



## **PARADE PARTICIPANTS GUIDE 2022 - SATURDAY 24th SEPTEMBER, 12pm FOR GROUP LEADERS, WHEEL MARSHALS, DRIVERS & ALL PARTICIPANTS**

Welcome to the Birmingham Pride Parade 2022 celebrating our anniversary event with the theme **'25 YEARS OF PRIDE & PROTEST'**

This guide is to ensure everyone taking part in the Parade is aware of the terms & conditions of entry, including the health & safety requirements, the production & content guidelines and also the conduct expected from those taking part. We welcome parade entries from the LGBTQ+ community along with those from our allies within the public & commercial sectors able to demonstrate their support and celebrate the rights, achievements, culture and aspirations of our community.

### **PARADE LAUNCH MOVES TO CENTENARY SQUARE**

We are excited to announce that Centenary Square is the brand new location for the launch of this year's Parade. Walking group contingents will assemble in their allocated blocks on Centenary Square, with the vehicle entries queuing along Broad Street from Bridge Street to Paradise Circus. There are numerous venues situated in the immediate vicinity, including The ICC, Symphony Hall B:Eats, The Exchange, Rep Theatre & numerous cafes on & around Broad St, Brindley Place & Chamberlain Square. The Parade Route at time of writing is as follows:

**THE ROUTE: Centenary Square (Broad Street) > Paradise Circus Tramway > New Street > left turn onto High Street > right turn onto Carrs Lane > right turn onto Moor Street Queensway / St.Martins Queensway > Smallbrook Queensway > left turn onto Hurst Street > vehicle entries turn right onto Thorpe Street – passengers to alight here.**

We are introducing rest bays on the route this year for persons that may require rest breaks. We have a group entry for people with disability or accessibility requirements – if you would like further details about this please contact [naomi@birminghampride.com](mailto:naomi@birminghampride.com)

**For all queries relating to the Parade – please email [simon@birminghampride.com](mailto:simon@birminghampride.com)**

## **ARRIVAL AT CENTENARY SQUARE**

**Walking Group Parade Running Order & On The Day Registration:** This year, rather than using individual numbering for parade entries we will instead assign alphabetical blocks to each group. Group leaders will be notified of their block in advance and are asked to assemble their groups in the specified block sectors in Centenary Square as identified on the site map. It is likely there will be between 10 - 15 groups in each block. Group leaders must take responsibility for keeping their group members together. **Your assigned block & site map / route map will be emailed to group leaders.**

Our registration desk will be open from 10am, located next to the stage. On arrival at Centenary Square, the group leader should take their completed participants register (see page 7) to the registration desk. You will then be given an official lettered post displaying your block position which should be held aloft until you join the parade. We request that these posts are handed in to our stewards at the point where groups join the procession so they can be re-used again in future. There will be a large dustbin for the collection of these posts at this location. Announcements will be made from the stage to notify when we are ready for each designated block to join the procession. Once the procession moves off, walking groups will be merged with the vehicle entries.

**Vehicle Entry Running Order & On The Day Vehicle/Driver Checks:** Vehicle entries will be notified of their position in the parade via email and given a specific arrival time to park up on Broad Street ahead of the midday launch. All vehicle entries should approach the Parade launch location via Sheepcote Street/Oozells Way (alongside the Novotel). We have a double vehicle width stretch of road at Centenary Square where 2 rows of vehicles will park adjacent to each other. Vehicles will be met in person by our team and checks made on drivers licenses & driver ID. **If you are a vehicle entry with a walking contingent - your walkers should stand with the vehicle ahead of the midday launch and not with the other main walking groups.**

## **TERMS & CONDITIONS FOR ENTRY**

### **GENERAL REQUIREMENTS FOR ALL PARTICIPANTS**

**Group Leaders:** Each parade entry must assign a group leader who will be the point of contact for all communications. Group leaders must be 18 or over and assume responsibility for the behaviour of all persons in their group. They should attend one of the health and safety briefing sessions and circulate this Participants Guide to their group members.

**Parade Messages:** Floats, banners, placards, clothing, flags and any other form of messaging in the parade should include positive messages of support for, and the celebration of, the LGBTQ+ community. We welcome corporate bodies, businesses & consumer brands etc keen to express their inclusivity and support for the community, but the advertising of specific products, events, campaigns & political messages are not permitted. Messages must not promote or condone violence or incitement to hatred or be discriminatory to any group or individual.

**Conduct:** Good manners are essential so please show courtesy to other participants and spectators. Strictly no nudity or sexually provocative or inappropriate behaviour is permitted by anyone taking part in the parade. Please note there will be children participating in & attending the parade.

**Sponsorship Options:** Entry into the Parade does not constitute official sponsorship of the event. Parade entries should not refer to themselves as official supporters, partners or sponsors of Birmingham Pride or use the official logo unless they have entered into a sponsorship agreement with the festival organisers. Email [simon@birminghampride.com](mailto:simon@birminghampride.com) with sponsorship enquiries.

**Promotions:** Birmingham City Council has stipulated that the handing out of items to the public will be allowed where (1) The group has informed Birmingham Pride of their intention to give out items / leaflets etc & has our agreement. (2) That the material handed out is not overtly commercial – ie a brand expressing support for Pride or the LGBTQ+ community is permitted, but direct promotion of products or services is not permitted. (3) The materials are handed out strictly during and within the parade only. Please note this agreement doesn't cover the distribution of any other commercial flyers, leaflets or promotional items – such activity would require a city centre license for which there is a charge. For more details go to [www.birmingham.gov.uk](http://www.birmingham.gov.uk). The Parade is monitored by council officials, so please follow the above guidelines.

**Alcohol / Drugs:** No alcohol, illegal items or illegal substances are permitted during any stage of the Parade. At their discretion, the Festival Director, Chief Steward & Safety Officer may remove any participant under the influence of alcohol or illegal substances. Vehicle or walking group entries will be removed if individual members are found to be consuming alcohol / drugs during the parade.

**Glass / Sharp Edges:** No glass bottles/glasses or items with sharp/unfinished edges on the parade.

**Litter:** Use public bins along the route and at the dispersal point, please do not litter.

**Media Coverage:** Please note that as Birmingham Pride is a high-profile public event, participants may be photographed or filmed by media outlets including TV, local/national press & social media.

**Facilities / Parking:** There are no portable toilet facilities provided at the Parade launch. There are numerous public venues & cafes etc at the launch location & on the route. We do not provide facilities to store personal belongings. Please use local city centre car parks as we do not have allocated parking for those taking part in the parade.

**Banners & Placards:** Please be safety aware and do not obscure the visibility of vehicle drivers within the parade who may be behind you. Be aware of other people around you to avoid injury.

**Weather:** Check the forecast for the event and be prepared.

**Risk Assessments:** Birmingham Pride produces a risk assessment for the Parade which is available on request. We do recommend each group creates their own risk assessment and distributes this to their group members.

**Public Liability Insurance:** It is the responsibility of individual group entries to have public liability insurance in place for the parade event.

**Emergencies/Vehicle Issues:** Should a vehicle develop a mechanical issue please let a Steward know immediately. If an emergency situation arises, Stewards will communicate instructions to the drivers of each vehicle. Should the situation be serious enough to warrant an immediate dispersal of the Parade, the Stewards will advise drivers which route to take. In any emergency situation, the instructions of the Festival Director, Chief Steward and Parade management should be adhered to for your safety.

**Festival Entry:** Participation in the Parade does not include entry to the festival sites, tickets are available in advance from the ticket link on the event website [www.birminghampride.com](http://www.birminghampride.com). You can also pay on entry to the festival sites, but expect delays following the Parade.

**Wristband Exchange:** Any person attending the Main Pride Festival or the Street Festival after the Parade will need to exchange their event tickets for wristbands. We will have a ticket wristband exchange open in advance on Monday 19<sup>th</sup> to Thurs 22<sup>nd</sup> September at Wynner House Reception, 143 Bromsgrove St, B'ham, B5 6RG between 10am to 6pm daily. Then our main advance wristband exchange will be open on Thurs 22<sup>nd</sup> & Friday 23<sup>rd</sup> September at The Nightingale Club on Kent Street from midday to 9pm. The actual Festival site exchanges will be open early on the Saturday morning next to the entrance. We recommend those attending the festival get their wristbands in advance of the Parade launch to avoid the peak time queues at the exchange booths.

**Parade Entry Fees:** Parade entry fees cannot be transferred, exchanged or refunded unless the Parade is cancelled due to unforeseen circumstances such as an act of terrorism or pandemic. YOUR POSITION IN THE PARADE IS NOT GUARANTEED UNTIL FULL PAYMENT (where applicable) HAS BEEN MADE.

**Health & Safety Presentation Briefings:** We host 2 identical briefings in the run up to the Parade. A Group leader or representative & where possible vehicle entry drivers should attend one of these sessions. They last about 30 minutes and are held at Wynner House, 143 Bromsgrove Street, Birmingham, B5 6RG. **The date options are Tuesday 13th Sept, 6pm and Thursday 15<sup>th</sup> Sept, 7pm.** If you are unable to attend one of the briefings, please contact [simon@birminghampride.com](mailto:simon@birminghampride.com)

Any matter of safety not covered in this document may be reviewed & require correction by the Festival Director, Chief Steward & Safety Officer. This also includes, but is not limited to, WM Police, WM Fire Brigade & Birmingham City Council. For logistical & event purposes no discussion will be entered into with any matter concerning health & safety & wellbeing on the day itself.

Birmingham Pride (UK) Ltd assumes no responsibility for injury to persons or damage to property as a result of participation in the parade. Security and medical provision will be in place throughout the duration of the parade. Failure to abide by these parade entry rules and the terms & conditions of entry may result in exclusion from this or future Birmingham Pride Parades.

## **TECHNICAL BRIEF FOR FLOATS & OTHER VEHICLES**

As Birmingham Pride no longer offers vehicle hire for float entries, we will be providing the following detailed information for float entries and vehicles that are carrying passengers on board.

**Float & Vehicle Dimensions:** We have specified small floats to be a max of 8.5 metres (28 ft) in length and large floats to be up to 11.5 metres (38 ft) in length. The height of any vehicles participating must not exceed that of a double decker bus, 4.95 metres (16 ft 3 in).

**Float Handrails & Frames:** Handrails must be fitted around the sides of all floats to ensure safety for those onboard at 4 ft high. Safety frames must be made from strong materials eg –wood / steel

**Decoration:** All construction & decorative materials must be manufactured or treated to be effectively flame retardant. Please avoid paper construction as flame retardant solution will not always be 100% effective. Do not use sharp or unfinished edging and no use of glass. Where possible use materials that can endure wet weather. Float decoration must not obscure the driver's vision & field of view. Floats should arrive fully constructed & decorated at the parade launch location, but we are happy for you to make last minute adjustments ahead of the launch once arrived in Centenary Square. Floats may be checked for health & safety adherence on Saturday morning ahead of the launch.

**Parade Arrival:** Group leaders will be informed of their vehicle's position in the Parade ahead of the event along with a specified arrival time at the Parade launch location on Broad Street. Please keep to your allocated arrival time slot to assist us with forming the procession.

**Passenger Numbers:** Do not exceed the legal carriage limit of the vehicle. Please don't overcrowd floats and consider the health and safety of passengers. People may be asked to disembark if we feel your vehicle is overcrowded & represents a danger to personal safety. **If you have a walking contingent with your vehicle they should wait beside the vehicle ahead of the launch or as close to it as is possible from a safety viewpoint.**

**Riding Floats:** Please note - **YOU MUST ONLY MOUNT YOUR FLOAT OR VEHICLE WHEN ITS PARKED UP & STATIONARY AT THE PARADE LAUNCH LOCATION.** Persons must not ride floats enroute to the parade launch. Please make alternative arrangements to get to Centenary Square.

**Mounting and Dismounting from a Moving Float:** You should only dismount the float in an emergency. If you need to dismount ask a wheel marshal to inform the driver to stop the vehicle. We recommend you carry a small stepladder on board to assist your group members getting on and off float vehicles safely.

**Wheel Marshals:** Vehicle entries will need to provide designated wheel marshals to walk alongside their vehicle in a stewarding role to ensure the safety of those onboard and viewing the parade. Wheel marshals should be briefed by their group leader. Wheel marshals should wear a high vis vest/waistcoat. The size of the vehicle will dictate how many wheel marshals are required:  
Large float/ Lorry / Bus – 6 marshals (1 on each corner and 2 centrally located)  
Small float / Lorry / Delivery Van – 4 marshals (1 on each corner)  
Cars / 4X4s – 2 marshals (1 each side at the front)

**Sound Systems:** Any sound system is permitted & must be PAT tested. Do not turn on the sound system until the parade begins as stewards may need to communicate important messages ahead of the launch. Sound systems must be turned off at the end of the parade. Please ensure the music is parade friendly and does not include expletive language

**Generators:** Larger sound systems will require power on board. Approved options are to use a 24 volt battery with an inverter to step up the power output to 240V for the system to function **OR** you can use a diesel generator, however they can be noisy. **NO PETROL GENERATORS ALLOWED.**

**Electrical systems:** Electrical wiring must be of a type approved for exterior use, shall have sufficient capacity, be properly secured to prevent damage or accidents, with all connections enclosed within waterproof enclosures, and be properly fused. It should also have protection from the weather.

**Fire Extinguishers:** A fire extinguisher of an appropriate type suitable for the materials and equipment used to decorate the vehicle shall be carried by all float vehicle entries. All fire extinguishers must be sealed, tagged, and in date.

**First Aid Kit:** To be carried on all vehicles. Wheel Marshals & Parade Stewards/security will assist you and halt the Parade if necessary should first aid be required.

**No naked flames or smoking permitted on any vehicles.**

**Speed restriction:** The maximum speed is 5 miles per hour, to be maintained as a constant speed. Parade Stewards will keep floats and walkers spaced out, please follow instructions to slow down or speed up & leave enough space in-front of vehicles in case of any unexpected sudden stoppages.

**Driver Documentation:** Drivers must hold a valid UK drivers licence in the class appropriate to the vehicle. We require a scan/photo of the license emailed to [simon@birminghampride.com](mailto:simon@birminghampride.com) in advance of the event along with a scan/photo of a current utility bill/bank letter showing driver's name & address for ID purposes, plus their mobile phone number & vehicle registration. This information has been requested by WM Police & will be deleted following the event. ID & license will also be checked on Parade day. Failure to provide this information will result in the removal of the vehicle.

**Protective Clothing:** The appropriate protective clothing must be worn by drivers of motorcycles or any other vehicle requiring such clothing.

**Vehicle Insurance:** All vehicles must be fully insured for the UK road network.

**Vehicle Maintenance:** Vehicles must be fully serviced & roadworthy with valid MOT & road tax. Festival management & the event H&S Officer will exclude any unsafe vehicle from participating. Any matters considered hazardous to the extent that they pose a risk to the participants &/or public should be corrected. Failure to correct the hazard identified can result in the removal of the vehicle from the Parade.

**Dispersal Route:** The Parade ends at Ladywell Walk / Pershore Street where people should disembark their vehicles.



