

FOR PUBLICATION

Chesterfield Pride - Sponsorship (GV480L)

Meeting:	Portfolio Holder – Governance
Date:	
Cabinet portfolio:	Governance
Directorate:	Corporate

1.0 Purpose of the report

1.1 To consider a three year sponsorship proposal for Chesterfield Pride.

2.0 Recommendations

2.1 That the three year sponsorship deal for Chesterfield Pride is formalised.

3.0 Reasons for recommendations

3.1 To support the delivery of our Equality and Diversity Strategy including our public sector equality duties and help to support the sustainable development of a key community event within the borough.

4.0 Background

4.1 Chesterfield Pride is one of biggest LGBTQ+ events in the country and is becoming a real highlight within Chesterfield’s annual events and activities offer, attracting a large number of Chesterfield residents and visitors. Chesterfield Pride has grown significantly over the last seven years but have kept a real community and family friendly focus.

4.2 The Covid-19 pandemic had a significant impact on the staging of live events and Pride 2020 could not go ahead. Pride did return for 2021 within some restrictions in place and Chesterfield BC were proud to be the main sponsor for the event as making a significant in-kind

contribution including the use of Stand Road Park. Our strengthened partnership enabled this iconic celebration to go ahead safely and gave all the opportunity to celebrate diversity in our borough with pride.

- 4.3 Chesterfield Pride has become a flagship event for the borough and gives everyone the chance to celebrate and support our LGBTQ+ community which is a key part of our Equality and Diversity Strategy. The positive fun filled event also makes a significant contribution to our health and wellbeing agenda and showcases Chesterfield as a great visitor destination.
- 4.4 The cost of the fallow year due to pandemic in 2020 and the rising costs of hosting events are being keenly felt by the organisers of Chesterfield Pride. Sponsorship is playing an increasingly important part in ensuring entry costs can be kept as low as possible (starts at £3) and therefore accessible to residents and visitors during the current cost of living crisis.
- 4.5 Chesterfield Pride are keen to continue to work in partnership with Chesterfield Borough Council and we have negotiated a three-year sponsorship package which will help to maintain the low ticket price, community focus and enable Chesterfield Pride to grow and become more sustainable for future years. As well the current in-kind support Chesterfield Borough Council would be committing to sponsoring the main stage for a fee of £4,000 per annum. However, should Chesterfield Pride be successful in finding an alternative sponsor for an equivalent or higher amount of funding, we would be happy to step aside and enable that course of action.

5.0 Alternative options

- 5.1 Not to sponsor Chesterfield Pride but maintain in-kind contributions. Chesterfield Pride has huge potential to grow and become more financially sustainable but due to the pandemic and challenges around community affordability (cost of living crisis) this is likely to take a two to three year period. Due to the importance of the event to Chesterfield communities and our visitor economy, we believe the sponsorship deal offers good value for money and can help safeguard this important activity for the future.

6.0 Implications for consideration – Financial and value for money

6.1 The cost of providing this sponsorship would be £12,000 over three financial years from 2022/23 to 2024/25. This additional spend would be met from the Budget Risk Reserve and formalised in the Budget Monitoring & Updated Medium Term Financial Plan reporting to Cabinet in July.

7.0 Implications for consideration – Legal

7.1 No issues identified.

8.0 Implications for consideration – Human resources

8.1 No issues identified.

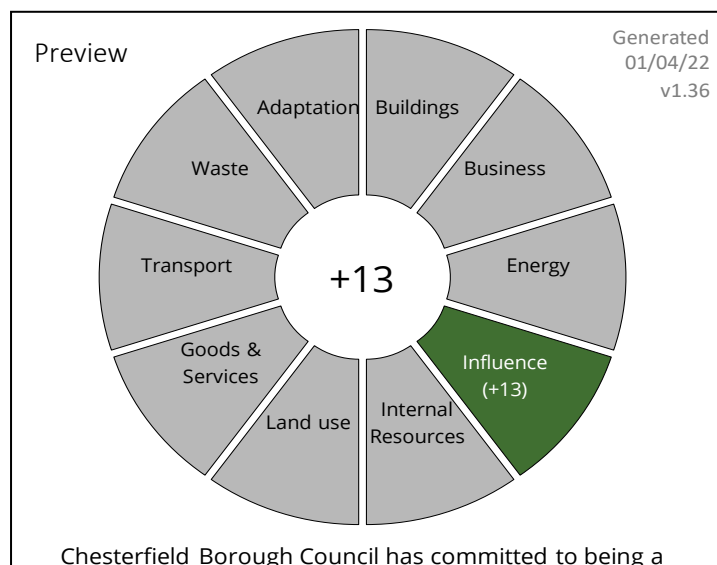
9.0 Implications for consideration – Council plan

9.1 Chesterfield Pride contributes to several areas within the Council Plan including:

- Objective - Chesterfield Borough – A great place to live, work and visit
- Commitment - Support economic recovery with a range of events, specialist markets and public realm improvements
- Objective - Reduce inequality and provide support to vulnerable people
- Commitment - Improve community cohesion, raise awareness of equality issues and celebrate our diverse communities through the delivery of a minimum of four events each year

10.0 Implications for consideration – Climate change

10.1 We work with the organisers of Chesterfield Pride to reduce waste, increase recycling and promote public transport options and active travel to the event. We also take the opportunity to have Chesterfield Borough Council and community partner information and engagement stalls which include key climate change messaging.



11.0 Implications for consideration – Equality and diversity

11.1 Equality analysis indicates no negative impacts emerging from this sponsorship proposal, however a number of positive impacts have been identified which contribute to the following key elements of our Equality and Diversity Strategy:

- Working in partnership with other organisations, the voluntary sector, and local businesses to promote, recognise and celebrate difference within the context of fairness and equality
- Working in partnership to promote, recognise and celebrate diversity and to create communities which challenge discrimination and embrace difference

12.0 Implications for consideration – Risk management

Description of the Risk	Impact	Likelihood	Mitigating Action	Impact	Likelihood
Potential loss of a key equality and diversity / community celebration / tourism event for the town.	H	M	Three year sponsorship deal aims to help mitigate the challenge of the pandemic and enable further strengthening and growth for Chesterfield Pride leading to a more sustainable future.	H	L
Challenges around maintaining focus on low cost entry and community – reducing the accessibility to Chesterfield residents.	H	H	Three year sponsorship deal will help secure the continued focus on low cost ticket entry and community organisations.	m	L

Decision information

Key decision number	N/A
Wards affected	All

Document information

Report author
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Background documents
These are unpublished works which have been relied on to a material extent when the report was prepared.
None
Appendices to the report
None.