



## Channel Islands Pride 2022: Jersey Performance Review and Planning for Future Pride Events

On behalf of:

**LIBERATE**

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## Pride Director's Report

Channel Islands Pride 2022 ('Pride') took place on Saturday 10th September 2022 in People's Park, St Helier, having received the permission of the Bailiff's Event's Panel.

The event, organised by a sub-committee of Liberate, was the fifth Pride to be hosted in Jersey, and the eighth annual Channel Islands Pride organised across both Bailiwicks. The last physical Pride event hosted in Jersey took place on Saturday 7<sup>th</sup> September 2019 at Les Jardins de La Mer.

The planned 2021 Pride event in Jersey was cancelled due to the ongoing impact of the COVID-19 pandemic on mass gatherings, requiring the creation, at short notice, of a one-off Channel Islands Pride: LIVE event that was streamed over Facebook and YouTube.

2022 saw the 50<sup>th</sup> Anniversary of the first Pride march in London, and a joint celebration across both Bailiwicks was proposed, beginning in Guernsey on Saturday 3<sup>rd</sup> September and culminating with Jersey's Pride celebrations on 10<sup>th</sup> September.

2022 therefore provided an opportunity to hold the first physical Pride in Jersey in three years, with the Organising Committee agreeing to an extensive series of improvements to the 2019 model including:

- A new location at People's Park, providing additional space for attendees and an enhanced Pride Village
- A new Parade Route
- An enlarged Main Stage, produced in collaboration with Stage 2 Productions, and featuring significant UK Headline Acts stage-managed by the Jersey Arts Centre
- Improved facilities for families, including a Family Fun Zone
- A dedicated Community and Wellbeing Zone

Unfortunately, 48 hours before the event was to begin, Her Majesty Queen Elizabeth II sadly passed, with ramifications for events management across the United Kingdom.

It was agreed, in consultation with the Bailiff's Chambers and Government House, that the cancellation of the Pride Parade was an appropriate measure, but the event itself should continue in People's Park, with an appropriate period of reflection at the outset.

Sponsors elected not to have their logo or messaging included in the Pride Village and the media focus that Pride would usually receive was greatly reduced.

Nonetheless I believe we made the right decision to proceed with Pride, in challenging circumstances, and that the period of reflection shown to Her Majesty at the start of the event was welcomed and respected by all who attended. I wish to especially thank Lord Cashman CBE, Ian Green (CEO of Terrence Higgins Trust), Methodist Minister Dawn Saunders and Kerrie Langlois for their contributions to the commemoration.

Despite the removal of the Pride Parade, which typically acts as a catalyst for attendance, and other changes to the programme, the event attracted a record audience and attendees welcomed the features of the enhanced Pride Village, with particular focus on the Family and Community zones.

I am particularly grateful to the Government of Jersey who, for the first time, provided a grant to support the production of a larger-scale Pride through the Department for the Economy. They have recognised the value to the Island that Pride generates, not only in attracting LGBTQ visitors to Jersey, but as a cohesive community event that brings together a diverse set of attendees in celebration of equality.

I am also grateful to the many corporate sponsors who have continued to support the development of Pride, through volunteering and advocacy, as well as their donations. Their support allows us to keep Pride a free event for our community, as it will remain.

Financially, the 2022 event made a small surplus from sponsorship and merchandising, which will be directed into the production of CI Pride 2023 in Jersey.

A debrief was held by the Executive Committee of Pride in the week following the event, comprising the CEO of Liberate, the Head of Event Infrastructure and myself. This Review examines the objectives set for Pride, the matters addressed at that debrief, and the feedback accumulated in attendee, vendor, and community feedback surveys. This work will ensure that Pride in 2023 reflects lessons learned and continues to develop in an organic and sustainable way.

The ambition of the Channel Islands Pride organisers has not been stymied by the challenges encountered over the past three years, and we are confident that we will continue to grow the size and attractiveness of Pride. 2023 provides us with an opportunity to host an event that unites our community, positions Jersey as a destination Pride, and reflects the diversity of our Island – of which we should all be immensely proud.



**Christian May**  
**Director – Channel Islands Pride, Jersey**  
**31 October 2022**

## Event Review

The following series of Objectives for Channel Islands Pride 2022 in Jersey were agreed between the Department for the Economy (Government of Jersey) and the Pride Organisers as part of the Grant Agreement made in September 2022.

### **1) Further enhance the status of Pride as a major inclusive community and cultural event**

Pride was attended by an estimated 7,500+ people, based on the observations of security staff monitoring the entrances to the event.

Given the impact of the death of Her Majesty, we anticipate that 25% to 30% of the potential audience did not attend Pride because they believed it would not be taking place or did not think attendance would be appropriate in the circumstances.

Nonetheless, the event exceeded 2019 attendance and the recorded demographics, shown below, demonstrate that Pride continues to be inclusive of a wide range of ages, backgrounds, genders, and sexualities.

### **2) Deliver economic benefit by attracting increased visitor numbers to the Island**

10% of those who responded to the attendee survey were visitors from off-Island. While this is a small sample, it provides a clear indication that Pride does attract visitors to Jersey, and its reputation is growing year-on-year as an LGBTQ destination.

Again, there would likely have been an impact on attendance by those who chose not to travel following the death of Her Majesty, and it should be noted that all other national prides operating within the same timeframe were cancelled.

We have already begun discussions with Visit Jersey not only to ensure increased external visibility of Pride in 2023, but to target LGBTQ audiences and to promote Jersey as an inclusive destination throughout the year.

### **3) Liaise with Visit Jersey, the Parish of St Helier and other key stakeholders where appropriate with a view to maximise the impact of the event on the visitor/ hospitality and retail sub-sectors of the Island economy**

Work was ongoing with Visit Jersey, the Parish of St Helier and local retailers in the weeks leading up to Pride to ensure the greatest possible attendance from LGBTQ visitors and to create a vibrant 'Pride space' in town.

However, as noted above, the restrictions on advertising and promotion in the aftermath of the death of Her Majesty meant the impact was severely reduced. This included cancellation of photography opportunities with visiting drag artistes to promote the Island, and a lack of decoration in the centre of town.

We have clear ambitions in 2023 to meet this metric, which will include advance visits to the Island from LGBTQ influencers, a campaign to encourage businesses to decorate their shopfronts throughout Pride week, and increased signage and flag banners at prominent Island locations.

#### **4) Comprehensively and objectively review the 2022 event with a view to ensuring that Pride enjoys a successful and sustainable future**

This Report provides a comprehensive review of the 2022 Pride celebrations and lists a series of Actions that are recommended as a result.

#### **5) Enliven St Helier and the wider Island before, during and after the event**

As described, restrictions imposed by businesses and sponsors following the death of Her Majesty impacted significantly on the vibrancy of St Helier during the days immediately preceding Pride.

However, in the fortnight before the passing of Her Majesty, visitors and Islanders would have noticed the Pride flag flying prominently from major offices, stores and banks; illumination of the RBC and HSBC buildings on the Esplanade; Pride signage at Charing Cross, Broad Street and Liberation Station; and decoration in all CI Co-Op stores Island-wide. This celebration of Pride was reflected on the social media of many local businesses.

#### **6) Maximise opportunities for commercial or private sponsorship**

Pride has continued to grow both the breadth and value of corporate sponsorship, and in 2022 the Organising Committee moved to a model where certain aspects of the event (Stage, Parade, Community Zone etc) were allocated sponsorship levels, and were funded by distinct sponsors.

This model, which proved popular, will be developed in 2023 to ensure that we continue to attract and retain sponsors, and ensure that we provide valuable opportunities that are not simply commercial in nature, but support businesses Corporate Social Responsibility objectives.

It is noteworthy both that every sponsor who has been involved with a previous Pride event has continued to offer funding in subsequent years, and on the day directly following Pride, several existing sponsors contacted the Organising Committee to ensure their participation in the 2023 event.

## Feedback

103 attendees responded to the Pride Attendee Feedback survey, which was promoted via CI Pride, Liberate and LGBTQ social media channels, radio and the JEP in the week following the event. A summary of the responses is set out below, and the full data set can be found at Appendix A.

### Key Metrics

- 83.2% of respondents said they would rate Channel Island Pride 2022 overall as 'Excellent' or 'Very Good'.
- 90.4% said that they would be Very Likely or Extremely Likely to attend the event again in future.
- 83.9% said that they would be Very Likely or Extremely Likely to recommend the event to a friend.

### Attendee Demographics

#### *Age*

- A spectrum of age groups attended Pride, with the highest percentage of respondents (69.9%) aged between 25 and 54.

#### *Gender Identity and Sexual Orientation*

- Respondents identified across genders, with 6.8% identifying as Trans and 12.6% identifying as gender-queer or non-binary.
- Respondents identified as a range of sexual orientations (gay, lesbian, bisexual pansexual, queer and others) as well as 22.5% identifying as heterosexual – demonstrating strong attendance by allies and families.

#### *Residents and Visitors*

- 90% of respondents were Jersey residents.
- Of the 10% of respondents from outside Jersey, 5% were from Guernsey and 4% from the United Kingdom.

#### *Group Size*

- 85.3% of respondents attended Pride with friends or family.
- Respondents indicated that the normal group size attending Pride was between 2 and 6 people, although 25% of respondents indicated a group size of 7 or more.

## Event Village and Entertainment

### *Atmosphere*

- 81.9% of respondents rated the atmosphere at Pride as Excellent or Very Good.
- 25.9% of respondents, when asked 'what did you like most about Channel Islands Pride 2022' included 'atmosphere' in their response
- A majority of respondents understood and supported the changes to the Pride programme necessary as a response to the death of HM Queen Elizabeth II, recognising the difficult decision taken by the organisers, and acknowledged the respectful nature of the tribute.
- A minority were disappointed by the removal of the Pride Parade and felt that commemorating the life of the Queen was not commensurate with the objectives of Pride and felt the focus should have been on the challenges faced by LGBTQ individuals.
- Respondents welcomed the new location and the increased variety of attractions due to the Village size.

**Action 1:** Reinstate the Pride parade as a focal aspect of CI Pride 2023.

**Action 2:** Provide opportunity for a focus on LGBTQ issues in speeches and presentations at the outset of Pride 2023.

**Action 3:** Explore opportunities to replicate or expand the Pride Village at People's Park, including the use of adjacent Victoria Park.

### **Main Stage** sponsored by Jersey Electricity

The Main Stage, produced by Stage 2 Productions and stage-managed by the Jersey Arts Centre, was the focal point for the Pride celebrations. Hosted by Master of Ceremonies Dr Adam Perchard and DJ Hannah Jacques (both Jersey-born performers) the stage was the venue for four local acts as well as visiting Headliners DJ Woody Cook and Queenz: The Show with BALLS.

- 77.4% of respondents rated the Main Stage as Excellent or Very Good.
- A significant number of respondents highlighted Queenz, Woody Cook and their contribution to the atmosphere of Pride as their favoured aspect of the event.
- A number of respondents noted the lack of space for local drag artistes given focus on Queenz as a main stage headliner, and encouraged the better use of local LGBTQ performers in future.
- Several respondents called for an increased size for the Main Stage, noting that 'side walls really limited the audience view...'

- Disabled attendees welcomed the inclusion of a new seating area but requested an increase in its size and visibility of the Main Stage.

**Action 4:** Ensure a mix of attractive Headline acts from outside the Island with local LGBTQ talent and musical performances.

**Action 5:** Explore the opportunity for a dedicated Cabaret Stage on Victoria Park, allowing local and visiting drag talent to perform.

**Action 6:** Increase the Main Stage size and visibility through the extension of the Stage platform or introduction of a catwalk.

**Action 7:** Increase the size and accessibility of the Disabled Seating Area and explore opportunities to increase visibility of the Main Stage.

### ***Silent Disco*** sponsored by RBC

The Silent Disco, hosted by Kismet Kabana, took place within a yurt decorated with a 1970s theme, reflecting the 50<sup>th</sup> Anniversary of Pride. The space was hosted by multiple DJs across the day, including Headliner DJ Woody Cook, across three channels: Party, Cheesy, Pop, Old School Classics; Jazz Funk and Soul; and Nu Disco and Soulful House.

- 38.3% of respondents said they used the Silent Disco. Of those that did use it, 61% rated it Excellent or Very Good.
- Anecdotal feedback indicated that there was some difficulty in attendees locating the Silent Disco due to a lack of clear on-site signage.
- Some respondents complained about the number of young children in the Silent Disco during periods when adults were attempting to dance, which limited its attractiveness.

**Action 8:** Ensure improved on-site promotion of Silent Disco through signage and on-Stage announcements of performing DJs.

**Action 9:** Implement an age-limit on Silent Disco attendees (either throughout the event or after a certain time) to ensure the adults can enjoy the space. Separate provision to be made for children (See Action 11).

### ***Family Fun Zone*** - sponsored by HSBC

A new addition to Pride in 2022, in partnership with The Party Crew we were able to offer low-cost entertainment for children including Bungee Funrun, Surf Simulator, Gladiator Duel, Mega Slide, Bouncy Castles, soft play and other activities. By subsidising the infrastructure costs, unlimited access to all inflatable activities and games was provided to families for £3 per child, for the whole day.

- 32.8% of respondents said they used the Family Fun Zone. Of those that did use it, 84.3% rated it Excellent or Very Good.
- Some families and young people reflected in feedback that there were few attractions for older children or teenagers, aside from that provided by the Main Stage and Silent Disco.

**Action 10:** Ensure provision of activities for older children and teenagers through partnership with the Jersey Youth Service and within the Wellbeing Zone.

**Action 11:** Create a dedicated (possibly inflatable) children's silent disco area within the Family Zone.

### **Community and Wellbeing Zones** sponsored by Ogier and Walkers

40 Island charities, public services and support groups attended Pride and hosted free stalls within the Community Zone to promote their activities and causes. This included a Tea Tent from the Samaritans, and presence from local Emergency Services, Government departments, national charities including the Terrence Higgins Trust and numerous local charities.

Included within the Community Zone was a Wellbeing Zone, which focused on physical and mental health and included representation from organisations such as Dementia Jersey, the Listening Lounge and the Sexual Health Team from Health and Community Services. Several practitioners hosted taster and demo sessions in the Wellbeing Zone, including Circuit/HIIT classes and Zumba.

- 61.7% of respondents said they visited the Community and Wellbeing Zones. Of those that did visit those zones, 75.6% rated them Excellent or Very Good.
- A feedback survey of community organisations received responses from 14 participants. 92.8% of them said that they were Very Satisfied or Extremely Satisfied with the overall event.
- 92.9% said that they would be Very Likely or Extremely Likely to take part in the event again in future. And 100% said that they would be Very Likely or Extremely Likely to recommend the event to a friend.
- Anecdotal feedback provided to the CEO on the day of Pride was that charities and community organisations were overwhelmed by the level of interest from attendees, and that the dedicated space within the Pride Village had proved very attractive.
- Several Wellbeing practitioners noted that the demo classes had low attendance and the space was limited within the shared Community zone. The music they utilised also impacted adversely on some Community stallholders.
- Some respondents asked for clearer instructions ahead of arrival and for better on-site assistance with setup.

- Some attendees believed that not enough focus was given to LGBTQ stalls and/or that there was a lack of focus on the political and protest aspects of Pride.

**Action 12:** Expand the Community Zone to allow more space for charities, public services, and support groups.

**Action 13:** Provide earlier information to assist attending organisations with setup, and a dedicated volunteer to coordinate them on the day of the event.

**Action 14:** Create a dedicated education and exhibition space providing information on LGBTQ-focused matters, including the political and protest aspects of Pride.

**Action 15:** Create a separate Wellbeing Zone, allowing for more demonstrations and increased space for dance/fitness participation.

**Quiet Zone** sponsored by IQ-EQ

The Quiet Zone Yurt provided a dedicated, welcoming, and relaxing space for people who are neurodivergent (autistic, ADHD etc) or who simply wanted to escape the noise of the event.

- 28.8% of respondents said they used the Quiet Zone. Of those that did use the facility, 62.8% rated it Excellent or Very Good.
- As encountered with the Silent Disco, a lack of signposting and a less prominent location within the Pride Village led to a reduced use of the area.

**Action 16:** Improved signposting of Quiet Zone and relocation to a dedicated area within Victoria Park, possibly partnering with the education and exhibition space.

### **Food and Beverage**

14 food vendors, providing different offerings including hot Caribbean and Thai cuisine, burgers, paella, ice cream and coffee attended the Pride Village. Alcoholic beverages were provided exclusively by Alfresco Events, including the sale of Channel Islands Pride Sippin Gin and Forbidden Cocktails.

- Respondents to the vendors survey were minimal, however of those that did respond, 75% said that they were Very Satisfied with the overall event. 75% also said they were Extremely Likely to participate in future Pride events.
- Some attendees highlighted what they perceived as the high costs of food and beverages, which limited the time they spent on site. This is especially pertinent given the developing cost of living crisis on minority communities.
- Several attendees highlighted the lack of seating areas adjacent to food and beverage stands and said this impacted on their enjoyment.

**Action 17:** Monitor potential costs of food and beverage offerings and provide additional support through Community Voucher Scheme, if required.

**Action 18:** Ensure additional seating and bench areas are provided adjacent to food and beverage stalls.

### **Toilets**

50 toilets were provided in three areas across the Pride Village site, including disabled facilities, urinals and hand sanitisation facilities. 38.2% rated the facilities as Excellent or Very Good, and 24.7% as Good.

- Organisers identified a 'dead zone' adjacent to the Bar area, where toilets were infrequently used, possibly due to their positioning relative to other facilities.
- Some respondents noted a lack of soap and water in some of the toilet cubicles.

**Action 19:** Consolidate or reposition toilet facilities to ensure optimum use of space within the Pride Village in People's Park.

**Action 20:** Ensure G4S staff undertake regular inspections to check cleanliness of toilet facilities and provision of water, soap, and toilet paper.

### **Cleanliness**

- Respondents noted they were impressed with the cleanliness of the site, the provision of can recycling facilities, and the responsiveness of the cleaning staff. 66.6% rated cleanliness as Excellent or Very Good.
- There was a failure to ensure adequate post-breakdown clear up, following the dismantling of the stage and other infrastructure. This meant rubbish, including glass, was left on the People's Park, and required the organisers to engage G4S for an additional sweep and cleaning of the site on Tuesday 13 September.

**Action 21:** Engage G4S ahead of the event to complete a thorough post-cleardown review and cleaning of the Pride Village site.

**Action 22:** No glass, including any alcoholic beverages, is to be allowed on Pride site from 2023. This will be prominently advertised ahead of the event, and G4S security staff will undertake bag checks and remove any glass brought by attendees.

### **Safety**

- A large majority of attendees noted how safe they felt at Pride, with 78.6% saying they rated safety as Excellent or Very Good.
- Some attendees reported they felt unsafe in the journey between the Pride Village and the afterparty event held in Chambers.

**Action 23:** Provide secure transportation for vulnerable attendees to afterparty events.

## Other Areas for Improvement

- Several dog owners reported that while their pets were welcome at Pride, there was no water provision or space for them to shelter from the sun.
- Neurodivergent respondents noted they had difficulty with the wording of some posters and t-shirts due to the 1970s stylised font used.

**Action 24:** Provide a dedicated area for pet owners and their pets at Pride, including water and shelter from the elements.

**Action 25:** Ensure that marketing and display signage fonts are suitable for neurodivergent attendees.

## Supporting the Community

- To ensure that Pride was an inclusive event and that low-income families were not excluded because of the prohibitive costs of food and beverages or other factors, Liberate partnered with Equiom to issue 40 books of vouchers to those families most at need.
- These vouchers provided over £4000 of support to low income families, identified with the assistance of Brighter Futures, and provided pre-paid support for food, non-alcoholic drinks, merchandise, and access to the attractions in the Family Zone.

## Event Promotion and Marketing

### Marketing and Communications Strategy

A comprehensive marketing strategy was developed by Mantra Brand House, which was designed to reflect the 50<sup>th</sup> Anniversary of Pride celebrations taking place across the United Kingdom, with a focus on the original messages carried by protestors for gay rights in 1972 marches.

The marketing campaign included:

- Physical and digital posters
- Website design
- T-shirts and physical collateral for sale via the event website
- Pride Village signage
- Main Stage backdrop
- Sponsor banners

This collateral was accompanied by a social media campaign, run through the platform Loomly, that provided daily updates and promotion on Pride Events from August 2022, using Pride branded content and sponsor imagery.

- 61.2% of respondents to the Attendee Survey said that they heard about the event through social media.
- On the day of CI Pride in Jersey, a social media takeover was led by Helen Scoot, a social media influencer within the LGBTQ community, who undertook interviews with the organisers and performers, and which were streamed live over Pride social media channels reaching up to 2,500 viewers.

### Social Media Metrics

Over the period 27 August to 12 September 2022, representing the immediate build-up and duration of Pride, the following social media metrics were recorded:

#### ***Instagram***

Instagram reach: 9,151

Instagram profile visits: 2,261

Instagram new followers: 160

#### ***Facebook***

Page reach: 52,035

Page visits: 5,541

New Page likes: 71

Advertising paid reach (Instagram and Facebook): 18,852

Advertising paid impressions: 115,020

Total advertising spend: £64.78

## **Media Coverage**

Due to the death of Her Majesty, the reactive reporting to Channel Islands Pride was significantly reduced from the level seen at previous events.

Nonetheless, the following media engagement was recorded

- A JEP 8-page feature promoting Pride published on 25 August 2022.
- Featured interviews with the Organising Committee on BBC Radio Jersey on the day before the event
- Post-event footage shown on BBC Channel Islands News, Channel ITV News and some limited imagery in the Jersey Evening Post

## Financial Review

### Funding and Sponsorship

A total of 14 local organisations sponsored Pride, providing £48,735.00 of funding and additional services as follows:

Parade Sponsor:

- Mourant

Main Stage Sponsor:

- Jersey Electricity

Founding Sponsor:

- Channel Islands Co-Operative Society

Key Content Sponsors:

- Jersey Development Company
- G4S
- Carey Olsen
- RBC
- Mantra Brand House
- Equiom

Supporting Sponsors:

- IQ-EQ
- Ogier
- Corbett Le Quesne
- HSBC
- Walkers

This funding was supplemented by a grant of £45,000.00 agreed with the Department of the Economy.

A limited amount of funds were received through the sales of Pride T-Shirts and merchandise, and through pitch fees for commercial vendors within the Pride Village.

## Profit and Loss Statement

### Income

Merchandising	821.22	
Village pitch fees	1,860.00	
Sponsorship	48,735.00	
Government grant	45,000.00	
		<hr/>
		£96,416.22

### Expenditure

Management fees	3,581.62	
Advertising and marketing	12,023.65	
Storage	240.00	
Merchandise	826.99	
After-party costs	3,108.67	
Pride stage costs:		
Flights and accommodation	7,027.23	
UK acts	8,224.23	
Local acts	6,450.00	
Staging costs	8,069.01	
Security	500.00	
Pride village costs:		
Family voucher scheme	1,645.00	
Yurts, marquees, etc	11,040.55	
Power, water, etc	5,121.97	
Sanitation, first aid, security, etc	10,862.59	
Local entertainers	1,844.50	
Sponsor branding, signage, etc	3,143.03	
Volunteer costs	348.44	
Silent disco	3,660.00	
Inflatables - family zone	5,000.00	
		<hr/>
		£92,717.47

**Surplus/(deficit) for event** **£ 3,698.75**

## Channel Islands Pride - Jersey 2023

### Opportunities for development

Until now, Jersey has failed to actively pursue the lucrative LGBTQ tourism market, despite its attractiveness as a destination and possessing many of the qualities that this group value:

- Safe location and possessing legal LGBTQ protections
- High quality and high value amenities, including hotels and restaurants
- Holiday 'experiences', including beaches, tours, events, and attractions

From the perspective of the Pride Organising Committee, there are three key benefits to the Island and Government from supporting Pride and targeting this demographic:

- Community benefit – building increased Island cohesion, through the work of Pride and Liberate representing the LGBTQ, disabled and BLM communities
- Reputational benefit – establishing Jersey as a diverse community valuing tolerance, and as a location for increased LGBTQ travel and celebrations, including weddings
- Economic benefit – direct economic impact of travelling attendees through hotels stays, restaurant use, merchandise, and visits to Island businesses

Coastal prides are limited but attract significant audiences. Within the UK, Brighton and Bournemouth attract some of the largest audiences, while Barcelona, Sitges, Miami and Sydney are staples for UK and Jersey LGBTQ travellers to attend.

Jersey can offer a beachside destination Pride much closer to home, and with the following benefits:

- Short flights from London and regional airports
- English speaking locals with a 'overseas' feel
- Record sun hours, beach locations and 'Instagramable' locations
- 4- and 5-star Hotels, as well as glamping and other accommodation opportunities
- Concentrated location with amenities all geographically close
- High-quality varied dining and bars
- Experiences including coasteering, seafaris, wakeboarding and hiking
- Wider attractions, including Durrell, La Mare and Jersey Heritage locations
- Connection to modern media content including the Real Housewives of Jersey

### Event timing

Following discussion with the Department for the Economy and Visit Jersey, the Organising Committee agree that we can take the opportunity to host Pride in a window that supports ambitions to extend the viable tourist season into the shoulder months of June and September.

In order to avoid a diary clash with Pride in London, which takes place in late June, and to benefit from the mild late-Summer experienced in Jersey, we have proposed that Channel Islands Pride 2023 will be hosted on **Saturday 16<sup>th</sup> September 2023**.

This date represents the end of the Pride season in the United Kingdom and will allow targeting of an LGBTQ audience who wish to extend their celebrations with a beach-adjacent Pride.

Extending the date of the event beyond the week of the Jersey International Air Display also prevents unnecessary competition for flights and accommodation availability from our respective audiences.

## **Funding model**

The Organising Committee acknowledge the generous support of the Department for the Economy within the Government of Jersey. The grant provided to Pride this year allowed the event to take place on the scale and with the quality needed to position itself as a viable attraction to off-Island attendees.

The Organising Committee are committed to developing Pride in a manner that leads to sustainable self-funding, and that the grant amount of £45,000 in 2022 will represent the highest amount requested.

Pride will look to develop its funding through:

- Increased commercial sponsorship with rolling two- or four-year sponsorship agreements with local businesses
- Opportunities for individual private sponsorship from High-Net-Worth individuals
- An increased number of pre- and post-Pride ticketed events

It should be noted that the Organising Committee are committed to keeping the Pride Parade and Pride Village entertainment free for all attendees, as an inclusive community event, and will not be following the commercial ticketing model pursued by some UK prides.

## **Promotion of Jersey as a 'Destination Pride'**

Working with Visit Jersey, we are committed to growing Jersey's attraction as an LGBTQ destination of choice throughout the year, with Pride as a featured attraction. This work will include:

- Focused campaigns within LGBTQ media, focused on Jersey's qualities as a warm, safe, and community-centric destination
- Pre-event visits and familiarisation by LGBTQ influencers
- Development of flight and hotel packages allowing LGBTQ travellers to book early and factor in other 'experiences'
- Prominent display of Pride flags and banners across the Island, including at the Ports and Victoria Avenue
- Promotion and collaboration with LGBTQ podcasts and demographic-specific radio channels (e.g. Gaydio)

## **Indicative timeline**

Channel Islands Pride is envisaged as a week-long celebration in 2023, and detailed planning will begin with a stakeholder feedback event taking place on Thursday 3 November 2022.

The indicative timeline for the 2023 celebrations is as follows:

Monday 10 September 2023

- Pride Week Reception and event launch

Tuesday 12 September 2023

- Drive-in movie night, featuring an LGBTQ focused movie at the RJAHS

Wednesday 13 September 2023

- Pride in Sport event, in collaboration with Jersey Sport

Thursday 14 September 2023

- Cabaret evening in collaboration with Jersey Arts Centre

Friday 15 September 2023

- Pride at the Mount – Dance music event in collaboration with Jersey Heritage at Mont Orgueil castle.

Saturday 16 September 2023

- Channel Islands Pride Parade and entertainment in the Pride Village
- Pride AfterParty in collaboration with Third Above

Sunday 17 September 2023

- Drag Brunch and event close



## Appendix A



## Appendix B



## Appendix C



## Appendix D

## Action List

**Action 1:** Reinstate the Pride parade as a focal aspect of CI Pride 2023.

**Action 2:** Provide opportunity for a focus on LGBTQ issues in speeches and presentations at the outset of Pride 2023.

**Action 3:** Explore opportunities to replicate or expand the Pride Village at People's Park, including the use of adjacent Victoria Park.

**Action 4:** Ensure a mix of attractive Headline acts from outside the Island with local LGBTQ talent and musical performances.

**Action 5:** Explore the opportunity for a dedicated Cabaret Stage on Victoria Park, allowing local and visiting drag talent to perform.

**Action 6:** Increase the Main Stage size and visibility through the extension of the Stage platform or introduction of a catwalk.

**Action 7:** Increase the size and accessibility of the Disabled Seating Area and explore opportunities to increase visibility of the Main Stage.

**Action 8:** Ensure improved on-site promotion of Silent Disco through signage and on-Stage announcements of performing DJs.

**Action 9:** Implement an age-limit on Silent Disco attendees (either throughout the event or after a certain time) to ensure the adults can enjoy the space. Separate provision to be made for children (See Action 11).

**Action 10:** Ensure provision of activities for older children and teenagers through partnership with the Jersey Youth Service and within the Wellbeing Zone.

**Action 11:** Create a dedicated (possibly inflatable) children's silent disco area within the Family Zone.

**Action 12:** Expand the Community Zone to allow more space for charities, public services, and support groups.

**Action 13:** Provide earlier information to assist attending organisations with setup, and a dedicated volunteer to coordinate them on the day of the event.

**Action 14:** Create a dedicated education and exhibition space providing information on LGBTQ-focused matters, including the political and protest aspects of Pride.

**Action 15:** Create a separate Wellbeing Zone, allowing for more demonstrations and increased space for dance/fitness participation.

**Action 16:** Improved signposting of Quiet Zone and relocation to a dedicated area within Victoria Park, possibly partnering with the education and exhibition space.

**Action 17:** Monitor potential costs of food and beverage offerings and provide additional support through Community Voucher Scheme, if required.

**Action 18:** Ensure additional seating and bench areas are provided adjacent to food and beverage stalls.

**Action 19:** Consolidate or reposition toilet facilities to ensure optimum use of space within the Pride Village in People's Park.

**Action 20:** Ensure G4S staff undertake regular inspections to check cleanliness of toilet facilities and provision of water, soap, and toilet paper.

**Action 21:** Engage G4S ahead of the event to complete a thorough post-clear-down review and cleaning of the Pride Village site.

**Action 22:** No glass, including any alcoholic beverages, is to be allowed on Pride site from 2023. This will be prominently advertised ahead of the event, and G4S security staff will undertake bag checks and remove any glass brought by attendees.

**Action 23:** Provide secure transportation for vulnerable attendees to afterparty events.

**Action 24:** Provide a dedicated area for pet owners and their pets at Pride, including water and shelter from the elements.

**Action 25:** Ensure that marketing and display signage fonts are suitable for neurodivergent attendees.