



**Wigan**♥  
**Council**

## Request

Please can you tell me the total Cost of putting on Wigan gay pride?

Can you please send me in detail the costs such as policing, road closures, clean-up costs etc?

## Response

The council contribute up to 15,000 to assist the Pride Committee to deliver the event. Current forecasted financial details for Pride 2025 are as follows

Stewarding and security £1572  
Waste services £245  
First Aid provision £1000  
Traffic Management £3267.50  
Stage set up £700  
Mojo Barrier for front of stage £600  
Production £3410  
Marketing £2000

Total forecast for 2025 contribution  
£12,792.50

Artists and street entertainment are organised and financed by the Pride Committee

Wigan Council is the main sponsor of Wigan Pride, contributing £15,000 of funding to support the Wigan Pride committee to deliver an event that promotes diversity, addresses discrimination and contributes to the local business economy in line with our Progress With Unity Plan.

In 2024 the total number of visitors to the town centre in the week including pride increased by 9467 with 2955 visiting King St on the day of Pride. The family friendly event attracts approximately 3500 visitors each year and with 2025 being the 10<sup>th</sup> anniversary it is anticipated that between 4000 and 5000 visitors will attend the event. It is a conservative expectation that each visitor will spend approximately £23 during their visit to the town centre for an event therefore a potential boost to the local economy of circa £100,000.