



BUSINESS INFORMATION PACK

Pride in London

Saturday 6th July 2019

Pride in London is organised by London LGBT+ Community Pride, c/o Mitre House, 160 Aldersgate Street, London, EC1A 4DD CIC Number: 8321669

Pride in London is supported by



MAYOR OF LONDON



INTRODUCTION

This is an information pack for the businesses within the footprint of the Pride in London LGBT+ event, which will be held on Saturday 6th July 2019. We've tried to compile all the information you might need ahead of event day to make sure that you're fully equipped to take part in whatever way suits your business. This year, as part of the TEN application process, you will be required to sign-up to the Responsible Licensing Scheme in advance; full details of the process are in this pack.

We'll be holding a meeting to discuss the contents of this information pack on **29th April 2019 at 4pm-5pm upstairs in Ku Bar's lounge (30 Lisle St, WC2H 7BA)**, so please pop along if you have any questions about any of the information here. If you've got any questions ahead of that meeting, please don't hesitate to contact us at rbl@prideinlondon.org and we'll be happy to give you a call or pop into your business to have a chat.

Pride in London

Pride in London is run by a group of volunteers who are passionate about equality and diversity. We are a not-for-profit organisation, and any surplus funds we raise are used to support the LGBT+ community and improve the event. Please see our 2018 [Impact Report](#)

Together, we run the UK's biggest, most diverse pride, and our role is to make sure we provide a platform for every part of London's LGBT+ community (lesbian, gay, bisexual, trans, queer, questioning, intersex, non-binary, asexual, polysexual, genderqueer and gender variant people) to raise awareness of LGBT+ issues and campaign for the freedoms that will allow them to live their lives on a genuinely equal footing.

From Pride's Got Talent, which helps to showcase the wonderful creativity across our community, to our annual parade through the heart of the West End, and the amazing month-long, city-wide festival that precedes Pride in London weekend, everything we do is designed to give LGBT+ people a platform to be visible and speak loudly to the rest of the city about what we have achieved, how far we have come and what is still needed.



Saturday 6th July 2019

Parade

The Pride in London parade provides a platform for every part of London's LGBT+ community to raise awareness of LGBT+ issues and campaign for the freedoms that will allow us to live our lives on a genuinely equal footing. It gives us a chance to be visible and speak loudly to the rest of the world about what we've achieved, how far we've come and what's still needed.

As per 2018, the parade will form-up at the top of Portland Place, and there are no changes to the route for 2019, it is the same as 2017 and 2018. At 12:00hrs the parade will travel along the following route:

Portland Place, Oxford Circus, Regent Street, Piccadilly Circus, Regent Street St James's, Pall Mall, Cockspur Street and ending in Whitehall and Whitehall Place.












Parking and vehicle access will be affected along the parade route. For further information please refer to the Pride in London website www.prideinlondon.org/residents-businesses/ for details on road closures and parking suspensions. Parking Suspension signage will be in place in the affected locations.

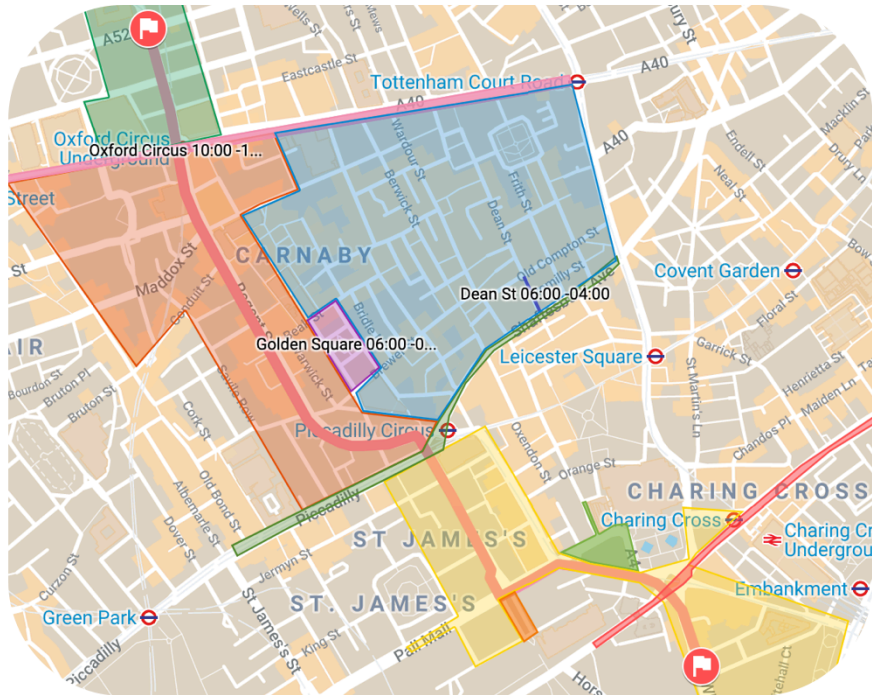
Other Event Areas

There will be some exciting events taking place within Soho, Trafalgar Square and Leicester Square Gardens; focused on stages in Dean Street, Archer Street, Golden Square and Soho Square with entertainment scheduled from 12:00hrs to 20:00hrs. This year the Family Area now moves to a new location of St Giles-in-the-Fields Church, just off Charing Cross Road. As above, parking and vehicle access will be affected in the event areas; please see the website for further details... www.prideinlondon.org/residents-businesses/

Road Closure Map for Parade






Road Closures

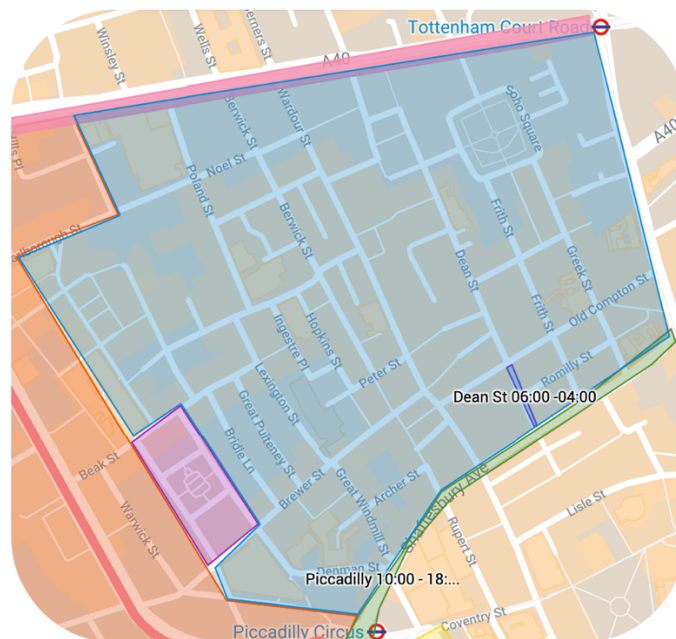
-  Sector 1 08:00 - 18:30
-  Sector 2 09:00 - 19:30
-  Sector 3 10:00 - 21:30
-  Soho 12:00 - 04:00
-  Dean St 06:00 - 04:00
-  Golden Square 06:00 - 04:00
-  Oxford Circus 10:00 - 18:30
-  Piccadilly 10:00 - 18:30
-  Waterloo place 07:00 - 21:30
-  Charring Cross 10:00 - 21:30
-  Pall Mall East 06:00 - 21:30



Road Closure Map for Soho

Road Closures

-  Soho 12:00 - 04:00
-  Dean St 06:00 - 04:00
-  Golden Square 06:00 - 04:00
-  Oxford Circus 10:00 - 18:30
-  Piccadilly 10:00 - 18:30





Deliveries and Commercial Waste Collections

Vehicle access will be affected during the road closure times, therefore your normal deliveries and waste collections may be affected on Saturday 6th July. If you have not made appropriate arrangements for collection, commercial waste cannot be placed out on the street.

Adhering to commercial waste collection requirements is very important, and compliance to these requirements will be taken into consideration as part of the Responsible Licensing Scheme process.

London Climate Week runs 1st July – 8th July, and Pride in London is committed to focussing on reducing waste and improving our sustainability impact. We ask you to consider how you can help to minimise your waste on Parade day, where possible.

Get Involved

Pride in London is the third largest Pride event in the world, and generates a huge amount of tourism for London, so there's a great potential for your business to benefit from the extra visitors to the city. If you're located along the parade route or in Soho, you'll see your footfall soar!

More than half of last year's visitors said they were more likely to spend their money with LGBT+ friendly companies, so as well as being a great way to show your support for the community, it may well benefit your business to get involved in the run up to the main event.

We also find year after year that businesses showing visible support for the event are much more likely to generate positive buzz on social media and greater press coverage, so it's a great way to increase your profile and get some fantastic PR.

There are a number of ways you can get involved which will help maximise your revenue potential during Pride in London:

- Installing a window display that highlights your support for the LGBT+ community. This could be as simple as a rainbow flag, but feel free to go all out!
- Creating a product or service that represents Pride or the LGBT+ community. If you own a bar, you could create a rainbow cocktail, or if you're in a shop, why not hero some products created by LGBT+ suppliers?
- Hold a Pride themed event. If you've got the space or capacity, why not have a dedicated LGBT+ evening or meet-up?



- Supporting the volunteers of team Pride by offering them something they might need on the day (like a meal or a drink) at a discount or for free.

If you need more information on what you can do to get involved, or if you want to bounce any ideas around with a willing set of ears, feel free to email or call us on the details at the end of this pack. We'd love to hear how you're getting into the Pride spirit!

Pride Partnership Scheme

We also have a Pride Partnership scheme, where we can offer you some fantastic promotional opportunities in exchange for a partnership fee. Pride is a completely free event, run entirely by volunteers, so your contribution helps keep the event going.

When you contribute a partner fee of £1000 (excluding VAT) you will be able to take advantage of the following perks:

- Dedicated Account Manager who will support you throughout the year in the build-up to Pride in London Parade 2019
- You will be given an official Pride Partner sticker to display in your window in the lead up to the Pride in London Parade (6th July 2019)
- Merchandise bundle premium (up to £100 of merchandise subject to items)
- Your business will be listed on our website
- Your events can be advertised on our website (subject to arrangement with your Account Manager)

The need for Pride is as strong as ever. A huge amount of progress has been made for LGBT+ people but there's no denying that the challenges our community faces are numerous and the stigma and discrimination we face is still rife. Whether you take part to celebrate, party or protest, Pride in London is your platform to make a change.

Contributions help us ensure that we can keep Pride for everyone who attends, whilst also creating an amazing event for everyone who attends on the day. Please contact Ollieredfern@PrideinLondon.com for more details.



Licensing

Pride in London activities on the public highway will end at **20:00hrs** on Saturday 6th July, after which the clean up will begin.

As a licensed premises you must follow the conditions of your premises licence. If you are located in the Soho area and you would like to do anything that impacts the highway outside of your normal licenced activities, you must apply to Pride in London in the first instance. The Pride in London footprint can become very crowded, so in certain areas of Soho it may not be possible to facilitate this.

Key Information for all Businesses

Please note the following licensing rules must be observed during the Pride in London event:

- **Regulated entertainment**
Regulated entertainment may only take place if your premises licence permits, and noise must not cause a nuisance to people outside your premises. No external sound systems are allowed, no sound systems may be placed on the highway or in any door or window facing the street. If your premises licence permits, ambient sound from bars is allowed until the end of the event at 20:00hrs, when windows and doors must be closed.
- **Capacity**
Know and adhere to your safe capacity for your premises, as detailed in your fire risk assessment and possibly on your premises licence. Queues should be supervised.
- **Alcohol Management**
Do not serve alcohol to people who are drunk/intoxicated. Limit the amount of alcohol you sell for personal consumption only.
- **Personal Licence Holder/DPS**
A personal licence holder/designated premises supervisor should be on site throughout the event.
- **Temporary bars**
Temporary bars outside your premises will not be allowed. All sales of alcohol must comply with your licence (either premises licence or TEN).
- **No glass**
Due to the risk of injury caused by glass, do not serve your drinks in glasses or glass bottles.
- **Food preparation**
Food cannot not be prepared or cooked outside your premises. You may serve pre-packed or prepared food. You can keep this warm using compliant electrical equipment. There shall be no naked flames or pressurised gas outside your premises, i.e. no BBQs. All electrical equipment must be fully tested and comply with all relevant health and safety requirements. You must also comply with all relevant food hygiene requirements. No sales shall take place on the public highway, sales



will only be allowed inside the premises or on a private forecourt. **Please ensure you have approval from Pride in London for this additional activity.**

- **Knives and dangerous equipment**
You must not use knives or other dangerous equipment outside your premises.
- **Waste**
Ensure you have adequate provisions for your customer's litter. Provide your customers with bins, that you regularly empty. Please ensure you've considered how your commercial collections may be affected by road closures.
- **Hours of operation**
Any extension must be set up no earlier than 12:00hrs and must be fully removed by 20:00hrs.
- **Security**
You are responsible for providing adequate security for your premises and any extended area outside your premises. If you employ Door Supervisors, they should wear high visibility jackets. You should search your customers to prevent weapons and drugs getting into the premises. If installed, ensure CCTV is in good working order.
- **Outdoor Smoking**
If allowing smoking outdoors, the smoking area must comply with the Health Act 2006. The area should be supervised.
- **Off Sales**
There shall be no off sales after 20:00hrs.
- **Temporary Seating/Tables**
No temporary seating is allowed outside after 20:00hrs. **Please ensure you have approval from Pride in London for this additional activity.**
- **Nuisance**
Report people causing a nuisance to the police or a member of the Pride in London team.

Failing to act responsibly could place your premises licence at risk. Enforcement officials will be patrolling the event footprint throughout the day.



Extending Your Activities

If you operate on a road which is closed and managed by Pride in London, you may have the opportunity to extend the activities of your normal premises licence for the day of Pride, meaning that you can potentially stay open later, or modify your business footprint between 12:00 and 20:00hrs.

You can apply to use the public highway during the event by signing up to Pride in London's Responsible Licensing Scheme. This will allow you to present your request to us as the organisers so we can support you with what is feasible for the area.

Pride in London review all highway extension applications, and acceptance will be on a case-by-case basis. Any additional street activity will need to allow a 4m-wide clear route for emergency vehicles. If necessary, we'll consult with Westminster City Council and the Metropolitan Police. If approved, the Business Liaison Team will contact you to discuss next steps. **Please ensure you have approval from Pride in London for additional activity.**

How to Apply to the Responsible Licensing Scheme

You can apply to the Responsible Licensing Scheme via the following link:

<https://prideinlondon.typeform.com/to/lreow2>

Deadline for Completion of Responsible Licensing Scheme Application: 14th June 2019, 23:00.

As a member of the scheme you make a commitment to:

1. Provide Pride in London with full details on your intention for use of the highway
2. Once approved, apply for the appropriate licence modification with Westminster Council if required
3. Act as a responsible licensee in accordance with the standard licensing rules detailed above
4. Display your Pride in London Responsible Licensee logo in a prominent place

In return, Pride in London will:

- Be safely and efficiently running and managing the event
- Have patrolling stewards and supervisors from our Business Liaison team who able to visit you if you have problems
- Provide you with a dedicated contact person who you can escalate issues to, and whose phone number and email address you will have ahead of the event
- Support the TEN application process with Westminster City Council
- Work with Westminster City Council to ensure the adherence to any TENS



Modifying your Licence

If you have a premises licence check the conditions to confirm what activities you are permitted and the restrictions that apply. If you want to modify your normal operation, either to:

- allow people to consume alcohol outside your premises – i.e. off sales (and off sales are not stated on your licence);
- or if you currently operate as a restaurant and want the flexibility for your customers to consume alcohol without being ancillary to food; or
- to extend your normal licensable hours

***New for 2019*: Your Temporary Event Notice (TEN) application will only be reviewed if you have applied for the Responsible Licensing Scheme.**

You will need to apply for a Temporary Event Notice (TEN) with Westminster City Council. Please use the following link to access the guidance and application form. <https://www.westminster.gov.uk/temporary-events-notice>

The deadline for application is **14th June 2019**. If you need any advice or assistance with your application for a TEN please contact the Council on ehconsultationteam@westminster.gov.uk and police.tens@westminster.gov.uk

Approval of your TEN application will be dependent on your location and the impact that your extension might have on Crime and Disorder and people's safety. Failure to apply for an extension on your existing licence could involve enforced removal of equipment and the potential closure of your premises.

Applying for a TEN – During the Event (12:00-20:00hrs)

If you want to modify your operation during the event (12:00-20:00hrs) please include the following undertakings in your TEN (in the box marked 'Nature of Event'):

- All relevant premises licence conditions shall apply throughout the TEN.
- All drinks shall be dispensed into non-glass containers and all bottles shall be decanted into non-glass containers.
- We shall inform Pride of the extension of the use of the outside area.
- We shall display a Pride in London Responsible Licensee poster in a prominent place.

Applying for a TEN – Post Event (after 20:00hrs)

Please note that the Pride in London event activities end at 20:00hrs, after which the clean-up will commence.



If you wish to extend your hours of operation, you will need to apply for a TEN. Please note that extension onto the public highway is not permitted after 20:00hrs. Outside drinking will not be permitted after 20:00hrs unless your premises licence already allows this.

Please include the following undertakings in your TEN (in the box marked 'Nature of Event'):

- All premises licence conditions shall apply throughout the TEN.
- A minimum of 2 SIA staff in Hi-Viz yellow jackets from 22:00hrs until the last person leaves your premises.
- There shall be no tables and chairs placed on the public highway after 20:00hrs.
- No drinks shall be taken outside.
- No more than 15 smokers outside at any time.
- All drinks to be dispensed into non-glass containers and all bottles to be decanted into non-glass containers.
- There shall be no off-sales.
- All external doors and windows shall be kept closed whilst regulated entertainment is taking place and in any event after 23:00 hours, except for immediate access and egress of persons.
- No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
- A written risk assessment shall be submitted to SCD9, which shall be available for inspection 2 weeks before the event, during the event and 31 days after the event.
- No entry or re-entry after midnight, save for smokers.

Further Information

We'll be holding a Licensing Meeting on 29th April 2019 (4pm-5pm) upstairs in Ku Bar's lounge (30 Lisle St, WC2H 7BA) and we'd love to see you there!

The Licensing Meeting is a great chance to discuss Pride Partnership, how you can get more involved with the event, the Responsible Licensing Scheme, modifying your licence, and your TEN application.

There will be representatives from Pride in London, Westminster City Council, Metropolitan Police and Environmental Health in attendance so there will be plenty of people to ask whichever questions you might have. If this is the first time modifying your licence, this meeting is a good opportunity to find out more about what you need to do when making your application.