

# 2019 PARADE APPLICATION GUIDANCE NOTES



This is the first step to marching at Pride in London 2019. There are **five sections** for you to complete and each one must be completed in full before the application can be submitted.

We suggest you have all the information you will need ready before you start your application. This is because you will need to complete the application in one session, and no-one likes to be timed out!

The system is still being finalized, so please treat these notes as general planning notes.

**So take a deep breath...here goes.**

## CONTACT DETAILS

### Type of organisation

There are four options of organisation types:

If you are unsure of your organisation type, please contact the parade team ([parade@prideinlondon.org](mailto:parade@prideinlondon.org)). Pride in London reserves the right to change the organisation type if we believe the wrong selection has been made by a group.

**NON-PROFIT** - 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, NHS, community groups.

**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, club nights or event groups that run as a business.

**STANDARD RATE** - A corporate group, or LGBT+ network group of a corporate business, with or without funding. Examples: LGBT+ corporate branded staff network and all other applications that do not fit into the other categories.

**UNION** - We are pleased to offer a 20% discount for TUC affiliated Trade Unions off the standard rate.

### Group Name

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

Each group's name must be different.

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

**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.

### Contact name, email address, mobile phone number and 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.

**Password** Please enter and remember your password. You will 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** If we are unable to contact the primary contact in an urgent situation this person would be contacted. This information **will not** be visible on the public website, and will only be visible to Pride In London parade team.

**Opt in/out of communications** During the run 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.

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## GROUP DETAILS

**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 publically 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.

**Logo and photo** Please provide a logo and photo that can be used on the Pride in London "who is in the parade" webpage. If your group does not have a logo please provide a image which you think best represents your group.

**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
- Communities
- Faiths
- Other
- Politics
- Professions
- Sports

## 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.

## 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 posts to be in line with the Pride Pledge for inclusivity and support of LGBT+ communities.

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## 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 trans or bi people in your group.

We need to know this information to make sure that all of our community is given 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

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## APPLICATION DETAILS

### 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 100 wristbands
- Walking group with less than 150 wristbands
- Small float - No wristbands
- Large float - No wristbands (no buses)
- Buses - No wristbands

Based on your groups organisation type and the parade entry type you require, the price of entry is calculated. Details of the prices and of the float sizes can be found on the next page.

GROUP TYPE	Walking group of up to 50 wristbands	Walking group of up to 100 wristbands	Walking group of up to 150 wristbands	Small float only (up to 6 meters long)	Large float (inc buses) only (up to 10 meters long)
Non profit	£50	£100	£150	£250	£500
Small business	£500	£675	£850	£625	£725
Standard Rate	£650	£800	£950	£2,600	£3,000
Union	£520	£640	£760	£2,080	£2,400

### 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.

## CONFIRMATION

The entry fee and your groups reference number will be displayed for you.

### Agree to the terms

All groups are required to agree to our Code of Conduct to be in the parade.

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 everybody. 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.

### **Agree to pay the entry fee**

By ticking this box you agree that if your group is offered a place in the parade you will pay the associated fee. 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.

### **Approval period**

By ticking this box you acknowledge that it will take up to two weeks for confirmation of your parade offer. Please note we will be reviewing applications throughout the application window, with final reviews announced the last week of March, so please expect us to hear from us after this date.

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## **NEXT STEPS**

After you submit your application, you will receive an email asking you to activate your account. This will link you back to the parade application system and where you will receive information from us. It will show you your application and payment status, as well as other useful announcements as they occur. We will finish reviewing applications the last week of March 2019, so you can expect to hear from us by the first week of April.

**Please note places are not guaranteed until payment is received.**

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## **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 2019.

- 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](mailto:parade@prideinlondon.org)