009

A lot has been written about Pride in Brighton & Hove, the event, the costs and the people behind it. Unfortunately some of it is not accurate. We hope that the following will put the record straight and explain some of the reasons for the proposals that have been put forward. Despite what you read anywhere else these are the facts.

Why have you suggested changing the park?

The reality is that Pride in its current format is not paying for itself. We cannot therefore continue to provide the same things at the same cost or in the same way as we have before. Change is essential but the current trustees do not want to go to the position of enforcing an entry charge (see later question), so we have suggested a change of approach and format.

We also want to change the feel of the park. Our suggested changes reflect the concerns that have been shared with us by our partners, through correspondence to our office and in the public meeting about the park event, including that it had lost its community feel, is just a party with no message and that it no longer delivered our charitable objectives. Questions have been raised about why we continue to 'segregate' areas and why charitable money is being spent on certain aspects, such as the Wild Fruit dance tent, which not everyone feels are appropriate. We want to create an event that is friendlier and less alcohol driven. Many people also feel that more resource needs to go to the parade, rather than being used for the park event.

We also believe that a change of approach is required to help us generate more income. A revised approach could make it more attractive to sponsors (who are not interested in paying just for a party in the park) and encourage more donations.

We have tried to reflect the many different views and needs in the new proposals, but most fundamentally to ensure that it remains a community focused LGBT event that delivers our charitable objectives.

However these are proposals – they have been put out to consultation so that we could hear what people do and don't want. No decisions will be taken until after we have consulted. And you are certainly sharing your views with us!

Where is community and diversity in your proposals?

By refocusing on community, the proposals aim to put the 'heart' back into Pride. This is through our theme for 2010 'Pride and (no) prejudice' and also through refocusing the park on LGBT people.

We have listened and heard that some LGBT people feel excluded, uncomfortable and at times unsafe in the park and this is a key area we need to address. So in putting community at the centre we plan to have a big community area where all community groups will be invited to have a stall, which for some groups will be free. 2010 is also Pride's 18th birthday and so we will be celebrating that too in the community heart.

We will also be working with organisers and those who want to get involved to make sure that there is political women's space on the park, people of colour space and opening the park up to those from other marginalised and excluded LGBT groups who may wish to get involved.



PRIDE STATEMENT November 13th 2009

Although given our current financial situation we cannot give out any monetary grants, we have been working with community groups already in terms of 'support'. What many groups want to put on an event is a venue, publicity and refreshments. Working with our business partners and others Pride can still help to make sure that these things are in place for community groups, giving community groups the platform they need to get their message across.

The proposed new arts and culture area is an area where communities can also get involved – making sure they are represented and LGBT arts and culture in its most diverse form is celebrated. We hope that all of the parade artwork will be in this area. Other things that could go here would be reruns of popular events that have happened in Winter Pride weeks and that bring LGBT people together like the comedy nights, queer ceilidh's and so on.

Finally Pride has operated using a politics of separatism to date- giving each group a separate space on the park. As times change integration is more visible in LGBT communities. We recognise the importance of having a safe women's space, and this is set alongside LGBT people working together-for example in the arts and culture area- to make sure they and their message is seen and heard and to make Pride what it can be- a truly amazing celebration of Lesbian, Gay, Bisexual and Trans lives.

Why does Pride need paid staff and what do they cost?

One of Pride's key resources are the people who work for it, many people give their time for free. In order for Pride to happen we also have 2 paid staff to make sure that people can phone the office, find out about Pride from the website, meet with someone from 'Pride', the sponsorship is raised, to co-ordinate all the people who want to be involved in Pride, manage the volunteers, to talk to the business and community groups, to deal with all of the event management aspects, to ensure the safety of the park and parade events with the police, council and other partners. For all this, Pride needs to work with and be itself professional. We need staff that have the right skills and for that we need to pay them an appropriate wage. Having paid staff and a voluntary board of trustees (see below) also means that one individual/business interest cannot be served at the expense of others. The planning, meetings and work for Pride 2010 started in September 2009 and is carried through the winter months by our staff and volunteers.

Pride currently employs 2 members of staff: a Chief Executive and a Fundraising and Communications Manager. Both are working part time (3 and 4 days a week respectively) at the moment due to our funding shortfall. Regrettably we had to make our part time office manager redundant at the end of October. Of these two staff, one is an expert on sponsorship and produces all our communication materials; the other has the commercial knowledge and expertise to run Pride.

The current total annual costs of staff to Pride including tax and NI are £52,608. For the year end just finished (Oct 31st) the annual staff wage bill was £96,775 which included the two roles above on a full time basis and a part time office manager. The salaries we pay are comparable to the mid range scale of salaries paid in other charities of a similar size for roles of the same type.



**PRIDE STATEMENT
November 13th 2009**

What does Pride cost?

These were the costs of Pride in 2009 for the financial year November 1st 2008 to October 31st 2009 (due to the financial year only just having finished these have not yet been audited). Over £125k of services and equipment had to be paid for just to put the park event on, even before we paid for the entertainment tents. If we enclose the park to create entry by donation in the future this will increase these costs, but we believe that costs will be offset by enabling more donations to be collected.

Parade (excludes road closure, policing and administration)	£	12,658
Park – Services and equipment required to make the event happen (before tents)	£	125,995

This is made up of:

- *Health and safety (£ 7,900)*
- *Toilets (£25,245)*
- *Park event production, build/strike costs and site clear up (£36,279)*
- *Park infrastructure (excl tents), power and equipment (£19,389)*
- *Other barriers and fencing (£5,053)*
- *Park security (excl tents) and medical cover (£ 26,654)*
- *Insurance (£ 5,475)*

Park - Main dance tent (Wild Fruit)	£	25,620
Park - Cabaret tent	£	14,682
Park - Womens tent	£	4,006
Park - Calabash tent	£	3,336
Park - Line dancing tent	£	3,443
Park - Access tent and interpreters	£	1,950
Grants to community groups	£	2,293
Fundraising costs/promotional materials	£	24,733
Staff and office costs	£	123,107

This is made up of:

- *Premises, office (£14,390)*
- *Staff costs (£96,755)*
- *Professional support – accountancy, audit, legal (£11,962)*

Total expenditure **£ 341,823**

In addition to our costs others also incur expenditure for Pride. The police cover their costs and do not recharge it to us. The Council provides Preston Park free of charge, pays the costs of closing the streets for the parade and some of the regulatory/ inspection aspects of the park. Some of the other costs associated with running entertainment tents are covered by the groups or businesses that manage them such as the Women's Tent, Calabash and Wild Fruit.



PRIDE STATEMENT November 13th 2009

How does Pride pay for itself?

These are the figures for income for 2009 for the financial year November 1st 2008 to October 31st 2009 (due to the financial year only just having finished these have not yet been audited).

Sponsorship	£	103,692
Advertising	£	20,640
Business fundraising	£	29,020
Bucket/park collections, individual donations and raffle	£	16,598
Grants	£	25,000
Contractor fees (for rights to operate the bars and collect the income for the market stalls, exhibitors/community stalls and food & drink concessions)	£	96,623
Parade entries	£	5,708
Membership	£	10,267
Other	£	4,450
Total income	£	311,998

Confidentiality agreements with some of our sponsors this year mean that we cannot provide a breakdown of the amount individual sponsors have paid. However we should point out that sponsorship of a tent will not always cover its true costs. For example the sponsor of the Wild Fruit tent paid £5k- but as you can see from the figures above it costs considerably more than that for us to provide it. Sponsors so far have not been willing to pay more to be involved with Pride - this is one of the reasons we believe change is needed on the park.

Why don't you charge an entry fee?

We are going to try to enclose the park and ask for donations on the 'door' in lieu of this. We think that keeping Pride free is one of the things that has made our Pride so successful and sets us apart from other Prides around the country. We are very aware of what has happened to other Pride's in the past, such as London Pride, when they became ticketed events.

Also, if Pride starts to charge an entry fee then it will be viewed by the Police and the Council as a commercial event. They will then charge us the full costs for policing, road closures, use of Preston Park etc. This would significantly increase the costs of the event meaning that the entry fee that we would have to charge would not be a nominal amount, thereby excluding many people who would not be able to afford the ticket price. We think everyone should be able to come to Pride, not just those who can afford it.

Why did the bars lose money?

Since Aeon Events have been very vocal about this we feel it is time to set the record straight. The figure of £50k that has been quoted is not accurate. It includes costs which are not related to the Pride bars contract. Aeon have also failed to acknowledge that poor management and stock control on their behalf meant they could not return much of their unused stock.

The fee from the bars contractor for the right to operate all of the bars on the park is an important income generator for Pride. It is a 3 year commercial contract that was awarded last year through a competitive tender process. In a successful year the bars contractor will make a healthy profit, over and above their franchise fee. Aeon Events, along with other local



PRIDE STATEMENT November 13th 2009

businesses, have shared in those profits in previous years. We would have expected any company choosing to tender for this contract to have assessed and allowed for the risk that over the 3 years of operating the bars at Pride, a one day outdoor event, that there may be a bad year.

Do we owe any money/are we owed any money?

We have paid all of our bills for the 2009 event. To do this we have had to use all of the Pride reserves that we had set aside as a contingency.

We are currently owed just over £9,000 by 6 companies, 5 of whom are local. We are taking legal action against some to try and recoup the money owed.

Is the fundraising appeal just paying for staff?

The first part of the money we raise through our fundraising appeal will go towards covering our core costs so that we can plan and organise and raise the remaining £300k+ for next year's event. It will enable us to keep our Pride office and web site running and to continue to employ staff. Without staff (see above) we do not think we will raise enough sponsorship/funding or have sufficient capacity to organise Pride. We see it as essential investment so that Pride can happen next year. Once the core costs are covered the remaining monies raised will go towards the costs of the parade and park in 2010.

Which businesses support Pride?

We really value the money that is raised on our behalf by local businesses each year and the in kind support that they provide, but it won't pay for all of Pride. This year business fundraising totalled almost £30,000. We have a small number of fantastic business supporters who fundraise for us throughout the year and each donate over a thousand pounds. There are many others who benefit from Pride who donate very small amounts or who do not contribute at all. Those that do help fundraise and make donations are listed on our website.

Do the Pride Board benefit financially from Pride?

No. It is illegal for charity trustees to benefit from their involvement in the charity they manage. Nobody on the board of Pride benefits financially from Pride. Everyone is a volunteer and is involved because they believe in our charitable objectives. This is in stark contrast to some of the organisations and individuals who are currently most vocal in their opposition to Pride and who would financially benefit from Pride becoming a more commercial or fee paying event.

Who appoints the trustees?

The Pride members ultimately decided who becomes a trustee as all new trustee appointments are voted in at the Annual General Meeting. Anyone can apply to be a trustee. When trustees are needed we advertise and follow an open application and interview process whereby the skills and experience of those applying are matched to what is needed to make Pride happen. Trustees are expected to bring particular knowledge and skills to support the work of Pride e.g. legal, event management, financial etc. and to commit regular time to fulfilling their role.



**PRIDE STATEMENT
November 13th 2009**

Why are you consulting through a questionnaire?

The proposals we put together followed an open public meeting held in October 2009 and the meetings we held with our partners and stakeholders after Pride 2009 (Council, police, bars contractor, community groups etc). We are using a questionnaire to consult on the proposals as we want to encourage as many people as possible to respond and we feel an easy to complete on-line survey will achieve that. All the questions give a range of options enabling you to agree or disagree with them and there is space at the end for comments. Whilst it is not perfect, we hope people do take the time to complete it as we will be looking at every response received.

In addition to the public meeting already held, we will be having another public meeting on November 17th. We have also been holding meetings with key partners to discuss the proposals.

We need to keep the consultation period quite short as decisions need to be taken by the end of this year on what we are doing in 2010 so that we can plan and try to raise enough money for the event to happen.

What happens next?

Following the end of the consultation period we will consider all of the feedback received and develop our final plans for 2010, although these will still be subject to us being able to find sufficient funding.

Key dates for your diary:

16th November - Questionnaire closes

17th November- Open Meeting in the Queens Hotel to discuss the findings from the consultation and questionnaire

End of November - appointment of production company for the park

End of 2009 - Plans announced for Pride 2010