



Tuesday 5th February, 2019

Dear Jo

Re : PVP Review

Brighton Pride has changed and developed significantly since its inception 28 years ago. From the marches that took place in the early years to protest against Section 28, both the Pride event and parade have grown into the cultural high point in Brighton's calendar that we know today.

Far beyond just a weekend of activities, Pride is a community movement shared globally, a community festival enjoyed locally, and above all, an annual and on going cultural focus for the LGBTQ+ community in Brighton & Hove. Brighton Pride CIC is proud to be the custodian of this great tradition and has worked to professionalise the weekend's event for a safer, better managed, more enjoyable Pride.

The Pride Village Party (PVP) is now part of Brighton & Hove Pride's weekend calendar of events. Taken on by Brighton Pride CIC in 2013 at the request of Brighton & Hove City Council and Sussex Police, the PVP is now recognised as a safe and well-managed event.

The previous ad hoc management and the ever-growing numbers wanting to make the PVP their final destination on Pride Saturday had begun to give rise to serious safety concerns for the people attending. Eventually this resulted in Brighton Pride CIC being requested to take over the management and delivery of the PVP as it was already perceived to be part of the broad culture of Pride, even though it was not originally part of Brighton Pride CIC's official weekend programme.

Taking on the management in 2013 brought with it new levels of safety, detailed planning and management and an overall transformation of the event to what it is now.

The current model of fencing and ticketing the site has worked well and has been implemented in this way for six years. It enables the capacity to be controlled and the area to be managed by an on-site Pride event team supported by dedicated security and stewarding along with special police services to provide a coordinated response to deliver the event.

Over the past six years the PVP has become more financially sustainable and independent of the council. Pride CIC has taken on all of the infrastructure costs of delivering the event. The City Council no longer has to fund any of the costs associated with the PVP.

Fundraising is at the heart of the PVP weekend with venues in the area contributing to the Pride Social Impact Fund. Launched in 2016, the Pride Social Impact Fund has now distributed more than £80,000 to groups across the city.



Should the outcome be to change any of the existing arrangements or indeed to inform Brighton Pride CIC that the event is relocated to Madeira Drive then we feel obliged to inform the committee that amendments such as those suggested in the consultation paper will have a serious impact on whether Brighton Pride CIC would be in a position to continue as the organiser of the PVP.

We understand that proposed amendments, all of which will impact our capacity to stage the event, could include:

- Changing it to a one-day event
- A change to the times of the event
- A reduction in the size of the event
- Removing some or all of the outside music zones.

Pride has proved that the current format works on a number of levels. We support our NHS partners and SECAMB to ensure we have medical provision to support the people attending the PVP. We have a comprehensive event plan that meets all elements and requirements for delivering a safe event and a partnership with Sussex Police to deliver appropriate policing ensures that Pride can competently manage and deliver a two-day event in this location.

To say it's a simple matter of relocation goes contrary to the evidence: people will still go to St James St and the surrounding venues as they always have on Pride weekend. Without the current control measures in place it would revert to an unregulated party zone with all of the associated issues and residents would find that the management in place now would be no existent.

Going forward, Brighton Pride CIC will continue to promote the importance of the social, economic and sustainable agenda of all its managed sites. Pride wishes to continue to work in partnership with all stakeholders to ensure that Pride in our City is both a shared benefit and a shared responsibility.

Yours Sincerely

Paul Kemp
Managing Director, Brighton Pride CIC