



PARADE PACK 2020



==== 06.06.20 ====





ABOUT YORK PRIDE



York Pride is the biggest free one day event in York, provides our main platform for a celebration of the diversity of the LGBT+ community with entertainment, inclusivity and fun. The event is a focus for the visibility of the LGBT+ community in York and provides a opportunity to draw attention to important LGBT+ issues.

York Pride is unique; offering a fun, family friendly celebration in which the city comes together to celebrate being inclusive and welcoming to the LGBT+ community.

York Pride is operated by a small team of unpaid volunteers who work hard to all year round to improve Pride for the benefit of the LGBT+ and wider community.

We depend upon sponsorship, donations from events & local businesses, personal donations and stalls revenue from Pride day plus the money we raise through our fundraising activities.

WHY GET INVOLVED?



- ♥ We are the largest FREE one day event in York.
- ♥ Attracted over 10,000+ people to our event in 2019.
- ♥ York Pride enjoys excellent press coverage, both locally and nationally.
- ♥ Social Media reach reaching over 770,000 people
- ♥ We bring together the City of York in a unique and unparalleled way including businesses, community, services and many more!
- ♥ Show your staff and customers you care about LGBT+ rights.
- ♥ Give something back to community and help make York the best place to live in the UK!



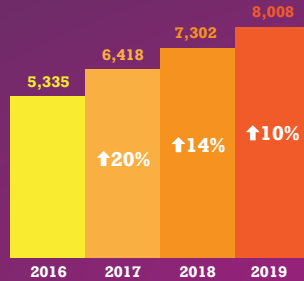
SOCIAL MEDIA STATS 2019

Figures from 1st May 2019 - 31st July 2019



Followers: **8,008**

Total number of unique users who liked our Page on the day of York Pride 2019



Total Reach: **380,822**

Number of users who saw any content associated with our Page

This includes anyone visiting our Page, seeing our Page or one of our posts, posting to our Timeline, liking, commenting on or sharing one of our posts, responding to one of our events, mentioning our Page, tagging our Page in a photo or checking in at our location. (These can be people who like OR don't like our Page)

2019 in Numbers

53% of attendees on the day were Gay or Lesbian

21% were Heterosexual

16% were Bisexual

7% were Trans and 8% replied as Other, including Non-Binary, Pansexual and Asexual.

Total Impressions: **811,167**

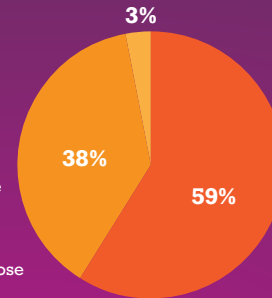
Number of impressions seen of any content associated with our Page

The number of times our posts were seen in News Feed, ticker or on visits to our Page and number of impressions of a story published by a friend about our Page, including liking our Page, posting to our Page's Wall, liking, commenting on or sharing one of our Page's posts, RSVPing to one of our events, mentioning our Page, photo-tagging our Page or checking in at our location. (These can be people who like OR don't like our Page)

Facebook Demographics:

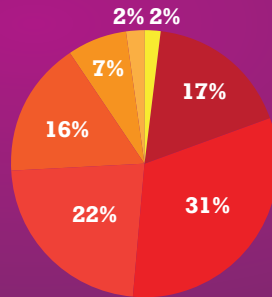
Gender:

59% identify as Female
38% identify as Male
3% identify as Non-Binary or did not disclose



Age:

2% 13-17
17% 18-24
31% 25-34
22% 35-44
16% 45-54
7% 55-64
2% 65+



Economically It Makes Sense

One in sixteen people in the UK identify themselves as LGBT+, that's over 3.7million people or 69,000 in North Yorkshire (or 324,000 in Yorkshire, as a whole) LGBT+ consumers make up a powerful and lucrative spending group, estimated to be worth £70-81 billion to the British economy.

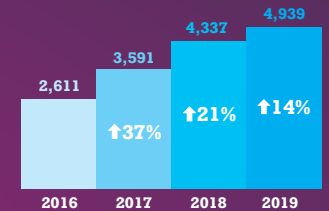
A report from YouGov identified that 60% of LGBT+ people, over 2 million British consumers, are more likely to buy products from organisations who market to the community.

Three in five LGBT+ people will engage with an organisation that is LGBT+ aware.



Followers: **4,939**

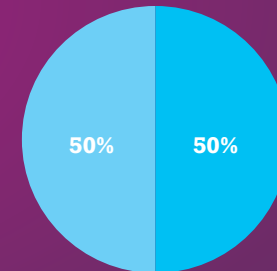
Tweet Impressions: **222,700**



Twitter Demographics:

Gender:

50% identify as Female
50% identify as Male

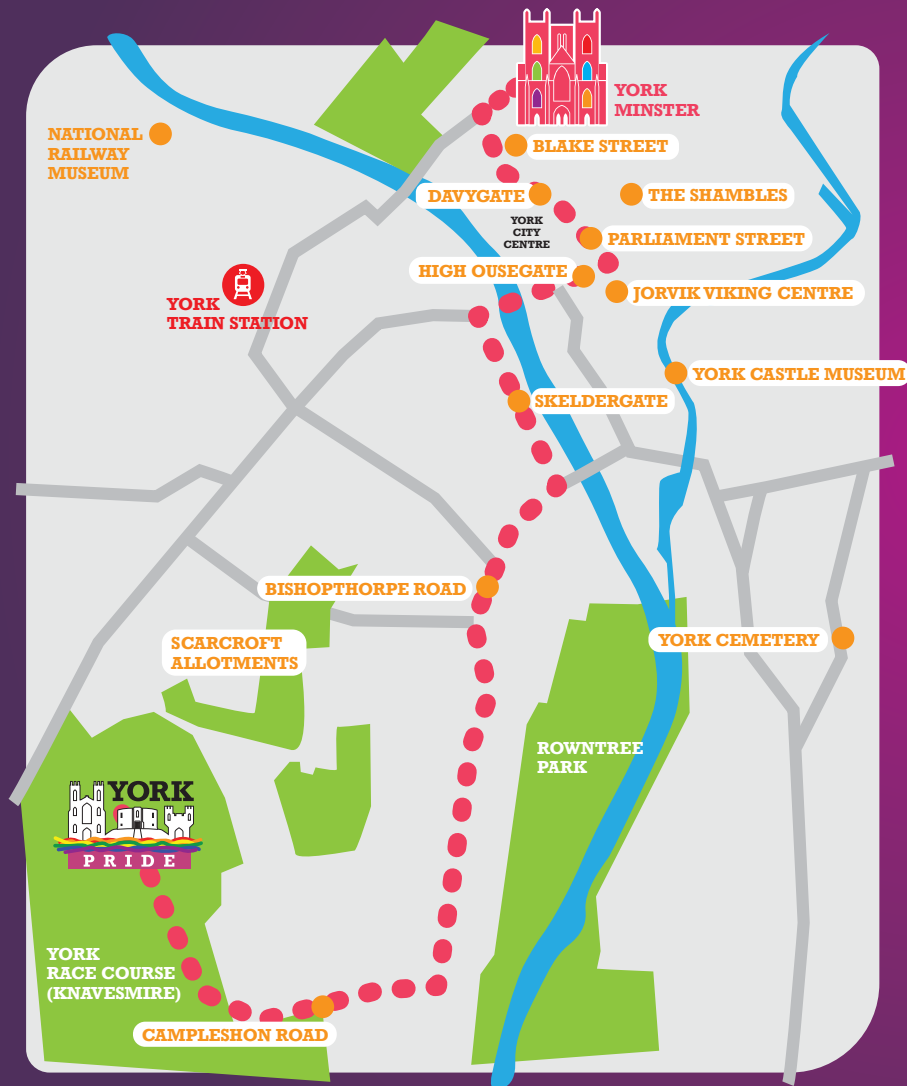


42% of heterosexuals are more likely to give their business to organisations that are LGBT+ 'friendly'.

Each year we, as a community, spend £5.8bn on Dining Out; £5.7bn on Fashion; £1bn on Concert & Theatre Tickets; £2.4bn on Hairdressing; £3bn on Electronics and £4.7bn on Travel (including £47million on honeymoons!).

Speaking of which; there are 60,000 couples in civil partnerships in the UK with an estimated 15,000 couples expected to convert to marriage status in the next three years.

WHAT HAPPENS ON THE DAY THE PARADE



The Parade for many pride goers is the most enjoyable part of the York Pride day – a real chance to celebrate and raise awareness of LGBT+ issues in the centre of York.

Starting out from the historic York Minster around 12 noon, making it's way through the busy city centre streets of York.

Heading out of the city centre the Parade then passes through Bishy Road – who always give the participants a warm welcome! Then onto the Main Pride Festival site at the Knavesmire for around 1pm.

OVER
4000 PEOPLE
TOOK PART IN THE
2019
YORK PRIDE
PARADE

WHAT HAPPENS ON THE DAY
THE FESTIVAL



6 hours of live on stage
entertainment from local
& international acts*

**LOVE
WINS**

DANNY BEARD



THE CHEEKY GIRLS



GARETH GATES



CLEOPATRA



DAVINA DECAMPO



Above pictures are of previous acts not 2020 lineup*

PARADE OPPORTUNITIES



INDIVIDUAL ENTRIES

Individuals walking in the parade do not have to register and participation is free - they will be part of the walking general public section of the Parade.

INDIVIDUALS WITH DISABILITIES

Individuals with a disability wishing to participate in the Parade and utilise the mobility transport provided by City of York Council must register their interest in using this service in April 2020.

The details will be published on our website on 1 April 2020. The reservation window will run from 1 – 30 April 2020 and individuals will be notified by 10 May 2020 if they have a confirmed reservation.

GROUP ENTRIES

- ♥ Group size must be a minimum of 10 people and no more than 50.
- ♥ Each group must provide a lead marshal to be responsible for their own group and an additional marshal for every 10 people participating in their group.
- ♥ Groups cannot include motorised floats or vehicles as part of their Parade application.
- ♥ Groups can include entertainment, including bands/music, proposals in their applications but these will be subject to approval when decisions are made on group applications.
- ♥ Groups may bring banners, but remember anything you are carrying, pushing or pulling will involve some cobbled streets along the 2.2 mile journey.
- ♥ York Pride Parade incurs a cost to deliver. The registration fee from groups that participate in the Parade helps to offset those costs. In return for this financial support from groups they are given preferential placements in the Parade.

PARADE RULES & REGULATIONS



- ♥ Consumption of alcohol or carrying of opened alcohol containers is not permitted on the Parade.
- ♥ Fundraising collections are not permitted as part of the Parade.
- ♥ Wording on banners, placards, clothing and any promotional goods/literature must not be offensive or illegal and must be suitable for a family friendly, community focussed and LGBT event.
- ♥ We ask all those participating in the Parade to dispose of their litter and unwanted items sensibly using designated Council bins on the route or to keep it until they reach the Festival site and dispose of it in the facilities provided. Littering is an offence which can lead to a fine.
- ♥ The Parade is over 2 miles long so wear sensible footwear, have a bottle of water and wear suitable clothing for the weather conditions on the day.



PARADE FEES



FREE

£50

£100

PRICE ON APPLICATION

Individuals	1 heart			
LGBT+ Charities & Schools	1 heart			
Small Non-LGBT+ Charities or Group		1 heart		
Large Non LGBT+ Charities or Group			1 heart	
Small Business			2 hearts	
Political Parties / Unions			1 heart	
Medium / Large Business				1 heart

If you are unsure which category your group fits into please speak to our parade team by emailing parade@yorkpride.org.uk - include as many details as you can such as number of participants, what your group does etc

GETTING IN TOUCH - WHAT NOW?



We hope our the information below gives an idea of expected dates for each stage of your application.

29TH FEBRUARY 2020

For Groups: Closing date for applications for Groups to participate in the Parade. You can find the application form on www.yorkpride.org.uk

14TH MARCH 2020

For Groups: Groups notified of outcome of their Parade application.

1ST - 30TH APRIL 2020

For Individuals: Registration window to apply for a space on mobility transport.

30TH APRIL 2020

For Groups: Groups pay any fees due before this date and provide details of their Lead Group Marshal and names of their other Group Marshals.

W/C 18TH MAY 2020

For Groups: Parade assembly instructions and Parade Marshal briefing pack sent to group focal points.

W/C 25TH MAY 2020

For Groups: Lead Group Marshals attend briefing session and back-brief their own Group Marshals.

PRIDE DAY - 6TH JUNE 2020

Arrive at designated assembly point. (Groups by 11:15am, public by 11:40am).

For Groups: Lead Group Marshal registers group with Parade control point and collects hi-vis vests (provided by York Pride) for their Group Marshals.

Parade leaves around noon with the head of the Parade arriving at the Festival site around 1pm.

