

PRIDE

IN GLOUCESTERSHIRE

Registered Charity No 1185201

ANNUAL REPORT

YEAR ENDING
31ST OCTOBER 2023



Governance

The organisation is an unincorporated association with a membership that holds the trustees accountable on behalf of the LGBTQ+ community of Gloucestershire. The trustees are responsible for the planning and running of the charity.

The charity had **62** registered members. Ten of these members served as trustees at some point during the year, and 6 formed part of our operational team throughout the year.

Pride in Gloucestershire Trustees

Richard Stevens	Chairperson	1 st November 2022 – 31 st October 2023
Matthew Deveraux	Secretary	1 st November 2022 – 31 st October 2023
Amber Burns	Treasurer	10 th January 2023 – 31 st October 2023
Samantha Neath	Vice Chairperson	1 st November 2022 – 31 st October 2023
Jordan Bonner		1 st November 2022 – 31 st October 2023
Joseph James Picknell		28 th November 2022 – 31 st October 2023
Sean Bulley		28 th November 2022 – 31 st October 2023
Sophie Tailford		1 st November 2022 – 31 st October 2023
Kate Glanfield		1 st November 2022 – 23 rd March 2023
Gina Shelton		28 th November 2022 – 10 th December 2023
Jayjay Potter-Peachey		1 st November 2022 – 28 th November 2022

Trustee Recruitment

Trustees are selected by members at the charity's Annual General Meeting after submitting an application and personal statement and their application being supported by one member.

Outside of the AGM, where vacancies exist, prospective trustees can apply to the charity through the Chairperson, who interviews them to understand their skills, motivation, and ability to commit to the organisation. This is then fed back to the next Trustee Board meeting, where trustees vote on whether to appoint.

Charitable Objectives

Our objectives are to promote equality and diversity and the elimination of discrimination on the grounds of sexual orientation or gender identity for residents of and visitors to Gloucestershire (the area of benefit) by:

- 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 and 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.

Chairperson’s Report

2023 has certainly been a significant year for the charity, which has taken a step up thanks to the foundations built over the last five years. This year has seen a change in the team in place to run the charity, the size of that team, how we engage with the wider community, the role we play within that community and how we deliver the activities and the work we do.



2023 has been a challenging year for LGBTQ+ people.

We are seeing the rise in hate crime and the growing influence of transphobic organisations in the media, on social media and even now within our government. Despite this, society's general acceptance of LGBTQ+ people is high, with more young people now feeling able to openly identify as being part of the LGBTQ+ community. These two points alone demonstrate the need for organisations like ourselves to react, reach out, and help connect our community.

Team

The demand of the work plan made it imperative to have a team to support us. Early in 2023, we recruited a new operational team to carry out the work and actions we need to meet our strategy and to support the organisational development and growth. It is only with this dedicated group of individuals working year-round that we have been able to achieve what we have and help those we have supported. Each one of the operational team has excelled this year and accepted the challenge given in their roles.

A growing number of enthusiastic and dedicated volunteers supports our operational team. We have also recognised the importance of making our volunteers feel valued by starting a structured volunteer training programme and improving the recruitment & induction process.

Celebrating

This year, we continued to celebrate the LGBTQ+ community by holding five distinct and individual pride events in Cheltenham, Cirencester, Cinderford, Tewkesbury, and Gloucester, and we continued a physical pride hub in Gloucester during Pride Week.



Campaigning

Raising awareness and tackling the issues our community faces is vital. This year, we introduced public information boards, marked awareness days, held vigils, and attended civic events to represent the community. Employers reached out for support in supporting LGBTQ+ employees, which led to a Business Networking breakfast and, from there, to an Inclusions network currently in planning.



Connecting

The need to connect our community, bring people together, support, socialise and unite to tackle discrimination and prejudice is evident. This year, I attended two national LGBTQ+ conferences to connect with grassroots organisations across the country and also used these to develop links with. However we also supported Trans in Gloucestershire and improved the inclusions areas across our Pride events.

Strategic Long Term Focuses

Our long-term strategies are:

- To ensure the events we run are safe spaces and spaces that are inclusive to the different parts of our community and equally accessible.
- To empower LGBTQ+ people across Gloucestershire to be involved in the satellite pride events and then have local teams deliver these with the specialist support of the wider charity team.
- We want to use these safe spaces we and others create to provide opportunities for the community to connect, learn, and tackle the problems that prevent them from achieving potential and making the most of these opportunities.
- Use our involvement with national and international LGBTQ+ networks to generate more opportunities for Gloucestershire.

Our 2023 Strategy and What We Achieved

The trustees set a strategy for each year, considering feedback from Gloucestershire's LGBTQ+ community gained from post-activity surveys and members' comments and suggestions received at meetings or direct contact. The strategy for 2023 and what we achieved against this are as follows:

1. Make our annual Pride event in Gloucester more accessible and inclusive.

Accessibility: This year, we achieved the Bronze Attitude is Everything accreditation for Festival/Outdoor Events. This involved developing not just on-site amenities for those with accessibility needs but also improving our website and pre-event information. We also ensured that we supported those with accessibility needs to volunteer with us.



Inclusion: This year, we ensured each Pride event had a Trans* area, enhanced the offering in the Gloucester Youth Zone and arranged for the Musicworks Youth DJing project to be present at Pride in Cinderford. We also brought the operation of our Kink & Fetish zone in-house and developed a team to bring this part of Gloucester to life. This success and feedback showed there were a lot of LGBTQ+ people who felt excluded from Pride but now had a place to be themselves.

2. Be a safe space at our Pride Events for all members of the LGBTQ+ Community and better represent sub-groups of the community.

As mentioned above, we helped better represent members of the Trans &



Kink/Fetish communities throughout the year, as well as during our main Pride Event in Gloucester. This also incorporated making our events more accessible.

Through the year, we have also ensured that the companies we work with and are sponsored/supported by also have the community's best interests in their ethos by gaining their equality statements and EDI information before we begin any relationships with them.

3. Hold more events throughout the year to connect the community throughout the county.

2023 saw us not only hold our Annual Gloucester event and our prides in Cheltenham, Cirencester, Cinderford & Tewkesbury, but we also worked with a new team in Tetbury to work towards an event in 2024. During the year, the Tetbury team held several fundraisers and events to connect the community of Tetbury and improve visibility.

In response to the murder of Brianna Ghey, we arranged a vigil outside Gloucester Cathedral and also arranged a short event to mark World Aid Day at our Tree of Life in Gloucester Park.

We continue to support our Trans* in Gloucestershire group by holding fortnightly social meetups and a busy social media group to keep the county's Trans* community connected.



4) Engaging with national LGBTQ+ organisations.



Through 2023, the trustees spread the message of Pride in Gloucestershire outside the county by participating in the parade/march at both the UK Pride and EuroPride events.



Also this year, our Chair & Vice-Chair travelled to take part in the Afroyanga/Living Free event in London, an event to connect black and queer people in the UK that also offers support for queer refugees. This

has helped us spread the message of Pride in Gloucestershire and start a relationship with the organisation, which saw them join in with our Speaker's Corner programme during this year's event to start our need to work with the Black and Ethnic Minority communities.

Our Chair also took part in the LGBTQ+ Consortium conference, including running a workshop during this event on how small grassroots organisations can work with and collaborate with larger organisations.



5) Complete and present our bid to host EuroPride 2026

At the start of 2023, the year we were bidding year changed from 2026 to 2027 due to Pride Amsterdam being awarded World Pride status for 2026, as convention meant that European Pride was automatically awarded to them.

This has allowed us an extra 12 months to improve the bid before November 2024, when the licensee for EuroPride 2027 will be decided. This year, we worked with the University of Gloucestershire Business School to have EuroPride 2027 as the basis for a Global MBA project and as a coursework piece for 1st year undergraduates. We also travelled to the UKPON and EPOA annual conferences to network with and share best practice with other Pride organisations.

What Does Our Community Think?

Ensuring we stay relevant to the community we serve and work to benefit means that we need to understand what they think of our activities, what the impact of our work has on them and what else we need to do to respond to their need. We carry out post event surveys with our community, gain feedback from our members and speak to other LGBTQ+ organisations that attend Pride. Below are just some of the comments we have received and why the work we do is important to them.

*'It's important for everyone to feel loved. It was difficult as a child and this sort of event seemed to be frowned upon by some of my peers which was confusing to me. **The more we can do to get more people accepting each others differences, the better.**'*

*'Because it highlights our struggle for our rights to be who we are. It sheds light on LGBT issues and just because we have equality in this country does not mean that other countries do. We still need to be showing people that we are here and letting other countries see it too. **The fight is still very real in Europe and other 3rd world countries and we need to be loud and proud!***

*'Pride is important to me because **I finally feel I belong somewhere** '*

*'It **makes me feel less alone** and that there is a community out there who understands, supports and accepts me for who I am. I have suffered with social anxiety and low self-esteem for most of my life, and **it helps me to feel stronger mentally and emotionally.***

*“Brings everyone together and builds people’s confidence being part of LGBTQ+ or if they’re supporting too. Teaches everyone different sexuality’s and identities which I love because I can think more about the ones that people don’t really talk about to think about myself too. **I can’t wait for pride every year I just hope there are no more protesters in the future :)**”*

*'**A chance to be my true self without feeling unsafe or judged.***

We need to stand up for our rights, be visible and present, especially as trans people are becoming demonised and having our rights eroded.

It's still not safe to be LGBT+ in public in this country.'

*'It allows me to be myself and meet others similar to me. I am Punjabi and I met a Punjabi drag queen at Pride even though **I never thought I'd be able to meet another Punjabi who is as open as me.** '*

*'It **makes me feel included** and gives me a sense of community and belonging. It gives me joy, and **hope for the future.**'*

*'I love celebrating how far we've come and what an amazing community we have. With all the depressing news and terrifying statistics, it's good to know that there are **people who are making the world a safer and happier place** and that we will **continue to make our unashamed presence known** to those who want to deny us our humanity.'*

*“**Safety for vulnerable family members.** Local family event. A place family and we can belong and access support, socialise, friendship and beyond. Performance in a **safe welcoming environment.** Gain knowledge and **education rather than believe rumours or misinformation.**”*

*'To keep focus on discrimination so that the **youngsters never have to face what my generation faced.**'*

The Reasons Why & The Future

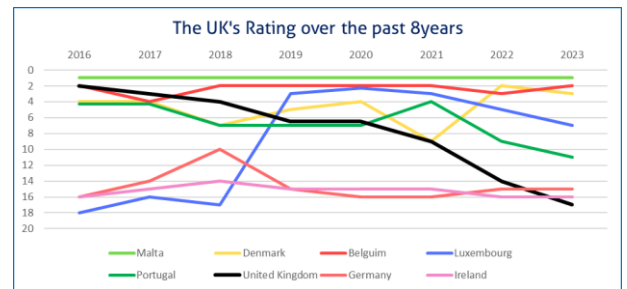
Our community

Last year the results of the 2021 census were released and identified 2.8% (14,903) of the county’s population identified as not Heterosexual and 0.39% (1,938 people) brave enough to disclose that their gender identity was not the same as registered at birth; each of these people will then have friends, families and colleagues who are then impacted by the discrimination, hate crime, poor mental health experienced by many in The LGBTQ+ community. The effect on society of not tackling these issues then becomes further reaching than just the people in our community.

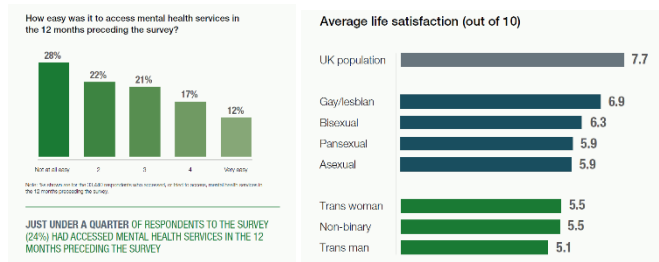
The State of Play

There has been a number of key surveys and reports looking at the LGBTQ+ community in the UK over the past 5 years and the results of these paint a concerning picture. Whether from life satisfaction, exposure to domestic abuse, isolation from the LGBTQ community experienced by certain groups of people and that from living in rural areas.

Over the past 5 years we have seen a steady decline in the UK’s standing in the ILGA Europe Rainbow Index which is compounding the issues our community faces. We need effective policy and laws to help organisations such as ourselves to tackle the problems we are seeing.



ILGA Europe's Rainbow Rating based on Equality Laws and Policies



THE NATIONAL LGBT SURVEY, The Government Equalities Office - July 2018

Playing our Part

We, as a charity a key part to play to create a benefit for our community. The safe spaces we provide are essential as these allow LGBTQ+ people to access the support and help they need, whether this is by expressing their true selves, making friends, getting professional help, finding supportive employers or building confidence from artistic endeavours, or even volunteering in the community.

Pride in Gloucestershire has prevented suicide, helped people tackle anxiety and depression, educated our allies how to support our LGBTQ+ people and helped create and rescue friendships, relationships and families. In a time when extremists are threatening our community’s confidence and having a creeping influencing in media and government in an attempt to undo the progress we have made means the need for organisations such as ours in vital.

A third of LGBT people (35%) say they never attend LGBT specific venues or events. Half (50%) of LGBT people living in rural areas never attend LGBT specific venue or events, compared to a third (32%) of LGBT people living in urban areas. Bisexual people are most likely to say they never attend.

In addition only two thirds (67%) of LGBT people consider their local LGBT community to be welcoming.

Stonewall 2018: LGBT in Britain, Home and Communities

Therefore the impact of the support we get from the public, from authorities, sponsors, employers, local government can’t be understated. With this we can move forward, make better use of these safe spaces, create more and continue our education to address the problems in hand. We can then give our community the help it needs to create and benefit from opportunity and fulfil it’s potential.

Our Team & Involving The Community

Building the Team

With increasing demands on the organisation and the growth in the work we carry out it was necessary to develop the non-paid team who work year round not deliver this vital work. We introduced an operational team separate from the trustees to carry out the day to day work. Each trustee is expected to take on a senior operational role on top of their trustee duties.

This needed to be skilled, grown from our community and organised into departments/function areas. We structured the organisation, opened roles up to the community, took applications and interviewed each role.

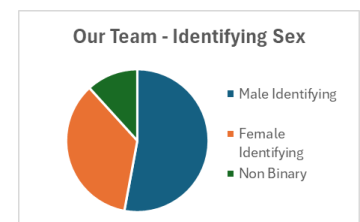
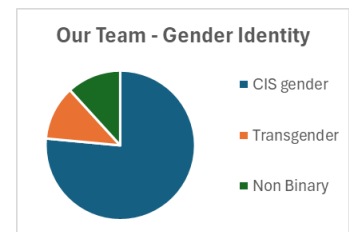
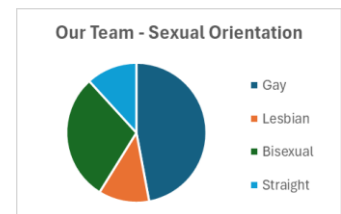
In addition we have evolved the governance of the charity to deal with a larger team, all team members are expected to read and agree to our policies, sign a volunteer agreement and also receive training throughout the year in areas such as GDPR. By the end of the year we had an Ops team of 17 (including 7 of the trustees). The Chairperson and Secretary didn't take an operational role to allow them to focus on organisational development and support.

An inclusive and representative Team

To ensure we are representative of our community it is important that our team is diverse and representative. We don't recruit to specifically get this diversity but instead our focus is on ensuring the work we do is inclusive and hence when we advertise we naturally reach out to a diverse range of people.

We had 17 team members as at 31st October, 3 of which identified as having a disability, 4 of being neurodiverse and an age range covering mid 20s to mid 50s and 1 person for which English is not their first language.

We didn't however have management team members from Black or Ethnic backgrounds and the Inclusion of the Black and Minority Ethnic community is a key focus for 2024.



Volunteering

We have had a growing number of committed volunteers and to recognise their dedication and ensure they are best equipped for their roles we have implemented a certified training programme.

We delivered the first 2 of 6 levels, which consisted of group instruction, discussions and practical skills covering Volunteering Essentials and Health and Safety.

Each volunteer was assessed by a management team member. When volunteers passed, they are given a certificate. This has proved very successful regarding volunteer retention, engagement, and performance at pride events. This scheme will be extended in 2024 and we look to share the work we are doing with the wider Pride Community.

At the end of 2023 we had 30 registered volunteers.

Treasurer’s Report & Annual Accounts

This year’s total income has grown by **19.7%** to **£72,269.95**, and our expenditure grew by just **13%** to **£68,636.06**. This has resulted in a surplus of **£3,633.89**

This takes our total retained surpluses to **£6,988.17**; in line with our reserves policy, this is allocated to Unrestricted Reserves of **£4,126.35**, restricted funding carried forward of **£1812.41** and unrestricted working capital of **£1,049.41**.

The charity has taken the advice of its members to show a surplus, reserve and working capital value, which will continue in future budgets and forecasts in the years to come.

Reserves Policy

The charity’s reserves policy is to hold a reserve equal to 6% of the previous year’s expenditure, and any additional accumulated surpluses are to be used to fund the organisation’s working capital.

Restricted Funds

The restricted funds held by the charity include **£1,801.04** for Pride in Tetbury 2024 and **£11.37** for Trans in Gloucestershire.

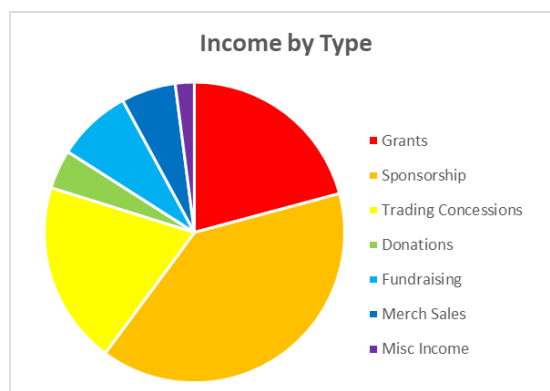
Income

Income growth came from the success of improving the Sponsorship offerings and promoting these, which saw sponsorship more than double. Key Sponsors included Spirax Sarco, Walls Ice Cream, St James Place, Stagecoach, National Star College, Kohler Mira, OMG! and Molly & Tommy. Sponsorship increased YOY by 263%, while grants shrunk by 48%. Together, these **key income sources grew by 9.8%**.

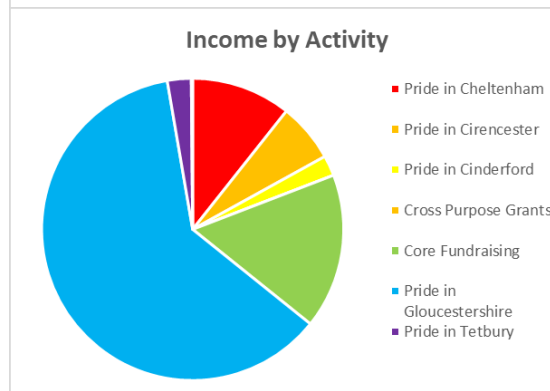
Grant funders included Gloucester City Council and Gloucestershire County Council.

Coupled with this, good weather at most events supported a higher income from event trading concessions, especially from bars.

Income	Actual	Budget	2022
Grants	£ 15,050	£ 16,100	£ 28,750
Sponsorship	£ 28,380	£ 29,412	£ 10,775
Trading Concessions	£ 14,217	£ 13,746	£ 8,877
Donations	£ 3,037	£ 2,093	£ 2,886
Fundraising	£ 5,819	£ 5,140	£ 1,394
Merch Sales	£ 4,239	£ 2,669	£ 5,444
Misc Income	£ 1,480	£ 2,051	£ 2,237
	£ 72,222	£ 71,210	£ 60,363



Income	Actual	Budget	2022
Pride in Cheltenham	£ 7,705	£ 7,622	£ 3,861
Pride in Cirencester	£ 4,554	£ 4,562	£ 1,969
Pride in Cinderford	£ 1,578	£ 1,765	£ 1,362
Cross Purpose Grants	£ -	£ -	£ 5,000
Core Fundraising	£ 11,997	£ 9,990	£ 10,924
Pride in Gloucestershire	£ 44,434	£ 45,232	£ 36,672
Pride in Tetbury	£ 1,850	£ 1,690	£ -
Pride in Tewkesbury	£ 105	£ 350	£ 575
	£ 72,222	£ 71,210	£ 60,363

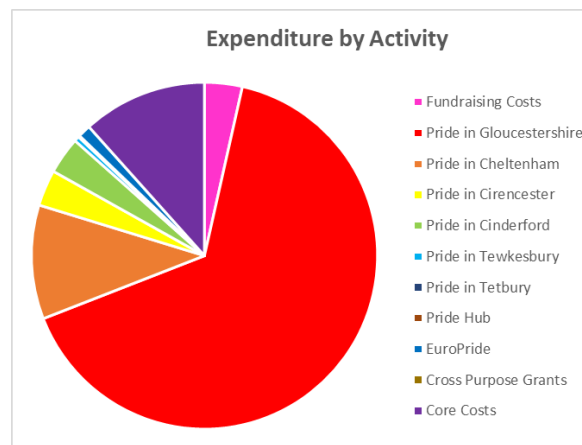


Expenditure

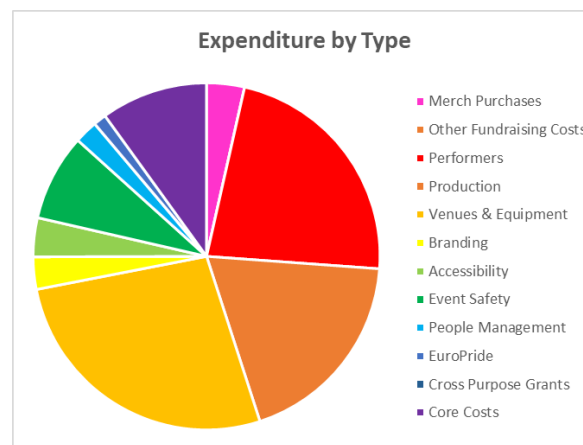
The increased income allowed us to invest more in production, performer fees, and improved marquees to draw people to the events, support growing core costs such as insurance, equipment storage, and core equipment purchases, and counteract high-cost inflation.

The investment in events was spread across all Prides that we organised to ensure we continued to develop safe spaces in each of the key towns in the county.

Expenditure by Activity	Actual	Budget	2022
Fundraising Costs	£ 2,420	£ 1,176	£ 3,384
Pride in Gloucestershire	£ 44,967	£ 47,964	£ 35,244
Pride in Cheltenham	£ 7,294	£ 6,550	£ 3,646
Pride in Cirencester	£ 2,314	£ 1,722	£ 1,177
Pride in Cinderford	£ 2,365	£ 1,735	£ 1,426
Pride in Tewkesbury	£ 325	£ 150	£ 541
Pride in Tetbury	£ 37	£ 590	£ -
Pride Hub	£ 59	£ 150	£ 110
EuroPride	£ 820	£ 400	£ 3,232
Cross Purpose Grants		£ -	£ 5,039
Core Costs	£ 7,986	£ 5,354	£ 6,533
	£ 68,588	£ 65,791	£ 60,332



Expenditure by Type	Actual	Budget	2022
Merch Purchases	£ 2,420	£ 1,176	£ 3,007
Other Fundraising Costs	£ -	£ -	£ 377
Performers	£ 15,512	£ 15,990	£ 9,997
Production	£ 12,945	£ 12,715	£ 8,723
Venues & Equipment	£ 18,464	£ 17,861	£ 13,437
Branding	£ 2,065	£ 2,394	£ 2,398
Accessibility	£ 2,492	£ 4,690	£ 3,527
Event Safety	£ 5,549	£ 5,800	£ 4,102
People Management	£ 1,486	£ 1,150	£ 1,288
EuroPride	£ 820	£ 400	£ 3,232
Cross Purpose Grants	£ -	£ -	£ 5,039
Core Costs	£ 6,835	£ 3,616	£ 5,205
	£ 68,588	£ 65,791	£ 60,332



Merchandise

One of our key fundraising methods is selling Pride merchandise such as flags, mugs, key rings, etc. We aim not only to generate a surplus for these but also to provide our community with cost-effective merchandise, which in a cost-of-living crisis means LGBTQ+ people can still celebrate Pride whilst being cost-effective.

In 2023, we made purchases of £2,420; we increased the year-end stock value by £468, leaving a Cost of Sale of £1,950, which gave a margin on sales of **54%**.

Thank You's

Pride in Gloucestershire as a charity and the events we run were only possible because of the support and sponsorship from various organisations, companies and people.

The trustees of Pride in Gloucestershire would like to thank the following people, businesses and organisations.

Firstly, we thank our members for their continued support and guidance throughout the year. We would also like to continue by thanking all trustees who served this year, Operational team & volunteers; the events would not have happened without you!

Our Funders & Sponsors:

SPONSORS: Unilever | OMG | The Fresh Group | Gender GP | Molly & Tommy Spirits | Stagecoach | National Star College | Koehler Mira | L3Harris | Fandango's | Tesco Stores | Gloucester City Homes | GE Aviation | BAE Systems | St. James' Place | Northrop Grumman | Spirax Sarco | Sainsbury's

GRANTS: Gloucester City Council | Cinderford Town Council | Cheltenham Borough Council | Renishaw | Gloucester City Mayoral Fund

Supporting Businesses & Corporate Donors:

Cotswold Web Design | Holiday Inn Express Cheltenham | St Mary De Crypt | The Abbey Pub, Gloucester | Hatton Court Hotel | ProCook | Ecclesiastical Coventry Building Society | Unity Doors

Other Supporters

Philip Walker | Cir Howard Hyman | Cllr Andrew Gravells | Gemma Neville | Claire Anthony | Russel & Mummy Jones | Jonathan Williams | Bryony Williamson | Cheltenham Pride | Tetbury Pride Team: Ginny Hodges, Sharon Cooper & Debbie Marshall | LGBT Consortium | Itty & Helen - Living Free UK | Cllr Sabrina Dixon | Bear Bites Bondage | Andrea Ponting | William Hayden-Shears | Pup Umbreon | Emma Palethorpe | Kings Walk Shopping Centre | Owen Acland | Gloucester Quays

Finally, we would like to thank all of the Gloucestershire LGBTQ+ community, friends, allies and supporters from across Gloucestershire, the UK and Europe who have helped in what ever way make this year's Pride in Gloucestershire work a success!

CELEBRATE! CAMPAIGN! CONNECT!

