

PRIDE

IN GLOUCESTERSHIRE

Registered Charity No 1185201

ANNUAL REPORT

YEAR ENDING
31ST OCTOBER 2024



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 **65** registered members, 13 of which are Lifetime Members. Eight of these members served as trustees at some point during the year, and 9 formed a part of our operational team throughout the year.

Pride in Gloucestershire Trustees

Richard Stevens	Chairperson	1 st November 2023 – 31 st October 2024
Matthew Deveraux	Vice Chairperson / Secretary	1 st November 2023 – 31 st October 2024
Amber Burns	Treasurer	1 st November 2023 – 25 th November 2023
Ginny Hodges	Treasurer	26 th November 2023 – 31 st October 2024
Samantha Neath	Vice Chairperson	1 st November 2023 – 25 th November 2023
Amber Burns		26 th November 2023 – 27 th January 2024
Jordan Court		26 th November 2023 – 9 th February 2024
Jordan Bonner		1 st November 2023 – 25 th November 2023
Joseph James Picknell		1 st November 2023 – 31 st October 2024
Sean Bulley		1 st November 2023 – 31 st October 2024
Sophie Tailford		1 st November 2023 – 25 th November 2023
Jayjay Potter-Peachey		26 th November 2023 – 15 th September 2024
Michelle Findlay		20 th March 2024 – 31 st October 2024

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:

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

Chairperson’s Report

2024 has seen the charity continue to go from strength to strength, achieving more than we ever have. 2024 has seen a change in government, a continued cost of living crisis and large demands still on our public services whilst the private sector pauses waiting for signals of stability and lower inflation. All of these economic issues and meant that communities are reaching out even more to charities for their support and increasing the need for help.



Celebrating

We have reacted by furthering our reach with 6 pride events held this year including the 1st in Tetbury. We formed the Gloucestershire LGBTQ+ Inclusions for Employers group (GLIDE Consortium), outreached to 2 schools and one particularly promising development is in Gloucester, with many of the city’s cultural organisations coming together to support and engage with the LGBTQ+ community in September’s Pride Week and Pride in Gloucestershire. As a result we have incorporated more queer artists in this year’s pride than before.

The last major body of work this year has of course been the finalising, submission and presenting of our EuroPride 2027 bid. Although we were unsuccessful with the bid, we did come 2nd and the support, the exposure and the process itself, that the bid has given us will open up new opportunities for our community and the charity moving forward.



Campaigning

Raising awareness and tackling the issues our community faces is vital. We set the theme for the year as “You Are the Voice” and encouraged LGBTQ+ people to remember they have a voice and we need to use it to effect change. We held an LGBTQ+ Hustings for the General Election with its timing coinciding with May’s announcement of the snap election. We returned to a school in the Forest of Dean to discuss Hate Crime and engaged with another school in the Cotswolds. We held 2 pride marches in the year both focused on highlighting the issues we faces and giving our community the voice they need.



Connecting

Our inclusions efforts increased, we developed the Inclusions Village Hall feature at Gloucester, continued the delivery of a Trans tent at all events and saw encouraging growth in our efforts to support the Kink & Fetish Community. This year our GLIDE consortium started and now has 22 members representing over 16,000 of the county’s workfore, we used this to discuss positive leadership in business, networks and marking awareness weeks.

Team

Whilst there have been some turnover in trustees and operational management, this was confined to the start of the year and we have since seen improvements especially with regards to Volunteer Management having recruited a new volunteer manager, Hawys Jones, and trained more volunteers and increased our training programme to cover 3 levels.

We have however struggled with recruiting other team members needed to cover production, funding and a Marketing Lead has meant many trustees have had to pick up additional duties to ensure we can still deliver the work we need to do.

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.
- 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 those opportunities.
- To empower LGBTQ+ people across Gloucestershire to be involved in the satellite pride events and then their own communities.
- Use our involvement with national and international organisations and networks to generate more opportunities for LGBTQ+ Gloucestershire.
- To use the work put into the EuroPride 2027 bid, the support gained and profile built to further the charity's work and look at the new opportunities that may arise as a result.

Our 2024 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 2024 and what we achieved against this are as follows:

1. Improve our POC Inclusion.

This year, we continued our work to further improve on our inclusions during the year and our events by focusing this year on improving our POC Inclusions.

During our Village Hall aspect of the Gloucester event, we worked with a local POC creative to facilitate them running a session for the POC queer community to come together and feel represented. 2024 saw us also build links with the Gloucester Action for Refugees and Asylum Seekers who referred 3 of the people they were support to us to assist as volunteers. After going through our volunteer training programme and volunteering at Prides they received vital experience and skills to help them in their applications for asylum.

2. Engaging with local communities, seeking the local teams

Progress was made with growing our relationships within the local communities by engaging more with local groups during our satellite pride events throughout the year, our biggest achievement with this has been strengthening our relationship with Cinderford Town Council and local groups running events in the county. The response from locals has been encouragingly positive and we cannot wait to further this as we head into 2025 and beyond.

3. Supporting the Growth of Trans in Gloucestershire

2024 has seen us continue our support for Trans in Gloucestershire as we guided them through a change of management structure, securing some grant funding for them and ensuring they have a presence at every Pride in Gloucestershire event.

During the year we have helped Trans in Gloucestershire to create a new Parent/Carer group, to support parents, carers and families of Trans people who may have questions or need some guidance. The Trans in Gloucestershire membership has also seen some growth, which is massively positive to

see, the 'Big Chill' events are seeing increased attendance because of this, and future plans for the events will continue to grow the visibility, and we look forward to continuing to support them with this.

At our September event in Gloucester Park, Trans in Gloucestershire hosted a 'Big Chill' session within the Village Hall, as well as hosting an 'Ask me Anything' session in our Speakers Corner.

4. Growing relationships around intersectionality

2024 saw the creation of 'The Village Hall' at our main event in Gloucester Park. The concept for the area was to give space and visibility to parts of the community that aren't always represented. Feedback on the zone has been widely positive, and we intend to continue the growth of this zone and concept into 2025 and beyond.

The sessions hosted in the Village Hall included the Trans in Gloucestershire Big Chill, Women loving Women speed mingling session, A Queer POC session including a Zine workshop, as well as an art session, pride prayers and the introduction of our 'Pride Buddies' concept, which allows members of the community who may be attending their first pride, or attending alone, to find a buddy for the day as they enjoy the event.

5. Work with creatives including playwrights and poets etc;

In Cinderford, we worked with and up and coming poet during the event and throughout the year we have begun working more with Tia Campbell, who is part of a local 'Young Producers' scheme.

This year we have continued to work with Queer Voices Gloucestershire, who gave a lovely performance at our World AIDS day candlelight vigil. We have also strengthened our working relationships with Strike A Light, Gloucester Guildhall & Music Works, as well as giving a platform for Prism poetry to perform their work and we look forward to continuing working with them and the other cultural groups and creatives through the coming year and beyond.

6. Mark key awareness days

We have continued to mark our key awareness dates. Notably, our candlelight walk through the City of Gloucester followed by a vigil at St Mary De Crypt for Trans Day of Remembrance, as well as our candlelight vigil for World AIDS Day at our Tree of Life in Gloucester Park. Improving on our previous events and giving them an improved visibility.

We also have strived through the year to mark awareness days, weeks and months that reflect all aspects and intersectionality of our community.

7. Build on relationships with educational establishments

We continued our relationship with Forest High School by delivering a second whole school assembly on LGBT Hate Crime to tackle specific problems being experienced in their area. Also in June we visited Sir William Romney school in Tetbury to deliver an assembly on LGBTQ+ inclusion to years 7 -10. Finally with the University of Gloucestershire a group of students from their Global MBA programme carried out a consultancy project to deliver a Marketing and Comms Plan for our EuroPride 2027 Bid.

8. Engage with the membership

We have continued the regular emails to members throughout the year, held 2 EGMs, 2-in person open meetings; one online and the other in person. Through the year we have consulted with the membership when it comes to sponsorship decisions.

What Does Our Community Think?

Ensuring we stay relevant to the community we serve and they benefit from our works 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 needs. 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.

'I want to teach my children to be accepting and loving of all people, regardless of gender, race or sexuality.'

'I love getting to meet other queer people, and being able to exist in a space where no assumptions are made about me.'

*'As someone who came out a little later than most, the last 4 years have been a constantly evolving journey for me, and attendance at Pride events has been a major part of the acceptance and love I have found for myself. **My mental health and personal life have flourished and continue to do so with each event I attend'***

"It's a display of solidarity in a world that seems to be turning against us"

'A place to be social and safe with like-minded people and being proud of myself

It's a place to be among people like me, where I can feel at home and be myself. I also appreciate having a movement that represents me.'

"There is still so much misinformation and hatred towards our community. Younger people are better informed and are more open and inclusive. It's vital that we give them a safe space to express themselves alongside others of the community

*'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.***

*'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.**'*

"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."

*'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.'*

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

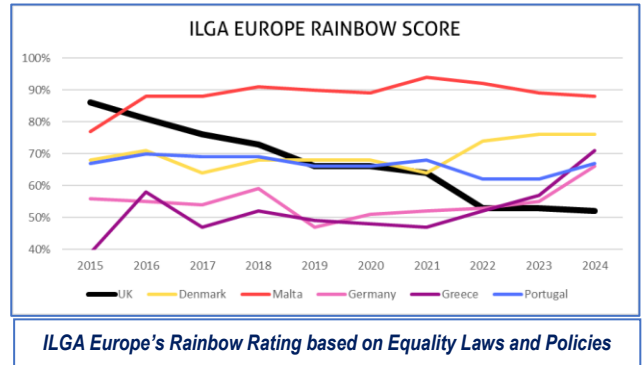
The Wider Picture for the LGBTQ+ Community

Our community

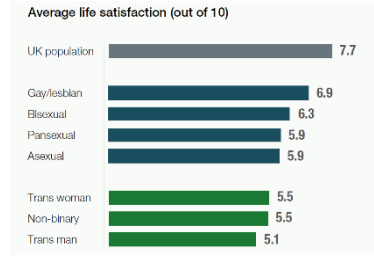
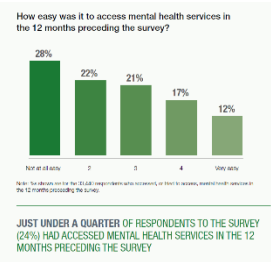
In 2022 the results of the 2021 census were released and identified 2.8% (14,903 people) of the county’s population identified as not Heterosexual and 0.39% (1,938 people) brave enough to disclose that their gender identity was not the same as registered at birth; each of these people will then have friends, families and colleagues who are impacted by the discrimination, hate crime and poor mental health experienced by many in The LGBTQ+ community. The effect on society of not tackling these issues, is then isolated just those people in our community.

The State of Play

There have been a number of key surveys and reports looking at the LGBTQ+ community in the UK over the past 9 years; the results of these paint a concerning picture. Whether from life satisfaction, exposure to domestic abuse, isolation within the LGBTQ community experienced by certain groups or due from living in rural areas, the results show there are clear issues to address.



Over the past 8 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 face. We need effective policy and laws to help organisations such as ourselves to tackle the problems we are seeing.



Playing our Part

We, as a charity, 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 from expressing their true selves, making friends, getting professional help, finding supportive employers, building confidence from artistic endeavours, or even volunteering in the community, Pride makes a difference.

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 had a creeping influencing in media and government, in an attempt to undo the progress we have made, means the need for organisations like ourselves is vital.

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

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 or donors 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 to deliver this vital work. We introduced an operational team separate from the trustees to carry out the day to day work. Every trustee, except officers, are expected to take on an operational role on top of their trustee duties.

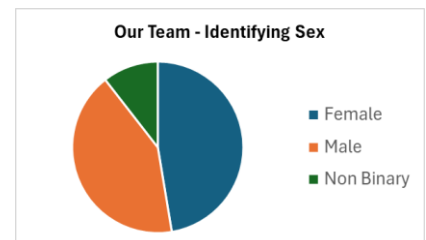
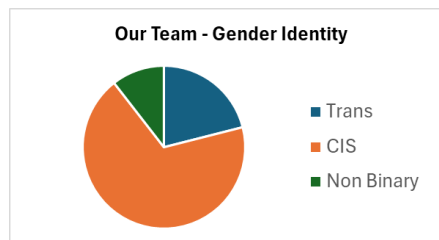
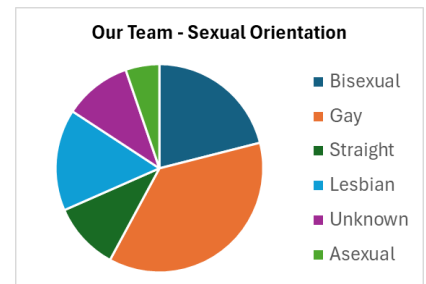
Our team needs to be skilled, from our community and organised into departments/function areas. We structured the organisation, opened roles up to the community, took applications and interviewed each role.

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 19 (including 6 of the trustees). The Chairperson 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. 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 19 team members as at 31st October, 3 of which identified as having a disability, 5 of being neurodiverse and an age range covering late teens to mid 50s.



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 training programme.

We delivered courses in the first 3 of 6 levels, which consisted of group instruction, discussions and practical skills covering Volunteering Essentials, Health and Safety and Practical Event Skills.

Each volunteer was assessed by a management team member. When volunteers pass, 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 2025 and we look to share the work we are doing with the wider Pride community.

At the end of 2024 we had 43 registered volunteers.

Treasurer’s Report & Annual Accounts

This year’s total income has grown by **13%** to **£82,181.51**, and our expenditure grew by just **17%** to **£80,076.60**. This has resulted in a surplus of **£2104.91**.

This takes our total retained surpluses to **£9,093.08**; in line with our reserves policy, this is allocated to Unrestricted Reserves of **£4,126.35**, restricted funding carried forward of **£3,939.70** and unrestricted working capital of **£1,027.03**.

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, this has reduced in 2024 to 5.15% of expenditure although the amount in reserve remains the same. Any additional accumulated unrestricted surpluses are to be used to fund the organisation’s working capital.

Restricted Funds

The restricted funds held by the charity are £3,939.70 which is remaining from The National Lottery Community Fund Grant.

Income

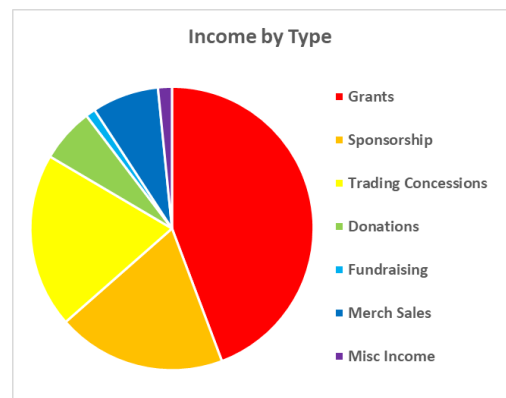
Income growth came from the success of our Grant funding applications, which grew by 142%. Sponsorship decreased by 45%, while the number of sponsors were still high, many of these opted for the lower sponsorship. These 2 items alone together saw an increase of 19%.

Grant funding came from The National Lottery Community fund, Gloucester City Council, Gloucestershire County Council, Cheltenham Borough Council, Tewksbury Town Council, Tewksbury Borough Council, Cinderford Town Council and the Gloucestershire Community Foundation.

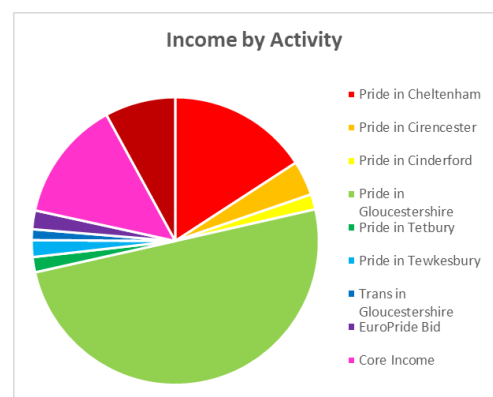
We were able to get more income from onsite trading concessions, including the negotiations for a better deal from the bar provider at Gloucester.

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

Income	Actual	Budget	2023
Grants	£ 36,380	£ 37,970	£ 15,050
Sponsorship	£ 15,830	£ 36,875	£ 28,880
Trading Concessions	£ 16,391	£ 19,330	£ 14,217
Donations	£ 5,084	£ 4,770	£ 3,037
Fundraising	£ 925	£ 1,300	£ 5,819
Merch Sales	£ 6,262	£ 5,050	£ 4,239
Misc Income	£ 1,309	£ 1,810	£ 1,480
	£ 82,182	£ 107,105	£ 72,722



Income	Actual	Budget	2023
Pride in Cheltenham	£ 13,016	£ 14,440	£ 7,705
Pride in Cirencester	£ 3,209	£ 5,890	£ 4,554
Pride in Cinderford	£ 1,408	£ 2,795	£ 1,578
Pride in Gloucestershire	£ 41,129	£ 61,300	£ 44,934
Pride in Tetbury	£ 1,407	£ 5,020	£ 1,850
Pride in Tewkesbury	£ 1,550	£ 1,030	£ 105
Trans in Gloucestershire	£ 1,000	£ 220	£ -
EuroPride Bid	£ 1,735	£ 3,000	£ -
Core Income	£ 11,187	£ 7,660	£ 3,489
Core Fundraising	£ 6,540	£ 5,750	£ 8,508
	£ 82,182	£ 107,105	£ 72,722

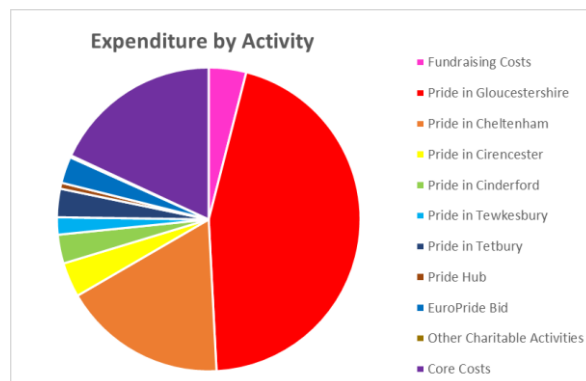


Expenditure

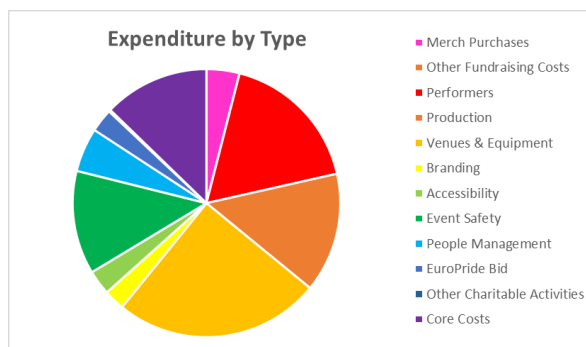
The increased Grant income allowed us to invest more in our volunteers training and expenses, well covering some of our core costs and improving our inclusions activities at Gloucester.

Because of sponsorship targets not being hit especially for Gloucester, we had to react by reducing the performer fees significantly and reducing the equipment we hired where it was safe to do so.

Expenditure by Activity	Actual	Budget	2023
Fundraising Costs	£ 3,192	£ 2,020	£ 2,420
Pride in Gloucestershire	£ 36,189	£ 56,045	£ 44,225
Pride in Cheltenham	£ 13,973	£ 14,305	£ 7,294
Pride in Cirencester	£ 2,955	£ 3,600	£ 2,314
Pride in Cinderford	£ 2,459	£ 2,450	£ 2,365
Pride in Tewkesbury	£ 1,470	£ 1,000	£ 325
Pride in Tetbury	£ 2,422	£ 4,400	£ 37
Pride Hub	£ 508	£ 200	£ 59
EuroPride Bid	£ 2,258	£ 3,650	£ 820
Other Charitable Activities	£ 174	£ 760	£ -
Core Costs	£ 14,475	£ 11,587	£ 8,727
	£ 80,077	£ 100,017	£ 68,588



Expenditure by Type	Actual	Budget	2023
Merch Purchases	£ 3,192	£ 2,020	£ 2,420
Other Fundraising Costs	£ -	£ -	£ -
Performers	£ 14,004	£ 26,250	£ 18,195
Production	£ 11,562	£ 13,480	£ 10,261
Venues & Equipment	£ 19,982	£ 22,910	£ 17,826
Branding	£ 2,022	£ 3,350	£ 2,028
Accessibility	£ 2,391	£ 5,535	£ 2,492
Event Safety	£ 10,009	£ 10,875	£ 6,224
People Management	£ 4,257	£ 2,600	£ 1,486
EuroPride Bid	£ 2,258	£ 3,650	£ 820
Other Charitable Activities	£ 174	£ 760	£ -
Core Costs	£ 10,226	£ 8,587	£ 6,836
	£ 80,077	£ 100,017	£ 68,588



Our full and independently verified accounts are available from our website at www.prideinglos.org.uk/about-us

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: Airacom | CGI | Cheltenham BID | EDF Energy | Fandangos | Gloucester City Homes | Gloucester Country Fostering | IND Plumbing & Heating Ltd | Iris Care Group | Kohler Mira | National Star Collage | National Star Collage | Spirax Sarco | Stagecoach | Stagecoach | St. James's Place | Tesco | Unison Union | Walls | Wetlands Wildlife Trust | Willians LLP Solicitors

GRANTS: Cheltenham Borough Council | Cinderford Town Council | Gloucester City Council | Gloucestershire County Council | Gloucestershire Community Foundation | National Lottery Community Fund | Tewkesbury Borough Council | Tewkesbury Town Council

Supporting Businesses & Corporate Donors:

365 Medical Services | APF Event Hire | Booker Gloucester | Brandon Hire | Connect AV | CSCM | dBx Acoustics | Enterprise Cheltenham | Gloucester Event Hire | Golden Lion | Holiday Inn, Gloucester | King's Quarter (EastGate Shopping Centre) | Major Entertainments Ltd | MDK Theatre Services | Paragon Interpreting | PrintWaste | Slaughters Manor | SpeedySkips | St John Ambulance | St Mary De Crypt | Tetbury Goods Shed | The Fresh Group | The Guildhall | Thurlestone Estates | Vehicles for Change | The Card Factory (Eastgate Shopping Centre, Gloucester)

Other Supporters

Aaron Mathews | Aaron Williams | Alex McIntyre MP | Chlo Mydia | Debbie Brixley | Debbie Marshall | Eddie Bray | Emma Mawby | Graeme Kilgour | Jonathan Williams | Kieran Coles | Louisa Davies | Maisie Bray | Matt Roberts | Megan Bray | Nigel Hodges | Oliver Jane | Phoebe Bray | Rebecca Probert | Rebecca Stevens | Sam Ryan | Wayne Sedgwick

Finally, we would like to thank all of the 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!

