



ANNUAL REPORT
YEAR ENDING
31ST OCTOBER 2018

Introduction

The PRIDE in Gloucestershire committee are pleased to deliver the Annual report to you, the members and community. This report outlines the work the organisation has carried out this year and also includes the accounts for the financial year to 31st October 2018.

The Annual Report is presented in compliance with section 5.2 of the constitution adopted by PRIDE in Gloucestershire on 21st January 2018.

Chair's Welcome

This past year for Pride in the county has been one of both change and of refocusing the pride movement on the community and promoting further transparency and accountability. I have been honoured to have been able to lead the team behind these changes and it has given me so much pleasure in the knowledge that we have got the pride movement back on track in the county. I am also overjoyed that we have managed to provide a Pride that has managed to become financially secure.

With the difficult beginning for the community at the beginning of the year having found out that the previous charity running the pride event was not going to pursue the event due to spiralling costs, it has been amazing to see the community rallying round the newly formed organisation and committee. Donations and support coming to us from the community has been amazing and from myself I would like to say a huge massive thank you to you all.

I would like to extend a particular thanks to all of our members, having this year become a member lead organisation. Our members have helped the committee carve the route that PRIDE has been taking this year and will continue to do so for the future. Our membership will remain to be an important part of PRIDE.

On a personal level, the committee themselves, have been the ultimate driving force for PRIDE this year dedicating hours upon hours of their time, hard work and effort. Each year the committee works towards ensuring that PRIDE not only happens but also happens with both purpose and meaning. Many of the committee are new and are learning the job role as they go and have made sacrifices throughout the year to ensure pride has happened.

I am eternally grateful to every one of the 4,500 people from the community that attended the event this year and look forward to continuing to improve on PRIDE and making a bigger and harder impact in the future.

YOURS WITH PRIDE

Jason E. Potter-Peachey

Meeting Our Objectives

PRIDE in Gloucestershire within its own constitution has laid out its aims and objectives which govern how we run pride and to ensure that we are working towards making Pride work for our community. The following details how we have achieved our aims this year.

1. To organise an annual event that celebrates the LGBTQ+ identity and community within Gloucestershire that is none-the-less inclusive and welcomes all

On 8th September 2018, we held our annual event in Gloucester Park, Gloucester. The event itself was aimed at the LGBTQ+ community and open to the wider community within the county. The event this year themed around 'Flying Your Flag' was to improve visibility to all identities, gender orientations and attractions. We achieved this year by including placards and flags depicting a variety of orientation, identity and attraction flags in the parade, these were then displayed around the Pride site during the day. The event also had a large amount of our local LGBTQ+ organisations which allowed them to engage with the wider community. Around 4,500 people joined us in the park and around 600 people joined the parade.

2. To help foster an environment of diversity, tolerance, inclusivity and equality in Gloucestershire and where relevant, nationwide & internationally

This year's event was the most diverse pride event that has happened within the county in recent years, from attendees to performers. This year we have been working on building relationships with our community to ensure that tolerance and inclusivity is felt across the county, not only at Pride but also in day to day life. With our membership of both local networks, national bodies and international organisations, we have fostered a starting point from which to increase the environment for equality and will build on this for the future. We also supported, attended or held events in the Forest of Dean, Tewkesbury and Stroud to ensure the Pride message reaches out beyond Gloucester and Cheltenham.

3. To showcase the creative and artistic talents of LGBTQ+ people and their allies in Gloucestershire

Our county and our LGBTQ+ community has a wide range of talent within it, and PRIDE in Gloucestershire is the best place for everyone to showcase these talents on an equal level. The event at Gloucester Park this year had 2 stages full of entertainment with an emphasis on local dancers, singers and performers, having the chance to perform to the community and therefore showcase what talent we have in our county. Many of our performers this year have been performing at an event of this size for the first time and we are proud to be able to give the chance for all to perform. We also extended this to including an art show which allowed members of the LGBTQ+ community to showcase their talents to a wider audience that they may not have been able to previously. We do thank Gloucester City Homes for taken the lead on this.

4. To organise such events, year-round that will support and fundraise for the above

As 2018 was the first year of the new organisation and with a short lead time up to the pride event the amount of fundraising and events that we had time to hold this year was slightly lower than we would in a usual year. The events we held built in attendance from our first event, Pride Rewind, in April to the Launch Party in Cheltenham a week before Pride. In between these, our events included the Annual Ball in Gloucester in May, the 90's night in Cinderford in Mid-August, a bag pack

in Sainsburys in Gloucester. Our fundraising events have always been a lot of fun with its main aim to help fundraise and we will aim to keep working on this in the future.

5. To raise awareness of LGBTQ+ history in Gloucestershire and beyond

With the introduction of the Speakers Corner at Pride this year we aimed to help foster an environment of education in LGBTQ+ history and we were pleased to have guest speakers talking about the history of pride within the county and across the globe. We also carried a section of the 2003 Florida Keys Gilbert Baker Flag in our parade this year and used this as an opportunity to show the link to historical pride movements and the history of the Pride flag.

We have strived to make sure that history is a part of pride and will develop this as we move into next year which is the 50th year since the Stonewall Riots.

Committee Summary

The committee has this year been made up by a team of 8 voting members and 3 co-opted non-voting members. This is led by the Executive committee which is made up of the Chair, Secretary and Treasurer who are there to guide the strategy and development of the entire team. The Vice Chair also sits within the executive committee but for the year of 2018 this position has been held by the current Treasurer.

The executive has this year been working hard to make sure that the underlying fabric of pride, its constitution and all governing documents are in place, having begun the year with nothing. We have ensured that the committee is well versed and complainant throughout the year.

Chair

The Chair, as lead of Pride, has been ensuring that the movement and entire committee are focussed on the task at hand and ensuring a new relationship with both the community and the business world within the county is built upon, having in many places to re build bridges. The Chair has taken the face of Pride role, including taking the lead on many projects and sitting on external committees and networks to ensure that pride has a voice within the community.

Secretary

The Secretary this year has been working to ensure that the Pride committee meets the constitution and ensured meetings and minutes are held to account and on time. This year has been a learning curve for all on the committee, but a strong team emerged and took shape. The Secretary has been building on the list of documents and policies that the pride committee has adopted and is looking to further develop these more moving forward.

Treasurer

The Treasurer within his role, has led the way to pride becoming financially secure. The reporting of all finances has been carried out in a simple way that all committee members have been kept informed every month of performance to date along with performance against the budgets set by the Chair and Treasurer. The budget was set prudently and with realistic income targets and updated revised forecasts throughout the year, this has led to achieving a surplus in the year which can be confirmed as being reinvested into 2019 Pride year.

Production

Taking on the challenge of producing Pride events on a substantially reduced budget and renewed focus on local talent has been no mean feat. Whilst operating on a tight budget we ensure that we look after our performers and where possible look to provide hospitality in return for lower fees. Our Production Manager has also worked hard to ensure we promote our local talent beyond the county, in fact a number of this year's artists have gone one to secure bookings in West Midlands, Wales and the South of England. Production also had to produce the After Party this year and although this was financial success and attracted around 280 ticket holders we acknowledge that there is much to improve for future after parties.

Marketing

We have been privileged to have a committee member dedicated to Marketing. Whilst we were gifted the Facebook page of Gloucestershire Pride we have had to build up our web presence and social media presence. We now have 2,255 active followers on Facebook, 288 Twitter followers and a popular website and more recently an Instagram presence. The Marketing Manager has worked hard to develop the brand of Pride in Gloucestershire, ensure the messaging we give has consistency and that our response to questions, messages, posts and tweets is quick whilst ensuring the entire community is kept up to date with Pride News.

Parade

This year's Parade was a great success despite the late departure. We had 3 commercial organisations pay to enter, a large number of community groups, Ola Samba building the atmosphere and also the 50m section of the Gilbert Baker flag.

Volunteering

Pride simply could not happen without its volunteers and we truly thank all of those who gave their time. We had a core group of volunteers this year who worked tirelessly alongside the committee over the 2 days (setup day and Pride day). This was also supplemented by members of our fellow Prides from around country including Coventry, Pride Cymru (Cardiff), Southampton and Weston Super Mare who came to Gloucester specially to help us put on your Pride.

Membership Engagement

The new organisation PRIDE in Gloucestershire took the decision on its inception to become a member's lead organisation. This puts the members in control of pride and what direction pride takes, at the same time opening up the committee, its decisions and the accounts to a greater level of transparency than in previous years. This year we had 45 members.

This year we have held 2 open meetings, again a new introduction to PRIDE in Gloucestershire. This has allowed our members to meet directly with the committee and to discuss where the committee is going and to give great scrutiny of what we have planned and the budgets and accounts. The members have helped to decide a few issues this year including an alteration in the original plans for the parade timings, which worked really well. The meetings have also helped to ensure the members are happy that we have been taking Pride in the right direction and answered questions that have arisen throughout the year.

Membership has also helped to give a small amount of income towards pride, which has given us an extra boost. Membership fees have contributed mainly towards the administration fees for the committee to ensure we carry out our jobs to run pride. The membership fee is kept low to ensure it is affordable for all and will remain so for the coming years. It does also allow our members discount for all our events further helping to reduce the costs for each member, whilst still giving them the greater say.

We are proud of our membership scheme and will be building on this into the next year 2018/2019, we will continue to keep our members informed of everything and continuing to hold our open meetings.

Improvements in the communication of our members will always help, and an increase in communication and a potential newsletter monthly will help this.

Our members form the basis of the community and of PRIDE in Gloucestershire and we are eternally grateful for their help and support throughout the year

External Membership Organisations

PRIDE in Gloucestershire strives itself on working with external organisations to build on not only its reputation and with the wider community within the county, across the country and internationally, but also to ensure that the county is shown in a good light.

PRIDE in Gloucestershire is a member of 4 organisations:

Cheltenham LGBT Partnership:

We have been working on our relationship with the partnership and this has allowed us to work and start building on our relationships with organisations within the county, such as the University of Gloucestershire, LGBT Society at the university, as well as Cheltenham Borough Council and others. It has also allowed a wider voice to be given to PRIDE who, as an organisation, spreads itself across the county.

UK & Ireland Pride Organisers Network

UKIPON, has been established across the UK for 2 years, and brings together all pride organisers across the UK and Ireland. PRIDE in Gloucestershire is a proud founding member of the network having been a member since the beginning. We are one of 155 prides across the UK, Isle of Man and the Channel Islands. This year we have been spreading the word of our county pride across the UK by waving our banners and flags at over 20 prides including marching in the parade at Pride in London, to helping run stages at Coventry Pride, in turn we were privileged to have over 8 prides joining us to celebrate pride day in Gloucester this year. PRIDE in Gloucestershire is in a unique position as from 2016/2018 term and 2018/2020 term the current chair of PRIDE in Gloucestershire is the Membership and Outreach Coordinator, ensuring PRIDE in Gloucestershire is represented nationally.

European Pride Organisers Association

PRIDE in Gloucestershire became a proud member of EPOA in 2018 and will continue its membership for the foreseeable future. EPOA have helped PRIDE in Gloucestershire throughout this year including the campaign against Cotswold District council's decision to initially ban the flying of the Rainbow flag, our campaign and news article was spread across all of Europe who backed us all the way, and again part of the strong voice which helped change their decision. It is also with great thanks to EPOA who lent us the original Gilbert Baker flag to carry in our parade, a first for a pride in the UK.

Inter-Pride

Globally, PRIDE in Gloucestershire is proud to have a membership of Inter-pride the global network of prides and have been a member since 2018. PRIDE in Gloucestershire is helping give courage to those countries without a pride, but also waving the flag for our county on a global scale. Again, PRIDE in Gloucestershire is in a fortunate position as the current chair is also the Alternate Regional Director for the UK and Ireland and represents the national interest of prides across the globe.

Friends of Pride & Lifetime Members.

PRIDE in Gloucestershire has this year been humbled by the support from individuals from our community and also from the LGBTQ+ groups of which Pride would have struggled this year without this support. We as a committee decided to introduce a small scheme to recognise those people and groups with a small gesture to make them Friends of Pride to recognise the hard work and effort given to us. We also, as now being a member led organisation have introduced the awarding of lifetime membership for outstanding achievement and assistance from members of our own community.

Lifetime Members 2018

- Andy Harley – In recognition of his tireless work for the LGBTQ+ community within the county, nationally and internationally, and in recognition of being one of the founding members of pride within the county
- Josie Dutton – for her long-standing involvement in the pride movement in the county and her continuing efforts.

Friends of Pride 2018

- Gloucester City Homes – acknowledging their continued support for pride
- GGG (Gay Girls Gloucestershire) – in gratitude for their continued support for pride and helping set up the new organisation
- Kate Haigh – For her sterling work this year in helping us to access County Council funding.
- GGLC – One of the oldest LGBT groups in the country GGLC have always responded well to our requests for feedback and promoting Pride to members
- Feathers LGBT Night – For allowing us to promote membership and events at their nights and allowing us to take over their August night for our launch event
- Gloucestershire Constabulary – recognising their efforts to help make pride happen and for their work on helping our community within the county
- Steph Lawrence – for her determination within the county and her work on reducing hate crime within the county

- Rob Keetch (Dr Bev) – to recognise Rob’s work with Pride and the committee especially with regards to production
- Coventry Pride– for their support in assisting us in our grant applications, their help supporting the development of committee members in their roles and for their trustees giving up their time to volunteer and fundraise on our Pride Day.
- My Umbrella – assisting pride and the community in education of all sexual orientations and gender identities.

Thanks

In addition, we would also like to thank the following people and organisations, business for their support, advice and help this year.

Gloucestershire County Council
Gloucester City Council
Classic Marquees of Malvern
Beechwood Maintenance
Cheltenham LGBT Partnership
The Gloucester Guildhall
Gloucestershire Fire Brigade
Liquor and Chow
The Eddystone Trust
The Fountain Inn
The United Services Club
Louis West and The Lion, Cinderford
Main Stage Management
Bill’s Restaurant
Sainsburys, Gloucester Quays
Tesco, Colletts Drive, Cheltenham
Danters Funfair
ATIK Nightclub Gloucester
Pride Cymru
Reading Pride
Dudley Pride
Swindon & Wilts Pride
Outbars
Cabot Security
B & W Event Hire

Finally we would to thank all of the Gloucestershire LGBTQ+ community, our supporters and people from the across the UK that have helped keep your PRIDE in Gloucestershire!

TREASURER'S REPORT

FINANCIAL YEAR ENDING 31ST OCTOBER 2018

Introduction

The first year of any organisation is difficult, with not only having to raise the money needed to put on Pride but also to set up systems, policies and processes from scratch. One of the key values we aimed to embed from the start was that of openness and accountability. To achieve this we decided to distribute financial statements and forecasts regularly throughout the year to our membership and allow them the opportunity to scrutinise these at open meetings. We also set a realistic budget and ensured that all committee members were informed at least monthly of current performance and given a revised forecast for the year.

Our key goal in the year was to make a surplus and not repeat the mistakes seen with past Prides in the county. We also aimed to make a sizeable aim to ensure we had a large enough reserve at the end of the year to help us combat future problems.

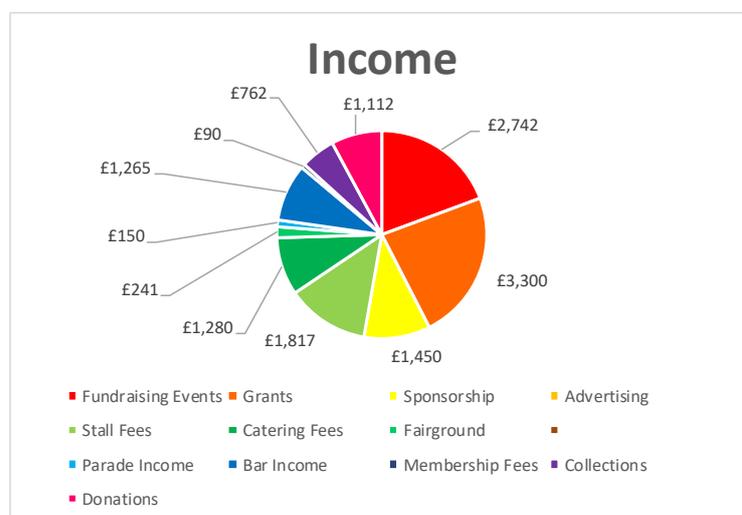
The Final Result

Despite several of the early fundraisers having had low take and initial stalls applications being low, we adapted to ensure that we would at the very least make a small surplus of circa £100. We have benefited from a number of surprise large donations from a few members and also local LGBTQ+ organisations. Pride Day itself was a resounding success financially with several last-minute stall applications, higher than expected bar take and a fantastic on-the-day collection.

Our total income for the year was £14,208.28 and expenditure of £13,670.16 leaving a surplus in our first year of £538.12. Although this was £401.88 lower than our budgeted surplus of £940 but £130.06 higher than the last forecast produced days before Pride.

Income

<u>Income</u>	<u>Actual</u>	<u>Budget</u>
Fundraising Events	£ 2,742	£ 1,750
Grants	£ 3,300	£ 2,000
Sponsorship	£ 1,450	£ 2,450
Advertising		£ 500
Stall Fees	£ 1,817	£ 2,590
Catering Fees	£ 1,280	£ 1,050
Fairground	£ 241	£ 250
Parade Income	£ 150	£ -
Bar Income	£ 1,265	£ 1,000
Membership Fees	£ 90	£ 100
Collections	£ 762	£ 200
Donations	£ 1,112	£ 350
	£ 14,208	£ 12,240



Fundraising Events

It took time to build up engagement with the local community outside of our members, which resulted in all fundraisers before August coming in under budget. August was much better with a superb donation from The Lion in Cinderford for holding our 90s night and a record take at the After Party where we sold 280 tickets!

Grants and Sponsorship

We were able to secure support from GGG and Gloucester City Homes as sponsors early on and were successful with Grant Applications to The Summerfield Trust (£1500), Gloucester Lottery (£500) and the Gloucestershire County Council's Growing Our Communities Fund (£1,300), those councillors donating £100 each from their grant pot were:

***Cllr Klara Sudbury** (Charlton Park & College, Cheltenham, Liberal Democrats); **Cllr Loraine Vivienne Patrick** (Dursely, Conservative); **Cllr Rachel Smith** (Minchampton, Green Party), **Cllr Steve Robinson** (Nailsworth, Labour), **Cllr Brian Oosthuysen** (Rodborough, Labour & Coop), **Cllr Lesley Williams** (Stonehouse, Labour & Coop); **Cllr Dave Norman** (Grange & Kingsway, Conservative), **Cllr Pam Tracey** (Hempsted & Westgate, Conservative), **Cllr Paul Hodgkinson** (Bourton-on-the-Water and Northleach, Liberal Democrat); **Cllr Joe Harris** (Cirencester Park, Liberal Democrat), **Cllr Graham Morgan** (Cinderford, Labour), **Cllr Eva Ward** (Stroud Central, Green Party), **Cllr Kate Haigh** (Coney Hill & Matson, Labour).*

Some of these grant sources such as The Summerfield Trust are not available next year so we will need to find other grant funding elsewhere.

Trading

We set prices for stalls and catering very early on at a rate comparable to Gloucestershire Pride in 2016. We managed to locate the bar provider from 2017's Pride fairly early in the year and agreed their fees as a significant % of net sales. In addition, we secured our caterers quickly and set a cap on numbers (6 + ice cream but none could be the same food type). Stalls take-up was much less than expected at first but as the year progressed and more people began to realise that Pride was continuing, we were able to secure more applications. We trialled craft-type stalls for the community stage marquee at a lower fee to attract local traders which worked. We also were grateful for the continuing support from Danter's Funfair.

Advertising

We started engagement too late to secure income from advertising, but we laid good foundations so much so that for the first time we charged businesses an entrance fee into the parade. We formed a new business engagement role which will develop further into 2019 as we seek to attract key sponsors. On top of the £150 we made from parade entrants we were contacted by ATIK nightclub in Gloucester who made a good donation to Pride in return to host a Pre-Pride Party.

Collections

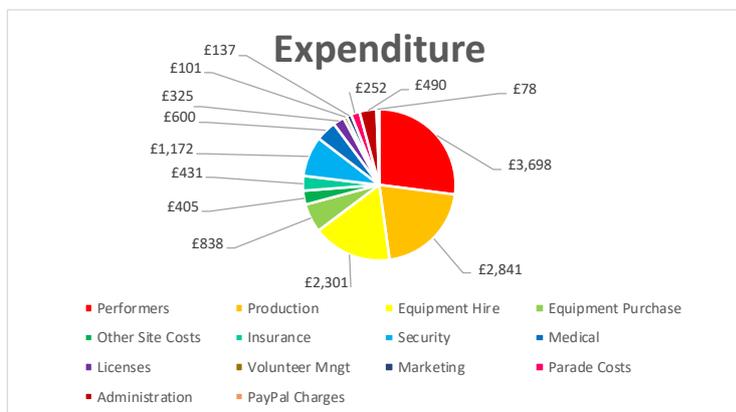
This has historically been an under-utilised income source and so we made a specific target on stage at the opening. The £500 target was exceeded with a total of £546.70 collected on the day, £78 collected at a bag pack in Sainsburys and £52.50 from Gloucester Lottery ticket sales.

Donations and Membership

As said earlier, it is membership fee and donations that really gave an early boost and much needed cash flow, the donations are unlikely to be repeated in 2019 though so replacement funding will again be needed.

Expenditure

<u>Expenditure</u>	<u>Actual</u>	<u>Budget</u>
Performers	£ 3,698	£ 2,900
Production	£ 2,841	£ 2,750
Equipment Hire	£ 2,301	£ 2,300
Equipment Purchase	£ 838	£ 500
Other Site Costs	£ 405	£ 400
Insurance	£ 431	£ 400
Security	£ 1,172	£ 950
Medical	£ 600	£ 400
Licenses	£ 325	£ 250
Volunteer Mngt	£ 101	£ -
Marketing	£ 137	£ -
Parade Costs	£ 252	£ 250
Administration	£ 490	£ 100
PayPal Charges	£ 78	£ 100
	£ 13,670	£ 11,300



Performers & Production

It is this area of expenditure that in Gloucestershire Pride in 2016 and 2017 were very high. Budgets were set for Pride in Gloucestershire to reduce total spend in this area by £4,000 compared to Pride's 2017 expenditure. Our focus as an organisation was to reduce the size of staging and have less big-name acts. We also focused more on local talent and in return for paying lower fees we offered improved performer hospitality and access for our performers to Pride organisers from across the UK for self-promotion. In fact, a number of our performers secured bookings for 2019 with in an hour of coming off stage.

We did spend £1000 on on-day hospitality, hotel rooms and breakfast for performers; the way we look after people with good backstage hospitality is seen as one of our strengths and one that keep people wanting to come back to Gloucestershire.

Equipment Hire

Maintaining the same suppliers as previous Pride's including Classic Marquees of Malvern, B&W Hire and City Fire Protection were key to us keeping costs stable and in line with budget. However due to the last-minute influx in income from stalls and Pride Week events we were able to hire extra tables and chairs for one of the catering areas and a van for the weekend.

Equipment Purchase

The disadvantage with starting from nothing is that we had no equipment to put on the event, thanks to donations from Beechwood Maintenance and the Gloucester Lottery grant we were able to purchase things like gazebos, radios, hi vis vests, tools and fencing needed to supplement what we hire.

Safety

We found new providers for security and chosen to increase the overnight cover for a second night and employ 2 guards on the first night to increase security. Our medical provider was more than budgeted however we felt that this was a vital and necessary price to pay to ensure we can keep pride-goers safe and properly cared for.

Administration Costs

It should be noted that administration costs include £213.93 of accommodation and conference fees for the organisation to attend the UK & Ireland Pride Organisers Conference in Glasgow, an important networking and learning event for Pride Organisers. It should also be noted that UKIPON were recharged for any costs relating to our Chair Jason, who was attended as an UKIPON board member rather than a Pride in Gloucestershire.

The Future

We now have £538.12 in reserves and the most important financial objective for next year is to maintain this and to build this to £1000.

We have several challenges in terms of non-repeated funding, but with an early start targeting grant funding and key sponsorship we can build on this year's success. In fact, work has already started and a number of sources identified, one key target for the year is to secure a grant from the National Lottery.