

<b>Subject:</b>	<b>Pride 2021</b>		
<b>Date of Meeting:</b>	<b>7<sup>th</sup> May 2020</b>		
<b>Report of:</b>	<b>Interim Executive Director Housing, Neighbourhoods and Communities</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Jo Player</b>	<b>Tel: 01273 292488</b>
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<b>Ward(s) affected:</b>	<b>All</b>		

## **FOR GENERAL RELEASE**

*Note: The special circumstances for non-compliance with Council Procedure Rule 7, Access to Information Rule 5 and Section 100B (4) of the Local Government Act as amended (items not considered unless the agenda is open to inspection at least five days in advance of the meeting) were that...*

*Officers were waiting for additional information to include within the report following the cancellation of the event in 2020*

### **1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 The Lesbian, Gay, Bisexual and Trans (LGBTQ) community have staged an annual Pride event in the City for over thirty years; its history is diverse and it has grown with each successive event. It is now the UK's biggest Pride festival and a key part of Brighton and Hove's identity as an inclusive and diverse city with a thriving LGBTQ community.
- 1.2 Pride Community Interest Company (Pride CIC) has successfully run the event since 2013 with support from the city council and other statutory partners. The current agreement for Pride CIC to run the event expires after the event in 2020.
- 1.2 This report acts as a statement of Brighton and Hove City Council's commitment to work in partnership with Pride CIC to ensure delivery of safe and inclusive events in the city both on Pride weekend and in the run up to it.

### **2. RECOMMENDATIONS:**

- 2.1 That the committee agrees in principle to Pride CIC running the event for a further year in 2021. (Subject to consideration of the financial implications at committee in June).
- 2.2 That committee notes a report will be presented to committee in June 2020 covering proposals for the operation and development of Pride from 2021.

- 2.3 That the above June report sets out the estimated costs to the Council of supporting the event in 2021 and in the context of the significant financial drain on the Council following the Covid 19 crisis, how such costs will be recovered both in 2021 and in subsequent years

### **3. CONTEXT/ BACKGROUND INFORMATION**

- 3.1 Pride CIC has run the event in the city since 2013. A report to the Economic Development and Culture committee in November 2014 agreed that Pride would continue to run the event until 2020.
- 3.2 Pride events in the city include the Community Parade, Park festival, Pride Village Party, the Pleasure Gardens and the Pride dog show. These events require considerable planning by Pride CIC with extensive support from the city council and other statutory partners. A city wide safety advisory group, made up of statutory agencies and others oversee the planning and ensure that event plans and safety controls are in place. In 2019 an independent safety advisory group was also formed to ensure that there was additional oversight of the event.
- 3.3 Two further reports regarding Pride have also come before committee. In March 2017 a report to NICE committee reaffirmed the council's support for Pride CIC to run the event and that council officer time and capacity would continue to support the event. A report in 2018 went to the TDC committee specifically looking at the impact of the Pride Village Party on the local community. Committee agreed that the event should continue to be held in the St James' Street area and that Pride CIC would continue to run the event. This has meant that the city council does not need to manage the event.
- 3.4 Pride CIC is a not for profit community interest company. Ticket revenue, sponsorship and concessions goes towards running the operational and running costs of the park festival, the community parade, the pleasure gardens and the Pride Village Party. As well as this money raised also contributes to the Rainbow fund and the Pride Social impact fund. Over the last seven years over £920,000 has been raised for local charities and community groups. Pride CIC also retains a reserve fund within the business as contingency.
- 3.5 It is envisaged that the event generates over £20m to the local economy in the run up to and during the Pride weekend. In 2019 Pride introduced a City Angels scheme to engage businesses across the City to help support fundraising and community projects year round. 26 businesses signed up in the first year each contributing £1000 to the fund raising pot.
- 3.6 Pride CIC has managed and run a safe and well organised event for several years. This is particularly apparent with the Pride Village party. Following concerns in 2013 that the event was becoming unmanageable, Pride took over the running of the event and introduced a fenced off ticketed area, resulting in a more manageable and safer event.

**3.7** In 2020, due to the Corona Virus pandemic, the event has been cancelled. Due to the cancellation and the uncertainty going forward, Pride CIC and officers have had discussions about arrangements initially for 2021 and then beyond. It is recognised that an event of this size does impact on council services in terms of additional direct costs, loss of revenue and additional officer time. Although committee previously agreed to the council absorbing these costs in 2017, budgets have seen significant reductions over the last few years. These costs will be fully detailed in a report for the TECC Committee in June 2020. To support Pride during these uncertain times officers are recommending that Pride run the event in 2021 with a report to TECC in June 2020 setting out recommendations beyond that. This report will set out how the Council will seek to recover costs for supporting the event from Pride CIC.

#### **4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS**

4.1 No other alternative option was considered as only close partnership working between the council, other public sector bodies and Pride CIC can ensure the delivery of a safe and successful Pride event.

#### **5. COMMUNITY ENGAGEMENT & CONSULTATION**

5.1 There has been no recent consultation in the compiling of this report. However community engagement is carried out on an ongoing basis by Pride CIC with local businesses and the wider community.

#### **6. CONCLUSION**

6.1 Pride is a major part of the cultural capital of the city, as a celebration and by strengthening community cohesion. It also generates significant income for the city's businesses. It's popularity and vibrant presence support and enhance the national and international profile of the city.

#### **7. FINANCIAL & OTHER IMPLICATIONS:**

##### Financial Implications:

7.1 It is recognised that an event of this size does impact on council services in terms of additional direct costs, loss of revenue and additional officer time. These costs will be fully detailed in a report for the TECC Committee in June 2020, setting out how the Council will seek to recover costs for supporting the event from Pride CIC for 2021 and beyond.

*Finance Officer Consulted:*

*Michael Bentley*

*Date: 28/4/2020*

Legal Implications:

- 7.2 This is an in principal support for the Pride agreement recognising that there will be a further report to come before TECC, however it should be noted that if there is to be any significant financial commitment from the Council, then the approval may have to be sought from P&R.

*Lawyer Consulted:*

*Simon Court*

*Date: 29/4/2020*

Equalities Implications:

- 7.3 Events in Brighton and Hove cater for people from all sectors of the community. This event is specifically aimed at the LGBTQ+ community living in the city as well as welcoming LGBTQ+ visitors from national and international destinations. During Pride the city is dressed to positively promote the city. It should be noted the event is a clear demonstration from voluntary, public and private sector organisations of their commitment to equality and diversity in the city.

**SUPPORTING DOCUMENTATION**

None