



## APPENDIX C

### FURTHER INFORMATION ABOUT PRIDE IN BRIGHTON & HOVE

#### **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.

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 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.

#### **Carnival Parade – A Taster**

In 2009 there were 53 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. It is estimated that over 100,000 people viewed the Parade.

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.

2009'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.

In 2009, 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 static licensed bars on the Park, plus some 'roaming sales', managed by a third-party contractor, selling a range of alcoholic and soft drink 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 non commercial 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.



**SCHEDULE 2**  
**Method Statement**