

National Ambulance LGBT Network



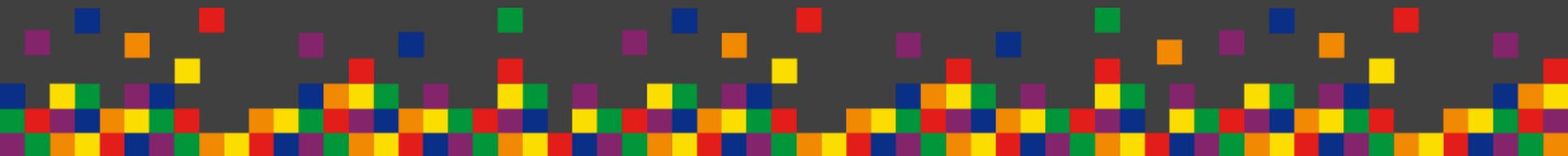
Preparing for Pride Events

A guide and checklist to help
prepare for local Pride events

Supporting Lesbian, Gay,
Bisexual, Trans staff, patients
and communities

A partnership of UK Ambulance
Services

Ben Barber
Communication Lead
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Introduction



Planning for the event is key to ensure it's success. This resource has been designed to help you plan your event and get everything in place.

- ❖ Plan out a timeline for your event.
- ❖ Ensure you have had buy in from your service and they are kept up to date during planning.
- ❖ Budgets and budgeting is important part of planning.
- ❖ Getting buy in with your network is also important, you will not be able to do this on your own!
- ❖ Once you have plans and procedures produced then ensure they go through your Trust's internal processes for sign off.
- ❖ Finally enjoy the event and use the experience of the National Group should you require further support.

Ben Barber, Communication Lead

Acknowledgements

Many thanks to the following people:

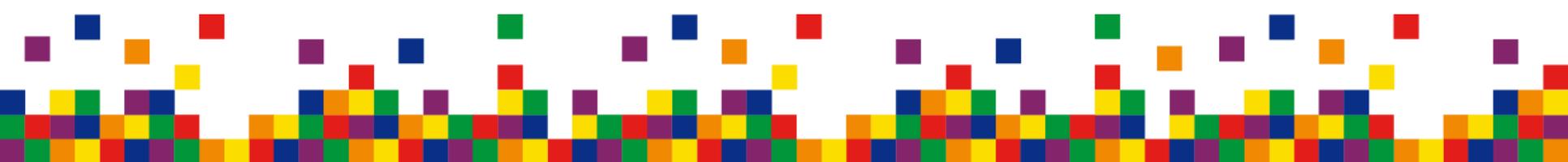
- Alistair Gunn
Yorkshire Ambulance Service
- Mark Johns
North East Ambulance Service
- Yvonne Ormston
North East Ambulance Service



Planning Countdown



12 months	Plan for the following year and appoint roles
9 months	Confirm plan and present to Trust Board for sign off
6 months	First round of advertising for the event
3 months	Event planning meeting and second round of advertising
8 weeks	Order consumables and ensure actions are underway
4 weeks	Third and final round of advertising
2 weeks	Meeting to discuss final details for the day
1 week	Ensure briefing pack, press release are sent to participants
On day	Enjoy the day!
1 day after	Evaluate you event and plan the next one



Initial Planning Meeting



You need to plan your event with key dates to ensure it is a success.

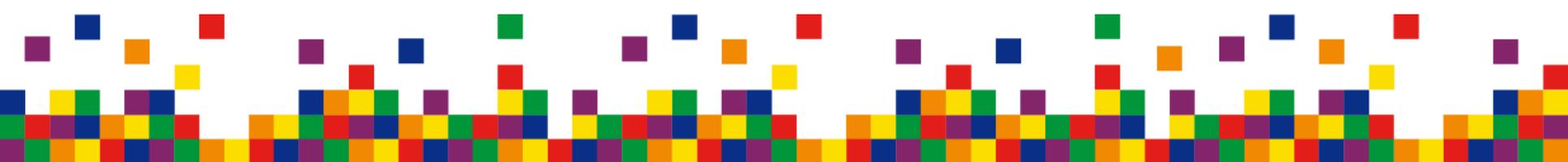
At your initial meeting:

- ❖ Establish working party to manage the Pride(s). Designate roles as suggested on the next two pages.
- ❖ Establish your themes for the day and budgets.

Your plan for the day might need to include other people:

- ❖ Will you have a stall? You will need your Engagement Team.
- ❖ Will you be using vehicle(s)? You will need to link with Fleet.

- ❖ Are you taking part with other organisations (other emergency services)?
- ❖ How many staff do you expect? Will they be released from duties to attend?
- ❖ Is there a pre-pride event or do you want to organise one?
- ❖ You will need Corporate Communications involvement to assist with promoting the event and also to write or approve press releases.
- ❖ Will you also be providing medical cover? How will you keep the two separate? You may need to involve Emergency Planning colleagues.



Role of the Event Lead



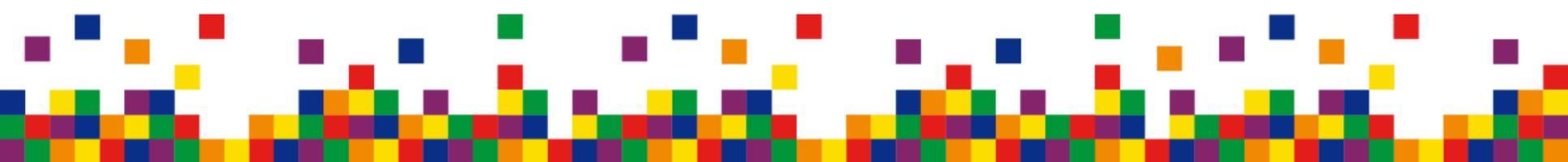
The Event Lead will be the overall co-ordinator for the event. They will oversee the plan being put into place and ensure that all the other leads keep to time and schedule.

Other key responsibilities:

- ❖ Preparing the paper to present to the Trust for support to attend the event.
- ❖ Putting a budget for the event together.
- ❖ Preparing the briefing pack for the day for the event.
- ❖ Ensure that the press statement is prepared and distributed appropriately.

- ❖ Keep the plan, and everyone involved, on track.
- ❖ Be the point of contact for the pride committee – involvement with the Pride organising committee will benefit your day and service.
- ❖ Ensuring the safety and security of the day for the Trust and everyone attending.

From people who have done this role for a few years, a better title would be 'general dogs body'! The reward of knowing you have arranged a successful event make it worth it.



Other Roles



Communications Lead

- ❖ Marketing of the Event.
- ❖ Social Media Campaign.
- ❖ Campaign to ensure staff are informed and engaged in the event.

Safety Lead

- ❖ Work with the Trusts Safety team to ensure all measures for the day are in place.
- ❖ Complete risk assessments as required.
- ❖ Ensuring all Safety requirements are in place and carried out on during the event.

Stall Lead

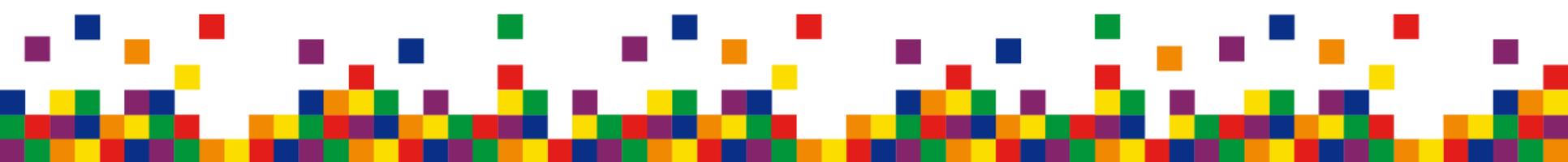
- ❖ Arrange staff to cover the staff for the event.
- ❖ Ensure staff has theme of event if relevant.
- ❖ Arrange merchandise and leaflets for the stall.

Parade Lead

- ❖ Co-ordinate the plans for the parade, start time, meeting time.
- ❖ Plans for staff to change after event.
- ❖ Arrange vehicle(s) if needed and allowed, drivers also needed – Safety Lead will also need to be involved.
- ❖ Arrange banners, flags, merchandise for parade.
- ❖ Arrange welfare for staff – water, toilets facilities if needed.

Fundraising Lead

- ❖ Working with the Event Lead – What funds are required?
- ❖ Contact Unions and Charitable Funds for support.
- ❖ Consider fund raising events.



Event Planner



The event organisers should be able to provide the following information:

Event name	X		
Event date	X		
Parade start location	X		
Vehicle in place by	X		
Parade start time	X	Parade end time	X
Stall set-up time	X	Stall close time	X
Crowd expected	X		
Medical cover provider	X		
Organiser contact name	X		
Organiser contact number	X		
Organiser contact email	X		



Preparing a Business Case



The business case is your way of selling to your Trust why they should support your ideas and the group in attending pride. It is also where you gain approval for funding and any additional resources.

After your initial planning meeting you can write the business case, which should include:

- ❖ Why should you attend the pride – include local and national figures on LGBT issues and health inequalities.
- ❖ Importance of community engagement – survey opportunities, foundation trust members recruitment, community education about your trusts services, improvement in the local LGBT

community in the trust and accessing services.

- ❖ Staff engagement and benefits to the trusts workforce.
- ❖ Costs for the day, with a breakdown to any funding already in place or arranged. This should also include costs for staff attending – give several options.
- ❖ Expected gains for the trust, look for other organisations published evidence for attending these events and relevant publications from Stonewall.
- ❖ Public service legal requirements that this may achieve.



Funding and Costs



There are costs associated with taking part in Pride events and this needs to be taken into account when planning the event. This is one of the most challenging part of arranging the event.

The main costs you need to factor in are:

- ❖ Cost of attending the pride
- ❖ Cost of stall
- ❖ Vehicles costs
- ❖ Merchandise
- ❖ Staff costs

On the next three pages we have included a cost planner to help you get everything prepared.

Cost Planner [1]

Cost of Attending Pride

Considerations:

- ❖ Is there a charge for the parade?
- ❖ Are the organisers asking for a contribution / donation?
- ❖ Is there a 'clean-up' charge if you are giving things out?

What will you do?

What is the cost?

Cost of Stall

Considerations:

- ❖ Is the stall included or do you have to hire this?
- ❖ If your having a vehicle on site will you have to pay for this?

What will you do?

Cost Planner [2]

Vehicle Costs

Considerations:

- ❖ Is there a cost for the vehicle for the day?
- ❖ Are you having the vehicle wrapped or decorated?

What will you do?

What is the cost?

Merchandise

Considerations:

- ❖ Do you have merchandise for the stall?
- ❖ Do you have to buy more or anything specific to pride?

What will you do?

Cost Planner [3]

Staff Costs

Considerations:

- ❖ Will staff get paid to attend?
- ❖ How many will get paid?
- ❖ Is there a limit?
- ❖ Will this just be staff with key roles in the event?

What will you do?

What is the cost?

Anything Else?

Make a note here of any other considerations and potential costs.

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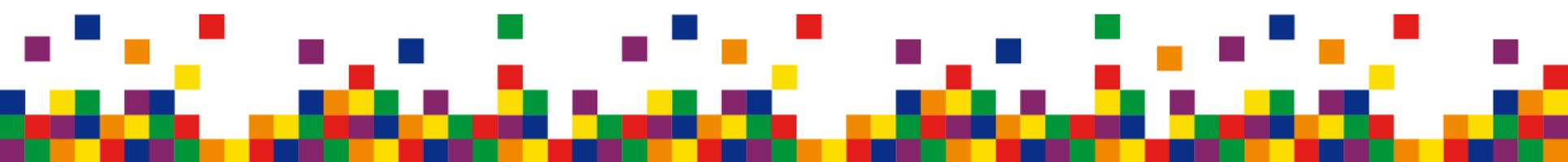
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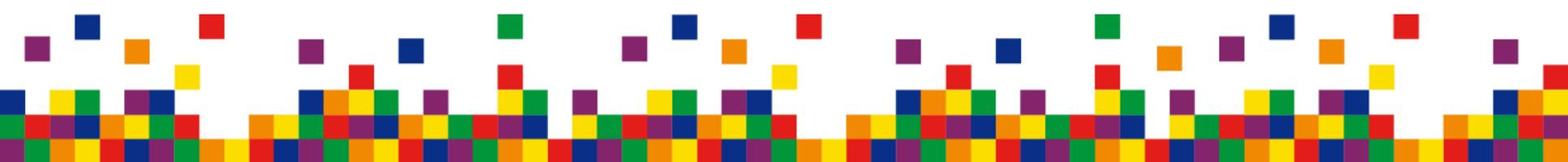
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Vehicles in Parades



If you are planning to have a vehicle in the parade you should consider the following points:

- ❖ There may be a cost to having a vehicle in the parade. Check this out with the organisers.
- ❖ Don't forget you need a driver and you will need someone to move the vehicles around. You might need assistance from your Fleet department for this.
- ❖ You may need to get the vehicle in position much earlier than the start of the parade. Check guidance from the organisers. Very often, the start point is 'locked down' to ensure the safety of gathering crowds.

- ❖ In a parade, safety guidance often dictates that you will need four 'spotters'. These are usually placed at each corner of the vehicle to ensure the path is clear.
- ❖ The same is true of you are having a stall during the event. It is often not possible to move a vehicle from the parade to the stall site as the parking zone is 'locked down' much earlier too. You may need to get two vehicles prepared.
- ❖ Remember you should never leave a vehicle unattended, even if locked.

Having a vehicle involved raises the profile of you at any public relations event.



Promoting Your Event



The basic rule is the more you advertise and promote your event, the more people are likely to attend.

A recent survey amongst LGBT Networks indicated that internal staff communications and social media provided the most effective methods of promoting. Having said this, when you think of the remote working of many ambulance staff, other methods such as flyers and posters are still useful.

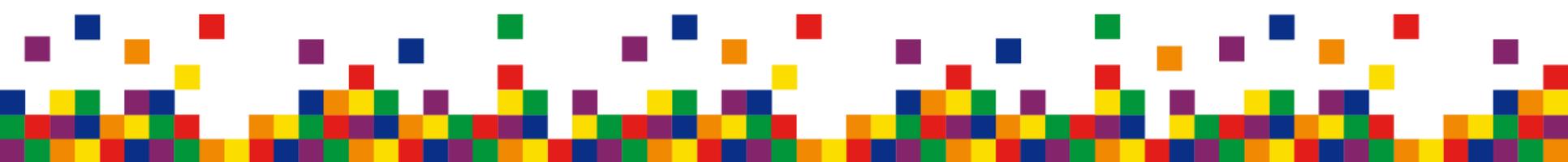
Your internal communications team will be able to help you promote then event and help you devise a communication plan. They may also help you with social media postings.

Eventbrite is an excellent online resource to help you collect names of people wanting to be involved. Doing this offers the added advantage of you knowing how many people should attend. Having a list of names also provides the added security of being able to check people in. This is especially relevant if inviting people from other Trusts.

You can also post your event on the National Ambulance LGBT Network website. Visit:
www.ambulanceLGBT.org/events.



Eventbrite



Merchandise / Freebies



This is generally a must to support your message and attract people to your stall. You can also get your message out there on the day during the parade and march with exciting freebies.

Ideas include:

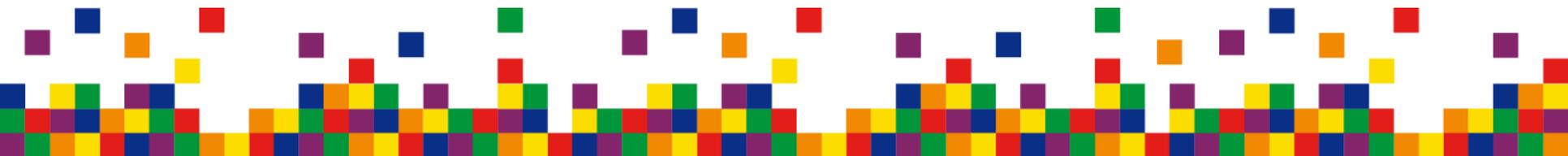
- ❖ Leaflets and booklets
- ❖ Pens or highlighters
- ❖ Stickers or badges
- ❖ Plasters or first aid kits
- ❖ Children activity packs
- ❖ Sweets (should be individually wrapped)



Your Trust may already have some of these items which you can have for the event. Ensure that any other items conform with your Trust's branding guidelines. Unions may also give you freebies to give away.



A supplier information guide is available to download from the National Ambulance LGBT Website: www.ambulanceLGBT.org/resources



Briefing Document



Aims of the document:

- ❖ Ensure all staff know where they need to be, when they need to be there and what is expected of them.
- ❖ Allows for rules to be made clear.
- ❖ Ensure it matches your trust policies and procedures.

Things to consider including:

- ❖ What uniform can staff wear and when? (re-enforce uniform policy)
- ❖ What is expected of staff on the day?
- ❖ What is the theme or message on the day?
- ❖ Actions in an emergency
- ❖ Security warnings and actions.



An example briefing statement is available to download from the National Ambulance LGBT Website: www.ambulanceLGBT.org/resources



Press Statement



The purpose of the press statement is to ensure that the corporate message of the trust is given to the media during the event, without causing damage or embarrassment to the trust during the day.

The statement needs to be prepared with your Trust's corporate communications team as they will also put statements out to the press before the event.

Its advisable to have a nominated person to be the press spokesperson and they should also have contact on day with the duty media officer at your own Trust.

Some Do's and Don'ts

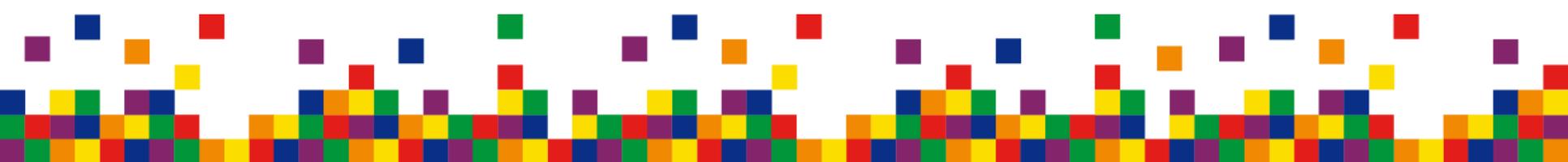
Do...

- ❖ Have a press statement
- ❖ Stick to the prepared statement
- ❖ Make sure the nominated person gets the statement out to the press during the event.

Don't...

- ❖ Change the agreed statement
- ❖ Only the nominated person should take to the press on the trust's behalf.
- ❖ Rant, Moan, or make controversial statements.

An example press statement and template are available to download from the National Ambulance LGBT Website: www.ambulanceLGBT.org/resources



Security Advice

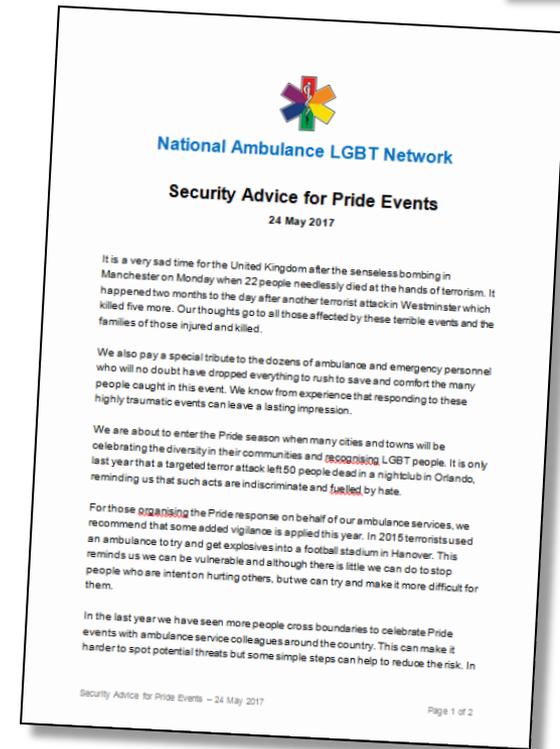


It's a sad but important fact that we need to ensure people are kept as safe as possible.

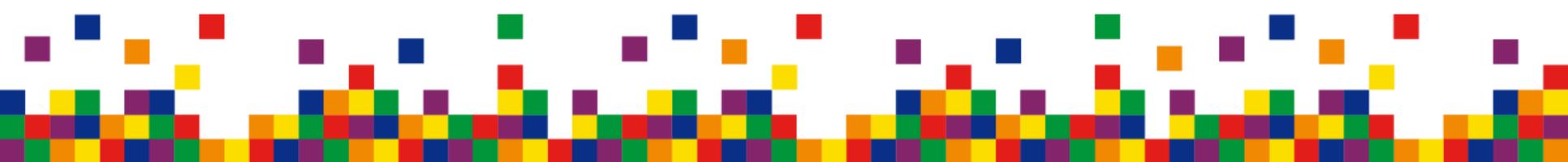
Some simple steps can help to ensure safety is maintained and to make life difficult for people for people who want to commit hate crimes. Most of these steps have already been included elsewhere in this pack.

The National Ambulance LGBT Network has produced a security advice briefing and we strongly urge you to follow the guidance outlined in this. The Police are also a good resource for threat information and supporting you with security advice.

Most importantly, don't let this put you off. Once you have put measures in place once you have your plans in place, have fun!



A security advice information sheet is available to download from the National Ambulance LGBT Website: www.ambulanceLGBT.org/resources



Checklist



Advance Planning...

Event name	X
Event date	X
Event lead	X
Roles nominated	X
Funding requirement	X
Initial meeting date	X
Contact with organisers	X
Business case due	X
Communication plan	X
Merchandise selected	X
Merchandise ordered	X
Vehicle decoration sorted	X

One Week Before...

Fleet confirmed vehicles	<input type="checkbox"/>
Briefing sheet completed	<input type="checkbox"/>
Press statement available	<input type="checkbox"/>
Security advice read	<input type="checkbox"/>
Final attendee list ready	<input type="checkbox"/>
Bottles of water available	<input type="checkbox"/>
Sun cream available	<input type="checkbox"/>
Service leaflets collected	<input type="checkbox"/>
	<input type="checkbox"/>

Photo Gallery

