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HOUSE

THE HOME OF INCLUSIVITY



PRIDE ON THE PARK

BRIGHTON AND HOVE
PRIDE 2025

“THE BIGGEST EVENT IN THE BRITISH LGBTQ CALENDAR”
HUFFINGTON POST

BRIGHTON & HOVE PRIDE

BRIGHTON PRIDE HAS CHANGED SIGNIFICANTLY SINCE ITS INCEPTION OVER 30 YEARS AGO. FROM THE MARCHES THAT TOOK PLACE IN THOSE EARLY YEARS TO PROTEST AGAINST SECTION 28 BOTH THE PRIDE FESTIVAL AND COMMUNITY PARADE HAS GROWN INTO THE EVENT WE KNOW TODAY.

BRIGHTON PRIDE IS LIKE NO OTHER EVENT IN THE UK. THE COMPLEXITY OF STAGING A MULTI-VENUE EVENT ACROSS A CITY OVER THE WEEKEND IS COMPARABLE TO BOTH SYDNEY MARDI GRAS OR RIO CARNIVAL!

WHERE BRIGHTON PRIDE DIFFERS CONSIDERABLY FROM OTHER UK EVENTS OF IT'S SIZE, IS ITS COMMITMENT TO THE LGBTQ+ COMMUNITY TO DELIVER A PRIDE WITH A PURPOSE WHICH IS ACCESSIBLE FOR ALL. THIS MEANS THAT THE TICKET PRICES MUST REMAIN LOW, EVEN AS COSTS RISE; THAT THE ENTRY TO THE PARADE MUST BE AS ACCESSIBLE AS POSSIBLE FOR THE NUMEROUS GROUPS AND CAUSES THAT WISH TO PARTICIPATE; THAT KEY MESSAGING ABOUT THE TREATMENT OF LGBTQ+ PEOPLE ACROSS THE GLOBE IS IN ALL OUR PARK MESSAGING; THAT MONEY RAISED IS ASSET LOCKED TO THE RAINBOW FUND.





80,000
ACROSS 2
FESTIVAL DAYS

70,000
TO OTHER PRIDE
TICKETED EVENTS

350,000+
PARADE PARTICIPANTS
& SPECTATORS

500,000+
ATTENDEES
ACROSS ALL PRIDE
WEEKEND EVENTS

ABOUT US

BRIGHTON & HOVE PRIDE IS ORGANISED BY BRIGHTON PRIDE COMMUNITY INTEREST COMPANY.

THE WEEKEND IS COMPRISED OF A NUMBER OF EVENTS ACROSS THE CITY INCLUDING THE PRIDE LGBTQ+ COMMUNITY PARADE, A TWO DAY FABULOSO FESTIVAL IN PRESTON PARK, A TWO DAY PRIDE VILLAGE PARTY AND THE PRIDE COMMUNITY DAY & DOG SHOW AS WELL AS A CULTURAL PROGRAMME.



PRIDE LGBTQ+ COMMUNITY PARADE

ATTRACTING OVER 350,000 PARTICIPANTS AND SPECTATORS,
THE BRIGHTON & HOVE PRIDE LGBTQ+ COMMUNITY PARADE IS THE BIGGEST IN THE UK.

ONE OF THE UNDISPUTED HIGHLIGHTS OF THE PRIDE WEEKEND, AND A GLORIOUS SHOWCASE OF THE CITY'S CHARITIES,
COMMUNITY GROUPS AND SMALL BUSINESSES AS WELL AS OUR INVALUABLE BLUE LIGHT SERVICES AND PARTNERS,
THE PARADE COMPRISES OF 130 LGBTQ+ GROUPS. STARTING AT HOVE LAWNS, IT MAKES IT WAY THROUGH THE CITY CENTRE TO
PRESTON PARK, AND IS ONE OF THE BIGGEST AND BRIGHTEST EVENTS IN THE CITY'S CALENDAR.



FABULOSO – THE UK'S BIGGEST PRIDE FESTIVAL

FABULOSO, THE BRIGHTON PRIDE FESTIVAL IN PRESTON PARK, IS A GLITTERING AND TRULY INCLUSIVE COMMUNITY CELEBRATION THAT DELIVERS AN UNFORGETTABLE DAY OF PRIDE.

A UNIQUE COMMUNITY FUNDRAISING EVENT, THE BRIGHTON PRIDE FESTIVAL IS WIDELY CONSIDERED THE GOLD STANDARD OF FESTIVALS. IT IS A SECURELY FENCED, SAFE AND WELL MANAGED SITE WITH A CAPACITY OF 50,000 THAT HAS SUCCESSFULLY DELIVERED OVER £1.3 MILLION OF FUNDRAISING TO COMMUNITY GROUPS AND GOOD CAUSES. COMMUNITY FUNDRAISING HAS FILLED THE GAP LEFT BY THE REDUCTION IN GRANT AID AT BOTH A LOCAL AND NATIONAL LEVEL AND IS NOW CRUCIAL FOR THE CONTINUED DEVELOPMENT, DELIVERY AND SUPPORT FOR LOCAL LGBTQ+ GROUPS AND ORGANISATIONS TO ENABLE THEM TO CONTINUE WITH THEIR MUCH NEEDED WORK ACROSS THE CITY OF BRIGHTON & HOVE.



Does size matter?

BRIGHTON AND HOVE PRIDE CALCULATIONS.

AS A PART OF OUR SAFETY PLANNING, WE ROUTINELY EVALUATE THE SIZES AND FOOT PRINTS OF OUR EVENT SITES AND CAPACITIES AS WELL AS THE FOOTFALL OF CUSTOMERS AND SPECTATORS ON THE PARADE ROUTE.

AS PART OF THIS EVALUATION WE HAVE ALSO LOOKED AT OTHER MAJOR PRIDE EVENTS SUCH AS PRIDE IN LONDON, MANCHESTER PRIDE AND BIRMINGHAM PRIDE.

OUR EVALUATION INCLUDES THE CALCULATION OF PARADE ROUTE LENGTHS AND CROWD DENSITIES AS WELL AS A SNAPSHOT OF OUR EVENT CAPACITIES ACROSS THE WEEKEND.

EACH PRIDE EVENT WILL EVALUATE THEIR NUMBERS INDEPENDENTLY, BUT OUR EVALUATION IS DONE BY PARADE LENGTH AND DENSITY CALCULATIONS, AS WELL AS OUR TICKETED EVENTS, TO PRESENT A GOOD ESTIMATE OF OUR BRIGHTON & HOVE PRIDE WEEKEND ATTENDANCES.



— OUR NUMBERS —

80,000 ATTENDEES ACROSS 2 DAYS - PRESTON PARK

70,000 ATTENDEES AT OTHER PRIDE TICKETED EVENTS

350,000+ PARADE PARTICIPANTS & SPECTATORS

500,000+

ACROSS ALL PRIDE WEEKEND EVENTS



PARADE ROUTE DENSITY COMPARISON

| | Length of Parade (km) | 5 deep | 10 deep | 15 deep | 20 deep |
|------------------|-----------------------|--------|---------|---------|---------|
| Brighton Pride | 3.61 | 72,200 | 144,400 | 216,600 | 288,800 |
| London Pride | 2.31 | 46,200 | 92,400 | 138,600 | 184,800 |
| Birmingham Pride | 1.64 | 32,800 | 65,600 | 98,400 | 131,200 |
| Manchester Pride | 1.8 | 36,000 | 72,000 | 108,000 | 144,000 |

Numbers calculated as 2 people (shoulder to shoulder) per linear metre, both sides of the Parade.



We are really social

 **41,400**

@PRIDEBRIGHTON

 **112,000**

@BRIGHTONPRIDE

 **42,700**

@BRIGHTONPRIDEOFFICIAL

 **108,000**

SUBSCRIBED TO MAILING LIST



WHAT THEY SAY ABOUT US.

**“BRIGHTON IS WIDELY
RECOGNISED AS THE UK'S
BEST PRIDE FESTIVAL”
THE INDEPENDENT**

**“ONE OF THE BEST PRIDE EVENTS IN THE
WORLD. WHATEVER YOUR FLAVOUR,
YOU'LL FIND IT IN BRIGHTON.”
LONELY PLANET**

**“THE GAY GLASTONBURY”
ATTITUDE MAGAZINE**

**“THE COUNTRY'S
MOST POPULAR LGBT+ EVENT”
THE GUARDIAN**

**“BRIGHTON PRIDE IS ONE OF
THE BEST INTERNATIONAL
PRIDE FESTIVALS, WE LOVE IT”
ATTITUDE MAGAZINE**

**“THE BIGGEST EVENT IN THE
BRITISH LGBTQ CALENDAR”
HUFFINGTON POST**





a GLOBAL PR EVENT

222
PIECES OF
COVERAGE

2.33 BILLION
ONLINE
READERSHIP

9.18 MILLION
ESTIMATES
COVERAGE VIEWS

73,800
SOCIAL
SHARES



Headliners at Pride

GIRLS ALOUD · MIKA · BRITNEY SPEARS
KYLIE MINOGUE · CHRISTINA AGUILERA
GRACE JONES · BLACK EYED PEAS
STEPS · NILE RODGERS & CHIC
ZARA LARRSON · MELANIE C
BILLY PORTER · DUA LIPA · CAT BURNS
JESSIE J · CLEAN BANDIT
JESS GLYNNE · EMELI SANDÉ
BETH MCCARTHY · S CLUB
JAX JONES · CONFIDENCE MAN
ANNE MARIE · ELLA EYRE
PALOMA FAITH · SISTER SLEDGE
CARLY RAE JEPSEN · PET SHOP BOYS
YEARS & YEARS · FATBOY SLIM
THE HUMAN LEAGUE · BOY GEORGE
SOPHIE ELLIS BEXTOR · RAYE
MNEK · HOUSE GOSPEL CHOIR
GABRIELLE · DYLAN · B*WITCHED
MAE MULLER · LOUISE
AND LOADS MORE...

MULTIPLE CITY-CENTRE SITES – THE PRIDE VILLAGE PARTY

AS WELL AS THE FESTIVAL SITE IN PRESON PARK, A NUMBER OF SEAFRONT AND CITY-CENTRE STREETS ARE ALSO CLOSED FOR THE WEEKEND FESTIVITIES.

SINCE 2013, THE PRIDE VILLAGE PARTY (PVP) HAS BEEN PART OF THE BRIGHTON & HOVE PRIDE WEEKEND AND IS RECOGNISED AS A SAFE AND WELL-MANAGED EVENT. THE PREVIOUS AD HOC MANAGEMENT AND THE EVER GROWING NUMBERS RESULTED IN BRIGHTON PRIDE CIC BEING REQUESTED BY BRIGHTON & HOVE CITY COUNCIL TO TAKE OVER THE MANAGEMENT AND DELIVERY OF THE PVP AS IT WAS ALREADY PERCEIVED BY MANY TO BE A PRIDE EVENT.

MULTIPLE CONTROLS HAVE BEEN SUCCESSFULLY INTRODUCED, INCLUDING: AN ENTRANCE FEE, FENCING OFF THE AREA, A NO GLASS POLICY AND CLOSING THE STREETS TO TRAFFIC. THESE MEASURES HAVE BEEN WIDELY RECOGNISED AS THE ONLY VIABLE SOLUTION TO INCREASE THE SAFETY AND SECURITY OF ALL ATTENDEES, RESIDENTS AND THE CITY ITSELF.



Partnership Working

PARTNERSHIP WORKING IS VITAL TO THE DELIVERY OF AN EVENT OF THIS SCALE. OUR MULTI AGENCY PARTNERS AT BRIGHTON & HOVE CITY COUNCIL, SUSSEX POLICE, EAST SUSSEX FIRE & RESCUE AND SOUTH EAST COAST AMBULANCE PLUS TRANSPORT PROVIDERS MEET WITH US FOR REGULAR SESSIONS TO ASSESS THE PLANS AND LOOK AT THE DELIVERY OF THE EVENT. THEIR INPUT AND SUPPORT IS VITAL FOR THE SUCCESSFUL DELIVERY OF THE EVENT.

YOUR ROLE AS A POTENTIAL PARTNER IS A CRUCIAL ELEMENT IN THE JIGSAW OF MOVING PARTS THAT MAKE OUR EVENTS SUCCESSFUL.

BRIGHTON PRIDE CAN ONLY WORK IF WE ALL WORK TOGETHER TO CONTINUE TO DELIVER AN INTERNATIONALLY RECOGNISED, WORLD CLASS EVENT.





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ON THE
PARK**
BRIGHTON AND HOVE
PRIDE 2025



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