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Mark Pride in Plymouth

11/05/2009:

When calling or telephoning please ask for: Mrs Lesley Mainwaring

My Ref: 741842

Your Ref:

Dear Mark Pride in Plymouth

Re: Your FOI request dated 09/04/09 for copies of Service Level Agreements (SLA) between Plymouth City Council and Plymouth Pride Event for the 2007 and 2008 events held at the Guildhall plus information about how the outcomes in these SLA's were measured.

Thank you for your enquiry. We have now had chance to consider your request in full and here is our reply.

The two Service Level Agreement's (SLA) with Pride Events for 2007 and 2008 are attached. They were both for the development and delivery of our city wide Pride Event and other celebratory activities in those years. These SLAs aimed to celebrate our LGBT communities contribution to our city and ensure community cohesion across all our diverse communities. They also ensured that the event(s) organised were accessible to the widest possible audience and drew organisations and businesses together to encourage continued support throughout the year.

In order to measure the outcomes we had regular meetings with the Pride Event co-ordinators prior to the events themselves. Many officers and dignitaries from the council attended the events. We know from this that the event in 2007 held in our Guildhall was well attended and this was improved upon in 2008. We also had stalls at both events so we could make people aware of our council services and also to gain community views on a range of our work.

We also know that our partners in other statutory agencies, the voluntary and community sector and businesses in the vicinity also took part. They have reported positive feedback from a range of perspectives. We also saw press releases and stories that told us the events were successful. Personal feedback on the day from the event organisers and people who attended about how they valued the events also informed our judgement on this being value for money in terms of the money spent.

Finally, from our own professional activities, we are only too aware of what putting on events like this actually costs in terms of time and invoices. This enabled us to be clear that the investment we made was well utilised.

Since the events we have had evidence that for some people they now feel more enabled to report "phobic incidents" to us and that others are more knowledgeable about LGBT issues including their history and achievements. The end result being better equality and diversity in our city and more community cohesion between diverse groups that otherwise might not understand and appreciate each other.

I trust this answers your enquiry in full.

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If you are not satisfied with the way your request has been handled you may ask for an internal review to take place.

I hope that we have now supplied the information that you have requested. If you wish to discuss this letter or the information that is supplied then my contact details are above, but please leave a contact telephone number if I am unavailable.

Yours sincerely

Lesley Mainwaring
Performance and Business Support Assistant

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