



# CHESTERFIELD PRIDE 2023

**Location:** Stand Road Park, Chesterfield  
**Sector:** Events

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# CHESTERFIELD PRIDE 2023

## INTRODUCTION

**Chesterfield Pride is a one-day event hosted at Stand Road Park recreation ground every year to celebrate the LGBTQ+ community. 2023 marked the biggest Chesterfield Pride in the seven-year history of the event, with two stages packed with entertainment, market stalls, food vendors and more.**

Over 5,000 people attended Chesterfield Pride 2023, making it one of the most well attended Pride events in the region, with visitors from as far afield as Italy, Germany and Norway. Headlining the main stage was 90's boyband A1, and the line-up also included rapper Tinchy Stryder, girl group StooShe and Italian electronic dance group Alex Party. The cabaret stage saw some of the best unsigned talent, Drag Queens and comedy performers.

Chesterfield Pride has been recognised amongst the best grassroots LGBTQ+ events across the UK. It was nominated for 'Grassroots Pride of the Year Award' at the 2023 Pride Awards, hosted by LGBTQ+ radio station Gaydio. To make it to the shortlist of finalists, Chesterfield Pride was nominated by the public, before being judged by an independent community panel.

## CHALLENGES

Although this is an event which is growing in stature and size year on year, the customer had a limited budget for barriers, fencing and trakway products. Sunbelt Rentals has supplied equipment for this event since its inception in 2015, so it was essential to maintain an excellent level of service whilst accommodating the customer's budgetary constraints. The customer needed to maximise transport utilisation at the most cost-effective rate.

## SUNBELT RENTALS' INVOLVEMENT WITH CHESTERFIELD PRIDE

Sunbelt Rentals provided temporary event fencing at Chesterfield Pride 2023 to prevent unauthorised access to the event and to help keep visitors safe and secure. The anti-climb mesh design helps prevent people from trying to scale the fencing. The Sunbelt Rentals crew installed all the fencing with clips and blocks to ensure it stood firmly in place throughout the event.

A total of 50 crowd control barriers were also installed to prevent overcrowding and to ensure the safety of attendees, as well as 110 square metres of trakway to provide a hard standing area and to protect the grass underneath.

## RESULT

Chesterfield Pride 2023 was considered the best in the event's history, and Sunbelt Rentals are proud of the company's part in the smooth running of the event. Sunbelt Rentals is often associated with the provision of temporary equipment and services for well-known large scale music festivals and other outdoor events such as Glastonbury and Download, but we are proud to assist with the delivery of smaller scale events such as Chesterfield Pride.

▲ We have used Sunbelt Rentals since Chesterfield Pride was launched in 2015 and every year we have found both the office staff and the people delivering the fences great to work with. They go out of their way to understand the event and offer advice and solutions to what we need. The team delivering the fences help wherever they can and nothing is too much trouble. They are always on time and the communication cannot be faulted.

"Chesterfield Pride is proud to work alongside Sunbelt Rentals. The event has grown massively since its launch and Sunbelt Rentals have been with us all along the way. The reliability and trust that Sunbelt Rentals will deliver on time, every time means we have never sought to seek a new supplier. We find the costs competitive and they will always seek to find the best cost solution for what the event requires. We look forward to the future and working together on future projects ▲

**Dan Walker,**  
Chairman, Chesterfield Pride



▲ We have worked with Chesterfield Pride for each of the seven years the event has been established. It's always a pleasure to work on a well organised event, which makes the job easier. We look forward to working on next year's event and hopefully many more to come. ▲

**Oscar Norman,**  
Site Operations Manager, Sunbelt Rentals