



ANNUAL REPORT

Year Ending 31st October 2019

Registered Charity Number 1185201

Principal Address

87 Brunswick Street, Cheltenham, Gloucestershire

Trustees

Jason Potter-Peachey	Chair
Richard Stevens	Treasurer / Vice Chair
Kirsty Swinford	Secretary

Jordan Bonner
Matthew Devereux
Ricky Leyshon
Jessica Smith

Governance

The organisation is an unincorporated association with a membership who assist in holding the trustees to account. The trustees are responsible for the planning and running of the charity.

The charity had 39 registered members, from these 5 assisted as a “Non-voting committee members” to volunteer their time to help deliver the charity’s activities throughout the year. Thanks go to these members: Michelle Probert, Cheri Dark, Jonathan Stevens, Jamie Gledhill and Mark Edwards for their work throughout the year

The charity is also part of the following networks:

- Cheltenham LGBT+ Partnership
- UK Pride Organisers Network (UKPON)
- European Pride Organisers Association (EPOA)
- InterPride
- National Council of Voluntary Organisations (NCVO)

Aims of the Charity

- a) Creating opportunities that celebrate the LGBTQ+ identity and community within Gloucestershire that are welcoming to all.
- b) Fostering an environment of diversity, tolerance, inclusivity and equality in Gloucestershire and, where relevant, raising awareness of national & international LGBTQ+ issues.
- c) To showcase the creative and artistic talents of LGBTQ+ people in Gloucestershire
- d) To raise awareness of LGBTQ+ local, national and international history in Gloucestershire.
- e) Running LGBTQ+ events in the county to include an annual event & parade in the City of Gloucester

Strategy for 2019

At the start of the year the organisation set out a strategy following feedback from Gloucestershire’s LGBTQ+ community in a Post-Pride online survey and comments made by its members. This report details the work the charity carried out in order to achieve the strategy for the year

Pride 2019 – Saturday 14th September

1. To improve the quality of performance space at the main Pride event (Aim a, e)

Live performances are a key part of Pride, not only to give LGBTQ+ artists a platform to perform but also to attract people into the event to a safe space free of discrimination, to socialise with other LGBTQ+ people, access support services and social groups and mix with non LGBTQ+ people in order to combat prejudice.

We improved the space available on stage and the quality of the sound. In addition, we developed a more comfortable and themed layout in the Cabaret Tent.

2. Speaker's Corner – Improved visibility of area & longer programme (Aim b, d & e)

The success of the speaker's corner in 2018 as a means for people to find out more about LGBTQ+ history, inform about national and international issues and educate about LGBTQ+ life saw the need to continue and develop this area of Pride. Our National Lottery Community Fund grant enabled us to purchase a marquee to accommodate a bigger audience. We had a more focussed program of speakers speaking about on our fetish community, those with HIV and promotion of the U=U campaign and also introducing speakers from across Europe talking about the struggles different countries were facing.

3. Dog Show (Aim a)

The LGBTQ+ community of Gloucestershire have for a long time asked for us to run a dog show, since isolation is common in our community and many do not live in their own families dog ownership can be quite high. We committed to running a dog show in 2019 and were fortunate enough to run this as part of the Picnic in the Park, the popularity of this was amazing and really helped in developing the family feel of that day.

4. Art Show – To keep the art show and develop to include other artistic disciplines (Aim c)

Gloucester City Homes again offered to run the Art Show on Pride Day which was a huge success, with more advanced planning we were able to attract more exhibits to the show.

5. Merchandise – To sell our own rainbow goods like flags in order to improve our fundraising (Aim a, b & e)

Many charities sell merchandise such as wristbands and badges to raise funds however many Prides around the UK have also been using this to educate people about different genders and sexual orientations through selling flags and badges. We made a surplus on the items we did sell of £450 but also have a number of flags, wristbands and lanyards in stock for use next year, the purchase value of the stock held is £XXX. We display “flag boards” at each event explaining what different orientations and gender identities (and of course their flag) mean which generates a lot of interest in people we see.

6. Accessibility – Improve accessibility throughout the event to disabled people (Aim a, e)

We focused our efforts towards improving accessibility in 2 areas, the first was to attract grant funding to enable us to have BSL interpreters at the main Pride event to open it up to

the deaf community, by advertising the BSL logo in all marketing material we were able to promote our accessibility. Lastly after attending an UKPON conference in April we learnt of the “Attitude is Everything” accreditation scheme to improve accessibility to events and venues. We are committed to achieving the Bronze level and used the criteria to improve what we do. We were able to secure a Mobiloo to attend both the Picnic and Pride, provide ear defenders for those with autism, include specific information on our website and continue the Accessible viewing platform. We also now provide accessibility wristbands that people can ask to help gain access to these facilities.

7. Family Area – introduce a new family focused area to Pride **(Aim a, e)**

The Family Zone was a resounding success and again enabled to provide facilities to enable LGBTQ+ families to attend Pride with their children and keep them entertained. The GMB Union Gloucester branch sponsored this area so we could provide a separate marquee with a programme of entertainment which included Drag Queen Storytime, magic, crafts, puppets and themed character singalongs.

8. Parade Road Closure on Southgate Street to improve Parade safety **(Aim a, e)**

The implementation of the new part of the parade was to make it more accessible and avoid the steps and ramps onto Gloucester Docks.

Another opportunity we had this year which was unplanned was the introduction of the Multi-Faith tent to open up the conversations amongst the community of those with faith and remembering that we are an open community. This year worked so well, and with thanks to Simon Culley from the Inclusive Church for making this possible with his hard work reaching across both the faith and the LGBTQ+ communities to open up discussions and bring people together from difference faiths, sexualities and genders.

Other objectives

9. Hold a self-funded Cheltenham Pride Picnic in the Park **(Aim a, b, e)**

This year saw us spreading the word of Pride even further across the county with our new event the Pride Picnic hosted in Pittville Park, Cheltenham. Gloucestershire is a huge county and we understand that not everyone is able to attend the one day Pride event so we decided that for 2019 a new event, with the help from Cheltenham Borough Council and Cheltenham Borough Homes, we would bring a smaller family and community focussed event to Cheltenham. The event was a huge success with over 1500 people in attendance, and we look forward to returning in 2020 with an improved event, but also continuing with the simplicity of a picnic style event.

10. Hold 3 outreach coffee mornings in the Forest of Dean, Tewkesbury & the Cotswold in liaison with local community groups **(Aim a, b, e)**

Thanks to funding from the LGBT Futures Fund this year also saw the first Pride On Tour program, taking drop in PRIDE afternoons to the Forest of Dean, Cirencester and Tewkesbury, bringing PRIDE to those communities that maybe more isolated than the larger town or city within the county. These were a success and brought together groups within the LGBTQ+ community together to provide information and someone to talk to for many

people. The success of these events this year means more people have been reached by PRIDE than before and we will continue on this program into 2020. We must remember that as a county Gloucestershire is rather large and rural so not everyone will have all the support they need and we must as an organisation remember this and do all we can to give those the needed support so no falls along the way side.

11. To celebrate the LGBTQ+ History month in February **(Aim d)**

The committee this year each chose a prominent figure from LGBT History and wrote a small piece that was shared on social media to educate people about history.

12. The 2019 Theme – 50 years since the Stonewall Riots **(Aim d)**

The Stonewall riots in New York in 1969 were an important stepping stone in tackling LGBT rights. This year we included replica placards in our parade, shared information about the events on social media and had a talk in the Speakers Corner from one of our members who has been an LGBT activist for many years and a visitor to the New York scene before and after the riots. We also used social media to share information about the riots themselves.

Chair's Summary

2019 has been one of our best years to date, with an amazing array of activities throughout the year, culminating in our Pride event in Gloucester Park.

I want to take this time to thank each and every single one of you who has supported us throughout the year, attended our events and joined with us in the celebration of the LGBTQ+ community within the county of Gloucestershire.

I am both proud and humbled to be in the position of chair for this amazing organisation with a team of brilliant minds working together towards our aims.

I want to take some time out to thank our committee for giving up so much of their free time to put on the events throughout the year and working hard towards the future of Pride In Gloucestershire.

50 years ago riots happened at the Stonewall Inn, NYC, and 50 years later, we have come a long way but we must remember that we still have a way to go, and must never forget that Pride is still a protest and Pride is still very much political.

In my other roles within the LGBTQ+ community as the UK Pride Organisers Networks, Membership and Outreach Coordinator and one of the Regional Directors for InterPride, I have had the privilege of taking the name Pride In Gloucestershire not just across Europe this year, from Copenhagen to Bilbao, but also on an International platform at the InterPride conference in Athens, making sure that we have a true global voice, and that as much as we are a small Pride, our county is proud, proud to be vocal on issues and proud to be who we are.

Here's to 2020, let's make this even bigger and brighter than 2019.

Remember to always be you! Be loud and be proud!

JayJay E Potter-Peachey, Chair, PRIDE in Gloucestershire

Friends of Pride & Lifetime Members.

PRIDE in Gloucestershire has again continued its Friends of Pride and Lifetime Members Awards

Honorary Members 2019

- Emma Mawby – Emma has over the past years worked extremely hard to set up the Cheltenham LGBT Partnership, and played a key part in securing the concept of a Cheltenham public event that become the Picnic in the Park. She has also ensured that the Partnership saw a presence at the Picnic, Pride and also Pride on Tour.
- Richard Stevens – for his tireless effort in driving Pride forward in the county and ensuring it has the resources needed, including his successful grant applications in the year and the successful registering the organisation as a charity and his support to the chair

Friends of Pride 2019

- Helen Down for her support in getting the Picnic in the Park
- Kevin Webley – Kevin has been volunteering for PRIDE for over 5 years and always turns and works from early until late carrying out any duty asked of him. He is a great credit to himself and great example to others.
- Edward Danter for his continuing support for our Picnic in the Park and Pride events and helping to advertise the latter for free.
- Reading Pride for visiting both the Picnic and Pride events to volunteer as marshals and even returning to site during the After Party to help litter pick!
- Chris Brookes from Pride Pics for his continuing support and work to capture our activities on camera to share the experience, atmosphere and meaning of Pride,

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

Cheltenham Borough Council

Cirencester Town Council

Tewkesbury Town Council

Café 31, Cinderford

Cheltenham LGBT Partnership

Yates, Cheltenham

Vodka Revolutions, Cheltenham

The Fountain Inn

The United Services Club

Cinderford RFC

Emma Mawby

GMB Union Gloucester Branch

GMB Union Regional Equality Forum

Cheltenham Borough Homes

Bill's Restaurant

Sainsburys, Gloucester Quays

Wagamamas Restaurant

Danters Funfairs

ATIK Nightclub Gloucester

Reading Pride

Swindon & Wilts Pride

Rob Keetch

Aura Jay & Bella Black

Chris Scadden

Robert Mee

Joel Wright

Josh Sapey

Simon Culley

Rhian Paoella

Mecure Bowden Hall, Gloucester

With special thanks to Kristine Garina, President EPOA; Steve Taylor, Communications, EPOA; Andy Train, Regional Director, InterPride and Gian Molinu, Co-Chair UKPON

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

Annual Accounts and Treasurers Report

The accounts are prepared on a receipts and payments basis and since our gross income has exceeded £25,000 an independent examination of the charity accounts was required and that report is attached at the end.

This year is seen the charity awarded numerous grants to further its aims, these have provided vital financial security in order for us to meet the expectations on the county's LGBTQ+ community. 2019 has been an extremely busy year with a number of new projects undertaken including the Picnic in the Park, Pride on Tour and the increase in activities at the main PRIDE event in September.

Our total gross income for the year was £27,823.19 and total gross expenditure £27,463.11 leaving us with a surplus of £360.08 taking our total reserves to £898.20.

Reserves Policy

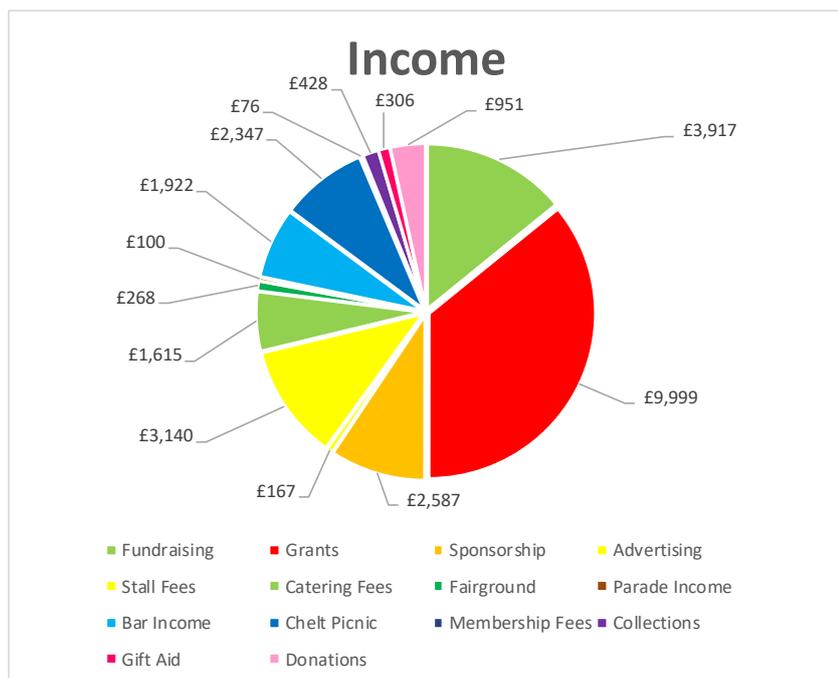
The charity has set a reserves policy to work towards holding 10% of its annual income over time. At the end of the last financial year we set a target to move to build our reserves to £1000. With the balance of monies owed and by the charity the current balance of £898.20 increases to £928.20.

The charity will now aim for a target of 5% coverage of this year's expenditure (£1,400).

Income / Receipts Summary

Our Gross income was £27,823.19 as follows:

<u>Income</u>	Actual	Budget
Fundraising	£ 3,917	£ 4,790
Grants	£ 9,999	£ 8,000
Sponsorship	£ 2,587	£ 1,000
Advertising	£ 167	£ 250
Stall Fees	£ 3,140	£ 2,600
Catering Fees	£ 1,615	£ 1,260
Fairground	£ 268	£ 250
Parade Income	£ 100	£ 200
Bar Income	£ 1,922	£ 1,100
Chelt Picnic	£ 2,347	£ -
Membership Fees	£ 76	£ 100
Collections	£ 428	£ 600
Gift Aid	£ 306	£ -
Donations	£ 951	£ 300
	£ 27,823	£ 20,450



Fundraising

We undertook a number of fundraising activities throughout the year including a Rocky Horror Movie Night, our Annual Ball, Burlesque Night, Quizzes, the Pride After Party and we sold Pride merchandise and LGBTQ+ flags.

Attendance at the Annual Ball and After Party were lower than expected resulting in lower ticket sales and resulting income (£834 vs £1,300 budgeted). We also had success with our merchandise however due to the purchase of wristband and lanyard stock on a receipts and payments basis we made a deficit of £458.92. However, it should be noted that the current stock of merchandise has a value at cost of £XXX.

Grants

We received grants in the year from the National Lottery's Community Fund (£5,950) the Consortium's LGBT Futures Fund (via the Government Equalities Office) (£2,250), Gloucestershire County Council's Growing Your Community Fund (£1,400), Cheltenham Borough Council (£550) and Cheltenham Borough Homes (£500). These are restricted funds and a breakdown is shown in the accounts. We also received a grant for £399 from Gloucester Round Table however this is unrestricted funding.

Sponsorship & Advertising

We are lucky to have continuing sponsorship from Gloucester City Home with further sponsorship received from OUTtv, Thirlestaine Court Care Home, the GMB Union Gloucester Branch and the GMB Union's Regional Equalities Forum.

Stall fees, Catering, Fairground Fees & Bar Commission

These form a vital part of funding Pride, income was above budget for all three with a record number of stalls, a few more caterers than in 2018 and with the second bar in the cabaret tent we made much income than expected from bar commission.

Cheltenham Picnic in the Park

We set out with a plan that the picnic would break even however due to the funding received, great weather on the day and a great result from Merchandise Sales (£300) and collections we raised £2,347 to cover expenses of £1,677. This was a great result for a first event.

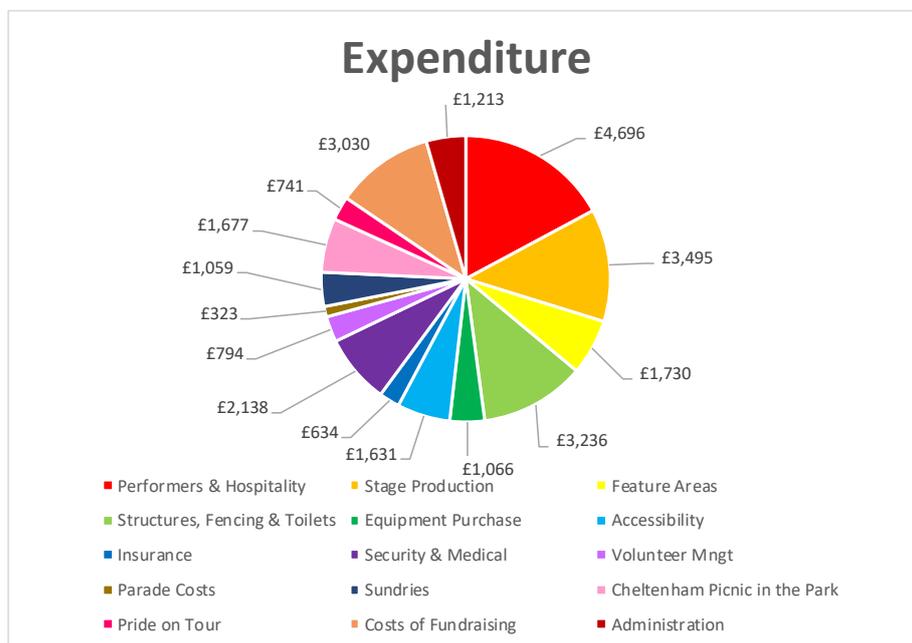
Collections, donation and Gift Aid

Although collections on Pride Day were lower than expected we worked with other businesses in the area throughout the year to collect money including the Everyman Theatre, Yates Cheltenham, Centrix. Following our charity registration, we were able to make sure we benefited from gift aid and our first claim in late September resulted in us receiving £306!!

Expenditure / Payments Summary

Our Gross expenditure was £27,463.11 as follows:

<u>Expenditure</u>	<u>Actual</u>	<u>Budget</u>
Performers & Hospitality	£ 4,696	£ 4,050
Stage Production	£ 3,495	£ 3,000
Feature Areas	£ 1,730	£ 1,350
Structures, Fencing & Toilets	£ 3,236	£ 2,570
Equipment Purchase	£ 1,066	£ 500
Accessibility	£ 1,631	£ -
Insurance	£ 634	£ 450
Security & Medical	£ 2,138	£ 1,850
Volunteer Mngt	£ 794	£ 300
Parade Costs	£ 323	£ 350
Sundries	£ 1,059	£ 1,750
Cheltenham Picnic in the Park	£ 1,677	£ -
Pride on Tour	£ 741	£ -
Costs of Fundraising	£ 3,030	£ 2,350
Administration	£ 1,213	£ 1,030
	£ 27,463	£ 19,550



Performers and Hospitality

Whilst we underspent on performer fees by £500 the total overspend resulted from costs of providing hotel accommodation not only for performers but also for guest speakers in the Speakers Corner and some volunteers who filled key event management roles on Pride day. We had budgeted on the basis of Travelodge rates we saw in 2018 however this year rates around the city had increased by 50%, due to success in sponsorship and grants we felt able to allow this increase in spend.

Stage Production

Costs had increased vs budget due to availability of stages and also the requirement for in-ear headphones for BSL interpreters on the main stage.

Feature Areas

These are the Speakers Corner and the Family Zone. The Speakers Corner costs related to the purchase of a marquee funded by TNL Community Fund for £430 followed by the remaining spent on the family zone marquee and performers assisting by the sponsorship from GMB Union.

Structures, Fencing and Toilets

This year we hired an additional 2 toilets and improved security provision. We also were able to source the hiring of picnic benches from our Marquee company to improve facilities at Pride.

Equipment Purchase

We continued our investment in our equipment by purchasing tables, gazebos, radio microphones and other equipment needed that prevents the need for hiring in the future

especially as we start to hold more events such as the Picnic in the Parks across the year. The increase in gazebos enabled us to provide a volunteer's rest area, a bigger Info & Merch area and the multi faith tent.

Accessibility

We were lucky to receive a grant from the LGBT Consortium's Futures Fund that allowed us to pay for BSL interpreters for the Main Stage and Speakers Corner, this will need to be something funded from grants moving forward however.

Insurance

For the first time we have taken out annual insurance cover rather than single event cover hence the increased costs to enable to do more work year round

Security & Medical

Medical costs remained as per last year and with security we added extra security personnel to cope with higher attendance and gave a donation to a specialist stewarding volunteer group to provide 8 stewards on constant duty throughout the day to help with traffic management and gate control on site.

Volunteer Management

We had funding this year from Gloucestershire County Council for PPE and t shirts for volunteers, in addition we purchased committee members t-shirts and hoodies to wear whilst on official duties throughout the year. We still have a number of volunteer t shirts which will be kept for 2020.

Sundries

Sundries included site management consumables (£249), marketing costs (£171), signage (£294) and Pride day sundries (£9). Our funding enabled us to purchase branded signage which was displayed around the Pride Day site to name each feature. This also included a generic banner to use for in parades that we attend up and down the country.

Cheltenham Picnic in the Park

The Picnic in the Park was allowed to go ahead with funding from Cheltenham Borough Council and Cheltenham Borough Homes and expenditure included Performer costs, toilet hire, Insurance, Site Dressings, Park Hire Fees, Waste Bin charges and we also had to purchase from the council a Street Trading Licence. It should be noted that the charging of venue fee and waste fees are charged by Cheltenham Borough Council for the Picnic and provided at no cost by Gloucester City Council for the main Pride event.

Pride on Tour

Thanks to the LGBT Futures Fund we were able to take Pride on Tour to Cirencester, Cinderford and Tewkesbury. The costs incurred included Venue Hire, a performer Fee but also the purchase of display materials that can be reused in the future.

Administration

Admin costs included PayPal Fees (£85), membership fees (£75), stationery & Ink cartridges and travel/accommodation costs for attending 2 UKPON conferences.

Costs of Fundraising

The costs of fundraising relate to the costs of putting on our fundraising event such as venue Hire, performers, decorations and equipment hire.

These also includes the costs of purchasing items used to sell to raise funds (merchandise). Total Stock purchases were £1,438. The cost value of the stock remaining is £866.

The cost of the merchandise sold in the year was therefore £572, this generated income of £951.

Pride in Gloucestershire

Merchandise Stock @ 31.10.19

	Cost	Estimated Income
Lanyards	£ 368.80	£ 922.00
Wristbands	£ 179.04	£ 746.00
Ribbons	£ 6.16	£ 77.00
Pin Badges	£ 24.00	£ 94.00
Keyrings	£ 5.10	£ 51.00
Large Flags	£ 267.00	£ 558.00
Hand Flags	£ 16.00	£ 40.00
	£ 866.10	£ 2,488.00