

PINK 2008 Consultation

Executive Summary

Cambridge City Council commissioned **mrug** research to conduct a survey at the Pink 2008 Festival held in Cambridge on the 30th August. The Pink 2008 festival is a free diversity event held in Cambridge.

Methodology

The aim of the survey was to consult with the lesbian, gay, bi-sexual and transgender community (LGBT) of Cambridgeshire.

Self completion questionnaires were distributed and collected at the event. A total of 571 questionnaires were collected.

Key Findings

Of the returned questionnaires half were received from people who claimed to be heterosexual and the other half from people who were LGBT. It is difficult, however, to draw any conclusions from this since it could be that the event attracts a wide cross section of the community or it could be that those responding and claiming to be heterosexual are in fact non-out LGBT.

It is, however, interesting to note that the profile of heterosexuals and LGBT attendees each year was very similar. Amongst heterosexuals there were more women attending than men, whilst amongst the LGBT there was more of an even spread with only a slightly higher number of female attendees in both years being female.

The event attracted a range of people from different parts of the county, but the bulk of attendees lived in Cambridge City (38%), 19% elsewhere in Cambridgeshire, with 12% coming from neighbouring Norfolk and 10% from Suffolk.

Being “Out”

The majority of those who claimed to be LGBT were Out to someone and more this year claimed to be out than in 2004:

- 96% out to at least *some* of their friends (compared with 88% in 2004);
- 9 in 10 out to at least *some* of their family (compared with 8 in 10 in 2004);
- 8 in 10 out to at least *some* colleagues (68% in 2004).
- Furthermore, 8 in 10 claimed to be out to at least *some* of the general public (this was added to the study in 2008 and therefore there is no comparison with 2004).
- For the minority who were not out the main reason, given by 6 in 10, was simply that *it is a private matter*.

Living in Cambridgeshire and being LGBT

- The primary way in which the local LGBT community finds out about events and issues affecting the community is via *word of mouth*. This was also the top answer in 2004.
- Interestingly, reflecting the greater use of the web generally, more of the LGBT community cited this as a source of local information in 2008 compared with 2004 (48% versus 35% respectively).
- The main things the LGBT community would like more of are *pubs / clubs in and outside Cambridge, local magazines, websites promoting events, social groups in Cambridge and more public sector sponsored events*.
- The majority of the LGBT community *agreed* they were comfortable with:
 - The ease of buying a Gay publication (79%);
 - The ease of going to an LGBT pub or club (76%);
 - The ease of joining an LGBT social group (64%).
- Almost two-thirds know other LGBT people in the area (63%).
- A fifth reported that one of the best things about being in Cambridgeshire and being LGBT was the *friendly community / good community support* whilst the primary gripe was that there are *not enough Gay pubs and clubs*.

Access to Services

- A half claimed not to have had contact with any service where their sexuality was a factor in the discussion.
- A third had a discussion including their sexuality with the Health Service and a fifth with the Police.
- Encouragingly, the majority 62% claimed their sexuality *made no difference to the way they were treated* and a further claimed *it had a positive effect on the way they were treated*.
- Nonetheless, for a significant minority (20%) believed their sexuality had a *negative effect on the way they were treated*.
- When asked how accessible and approachable a range of organisations and services were there were high levels for each being undecided rather than disagreeing. Consequently, the level of agreement can appear low:
 - GP Surgeries (69%)
 - Local LGBT Advice Groups (67%);
 - Local hospitals (65%);
 - Local Police Team (58%);
 - Cambridge City Council (50%);
 - Dentists (48%);
 - Cambridgeshire County Council (43%).

Organisations Reflecting the LGBT Community

- No organisation was considered by more than 50% to reflect the LGBT community.
- Respondents employer was perceived this way by 45%, and local hospitals by 39%.
- Only 33% felt that Cambridge City Council and 25% that Cambridgeshire County Council reflected the LGBT community.

Crime & Safety

- Over half those answering the question about having been a victim of crime stated that none of the prompted crimes had affected them.
- The key one, reported by 23% was that *someone had threatened, pestered or insulted them in a frightening way*.
- For those that had been a victim of crime only 40% reported it to the Police. The remainder not doing so due to a belief that *Police are rubbish / don't handle these crimes well*.
- Only 13% are aware of the Open Out Reporting Scheme.

Pink 2008 & Beyond

- The main source of awareness of the Pink Festival is *word of mouth* for both the heterosexual and LGBT attendees.
- The event this year was seen by significantly more people compared with 2004 as:
 - Welcoming,
 - Friendly,
 - Fun
 - Easy to get to,
 - Exciting.
- Whilst both heterosexual and LGBT attendees agreed the event was *welcoming, friendly* and *fun*, fewer of the heterosexual described the event as *diverse, inclusive* and *exciting* and more described it as *easy to get around*.
- Nearly all (97%) claimed they would return next year.
- The primary improvements they would like to see for 2009 are:
 - More places to buy food and drink;
 - More varied entertainment;
 - More performances on stage;
 - More commercial stalls; and
 - More funfair rides.
- Heterosexual attendees were more likely to say that *improvements were not needed* (36%) compared with LGBT attendees (27%).
- Consequently, all other improvements were mentioned to a lesser extent by heterosexual than LGBT attendees. Nonetheless, they generally cited the same things with the exception of *more varied entertainment* and *more stalls giving information* where the heterosexual community attending were less likely to seek these improvements compared with the LGBT community who attended.