

Case Study: Pride 2019

Introduction: Pride is Cumbria's largest annual diversity event, involving thousands of people. Each year the Council has supported the event and were sponsors for Pride 2019. The Council has moved to an approach of identifying services that are seeking proactive engagement with LGBT+ communities. At Pride 2019 the Fire Service, Registrars and the Fostering service took part. Here are their stories.

Registrars



Photo: registrar staff at Cumbria Pride 2019

Everything went really well on the day, it was a massive success. We managed to engage with loads of people and our stall was busy pretty much all through the day. We had a selfie-board and encouraged people to photograph themselves, including The Mayor and the High Sheriff and also with the Chairman. Everyone had a ball and we felt it was a fantastic event to raise our profile. Please have a look at our Facebook page @CumbriaRegistration to see a selection of the photographs on the day.

Staff designed selfie boards, banners and home-made flags and leaflets and decorate the stall. Hopefully moving forward we would be given a budget for this.

Despite this we worked together as a fabulous team and made it happen on the day. Looking forward to next year.

Fostering and Adoption

The fostering and adoption team had a great day at Pride, with lots of interest from those attending in both fostering and adoption and lots of interaction with the crowds – the giant deckchair was a big hit as always!

Our stand was well supported by staff and also our foster carers, including Kevin Kerr who fosters with his partner Dave. As well as supporting on the day Kevin also agreed to be interviewed (along with his grown up foster son) on ITV Border in advance of Pride. The video can be viewed on our Facebook site and was really touching and has already generated an enquiry from a same sex couple from South Cumbria who saw the video and had previously worried about what kind of reception they would get from us.

So, as well as hopefully generating lots of interest on the day, I think Pride is a great opportunity for us to capitalise on media coverage around the event to drive home our key messages as a council and for individual services.

I think the new venue worked really well, as it was more central and attracted a good crowd of people. It was wonderful to see the fire service (another of our carers who supported on the day is a retired fireman) and police services in attendance, along with the registrar service and would be wonderful to have an even bigger council presence next year. Could libraries be more involved? Could organisers link with Carlisle library to do an exhibition ahead of the event? With lots of young people in attendance any opportunity to promote apprenticeships?

It was also a great opportunity to network with other local services and charities and council chairman Cllr Christine Bowditch invited us to have a stand at an event she's involved with on October 12 at Carlisle East Fire Station.

All in all a really good day and we hope to be involved again next year.