



Belfast



EUROPRIDE
BELFAST
2023

CHANGE

EuroPride 2023
Friday 28th July to Sunday 6th August



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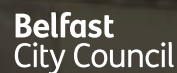
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Belfast – Many reasons for Pride

Meet the new Belfast, one of Europe’s most vibrant and exciting destinations, brimming with culture, award-winning attractions and home to the friendliest people you are ever likely to meet. The city has lots of reasons for pride and its vibrant LGBT+ community is contributing to this cultural resurgence in many ways.

2020 has been a momentous year for Northern Ireland, on 13th January 2020 history was made, with same sex marriage legalised; allowing Northern Ireland to join the rest of the UK and Ireland in promoting marriage equality.

Against all odds, Belfast has achieved what many thought was impossible and the city is emerging as a beacon for change.

It is a testament to the city’s resilience, the deep warmth of its people and its proud LGBT+ community that Belfast is rapidly gaining a reputation as one of Europe’s coolest and most inspirational cities.

For EuroPride 2023, Belfast is home to a talented host LGBT+ community; responsible and civically-minded people who are driving positive social change and campaigning for a better future for all.

Belfast has so much to offer and an important story of change to share.



INTERNATIONAL TRAVEL & TOURISM AWARDS
BEST FOOD DESTINATION
2019

C&T AWARDS
BEST EVENTS DESTINATION
2018/19

lonely planet
BEST REGION IN THE WORLD
2018

NATIONAL GEOGRAPHIC
TRAVELLER
RISING STAR OF TOURISM
2018

FDI Intelligence
BEST BUSINESS FRIENDLY CITY
2018/19

ABPCO
BEST INDUSTRY PARTNERSHIP
2018

C&T AWARDS
ICC BELFAST BEST VENUE
2018/19

WORLD TRAVEL AWARDS
TITANIC BELFAST WORLD'S LEADING ATTRACTION
2016

CRUISERS' CHOICE **cruise critic** ★★★★★
ONE OF EUROPE'S MOST POPULAR CRUISE DESTINATIONS
2018

100 RESILIENT CITIES
ROCKEFELLER FOUNDATION
1 OF 100 GLOBAL CITIES



CHANGE



We want EuroPride 2023 to be about change. Belfast is a city that has moved from conflict to peace and has shared this experience around the world with other societies managing conflict and division and working for progress and change. The LGBT+ community here has fought hard for change, organised, adapted and argued for rights and we are want to share what we have learned.

In 2020 we should we have been on the streets of Belfast celebrating the end of the long road to Equal Marriage and Reproductive Rights, whilst protesting the lack of progress on Trans Rights, poor access to healthcare for Trans people and standing against attacks on Trans identities and rights. There is a renewed

focus on racial justice and solidarity between marginalised people. We want EuroPride 2023 to be part of the conversation about how we work for inclusion and change and what we can learn from each other to challenge discrimination and bring about equality for all.

We want EuroPride 2023 to be about education and learning alongside celebration and protest. The LGBT+ community in Belfast wants to share experiences of working for change and fighting for our rights. Team Belfast wants to hear about what other LGBT+ people across Europe have been doing to work for full Equality. We also need to learn from each other and share what we have learned here, organising and working for change to benefit all of us.



Why Belfast for EuroPride 2023

Belfast is a Beacon for Change across Europe

2020 has been a momentous year for Northern Ireland, on 13th January 2020 history was made, with same sex marriage legalised; allowing Northern Ireland to join the rest of the UK and Ireland in promoting marriage equality. Against all odds, Belfast has achieved what many thought was impossible and the city is emerging as a beacon for change.

With a vibrant and effective LGBT+ community, scene and infrastructure, Belfast offers expertise and experience on LGBT+ issues and the campaign for LGBT+ civil rights.

EuroPride 2023 is a strategic initiative to inspire and create opportunities for our future LGBT+ community in Belfast and across Europe.



Belfast is home to the largest LGBT+ festival in Ireland

Belfast bursts into a rainbow of colour every summer with the annual Belfast Pride Parade in August, with Belfast City Hall lighting up in rainbow colour to celebrate Pride Day. 60,000 people attend Belfast Pride Festival events, with over 160 events taking place in the run up to Pride Day, including music, exhibitions, talks, workshops, arts, family fun, debates and plenty of drag shows from Belfast's busy cabaret scene.

Belfast Pride is a flagship event in the city's calendar each year and is officially Ireland's largest lesbian, gay, bisexual and transgender festival. Belfast Pride also ranks in the top ten largest Pride parades in the UK.

Belfast's unique location as a UK city on the island of Ireland, means we are well placed to attract significant numbers of new EuroPride attendees from the UK and Republic of Ireland, with the aim of increasing the EuroPride network and family as a legacy of EuroPride Belfast 2023.

EuroPride will have pride of place within Belfast's 2023 Year of Culture

The timing of our bid to host EuroPride is hugely significant for Belfast as it coincides with Belfast's year of culture in 2023, a strategic pillar of the city's new ambitious 10 year cultural strategy 2020-2030. This year of culture includes a city-wide programme of immersive cultural activity during 2023 on a scale that has never been seen in Ireland before. Welcoming EuroPride in 2023 will be a landmark in the delivery of the city's cultural ambition and act as a call to action for our next generation of leaders to drive forward Belfast's LGBT+ agenda





Belfast - an inspiring, city on the rise

Belfast is now one of Europe's most vibrant and exciting short break destinations.

From hosting world leaders at the G8 Summit to the Giro D'Italia to the world's biggest music stars at the MTV EMAs, Belfast can really deliver when it comes to world class events. Last year, Northern Ireland hosted the prestigious 148th Open bringing 190,000 Golf spectators and visitors from across the world and attracting a global TV audience of 80 million across 150 countries.

Visit Belfast has worked with various LGBT+ organisations to welcome events to the city, most notably the Police Service of Northern Ireland which will host the 2022 Britain and Ireland's LGBT+ Police Conference in Belfast.

Not only do we adopt a flexible, team approach in everything we do, Belfast offers award-winning attractions, unique experiences, and top quality hotels, all within a walkable, friendly and safe city.

The entire city of Belfast is behind the bid to host EuroPride 2023

Belfast is a perfect destination for major events. EuroPride attendees will take over the city during the event and everyone including Government officials, taxi drivers, hotel, restaurant and venue staff will know that EuroPride is in town, ready to greet visitors with their famous Belfast welcome and warm hospitality.



About Belfast Pride

Belfast Pride was founded in June 1991 to promote equality, visibility and inclusion for the LGBT+ community in Belfast – it was founded by a group of activists who challenged the notion that Pride was something that happened elsewhere and that ‘you wouldn’t get away with that here’. They describe the first Belfast Pride as more of ‘a brisk dander’ than a parade as they looked over the shoulders to check on passers-by who ranged from ‘puzzled to openly hostile’.

Belfast has changed since then and the parade in 2019 brought a record 60,000 people on to the streets for what is now one of the biggest events in the Belfast calendar. Belfast Pride now brings large crowds to events across the full ten days of the festival and it is eagerly anticipated in Belfast and beyond, attracting visitors to the city and bringing a rainbow of colour and defiance through the city.

Belfast Pride is a voluntary organisation with a sixty strong volunteer team that organises and delivers a festival that celebrates the culture, diversity and history of the LGBT+ community in Belfast. Belfast Pride is a festival open to everyone and encourages conversation, collaboration and mutual

understanding. Themes for Belfast Pride in recent years have included ‘#Rights Now’ (2019), ‘Come out for Change’ (2018) and ‘Demand Change’ (2017) – the festival deftly mixes protest and celebration, bringing people onside while insisting on rights for all of our community.

The festival had over 165 events in the programme in 2019, from debates to exhibitions, drag shows to wrestling, opera to an LGBT+ Céilí, as well as an extensive programme of community based events and workshops alongside the centrepiece events of Pride Day including the Belfast Pride Parade, Pride Village and the post parade concert, Party in the Square.



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109 - 113 Royal Avenue
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028 9023 2447
info@belfastpride.com



LGBT+ Life in Belfast

Home to the largest lesbian, gay, bisexual and transgender festival in Ireland, Belfast also has a proud LGBT+ community with organisations doing fantastic work in creating an inclusive and welcoming society for citizens and visitors. Belfast Pride will bring together the best of LGBT+ organisations to shape and develop the 2023 EuroPride programme.

According to ONS statistics, 2.0% of the UK population identified themselves as lesbian, gay or bisexual (LGB) in 2017. ONS report that 1.2% of the NI population identify themselves as LGB. Information on sexual orientation has not previously been collected in the census in Northern Ireland, however, a question on sexual orientation is under consideration for inclusion in the 2021 Census.

The information gathered would provide a Northern Ireland-wide, definitive, baseline estimate of the population identifying as Straight/Heterosexual, Gay or Lesbian, and Bisexual. Further supported by EuroPride in Belfast in 2023 would continue the desire to inform policy development on both service planning and provision; and for monitoring purposes.

RAINBOW PROJECT

The Rainbow Project is a health organisation that works to improve the physical, mental & emotional health and well-being of lesbian, gay, bisexual and/or transgender people in Northern Ireland.

LOVE EQUALITY

The campaign for the introduction of full marriage equality for all in Northern Ireland regardless of gender, gender identity or sexual orientation which was successfully led by a consortium of organisations across Northern Ireland.

TRANSGENDER NI

Transgender NI is a not-for-profit organisation dedicated to improving the lives of trans people across Northern Ireland. The organisation focuses on legal reform, strategic policy, community resources and creating lasting change.

LGBT AWARENESS WEEK

LGBT Awareness Week is a series of events, information evenings and talks aimed at increasing awareness and support for the LGBT+ Belfast community and that of Northern Ireland. It also includes social activities for gay Belfast people and anyone who would like to take part.

CARA-FRIEND

Cara-Friend has been serving the LGBTQ+ community here since 1974 and provide regional LGBTQ+ youth groups across Northern Ireland, one-to-one support for individuals and LGBTQ+ awareness training.

HERE NI

HERE NI is a place for lesbian and bisexual women - a community organisation based in Belfast. HERE aim to support lesbian and bisexual women and their families and improve the lives of L & B women across Northern Ireland.

BELFAST FEMINIST NETWORK

The Belfast Feminist Network is a social and activist group for straight, bi and lesbian Belfast women which comes together to create a space for feminist discourse and voices of social change in the city. It organises and takes part in protest actions and public meetings as well as festivals and celebrations for the wider and LGBT+ Belfast community.

OUT AND ABOUT

For those who like filling up on fresh air, Out and About is a group of LGBT+ Belfast hikers who arrange fortnightly walks around some of the most beautiful walking spots in Ulster. It's a great way to get in touch with nature while also connecting with like-minded individuals from the gay Belfast community.

GENDERJAM

Genderjam Northern Ireland is another colourful strand of the LGBT+ Belfast rainbow and organises social meetups twice a month for members of the young trans community. They also arrange and host training sessions and special interest groups.

OUTBURST QUEER ARTS FESTIVAL

The Outburst Queer Arts Festival is packed with theatre, film, music, visual art and discussions which explore and celebrate lesbian, gay, bisexual and transgender stories and experiences.



Political Context

There has never been a better time to be an LGBT+ person in Northern Ireland however, there remains much work to be done. Northern Ireland continues to lag behind other parts of the UK, Ireland and the European Union in terms of the legal protections afforded to LGBT+ people. There are a number of key policy areas where Northern Ireland falls behind other UK regions such as adoption and education. We believe that it is important that the rights of LGBT+ people are harmonised across these islands.

2020 has been a momentous year for Northern Ireland, on 13th January 2020 same sex marriage was legalised; allowing Northern Ireland to join the rest of the UK

and Ireland in promoting marriage equality. While there are still issues surrounding the call for a further law change to allow for the conversion of civil partnerships to marriage; the move is seen as a huge step forward for the region and was welcomed warmly by the vast majority of the community across Northern Ireland.

The unique political structures of Northern Ireland have tended to create barriers to the progression of LGBT+ rights in the region. Political parties elected to the Northern Ireland Assembly are not strictly divided along left wing/right wing policies but along unionist and nationalist policies.

Northern Ireland's conflicted past means these different parties are required to work together and achieve agreement and without agreement on LGBT+ issues, there has only been some progress on LGBT+ rights through the Northern Ireland Assembly since it was created in 1998. Major steps forward have been made through Westminster legislation being applied in Northern Ireland or through successful legal challenges in the Northern Ireland courts.

LGBT+ issues are now at the forefront of Northern Ireland politics and culture. Hosting EuroPride 2023 is an opportunity to inspire Pride organisations across Europe that equality in the face of adversity and conflict is an achievable goal.

Belfast City Council recognises and values the huge contribution our LGBT+ Citizens make to the city of Belfast and beyond. As a statement of solidarity with the LGBT+ citizens and community, and building on the progressive moves of the Council to support Belfast Pride and illuminate the City Hall in the colours of the Pride Rainbow; and, as a further demonstration of solidarity, flew the rainbow flag over the City Hall from dawn to dusk on Saturday 3rd August 2019 to coincide with the annual Pride parade.

Belfast is a beacon for change.

Your Host City

Belfast has so much to offer. Explore a walkable city centre right through its eclectic quarters and neighbourhoods, each with something special to uncover and enjoy, from history to art to music and everything in between. Find time to uncover the heritage behind the city that built Titanic and many other famed ships. Feast on local delicacies from oysters to the Ulster Fry. You'll be sure to find something tasty in our many cafés, pubs and award-winning restaurants. Or hit the town for a night out. You can cosy up in a traditional pub, enjoy some live music, or hit the dance floor – no matter what you're after – you'll find it in Belfast.

CITY CENTRE



At the heart of the city centre is Belfast City Hall. Opened in 1906, it hosts a visitor exhibition that tracks the city's history, offers guided tours of the Council Chambers and is home to the Titanic Memorial Garden. After exploring the shops and stores on Donegall Place and Royal Avenue, or the Victorian St George's Market, hunt out the many cool cafés, cosy pubs and tasty restaurants hidden in the entries, streets and avenues.

TOP TIP

As well as sensational shopping at Victoria Square, don't miss taking the lift up to the huge dome to enjoy 360° degree views right across the city.

CATHEDRAL QUARTER



This historic trading quarter is a maze of cobblestoned streets and warehouses that are now home to trendy bars, clubs and restaurants. Visitor attractions include the Metropolitan Arts Centre (the MAC), St Anne's Cathedral, the NI War Memorial, the Oh Yeah Music Centre and the Discover Ulster Scots Centre. Full of colourful street art, this area of town is buzzing with music, entertainment and fun at night.

TOP TIP

Make time for afternoon tea in the luxurious Merchant Hotel to admire the opulent surroundings, huge domed ceiling and Ireland's largest chandelier.

LINEN QUARTER



Belfast was once the linen capital of the world with factories, warehouses and grand buildings springing up to the south of the Old White Linen Hall, now the site of Belfast City Hall. Today visitors can enjoy the architecture of these old linen mills which house a mix of offices, chic bars and award-winning restaurants. This is a great part of town to enjoy pre-theatre dinner and drinks before catching an entertaining show at the Grand Opera House.

TOP TIP

Be sure to visit Ireland's tallest bar, the Observatory at the Grand Central Hotel, where you can take in the view and savour the most masterfully mixed cocktail creations.

TITANIC QUARTER



Steeped in memories when Belfast was a world centre of maritime trade, ship-building and commerce, the Titanic Quarter is one of the World's largest urban waterfront regeneration schemes. Visit or take a tour of the many Titanic related visitor attractions, be wowed by the interactive visitor centre W5, catch a show, concert or ice hockey match at the SSE Arena or discover the fascinating history of World War One survivor, HMS Caroline.

TOP TIP

Enjoy afternoon tea in the opulent 'Drawing Office Two' at the Titanic Hotel Belfast, where many of the world's most famous ocean liners were designed.



QUEEN'S QUARTER



Home to Queen's University Belfast, the area is abound with tranquil parks and gardens. Come face to face with dinosaurs, get up close with an Egyptian mummy, or marvel at some of the best Irish art, there's plenty to enjoy and loads to love at the Ulster Museum. Stroll through the Victorian Palm House in Botanic Gardens, take in an art-house movie at QFT, relax in one of the many cool coffee shops or enjoy great live music or stand-up comedy at the Empire Music Hall.

TOP TIP

The neighbouring Lisburn Road offers the ultimate designer shopping experience dotted with a selection of cafés, artisan delis, salons and wine bars.

GAELTACHT QUARTER



The focus of Irish language, music and culture is in the west of the city. Many visitors come to see the area's famous political murals and peace wall but there's plenty more to discover. An Chultúrlann, the Quarter's culture and arts centre, contains an excellent restaurant, gift shop, theatre and gallery. Explore Clonard Monastery or enjoy the three mile Divis Summit Trail, a specifically designed loop walk on Divis Mountain with spectacular views over Belfast.

TOP TIP

Drop in to Cumann Chluain Árd where you can be assured of traditional entertainment at its very best with music, craic and ceilidh.

EASTSIDE



Once the beating heart of the city's industrial past with thousands of people employed in linen mills, rope factories, engineering works and shipyards, EastSide is now thriving once again but this time as a hub of culture and creativity. Make the EastSide Visitor Centre your first stop, with information on key attractions in east Belfast and famous people who lived in the area including CS Lewis, George Best and Van Morrison.

TOP TIP

Rediscover The Chronicles of Narnia with a walk through CS Lewis Square, featuring seven bronze sculptures from 'The Lion, The Witch and The Wardrobe'.

THE SHANKILL



Straddling North and West Belfast, the Shankill is home to a wide collection of painted murals depicting the social and political history of the area. Places of interest include the Old Shankill Graveyard, dating back to the 14th century, the Shankill Memorial Park and the ancient Bullaun Stone. St Matthew's Church, built in 1872, is nearby and is known as the Shankill Shamrock due to its unique design and distinctive shape.

TOP TIP

Stop at Cupar Way to see the murals, graffiti and short messages of peace and hope left by thousands of visitors to the Peace Wall.



Cheers to us!

Belfast's LGBT+ bars and clubs are located in a compact Gay Village / Queer Quarter in the city's Smithfield and Union Quarter area, at the north end of the city centre on the edge of the Cathedral Quarter.

Kremlin

The city's most famous gay club is probably Kremlin on Donegall Street. A Soviet-style industrial opulence exudes throughout the venue's extravagant decor, with the Tsar Cocktail Lounge, the Long Bar and Red Square continuing the communist-chic vibe. A huge variety of theme nights, celebrity performances and the friendliest up-for-it clubbers gives Kremlin the reputation of being the best gay venue in Ireland.

Union Street Bar

Situated in a 19th century shoe factory, Union Street Bar is one of the city's most stylish bars with a cool yet comfy vibe. Upstairs, the Green Room Cocktail Lounge is particularly worth a visit, and the adjoining Shoe Factory provides wacky entertainment, from bingo and karaoke to quizzes and cabaret.

Maverick Bar

Maverick Bar on Union Street is a popular gay bar, well-loved for its eclectic live music nights and comedy shows. The open mic sessions are unmissable, taking place every Wednesday.

Boombox

Above the Maverick, Boombox night club is only six years old but already legendary for its DJs, drag shows and visiting international drag stars, many RPDR alumni have graced their stage!

The Roof

High above Union Street, the Roof is an elegant open air bar and an ideal place to catch your breath or chill out and watch the sun go down.

Taboo

Belfast biggest LGBT+ club night packs large venues with unique clubbing experiences including the Official Belfast Pride After Party.

Friday 28 July —
Sunday 5 August

EuroPride 2023 Programme



Opening Ceremony

We plan to use Belfast City Hall to launch the festival with a celebration of LGBT+ lives across Europe. With live links to groups across the continent, we will be talking about what they have to celebrate and what they have to protest about. We want to set the tone for the festival by putting rights at the heart of the event. Belfast City Hall was off limits to LGBT+ people for many years but we kept coming back and pushing for equal access. Now Belfast City Hall has been used to launch Belfast Pride in recent years and belongs to all of the citizens of the city.



EuroPride Day

Saturday 5th August 2023

Belfast Pride Parade

From a 'brisk dander' of 100 people at the first parade in 1991 to 60,000 people filling the centre of Belfast in 2019, the Belfast Pride Parade combines protest and celebration in a unique uplifting atmosphere.

The parade is our biggest opportunity of the year to protest for the rights that are currently denied to us and celebrate our lives and identities surrounded in an atmosphere of support, positivity and love.

The Belfast Pride Parade for EuroPride will be extra special, bringing not only community and city together- but a continent coming together to celebrate our diverse identities and to stand up for each other. We will welcome everyone who supports all LGBT+ people and identities in a spirit of solidarity and mutual support.

The Peace Process gave us the Northern Ireland Parades Commission which makes the Belfast Pride Parade one of the most heavily regulated in Europe. We take that in our stride and the extra work needed makes for an inclusive, safe and well managed event that is now the single biggest parade in Belfast – a city where parades have had a role in conflict and division. The length of the route has been extended year on year from 2017 to cope with the ever increasing number of people taking part.

Party in the Square

Belfast Pride's Party in the Square is one of the key events on Pride Day and 10,154 people came to the show last year. For EuroPride we want to do something special and take over the very centre of Belfast in front of Belfast's landmark City Hall and run a 15,000 people capacity concert to mark EuroPride Day.

We support and encourage local LGBT+ talent and have a policy of paying them to perform too and we'll put LGBT+ talent up front. To mark EuroPride we will feature the best of LGBT+ talent from across Europe and give them the platform to shine against the backdrop of Belfast City Hall.

Accessibility is built in to all of our events, the centre of Belfast is flat and accessible, all main events are signed for hearing impaired people, there will be an accessible viewing area at this event with priority access and as well as a range of bathroom provision, there is a Changing Places facility in Belfast City Hall.



Pride Village & Union Street Party

Belfast city centre comes alive for Pride Day as the 60,000 people from the parade spread out around the town to events. This includes the 10,000 who go to Belfast Pride's Party in the Square as well as events at our partner LGBT+ venues and other events across the city centre.

We want to build on the buzz that Belfast Pride brings to Belfast and spread that buzz.

Union Street:

Home to the Kremlin, the biggest LGBT+ club in Ireland, Union Street Bar, the Shoe Factory, the Roof, Maverick Bar and Boombbox club sees a street party for Belfast Pride and for EuroPride 2023 we want to extend that to create a safe, pedestrian only Pride zone taking in the surrounding streets. We want to spread the Gay Village and Queer Quarter vibe and make room for plenty of new visitors with live outdoor stages for entertainment and performances. Team Belfast will work with the LGBT+ venues who support Belfast Pride and help them put on a fantastic Pride Party.

Cathedral Gardens:

Rainbow Family events are central to Belfast Pride and we will have our Big Pride Picnic on EuroPride Day right in the newly restored park in the city centre. Working with the HERe NI and Rainbow Project's Same Sex Family Group we'll bring bouncy castles, children's entertainment and Arts and Crafts to help celebrate family diversity and put it at the heart of Pride.

Bank Square:

We want to bring a traditional music event for Europride Day to this square in partnership with Belfast Trad Fest alongside the historic Kelly's Cellars venue dating back to 1720.

Writer's Square:

Originally the site of Party in the Square, we want to bring a relaxed, quiet zone to this Square for people who need a break or need a place to show their Pride while managing the noise and sensory overload that Pride can sometimes be.

Pride Village Expo:

Along side the Family Area and down the street from the Street Party we will use the Mall of Ulster University Belfast Campus to hold our Pride Village.

The community market with information stalls for LGBT+ people from groups offering services, support and social opportunities, as well LGBT + and local traders offering Pride themed goods and crafts will also be here.

The Official Belfast Pride After Party

Can we top the 2,750 who attended the 2019 After Party by Taboo, well we certainly plan to. We'll bring a large scale, multi room After Party with Taboo bringing their famous DJs, entertainers, visuals and lights to round off Pride day and Pride Night in style.



TradFest for Change

In 2019 we partnered with the Irish traditional music festival, Belfast Tradfest to bring a traditional Céilí to the heart of Belfast Pride, we upended the conventional gender roles in traditional Irish dancing to a full house and we intend to build on that for EuroPride 2023.

We will run a full Céilí with dancing lessons for beginners as well as a selection of traditional music and dance events across the city on EuroPride Day and during the entire festival.

Poetry with Pride

Belfast boasts a rich poetry scene of both emerging and established writers. Belfast Pride supports LGBT+ poets with an annual Poetry with Pride event and we have published two collections of LGBT+ poetry: 'Demand Change' and 'Coming Out'

We will seek out new LGBT+ poetry to put together a collection of original queer poetry from across Europe that will be launched at a Poetry with Pride event for EuroPride, where we will aim to have the poets reading their work. We will stream and record this so that as many people as possible can have access to the work.





EuroPride for Change

We will offer a full Human Rights Programme under the banner 'EuroPride for Change', offering a programme of celebration that will encourage people to come to Belfast for this portfolio of great events, in the run up to EuroPride Day on Saturday 5th August.

Belfast Pride has a clear focus on rights alongside what we believe is a necessary celebration of our identities that gives much needed affirmation and positivity, in a society where rights have been denied. Northern Ireland is a post conflict society that is still in a 'Peace Process' 'Change' and talking about change has been a key part of our everyday conversations and our identities for a very long time and this has influenced how LGBT+ groups here have been developed and organised. LGBT+ issues have often been left off the agenda when dealing with conflict so the community had to work hard and campaign to get Equality back on the table and dealt with. We want to share this experience of working for change in a spirit of partnership and solidarity.

We intend to build on the diversity of our annual programme and build on the theme of 'Change' by running a series of events looking at different issues and how change has come about here. Our annual programme features the Amnesty International Human Rights Lecture, the Belfast Pride Law Lecture and 'Pride Talks Back' - a debate on the progress of Equality issues with politicians, often featuring Party Leaders and Ministers, as well as range of community run workshops and panel debates.

We intend to expand this out and run the following events:

Keynote Events:

Amnesty International EuroPride Lecture

A keynote talk from an individual at the centre of Rights works in Europe.

The EuroPride Law Lecture

A keynote lecture on progress in equality law from a leading practitioner.

Europe Talks Back

A debate with leading politicians from across Europe on equality issues from across the continent and how this can be influenced and change brought about for those without rights.

Trans and Intersex Rights Programme:

Belfast has the only Trans Community Centre in the United Kingdom and Ireland and has a Trans community that has brought new perspectives on activism and campaigning for change. We want to build on this energy by organising a programme of events to allow Trans and Intersex people to come together, share experience and learn from each other:

Building Community

How to campaign for support and to challenge discrimination.

Building Capacity

How to educate within the community to create more advocates and organisers for change.

Building Alliances

How to improve representation in networks to ensure that Trans and Intersex voices are included and heard.



Refugees and Migrant Rights Programme

We have worked with, and supported, the local group 'Refugees Welcome' to help highlight the issues facing LGBT+ refugees and we will build on this with a programme of events highlighting the experiences of LGBT+ refugees and looking at ways of supporting LGBT+ refugees and sustaining organisations providing services to refugees. We would build on previous work such as film screenings and debates, alongside events looking at how to include LGBT+ refugees and migrants in LGBT+ groups.

Human Rights Perspectives

We will work with partner groups Amnesty International, the Northern Ireland Human Rights Commission and the Equality Commission for Northern Ireland to create additional events examining how Human Rights issues for LGBT+ people across Europe are developing. We want to highlight different struggles and look at how people across Europe have challenged discrimination in the past and what can be taken forward for the fights still ongoing in countries in Eastern Europe in particular and we will bring events that focus on this.

Closing Ceremony

Belfast Pride will hold the Closing Ceremony at special Gala event in the MAC Belfast - a contemporary theatre and arts complex combining striking architecture with an agenda pushing programme. The event will begin with a reception followed by a cabaret show celebrating the best of EuroPride in Belfast and featuring some of the LGBT+ that lit up the festival over the the previous ten days. We will symbolically remember those who can't attend Pride in their own cities and pass on the baton to next EuroPride city.

CHANGE FOR ALL

This last year has taught us all new ways of working and communicating and we will broadcast, stream and record the majority of events to ensure that everyone who needs to hear about the change we will talk about can easily access it from anywhere in the world.

In 2020 we delivered an extensive programme of online events and pushed technology as far as we could to ensure that Pride still happened. Our community wanted to celebrate reaching the end of the long road towards Marriage Equality and Reproductive Rights but still wanted to highlight the lack of access to Trans healthcare here, the lack of progress on Gender Recognition rights, as well as the lack of LGBT+ inclusive education in schools, the inaction on banning 'Conversion Therapy' and the lack of action on Mental Health Services. Along with our community partners, we delivered over 50 online events for Belfast Pride 2020.

We will seek funding to bring some key participants for the '**EuroPride for Change**' to Belfast, recognising that there are voices we need to hear and that economic considerations need to be overcome for that to happen and where this is not possible we will make sure that people can take part online.



Marketing & Promotional Plan

Through co-operative marketing and promotional alliances, Team Belfast will deliver an integrated Marketing and Communications plan for EuroPride 2023.

This will include development of a comprehensive marketing plan to raise the profile of the event. The marketing activity will create awareness of EuroPride 2023 and build enthusiasm and anticipation in the lead up to the event. It will ensure that awareness of the EuroPride 2023 destination is key and it becomes a must attend event in the European LGBT+ calendar.

Belfast Pride and its bidding partners will leverage a comprehensive marketing and promotional plan with a potential budget of circa €44,400. The potential marketing fund would allow for a multi-platform media campaign to promote and publicise the event, both on a national and international scale.

The Marketing and Communications Plan will be supported by Belfast City Council and Visit Belfast, the city's official marketing organisation for large scale, international events. Visit Belfast's digital platforms are central to promoting the city to visitors, both before and during their trip. EuroPride can avail of several opportunities to engage with Visit Belfast's digital audience through websites or email and social media marketing.

In addition to this our associations, elected representatives, partners and sponsors will be fully mobilised to make the Belfast EuroPride event a success for the LGBT+ community, for the city and for Europe.

Marketing Strategy

The Marketing and Communications Plan for EuroPride 2023 will employ an integrated multi-channel approach, which will include above the line and below the line, alongside digital and social marketing.

The objectives of the Marketing Plan are:

- **Communicate Vision Effectively**
- **Create Event and Destination Awareness**
- **Encourage Attendance at EuroPride 2023**
- **Leave a Lasting Legacy for Belfast**

Online channels will allow direct engagement and provide the potential to click through to dedicated Campaign webpages.

All visual communication for EuroPride 2023 will feature the official EuroPride logo and be supported by imagery depicting rainbow colours, diversity and Belfast landmarks.

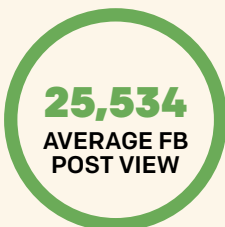
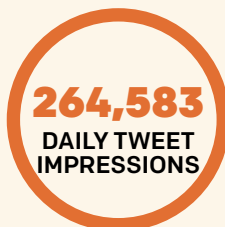


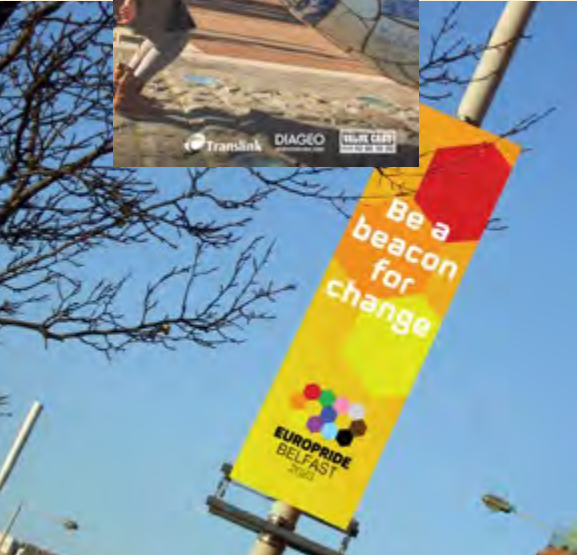
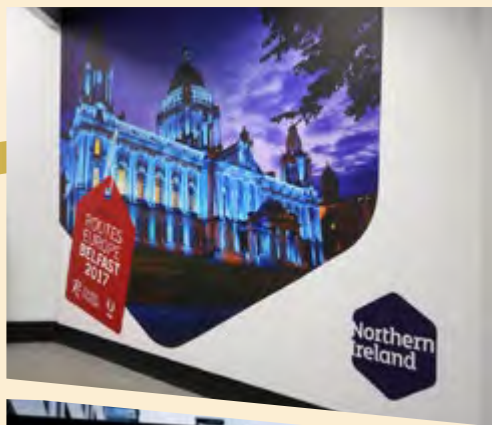


VISIT BELFAST



BELFAST PRIDE





Print & Publications

Pride Guide

- 10,000 copies of the Pride Guide are printed every year and 2023 will be no different.
- Over 83,000 readership of the Guide.

Visit Belfast City Guide

- A EuroPride 2023 Branded version of Visit Belfast's city guide will be produced for incorporating event specific information, alongside key visitor information including must see must do activities for Belfast, eating out guide, pubs and clubs, and accommodation.

Marketing Collateral, Merchandising and Branding

- Promotional banners and posters will be seen throughout the city of Belfast leading up to, and during, the 10 day event of EuroPride, flag fields will be used as part of the City dressing to help promote the event. This represents 30 free standing flags giving eye catching appeal in clusters around key locations in the city centre.
- A destination marketing video will be commissioned to showcase the city of Belfast, the atmosphere and vox-pops of visitors who have made the journey to Belfast previously for similar cultural events.

- T-shirts and merchandise will be developed and sold in Visit Belfast's city centre flagship visitor information centre and at other retail and community outlets across the city and online.

- EuroPride Belfast 2023 will have a window 'Takeover' at Visit Belfast's tourist information centre in front of City Hall in the lead up and during the event to create a buzz around the city, a warm welcome for EuroPride attendees. Visit Belfast can also provide merchandising and ticketing for the event.

- Visit Belfast will assist the EOPA on working on branding opportunities such as welcome stickers for airport arrivals and digital ads throughout the city during the event

Activation Prior to EuroPride 2023:

- Influencer Events
- Sponsorship Events
- Promotion at Belfast Pride 2022
- Attendance at Other European Prides in 2022 and other Pride events in key target markets
- Press Conferences

Lasting Legacy after EuroPride 2023:

We know that the impact EuroPride will leave on Belfast will be just as important as the event itself. So Belfast Pride and its partners are set on ensuring the waves of EuroPride will be felt for years to come.

Team Belfast will work with the EOPA to make sure the legacy events that unfold in the years after the event are in line with the vision and objectives of the Association and the LGBT+ community.

- Retrospective social media posts after the event.
- Reviewing the outcomes of any seminars and workshops and including these objectives in future projects carried out by Belfast Pride and its partners.
- Proactively developing resources, projects and working groups for the objectives of supporting the community and equality, both on a national and international scale.
- Continuing to link in with past and future host cities for EuroPride to ensure a well-rounded event continues to take place and all main objectives discussed.



Team Belfast

Belfast Pride

Belfast Pride is a voluntary organisation with a sixty strong volunteer team that organises and delivers a festival that celebrates the culture, diversity and history of the LGBT+ community in Belfast.

Belfast Pride was founded in 1991 to deliver the first Pride festival and remained a voluntary community organisation since then. It has consistently delivered a Pride festival each year since then, including an online festival with over 50 events in 2020, following on from 2019 when 60,000 people took part in the parade with over 160 events in the festival programme.

Teamwork

We will also bring together a range of City and Regional agencies to help us plan and deliver the bid and realise the ambition of the bid. This group will include Belfast City Council, Visit Belfast, Tourism NI, Tourism Ireland, Translink, Police Service of NI, Volunteer Now, Unions, Belfast Chamber of Commerce, Belfast city BID organisations, Department for Communities, Department for Economy and the Department for Infrastructure.

This group will enable us to ensure that the city rises to the challenge of EuroPride, by enabling conversations across different areas of responsibility and helping us to overcome barriers to deliver the ambition of the programme. This group will meet quarterly, initially followed by monthly and will bring decision makers together to help deliver EuroPride.

Belfast Pride is a charitable association in the process of updating its structure to become a charitable company limited by guarantee. The organisation previously shared offices with other community groups and got its first office in 2015 and moved to the current larger office in 2015 allowing space for more volunteer events.

Belfast Pride is led by a team of volunteers supported by a larger volunteer team with significant built in flexibility to allow people to contribute according to the time that they have to offer, their skills in particular areas, their personal and family circumstances and disability or health conditions.



Key Team Members

Seán Ó Néill

Seán is Chair of Belfast Pride and has been with Belfast Pride since 2012. He is responsible for overseeing projects within Belfast Pride as well as the strategic direction of the organisation. Seán has previously been involved with Cara-Friend where he was a Board Member as well as part of the LGBT Switchboard team and has a background in Training, Mentoring and Community Work in disadvantaged areas and with marginalised groups. Seán has also been a Board member for Citizens Advice and Advice NI.

Gerard McAtamney

Gerard is the Parade Manager for Belfast Pride and has overall responsibility for the biggest single parade in Belfast including operational management, funding, revenue control and volunteer management. Gerard is responsible for making sure that the parade meets Parading law as managed by the Northern Ireland Parades Commission and that Belfast Pride safely manages the crowds in and around the parade. Gerard has a background in management and planning in transport logistics and distribution.

Tracey Smyth

Tracey is a Senior Event Manager for Belfast Pride and has been responsible for large scale events including Party in the Square, in Custom House Square as well as the 2020 online event as well as the Launch and Belfast Pride Awards in Belfast City Hall. Tracey has a background in administrative management and working with students and young people.

Liam Cripps

Liam is a Senior Event Manager for Belfast Pride and managed events including the Pride Talks Back political debate, the Big Pride Picnic Family Fun Day. Liam is also Belfast Pride's Accessibility Manager with responsibility for Belfast Pride's ongoing Accessibility work aiming to ensure that the festival is an inclusive as possible for people with different abilities and specific needs. Liam has a background in IT management and with groups supporting disabled young people.



Maria Armstrong

Maria is joint Volunteer Co-ordinator for Team Pride – our volunteer programme. Belfast Pride has a large and diverse volunteer team and we have worked hard to innovate in recruitment and retention to ensuring that we maintain this diversity, provide opportunities for as many people from the community as possible and retain trained and experienced volunteers who can pass skill to new volunteers and offer support. Maria has a background in Youth Work and Youth Enterprise programmes.

Elke Stevens

Elke is an Event Manager for Belfast Pride and is responsible for the smooth running of parts of major events including the parade, Launch at City Hall as well as special projects. Elke has a background in research and Social Care.

Matt Kelly

Matt is joint Volunteer Co-ordinator for Team Pride – our volunteer programme. We work hard to train and support volunteers and we aim to maintain a year long programme of support, training and team social events. The volunteer co-ordinators build link with organisations representing less represented groups including older people, refugees, people with disabilities and BAME people. Matt is currently a student and is involved in community work.

Gemma Kelly

Gemma is Fundraising Manager for Belfast Pride and is responsible for organising fundraising projects and events, training fundraising volunteers and supervising volunteers at fundraising events. Gemma is also responsible for building partnerships with venues and sponsors to ensure that income can be maintained to deliver the festival. Gemma has a background in Youth Work and community and corporate fundraising.



Business Plan

Belfast Pride is a voluntary organisation with a sixty strong volunteer team that organises and delivers a festival that celebrates the culture, diversity and history of the LGBT+ community in Belfast. EuroPride 2023 will be led by Belfast Pride and co-organised with the LGBT+ community groups in Belfast, Belfast City Council and Visit Belfast. Belfast Pride wants the delivery of the festival to be a collaboration and effort by the whole of the LGBT+ community in Belfast so that it is authentically led from the community and shaped by LGBT+ people.

Organising Committee

Belfast Pride is led by a team of volunteers supported by a larger volunteer team with significant built in flexibility to allow people to contribute according to the time that they have to offer, their skills in particular areas, their personal and family circumstances and disability or health conditions.

Belfast Pride has been working towards additional funding to manage the workload of an ever growing festival with the aim of recruiting full time staff. This aim has also been built in to the plans for EuroPride 2023.

An official notice of motion was passed by Belfast City Council to work with Belfast Pride and the LGBT+ Community to support a bid to bring EuroPride to the city. Belfast Pride looks forward to working with Council to progress plans including a formal application for funding as well as operational and organisational support.

We will conduct a full skills audit of the organising committee and aim to identify gap and seek to recruit to fill these gaps and extend the skills and experience of the organisation.

A community and a city coming together for EuroPride

Sponsorships

Sponsorship will be a necessary addition to any public sector funding received. We understand the importance of sponsorship to an event like EuroPride and aim to carry out market research to make sure that the right potential sponsors are targeted. We already have a great group of companies, from various industries, interested in sponsoring EuroPride 2023 and Team Belfast will work with EPOA to create specific packages to attract sponsor commitment over the next three years, whilst working within Belfast Pride's commitment to Health and Wellbeing and Environmental Responsibility.

Belfast Pride has a proven track record in working in professional partnerships with groups as diverse as the Citigroup, Bank of Ireland, AIB, Horatio Group, Ulster Bank, Fonacab, the Policing Board, Department for Communities, Belfast City Council, Anthology, O2, as well as Trade Union partners including NIPSA, Unite and INTO. An addition of great local venues include Kremlin, Maverick, Union Street, the Roof, Boombox, the Sunflower, the American Bar, Taboo, the Speakeasy and the Northern Whig, to name but a few.

Belfast Pride produces a Sponsorship Guide every year, published on ISSUU, to show groups how they can work with Belfast Pride, what the reach and numbers are and listing the opportunities available. We will build on this experience and produce a full Guide of opportunities for EuroPride 2023 and negotiate with partners on the basis of this proven conversation opener.

Belfast Pride will keep in regular contact with the EOPA on providing details of the various sponsorship agreements to support EuroPride 2023.



Partnerships

Belfast Pride is fortunate enough to have an extended network of support from all sectors. We will be building the detailed programme from the LGBT+ community out and we then aim to build partnerships. We will partner with the hotels, restaurants, bars and venues that already support Belfast Pride and then set out to persuade the others to ensure the famous Belfast hospitality is extended to everyone coming to Belfast for EuroPride.

Belfast Pride will build on support from our partner Pride networks – the Ireland Pride Network, the UK Pride Organisers Network and the Pride across Europe that we connected with through EPOA. We will on building these relationships so that our partners have all the information they need about EuroPride 2023 and supporting the festival.

Belfast Pride has always attracted significant media attention and we have worked hard to use that to our advantage. Media groups take part in the festival or the parade and we receive in depth coverage from outlets including UTV, BBC, Q Radio, Downtown Radio, Cool FM, Belfast Media Group, the Irish News, the Irish Times, RTÉ and Belfast Live. We will build on these links to tell the story of the festival and ensure that we capitalise on the interest in Belfast Pride and the political context around it.

Volunteers Co-Ordination

Many of the events will be supported by enthusiastic and capable volunteers, with a focus on promoting a sense of community for all those who attend EuroPride in Belfast in 2023.

The volunteers will be expertly trained and briefed on the vision and objectives of the event and the EOPA to support the various events over the ten days, as well as back-up on city dressing, hospitality and the signposting and guiding of visitors.

Staffing

Belfast Pride has been working towards additional funding to manage the workload of an ever growing festival with the aim of recruiting full time staff. This aim has also been built in to the plans for EuroPride 2023 from the start.

The posts would be as follows:

Festival Director - To co-ordinate the planning of the festival, manage and supervise staff, set and manage delivery targets and oversee the strategic management of the festival.

Admin Support Worker - To support the delivery of the festival, managing records, and finances, delivering office and admin support to the festival team and facilitating communication, reporting and access to information.

Events and Engagement Manager - To co-ordinate Event planning, tendering, sourcing and delivery and work with community groups and other partners to develop community events and participation.

Team Pride Manager - Team Pride is Belfast Pride's Volunteer Programme and the voluntary work put in to this over the last few year has led to increased volunteer numbers and high rates of retention. This post aims to move Team Pride to year long programme to build up and train a large and diverse volunteer team to help support the delivery of EuroPride 2023.

Community Planning Group

Belfast Pride is a major community effort and the LGBT+ groups based in Belfast bring programmes of events to the overall festival programme. Our community is proud of Pride and we want to turn this in to a collaborative planning and consultation process allowing us to deliver a Pride grounded in community but with an ambition stretching right across Europe.

We will set up a Community Planning Group to make sure that EuroPride 2023 stays close to the values that Belfast Pride stand out, representing the whole LGBT+ community and mixing protest and celebration to encourage our community and city to come out for change. This group will meet quarterly, initially followed by monthly to ensure that community potential is harnessed and that opportunities for funding and to develop events are pursued.

Belfast EuroPride 2023 Budget

The below expenditure and income is an educated estimated based on previous Pride events. Belfast Pride will work with the EPOA on creating a confirmed budget, should Belfast be selected as the host city for EuroPride 2023

Based on exchange rate of 1.11 - correct as of 2nd August 2020 - Subject to Change

EXPENDITURE		
General Expenditure	Cost (€)	Detail
EPOA Licensing Fee	€ 10,000.00	As per bylaws
Festival Guide	€ 8,325.00	Design, Printing, Distribution
Branding	€ 11,100.00	Banners, Lanyards, Printing, Flags
Marketing	€ 22,200.00	PR, Promotion, Advertising, Digital
City Dressing	€ 11,100.00	Design, Print, Installation
Insurance	€ 4,440.00	Event Insurance
Accessibility	€ 5,550.00	Signers, Changing Places, Support Staff, Signage and Accessible Materials
Office Costs / Overheads	€ 8,880.00	Rent, Phone, Internet, Materials
Legal Fees	€ 1,110.00	Advice, Licences, Permits
Sub Total	€ 72,705.00	
EuroPride for Change		
EuroPride for Change	Cost (€)	Detail
Keynote Events	€ 5,550.00	Venue, Set Up Hire, AV
Trans and Intersex Programme	€ 16,650.00	Venues, Set Up Hire, AV, Travel Costs, Accommodation
Refugees and Migrant Rights Programme	€ 5,550.00	Venues, Set Up Hire, AV, Travel Costs, Accommodation, Film Rights
Human Rights Perspectives	€ 11,100.00	Venues, Set Up Hire, AV, Travel Costs, Accommodation, Film Rights
Sub Total	€ 38,850.00	
Opening Ceremony		
Opening Ceremony	Cost (€)	Detail
Production Costs	€ 9,990.00	Production, AV, Artist Costs
Art, Photographic Exhibition Costs	€ 5,550.00	Venue, Materials, Display and Artist Costs
TradFest for Change	€ 5,550.00	Venues, staging, AV, Artists Costs
Poetry with Pride	€ 5,550.00	Venue, Printing, Artist Costs, Travel
LGBT+ History Tours	€ 3,330.00	Staff Costs, Production
Film Programme	€ 2,775.00	Venue, Rights, Licences
Closing Ceremony	€ 2,220.00	Venue, Artist Costs
Sub Total	€ 34,965.00	
EuroPride Day		
EuroPride Day	Cost (€)	Detail
Security	€ 1,665.00	Event Security
First Aid	€ 3,330.00	Staff, Vehicles, Treatment Centre
Marshalls / Volunteers Costs	€ 1,110.00	Information / Assistance
EuroPride Parade	€ 16,650.00	Insurance, Security, Radio Control, Safety Branding, Participant Grants
Party in the Square	€ 27,750.00	Staging, AV, Production
	€ 16,650.00	Artist / Presenter Costs
	€ 11,100.00	Toilets / Fencing / Portacabins
	€ 2,775.00	Security
Pride Village - Expo	€ 3,330.00	Venue, Set Up Hire
Pride Village - Family Day	€ 4,440.00	Venue, Security, Children's Entertainment, Artist Costs
Pride Village - Quiet Zone	€ 3,330.00	Venue, Set Up Hire, Security
Pride Village - Street Party	€ 8,325.00	Street Permissions, Street furniture, Security, Artist Costs
Sub Total	€ 100,455.00	
OVERALL EXPENDITURE	€ 246,975.00	
INCOME		
Source	Amount	Detail
Tenders	€ 27,770.00	Bar Services, Food Retail, Merchandise
Sponsorship	€ 52,350.00	Event Sponsorship, Licencing, Logo Licencing
Official Festival Guide	€ 46,155.00	Advertising and Sponsorship
Event Screen Advertising	€ 4,750.00	Advertising
Fundraising	€ 22,200.00	Online donation, in person collecting, sponsored events and promotions.
Event Income	€ 27,700.00	Official After Party, joint events at venues, profit share and trade offs for events, Pride Expo Fees
Merchandise Sales	€ 5,500.00	T-Shirts, lanyards and a range of other promotional items
Parade Fees	€ 48,550.00	Scaled fees for business groups
Belfast City Council	€ 7,780.00	Events Grants
Department for Communities	€ 5,500.00	City Centre Events Grants
OVERALL INCOME	€ 248,255.00	
PROFIT	€ 1,280.00	

Please refer to the Business Plan for information on Staff Recruitment

2020 - 2023 Timeline





Getting Here

Getting to Belfast is easy. It has two airports, George Best Belfast City Airport which is just 10 minutes from the city centre and with Belfast International Airport just a 30 minutes taxi or bus journey away. Belfast is served by 194 European and international destinations across Belfast's airports and Dublin airport, which is just 90 minutes away with coach services to Belfast every hour. Belfast also connects to major international hubs like London, Manchester, Paris and Amsterdam.



194 European and International Destinations
from both Belfast and Dublin



60 mins flight
From all UK airports to Belfast City Airport



339 Direct UK Flights Weekly
Belfast connects directly to 24 UK airports with 530 weekly flights



10 mins transfer
from Belfast City Airport to Belfast City Centre



90 mins by coach
from Dublin to Belfast City Centre



7 International Hubs
With direct flights to major hubs London, Amsterdam, Paris CDG, Edinburgh, Reykjavik and Manchester

Due to the current global COVID-19 pandemic, air access details are constantly changing. The information contained above is pre-COVID with flight frequency and destinations changing regularly as we ease out of lockdown. It is anticipated that 2023 will see normal services back to capacity and Visit Belfast will provide regular updates to flight schedules to EuroPride to assist with planning.

We have over **18,000** bed spaces throughout the city

Accommodation

Belfast is a safe and walkable city with all major city centre hotels within 5-10 minutes walking distance from the city centre, venues and attractions. From international brands to famous locally owned hotels, our range of hotels offer spacious bedrooms and the famous Belfast welcome ready for EuroPride Attendees.

Belfast City Centre and the Greater Belfast Area boasts over **18,000 bed spaces** in a unique array of accommodation to suit all tastes and budgets. Visit Belfast can secure rates and allocations for EuroPride attendees across the city.



10,306 Hotel Bed Spaces – all new or newly refurbished



1,135 Additional Bed Spaces from B&Bs, Guest Houses and Hostels



1,200 Self Catering Bed Spaces



5,391 Student Accommodation Bed Spaces



★★★★★

Ten Square Hotel

£80 BB Single Occupancy
£95 BB Double Occupancy

With a much sought-after central Belfast postcode, within the city's most central district for business, shopping and dining, Ten Square makes for the perfect base whether visiting the city for business or leisure.



★★★★★

Titanic Hotel

£155 BB Double Occupancy

Situated in the heart of the Titanic Quarter, Titanic Hotel Belfast is the world's most authentic Titanic Hotel. This unique luxurious 119 bedroom hotel has been created in the former headquarters of Harland and Wolff, builders of the RMS Titanic.

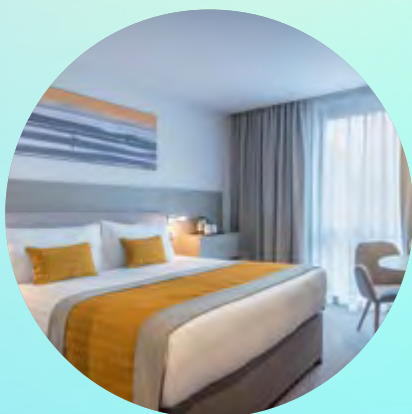


★★★★★

Jurys Inn

£129 BB Single Occupancy
£139 BB Double Occupancy

Jurys Inn Belfast City Centre Hotel is the perfect hotel for business or leisure, with accommodation in a prime location.



★★★

Maldron City Centre

£105 BB Single Occupancy
£115 BB Double Occupancy

With Maldron hotels renowned for high standards and excellent customer service, Maldron Hotel Belfast City offers everything you need for an overnight city break or a starting point for visiting the sights of beautiful Northern Ireland.



★★★

Holiday Inn

£139 BB Single Occupancy
£149 BB Double Occupancy

Centrally located in the heart of Belfast, within a short walk to major attractions and the retail and entertainment districts, the Holiday Inn Belfast City Centre is adjacent to the city's main transport links and close to the main road and motorway network. Secure 24 hour parking is available adjacent to the hotel at a discounted rate.



★★★

Hampton by Hilton

£139 BB Single Occupancy
£149 BB Double Occupancy

Located in central Belfast, Hampton by Hilton Belfast City Centre offers modern rooms with free Wi-Fi, hot breakfast, gym/fitness centre use and secure discounted parking adjacent to the hotel.



★★★★★

The Merchant

£210 BB Single Occupancy

The grandeur of the original Grade A listed building is complemented by an elegant Art Deco inspired wing with a multitude of exciting amenities. The hotel includes a stunning luxury spa, a rooftop gymnasium with panoramic city views and a fabulous jazz bar – The Merchant delivers opulence at every turn.



★★★★★

The Fitzwilliam

£175 BB Double Occupancy

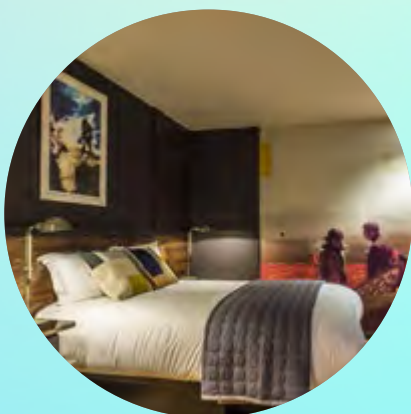
The Fitzwilliam Hotel is a luxurious, AA five star hotel, carefully, thoughtfully, brilliantly designed and just a little bit different. A contemporary feel in a classic setting, upstaged only by our thoughtful, welcoming personal service.



Grand Central

£150 BB Single Occupancy
£170 Double Occupancy

Just as Belfast is at the heart of the Grand Central, the Grand Central is at the heart of Belfast. Set in the up and coming Linen Quarter, the hotel is a spectacular hub for exploring Titanic Quarter's history or Cathedral Quarter's charming cobbled streets, pubs and eateries.



Bullitt

£105 BB Single Occupancy
£125 BB Double Occupancy

Bullitt Hotel is a stylish and cleverly designed hotel with an urban atmosphere, offering top-quality accommodation in Belfast city centre. Bullitt has ditched the over-the-top extras so that we can deliver a quality service with no hidden costs, smack bang in the middle of Belfast City Centre.



★★★★★

Europa Hotel

£130 BB Single Occupancy
£150 Double Occupancy

Superbly located in the heart of Belfast City Centre, the world-famous four star Europa Hotel simply epitomizes indulgence. The elegant décor, contemporary bistro, bustling bar and relaxing piano bar lounge make it the hotel of choice for business and leisure guests visiting Belfast.



★★★★★

Hilton

£80 BB Single Occupancy
£95 BB Double Occupancy

In the heart of the city centre, beside the Belfast Waterfront Hall, the Hilton epitomises the lively confidence of the bustling city.

A Walkable City





City Support

Team Belfast is committed to working with EuroPride to deliver the best event yet in Belfast. We will deliver a city wide briefing that EuroPride is coming to town ensuring we welcome the community with open arms. Our package of support includes:



Meet and Greet Teams at George Best Belfast City Airport and Belfast International Airport. Visit Belfast's trained tourist information advisors will be on hand, in EuroPride T-Shirts, to co-ordinate transfers, provide directions, guidance on transport options and deal with all visitor enquiries upon arrival into the city.



EuroPride 2023 branding in shops, bars, restaurants and attractions to ensure a city-wide welcome.



Exclusive partner discounts for all EuroPride attendees across Visit Belfast's partner network of over 500 bars, restaurants, hotels, shops, attractions and tourism providers across the city.



Digital signage and welcome messages across the city.



Complimentary 'lighting up' of the city with EuroPride brand colours. Key buildings will be illuminated as part of the event programme including City Hall, Titanic Belfast and other key landmarks.



Visit Belfast will work with Belfast Pride on a comprehensive volunteer programme to support the event.



Complimentary EuroPride 2023 branding at prominent locations across the city.



Visit Belfast trained visitor information staff will provide 'pop up' tourist information points at key locations during the festival



EuroPride 2023 Window takeover at Visit Belfast's city centre tourist information centre.



City-wide working groups will be established including Belfast Pride, Belfast LGBT+ community and representative organisations, Belfast City Council, Visit Belfast, Tourism NI, Tourism Ireland, Translink, Police Service of NI, Volunteer Now, Belfast Chamber of Commerce, Belfast city BID organisations, Department for Communities and Department for Economy.



EuroPride 2023 preferential rates and packages for pre-post stays, excursions and tours.



An tArd-Mhéara The Lord Mayor
Councillor Daniel Baker



29th June 2020

European Pride Organisers Association (EPOA)
Rue du Marché au Charbon 42
1000 Brussels
Belgium

To the European Pride Organisers Association

As Mayor of Belfast and Civic Leader of the city, I am happy to hear that Belfast Pride are being considered as hosts of EuroPride 2023. I fully support this bid and hope that is successful, I will do everything that I can as Mayor to support the bid.

Belfast is a rainbow city. It is made up of a diverse and vibrant population with communities who have transformed conflict into peace and have been successfully working together in the long process of rebuilding and transformation.

Belfast is a city on the rise and one that I am immensely proud to be a citizen of, the city has big ambitions but remains grounded in community. There has been a significant rise in the number of visitors to the city over the last ten years and they have found Belfast to be a welcoming and optimistic city. The people of Belfast are always ready to welcome people to the conversation and we want everyone to enjoy our famous hospitality.

I set out at the start of my term to represent all citizens of the city equally and Equality is at the core of my own political beliefs as well as how Belfast City Council operates. Belfast City Hall flew the Pride flag for Belfast Pride for the first time last year and I am committed to seeing change like this to make it clear that Belfast is a city for all.

Lord Mayor's Office
City Hall, Belfast, BT1 5GS
Tel: 028 9027 0486
Email: lordmayorsoffice@belfastcity.gov.uk



An tArd-Mhéara The Lord Mayor
Councillor Daniel Baker



Belfast Pride is a unique Pride, big in ambition but still community focused and it is one of the highlights of the year in the city – the festival has a clear focus on Change and Equality and these values reflect the process of change and transformation for the city itself. I support Belfast Pride's aim of making Belfast a beacon for Change and Transformation across Europe, offering the chance to others to come to Belfast to learn about work for Rights, Equality and Change and highlighting this work as part of the planned EuroPride 2023 programme.

As a city, we very much want the opportunity to welcome the rest of Europe to Belfast for EuroPride 2023 and I hope that this bid is successful.

Lord Mayor of Belfast
Councillor Daniel Baker

Lord Mayor's Office
City Hall, Belfast, BT1 5GS
Tel: 028 9027 0486
Email: lordmayorsoffice@belfastcity.gov.uk

July 2020

Kristine Garina
European Pride Organisers Association (EPOA)
Rue du Marché au Charbon 42
1000 Brussels
Belgium

Re: EuroPride 2023

Dear Ms Garina

On behalf of Visit Belfast, I am delighted to support Belfast Pride, the LGBT+ community and the rest of Team Belfast to host EuroPride in our famous city in 2023. We are delighted to submit a proposal, which we hope will give a flavour of what Belfast has to offer, showcasing our vibrant, inclusive and resilient city, where our hospitality and welcome is second to none.

Belfast has experienced unprecedented investment in recent years and there has quite simply never been a better time to bring your event to the city that Conference and Incentive Travel (C&IT) magazine has crowned "Best Events Destination" for two years running. Belfast is a city that has all the perfect ingredients for organisers and attendees alike.

The timing of this Belfast bid to host EuroPride is significant as it will coincide with the city's ambitious new cultural strategy. This includes a year-long programme of immersive cultural activity during 2023 on a scale that has never been seen in Belfast before. Welcoming EuroPride in 2023 will be a landmark in the delivery of the city's cultural ambition and act as a call to action for our next generation of leaders to drive forward the LGBT+ community's future plans.

As the city's official destination marketing organisation, Visit Belfast is committed to working with Belfast Pride, EPOA, Belfast City Council and our 500 tourism and hospitality partners across the city to ensure the 2023 EuroPride is a huge success. Crucially, we will also ensure that EuroPride 2023 will leave a lasting legacy in Belfast, delivering the vision and objectives of EPOA and progressing the important mission of our LGBT+ community across the city.

Thank you for this fantastic opportunity.

Yours Sincerely,



Gerry Lennon
Chief Executive
Visit Belfast

Visit Belfast

9 Donegall Square North
Belfast BT1 5GB
Northern Ireland

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visitbelfast.com

Visitor Information

+44 (0)28 9024 6609
info@visitbelfast.com
visitbelfast.com





**WATERFRONT
HALL
ULSTER
HALL**

Julia Corkey
ICC Belfast

Kristine Garina
European Pride Organisers Association (EPOA)
Rue du Marché au Charbon 42
1000 Brussels
Belgium

28th July 2020

Dear Ms Garina

I would like to extend my thanks to you, the EPOA board and your members for your tireless work and advocacy over the past three decades to protect, promote and empower the lesbian, gay, bisexual, transgender and intersex community. It is thanks to organisations such as EPOA that our society continues to strive towards equality for all.

I am writing to you as Chief Executive of ICC Belfast, Northern Ireland's only purpose-built international convention centre, to formally express my support for Belfast's bid to host EuroPride 2023.

Having spent the past two decades in London, I recently returned to my native Northern Ireland and have been delighted to witness such a positive change in the destination. Belfast is unique, vibrant and flourishing. Although it is small on the map, our people have big ambitions and are determined to build a progressive and inclusive society that attracts global acclaim.

In my previous role with Westminster City Council, my team worked closely with Pride in London. I have seen first-hand the positive impact this event has for the LGBT+ community and for Londoners. It is more than a festival of celebration. Pride in London is a catalyst for societal change. I believe that this experience, coupled with the enthusiasm and dedication of the team at ICC Belfast would ensure the delivery of a EuroPride event like no other.

Together, with our partners across Belfast and Northern Ireland, we would love to welcome EuroPride in 2023. If you have any queries, please do not hesitate to contact me or a member of my team.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Julia Corkey', written over a light blue circular stamp.

Julia Corkey
Chief Executive - ICC Belfast

ICC BELFAST
incorporating Waterfront Hall
2 Lanyon Place
Belfast BT1 3WH
Northern Ireland

Ulster Hall
34 Bedford Street
Belfast BT2 7FF
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ICCBELFAST.COM

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European Pride Organisers Association (EPOA) aisbl
Rue du Marché au Charbon 42
1000 Brussels
Belgium



July 31st 2020

To the European Pride Organisers Association

Amnesty International UK is delighted to read that Belfast Pride is being considered as the host of EuroPride 2023.

We fully support this bid, hope that is successful and we look forward to partnering with Belfast Pride to help plan and deliver the festival.

Amnesty International has played a part in Belfast Pride since 1997 when we first participated in the – then small - parade. Since 2008, we have staged an annual human rights lecture, featuring speakers from Ireland, United Kingdom and overseas.

Belfast Pride is an important part of our annual calendar and an opportunity for us to showcase campaigns for LGBTI+ rights at home and abroad. We think that Belfast has an important message for other parts of Europe, especially those cities and countries where Pride and the LGBTI+ community is under pressure:

- how Pride can successfully transform how the LGBTI+ community sees itself and is seen by others;
- how LGBTI+ visibility through Pride can help change a previously conservative society into one which is inclusive and both celebrates and demands equality;
- how Pride can grow from small beginnings to a point where it becomes the single largest annual celebration which unites the community in an otherwise divided city.

As part of EuroPride 2023, we plan to stage the **Amnesty International EuroPride Lecture** featuring a prominent speaker on LGBTI+ rights. This event will be broadcast online through Amnesty International's and other social media channels.

Especially for EuroPride 2023, Amnesty International also plans to bring a **panel of LGBTI+ human rights defenders from across Europe** to Belfast to highlight the difficulties faced by the community in some parts of Europe. We will use the opportunity to showcase and rally international support for individual LGBTI+ human rights defenders facing official harassment as a result of their rights work. A panel event will be broadcast online through Amnesty International's and other social media channels. Visiting LGBTI+ human rights defenders will meet counterparts in Belfast to share lessons and solidarity.

We very much want the opportunity to welcome the rest of Europe to Belfast for EuroPride 2023 and we hope that this bid is successful.

Patrick Corrigan

Patrick Corrigan
Northern Ireland Programme Director / Head of Nations and Regions
Amnesty International UK

397 Ormeau Road
Belfast
BT7 3GP
Tel: 00 44 (0) 28 9064 3000 / 00 44 (0) 7740 623155
Email: patrick.corrigan@amnesty.org.uk



Newry Rainbow Community
% Ballybot House
28 Cornmarket
Newry
BT35 8BG

Saturday, 01 Aug 2020

European Pride Organisers Association,
Rue du Marché au Charbon 42,
1000 Brussels,
Belgium

I am the Chairperson of Newry Rainbow Community (NRC) and Pride In Newry. The NRC has served the needs of the LGBTQ+ community across counties Down and Armagh in the North of Ireland for almost 20 years.

In August 2019, Pride in Newry successfully delivered UK and Ireland Pride. This was after winning the UKPON bid in 2018 for the title for that year. This 10 day festival featured international artists, a spectacular parade, a fireworks display and many LGBTQ+ related events for the local and international communities.

Pride In Newry has been supported by and proudly worked with Belfast Pride since our inception and it is the pleasure of the NRC and Pride in Newry to support Belfast Pride's bid for EuroPride 2023.

Belfast Pride's team have a track record of enthusiastically and professionally promoting and delivering a festival which is inclusive, diverse and promoting the rights of LGBTQ+ people within the Belfast area and throughout the UK and Ireland.

They have been at the forefront of organising the largest LGBTQ+ Pride parade and festival in Northern Ireland for many years now. They have also worked tirelessly to assist other LGBTQ+ Pride Festivals and community organisations throughout Northern Ireland including Pride in Newry with an enthusiasm that is second to none. We look forward to partnering with Belfast Pride to assist with the delivery of this festival for Belfast, Northern Ireland and for Europe.

Belfast as a visitor location is one of the premier go-to cities in the western world. There is a vibrant LGBTQ+ scene and is a welcoming, sophisticated and modern city. We very much want the opportunity for the Belfast Pride team to welcome there rest of Europe to Belfast for Europride 2023.

We have no doubt that if Belfast Pride are successful in their bid for EuroPride 2023 they will create a memorable European festival and leave a legacy that will benefit EuroPride and EPOA for years to come.

Kind Regards.

Rory Rafferty
Chairperson
Pride in Newry | Newry Rainbow Community
info@prideinnewry.com | www.prideinnewry.com



European Pride Organisers Association (EPOA) aisbl
Rue du Marché au Charbon 42
1000 Brussels
Belgium

To the European Pride Organisers Association

We are happy to hear that Belfast Pride are being considered as hosts of EuroPride 2023.

We fully support this bid and hope that is successful and we look forward to partnering with Belfast Pride to help plan and deliver the festival.

We have played a part in Belfast Pride for the past 15+ years and it is an important part of our annual calendar.

During those years we have built up excellent working relationships with Belfast Pride, and the success of Pride each year indicates this.

If Belfast Pride are successful in this bid, we will work closely with them to ensure we show Europe what Belfast can achieve.

We very much want the opportunity to welcome the rest of Europe to Belfast for EuroPride 2023 and we hope that this bid is successful.

Regards,

Director (HERE NI)

BELFAST BEARS



European Pride Organisers Association (EPOA) aisbl
Rue du Marché au Charbon 42
1000 Brussels
Belgium

To the European Pride Organisers Association

We are happy to hear that Belfast Pride are being considered as hosts of EuroPride 2023.

We fully support this bid and hope that it is successful and we look forward to partnering with Belfast Pride to help plan and deliver the festival.

We have played a part in Belfast Pride since 2016, it is an important part of annual calendar and a key date for our members. Having Europride come to Belfast would give our members opportunities to network with like minded people from across the World.

We very much want the opportunity to welcome the rest of Europe to Belfast for EuroPride 2023 and we hope that this bid is successful.

Paul Bloomer



2nd August 2020

European Pride Organisers Association (EPOA) aisbl
Rue du Marché au Charbon 42
1000 Brussels
Belgium

FAO: The European Pride Organisers Association

We are happy to hear that Belfast Pride are being considered as hosts of EuroPride 2023. We fully support this bid and hope that it is successful and we look forward to partnering with Belfast Pride to help plan and deliver the festival.

We have played a part in Belfast Pride since the first one in 1991 and it is a very important part of annual calendar.

We have watched Belfast Pride grow from a small voice in a very homophobic N. Irish society back then, into one of the largest public events in the N. Ireland calendar. Perhaps the biggest event which brings the Protestant and Catholic communities in our divided society together in solidarity, and in celebration.

Belfast Pride has been one of the driving forces in bringing visibility and empowerment to the LGBTQ+ community in N. Ireland, and we would love to see them host EuroPride 2023. The entire community here will work hard to ensure it would be a great success.

We very much want the opportunity to welcome the rest of Europe to Belfast for EuroPride 2023 and we hope that this bid is successful.

Kind Regards,

A handwritten signature in blue ink, appearing to read "Steve Williamson", is written over a light-colored rectangular background.

Steve Williamson.

Director, Cara-Friend.

Cathedral House, 23-31 Waring Street, Belfast, BT1 2DX ● Tel: (028) 9090 0202
Orlan House, 20 Strand Road, L'Derry, BT48 7AB ● Tel: (028) 7128 3030
● email: admin@cara-friend.org.uk ● web: www.cara-friend.org.uk

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A company limited by guarantee No. NI619350 Cara-Friend Ltd
Registered company office: Cathedral House 23-31 Waring Street, Belfast BT1 2DX



European Pride Organisers Association (EPOA) aisbl
Rue du Marché au Charbon 42
1000 Brussels
Belgium

To the European Pride Organisers Association

I am very happy to hear that Belfast Pride are being considered as hosts of EuroPride 2023.

As a promoter & producer of LGBT+ focused events here in Belfast I am in full support of this bid and hope that is successful. We look forward to partnering with Belfast Pride to help plan and deliver the festival.

Taboo has had the pleasure of working with the Belfast Pride team since 2013 delivering their Official After Party event to round off not just a full day but a full week of events that the Belfast Pride team work tirelessly on all year to celebrate our community and highlight inequalities of all forms in our society.

Although the current coronavirus pandemic has put many of Belfast Pride 2020's events online instead of in person, the Belfast Pride team has delivered once again in bringing Northern Ireland's LGBT+ community together.

In 2019, after several years of sold out after party events we managed to secure one of Belfast's biggest club venues to produce Belfast's biggest ever Pride After Party with almost 3000 people in attendance, with a portion of the proceeds helping to fund the festival. We look forward to making this event bigger and better year on year.

We very much want the opportunity to welcome the rest of Europe to Belfast for EuroPride 2023, bringing a well deserved platform for this incredible team.

Kind regards;

Colum Fitzsimons
Taboo Presents
www.taboopresents.com



2nd August 2020

European Pride Organisers Association (EPOA) aisbl
Rue du Marché au Charbon 42
1000 Brussels
Belgium

To the European Pride Organisers Association,

Our entire team are delighted to discover that Belfast Pride and City are being considered as hosts of EuroPride 2023.

We fully support this bid and hope that it is successful. It would be a huge honour for us to help plan and deliver the festival.

I have played a part in Belfast Pride since 2010 and it is an important part of our annual calendar.

A big part of what our entire team love about Belfast Pride is how the production quality requirement is always well above established commercial events & festivals, enabling a sensational show to be put on for some of the biggest crowds Belfast sees at any event annually

We are always privileged to play our small role in helping deliver video production & outside broadcast facilities, especially this year which was especially challenging being only Virtual & Online due to the pandemic. "Pride at home" was a first for the whole team but non the less rewarding and made just as big an impact for the LGBTQ+ community.

I know from having worked closely with the Belfast Pride team for the last decade that if their bid was successful, there would be a year on year increase in interest from all sectors and the quality of Pride at the end would be the biggest and most spectacular EuroPride ever seen. This I have no doubts of as I know the determination and resolve to improve year after year is already strong.

We very much want the opportunity to welcome the rest of Europe to Belfast for EuroPride 2023 and we hope that this bid is successful. We wish ALL the team every success.

Yours Sincerely,

A handwritten signature in black ink that reads 'Andrew McQuillan'.

Andrew McQuillan
CSD Productions

andrew@csdproductions.com
03302210662
07415158077

Appendix

Belfast Pride Festival Financial Information for 2019, 2018 and 2017			
Income	2017	2018	2019
Donations	2,895	4,147	2,084
Grants	1,000	10,220	14,900
Fundraising Events / Ticket Sales	3,000	4,662	2,950
Sponsorship	15,650	12,700	13,725
Advertising	11,355	10,475	10,165
Tenders - Bar, food and merchandise	6,596	6,710	8,766
Event Fees	1,135	1,090	1,675
Parade entry fees	2,928	10,850	16,855
Branding / Merchandise	1,145	975	1,485
Total	45704	61829	72,020
Expenditure			
Merchandise / Branding	2,075	2,542	3,490
Direct Parade Costs	618	2,128	3,267
Party in the Square /Pride Village	24,397	29,825	32,776
Launch and Belfast Pride Awards	5,933	7,764	7,761
Family Events	829	1,875	3,436
Event Costs	2,250	1,555	1,499
Volunteer Expenses	2,270	2,278	2,654
Festival Guide / PR	5,494	5,990	7,306
Premises / Rent	559	6,074	5,330
IT	457	1,114	2,782
Telephone, Internet, Postage	382	684	1,269
Consultancy & Professional Fees	440	560	450
Totals	45704	61,829	72,020



Team Belfast Support



"Belfast is one of the most innovative and charming cities across the UK and Ireland, and it would be a superb opportunity to welcome the EuroPride 2023 event. Over the years, Hastings Hotels has been involved in sponsorship of LGBT+ events both fundraising throughout the year and the annual Belfast Pride Festival. Hosting EuroPride 2023 would be a milestone achievement for the City and a great opportunity to place Belfast on the map as a welcoming LGBT+ friendly city"

Hastings Hotels

"Belfast City Airport welcomes the City's bid to host EuroPride in 2023. Our unrivalled location, just five minutes from the city centre of Belfast, would allow EuroPride participants to be at the heart of the event as soon as they land. With a route network that includes almost all UK domestic destinations and hub access through London Heathrow and Amsterdam, the city can be easily accessed for visitors across Europe and beyond. As a fully inclusive organisation, EuroPride participants can be assured of a warm and friendly welcome from the moment they touch down in Belfast."



George Best Belfast City Airport



"Belfast's positive energy and friendly people make it the ideal place to celebrate diversity. EuroPride would not only provide an excellent opportunity for our hotels but also have a tremendously positive impact on our city's wider hospitality industry. We can facilitate almost 1,000 bedrooms across Belfast, ranging from budget friendly and mid-scale to luxury."

Andras House



Bylaws

Belfast Pride agrees to the following Bylaws, as set out by The EOPA, in relation to submitting a bid to host EuroPride 2023:

An application fee of €250 will be paid by Belfast Pride within two weeks following the application

A representative from Belfast Pride will be present at the AGM

A representative from Belfast Pride will attend the Annual General Meeting of EPOA where the application is considered and all subsequent Annual General Meetings prior to and at least two subsequently after the event in 2023.

A representative from Belfast Pride will be present at the following four AGM's to give reports and will ideally host the AGM the year before their licensed EuroPride takes place, should Belfast be awarded EuroPride 2023.

Belfast Pride shall keep EPOA informed about the organisation of the event and any probable difficulties for EuroPride 2023

Belfast Pride, if selected to host EuroPride 2023, shall pay an unredeemable licensing fee of €10,000 before the event and a share of the potential profit from the EuroPride event not exceeding €10,000.

To the best of Belfast Pride's knowledge, this application complies fully with the rules of procedure and the constitution of EPOA

Team Belfast



EUROPRIDE
BELFAST
2023

**See
you in
Belfast!**

**visit
Belfast**