RESULTS FROM 640 ATTENDEES OF LEEDS PRIDE WHO TOOK PART IN OUR SURVEY

Leeds Pride 2017 took place this year over two days on the 5th & 6th August. For the first time under the Leeds Pride banner, there were over 20 events organised by local community groups and LGBT+ scene venues over the Leeds Pride weekend.

The main Leeds Pride event took place on the 6th August and was made up of 3 elements:

1. The 2½ hours entertainment on Millennium Square including local acts, speakers and headline act Sonia.

2. The parade through the city centre was the biggest Leeds Pride has ever had, with 85 floats and approximately 5,000 taking part.

3. The main stage on Lower Briggate provided 5 hours of entertainment again with local acts and was headlined by Heather Small, Marcus Collins and Peyton.

During the 6 hours on Lower Briggate alone, 40,000 PEOPLE came to watch the show, with many more lining the streets for the parade and 1000’S IN MILLENIUM SQUARE.

We launched the impact survey through our social media channels on the 7th August and within a week, 640 people responded.

THE AVERAGE SPEND OF PARTICIPANTS ATTENDING LEEDS PRIDE ON THE 6TH AUGUST WAS £118.49 PER PERSON, THIS IS AN INCREASE ON THE 2016 FIGURE OF £109.69 PER PERSON.

To allow for comparison with the Leeds Pride 2016 survey, based on 40,000 that attended Lower Briggate and taking away 20% for those that might have left and come back into the event space, so leaving 32,000 unique visitors, THE ECONOMIC IMPACT OF LEEDS PRIDE 2017 ONTO THE CITY CENTRE IS WORKED OUT AT A CONSERVATIVE FIGURE OF £3,791,680.

This is an increase from the 2016 impact of £3,071,332.