



**PRIDE**  
IN GLOUCESTERSHIRE

**PRIDE IN  
GLOUCESTERSHIRE**

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**ANNUAL REPORT**

YEAR ENDING  
31ST OCTOBER 2021

REGISTERED CHARITY NUMBER:  
1185201

**2021**

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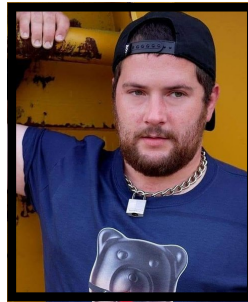
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# Principal Address:

87 Brunswick Street, Cheltenham, Gloucestershire

## PRIDE in Gloucestershire Trustees



**Jay-Jay Potter-Peachey**  
Chair-Person

**Richard Stevens**  
Vice-Chair/Treasurer

**Matt Devereux**  
Secretary

**Cheri Dark**  
Stalls Coordinator

**Chris Scadden**  
Trustee

**Chris Varney**  
Site Operations  
Manager



**Jordan Bonner**  
Marketing



**Michelle Probert**  
Business  
Engagement



**Samantha Neath**  
Volunteering &  
Outreach

## 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 **27** registered members. From these members, **2** assisted as members of our community outreach group, this group helps us to ensure we include different parts of the community.

The charity is also part of the following networks:



LGBT+ Partnership  
Cheltenham, Gloucestershire &  
Beyond



European Pride Organisers  
Association (EPOA)



UK Pride Organisers Network (UKPON)



InterPride



National Council of Voluntary Action  
(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 2021

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. Unfortunately, the COVID-19 pandemic massively affected any plans we had.

At the start of the year we set out to cover three main areas;

1. Our annual Pride day event in Gloucester,
2. Year round activities
3. Other strategic activities to further spread the message of PRIDE in Gloucestershire outside the county.

Below, we will go through how we did with these targets for the year.

## Pride Day 2021

### **Improve the Accessibility of PRIDE in Gloucestershire, working towards the Bronze 'Attitude is Everything' accreditation.**

*We have made some good headway with accessibility in 2021, we are still aiming for the Bronze accreditation and this year we introduced an accessible viewing platform, an area for neurodiverse individuals, and we were able to self-fund BSL interpreters. We have also looked into accessibility of our application processes and using Microsoft Forms, we are now able to include immersive reader functions for our application forms. Heading into 2022, we will be pushing forward with this target.*

### **Improve our site zones and interact more with our LGBTQ+ groups.**

*This year, we have added our very first Trans Zone, Silver Rainbow Zone and Kink & Fetish Zones to our Pride day offerings. We spent the year, via our community outreach committee, speaking to the community to find ways to best represent them. This will carry forward in 2022 with more zones to be added.*

## **Engage more with local businesses**

*This year we had two headline sponsors for both our Main Stage & Cabaret Stage, something we have not in previous years managed. Conversations with businesses has improved from previous years and more businesses are wanting to engage with us as well as the Gloucestershire LGBTQ+ community to improve visibility.*

## **Year-round events to connect the community**

*Due to the lockdown at the beginning of the year we have been unable in 2021 to produce a year-round calendar of events for the community to connect. However, we were able to hold our Pride Rewind and our 2021 main Pride day event, which welcomed 7,000 members of the community to Gloucester Park to come back together.*

*2022 we will seeking and planning new ways to connect the community and programme events to reflect this.*

## **Spread the message of the county**

*This year we were lucky enough to be able to host the UK Pride Organisers Conference at Cheltenham Racecourse, inviting 100 Pride organisers from across the country to our county to showcase the beauty of the county, the talent of our artists and share the values that are important to us.*

*We were also privileged to be joined on Saturday 11th September by Pride organisers from Magdeburg, Germany, and showcase the county further afield.*

## **Hold our Annual event in Gloucester**

*On Saturday 11th September 2021, we welcomed the LGBTQ+ community of Gloucestershire to Gloucester Park for our annual Pride event.*

*It was the first physical Pride day we were able to enjoy as a community since September 2019 when we hosted our 2019 Pride event.*

*The event had 4 stages to give a variety of entertainment and information to the community; our Main Stage hosted by Dr Bev, Zayna Ratty and Jon Smith entertained with a mixture of artists including local artists, the Cabaret Stage hosted by Dixie Norm and Wyburn & Wayne was a space for alternative performances including the first drag performance from a 10-year old member of the community, our Speakers corner included conversations on living with HIV and Intersectionality and our Family Zone was a hub for entertainment and crafts for children.*

*We also introduced our first ever Trans Zone, Silver Rainbow Zone and Kink & Fetish Zone*

# **Year Round Activities**

## **1. Mark IDAHOBIT Day with an event of inclusivity.**

*We had planned to bring back our Cheltenham Picnic to mark IDAHOBIT Day 2021, unfortunately as we were still in a lock-down this was unable to happen. We will be returning in 2022 though!*

## **2. Spread the message of Pride throughout the county**

*Our plan for 2021 was to reach more areas of the county than ever before by expanding our Pride on Tour branch of the Charity. Unfortunately we were unable to hold any of the picnics due to the lockdown, however, we did support the LGBTQ+ Partnership to tour the county with their bus and they in return, carried the Pride on Tour bus county wide in early September as part of our Pride month events.*

*Picnics and Pride on Tour will return in 2022.*

## **3. Nurture the relationship with our existing LGBTQ+ groups in the county.**

*Throughout the year, we managed to keep in contact with our existing LGBTQ+ groups through the county, supporting them where possible during different virtual events.*

#### **4. Continue to showcase local LGBTQ+ talent**

*Even through doing online streaming events, we have continued to support & showcase our local LGBTQ+ talent. We have done this by including local artists in both our Virtual Pride events and where possible, sharing the skills of our artists with platforms to perform during Lock Down.*

#### **5. Mark the National LGBTQ+ Awareness days as a form of education and highlighting awareness**

*We have continued our dedication to marking National LGBTQ+ Awareness days, using them to educate & highlight awareness. This year has been a very virtually focused way of raising awareness and educating during the LGBTQ+ awareness days, but we are now looking to mark awareness physically going forward.*

#### **6. Celebrating LGBTQ+ History Month with an event**

*Due to Covid-19, we marked LGBTQ+ History Month with two quiz nights to bring the community together, provide some information but also educating on LGBTQ+ History Month.*

## **Other Strategic Aims:**

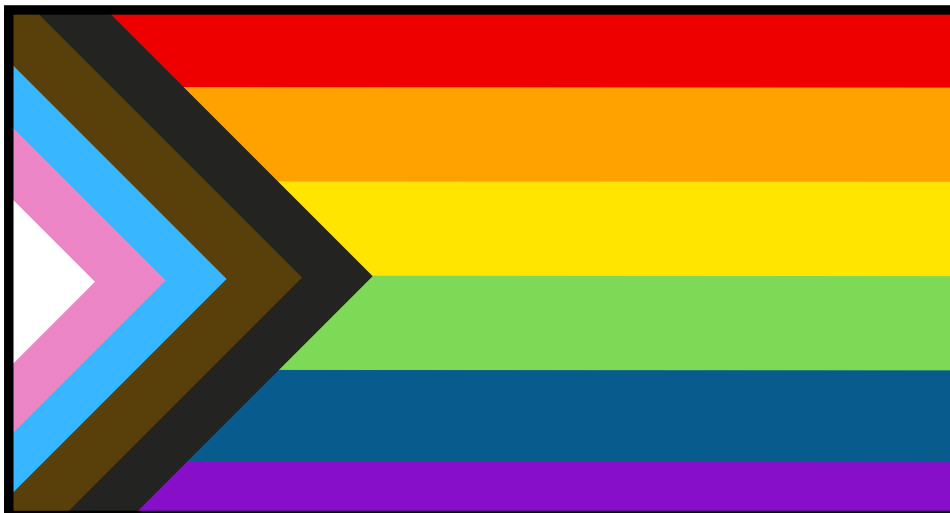
### **1. Plan and hold more events throughout the County to reconnect the community.**

*Due to the Covid-19 pandemic, we were unable to hold any events throughout the County in 2021, we would like to thank the LGBT+ Partnership Cheltenham, Gloucestershire & Beyond for their work during Pride week to take the message throughout the County. As we head into 2022, we will be bringing our events back to the community, with plans already in place to visit the Forest of Dean, Cirencester and Tewkesbury, with more places still to be announced.*

### **2. Continue working on our bid for EuroPride 2026, to bring people and Pride from across Europe to the county.**

*In 2021, we took a step forward by engaging with councils, local authorities and through the Gloucestershire Growth Hub with the LEP, Banking Group, University of Gloucestershire and others to introduce them to the EuroPride plans.*

*We also visited CSD Magdeburg and WorldPride Copenhagen to fly the EuroPride banner for Gloucestershire.*



# Chair's Report

In a second year of the global pandemic, Pride was yet again affected, however with the changes towards the middle of 2021, we were able to bring the main event to the county, and celebrate Pride together as a community for the first time since 2019.



Many of our planned events are still on hold, and we are so hopeful that these events can begin again in 2022.

Having a physical pride this year was above all our ultimate goal, to be able to bring the community back together, to celebrate, to campaign and to reconnect. Our community has been hugely affected during the last 18 months and Pride for some has been the only chance to reconnect.

I want to personally say a huge thank you to the team, who, through difficult circumstances pulled through and was able to put on our most inclusive Pride to date.

There is a lot to do still going forward, not only are we focussing on our bid to host EuroPride here in the county in 2026, with the vote for this happening in 2023, but we have one of our most ambitious programmes of events yet to bring and deliver in 2022

Looking forward Pride In Gloucestershire has a lot of work to do, especially in the current political climate, its sad to know that we are going backwards rather than forwards in regards to LGBTQ+ rights and we as an organisation and a community must work together to fight for our rights again.

Coming into the 50th year of pride in the UK, and our most ambitious programme yet, I thank you all for your continued support and here's to the future of Pride.



JayJay with the Rt Worshipful, Mayor of Cheltenham Cllr Steve Harvey, one of our Trustees Chris Scadden and JayJay's husband Ben at our gala evening for the UK Pride Organisers Conference we held this October at Cheltenham Racecourse.

# Our External Memberships

Some information on three of the amazing organisations that we are proud to be part of

## UKPON

PRIDE In Gloucestershire is one of the founding members of UKPON, and is pleased to have been there from its inception.

We were pleased to host the annual Pride Organisers conference in Cheltenham thanks to its sponsors EDF & Spirax Sarco, who took the lead in providing a program that targeted the challenges facing Pride organisers.



## EPOA



**EUROPEAN  
PRIDE** ORGANISERS  
ASSOCIATION

This year we were fortunate to again join in with the EPOA online AGM, representing the organisation on a European level. With travel restrictions in place for most of the year it has been difficult for us to be able to connect with our European Family, however members of the team were fortunate to be able to fly over and join CSD Magdeburg in Germany for their pride event this year, building a relationship and working with them as they go forward and bid for EuroPride 2025, the year before us. Again, like the UK, many countries in Europe are struggling with LGBTQ+ rights and the prevalent politics of the right, is having a detrimental effect, and as members of EPOA we will be in working closely with many of our European pride partners to help support each other in times of need.

2022, will see again an extensive programme of taking the message of PRIDE in Gloucestershire across Europe and promoting our own bid for 2026

## Interpride

This year, saw WorldPride in Copenhagen and fortunately a few days before the event was beginning the travel restrictions lifted and allowed to members of the team to join in with this amazing event. The team marched in the WorldPride march this year, and PRIDE In Gloucestershire was the only UK pride to be represented in Copenhagen this year, it was an honour to be there and joining in with the Human Rights, the march, and the staged events.

We have also been part of this year's AGM, online, and have our chance to vote on WorldPride 2025 and we have also put our names this year next to a motion to support the Declaration of Human Rights as an organisation



# Friends of Pride & Lifetime Members

Every year PRIDE in Gloucestershire committee members put forward their nominations for 'Friends of Pride' & Lifetime Members.

These nominations are discussed as a committee and we vote on those who have proven to be great friend's of the charity in helping us to achieve our goals and strategy.

Lifetime Membership is awarded each year to two members of the Gloucestershire LGBTQ+ community that have gone above and beyond to ensure that the county's LGBTQ+ community are championed, supported and have the help available to them.

## Friend's of Pride 2021

- *The Station Hotel - The Station Hotel have been a massive friend to PRIDE in Gloucestershire this year, allowing us the space to safely meet physically after so many virtual meetings and to host our physical open members meeting. They have been a friend to PRIDE over the years and we look forward to continue working with them.*
- *Animagi - We are proud to be working with Animagi and wanted to make them an official 'Friend of Pride' as we have been working with them for the past two years to educate on the Kink & Fetish community and continue to raise awareness on safe sexual practises and breaking down stigmas associated with the community.*
- *Rt Worshipful, Mayor of Cheltenham, Cllr Steve Harvey - Any time an ally is in a position of power, we believe it is important that they represent the community to which they serve. Steve has been a massive ally to the community since taking office as the Mayor of Cheltenham by appointing the first LGBTQ+ and POC advisor roles to the Mayoral office.*
- *Everyman Theatre - We were privileged to have worked with Everyman during their show run of Priscilla Queen of the Desert. They allowed us the platform to raise crucial funds and show visibility of the community. We cannot wait to work with them further.*
- *Zane Price - Zane is one of our youngest helpers EVER! Being the son of a trustee means the gruelling task of following his mum around to different events and helping. Zane is always ready to help with a smile on his face!*

## Previous Friend's of Pride

*2018 - Gloucester City Homes, GGG, Kate Haigh, GGLC, Feathers LGBT Night, Gloucestershire Constabulary, Steph Lawrence, Rob Keetch (Dr Bev), Coventry Pride, My Umbrella.*

*2019 - Helen Down, Kevin Webley, Edward Danter, Reading Pride, Chris Brookes.*

*2020 - BBC Radio Gloucestershire, Chris Scadden, Jon Smith, Lansdown, Jordan Bonner & Trans Gloucester.*

# Lifetime Members 2021

*As a Lifetime Member, recipients are entitled to a free membership of the charity's membership. This gives them the opportunity to gain information about the Charities events and plans for the year along with the ability to scrutinise and question every aspect.*

- Kate Haigh - We are lucky to have such an ally as Kate as part of our local community. During her time as Mayor of Gloucester, she was a crucial part in making Gloucester's rainbow crossing happen. As Mayor of Gloucester, we were honoured when Kate approached us and asked if we would be happy to be one of the Mayor's Charities during her year in office. We agreed and cannot begin to thank Kate for the donations this helped raise for us during such a turbulent and uncertain year. Kate was also an integral part in us planting our Tree of Life in Gloucester Park to mark and remember those we have lost, and those still battling HIV & AIDS.*
- Norman Fergusson - Norman has been a friend to Pride in the County for years and always helped in any way that he can. He was an integral part in forming PRIDE in Gloucestershire way back in 2018 when it was just an idea following the previous Charity deciding not to carry on with the event. He moved away from the county for a short time, but we are so happy to welcome him back.*

## **Current Life Time Members**

*2018 - Andy Harley & Josie Dutton*

*2019 - Emma Mawby & Richard Stevens*

*2020 - Robin Agascar MBE & Kate Glanfield*

# Thank-You's

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

## **Our Sponsors:**

Think Project

Outlink UK

Gloucester City Homes

Tesco

## **Supporting Businesses**

*Everyman Theatre, Primark Cheltenham, Old Restoration Pub Cheltenham, The Station Hotel Gloucester, Sanctus Training, Sainsburys Gloucester Quays, Morrisons Gloucester, F4S Gym, Zwings, Danter's Funfair, Jax Nightclub, Event Staff & The Jockey Club Gloucester City Council, Cheltenham Borough Council & Gloucestershire County Council Cllr Steve Harvey, Cllr Collette Finnegan, Cllr Andrew Gravells, GGLC, Pranj, Norman Ferguson, Andy Kime, Kate Haigh and Mhairi Smith.*

## **Suppliers**

*Classic Marquees of Malvern, Outbars, CS Crowd Management, St Johns Ambulance, Connect AV and Electrical, Websters Catering*

## **Delivery Partners**

*Trans Gloucester, Animagi*

*All of our volunteers, performers, stall holders and our members.*

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

**PRIDE**  
**IN GLOUCESTERSHIRE**

# Annual Accounts & Treasurers Report

The accounts are prepared on a receipts and payments basis, this year's total income was **£19,802** and since our it was under the £25,000 limit for an independent examination of the charity accounts, none was required.

What was always going to be a year of complete uncertainty we were fortunate to be able by the end of the year to host our annual Pride event back in Gloucester Park in full force although many of our other year round activities were not possible.

Our total gross income for the year was **£19,801.77** and total gross expenditure **£25,211.02** leaving us with a deficit of **£5,409.25**, however, we had **£6,910.00** of funding already in place which was deferred from 2020, by the end of the year our total reserves were **£3,374.89**. Therefore the surplus purely relating to 2021 activities was **£1,500.75**.

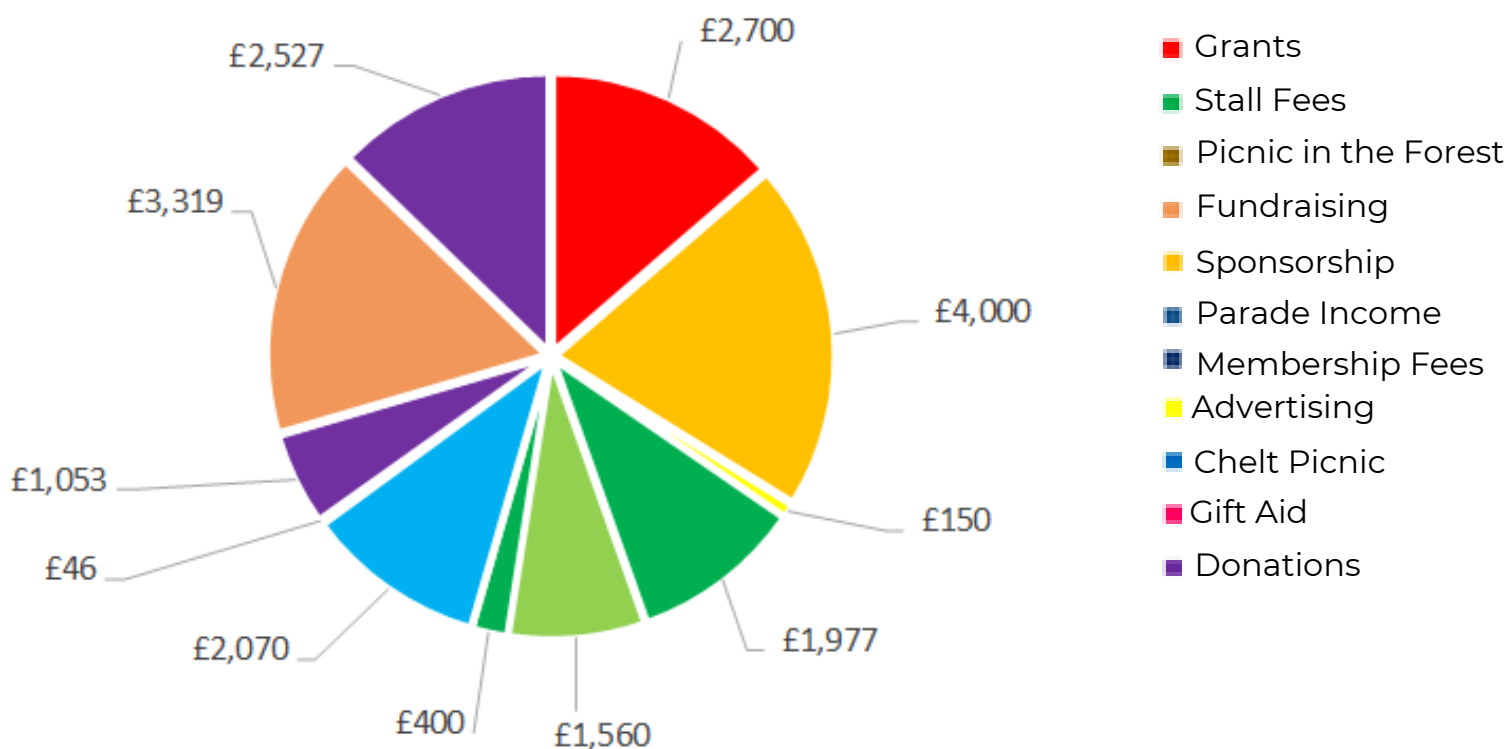
However, there is still income relating to 2021 still due to be received including **£300** of sponsorship, a gift aid claim of **£447** and reimbursements of Pride Day hotel expenses from trustees of **£215.10**. We are also due to refund catering fees of **£375**

## Reserves Policy

The charity had revised its reserves policy to work towards holding 7.5% of its annual expenditure, the cost of 2022's activities are likely to increase to **£35k** meaning reserves should be kept at **£2,625** freeing up the charity to already have **£750** to invest in FY22 in addition to monies due to be received.

## Income/Receipts Summary

Our Gross income was **£19,801.77** as follows:



## Fundraising

With so much of the financial year spent in lockdown or subject to restrictions on social gatherings there was little opportunity for fundraising.

However, we still attended Swindon & Wiltshire Pride and Gloucester Day to sell merchandise, as well as in our the Pride Hub and at the park. One surprising opportunity was that we were invited to have a merch stall at the KlubKids UK 'Drive-in Drag show' in Cheltenham in April which generated **£345** and we held the Pride Rewind fundraiser in July which also generated a **£260** surplus.

## Grants

We were successful in being awarded two grants this year; one from the Summerfield Trust for **£1,200** and a Covid Compliance Grant of **£1,500** from Gloucester City Council. These enabled us to improve the size of the venue for Pride with fencing and improve sanitation from having more toilets, professional cleaners and having hand sanitiser stations across the site.

## Sponsorship & Advertising

This was one area from which we were very successful. We were able to attract a number of sponsors. Gloucester City Homes continued their sponsorship but for the first time we had sponsors for the Main Stage from 'Thinkproject', Cabaret Stage from Outlink (the LGBTQ+ staff network of BAE Systems) and sponsorship from Tesco.

## Stall fees, Catering, Fairground Fee & Bar Commission

Due to the increase in people attending prides this year we were able to increase the number of caterers slightly and make higher commission from the bars.

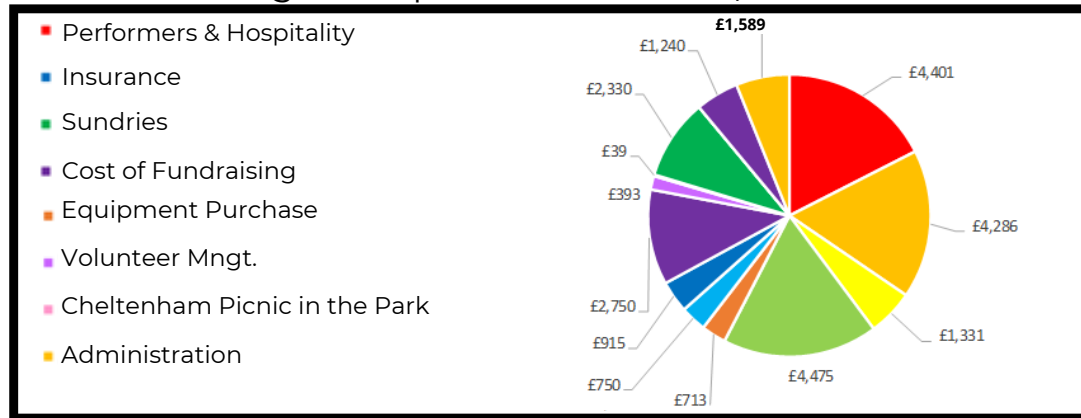
## Collections, donations & Gift Aid

2021 has been a year where people, businesses and groups have been reaching out to us to support us and to help us bring Pride back to our community. As one of the official City of Gloucester Mayor's charities in 2020/21, we received **£1,201**. On top of this the likes of Primark and F4S gyms held Pride month collections for us totalling **£225**; the Everyman Theatre allowed us to collect after performances of Priscilla Queen of the Desert and gave us donations from selected ticket sales netting us in total **£735**, the Old Restoration Pub in Cheltenham held Pride Week events collecting **£200** for us; Sainsburys **£60** and individual anonymous donations totalling **£300**.

<u>Income</u>		<u>Actual</u>	<u>Budget</u>
Grants	£	2,700	£ 3,500
Sponsorship	£	4,000	£ 2,000
Advertising	£	150	£ 150
Stall Fees	£	1,977	£ 2,945
Catering Fees	£	1,560	£ 1,370
Fairground	£	400	£ 250
Parade Income	£	-	£ 200
Bar Income	£	2,070	£ 1,500
Chelt Picnic	£	-	£ 2,800
Picnic in the Forest	£	-	£ 1,700
Membership Fees	£	46	£ 60
Collections	£	1,053	£ 250
Gift Aid	£	-	£ 300
Fundraising	£	3,319	£ 1,700
Donations	£	2,527	£ 1,700
	£	<b>19,802</b>	<b>£ 20,425</b>

# Expenditure/Payments Summary

Our gross expenditure was £25,211 as follows:



## Fundraising

The cost of fundraising relating to merchandise purchases were £1,021 for flags, badges and keyrings in preparation for Gloucester Day and the Pride Hub. The net amount raised from merchandise was £1,248.

## Performers & Hospitality

Total performer costs came in on budget and hospitality costs just overbudget.

## Equipment Purchase

We were able to invest a few times on equipment purchases including a mobile battery operated PA system, more gazebos and fencing covers to improve back stage facilities and improve social distancing in dressing rooms.

## Feature Areas/Structures

Thanks to sponsors and the grant from Summerfield Trust we were able to expand the different areas of Pride to include a Trans Zone and expand the Family Zone as well ensure we had more seating and benches across the site.

## Accessibility

This related to the costs of the BSL interpreters for the main stage.

## Security & Medical

The increase in people attending Pride meant we had to expand the medical cover for the event and we also appointed a new security contractor that specialised in event management to help us build for the future

## Pride Hub

This year's Pride Hub costs were minimal and covered insurance and consumables for the week.

## Other Costs

As we build towards bidding for EuroPride we have started to incur costs to fund the marketing and travel to other Prides around Europe to engage other with our bid. Visits were made to Magdeburg, Germany, WorldPride in Copenhagen and the German Pride Conference in Rostock. Luckily we were given an anonymous donation earlier in the year specifically to cover some of these costs.

Other sundry included new committee uniform from this year's rebrand, zoom membership, UKPON conference delegate costs

Expenditure	Actual	Budget
Performers & Hospitality	£ 4,401	£ 4,351
Stage Production	£ 4,286	£ 3,700
Feature Areas	£ 1,331	£ 1,320
Structures, Fencing & Tr	£ 4,475	£ 3,300
Equipment Purchase	£ 713	£ 500
Accessibility	£ 750	£ -
Insurance	£ 915	£ 600
Security & Medical	£ 2,750	£ 2,550
Volunteer Mngt	£ 393	£ 1,100
Parade Costs	£ 39	£ 300
Sundries	£ 2,330	£ 1,720
Cheltenham Picnic in th	£ -	£ -
Pride on Tour	£ -	£ -
Costs of Fundraising	£ 1,240	£ -
Administration	£ 1,589	£ 1,615
<b>£</b>	<b>25,211</b>	<b>£ 21,056</b>

Merchandise Stock Remaining		
	Cost	Estimated Income
Lanyards	£ 243.20	£ 912.00
Magnets	£ 25.00	£ 100.00
Ribbons	£ 1.44	£ 18.00
Pin Badges	£ -	£ 400.50
Keyrings	£ 3.00	£ 30.00
Large Flags	£ 252.00	£ 588.00
Hand Flags	£ 18.00	£ 67.50
	<b>£ 542.64</b>	<b>£ 2,116.00</b>

## 2022

2022 will be a very busy year for the charity as we look to hold Picnics in 4 towns, expand the main Pride and make significant progress in the EuroPride bid. We look to increase the budgeted cost of the main Pride by £10k so a lot of work will be needed to draw in the funding required.

We have although had a good start with a £5k grant from the Build Back Better Market Towns Fund from Gloucestershire County Council. This will be used to buy equipment to help put on the various picnics and also enable to reduced PA costs for the Pride event in Gloucester.

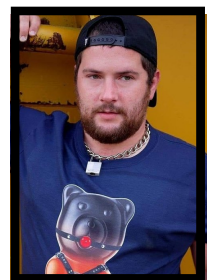
I will be forming a Commercial Ops team to attract this funding and engage with businesses, grant awarding bodies and am currently looking for individuals who wish to be part of this team and the develop into a skilled and commercially astute team capable of attracting the funding required for EuroPride in the event we win our bid.

## 2021 at a Glance

A breakdown of the challenges and triumphs in the words of the PRIDE in Gloucestershire committee. Meet our committee responsible for the different aspects of making Pride happen.

### Secretary - Matthew Devereux

In our second full year as a charity, my focus as Secretary has been to push forward with implementing and improving the governance required to be in line with charity law and to run effectively as an organisation. As we grow more as a charity, in terms of numbers, I look forward to rolling out our governance to more committee members and trustees.



Another aspect of the charity that I have tried to improve over the past 12 months is our offering to the membership, I have started this by making member communication more regular, informative and opening up emails as a two-way conversation. The main challenge for 2021, as with 2020, has been engaging with new potential members as we weren't running physical events giving the chance to meet a new audience was reduced. As we head into 2022 and hopefully a more physical year, I really hope to push forward with making our membership base bigger.

My biggest accomplishment for the year, which will push forward into 2022, is getting the charity awarded FREE non-profit memberships of both 'Canva' and 'Microsoft Office', these will help us to be more digitally active and reduce our need for pointless printing, aiding in our bid to be carbon neutral and promote the need for being greener.

### Aims for 2022

- Making all our organisational application processes as streamline and accessible as we can, reducing the need for paper.
- Pushing forward with moving the team digital onto Microsoft Teams and making our organisational digital.

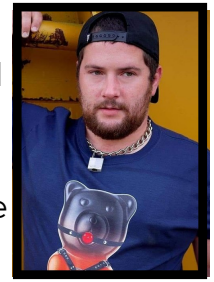
## Production - Matthew Devereux

This year, we weren't able to produce as many events as we had started the year planning to. We were however, able to produce our first physical Pride day for 2 years and two fundraising events.

One of my targets for this year was to diversify further our artist offering and I am proud to say that our line-up across all stages of Pride 2021 were home to our most gender diverse line-up EVER!

As we look forward to 2022, our diversity can still be better by giving the stage to more POC performers. We did have more performers booked, but unfortunately due to the clashing events, we were unable to have them, but we hope to in 2022.

After four years managing the production of PRIDE in Gloucestershire, I can only look back on and be proud at the journey we have taken and the continuing progression of our diversity and the showcasing of our local LGBTQ+ talent.



## Aims for 2022

- Further diversify our events throughout the year to fully reflect our diverse LGBTQ+ Community.
- Look into expanding our stage offerings as we edge closer to EuroPride2026.

## Vice-Chair - Richard Stevens

### EuroPride 2026 - For You, For Me, For Us!

2021 has seen a step forward in our bid to host EuroPride in 2026. We have engaged with a range of stakeholders including local authorities, potential partners and sponsors to communicate what we have planned if we were to win our bid and also to explain the bidding process.

We have partnered with Visit Gloucestershire and the Gloucestershire Growth Hub to move us along to the next stages of stakeholder engagement. In addition, we have visited a number of EPOA members Prides in a bid to find out more about what people would like from EuroPride 2026.

We visited (and formed a friendship with) CSD Magdeburg in Germany, visited WorldPride in Copenhagen, Morecambe Pride and Southampton Pride. In addition we advertised the bid on the UK Pride Organisers Conference which we also hosted in October and then presented our plans to the German Pride Network in late October.

A lot of work is now required between November 2021 and April 2022 to develop our ideas into a detailed and costed programme and also improve the premise of our bid.



## Marketing - Jordan Bonner

November, as always, brings the opportunity to look back on the months previous and reflect on the highs and lows.

Thankfully, 2021 consisted of mostly highs and as always it has been a pleasure to share those moments with the community through our Social Media and Website.

This year we have been fortunate enough to enter into new working partnerships and work on strengthening partnerships of old. Our Pride day celebrations in September were featured on both BBC and ITV News channels and we were delighted to work with E-Scooter provider Zwings to help promote eco-friendly travel around Gloucestershire during Pride. Looking forward to the future, we will focus on highlighting the challenges still facing LGBTQ+ people and lifting the voices of all parts of the community. We will continue to implement our Marketing and Communications Strategy and ensure that our messaging and tone is right for those we represent.



## Stalls Coordinator - Cheri Dark

I think my area for this year went well, we had a variety of stalls booked in and I've had nothing but positive feedback from the stall holders. We had a very good variety of caterers this year with no complaints from attendees. Both the mac & cheese and the pizza vans went down really well with the pizza van selling out.

Stalls have had to overcome the COVID pandemic, with stall holders not wanting to book a space in case we had to cancel or they just didn't feel comfortable attending due to the high number of expected attendees. Despite this we still managed to book in around 30 stalls.



## Aim for 2022

My plans for next year are to try and get more stalls booked (at least 40), I will do this by actively seeking out stalls and try to find different stalls to what have attended in the past.

## Event Operations - Chris Varney

I worked as site manager for the Gloucester Park event on the 11th September with a good attendance of around 7,000 people and a walking parade from the Cathedral. We also redesigned the layout to give more space and to be able to deal with any COVID measures that may have been needed.

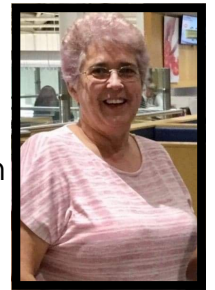
The event went off without incident and was well attended within the community.

## Aim for 2022

For 2022 I am looking expanding the site and including more people from the community and working with the council to allow floats on the parade. I am also wanting to improve site accessibility with the overall aim of attaining Bronze Level for Attitude is Everything and through to Gold over the forthcoming years.

## Hospitality - Michelle Probert

This year hasn't panned out as expected. At the start of the year, we made a plan to organise multiple events and play host to some visiting Prides throughout the year. We were finally able to do this with our main Pride event in September.



A challenge for this year was to ensure people were made to feel welcome when joining us at Pride, but to also keep them safe as we were still navigating through the pandemic. This meant we had an open plan catering area backstage to allow a free flow and people picking their own drinks.

### Aims for 2022

- A dedicated 'Bar' area backstage where we can give a more professional feel and also monitor alcohol intake.

## Community Outreach & Volunteer Manager - Sam Neath

As volunteer manager, I introduced new opportunities for volunteers in the lead up to Pride to support education and keep them engaged with us, specifically we held Trans Awareness, Self-Harm Awareness, Kink & Fetish and Sexual Health Awareness and Mental Health First Aid Training.



I also implemented a new database of volunteers to enable ongoing communication and further offer social events for volunteers.

With accessibility, I have established a relationship between 'Attitude is Everything' and PRIDE in Gloucestershire and a plan established to reach Bronze certification (minimum). We also introduced a viewing platform and more accessible toilets available during the event along with the introduction of a 'sensory area', which was a space designed to support our neurodiverse community.

With the Community Outreach team that I formed at the beginning of 2021, a connection has been fostered and nurtured with Trans Glos, Anamagi and Silver Rainbow and all these areas had a zone at Pride to represent their communities.

### Aims for 2022

#### Volunteering

- Continue to deliver the training started in 2021 as well as adding First Aid & Disability Awareness and build in more social events throughout the year to expand the Volunteer Database

#### Accessibility

- Deliver the accessibility plan to reach bronze creditation by the end of 2022. Which will include improving our site accessibility, online accessibility, growing our 'Sensory Zone' to better support neurodiverse individuals
- Introduce an accessibility lead into the Community Outreach team

#### Community Outreach

- Grow the team to include representatives for Disability, LGBTQ+ youth, Faith/Religion, Ethnicity inclusion and Bi inclusion.
- Grow the outreach efforts in Gloucestershire, specifically for LGBTQ+ youth, working with schools and colleges in the area.

