

2020 PARADE

GUIDANCE NOTES & SPECIFICATIONS

APPLICATION

This is the first step to marching at Pride in London 2020. There are several sections for you to complete and each one must be completed in full before the application can be submitted.

There are changes for 2020 as a result of the feedback on the parade consultation. Even as a returning group to the parade, there will be changes which will affect your application.

Applications will be accepted via the parade website from during the **week beginning 13/01/2020 and 16/02/2020**. After this time, it will be too late to apply to be in the 2020 parade.

We suggest read these guidance notes and gather the information you need before you start the application. This is because you will need to complete the application in one session, and no-one likes to be timed out!

CONTACT DETAILS

CONTACT NAME & EMAIL ADDRESS

This person will be the primary contact for Pride in London for your group. You can always change this after approval to be in the parade has been granted. Their name will not be placed on the public website and will remain only visible to Pride in London parade team, unless you opt into the communications. You will also be asked to create a password. After you click submit an email will be sent to you to open to validate you're account.

If you created an account on the application system in 2019, you can use the same login, and it will prepopulate the application form for you.

ACCOUNT VALIDATION & PASSWORD

After you have opened the validation email and followed the link you will need to log back in to complete your application. You will also need this to log back into your account to see the status of your application and to make payment when you are approved.

SECONDARY CONTACT DETAILS

To ensure groups receive urgent information, groups are required to add a second persons contact details. This information will also not be visible on the public website and will only be visible to Pride in London parade team. They will receive any announcements from the parade team the primary contact receives by email but will not be able to log into the parade application system.

EMERGENCY CONTACT

The third contact on the system is there as a backup in the case both the primary and secondary cannot be reached. This would only be in an emergency situation.

GROUP DETAILS

GROUP NAME

Your group name will be the name shown on our website, the app and your parade placard.

Your group name should clearly say who you are to people seeing it for the first time. Please avoid acronyms if it's not widely known. You're much better off listing the name in full. Example: 'EPMU' should be entered as 'European Pride Managers Union'.

EACH GROUP'S NAME MUST BE DIFFERENT

Your entry is only valid for one brand or group. If you are applying for a company group or brand collaborations (e.g. 'inter' type groups), you will need to apply separately if they want to display separate names. For example, if you are applying on behalf of a retail group that owns more than one brand you would need to apply for each respective brand you want to show branding for in the parade.

GROUP CATEGORY

In order for people to search and find you on the app and parade site, please select which category your group best fits into.

The options:

- Arts
- Businesses
- Charities / non-profit organisations
- Community groups

- Faiths
- Politics
- Professions
- Sports
- Others

GROUP DESCRIPTION

Please describe your group. For example, you might be a social group for LGBT+ people, meeting once a month as a free book club (where do we sign up?!). This information is shared on the Pride in London parade pages to help people to find your group and understand who you are.

What does your group do, and how do you contribute to the LGBT+ community? Please outline the activities or support your group provides to the LGBT+ community. This could be donations made to LGBT+ charities, good or services you donate, support you provide to LGBT+ staff, or any other ways you contribute to the greater LGBT+ community.

This information will be publicly shared on the Pride in London parade webpages. This is limited to 200 characters to enable us to tweet your information on the parade day.

DIVERSITY INFORMATION

DIVERSITY MONITORING

Pride in London aims to be the most diverse Pride parade in the world. To make sure our parade is as diverse as the community we serve, we are asking everyone to tell us about the focus of your group.

We're interested to know whether your group focuses on the rights and promotion of one sector of our community. An example would be if your group specifically focuses on the trans community or the bi community, rather than just having a trans or bi presence in your group.

We need to know this information to make sure that all of our community is given the best visibility, and if we see that sections of our community are not represented, then we can reach out as necessary.

We will not publish specific information by group nor share groups information with third parties.

The following characteristics will be monitored:

- Gender
- Sexuality
- Ethnicity
- Faith
- Disabilities

SOCIAL MEDIA

SOCIAL MEDIA LINKS

Please provide links to your social media and groups webpages. Pride in London will place this information on the "who is the parade" webpage and the app.

Please provide one or more of the following;

- Website
- Twitter
- Facebook
- Instagram

We expect historic and new posts to be in line with the Pride Pledge for Inclusivity and support of all LGBT+ communities.

LOGO AND PHOTO

Our website will have a page setup to show which groups are in the parade. This is for people watching to understand who you are and why your marching. To prevent this being just a list of group names we ask you to upload a picture. This can be a logo for your group, or a photo of your group.

GROUP EMAIL ADDRESS

Please provide an email address for your group that people can contact you on. People often see parade groups and want to contact them, so this is a great way of people contacting your group, rather than you directly, on your primary email address. This information will be public on the Pride in London website.

YOUR PARADE ENTRY

TYPE OF ORGANISATION

There are five options of organisation type:

If you are unsure of your organisation type, please contact the parade team. Pride in London reserves the right to change the organisation type if we believe a wrong selection has been made by a group.

COMMUNITY / LGBT+ NOT FOR PROFIT

charity, network group or social group, without a corporate affiliation or funding. You cannot be a business in this category. You should also have a clear messaging and statement of how you are an LGBT+ organisation. Examples: registered LGBT+ charities, LGBT+ community groups.

NOT FOR PROFIT (OTHER)

charity, network group or social group, without a corporate affiliation or funding. You cannot be a business in this category. Examples: registered charities, CIC, universities, national and local government and NHS.

SMALL BUSINESS

A small business is defined as one that does not have a turnover of more than £6.5million, and no more than 50 employees. Examples: limited companies, sole traders, service providers.

LGBT+ FOCUSED SMALL BUSINESS

A small business as defined above in size but is either owned and operated by the LGBT+ community or for the LGBT+ community. Examples: LGBT+ owned coffee shop, an LGBT+ safe space club night or an LGBT+ brand.

STANDARD RATE

A corporate group, or staff network group of a corporate business, with or without funding. Examples: Corporate branded staff networks and all other applications that do not fit into the other categories.

UNION

We are pleased to offer an increased discount of 25% for TUC affiliated Trade Unions off the standard rate.

TYPE OF PARADE ENTRY

Parade groups can apply for several different parade entry types.

These are:

- Walking group with less than 50 wristbands
- Walking group with less than 75 wristbands
- Walking group with less than 100 wristbands
- Walking group with less than 125 wristbands
- Small float - No wristbands
- Large float - No wristbands (no buses)
- Buses - No wristbands

Based on your group organisation type and the parade entry type you require; the price of entry is calculated. Walking groups are priced in groups of 25 wristbands, and not per wristband.

Details of the prices and of the float sizes can be found below.

GROUP TYPE	Walking group of less than 50 wristbands	Walking group of less than 75 wristbands	Walking group of less than 100 wristbands	Walking group of less than 125 wristbands	Small float only (up to maximum 6 meters long)	Large float only (up to maximum 10 meters long)	Bus only (up to maximum 10 meters long)
LGBT+ NOT FOR PROFIT	£50	£75	£100	£125	£250	£500	£500
NOT FOR PROFIT (OTHER)	£100	£150	£200	£250	£250	£500	£500
SMALL BUSINESS	£525	£615	£700	£790	£675	£900	£900
LGBT+ FOCUS SMALL BUSINESS	£285	£345	£400	£460	£475	£675	£675
STANDARD RATE	£725	£825	£925	£1,025	£2,000	£3,000	£3,000
UNION	£544	£619	£694	£769	£1,500	£1,875	£1,875

GROUP SIZE

The parade has limited space for groups to take part. To safely deliver the parade we need to work to strict limitations on space.

Groups with floats should select the number of wristbands they require **and** the float size from the fee's above.

This space is calculated on the number of people in the parade, and the number of vehicles. It also takes into account the time the parade will close roads for in London, and the impact it has on the transport infrastructure.

We ask that you only apply for the number of wristbands you require. If all groups do this, we can provide a space for all groups who wish to take part.

Pride in London reserves the right to offer a parade position with a lower number of wristbands. Your group would only be charged for the price band of the approved number of bands you receive.

SUPPORTING COMMUNITY GROUPS

This year all groups will on the application form have the opportunity to make a donation to support community groups in the parade. By selecting this option, you would be committing to the donation in addition to your entry fee. This money will be collated together and then used to support community groups who apply to be in the parade.

GROUPS REQUESTING A FLOAT

Groups requesting a float (vehicle) will be asked to explain why they want to bring a float and what other options have been explored.

While floats can be a great way of ensuring all people from your group can attend, please consider the environmental impact. The vehicle itself along with the fuel on route create a carbon footprint which would not have taken place if the parade was not there. Also consider the dressing of the float. If a float is essential to your group, please ensure you ethically source materials and avoid any single use plastics.

Please also try to recycle and reuse as much of the float dressing after the event.

CARBON OFFSET

Sustainability and reduced environmental impact is essential for all groups.

All groups who request a float will have a carbon offset fee applied to the application. This will be a £50 for small floats and £100 for large floats and buses.

If a group brings a vehicle which does not contain a combustion engine on the day itself, they will be refunded for this fee.

APPLICATION REVIEW

The entry fee and your groups reference number will be displayed for you. Along with the other information you have entered onto the application form. You can review this now and go back to a page to make an amendment if needed.

AGREE TO THE TERMS

All groups are required to agree to our Code of Conduct to be in the parade. has been made by a group.

1. Pride in London is a celebration of diversity and equality, and all participants in the Pride in London parade are expected to embrace and respect this.
2. Pride in London will not tolerate any threatening, violent or offensive behaviour against its volunteers, staff, other parade participants, police, security personnel or members of the public.
3. Pride celebrates diversity and will not tolerate any individual making derogatory remarks about a person's sexuality, gender, gender identity, race, age, nationality, disability, appearance, religion or any other factor.
4. Any individual infringing the bodily integrity of other participants will be removed from the parade immediately and referred to the police.
5. Pride in London believes it is important for all parade participants to abide by clear legal guidelines concerning alcohol and drugs.
6. Any volunteer or parade participant that is deemed aggressive, incapacitated, threatening, a threat to their own health, or unable to fulfil the role they intended to do due to intoxication, will not be permitted to take part in the event.
7. Pride in London asks for everyone to please act responsibly and limit alcohol consumption during the parade form up and during the parade itself.
8. Pride in London is a celebration of everybody and every body. As guidance, 'swimsuit coverage' is the minimum requirement.
9. There are clear legal guidelines around public nudity, taking part in sexual acts in public, and flashing, which all parade participants are expected to abide by.
10. If you see or are notified of any incident that would break this code of conduct, please notify a steward or a member of the Police immediately.

SUBMISSION OF AN APPLICATION IS NOT AN AUTOMATIC PLACE

After submission applications are reviewed to ensure groups meet the spirit of pride, agreed to the code of conduct and ensure they meet the sustainability pledge. Please do not count on receiving a place, or the number of wristbands or float size until the review has taken place, and you have your approval email from the parade team.

SUSTAINABILITY PLEDGE

All groups are required to sign up to our pledge to create a greener future. Pride in London expect parade groups to be able to demonstrate the proactive steps they have taken to minimise impact to the environment. Pride in London also require all groups to agree to follow the sustainability guidance issued.

OPT IN/OUT OF COMMUNICATIONS

During the build-up to the parade, we will need to send you information from time to time. In addition to this, other Pride in London teams have information they would like to share with you. If you would like to receive this additional information from Pride in London and other selected partners, please select this option.

AGREE TO PAY THE ENTRY FEE

If your group is offered a place in the parade you agree to pay the associated fee (the correct and full cost of the wristbands and/or float). This should be done as soon as possible.

Your group will not be finalised, and your place won't be secured until you have paid the fee.

NEXT STEPS

After you submit your application a few steps take place before you hear back from us. Your application will be checked to ensure it has been completed fully, and for any clear errors, such as a limited company applying as a non-profit organisation. The application will then be reviewed by the Community Engagement Team, the independent Community Advisory Board, and the Board of Pride in London. The opinions will be combined, and the Parade Team advised if the group has been approved or declined, as well as the number of wristbands and if a float has been approved. The Parade Team will then update the application system and inform all groups of the outcomes.

You can expect to hear from us **during the second week of March 2020**. Confirmations will be sent by email, but you can also log into your application to view the status at any time.

PUBLIC INFORMATION

The following headings will be used and public from the information you provide on the Pride in London "who is in the parade" webpage and app for 2020.

- Group name
- Photos you provide
- Description of your group
- What your group does for the LGBT+ community
- Category of your group
- Your groups email address
- Links to your social media



FOR ANY FURTHER INFORMATION PLEASE EMAIL
PARADE@PRIDEINLONDON.ORG