

Evolution of Pride in Kemptown

Place Overview and Scrutiny Meeting

Place Overview & Scrutiny 14/10/2025



Brighton & Hove
City Council



Objectives

Current national and global trends mean Brighton & Hove Pride's role as both a celebration and a protest against inequality are more important than ever.

As part of the 5-year review, we set out to answer 3 main questions

- The general perception of Pride and how it can move with the changing demographics of the city
- The future design and scope of both the Preston Park and Kemptown events.
- Considering a future bid for Euro-Pride and to begin scoping the resources needed

How we listened

- **Online Engagement – Your Voice**

Conducted from May to June 2024 over 8 weeks

- **Survey Details**

9 questions about identity and perception of Pride

- **Kemptown/Preston Park Specific Questionnaires**

Based on 2019 Village Street Party review for data comparison

Phase 2 meetings to consider outcomes

A listening Council

- **Survey Participation**

1,533 people participated in the online survey

85% were city residents

40% lived near or in a ticketed area

54% attended key ticketed events in the past 5 years

- **Location Specific Survey**

476 residents from Preston Park

300 residents from Kemptown

- **In-Person Sessions**

Up to 100 attendees in Preston Park

Up to 30 attendees in Kemptown



A City of PRIDE

Central to City's Identity

Pride Weekend's Significance to the City

- 61% strongly agreed or agreed it is central to the city's identity
- 61% strongly agreed or agreed it is important to residents and communities

Economic Impact of Pride Weekend

- 68% strongly agreed or agreed it benefits city businesses

Key Events of Pride Weekend

- 65% felt the parade was the most central event
- Only 8% said the Pride Village Party (PVP) was the most important event

Concerns Raised

- PVP - 63% feel current arrangements need to change
- Pride in the Park – 43% against additional events

A City of PRIDE

Central to City's Identity

Concerns Raised

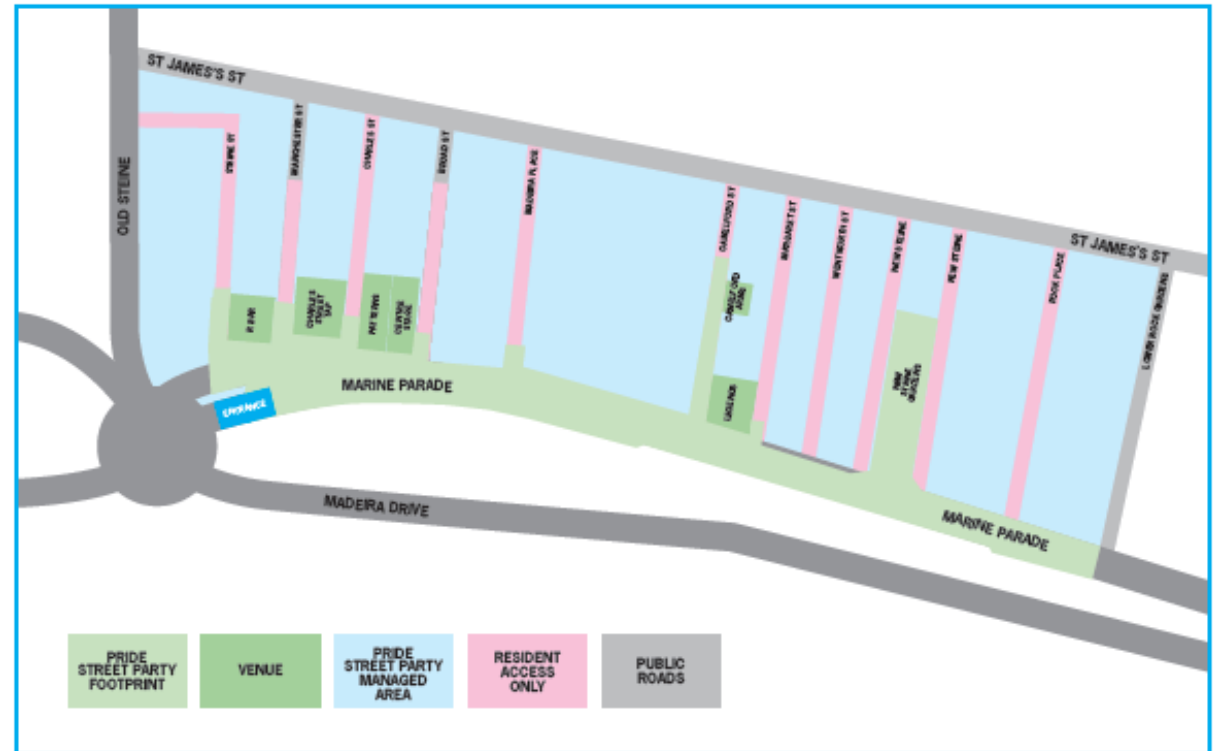
- PVP - 63% feel current arrangements need to change*

***Refers to the online survey results
Significantly higher percentage called for change at the face-to-face sessions**

What we heard – Changes for 2025

Kempton Pride Village Party to become the Pride Street Party

- The Pride Street Party was reduced to Marine Parade only, reducing resident access concerns
- Site was focussed around 6 key LGBTQIA+ venues on Marine Parade and side streets
- Traffic reinstated where safe to do so on St James Street to minimise disruption to bus routes
- New Steine Gardens party offering a family-friendly atmosphere with improved accessibility facilities.



Outcomes – Overall a success

Feedback so far has been largely positive

- Road Closure implemented at 15:00 due largely to crowds at two key venues
- No significant report of ASB from residents
- Significant reduction in reports of public urination in and around Kemptown
- Overall, the new street party was well received and increased access to St James Street enjoyed

Going Forward

- All agencies debrief to take place on 26 September
- Outdoor Events Team to meet with St James Street Business Alliance to poll opinion
- Kemptown Residents meeting to take place on 27 October
- Any future design to be based on outcomes from these meetings

Thank You

Q&A



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