

Freedom of Information request: Reference number FOI2026/00807

Date of request: 9th July

Request:

Please include the following information:

Whether any events have been organised for Pride month. If so please provide the date, start and end time, and title/topic of the event

Whether any LGBT themed merchandise has been purchased for Pride month. i.e. since the beginning of the 2026/27 financial year. If so please provide me with information on what has been purchased and the cost

Whether the organisation has sponsored any Pride events. If so which events and please provide details of the nature of the sponsorship (particularly the financial value)

If it is not possible to provide the information requested due to the information exceeding the cost of compliance limits identified in Section 12, please provide advice and assistance, under the Section 16 obligations of the Act, as to how I can refine my request.

Response:

Thank you for your correspondence of 9 July 2026 requesting information about London Fire Brigade's activities relating to Pride month 2026. I can confirm that LFB holds the information you have requested and is pleased to provide it below.

FB organised two events for Pride month 2026:

- LFB Pride Brunch 2026 – Saturday, 4 July 2026 - 10.30am to 12pm (by invitation only)
- Soho Pride Open Day – Saturday, 4 July 2026 - 1pm to 4pm (Soho Fire Station Open Day for the public: all welcome to enjoy fire safety information, education, lifesaver demonstrations, 'get to know the crew and equipment' and raise money for Fire Fighters Charity)

Whether any LGBT themed merchandise has been purchased for Pride month. i.e. since the beginning of the 2026/27 financial year. If so please provide me with information on what has been purchased and the cost.

- Banners for the station x 2. £56.25 each. Total £112.50
- Teardrop banners for the station x 2. £271.64 each. Total £543.28
- Selfie frames x 2. £88.20 each. Total £176.40
- Hand-held flags/hats/fans/water bottles as challenge prizes. Total £103.24

- Pride t-shirts x 10. £17.60 each. Total £176
- Delivery for Pride t-shirts: Total £15
- Bunting x 4 £8.99 each. Total £35.96
- Tablecloths for tabletop activity stalls x 9 £10.99 each. Total £98.91

Note: Only LGBT themed merchandise costs are listed above. There were other event costs (catering, for example) but they are not listed.

Whether the organisation has sponsored any Pride events. If so which events and please provide details of the nature of the sponsorship (particularly the financial value).

LFB does do not sponsor any Pride events - we organise our own as detailed above.

We have dealt with your request under the Freedom of Information Act 2000. For more information about this process please see the guidance we publish about making a request on our web-site: <https://www.london-fire.gov.uk/about-us/transparency/request-information-from-us/>