



**COMMUNITY
PARADE
2019**

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Documents to submit

In 2019 we are using electronic forms for you to submit your documentation.

The Documents you will need to submit are:

- A copy of your Risk Assessments for your entry in this year's parade
- A copy of your Public Liability Insurance Certificate
- A copy of your Equality Policy/statement to show your organization is non- discriminatory and open to all members of the community where applicable
- A copy of the motor vehicle or HGV insurance (if you have a vehicle/s in your parade entry)
- Vehicle/s registration number (if vehicle entry)
- A copy of the drivers driving license and copy of ID for any persons sitting in the vehicle with the driver for the duration of the parade. (if vehicle entry)
- A signed acknowledgement form that you have read the Technical & Creative Briefing Documents

You will be required to watch the parade briefing presentation and answer a short questionnaire about the briefing.

IMPORTANT – Please note: Failure to submit appropriate evidence before the deadline requested will mean your organisation will NOT be able to participate in the Brighton Pride LGBTQ+ Community Parade. All evidence is required by the **30th April 2019** failure to meet deadlines means that we cannot continue your application and you will be withdrawn as a parade participant. You will NOT be allowed to enter the parade and a refund will not be issued if we do not receive your documents by this date.

Please note the following conditions of entry which are binding on all your participants. Most are self-explanatory and all are borne out of necessity, please contact the Brighton & Hove Pride office with any queries you may have parade@brighton-pride.org

PARADE ENTRY TERMS & CONDITIONS

Conduct

Whilst we recognise that Pride was born out of protest and encourage political participation, parade entries will be withdrawn or removed should any group or individual denigrate the work of Brighton & Hove Pride or other charities, community groups and businesses, participating in the community parade.

- No nudity will be permitted, nor flashing or exposure of areas of the body which are normally covered when out and about in public.
- No alcohol or drugs to be consumed whilst participating in the community parade. No



alcohol should be carried in or on any float, or by walking participants. No participant should be under the influence of alcohol or any controlled substance.

- If alcohol is found on any vehicle or seen to be consumed by members of your group the entire group/vehicle will be removed from the parade and you will be asked to leave the parade when it is safe to do so.
- No flyers, leaflets, promotional materials or any other items are to be thrown from a vehicle or walking group into the crowds at any time.
- You must keep your parade entry moving as per the guidance from your parade supervisor
- Participants that break any of the conditions above may be asked to leave the parade at any time.

Pre-parade Requirements

Where required you will ensure that your group or parade vehicle has the required number of safety/wheel stewards to look after your group/vehicle.

You agree to share the briefing video with all your safety/wheel stewards well in advance of the parade taking place.

You agree to provide all the requested documents as requested in both the Application Form and Further Information Form by the deadline set by Brighton & Hove Pride .

Litter & clean-up

Please do not create litter during the parade. Please keep your rubbish with you and dispose appropriately at the conclusion of the parade.

Safety

Mounting and dismounting from a moving float:

Mounting and dismounting from a moving float is not permitted except in an emergency as communicated by the parade management team.

Speed:

Floats including non motorized mobile units must be capable of maintaining a minimum speed of 5 miles per hour



Entry Fees

Parade Entry fee's cannot be transferred, exchanged or refunded unless the entire Community Parade is cancelled due to unforeseen circumstances such as extreme weather conditions or an act of terrorism, should this occur all parade entries will be offered a full refund.

PLEASE NOTE THAT YOUR PLACE IN THE PARADE IS NOT GUARANTEED UNTIL YOU HAVE MADE THE FULL PAYMENT.

THE PAYMENT DEADLINE FOR ALL ENTRIES WILL BE 30th APRIL SHOULD FULL PAYMENT NOT BE MADE BY THE DEADLINE THEN YOU WILL LOSE YOUR PLACE IN THE PARADE.

Please remember that there are no refunds for missing payment deadlines and no ability to renegotiate a new deadline payment.

You must abide by Brighton & Hove Pride's payment terms which are 28 days from the date of invoice or the deadline date whichever is sooner.

Parade Participants Tickets For Pride Festival

Tickets to enable participants of the parade to attend the Pride Festival on Preston Park are available for local LGBTQ+ community groups with a registered / established membership. To ensure fairness to all entries, allocation of parade participant tickets will be limited in number to each parade entrant.

Other not for profit entries may apply for an allocation of parade participant tickets for the Pride Festival on Preston Park for their group on a first come first served basis as numbers are limited. Business and commercial partners may apply for an allocation of park tickets for their group but are subject to availability.



STANDARDS FOR CORPORATES ENGAGING IN PRIDE VIA PARADE ENTRIES AND / OR SPONSORSHIP

Parade Entries

Brighton & Hove Pride is grateful to parade entries from corporate organisations and consumer brands. Without their support many community pride entries would not be possible. However, to maintain the integrity of the community parade it is important that these types of entries support and celebrates the rights, achievements, culture, and aspirations of those belonging to the LGBTQ+ community. Entries for the parade must not be discriminatory, homophobic, racist or sexist.

Floats, banners, t-shirts, flags or any form of messaging in the parade entry MUST include specific messages of support for the LGBTQ+ community or their rights.

Consumer promotions, offers, generic branding, straplines, marketing messages on their own as part of a parade entry **are not permitted**.

All messages should show and demonstrate what the sponsor / parade entrant believes and or wants to stand for.

If you believe in your LGBTQ+ employees, in diversity, these can all be expressed in signage. There is no specific form for the wording of your supporter's message, although the message will need to be approved by Brighton Pride CIC before your entry is confirmed. The message must mean something to your organisation, be real and be relevant to the LGBTQ+ community and reflect your support for inclusion and diversity and ideally align with the message of your entry.

Remember, the important thing is your demonstration of support for your LGBTQ+ employees or community and not the company/organisation standard branding.

Campaign Rights

Corporate bodies and consumer brands that book a parade float or request a parade entry must be careful to ensure that they do not run promotional campaigns either nationally or locally on the back of your parade entry. Each individual Pride organisation will all have their own rules and rights of inclusion associated with a parade entry but these are NOT to include or allow promotional rights these are reserved for official sponsors of the event.

Social Media & Consumer Facing Messaging

Brands must be careful to ensure any communications around parade entries clearly state how they are involved with individual organisations e.g. booking a parade entry with one Pride



organisation does not include rights to create social media campaigns. Social media messaging and consumer facing messaging must be clear about what the brand is specifically supporting.

Products or Services, Advertisements or Sampling

To maintain the integrity of the Parade, no product advertising is permitted unless you are an official sponsor of the relevant Pride Organisation.

Businesses and organisations can stand up and say who they support but not advertise specific products or run campaigns. This includes bar nights, parties, special events, organisational campaigns and political messages.

Promotions and distributions of product sampling and/or services are not permitted. Ineligible activations include (but are not limited to):

- Handing out products, samples, and leaflets
- Use of digital screens, SMS competitions, digital and social media platforms to broadcast, promote messages or engage in commercial transactions
- Filming of your float and the parade for immediate and/or later broadcast across all forms of media, including online communications such as social media without disclosure on your Application forms and approval from the Pride Organisation will not be permitted
- Communication in any form of special offers or competition is not permitted unless authorised by Brighton Pride.

Sponsorship

Whilst Sponsorship packages generally include more rights for brands and corporates around promotions, once again brands must be clear in their support for individual Pride events across the UK rather than generically sponsoring Pride as a national event. Promotional messages must celebrate the rights, achievements, culture, and aspirations of those belonging to the LGBTQ+ community



Online Application Information

Brighton & Hove Pride retains the right to refuse any application without liability. Brighton & Hove Pride retains the right to cancel the Brighton & Hove Pride Festival or any Pride events at any time, in part or in full, without liability. The act of receiving an online application shall not be deemed to impart or imply any obligation for Brighton & Hove Pride to accept any bid or application.

Applications will be considered incomplete and will not be placed on hold until full payment has been made. **Once your application has been accepted and processed no refunds will be issued. Entries are non-transferrable. Application close date is firm and non negotiable.**

In order to participate in the 2019 Pride Community Parade, all organisations, affiliates, and individuals must:

- Support the mission, vision, and values of Brighton Pride (APPENDIX A)
- Return all essential documents to the online portal
- Ensure all Parade participants watch the parade briefing video
- Abide by the Rules of Parade Entry and all Terms & Conditions
- Acknowledge that a failure to honour the Parade values or comply with Brighton & Hove Pride rules could result in penalties, including a person or group's exclusion from this or future Brighton Pride Community Parades.

All applicants must meet category eligibility requirements as outlined in the online application. If requested by Brighton & Hove Pride, applicants must provide proof that they qualify for the category applied for. Should there be a dispute, Brighton & Hove Pride reserves the right to decline an application on the grounds of ineligibility or offer the Parade Applicant an opportunity to re-apply under the appropriate category along with payment of the appropriate fees.

Parade participants and organisations who breach any of the terms and conditions may be banned from participating in future Brighton & Hove Pride Events.

Please note that the Parade is a rain or shine event. Brighton & Hove Pride does not assume any liability for bad or inclement weather or other factors outside of our control. For further 2019 information visit our web site at www.brighton-pride.org



All applicants participating in the 2019 Parade are required to thoroughly read and agree to all of the following.

By completing the application and affixing a signature thereto, the applicant agrees to abide by the Terms & Conditions listed below:

WHEREAS

On behalf of and with authority of the organization/ business/ individual making the application:

- 1) The Applicant confirms that they are 18 or over and have the authority to assume full responsibility for the behaviour of all persons participating in the parade group falling under this application. The Applicant further agrees to comply by and enforce all applicable laws and regulations in connection with the event.
- 2) The Applicant operates in a manner consistent with the celebration of Brighton Pride and the positive value of diversity and identity in the LGBTQ+ communities.
- 3) The Applicant hereby declares that policies upholding equality of opportunity and non-discrimination have been adopted, by which discrimination on the grounds of Race, Colour, Creed, National Origin, Religious or Political affiliation, Sex, Age, Personal or Family Relationships, Disabilities, HIV/AIDS, Income Restrictions, Union Affiliation, Sexual Orientation, Gender Identity and Expression is prohibited by the organization/business or individual.
- 4) The Applicant understands that alcoholic beverages and illegal drugs/ NPS are not permitted on the Parade route .
- 5) The Applicant specifically agrees that Brighton & Hove Pride assumes no responsibility for damages to persons or property however caused, as a result of or pertaining to the participation and/or activities of the organization/business or individual.

6) Messaging in the Parade:

- a) The Applicant will not present any messages – verbal, written, in imagery or otherwise – that promotes or condones violence or the incitement of hatred toward any person/s.
- b) The Applicant will respect the right of all members and supporters of our communities to participate in Pride 2019.
- c) The Applicant agrees that all messages delivered during the participation in the Pride community Parade will remain non-violent and in accordance with the guidelines above.
- d) The Applicant will tailor their messaging to be in accordance with the theme of the Pride 2019 festival
- e) No commercial messages or advertising will be permitted, and no branding or messaging from third-party companies will be permitted on any floats.
- f) No commercial or brand promotions on social media or other platforms are permitted unless as part of an official sponsorship or agreed partnerships.



- g) Your Parade Entry does NOT make you an official Brighton Pride Partner or Sponsor and you may not promote advertise or imply that you are. If you wish to become a Partner please contact sponsors@brighton-pride.org
- h) You are prohibited from advertising or promoting any other group, company, business, organization or product on your float, costumes, banners or vehicles without prior approval from Brighton & Hove Pride CIC.
- i) Consumer facing promotions around parade entries are not permitted. Rights can be purchased as part of sponsorship packages. Contact sponsors@brighton-pride.org for more details.
- j) Distribution of gifts, goods, flyers, printed material and or any promotional goods is prohibited along the Parade route without prior approval from Brighton & Hove Pride and agreement from Brighton & Hove City Council.
- k) The Brighton & Hove Pride logo may NOT be used on tshirts, flyers, posters, merchandise or other promotional materials without the written permission of the Brighton Pride Media Management. Please email media@brighton-pride.org if you wish to enquire.

7) Floats and vehicles in the Parade:

- a) The Applicant agrees to build their float and or vehicle to the specifications detailed in the Technical Brief.
- b) The Applicant understands that the driver of any vehicle participating in the Parade must possess a valid Driver's license in the class appropriate to the vehicle, and appropriate insurance available for presentation at all times on the day of the Parade. The Applicant understands that any driver who is unable to produce a valid license or insurance in advance or on the day will be removed from the Parade. Anyone sitting with the driver in the vehicle must also provide ID. These documents will be checked prior to the event. If the Driver of the vehicle does not match the ID that has been previously been submitted to Brighton & Hove Pride CIC then the driver will be removed from the vehicle and may be detained by the Police for questioning.
- c) Any drivers found to be intoxicated or with controlled substances or alcohol on their person or in their vehicles will be removed from the Parade.
- d) The Applicant agrees that all drivers of motorcycles, or any other vehicle that requires protective clothing must wear the appropriate riding gear, including helmets, while riding their motorcycles.
- e) The applicant will comply with the rules and regulations of the parade assembly area and acknowledges that the assembly area is not a building area. Floats are to arrive ready-made with only final touches being applied on arrival.
- f) The applicant acknowledges and is responsible for ensuring that all floats have a dry powder chemical extinguisher and a basic first aid kit on board.
- g) The applicant acknowledges that at the end of the parade floats will be allowed to stop for 5 minutes to allow participants to disembark before being directed away from the Parade finish area to de-rig in an area off site. Road ready vehicles are vehicles deemed to be safe on public roads in accordance with the Highway Traffic Act.
- h) Each Parade applicant must have Public Liability Insurance (minimum £5 million). A copy certificate from your insurer and all other appropriate documents must be provided by the deadline 15 June 2018



i) Float building materials & decorations:

All construction and decorative material must be manufactured or treated so as to be effectively flame retardant. Please avoid paper construction as, even when sprayed with flame retardant solution, this is not always 100% effective.

Float building materials must not be near or part of the exhaust fumes outlet.

No sharp or unfinished edges should be exposed.

No glass / crystals should be used.

No objects or literature of any kind shall be thrown from any float or distributed by any participant at any time.

Only diesel generators are permitted.

j) Vehicle & Safety Stewards

It is the responsibility of the float organiser to provide sufficient wheel stewards as follows – Articulated lorry – Six, one at each corner and in between the traction unit and trailer.

Small lorry- Four, one at each corner

Delivery vans – Four, one at each corner.

Cars – Two, one at each front corner.

The wheel steward role is the sole responsibility of the of the designated safety stewards and these people CANNOT be swapped once the parade has started..

Driver's vision: To comply with Highways Regulations floats shall be so designed as to avoid any obstruction to the driver's field of vision both front and rear.

k) Vehicle maintenance:

Vehicles and trailers must be properly serviced. Vehicles being used as floats should be serviced for fuel, oil, water, tyres and battery prior to parade day. Evidence of this will be required during the pre-Parade safety checks. The Parade Manager or Safety Officer retain discretion to withdraw any unsafe vehicle.

l) Fire extinguishers and naked flames:

All vehicle entries must carry a minimum of 1 x fully charged (2 gallon/5 litre) extinguisher of an appropriate type suitable for the materials and equipment used in the construction of your dressed float. The extinguisher must be readily accessible on the vehicle and must be sealed, tagged, and dated within the previous 12-month period. Each participating organisation must ensure that a member of the group on the float is designated and trained to use the extinguisher if required.

m) Strictly No Naked Flames & Smoking

Naked flames and smoking is strictly prohibited on all floats.

n) First Aid:

Every vehicular float must carry a first aid kit.

o) Electrical systems & PA Systems

Electrical systems and wiring must be of a type approved for exterior use, should have sufficient capacity, be properly secured to prevent damage or accidents, all lead terminals to be enclosed within approved waterproof devices or enclosures, and have appropriate circuit and earth leakage protection. Where batteries are used, they should be fixed securely, not above head height and be adequately protected from the weather and moisture. Each battery installation should also include a battery "Spill Kit". All electrical equipment must be installed and certified by a competent and



qualified person.

8) Walking Groups

a) Stewards for Walking Groups:

1 x steward per 15 x participants (or part thereof). Stewards are to ensure that the group moves as a cohesive unit and will act as the groups safety monitor.

9) Consequences

The Applicant understands and agrees that any breach of contract may result in one or more of the following consequences:

- a) Refusal of permission to participate in the Parade
- b) Removal from participation during the Parade
- c) Legal action with respect to Breach of Contract and/or Trespassing
- d) Exclusion from participation in future Parades
- e) Application of criminal charges
- f) Legal action to recover monetary costs related to actions by the participants, including damage to property, court fines and fees resulting from lawsuits or charges against Brighton & Hove Pride CIC

Financial & Contractual Requirements

All fees are payable online by PAYPAL or BACS ONLY; cash will not be accepted. Applications will not be processed if payment is incomplete by the set deadline date.



Liability Release

In consideration of the acceptance of this application and permission to participate in the Brighton Pride Parade, I, for myself, my heirs, executors, administrators, successors and assigns hereby release, waive and forever discharge Brighton Pride staff, board, volunteers, and suppliers and all other associations, sanctioning bodies and sponsoring companies, and all their respective agents, officials, servants, contractors, representatives, volunteers, staff, elected and appointed officials, successors and assigns OF AND FROM ALL claims, demands, damages, costs, expenses, actions and causes of action, whether in law or equity, in respect of death, injury, loss or damage to my person or property HOWSOEVER CAUSED, arising or to arise by reason of my participation in the said event, whether as an exhibitor, spectator, participant, competitor or otherwise, whether prior to, during or subsequent to the event, AND NOTWITHSTANDING that the same may have been contributed to, or occasioned by the negligence of any of the aforesaid.

I FURTHER HEREBY UNDERTAKE to HOLD AND SAVE HARMLESS and AGREE TO INDEMNIFY all of the aforesaid from against any all liability incurred by any or all of them as a result of, or in any way connected with my participation in the said event. BY SUBMITTING THIS ENTRY, I ACKNOWLEDGE HAVING READ, UNDERSTOOD AND AGREED TO THE ABOVE WAIVER, RELEASE AND INDEMNITY.

I have READ, UNDERSTOOD and AGREE TO all the terms and conditions of this application and all the terms and conditions contained herein.

Signed.....

Name.....

Organisation.....

Date.....