

# Pride Glasgow Parade Creative Guidance

## Introduction

Pride Glasgow has prepared this guide to help you and your organisation think about your entry in the Pride Glasgow Parade. The Parade has grown in size quite dramatically in recent years and we are always working to improve it.

The Parade is a feast of colour along the streets of Glasgow City Centre during a busy Saturday afternoon and is seen by over 50,000 people it is one of the best opportunities to get your community group, organisation or business noticed.

This Guidance document contains a range of information but we don't expect each group to follow it to the letter pick and choose bits from it that work with your entry.

Also come along to our creative workshop which will be your chance to share ideas with other parade participants along with gaining some practical ideas about how to put on your float or walking group.

## Theme for the Parade

The 2017 theme is still to be decided upon however visit the website regularly as this will be announced soon. Parade entries will also receive an email when this is released.

## Planning your entry

With any project the best way to really succeed is to plan in advance, Think about the message you want to get across and how to do it in a fun way and try to split the jobs up into areas of skills that suit different people.

Some key foundations when planning your entry include

- Costumes
- Colour
- Choreography
- Sound
- Objects

## Costumes

The Pride Glasgow Parade has seen it all from people in wedding dresses to guys replicating kylie's gold hotpants, some people spend months working on their outfit. This is one of the easiest ways to stand out

For walking groups costumes can help create a that a unified approach includes everyone within the group wearing a pre chosen colour or printed t-shirts promoting the group.

We know many people want to use the parade to stand out from the crowd bring out their flamboyant side and we certainly encourage that as it adds to the vibrancy of the parade. This may be through hiring a costume or wearing big hats or outrageous makeup or it might just be wearing your dinosaur onesie from primark. However you choose to stand out do it with style!

## Colour

Colour is important, choose a colour that represents you or your group and use it to stand out. You could choose one of the colours of the rainbow flag or a multitude of different colours.



## Choreography

Since the parade is all about moving along the streets movement plays an important role in any creative float or walking group.

You could choose some simple dance moves or go down the Eurovision route of waving flags in time to music or you might choose to make use of roller skates or add some supermarket trolleys to your entry.

Whatever you choose movement will make you stand out from the crowd!

## Sound & Music

From Brass Bands to Abba's greatest hits the Pride Glasgow Parade has seen it all! It might be that you choose to have a portable PA system as part of a float or you might belong to a local Drumming band or it might be as simple as adding whistles to your group.

If you do choose to play music please remember to bring the necessary accessories such as leads, spare batteries and even a spare device just in case one decides to stop working.

Picking music can be difficult so spend some time working on that, your music choices set the tone for your entry and the crowds respond well to music. Also all major streaming services have some Pride Playlists already created or check out Pride Glasgow's own Pride Playlists on Spotify.

## Objects

From Banners to Feathers to Placards objects play an important role in increasing the vibrancy of your parade entry and getting your message across. These can be professionally printed, shop bought or handmade.

## Float Types

Floats can take the part of anything from a car to a horse and carriage or even a mechanical digger (those are all real life examples from the Pride Glasgow Parade).

Whatever vessel you choose to use try to find out all you can about it from its size, how you can build your float on it, how many people can you have on it (safely) find a driver and deal with insurance issues.

## Float Design

Designing a float can be a lot of fun and how your float looks is up to you. Of course consider the parade theme and work out what resources and people you will need to make your float a success it might be that you require a joiner or an artist or you might need to try and remember where you put the staple gun you bought 10 years ago to make a Halloween costume.

Decorating the float on the day can be hard work so wherever possible try and make prepared decorations that can just attach to the float on the day, consider on the day where your going to build your float, where you will take the float after the parade and of course make it weatherproof!

Remember to read our practical guidelines for rules around float health and safety as if your float doesn't comply with these rules it wont be allowed to take part!

Follow these golden rules and you should be successful

- Decide and map out your message and how you want to convey it
- Don't try to do too much, Less is more and that's includes colours, accessories, images etc
- Ensure you include your organisation's name on your float (please remember our guidelines around float sponsors)
- Include Music or Movement or both as this will help attract attention from those watching the parade.
- Try to make your entry as entertaining as possible and also consider how you interact with the crowds

Our practical parade guidelines give you more details about Float requirements in terms of maximum sizes and general health and safety information.

## Keeping your participants safe

Regardless if your in a float or on a walking group it is a wise idea to consider the health and safety of your group's participants this might be ensuring everyone has a bottle of water or wearing sun cream should it be a hot day or having additional clothing to protect against heavy rain. Your nominated responsible person is the person responsible for your groups health and safety.

Please also remember that you must follow any instructions given to you by the police, our parade stewards or the parade manager.

## Any Questions?

Should you have any other questions please first check out our practical guidelines available on the Pride Glasgow Website or our support site at <http://support.pride.scot> or contact us on [hello@pride.scot](mailto:hello@pride.scot) and we look forward to welcoming you on the parade.