LGBT 50

**Pride in Hull / UK Pride meet**

**08/12/16**

**Attending:** Colin Wilson (CW), Andy Train (AT), Cian Smyth (CS)

**Agenda**

1. Catch Up
2. ESAG
3. Programming
4. Marcomms planning
5. Branding
6. **Catch-up**

AT noted they’ve applied for a red arrows flypast – encouraged by Danny Flemming, Police Constable. They’re doing something in Lincolnshire same day.

CW noted Queen’s Gardens (QG) max capacity is 10,000. Helen Thackeray advised that was tops. ESAG advised fencing off of site would be necessary. AT noted this led them to believe they would need control of roads either side of Queens Gardens – Guildhall Road and Queens Dock Avenue (?)

CW noted Helen will guide on drink licensing and site planning for QG.

Parade to begin outside College at Queens Gardens through Lowgate, right at Trinity Church, right on to Market place through Whitefriargate and across Victoria square alongside city hall up to paragon street to cenotaph, then to Jameson street. ESAG advised straight on from there to QG. Pride want it to go around Albion street, Prospect street, Library and around. Advised they should account for 2000 people attending the parade. Decision to be made later.

CS noted staging and licensed services on QG site will have to be completed by 11.00am in order to accommodate parade gathering at Hull College for depart by 12.00pm, or a later start time of parade will have to be considered.

1. **ESAG/Pride meeting**

CW noted that ESAG suggested later closing time in QG to be 11.00pm rather than 9.00pm should talent on stage be significant.

CW advised Police considering all on duty officers that day would wear rainbow epaulettes. Fire and rescue are going to wrap an engine in rainbow.

CS to look into event site consultancy to assess and deliver event management plan, site control, and costing for Pride in line with any investment Hull 2017 may offer.

CW asks if we have suppliers that they can contact around staging, fencing and security. Chris Clay had noted in ESAG that they should get a consultant in to advise on stewarding plan to inform which firm should provide service and how to do so.

CS notes need for good soundsystem.

CW to send CS route map for parade.

1. **Programming**

CW noted that Marc Almond’s manager is keen to be involved and keen on performance collaboration.

CW says Jimmy Somerville is a definite no.

CS noted BBC had mentioned contact with Marc Almond management also. Hull 2017 are encouraging all partners to continue with their own artistic conversations and welcome any partner securing talent.

CS to provide Erasure management’s email.

CW says KD Lang is planning stuff in Europe next year, but more likely in Autumn. Very positive no though.

CW is also in touch with David McAlmont. He is considering moving to San Francisco but will know by February.

CW advised Symphonia also being considered.

1. **Marcomms planning**

CS noted that a joint marcomms plan across LGBT 50 would have to be agreed in January/February at a project meeting with all LGBT 50 partners. This would consist of individual marcomms plans by each partner covered by a topline plan of key messages to be used across the year and agreeing universal comms schedule and marketing approach.

CW provided first draft Pride in Hull comms plan. CS welcomed the document as useful and advised that we should agree what must be planned by Pride in Hull for January/February and retain as much announcement as possible until after joint marcomms plan is agreed and the next Hull 2017 season guide is launched in March. CW to provide updated Pride in Hull comms plan in line with this and agree with Hull 2017 about necessary announcements in first months of 2017.

CS also noted that agreement would have to be reached regarding brand positioning during Pride in Hull, that Hull 2017 brand association is not utilised in sponsorship raising by Pride in Hull and that brand protection will need to be negotiated at a later stage.