



PRIDE
BRIGHTON + HOVE
#WeStandTogether
BRIGHTON-PRIDE.ORG

PRIDE
2024 - 2028





WELCOME

THE PURPOSE OF THIS DOCUMENT IS TO SET OUT THE REQUIREMENTS FOR BRIGHTON PRIDE CIC TO HOST THE ANNUAL PRIDE FESTIVAL IN BRIGHTON & HOVE FROM 2024-28

Brighton Pride CIC has previously been granted 5 years landlords' consent by committee that has allowed for the necessary planning cycle to be in place and provide ongoing sustainability through securing long term partnerships and sponsorship.

Brighton Pride CIC would like to seek support from Brighton & Hove City Council for a further 5 years landlords' consent to continue to deliver the annual Pride Festival and events.

Background

Pride has been an annual event in the city for over 30 years and is the biggest single event hosted by the city of Brighton & Hove.

It is also the largest Pride event in Europe attracting local regional, national and international visitors to the city and with that brings economic growth for accommodation providers and the business sector who have a guaranteed income from the many visitors to the city over Pride weekend.

As UK's biggest Pride and a non-profit organisation, the social, economic and cultural impact of Brighton & Hove Pride cannot be underestimated, as it provides citywide cohesion and focus for the wider community with its positive influence lasting way beyond Pride season.

The weekend is traditionally comprised of a number of key events across the city including the Pride LGBTQ+ parade, the Fabuloso festival in Preston Park, Pride Street Party, the Pride Community Day & Dog Show and a two week cultural programme with an exhibition in Jubilee Library.

Brighton Pride CIC has a long standing relationship with BHCC and is a well established home grown organisation that has built solid partnerships over the years, working in collaboration with Brighton & Hove City Council, Sussex police, city wide emergency services, health partners and transport providers.

Pride also has a solid reputation and commitment to delivering a range of safe well-managed events. With LGBTQ+ rights at the core of everything we do we have a proven

commitment to the city's LGBTQ+ community alongside our commitment to community fundraising as demonstrated in the amount of funds raised and our partnership with the Brighton Rainbow Fund the organisation that awards the grants to the LGBTQ+ groups that provide vital services all year round.

Pride with Purpose – Community Fundraising

Since taking over Brighton Pride CIC has raised over £1,236,000 for local charities, community groups and projects. The Brighton Rainbow Fund distributes the donation from Brighton Pride and grants are awarded to LGBTQ+ and HIV groups and organisations in Brighton & Hove. In addition The Pride Social Impact Fund supports a range of local groups and their activities who are based across Brighton & Hove from Portslade to Saltdean. The Pride Cultural Development fund supports local artists and facilitates their participation in the Pride cultural programme with exhibitions and live performances hosted at Ironworks Studios, Jubilee Library and Brighton University.

City Angels

In 2019 Pride introduced the City Angels scheme to engage with businesses across the city who pay a financial contribution that helps support the Pride Big Beach Clean and other initiatives over Pride weekend.

The launch of the City Angels initiative saw a first year sign up of 26 businesses that brought in a further £10,750.00 to the fundraising pot. Pride will continue this initiative in 2024 so that more businesses who share the economic benefits of Pride join with Pride to further contribute to the social impact that this headline event bring to the wider city business sector. *See more on page 12.*

Economic Impact

The annual weekend Pride Festival brings a massive boost to the City's economy. In 2018 the estimate was £30.5million gross revenue coming from visitors to the city who attend Pride events and other city celebrations. Pride will make a commitment to carrying out a new economic impact assessment in 2025 to demonstrate how Brighton Pride has built on the above figure and continues to contribute to building and supporting a vibrant economy here in Brighton & Hove

Sustainability

Brighton Pride is committed to improving our environmental impact we will continue to work towards reducing single use plastics and carbon emissions on our managed event sites. We are very keen and interested in working with the council to support the installation of clean energy on Preston park so that the use of generators can be significantly reduced.

Local Community Access

Brighton Pride is committed to making our events an accessible and affordable celebration for local residents as well as for visitors to our city. To that end we have a number of schemes including:

- free tickets for volunteers
- free resident tickets for those directly affected by the event sites
- discounted tickets for those on a low income
- staggered payment plan to help spread the cost of tickets
- a pay-what-you-can scheme for local community groups



EVENTS 2024 – 2028



THE PRIDE COMMUNITY PARADE

This is a community parade held in the city centre on Pride Saturday. The parade is a free, open-access event for city residents and visitors to attend. This would continue to take place on the Saturday of Pride weekend.

The route in order to maintain the high profile and visibility of the event alongside the associated safety of spectators and parade participants would be as follows.

Parade Route

Line up: Hove Lawns and Hove promenade

Parade route: Peace Statue/ Kingsway /West St./Clocktower/North St/North along A259 to Preston Park

This route would be subject to any development initiatives led by the council and Pride would work closely with the events office and highway events team to agree the route each year.

Proposal: Change the start time to 10.30am
Fixed road closures to run 9am – 5pm in the city

centre on the parade route including agreed diversions to facilitate the parade through the city. The closure from 9am would allow time to safely set out barriers at all key junctions ahead of the parade leaving Hove Lawns.

Parade participants pay an entry fee to be part of the parade. Fees are based on the type of group or organisation; priority is given to locally based LGBTQ+ groups and charities these groups that want to be in the parade are guaranteed a place. Fees are on a sliding scale with community paying less and corporates paying more so that LGBTQ+ groups are subsidised by the higher paying organisations.

Pride would instigate early planning meetings with public transport providers and highways events to agree a Traffic Management (TM) plan and associated road closures, then share this with B&H Buses inc diversions regarding bus related services while road closures are in place.

Details of delivery would be set out in the comprehensive parade event and TM plans as required by BHCC Outdoor Event Policy for an event of this size.



PRESTON PARK FABULOSO FUNDRAISING EVENT
Pride weekend 2nd – 4th August 2024

The traditional weekend will still fall on the first weekend of August with programming to offer a full line up of LGBTQ+ artists across the weekend.

Future Propoal From 2025

In response to feedback from members and to ensure the future sustainability of Pride in our City and supporting wider community inclusion, from 2025 we are proposing a new vision to enhance Pride community programming and the better use of infrastructure to provide a free open-access site for midweek community events and activities for families at the start of the school holidays and for the residents of B&H.

A free-to-access site on weekdays is intended to replace our previous activity formally held on Old Steine and would have a similar concept to the Warren that has previously been part of the Brighton Fringe Festival. The offer might include circus skills workshops, children’s shows and performances, horticultural talks (with Friends of Preston Park) as well as some ticketed venues

for comedy nights, silent sober disco, drag pageant, barn dance with line dancing and more. This would allow us to make good use of the event site between each weekend.

The build period for this new approach would begin in July with the dates being agreed with the events team prior to each year. It is envisioned that the build would take place in two phases allowing an area of the park to remain as public open space during the days between the two weekends.

It should be clear that this is NOT another Pride and won’t mirror Pride’s footprint or activity it would be limited to the lower section of park similar to Pub in the Park footprint. Pride will work collaboratively with local creators sharing the significant overall infrastructure costs and best practice.

A detailed and budgeted plan will be developed and presented to committee at a later date.

EVENTS 2024 – 2028



PRIDE VILLAGE PARTY

Saturday & Sunday, Kemptown

A fenced and ticketed event that has for the past ten years taken place on, St James St & Marine Parade with the inclusion of side roads in this locality. Going forward from 2024 Brighton Pride would like to review the current footprint.

Over the years there has been issues raised by residents and businesses who are unhappy about restricted access to their premises and that they have to have a wristband to come in and out of the area once its been set up as the event site. For these and other numerous reasons, the time has come to look at how the event is delivered.

Proposed times of the PVP 2024 - 2028

Saturday 5pm – 11pm (as in previous years)
Sunday 3.30pm – 9.30pm (previously 3pm-9pm)

Final event footprint to be agreed and the event plan to reflect and contain all agreed conditions of delivery.

PRIDE BOX OFFICE

Victoria Gardens is the traditional site for the Pride Box Office and info point, but should the PVP footprint be revised a better location might be Old Steine Gardens or Madeira Drive. However, we would want to consult with stakeholders and the events office re how Victoria Gardens would be managed over Pride the weekend.



PRIDE PLEASURE GARDENS

Old Steine, Friday – Sunday

This was a free access site pre-pandemic and ran over 3 years. Due to increasing costs we are looking to use the infrastructure on Preston Park for the provision of free activities.

Old Steine would be handed back to the council to decide how it is managed over Pride weekend. We will of course work closely with the council on any new proposals should they arise post the committee report and its recommendations.

PRIDE CAMPSITE

Waterhall, Wednesday – Wednesday

Request the continued use of Waterhall recreation ground and changing facilities as the Pride Campsite – maintain current use with no requested changes. Campsite opening would be from Midday on Friday – Midday Monday with days either side for build and break.

Brighton Pride CIC would continue to deliver the above events in partnership with a number of key organisations and statutory bodies in order to deliver safe well managed events. Pride Event Plans to be scrutinised by the already established Brighton & Hove Safety Advisory Group, Chaired and administered by BHCC.

PRIDE ARTS & CULTURE FESTIVAL

Pride Community Foundation CIC was set up as a separate entity in 2019 after the hugely successful pilot of the black-led Pride Cultural Development Programme (PCDP) – an initiative established to support our creative ambition to engage an even broader cross-section of the community as artists, participants and audiences. The work we do empowers diverse communities to get involved on their own terms and to tell their own stories in their own way. We will continue to develop these initiatives to enhance access to opportunity in the arts for marginalized communities over the next five years.

Pride Community Day & Dog Show

Post the main events Pride would again wish to deliver a free community day and dog show event to be held in Preston Park.

SOCIAL IMPACT, SOCIAL COHESION



The very nature of Pride being an immersive and inclusive festival and celebration builds lasting community capital that is difficult to measure but easy to see. What is easy to measure is the money that is generated by Pride, not only from ticket sales for the festival in the Park but also across the city.

Pride is the largest single event in the City with benefits not only for community groups and charities but also the wider city services, tourism and commercial venues.

Pride is not just a weekend of parades and parties for the majority of the city's population, it's the time when family, friends, neighbours and the city itself recognises

them, their relationships and the vibrant breadth of culture and community that the wider LGBTQ+ community brings to the quality of life in the city.

Pride is a city-wide celebration of the unique diversity of the city. Pride provides citywide cohesion and focus for the wider community with a positive influence lasting throughout the year which cannot be underestimated. In simple terms it makes you feel part of it and this increases self-confidence, happiness and wellbeing .

Pride empowers communities, enlightens, educates and embraces an equal and diverse society for all.



ACCESSIBILITY MATTERS AT PRIDE

Pride has worked with multiple partners to provide unparalleled Access facilities and services for the deaf, disabled, elderly and those with mobility issues throughout the Pride Festival, on the Community Parade and at Preston Park.

We strive to ensure there is a safe space on the Pride Community Parade. Brighton Pride are aware that many deaf, disabled and older Pride goers will need to march in a space where access stewards are available to prevent them from being crowded out or bumped into, enabling them to feel confident and therefore proud.

The Access Tent at the Pride Festival is a welcome meeting point which also serves as a safe space and place to report any incidents. It is a key information point with a sign language interpreter present at all times, accessible portaloos within its grounds and a High Dependency Unit (HDU) with hydraulic lift, changing bed, full-length mirror and basin with running water.



PRIDE PROVIDES A CITYWIDE COHESION AND FOCUS FOR THE WIDER COMMUNITY WITH A POSITIVE INFLUENCE LASTING LONG THOUGHT OUT THE YEAR WHICH CANNOT BE UNDERESTIMATED.

CITY ANGELS

Pride is the city's largest event creating a worldwide spotlight that showcases Brighton and Hove as a diverse, inclusive and fun global destination to visit all year round.

Pride provides local businesses with a unique opportunity to come together to support local community groups and charities.

Over £20.5m was spent in the city economy over Pride weekend 2018 by visitors attending the event (independent research).

Our guest survey shows that the majority of visitors to city for Pride are more likely to support local businesses or venues that are official supporters of the event than those who aren't supporters.

To promote a closer working partnership between Pride and local retailers, restaurants, hotels and other businesses throughout the

year, we run our City Angels campaign.

The campaign promotes the retail and hospitality economy during Pride month and throughout the year, whilst asking those businesses that benefit to engage their civic pride and get involved.

Details of packages and ways to be involved will be available at [WeAreCityAngels.org](https://www.WeAreCityAngels.org).

Our aim is to communicate and showcase all businesses who participate in the City Angels program through promotional activity across all of Prides media platforms, and in doing so receive direct exposure to our already large and ever growing audience.

City Angels businesses will most importantly directly contribute to Pride's Social Impact Fund which supports local community groups and projects.

RESPECT · PRIDE · UNITY.

RESPECT (IN) OUR CITY

respect for the city (environmental), also respect for each other and for people in the city.

PRIDE IN OUR CITY

we're proud of our city and want to look after it; this also represents Pride.

UNITY IN OUR CITY

we're united with each other in the city – we look out for each other and won't tolerate hate.



What are the kinds of initiatives we support?

- Whether it is through reducing waste in events supply chains, beach cleans, sponsoring bins, or consumer-focused campaigns to reduce littering – there is plenty for us all to do – and focusing our effort means we can bring greater benefit.
- We want funds raised to support these initiatives, and a range of existing good causes that have local social impact (for example, those already funded through Pride’s Social Impact Fund). This will be done transparently and easily using existing funding mechanisms.

So, what is required?

- We ask businesses to sign up and make some basic pledges - to reduce waste, and to commit to enhancing the local environment.
- We want residents and visitors to support through donations that will fund environmental initiatives and a range of good causes with social impact.
- We want events organisers to support through their organising power: to help mitigate any negative impact of other events in the city – such as excessive littering.



City Angels Package

- City Angels Pride Official Rainbow Flag
- Official City Angels digital sticker for website and social media sharing
- Listing on City Angels Page on Brighton Pride website
- Featured on the City Angels website
- Business listing to appear in advertisements celebrating ‘City Angels’ in print media
- Social Media Campaign across Pride platforms during Pride month and throughout the year to include link to supporters page on website.

Pride City Angels Pledge

- Sign up to #CityAngels campaign and receive news and campaign updates via email
- Keep the front of your business area clean, tidy and litter free over Pride weekend and encourage customers and staff to dispose of their litter responsibly during Pride
- Be vigilant to hate crime incidents over Pride weekend and report incidents to the police
- Be fully support of LGBTQ+ initiatives and events that take place in Brighton & Hove and over Pride weekend
- Be a #CityAngels champion and encourage other local businesses to sign up

PROUDLY SUPPORTING BRIGHTON & HOVE PRIDE

FUNDRAISING



A Pride with Purpose, Brighton Pride CIC has raised over £1,236,000 for community good causes thanks to the support of businesses, sponsors and the many thousands of you that purchase tickets for the Pride Festival in Preston Park and Pride Village Party.

Grants are distributed through the Brighton Rainbow Fund, Pride Social Impact Fund and Pride Cultural Development Fund.

Brighton Pride CIC is a not for profit community interest company with ticket revenue going towards the operational and running costs of producing the Pride Festival, LGBTQ+ Community Parade, Pride Village Party and community fundraising.

Our sole aim is to operate with a “social purpose,” rather than to make a private profit and to deliver on our community fund-raising objectives.



The Pride Social Impact Fund aims to support those groups or organisations which need a little helping hand in making a difference in their community. The applications do not have to be LGBTQ+ related; they don't even have to be directly linked to Pride (although applicants directly impacted will be favoured). However big or small, the only criteria is that it will brighten up people's lives by the time Pride comes round again next year.

The Pride Social Impact Fund ensures the positive contribution of the UK's most popular LGBTQ+ celebrations continues year round. Thanks to the generosity of Pride attendees and local businesses, grants are available to distribute to grassroots groups across Brighton and Hove who need a helping hand to support their work.

Submissions can be a maximum of 400 words mapping out how the money will be spent and why the cause is deserving. An independent panel also has the potential of awarding one or two larger grants of up to £10,000. These bids need to comprehensively meet the criteria, namely supporting good causes in areas directly impacted by Pride.

There is no restriction on numbers of entries by individual groups. However, the emphasis is on supporting community and grassroots groups, rather than individuals.

Funding comes from contributions made by businesses within the Pride Village Party in the Kemptown/St James's Street area.

SPECIAL £10,000 GRANT FOR PRESTON MANOR AND CITY PARKS

In 2018, Preston Manor applied its share of the funding (£5,000) to address the following priorities at the site:

- Improve the planting in the two flower beds at the SE and SW corners of the Manor facing the Croquet Lawn;
- Install period-appropriate, bow-top fencing around these flower beds, to protect the new planting and to deter anti-social behaviour taking place under the Manor's veranda;
- Install additional CCTV cameras to key points across the rear elevation of the Manor and under the veranda, to monitor an area known to be vulnerable to anti-social behaviour.



PRIDE CULTURAL DEVELOPMENT FUND

Any funding remaining once these priorities were met will either be contributed to plans to add orientation signage to the grounds; or to help produce a new visitor leaflet for the whole site; or contribute towards the repair of the veranda, depending on what other funds are available to advance these projects.

CityParks applied its share of the funding (£5,000) to improve the Coronation Garden at the north end of Preston Park, one priority being the repair and refurbishment of the shelter on the eastern edge of the garden.





SUPPORT FROM THE BRIGHTON RAINBOW FUND

We were formed in 2010 by the late James Ledward, and have two principal functions.

1. To distribute funds raised within the community* as grants to local LGBTQ+ and HIV projects (groups, organisations, services) in a fair and transparent way, as far as possible according to need, by means of an independent grants panel.

(fundraisers include Brighton Pride, Brighton Bears Weekend, venues and individual donors. Over the last few years Brighton Pride has raised approximately 90% of the funds that we get to distribute. One important aspect of the BRF setup is that none of the fundraisers/donors can influence how the funds are distributed. They also know that all grants made are monitored to ensure that money is only used for items/activities that have been approved by the independent panel)*

Brighton & Hove has the largest proportion of the adult population identifying as LGBTQ+ in the UK (2021 Census). Members of those communities experience negative impacts in a number of ways, including homelessness, hate crimes, discrimination, loneliness and social isolation, and physical, emotional and mental health and wellbeing.

As a community we are well organised in terms of our LGBTQ+ communities working together to ensure that there are LGBTQ+ and HIV services and support, many created by and sustained by grants from BRF. We ensure that there is good communication and mutual support and understanding between these groups and projects.

The BRF ensures that there is a level playing field for all local LGBTQ+ and HIV projects, and support and service providers, large and small, whereas in the past larger organisations have had the ability to lobby fundraisers to “do” charity events for them, with allocation of funds not being needs led, nor monitored. BRF means that fundraisers can be sure that the money they work hard to raise is distributed according to need, and that the way the money is spent is monitored, and that they won’t have to make the decisions themselves about where to give support, nor to be pressured by lobbying.

BRF works closely with all relevant parts of the LGBTQ+ community, whether they are currently being funded by us or not, and support with advice, and with suggestions of other funding opportunities.

2. We also identify “gaps” in provision and support for the LGBTQ+ and HIV communities, and facilitate projects to address those gaps. For example we have set up The Rainbow Hub, drop in and signposting service, and currently the major project of creating The Ledward Centre, an LGBTQ+ Community and Cultural Centre, a safe social space with the ultimate aim of reducing the levels of loneliness and social isolation within our community (and the consequent effects on wellbeing).

BRF, BRIGHTON PRIDE AND BHCC

A LETTER FROM CHRIS GULL, CHAIR OF THE BRIGHTON RAINBOW FUND

James Ledward was involved creating the business model for the current operators of Brighton Pride, and careful work and cooperation was involved with BHCC to make sure that the event was successful and sustainable. Previous organisers had been unable to raise any money for Charity for 5 years (bucket collections on the park raised an average of 11p per attendee) and had in fact gone into administration owing £200K, of which £20K was to BHCC. Crucial to the new business model is a ringfenced contribution from each ticket and wristband to BRF to distribute. Over the last ten years Pride (which it must be remembered is a not for profit organisation) has, on average, given double the ringfenced amount each year to distribute as grants.

The business model made clear that purpose of Brighton Pride is to ensure that the event to celebrate our diverse communities in the city happens safely, and to raise funds to support important services, which our communities have created. This shouldn't involve direct support of any of the community groups and services, for the reasons outlined above. Pride should, and does, of course support the LGBTQ+ communities with discounted tickets, discounted fees for participation in the parade etc.

The purpose of BRF is to distribute funds raised in a fair and transparent way, and to continue work with the whole sector in delivering services and support to the local LGBTQ+ and HIV communities.

There are enormous advantages to BHCC for the structure that has worked so well to continue, working with the current operators to ensure that they can continue to deliver the safe sustainable event each year in the face of considerable changes in costs post pandemic, post Brexit, and with the cost of living crisis.

Brighton Pride delivers an enormous economic impact both to the city and to The Greater Brighton Area. It has a positive impact on many small businesses and on employment. Support comes not from direct financial contributions from residents' community charges (unlike the Festival and Dome for instance) but from ensuring multiyear landlords' consent, which allows for long term planning, and by not trying to squeeze every drop possible out of Pride in direct charges (for instance from a surcharge on every ticket sold, which I suspect isn't being suggested for the Brighton Festival or The Fringe).

The event also brings many visitors, who then keep returning, or even move to the city.

This year especially, in the light of the effect of weather and the refusal of GTR to operate trains to Brighton on Pride Saturday, there is a danger of pushing Brighton Pride over the edge by interfering with the fundraising model that has delivered such amazing benefits for the city and the large proportion of the city's residents who identify as LGBTQ+ who are served by our community's services.

I worry greatly that if Brighton Pride is not supported through this difficult time, and find that it is not viable to continue, that a vacuum is created and who knows who'll come to fill it, and whether they will even commit to raising funds for the benefit of our community. I know of nobody from within the Brighton community with the wherewithal to have the connections within the community, and outside of it, to manage this huge event.

Chris Gull, Chair of The Brighton Rainbow Fund



COMMUNITY ENGAGEMENT

Launched in 2018, the Pride Cultural Development Fund is an initiative to create new spaces for diverse stories to be told in different ways from our rapidly changing community.

Building on the overwhelming success of our previous community engagement initiative ‘Proud Interventions’, we recognised the need for us to extend the cultural offer to those who often experience limited access to forms of creative expression that truly resonate with their lifestyles and sensibilities; particularly LGBTQ+ groups emerging from ethnic communities and artists surviving on a low income.

We were also keen to enhance Pride’s reputation as a unique, high-profile platform for diverse forms of artistic expression by embarking on a more nuanced, inclusive approach to our creative programming. Hence the launch of our new initiative, the Pride Cultural Development Programme, which has been put together in collaboration with our partners, urbanflo creative. This dynamic package features an integral outreach strategy and aims to aesthetically explore feelings of isolation and difference, family and community through a multi-disciplinary artistic series.

Our 2018 pilot scheme enlisted 14 individual artist contributors plus 6 community agencies who between them shared the Pride Cultural Development Fund to produce an amazing array of high quality creative experiences including; exhibitions, literary events, theatre productions, radio broadcasts, workshops, community events, screenings, presentations, debates, ‘pop-up’ shows, and even a silent disco!

We are also extremely proud to commission an artist to create a brand new mural for the exterior wall of Brighton’s famous Marlborough Pub.

Contributors were recruited via an open call and also at drop-in surgeries as part of the community outreach campaign.

The 14 individual artists were;

- Agustín Gómez Pozas
- Bharat Patel
- David Sheppeard
- Estabrak Al-Ansari
- Cil Maulem-Doron
- Irene ‘Tokini’ Fubara-Manuel
- Josef Cabey
- Juno Dawson
- Justine Gerraty
- Louise Gibson
- Melanie Menard
- Olga Lidia Saavedra Montes de Oca AKA Olisam
- Shanni Collins

The 6 community agencies were;

- BandBazi
- Marlborough Theatre
- RadioReverb
- SEAS/BMECP
- University of Sussex DragSoc



SCHOOLS' ART CHALLENGE



As part of our ongoing community engagement and cultural development, in 2018 year Pride ran a Schools' Art Challenge for under 12s. The aim was to get children thinking about what they love about their home city and creating a drawing or painting to represent it. All winners and finalists were exhibited at the Jubilee Library during Pride month.

BRIGHTON PHOTO BIENNALE



For the first time, in 2018 Brighton & Hove Pride participated in the prestigious Brighton Photo Biennale with an exhibition celebrating Pride in Our City. Supported by the Pride Cultural Development Fund, the exhibition comprised of images of the 2018 Pride LGBTQ+ Community Parade as well as the winners and finalists of the School's Art Challenge and was staged in the central atrium of the Churchill Square shopping centre.

For two weeks the selected photos by local photographers Chris Jepson, Jim Carey and Robby Dee were viewed by thousands of shoppers and passers by and showed that Brighton & Hove Pride has evolved over the years with more communities coming together to celebrate every aspect of our city, regardless of sexuality, race, gender, age or ability to make the Pride LGBTQ+ Community Parade one of the biggest and brightest events in Brighton & Hove's diary.



CULTURE CONNEX



Continuing the work of the Pride Community Foundation and Pride Cultural Development Fund, Culture ConneX was a brand new initiative from Brighton & Hove Pride for 2022 – a ground-breaking programme combining curated and open access creative activities for all to enjoy.

Our mission was simple – we wanted to create dynamic opportunities for different communities to access the arts and to also connect with each other. We aim to enable people from all walks of life to communicate and learn about each other through many different forms of creative expression. We recognise the various ways in which people choose to identify and how these many identities often intersect, so we have purposely designed the Culture ConneX series to interweave between mainstream programming and events for specific communities. We creatively celebrate our differences while also focussing on our commonalities. Our purpose is to help to build bridges and to develop intercultural dialogue for a better understanding of each other and the world we live in.

The initial Culture ConneX series took place at key points during Brighton’s 2022 cultural calendar and surpassed our expectations in terms of the volume of consumers (artists, audiences and participants) and the number of exhibition and performance days originally estimated for this first phase. All of the artists/producers involved in the activity represent protected characteristics or are active socially-engaged allies of PoC/QTIPoc, Neurodiverse, LGBTQI+, Disabled and/or economically-challenged communities. We have also secured new partnerships with; Alison Lapper MBE who presented a talk at the Brighton Fringe exhibition ‘Otherwise Engaged’, Chalk Films, Creative Future, Well Balanced Coaching and others.

Arts Council investment has enabled us to provide a supportive cross-artform, intersectional, intercultural, collaborative space to equip and empower artists to engage with both mainstream and culturally specific arts programming. We have also been able to fulfil our ambition to build an ambitious programme and encourage a broader range of communities to participate in culture.



Headline statistics so far;

3 x Exhibitions (114 days)

19 Separate Events – throughout LGBT History Month and Brighton Fringe festival

185 Multi-Disciplinary Artists – Visual Art, Photography, Cabaret, Music, Film, Comedy, Spoken Word, Theatre, Dance

198 Participants

We have succeeded in our mission to combine a professionally curated series of events with community-led creativity to enable artists to participate across both mainstream and culturally specific programming – affording them invaluable exposure and access to professional environments, new audiences, and potential new collaborators;





CURATED SERIES

A vibrant multi-disciplinary programme of cultural events platforming diverse identities and cultural perspectives, so far incorporating;

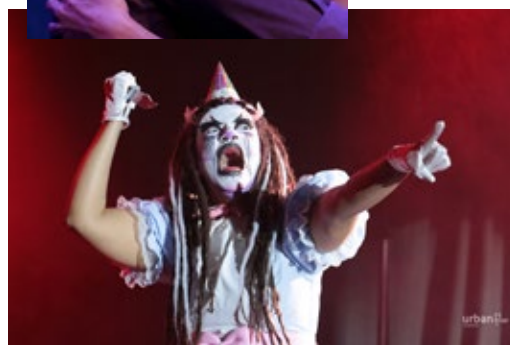
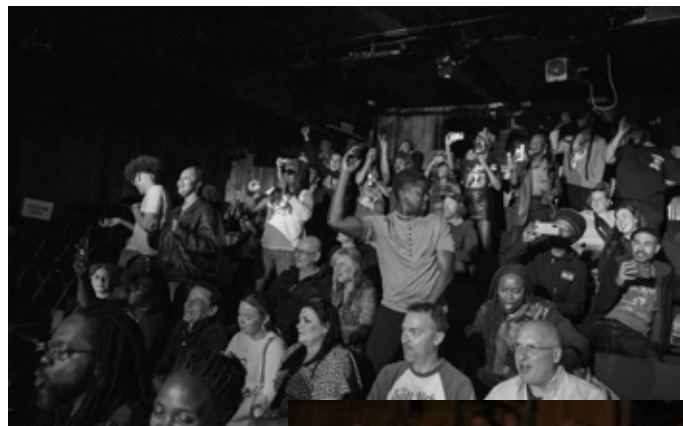
- Photography/Visual Art Exhibitions – ‘Identity’, ‘Otherwise Engaged’ and ‘Ice Cream Artworks’
- Film Screenings/Q&A – Otherness Archive
- Literature Salons – Poetry Room (Writing Our Legacy) and DIMENSIONS
- Performing Art – Music, Comedy, Cabaret, Theatre, Dance, Multi-Media: Tramfrau, Lava Elastic, The Qwarks, BLK Diamond Dance, Cocoa Butter Club, The Bitten Peach, ASTRA, Paradigms of a Paradox, Thirty 10 Arts, Visual Poets, UNISEX, Voices of Evil,

CREATIVE DEVELOPMENT

The ‘Becoming a Successful Arts Practitioner’ coaching programme was developed in partnership with Well Balanced Coaching to replace the original plan for a series of disparate workshop sessions in response to the needs and aspirations of the target communities. A cohort of 13 participants are already halfway through the programme enthusiastically embracing their new learning on creative entrepreneurship.

SMALL GRANTS SCHEME

The successful applicants for this open access seed fund programme include visual artists filmmakers, performers, producers, writers and curators requesting support to help them produce new material, or to participate in events festivals in Brighton’s cultural calendar, and/or research/ workshop materials.



SUMMARY

Brighton & Hove Pride has a well-defined mission and vision, emphasising inclusivity, diversity, community engagement, and cultural enrichment. Here's a summary of the key objectives and initiatives, including those for 2024 and beyond:

- Established as the UK's most popular international Pride Festival.
- Attracts a diverse demographic audience from around the world.
- Promotes tolerance, diversity, inclusion, and education within LGBTQ+ communities.
- Supports local charities and good causes.

Ethos:

- Encouraged community cohesion, celebrated diversity, and created a strong sense of community.
- Promoted inclusivity and equality.
- Contributed to the local sense of community, pride, and cultural identity.
- Attracted visitors from beyond the city, contributing to the growth of overnight stays.
- Enhanced the national profile through significant media coverage.
- Supported local businesses.
- Continued building capacity and expertise in the city's events sector.

Key Objectives and Vision for 2024 Onwards:

- Deliver a world-class Pride event that puts Brighton & Hove on the global map of Pride events.
- Review and implement best practices in large-scale event management.
- Foster continued partnership working with Brighton & Hove City Council (BHCC) and align with the administration's vision for world-class events.
- Improved on-site infrastructure and facilities to support positive sustainable behaviour and reduce environmental impact.
- Enhance Pride festival week with midweek community activities for children, young people, and local residents. Activities could include circus skills workshops, children's shows, horticultural talks, and comedy nights.
- Work collaboratively with the events office to deliver a curated program that reflects the diversity of Brighton and Hove, catering to both international tourists and local residents.
- Rebuild sustainability for city events and meet long-term event strategy objectives while generating income.
- Maintain a commitment to deliver community benefits by supporting organisations like the Brighton Rainbow Fund, Pride Social Impact Fund, and Pride Cultural Development Fund.
- Develop closer collaborative working and partnerships with third-sector organisations such as Allsorts youth project, Brighton LGBT switchboard, and BHCC in developing a schools program (subject to funding availability).

- Continued community engagement with third-sector groups.
- Form a new Pride advisory and focus group to provide guidance and insights into the festival's planning and execution.
- Continue support for Trans Pride Brighton and offer peer support when needed.
- Expand our sober spaces at Pride festival events and support recovery services in participation and space.
- Maintain and expand the development of the Pride cultural program and year-round activities.

Pride at the Ironworks:

- Born during the pandemic to provide a platform for LGBTQ artists and amplify unheard voices.
- Aims to enrich the cultural life of the LGBTQ+ community and the residents of Brighton & Hove.
- Provides a diverse and inclusive space for performances, spoken word, and social issue-oriented material.
- Creates opportunities for community participation and original content revolving around social issues.

Brighton & Hove Pride's ongoing efforts are not only about organising a remarkable Pride event but also about fostering a sense of community, inclusivity, and cultural enrichment within the LGBTQ+ community and the wider population of Brighton and Hove.

Ironworks provide a year-round community space that has been used by our local groups

Continuing the work of the Pride Community Foundation and Pride Cultural Development Fund, Culture ConneX was a brand new initiative from Brighton & Hove Pride for 2022 – a groundbreaking programme combining curated and open access creative activities for all to enjoy.

Our mission is simple – we want to create dynamic opportunities for different communities to access the arts and to also connect with each other. We aim to enable people from all walks of life to communicate and learn about each other through many different forms of creative expression.

We recognise the various ways in which people choose to identify and how these many identities often intersect, so we have purposely designed the Culture ConneX series to interweave between mainstream programming and events for specific communities.

We creatively celebrate our differences while also focussing on our commonalities. Our purpose is to help to build bridges and to develop intercultural dialogue for a better understanding of each other and the world we live in.

The initial Culture ConneX series took place at key points during Brighton's 2022 cultural calendar and currently has 12 separate categories;

- Film – Screenings/Q&A
- Music & Theatre
- Cabaret
- Literature – Readings/Spoken Word/Q&A
- Exhibitions
- International Exchange
- Creative/Professional Development Workshops
- Dance
- Critical Debate
- Studio Sessions -Video/Podcasts
- Digital
- Small Grant Scheme

Brighton & Hove Pride's queer film festival in association with Latest

Come and watch some of the best contemporary indie queer films, made by, and about, members of our LGBTQIA+ community, all weekend. We have a packed programme of international short films, documentaries, and animations on a wide range of topics. There'll be something for everyone!

Our films will be subtitled for our deaf and hard of hearing audiences.

Diversity Workshops: *

Continued support the Ledward Centre and LGBTQ services in providing space for workshops and training and community groups to foster a more inclusive and accepting environment. These workshops can address topics such as unconscious bias, LGBTQ+ sensitivity, and allyship.

Sober Events:

Continued acknowledgment that not all community members may want to participate in events involving alcohol. Continued collaborative working with BHCC and our community partners to enhance and support of sober spaces across the City. Continued peer support for Ledward centre as a Sober community safe Space.

Family Events:

Host family-friendly Pride events such as our community day and dog show and support the Ledward Centre in delivering our family Pride events that encourage LGBTQ+ families to participate. These events include children's activities, games, and entertainment suitable for all ages.

Community Outreach:*

Support LGBTQ outreach to underrepresented communities within the LGBTQ+ spectrum, such as trans individuals, people of colour, and the elderly. Ensure that their voices and needs are heard and represented in Pride.

Accessibility:

Ensure that Pride events are accessible to people with disabilities. This may include providing wheelchair ramps, sign language interpreters, and other accommodations.

School Programs:*

To support the work of BHCC and our third sector with collaborative working to expand school programs that educate students about LGBTQ+ history, acceptance, and diversity. These programs can include workshops, presentations, and awareness campaigns.

Partnerships with Educational Institutions:*

Support BHCC and our community partners in collaboration with local schools, colleges, and universities to promote inclusivity and diversity. This can involve guest lectures, art projects, and open forums for discussion.

Cultural Performances:

Continued programming through Pride at the Ironworks that showcase diverse cultural performances that represent the various communities within the city. This can include music, dance, and art exhibitions from different cultural backgrounds.

Collaborate with Community Groups:

Continued partnership working with our local LGBTQ+ and community organisations to cohost events and share resources, ensuring a broader reach and more significant impact.

Our key to engaging different communities is to be inclusive, sensitive to their needs, and open to feedback. By continually adapting and improving your Pride events, you can create a more welcoming and diverse celebration that reflects the entire city's rich tapestry of identities and experiences.

(*Subject to funding resource and capacity)



BRIGHTON AND HOVE PRIDE IS OPERATED BY BRIGHTON PRIDE CIC, A NOT FOR PROFIT COMMUNITY INTEREST ORGANISATION. ALL TICKETS REVENUE RAISED GOES DIRECTLY TO THE OPERATIONAL AND RUNNING COSTS OF PRODUCING THE PRIDE FESTIVAL, PRIDE COMMUNITY PARADE, PRIDE VILLAGE PARTY AND COMMUNITY FUNDRAISING FOR THE RAINBOW FUND, PRIDE SOCIAL IMPACT FUND AND PRIDE CULTURAL DEVELOPMENT FUND.