

PRIDE IN LONDON

SATURDAY 29TH JUNE 2024

BUSINESS INFORMATION PACK 2024

RESIDENTS & BUSINESS LIAISON TEAM

rbl@prideinlondon.org

www.prideinlondon.org

INTRODUCTION



Pride in London will return to the streets of the capital on Saturday 29th June 2024.

This information pack has been designed to give you information on how the day will affect London, your business and of course how you can take part.

To keep up-to-date please visit:
www.prideinlondon.org

ABOUT PRIDE IN LONDON

Pride in London is a non-profit organisation run by a team of volunteers who are passionate about equality and diversity.

We deliver the annual Pride parade, and our role is to ensure we provide a platform for every part of London's LGBTQ+ communities (lesbian, gay, bisexual, trans, queer, questioning, intersex, non-binary, asexual, polysexual, genderqueer and gender variant people) to raise awareness of LGBTQ+ issues and campaign for the freedoms that will allow them to live their lives on a genuinely equal footing.

Our annual Parade through the heart of the West End. Everything we do is designed to give LGBTQ+ 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.

Pride in London includes people of every race and faith, whether disabled or able-bodied, and all sexualities, genders and non-binary, as well as straight and cis allies.



CONTACT US

Pride in London Business Liasion Team are available to answer any questions not answered within this pack.

email:
rbl@prideinlondon.org

VIRTUAL MEET

Not able to meet us in person?
Why not book a virtual session with one of our Business Liasion Managers.

email:
rbl@prideinlondon.org



YOUR RESPONSIBILITIES

Our aim is that you and your business have a successful day and we hope that you are able to take part and support your LGBTQ+ colleagues and friends. All businesses that serve or sell alcohol are required to sign up to the Pride in London **Responsible Licensing Scheme**, details of which are in this pack. You should also be aware that many roads in London will also be closed which will impact any deliveries and collections (Uber Eats, Deliveroo and Just Eat).

THE PARADE

The Pride in London Parade, made up of 100s of LGBTQ+ community groups, charitable and non profit organisations and supportive businesses will take place from 12:00 to 18:00 on Saturday 29th June 2024.

Pride in London has returned with its heritage route for 2024 assembling on Park Lane and travelling down Piccadilly, crossing Piccadilly Circus, travelling down Haymarket, turning left towards Trafalgar Square and dispersing on Whitehall Place.



Parking and vehicle access will be affected along the Parade route. Parking suspensions will also be in place across the footprint. For details of these, please refer to the Pride in London RBL website: <http://prideinlondon.org/rbl>

EVENT AREAS

THE EVENT AREAS FOR 2024 ARE:

- **Trafalgar Square - Main Stage**
- **Golden Square - World Area**
- **Leicester Sq - LGBTQIA Women's Space**
- **Dean Street - Cabaret Stage**
- **Victoria Embankment Gardens - Family Area**
- **Soho Square - Trans and Non-Binary Stage, with Pride in London Community Market**

**ALL AREAS OPERATE FROM 12:00 TO 20:00 WITH
THE EXCEPTION OF THE FAMILY AREA WHICH RUN FROM 12:00 TO 18:00.**

ROAD CLOSURE MAPS & TIMING

Road Closures

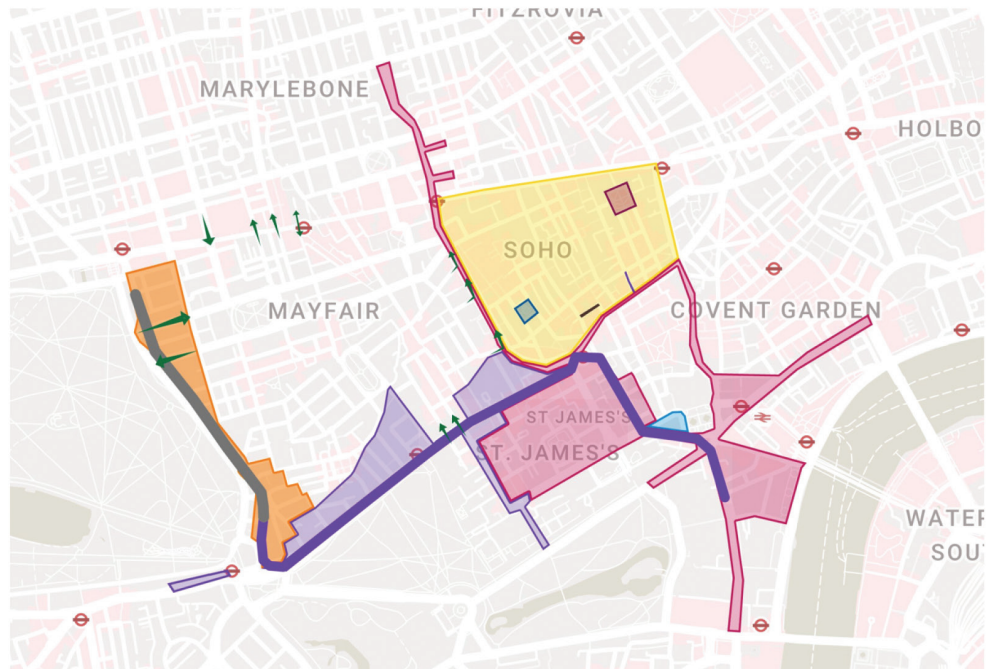
- Hyde Park Corner 10:00 - 21:30
- Soho 11:00 - 04:00
- Picadilly 10:00 - 21:30
- Park Lane 08:00 - 19:00
- Central 11:00 - 22:30
- Pall Mall East 07:00 - 22:30

Parade Route

- Form Up
- Parade Route

Soho 11:00 - 04:00

- Archer Street 09:00 - 04:00
- Dean Street 06:00 - 04:00
- Golden Square 06:00 - 04:00
- Soho Square 06:00 - 04:00



Please follow the [link](#) for the live Road Closures map.



PARKING

Zone G Permit holders will be able to park in Resident Parking Bays in E (Mayfair) & F (north of Oxford Street) zones during the event parking suspensions. This will be from 18:30 on Friday 28th June 2024 to 08:30 on Monday 1st July 2024. Please find a link here for further information on Westminster Permit Zones.

DELIVERIES

When the roads are closed there will be no vehicular access; therefore your normal daily delivery times could be impacted. Please make alternative arrangements for the day before or at a time before the road closures (see the estimated timings above).

COMMERCIAL WASTE

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**.

Please make alternative arrangements for collection at other times as commercial waste must not be placed onto the street during the event times.

IMPACT ON THE ENVIRONMENT

Pride in London is committed to reducing our impact on the planet and has a sustainability team in place to help achieve this. We ask you to consider how you can help minimise your waste on Parade day where possible which could include:

- Offering free tap water to attendees including filling of water bottles
- Offering recycling facilities
- Using reusable plastic glasses for service
- Prohibiting give-aways including stickers and single use plastic items

For more info, please contact the Pride Sustainability team at sustainability@prideinlondon.org

GET INVOLVED

Pride in London attracts a huge amount of additional visitors to the city to celebrate and also campaign for LGBTQ+ rights. Pride in London is the largest free daytime event in London.

More than half of our visitors surveyed said that they were more likely to spend money with LGBTQ+ businesses. There are a number of ways that you can get involved including:

- Installing a window display that highlights your support for the LGBTQ+ community.
- Encourage your staff not working to volunteer for Pride in London! We have over 1000 volunteers supporting us on the day.

- Create a product or service that benefits the community. For example, a LGBTQ+ themed cocktail that includes a donation to Pride in London's Unity Fund or an LGBTQ+ non-profit organisations with each sale.
- Have Pride in London Fundraising collection tins in safe but busy areas. Offering space to LGBTQ+ non-profits in the days around Pride to host community events.
- Supporting our on-the-day Volunteers by offering use of your bathrooms / a free meal or drink or a discount on your food.
- Make a donation to Pride in London.
- Join our Safe Spaces Scheme: Want your business featured on our Pride in London Safe Spaces directory? For just £1k plus VAT, receive inclusivity training for your staff, a window decal, and an online listing. Reach out to sponsor@prideinlondon.org for details.
- Support us as a sponsor, partner, or host a fundraising event. Sponsoring Pride in London offers a unique chance to engage with a diverse community and their allies, boosting your brand visibility and engagement. Contact sponsor@prideinlondon.org to explore further.

**Pride in London only succeeds with the support of our community.
For more information or to support our event please email:
rbl@prideinlondon.org**

The need for Pride is as strong as ever. A huge amount of progress has been made for LGBTQ+ people over the past 50 years but there are still significant challenges that our community faces. Pride in London is your platform to help make a change.

LICENSING

Information for Businesses

Pride in London aims to end all activities on the Public highway at 20:00 following which street and environmental cleansing will begin.

If you are a licenced premises, you must follow the conditions of your premises licence. This involves providing permitted entertainment inside your premises only, rather than providing entertainment out to the street unless you have obtained consent.

If you are located in the Soho or surrounding areas and would like to do anything that impacts the highway (including pavements) outside of your normal operation, **you must apply to do so**. The Pride in London footprint can become very crowded and so it may not be possible to grant permission for some requests.

LICENSING – CONDITIONS TO BE OBSERVED

Use of Public Highway

- If you wish to use public highway for any activity that you are not currently licensed for, including outdoor chairs, tables, benches and pop up bars, you must contact Pride in London for permission.

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 20:00, 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 or intoxicated.
- Limit the amount of alcohol you sell to personal consumption only.

Personal Licence Holder/DPS

- It is strongly advised that a personal licence holder/designated premises supervisor should be on site throughout the event.

Temporary Bars

- Temporary bars on the public highway will not be allowed.
- All sales of alcohol must comply with your licence (either premises licence or Temporary Event Notice - details below)

No Glass

- Due to the risk of injury caused by glass, do not serve your drinks in glassware or glass bottles.

Food Preparation

- Food must be prepared or cooked within 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 BBQ's. 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 12:00 and must be fully removed by 20:00.

Security and Safety

- 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 you allow smoking outdoors, the smoking area must comply with the Health Act 2006. The area should be supervised.

Off Sales

- If you are authorised for off sales, as a responsible operator we would expect there be no off sales after 20:00. Due to the risk of injury caused by glass, do not serve your drinks in glassware or glass bottles at any time.

Temporary Seating /Tables

- No temporary seating is allowed outside after 20:00, unless this is part of your normal operation.

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.

Understanding

- The Pride in London team on the day will be volunteers. Please listen and comply with instructions given.

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 in London, meaning that you can potentially stay open later or modify your business footprint between 12:00 and 20:00.

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 reviews 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 YOUR HAVE APPROVAL FROM PRIDE IN LONDON FOR ADDITIONAL ACTIVITY.

COMPLETION OF RESPONSIBLE LICENSING SCHEME APPLICATION

Please complete the application form [here](#).

The deadline for applications is no later than 12:00 on Friday 31st May 2024.

Applications received after this date will not be considered.

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

- Provide Pride in London with full details on your intention for use of the highway.
- If you intend on operating outside of your existing licence you must apply for a Temporary event notices (TEN) before the 16th June to Westminster City Council. These applications will not be approved unless you have applied to the Pride in London responsible licence scheme with an outline of what your intended changes will be. WCC and Pride in London will collectively agree to the terms of your TEN.
- Act as a responsible licensee in accordance with the standard licensing rules detailed above.
- Display your Pride in London Responsible Licensee logo in a prominent place.

In return, Pride in London will:

- Be safe and efficiently run and manage the event.
- Have patrolling stewards and supervisors from our Business Liaison team who be 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.
- 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)
- If you currently operate as a restaurant and want the flexibility for your customers to consume alcohol without being ancillary to food
- Extend your normal licensable hours

You will need to apply for a **Temporary Event Notice (TEN)** with Westminster City Council.

Please note: for safety reasons, we are unlikely to approve any application made for al-fresco dining.

Your TEN application will only be reviewed if you have applied for the Responsible Licensing Scheme. Please follow this [link](#) to access the application form and guidance notes.

To allow sufficient time for your application to be reviewed, please ensure it is submitted by **Friday 31st May 2024**. If you need any advice or assistance with your application for a TEN please email:

ehconsultationteam@westminster.gov.uk | 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, people's safety, and emergency vehicle access.

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 – for during the event

If you want to modify your operation during the event (12:00 to 20:00) 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 (please state).
- All drinks shall be dispensed into non-glass containers and all bottles shall be decanted into non-glass containers.
- We shall inform Pride in London 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 – for after the event

Please note that the Pride in London event activities end at 20:00, 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 20:00. Outside drinking will not be permitted after 20:00 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 22:00 until the last person leaves your premises.
- There shall be no tables and chairs placed on the public highway after 20:00.
- 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, 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 undertaken, 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.



Scan the QR code for Westminster City Council TEN Application

Further Information

If you have any questions, please reach out to us at

rbl@prideinlondon.org

Upcoming Dates & Events



- 21st May** RBL Drop In Session 5pm till 8pm at Upstairs @ Soho Residence*, 83-85 Wardour Street, London, W1D 6QE
- 29th May** RBL Drop In Session 5pm till 8pm Upstairs @ Soho Residence*, 83-85 Wardour Street, London, W1D 6QE
- 31st May** RSL and TENs Deadlines
- 5th June** Soho Pub Watch 15:30 (Venue TBC)
- 29th June** Pride In London Parade Day

*This venue is not fully accessible - please contact us on rbl@prideinlondon.org to arrange an alternative meeting



Scan the QR code for Westminister City Council TEN Application



Scan the QR code for Pride in London Responsible Licensing Scheme Form Application

PRIDE IN LONDON

London LGBTQ Community Pride CIC, PO Box 59497, London, SE2 8DS
Registered in England and Wales as a **Community Interest Company (no. 8321669)**

If you require this information in an alternative format, please contact the Pride Access Team on: ashwiniarulruban@prideinlondon.org

Pride In London is supported by



City of Westminster

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