

COMMITTEE: SOUTH WEST REF NO: SWAC/18/24
DATE: 07 MARCH 2019
SUBJECT: FUNDING REQUEST: SUFFOLK PRIDE
FESTIVAL 2019
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HEAD OF SERVICE: SHIRLEY JARLETT

Short description of report content and the decision requested:

This report requests that the South West Area Committee consider allocating £1,000.00 to Suffolk Pride toward the cost of holding a one-day parade and celebration event on Ipswich Waterfront. The Suffolk Pride Festival is intended to promote equality, diversity and the elimination of discrimination on the grounds of sexual orientation or gender identity across Suffolk.

The event on 22nd June 2019 is an inclusive celebration of lesbian, gay, bisexual and transgender life in Suffolk and will be an affordable family-friendly day of entertainment, information, food and drink.

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This report was prepared after consultation with:

Internal consultees

External consultees

Adria Pittock, Chair, Suffolk Pride committee

The following policies form a context to this report:

(all relevant policies must also be referred to in the body of the report)

LIST OF BACKGROUND PAPERS AS REQUIRED BY LAW

(papers relied on to write the report but which are not published and do not contain exempt information)

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OTHER HELPFUL PAPERS

(papers which the report author considers might be helpful – this might include published material)

1. Introduction

- 1.1 This report requests that the South West Area Committee consider allocating £1,000 to the Suffolk Pride toward the cost of holding a one-day parade and celebration event on Ipswich Waterfront. The Suffolk Pride Festival is intended to promote equality, diversity and the elimination of discrimination on the grounds of sexual orientation or gender identity across Suffolk.
- 1.2 The event on 22nd June 2019 is an inclusive celebration of lesbian, gay, bisexual, transgender and queer (LGBT+) life in Suffolk and will be an affordable family-friendly day of entertainment, information, food and drink.

2. Background

- 2.1 Pride started in the early 1970s following the Stonewall riots in New York in protest against police harassment of gay people. Today, Pride is a celebration for LGBTQ+ people and their families, friends and allies, of acceptance, love and gender in all its' forms.
- 2.2 Pride remains necessary because many people still face stigma, discrimination, and hate crimes based on their sexual orientation or gender identity. Promoting inclusion in public life plays an important role in reducing incidents of abuse and hate crime.
- 2.3 There is evidence of demand across East Anglia, with successful annual Pride events held in Ely, Cambridge, Kings Lynn, Colchester, & Norwich. In 2014, the last year that a Pride parade was held in Suffolk, several thousand people attended.



Figure 1 – Suffolk Pride Parade 2014

- 2.4 Suffolk Pride Festival 2019 aims to be a spectacular one-day parade and public celebration event to raise awareness of lesbian, gay, bisexual and transgender life in Suffolk and to celebrate the diversity of our county.

- 2.5 The planned festival will include
- A parade along Ipswich waterfront of the LGBT+ community, supporters and partner organisations.
 - An event on Orwell Quay and stage with LGBT+ performers, music and entertainment
 - A programme of speakers and presentations on the day in partnership with the University of Suffolk
 - A preceding series of associated educational events and activities in schools during June
- 2.6 The parade along the Waterfront will start at mid-day near Dance East and finish outside the Cult Café on Orwell Quay, where there will be a variety of live music and entertainment, a range of food and beverage stalls and selected stands showcasing businesses, their products and their support for the LGBTQ+ community.
- 2.7 The Orwell Quay event will be provided jointly with the Ipswich Food and Drink Festival. This partnership will provide quality refreshments to parade participants and shared facilities will help reduce costs to the Pride event. It will in turn provide quality music and entertainment for visitors to the Food and Drink Festival.
- 2.8 It is uncertain how many people will attend but organisers are planning for up to 4,000 people on the day and expect a minimum of 1,000 to attend based on early social media interest. An extensive publicity campaign is planned through sponsorship partners, social media and mainstream media, e.g. Radio Suffolk, East Anglian Daily Times.
- 2.9 The educational activities are being organised by a partnership of schools and [Outreach Youth](#). Between 500 and 1,500 children will be engaged in discussion, debate and interactive workshops in their schools. The age group and format will be determined by the leadership team at each school that chooses to participate.
- 2.10 Suffolk Pride hope to reinstate the parade as a regular event and in just a few months have gained the support of many partner organisations;
- University of Suffolk
 - NHS through the Ipswich & South Suffolk CCG
 - Suffolk Constabulary
 - Suffolk Fire & Rescue
 - Unison & Unite unions
 - Willis Towers Watson
 - Schools, led by Ormiston Endeavour Academy
 - Faith groups
 - Minority Representation groups
 - Ipswich Borough Council

- Suffolk County Council
- Suffolk LGBTQ Forum

2.11 The Suffolk Pride Festival will be of particular benefit to LGBT+ people in Ipswich & Suffolk and of cultural & community cohesion benefit to the whole town.

2.12 **The amount requested of the South West Area Committee is £1,000.00**

3. Relevant Policies AND Area Action considerations

- 3.1 Building a Better Ipswich underlying principles:
- Priority 1: a Strong Ipswich Economy
 - Priority 3: an Enjoyable Place to Live, Work and Study

4. Options Considered / Under Consideration

- 4.1 **Option 1** – Approve allocation of funding of £1,000.00 to the Suffolk Pride committee toward the cost of the Suffolk Pride Parade and celebration event for 2019.
- 4.2 **Option 2** – Approve allocation of funding of a lesser amount as contribution to the same.
- 4.3 **Option 3** – Do not approve the allocation of any funding.

5. Consultations

- 5.1 Suffolk Pride is formed of representatives from the community and partner organisations (as listed in paragraph 2.10 above). The aims for the event and decisions about the format are reached by consensus of that partnership group.
- 5.2 Organisers have also sought an indication of public support by posting an event notification on Facebook. Within a single day, 773 people had expressed an interest in attending.

6. Risk Management

- 6.1 Suffolk Pride organisers have worked with the Council's Event Team to develop and costs their event plans. They have subsequently developed an event manual to plan for the day and consider the risks, which has been submitted. The group will also present its event plan to the Strategy Action Group (SAG) for feedback. The SAG is a multi-agency panel representing services responsible for event safety across the town.

Risk Description	Consequence of risk	Risk Controls	Probability of risk occurring taking account of controls (1: almost impossible - 6: very high)	Impact of risk, if it occurred taking account of actions (1: negligible - 4: catastrophic)
Event is poorly planned or run	Physical injury to member of the public Risk to safety of vulnerable adults or children Claim against organisation	Event planning Professional advice Welfare point & staff Security staff Volunteer marshals Traffic Management & signage Advance notice to businesses & agencies affected	2	3
Actions to mitigate risk	Suffolk Pride have developed an event manual incorporating the Risk Controls listed and others. This is being guided and tested by partner agencies and will be considered by the SAG			
Event is poorly promoted	Low attendance Poor use of public funds	Online promotion Print promotion Partner endorsement & promotion Evidence of demand	1	1
Actions to mitigate risk	Suffolk Pride has established a subgroup dedicated to the promotion of the event and partners have pledged to support through their own media channels. Initial indications of public support have been strong.			

7. Environmental Impact Assessment

7.1 The event organisers intend to minimise the use of non-recyclable material wherever possible within the planning of the event and volunteers will conduct a clean-up litter pick after the parade has passed along the Waterfront.

- 7.2 There will be a significant number of additional journeys for this event. In order to mitigate this effect, organisers are seeking funding to arrange coach hire from other towns in order to reduce car journeys on the day and improve accessibility.

8. Equalities and Diversity Implications

- 8.1 No one identified under the Act should be disadvantaged by the event and it will be a celebration of the identity, inclusion and contribution of LGBTQ+ people in the community (sexual orientation, sex, gender reassignment).
- 8.2 The parade route and event site will be wheelchair accessible and there will be accessible toilets provided at the event site.

9. Financial Considerations

- 9.1 Suffolk Pride has applied to partner organisations for funding contributions to the costs of the parade and celebration event. Organisers have also contacted local businesses seeking sponsorship. The outcome of these fundraising activities are not known at the time of writing and an update will be provided to the committee at the time of considering the request.

Expenditure item	Cost
Entertainment	
Stage & PA system (shared cost)	£2,000.00
Entertainers' fees and stage management	£1,000.00
PRS License for music	£200.00
Welfare	
Toilets (shared cost)	£500.00
Security and First Aid (shared plus 2 extra)	£480.00
Event welfare staff (lost children, etc.)	£144.00
Logistics	
Road closure and traffic management	£1,080.00
Waste removal & bin provision	£80.00
Power generator	£500.00
Marketing & Promotion	
Website design, social media promotion, posters, fliers and event programme	£2,000.00
Event Public Liability Insurance	£500.00
Total	£8,484.00

- 9.2 If organisers are unable to meet the fundraising target above, the event can be scaled to meet the figure raised. The essential costs are for Welfare, Logistics & Insurance (£2,784). The Marketing and Entertainment can be reduced to fit the available funds.

- 9.3 The organisers have received offers from local performers to perform at the event without charging and this will help mitigate some costs. Further, the organisers are working on the details of the partnership with the Food & Drink Festival, which should reduce Entertainment and Welfare costs.
- 9.4 The proposed Area Committee combined award would secure that the event can go ahead. The request for £4,000 is split between all five committees proportionally to the number of wards and to the committee budgets;
- North West £750.00
 - North East £750.00
 - Central £750.00
 - South West £1,000.00
 - South East £750.00
- 9.5 If the organisers are able to raise unrestricted funds that exceed the cost of this year's event, the funds will be put toward the cost of later years.
- 9.6 If the parade & celebration is unable to proceed this year, all unspent Area Committee funding will be returned. A fresh application could be made for an event in a subsequent year.
- 9.7 **The amount requested of the South West Area Committee is £1,000.00.**

10. Legal Considerations

- 10.1 The Council has the power to make grants to community projects through the Area Committees. The Area Committees have delegated Executive powers and devolved budgets.
- 10.2 Area Committees have the power to award grants in accordance with Part 3, Section 2 of the Council's Constitution i.e. the Area Committee Terms of Reference.
- 10.3 Suffolk Pride is a constituted group with named posts and named bank account. The group was constituted this year and therefore no year-end accounts were available. In place of this, the accounts to date and most recent bank statement was provided, as specified in the guidelines. As such, the group meet the eligibility criteria set out in the Area Committee Funding Guidelines.

11. Performance Monitoring

- 11.1 The Suffolk Pride committee would be required to complete the Area Committee monitoring report as part of the standard funding agreement and may be invited to present to the South West Area Committee after a year.

The monitoring submitted should include

- Attendance at the Parade, accepting that this is difficult to measure precisely
- Social media engagement over the course of the campaign
- School visits and pupils engaged

12. Conclusions

12.1 Suffolk Pride aims, by staging an annual Pride Festival, to promote equality & diversity and the elimination of discrimination on the grounds of sexual orientation or gender identity in Ipswich and across the county of Suffolk. The Committee is asked to consider contributing toward the cost of holding the event on Saturday 22nd June 2019.

13. Recommendations

13.1 **That the South West Area Committee considers the merit of the options for funding set out in Section Four and decide upon an option.**

13.2 Reason:

- To benefit the identity, wellbeing and inclusion of LGBT+ people in Ipswich & Suffolk
- To promote cultural & community cohesion for the whole town