

**OFFICE OF THE POLICE AND CRIME COMMISSIONER  
FOR HUMBERSIDE  
DECISION RECORD**

Decision Record Number: **27/2022**

Title: **Hull Pride Event**

**Executive Summary:**

Pride in Hull organise a celebration event annually in the city of Hull that attracts up to 50,000 people for their main event. The event celebrates diversity and sense of belonging providing an opportunity for community cohesion and confidence of the LGBT+ community in services available to support them.

**Decision:**

That funding of £5,000 is provided to Pride in Hull to support the event. In exchange the PCC will receive the opportunity to mail out to the Pride in Hull database with key relevant information, regular posts on social media/ website for pride on the run up and beyond the main event date with key messages to be provided by the OPCC. A stall will be available to the force for the event itself as well as an opportunity to engage live at the event with the crowd. The force / OPCC can join the event parade and tickets will be provided to attend the main event.

**Background Report:** Open

**Police and Crime Commissioner for Humberside**

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct.

Any such interests are recorded below.

The above decision has my approval.

**Signature**



**Date 13/06/2022**

**POLICE AND CRIME COMMISSIONER  
FOR HUMBERSIDE**

**SUBMISSION FOR:  
DECISION**

**OPEN**

**Title: Hull Pride Event**

**Date: 06.06.2022**

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**1. Executive Summary**

Pride in Hull organise a celebration event annually in the city of Hull that attracts up to 50,000 people for their main event. The event celebrates diversity and sense of belonging providing an opportunity for community cohesion and confidence of the LGBT+ community in services available to support them.

**2. Recommendation(s)**

That funding of £5,000 is provided to Pride in Hull to support the event. In exchange the PCC will receive the opportunity to mail out to the Pride in Hull database with key relevant information, regular posts on social media/ website for pride on the run up and beyond the main event date with key messages to be provided by the OPCC. A stall will be available to the force for the event itself as well as an opportunity to engage live at the event with the crowd. The force / OPCC can join the event parade and tickets will be provided to attend the main event.

**3. Background**

Pride in Hull is the second largest event hosted in the city attracting around 50,000 visitors to the main event and many more supporting the parade, lining the streets. There is a strong social media following close to 16k people liking / following accounts, posts create engagement of over 1.5 million routinely. The event is appreciated in the city generating economic benefits over £1m from visitors. The event is also rated 9/10 by those that attend.

**4. Options**

There are three options.

Option 1 - Do nothing - don't fund

This option is not recommended as it places the event at risk of not being able to be secured, resulting in loss of opportunity for enhancing revenue of city centre businesses and positively impacting on the prosperity of the city centre. It also is a missed opportunity to engage with a community that has traditionally had difficulties engaging in some services commissioned by the OPCC.

Option 2 – Fund partial contribution

Similar to option 1 the PCC could make a partial contribution but this would then require further sponsors to be identified and risk delaying securing the event.

#### Option 3 – Fund full amount

This option is recommended because it allows the PCC to capitalise on the sponsorship opportunity of bringing increased prosperity to the city centre and engaging with a large demographic from the LGBT+ community locally and with those visiting the event.

#### 5. Risks

The risks are minimal to the investment.

#### 6. Contribution to Delivery of the Police and Crime Plan

This investment will contribute directly to aims one and two of the Police and Crime Plan through Engaged, Resilient and Inclusive Communities and Safer Communities.

#### 7. Financial Implications

The budget requirement is £5,000 which will secure the event for 2022.

#### 8. Legal Implications

*None*

#### 9. Equalities Implications

N/A

#### 10. Consultation

- Pride in Hull team
- Chief Constable Humberside Police

#### 11. Communication Issues

Opportunity for positive PR for the Hull LGBT+ Community and with those visiting the city centre.

#### 12. Background documents

None

#### 13. Publication

OPEN

This matrix provides a simple check list for the things you need to have considered within your report. If there are no implications please state

I have informed and sought advice from HR, Legal, Finance, OPCC officer(s) etc prior to submitting this report for official comments	Yes
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Is this report proposing an amendment to the budget?	Yes
Value for money considerations have been accounted for within the report	Yes
The report is approved by the relevant Chief Officer	Yes
I have included any procurement/commercial issues/implications within the report	Yes
I have liaised with Corporate Communications on any communications issues	Yes
I have completed an Equalities Impact Assessment and the outcomes are included within the report	N/A
I have included any equalities, diversity and or human rights implications within the report	N/A
Any Health and Safety implications are included within the report	Yes
I have included information about how this report contributes to the delivery of the Commissioner's Police and Crime Plan	Yes