



# Impact Report 2018



# Introduction – from our Co-Chairs

It is an honour to be a part of the Pride movement and a privilege to represent the city that we love. The measure of success of any Pride event is in its inclusion, and as custodians of one of the world's oldest and most iconic Prides, we are extremely conscious of our duty to the LGBT+ community to fully represent all the colours of the rainbow.

Though we have made great strides since we took over the organisation of London's Pride celebrations, we know that we still have further to travel on our journey to be a truly inclusive organisation that fully reflects our community. We are grateful for the feedback we received in 2017 which have helped us make some important changes in 2018, with more in the pipeline for 2019.

Pride is London's third biggest annual one-day event, after the London Marathon and New Year's Eve Fireworks. We are run by a diverse and dedicated team of volunteers, more than a third of whom come from BAME backgrounds and more than a fifth identify as trans, non-binary or gender-queer. Our Board is also diverse; 50% identify as female, and 20% are from the Black and Asian communities.

Over the past five years we have created the most diverse Pride in London ever. London's incredible and diverse LGBT+ community took centre-stage in everything we did this year. More people took part in the Parade than ever before. Community groups led our Festival, featured in our Channel 4 advertising and London-wide marketing campaign, had stalls in our community village, and held takeover events in our pop-up shop. More artists applied for Pride's Got Talent than in previous years, and more than 100 were auditioned. The Women's Stage returned to Leicester Square for its second year; bigger better and attended by more people.

We're also extremely proud that since we started running the event in 2013, Pride in London has become financially stable. As an organisation founded in the aftermath of the collapse of our predecessors in 2012, and which started with nothing, it is right that we celebrate being the first financially sustainable Pride in a generation as it gives us the ability to continue to grow and improve the event for the long term.

In the wider LGBT+ sphere, and despite advances in equality in the UK and abroad, there remains a great deal to be done and the cohesion of our community is essential if we are to achieve our aims of equality.

As an organisation that seeks to be inclusive, we face tough decisions reconciling the different and often complex views within our community. We want to be clear that we do not support those who seek to divide our community; our aim is to create an event that celebrates and is respectful of difference. We are especially keen to support those members of our community, such as those who identify as trans, who face growing hostility from all sides, not least from an increasingly hostile media and social media.

In saying this, it is important for us to explicitly acknowledge and again apologise for the invasion of this year's Pride in London Parade by anti-trans protesters. This was obviously incredibly upsetting for the trans community who were right to be angry at what happened. For our volunteers, it was also very difficult. We work hard to create a supportive and friendly environment and the events of this year were a dreadful blow in a year which otherwise marked progress and success on a range of fronts. We have learned lessons from what happened, and although there are unique challenges in running an event like ours in a public space, we will be implementing changes to our approach to security in 2019.

This year we were awarded a new contract for the next five years of Pride in London. And we were reminded that when we began organising our first Pride in 2013, we said – with reckless ambition – that we wanted to create a 'world class Pride' of which London can be proud. Whilst we know there is still some way to go, this Impact Report gives us hope that we are getting there. We were also awarded the Queen's Award for Voluntary Service and Gold Accreditation by Attitude is Everything.

As we reflect on 2018 we are already planning for the future.

Our next Pride event, in 2019, will recognise an important anniversary – 50 years since the modern LGBT+ rights movement started, outside the Stonewall Inn in New York – and we hope that you'll join us in marking this moment and much more besides in the year ahead.



**Alison Camps FRSA**  
Co-Chair



**Michael Salter-Church MBE**  
Co-Chair



# Looking backwards; moving forwards

## Our achievements in 2018

1. We delivered the most diverse Pride that London has ever seen, with every part of the LGBT+ community taking part in the Parade, performing on our stages, and taking part in our community events.
2. More than a million people came to the streets for Pride in London 2018, including more than 150,000 in our key performance spaces in Trafalgar Square, Leicester Square and Soho.
3. The biggest ever Pride in London Parade included more than 30,000 people in 469 groups.
4. The Festival included 120 events, two-thirds of which were free to attend or less than £10.
5. Pride's Got Talent (PGT) attracted more than 190 artists to take part in auditions, and it was the most diverse PGT yet.
6. Sponsorship income – which helps to keep Pride free – exceeded £650,000, including new sponsors and partners such as The AA.
7. The Greater London Authority awarded Pride in London the contract to deliver Pride for the next five years, recognising our success since 2013.
8. Our core team of senior volunteers contributed more than 71,000 hours to Pride in London, with a monetary value of over £2.1m, and were rewarded with the prestigious Queen's Award for Voluntary Service.
9. More than £190,000 was raised by our Fundraising team, including more than £59,000 from merchandise sales.
10. Our 'Pride Matters' campaign reached almost half a billion people on social media, and more than 200m on traditional media, and 'Over the Rainbow', our film for 2018, reached more than 4m people and was shown in one of Channel 4's key ad breaks.

# 2018



## Our strategic priorities for 2019

1. We will review and enhance event security with our delivery partners and develop new processes to ensure, to the best of our ability, that the Parade is a safe and welcoming place for those who share the values of Pride in London.
2. We will work to achieve greater inclusivity into our culture, both in terms of our structure and the delivery of Pride in London.
3. We will review our governance and advisory needs and structures in line with the requirements of our new agreement with the Greater London Authority, and implement changes ahead of Pride in London 2019.
4. We will work to increase visibility of Black, Asian and Minority Ethnic (BAME) LGBT+ people in the Pride festival and on Pride day itself, including the creation of a new World area.
5. We will enhance the visibility of LGBT+ youth in the Parade, working in partnership with community groups, in response to the findings of the Pride Matters research.
6. We will continue to build on our community engagement activity, to work with more groups from a broader spectrum of the community.
7. We will develop and implement a programme of year-round training for our core team, to enhance their skills and ensure their contribution is rewarded.
8. We will put in place succession plans for key roles within our organisation.
9. In the fiftieth anniversary year of the Stonewall Inn uprising, we will recognise the contribution of those who have gone before us, ensuring that trans people are front and centre in our activities.
10. We will continue efforts to secure the future financial health of Pride in London by developing both existing and new income streams.

# 2019





# Our contribution to London's LGBT+ community

**For 46 years, from the first parade in 1972, to the million-plus people on our streets this July, Pride has been the most important event for public visibility for the LGBT+ community in London. But just as Pride has changed over the years, so has the community, and we are working hard across all our teams to ensure that Pride in London truly reflects the brilliant diversity of the city we call home.**

## *Pride's Got Talent*

For the fifth year running, Pride's Got Talent has provided London's LGBT+ community with the opportunity to perform to music industry experts and community leaders, and the wider public, with some given the chance to perform on our stages in Trafalgar Square and Soho.

More than 350 applications were received, and 190 artists took part in the seven Pride's Got Talent auditions in 2018. More than 20 performed at the Grand Final at Charing Cross Theatre.

- More than a fifth of Pride's Got Talent entrants identified as trans, queer or intersex
- 31% were from Black, Asian or minority ethnic (BAME) communities
- 11% had a disability
- Whilst 58% were aged under 30, 16% were aged 40 or older

The winner of Pride's Got Talent was LMR, a young male student at the Academy of Contemporary Music. Following in the footsteps of last year's winner who performed at WorldPride in Madrid, we were delighted to be able to send LMR to Stockholm where he performed on the main stage at EuroPride 2018.

## *The Parade*

The Pride in London Parade is the reason we exist and the centrepiece of our activity. Now acknowledged as one of London's biggest events, and one of a very few to close Europe's busiest shopping street for an afternoon, we are proud that this year the Parade was the most diverse, with more participant groups than ever before. Our key strategic aim in 2018 was to create the most inclusive Parade with increased focus on London's LGBT+ community.

Given the Parade was hugely oversubscribed, we took the strategic decision to enable as many groups as possible to participate. This was only possible by asking every group to reduce the number of participants. We thank all the organisations that engaged with us and understood that we wanted to prioritise community groups in the Parade. As a result, corporate entries in the Parade took the biggest reduction in numbers.

- There were 469 groups in the Parade, including 114 floats and 355 walking groups
- More than half of all Parade groups were non-profits or community groups; 9% were from our partners and sponsors, 3% from trades unions, and 2% from small businesses
- The average Parade group had 74 participants

We asked all Parade groups to tell us about the make-up of their group:

- A third included trans people
- Almost half included non-binary and queer participants
- Three quarters included bisexuals
- More than a fifth included asexuals and pansexuals



- More than 1 in 10 included intersex participants

Closing the busiest part of central London comes with its challenges, and this includes the need for us to 'hand back' the streets we close to the authorities as quickly as we can, so that traffic and buses can start flowing again.

Meticulous and detailed planning from our Parade Team meant that we were also able to reduce the length of time people had to wait in the Parade form up area. We reduced this by 39% compared with 2017, meaning that the average wait time was down to 1 hour and 15 minutes.

Sadly, the beginning of the Parade was disrupted by a small group of transphobic protestors who attempted to delay the event. Following our protocols and with advice and support from our colleagues at the Metropolitan Police, they were moved away from the start of the Parade. We abhor that group's message and tactics and we have established a working group to consider how we respond to such incidents in the future. We are reviewing how we enhance and improve Parade security in 2019 and beyond. Hate has no place at Pride in London.

## Our Stages

An estimated 150,000 people enjoyed live entertainment and speeches on our stages this year. More than 70,000 people attended the Trafalgar Square stage, and tens of thousands came to the Women's Stage in Leicester Square, the Cabaret Stage in Soho, and the Family Stage in Golden Square.

We are proud that we remain an event that's free to enjoy, although this does mean we have to rely on goodwill from the artists who perform, for which we are very grateful.

More than half of all performers across all our stages identified as female, trans or non-binary. Performers and speakers from BAME backgrounds made up more than a third.

## Creating a community space

This year we expanded our community-focussed programme in Soho Square, Leicester Square and Trafalgar Square. In all more than thirty charities and community groups had stalls, which they used to engage Pride attendees about their work. These included organisations focusing on mental health, LGBT+ history, human rights, equality, sexual health, and race equality. For the first time, we included a trans inclusion stall in Soho Square.

## Our pop-up shop

Thanks to our partner Shaftesbury Estates, once again we were able to open a pop-up shop in Soho. Located on Old Compton Street, the shop was open for six weeks in June and July and as well as retailing Pride in London merchandise, it also provided a space for community events including a trans 'take over' evening, rapid HIV testing, the premiere of a film on London's leather community, and a bisexual networking event. Our volunteers did a great job with the shop and the proceeds made a significant contribution to our income this year.





## Trans Takeover Evening

Our engagement with the trans community led us to organise a trans 'takeover' evening when we invited members of the trans community and their allies to join us in the pop up shop for informal networking and socialising.

Whilst the event had been planned for several weeks, as it took place in the week after the Pride Parade it provided a vital opportunity for our team to hear the trans community's concerns about what happened, and what we needed to do to repair the damage caused by the transphobic protest.

More than fifty people attended and heard speeches from trans activists, community members and a Pride in London director.

four. 60% of those who responded to our event evaluation survey said that they had attended a Festival event (Source: Quadrangle, August 2018. Base:450).

With more than 120 events, the Festival was as broad as it was diverse, featuring cabaret, comedy, health and wellbeing, music, sports, exhibitions and film screenings. Events took place across London, and more than half of venues were fully accessible or had step-free access – something we are working to improve.

- A third of all Festival events were free to attend
- 64% were under £10
- A majority of events made a donation to Pride in London

## Pride in London Festival Late at the Science Museum

"This June we teamed up with Pride in London for the second year in a row to curate an LGBT+ inspired extravaganza. We were joined by drag kings and queens and a host of performers including the Pink Singers, as well as drag make-up masterclasses and a drag contest. It also provided a wonderful opportunity to welcome scientists and researchers from the LGBT+ community."

Scott McKenzie-Cook, Science Museum

## The Pride in London Festival

We recognise that not everyone is able or wants to attend Pride on the day, so the Festival is an important way to give people the opportunity to engage in different ways.

This year, such was the interest and demand from artists, contributors and the wider community that we doubled the duration of the Pride in London Festival from two weeks to



Just one in ten of Festival events were organised by Pride in London directly; the majority were organised by community groups (42%), individuals (25%), a theatre or museum (17%) or another organisation (5%).

This model, where we curate and promote a series of external events, will allow us to develop and grow the Festival even further in future years. We will seek feedback from organisers and the community to help us shape a programme which reflects LGBT+ Londoners.

## *Community Engagement*

Our Community Engagement team, responsible for working with groups and organisations to ensure Pride in London is inclusive of all sections of our community, went through a major restructuring at the beginning of the year.

The appointment of team members to concentrate on the BAME community, young people, students, older people, trans people, women, and families created opportunities for group discussions and the strengthening of relationships with a wide range of key partners.

A few examples of this year's activities include:

- Running a competition aimed at LGBT+ Youth to design a T-shirt, which subsequently sold out in our pop-up shop
- Holding a brunch with BlackOut UK - discussing 'Black Gay Male Visibility'
- Partnering with House of Rainbow in the screening of the movie 'BlackBird' supporting LGBT+ Christians, the BAME community and Black History Month
- Supporting #AIDSMemoryUK, The Naz Project, Opening Doors London and Gaysians' participation in the Parade

The team met with key community groups and partners throughout the year, building relationships to help Pride in London reach out in future. We put considerable focus on working with BAME, bisexual, trans and older people's community groups.

We were delighted to be recognised at the 2018 British LGBT Awards for our work in and on behalf of the community with the award for Best Community Initiative. This came with a £2,000 bursary, which we donated to Belfast Pride, to show our solidarity with the fight for equal marriage in Northern Ireland.

For the past few years, we have held a picnic on the Sunday immediately following Parade day, in partnership with UK Black Pride, to whom we have also provided financial and logistical support over a period of five years. This year, in consultation with the UK Black Pride team, we decided it was not appropriate for us to continue with the picnic as our involvement was distracting from the vital work of UK Black Pride to achieve true equality both within and beyond the LGBT+ community. We stand shoulder to shoulder with the UK Black Pride team and movement and will seek alternative ways to work together in 2019 and beyond.

## *Community Open Meetings*

At least twice each year, Pride in London holds Open Meetings at which our Board of Directors report back on our recent activities.

We established these meetings in 2013 because we believe in transparency and because we know many people care passionately about Pride. As a new group of volunteer organisers we wanted to find more ways of engaging with our community.

More than 100 people attended the last Open Meeting in April 2018, kindly hosted by London South Bank University.

The Open Meetings are facilitated by the Chair of the Community Advisory Board and provide an opportunity for members of the community to ask questions and make suggestions in an open forum. We also livestream these events on Facebook and encourage engagement via Twitter and Instagram.

## Accessibility

Our goal is that everyone who wants to come to be a part of Pride in London can do so, and so we attach a great importance to ensuring we are accessible.

We do our best to ensure Pride in London events throughout the year are held in accessible venues. At our Open Meetings and on our stages we provide BSL interpretation and speech-to-text service. On the day itself, we have an accessible viewing area in Trafalgar Square, wheelchair charging points, an access tent, a Mobiloo, and a coach and quiet space in the Parade for those who need it. We also block reserve accessible parking spaces in Soho for the main Pride day to replace those taken away by the road closures across our footprint.

Last year we were awarded Silver status by Attitude is Everything, the charity that accredit outdoor events for accessibility. This year we were delighted to become the first Pride event to achieve Gold status, for the Parade and Trafalgar Square, ranking us alongside Glastonbury and Download festivals.

We are investigating the potential for a 'Quiet Pride' in 2019, to provide a safe space for those who want to take part, but who do not enjoy being in crowded or noisy places.

## Political engagement

At its core Pride is a political movement, and we have continued to prioritise our public affairs activity, to build on high level engagement with key political stakeholders. We recognise that, due to our scale, we have a role to play with government departments, politicians and policy influencers.

This year we hosted a panel event at Europe House as part of International Day Against Homophobia, Biphobia, Interphobia and Transphobia, and met with several senior civil servants in the Government Equalities Office and Foreign Office. We also met with Shadow Equalities Minister Dawn Butler MP and the former Education Secretary and Minister for Women and Equalities, Justine Greening MP to discuss issues including marriage equality in Northern Ireland, trans rights and persecution of LGBT+ people in Russia and Chechnya. We also attended the launch of the national LGBT Action Plan and the Prime Minister's LGBT+ reception at Downing Street in the days leading up to Pride in order to highlight that Pride in London gives a platform to multiple community groups.

A number of politicians lent their support and attended Pride in London, including the Minister for Women and Equalities, Penny Mordaunt MP, Mayor of London Sadiq Khan, the Lord Mayor of Westminster Lindsey Hall, Baroness Barker, Seb Dance MEP, and Councillor Siân Berry.

London's diplomatic community also came out in force, with the Swedish Embassy and Canadian High Commission joining our Parade, and messages of support coming from diplomats and missions from across the world.

We were honoured to be asked by The Elders to support the organisation and delivery of the London 'Walk Together' in memory of Nelson Mandela and in support of peace, tolerance and solidarity.



# How Pride in London is run

At the beginning of 2018 we were delighted to be awarded a second five-year contract by the Mayor of London, on the basis of the work we did first to rescue and then re-establish Pride in London as the UK's biggest, most diverse and inclusive LGBT+ event.

Importantly, this second term will take us up to 2022, the fiftieth anniversary of Pride in London.

The contract is based on a clear set of objectives, as shown below:

## Strategic

- Build Pride in London's reputation as a leading LGBT+ event in London, the UK and beyond; recognised for its excellence, creativity, diversity and inclusion
- Continue to develop a strategic overview that allows Pride to be sustainable and safe
- Continue to grow Pride in London as a vehicle for additional community engagement, education and entertainment. As a result, the event will serve to enhance London's reputation as a good place for LGBT+ people to visit and live, whilst continuing to campaign for more equality, diversity and protection

## Community Engagement

- Maintain and develop community relationships
- Actively consult across the LGBT+ community on plans for the Pride event

## Operational

- Organise and deliver the Pride Parade in the West End
- Organise and deliver a programme of entertainment. To include, but not limited to, Trafalgar Square, Leicester Square, Golden Square and Soho (exact locations may be subject to change over the course of the period)



- Ensure regular liaison with, and updates to, key stakeholders including Greater London Authority, Metropolitan Police, London Fire Brigade, London Ambulance Service, Westminster City Council, etc., including seeking comment and agreement from relevant safety planning groups

## Finance, Governance and Staffing

- Ensure transparent reporting of Pride in London's activities
- Demonstrate financial accountability
- Work to actively attract, recruit and retain a diverse volunteer base, both at operational and board level - subject to the availability of volunteers appropriately qualified to fulfil vacant roles

We were pleased that the Mayor of London's own event evaluation research for 2018 recorded the highest satisfaction score yet for a Pride event in London of 8.6/10 (Source: ICM Unlimited, July 2018. Base:337).



## *Our structure and leadership*

Pride in London is led by a board of eleven Directors, chaired by female and male Co-Chairs.

All are volunteers, and have functional responsibilities across the organisation, such as fundraising, communications, community engagement and operations.

Following a review in 2017, the Board embarked on a reorganisation which included greater focus on community and volunteer engagement at leadership level. Five new Directors were appointed during 2018. Three were existing volunteers appointed after a rigorous recruitment process which included external candidates, and two were new to Pride in London. Director vacancies are recruited openly, with applications invited from all sections of the community. The Board is currently comprised 50/50 male/female identified, with a fifth of members from a BAME background.

Most directors are supported by a deputy, the role of which was formalised this year. All Directors lead large teams totalling around 150 people who make up our year-round team.

We are committed to ensuring that our structures and governance remain fit for purpose for the future and to that end will be undertaking a strategic review of our needs before the end of 2018. Any changes we make will be published by the Board in 2019.

Over the last year we had one full-time member of staff, and in the run-up to Pride we had eight additional paid staff, largely focussed on the pop-up shop and fundraising, an increase of one on 2017. As a volunteer-led organisation, where volunteers contribute 96.5% of all our activity, paid staff are essential in helping us plan and deliver this major event. We pay our staff at least the London living wage.

## *Community Advisory Board*

The work of our board, and the wider organisation as a whole, has been supported

by the Community Advisory Board (CAB) made up of community representatives from across London's diverse LGBT+ sectors. Whilst the CAB cannot direct the board, it can make recommendations, and we look to them for guidance on key issues throughout the year. Guidance such as their view on groups who have applied to take part in the Parade.

The CAB brought in a new Chair and some new members this year as part of a renewal process. We have been encouraged by the constructive and useful way in which the CAB has fulfilled its duties this year and are grateful to its members for their guidance.

As a part of our strategic review, we will be considering our needs for advisory support and the future role of the CAB.

## *A new delivery partner*

In late 2017 we issued a tender for a production partner to deliver the infrastructure and event management that Pride in London requires. We are very grateful to and thank Underbelly for the work we did together over the past four years building the event.

After a rigorous selection process, including a tender document with more than 100 sections, we appointed Innovision as our delivery partner. They are a leading production company with experience on high profile and prestigious events such as the Grand Départ of the Tour de France, the Team GB return from the 2016 Olympic Games, and elements of the Queen's Jubilee celebrations.

We were pleased with what Innovision delivered and found them to be keen to support us and advance equality, agile in their methodology, and responsive to issues. They joined us for key meetings with agencies such as the Metropolitan Police, TfL, and Westminster City Council, and we partly restructured our Operations Team so that team members from Pride in London and Innovision had similar functional responsibilities. We look forward to working with Innovision in the delivery of future Pride in London events.



# How Pride in London is funded

**Organising one of London’s biggest free events doesn’t come cheap, and many people are surprised at the costs we must cover. This year we spent over £20,000 on toilets, almost £50,000 on barriers, and £30,000 on parking suspensions. The total cost of Pride in London now exceeds £1.1m.**



Our core grant from the Greater London Authority, of £100,000 each year, is a welcome contribution to our budget.

As a Community Interest Company, any surplus we generate must be re-invested in the event we run or used to support our community. As a ‘start-up’ of only five years, we are very mindful of the need to balance the books with our desire to give back to the community financially. That is why to date, we have used the bulk of our surplus to help fund the rising costs of an event which gets bigger each year.

Our aspiration over the remaining four years of our new GLA contract is to establish a community fund through which we can make grants available to LGBT+ community organisations in London.

We are inspired by similar funds established by other Prides including Brighton and Manchester, and whilst their commercial model based on charging people an entrance fee more easily enables them to raise hundreds of thousands of pounds, we hope to be in a position to launch our own community fund in 2020.

Our accounts are independently audited to ensure we are fully scrutinised and compliant.

## Sponsorship

Seventy per-cent of Pride in London’s income is generated by our work with sponsors, and in 2018 our sponsorship income exceeded £650,000 in addition to our grant from the Mayor. Once again, we were delighted to welcome Barclays as our headline sponsor for the fifth year alongside the Mayor of London, and were also excited to welcome new sponsors and partners including The AA, Asos, Lily’s Kitchen and our namesake beer, London Pride. We thank them all for their vital support.

We were supported by the global information and measurement agency, Nielson, who helped us to reshape our sponsorship packages. This enabled sponsors to develop authentic and successful campaigns supporting Pride in London and our participants. In total we had 31 partners and sponsors in 2018, up from 21 in 2017.

Ethics are of huge importance to Pride in London, and once again this year we turned down sponsorship approaches from potential partners who did not fulfil our criteria, including the requirement for the potential sponsor to have a well-supported LGBT+ network in their workplace.

A number of our partners provide essential pro bono support. Global law firm CMS – who have supported Pride in London since 2013 – provided approximately £100,000 of legal support, and retailer Tesco provided a bag for each of our volunteers containing a packed lunch and other



essentials for the day. Starbucks and Pret a Manger provided free refreshments for our volunteers, and Asos and Wella provided more than 40 staff days to support our pop-up shop.

Our partners are involved in Pride in London because they believe in the cause and because it is the right thing to do. But they also benefit from being visible allies. Our event evaluation research showed that 60% of LGBT+ people are more inclined to spend money with brands they know are actively supportive of the LGBT+ community, and 59% are more inclined to recommend brands which stand with the LGBT+ community (Source: Quadrangle, August 2018. Base: 391).

## *Pride in the City*

We introduced Pride in the City in 2016 as a vehicle for engaging businesses and not-for-profit organisations year-round in the Pride in London movement. During 2018 we helped to stage 13 events, five of which were in partnership with OUTstanding. Nearly half of our survey

respondents told us they attended a Pride in the City event (Source: Quadrangle, August 2018. Base 447).

Pride in the City also provides another platform for LGBT+ groups and activists to get their message across to a different audience, raising money for Pride in London and for LGBT+ community organisations and charities.

The events are eclectic, mainly focussing on discussion of topics related to equality, in London, the UK, or globally.

We provide volunteer support, access to speakers (when required) and promote the events. They have proved to be a huge success and a great way for organisations to get involved in a meaningful way, to engage their staff and show support for the LGBT+ community.

We will be looking to build on the success of 2018 in the coming year.



"We're honoured to be adding a big splash of colour and all things rainbow to our summer this year by supporting Pride. It is an uplifting celebration of diversity and our support underlines our fundamental commitment to ensuring equality is embedded within the AA" - Edmund King, President of The AA



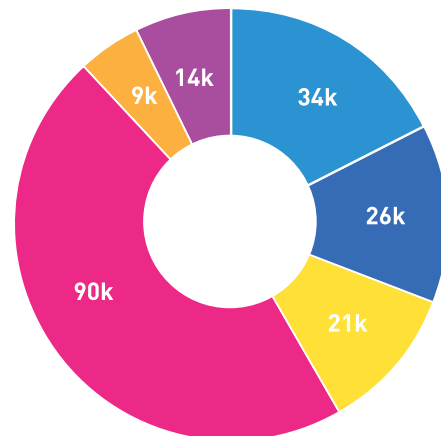
## Fundraising

This year our fundraising team contributed £190,000 – more than a quarter of our budget – from various activities including partnerships with venues, sponsored and challenge events including ‘Pride Boxing’, merchandise sales, and the gala dinner.

The biggest event in our fundraising calendar, the gala dinner, moved to a new venue in Covent Garden. We approached the event with a new vision and created an occasion that better engaged the wider LGBT+ community and which gave space for more activism, with speeches from trans leaders Jake Graf and Hannah Winterbourne, and a representative from the European Pride movement. The event raised £90,000. We are most grateful to Stephen K Amos for being a brilliant host.

Our merchandise range grew, and we created a range linked to our ‘Pride Matters’ campaign, highlighting the five most commonly-used words when people responded to our survey: **Pride, Celebration, Protest, Individuality** and **Freedom**.

The range, which included t-shirts, bottles, badges and bags, raised more than £59,000 in sales at our pop-up shop, merchandise stalls, and at volunteer training and festival events.



- General fundraising £34k
- Shop & Merchandise £26k
- Stalls £21k
- Gala dinner £90k
- Pride partners (LGBT+ bars and businesses) £9k
- Other revenue £14k

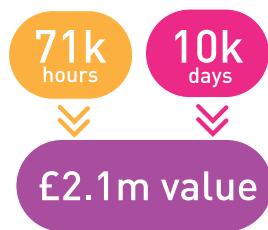
Full breakdown of our income and expenditure each year can be found in our audited accounts.



# Our Volunteers

From the hundreds of people who turn out to support Pride by stewarding in July, to the 150 people on our core team who work year-round, volunteers are at the heart and soul of Pride in London.

In the twelve months leading up to Pride in London 2018, our core team contributed 71,266 hours, the equivalent of 10,181 working days, or 45 full time, year-round posts. Our highly-skilled core team are mainly from a professional background, and a survey this summer revealed that if we had to pay them for their time, the cost to Pride would be almost £2.1m.



Approximately half of our on-the-day volunteers were with us for the first time. We recognise that in any organisation that relies so heavily on volunteers, recruitment and retention is always a challenge. We are heartened, though, that so many of our team come back year after year, some as core team volunteers, and others taking important roles on the day. We will continue to

focus on volunteer recruitment all year round, including open day events.

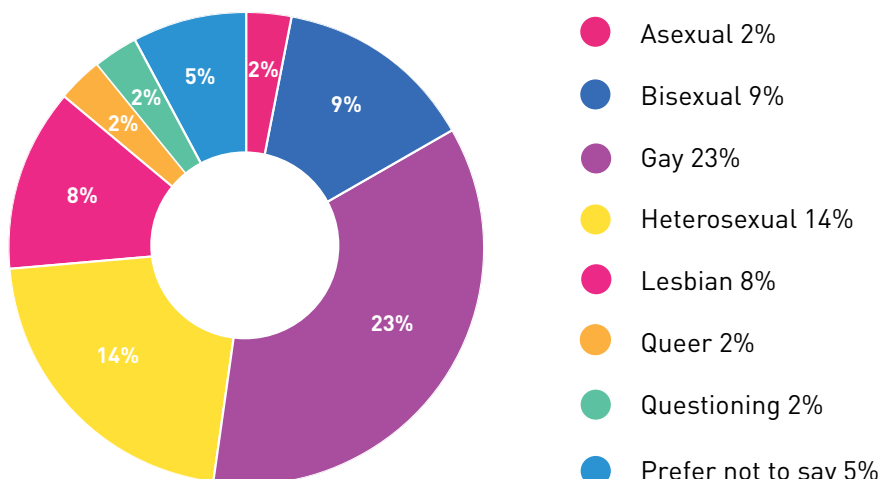
On our busiest day, 7th July, we had 840 volunteers sign in, an increase of 37% on 2017.

The table below shows the breakdown of our on the day volunteers, where data are known.

We improved a number of processes within our Volunteer Engagement Team this year, including a transition of our databases to Salesforce to enhance our internal communications capability and to ensure our compliance with the new General Data Protection Regulation.

Our training and induction for new volunteers was also refocused this year, with a new team appointed to ensure the training experience is motivating and enlightening but also fun and rewarding. In the weeks leading up to Pride in London, we trained 600 volunteers during 28 training sessions in less than one month. For the first time, we used digital channels to deliver training remotely.

We believe we have the best volunteers in the world and were delighted when their commitment to Pride was recognised this year with the Queen's Award for Voluntary Service and the Mayor's Team London Award, both of which recognised the enormous contribution of the thousands of volunteers who've helped Pride in London since 2013.





## Our message

We often describe Pride in London as a 'platform' or 'megaphone' to amplify the voice of others and help them get their message across. Thanks to the talents of our in-house marketing and communications teams, and the support provided by London's incredible creative community, we have developed award-winning campaigns over the last few years that draw attention to issues impacting the LGBT+ community, including the #FreedomTo campaign in 2015, #NoFilter in 2016 and #LoveHappensHere in 2017.

This year, based on feedback, we decided on an approach that was rooted in authentic voices from within our community. Our goal was to build real relevance and reach, via a single-minded focus on what Pride means to our community.



With our research partners YouGov and Quadrangle, we launched the 'A Matter of Pride' survey in February, and in June we published the results which showed that, to the LGBT+ community, *Pride Matters*.

Our headline insight – that people in the UK care more about animal welfare than LGBT+ equality – certainly piqued interest: during Pride month, the research reached 490m people on social media, and 200m through traditional media including BBC News, Sky News, Daily Mail, and in LGBT+ media.

We also saw significant success with our campaign film this year, 'Over the Rainbow'. With starring roles for members of London's LGBT+ community, the film brought to life the real-life experience of LGBT+ people of hatred, harassment and even being ostracised from one's own family. The film reached over 3.5m people on social channels and almost half a million saw it on Channel 4, in the Hollyoaks ad break.

Sixteen community groups, from sports groups to charities, were featured in our innovative outdoor advertising campaign this year. Running right across London, the campaign focussed on each group's reasons for coming to Pride, whether to campaign, to support each other, raise awareness of a cause, or many other reasons. Advertising locations included the London Underground, Westfield shopping centres, and on BT InLinkUK units on high streets across the capital.

- £1.7m – the value of our advertising campaign
- Each community group featured in the campaign reached more than 65,000 Facebook users
- One ad was dedicated to a trans group, two to bi groups, with inclusion of asexual, pansexual and non-binary community members

We also created an iconic image of Piccadilly Circus as we took over all the screens to show photos of our volunteers. This won an award from The Drum for its innovation.

**Community groups featured in the campaign included King's Cross Steelers, Opening Doors London, Biscuit, TransPALS, London's emergency services, Diversity Role Models, Lesbian Kickabout**

We launched a new mobile app this year, in a partnership with Red Badger who provided £350k of support to the project. The app included information on all Festival events, the Parade, stages, and community organisations. More than 22,000 people downloaded the app, which quickly gained a five-star rating.

Overall our external communications continued to grow both in terms of reach and engagement. A Matter of Pride, mentioned above, saw the first spike in coverage for Pride in London in 2018, followed by Lesbian Day of Visibility in April, our IDAHOBIT event at Europe House, and the launch of the government's LGBT Action Plan.

- 338 media articles about Pride in London in 2018
- 320,000 Twitter hits
- 44,700 Instagram hits
- 78% of social media posts were positive

New partnerships were formed this year with Getty Images and Shortlist magazine. Shortlist published their first Pride edition and included our content over a number of issues. Getty sent more than 30 photographers to cover Pride in London, creating almost 6,000 images, 689 of which were distributed globally via the Getty network. It was great to get the support of both organisations. We also continued our successful partnerships with DIVA magazine and Gay Star News.

Our evaluation research showed that 60% agreed that the campaign demonstrated understanding of the LGBT+ community and 70% agreed it was inclusive (Source: Quadrangle, August 2018. Base: 409).









# Our place in a global movement

As Europe's oldest Pride, we value our place in the global Pride movement. In the last year, we:

- supported financially and attended Belfast Pride, and took part in Pride events across the UK including Pride Cymru, UK Black Pride, and Isle of Wight Pride
- welcomed the board of the European Pride Organisers Association to London in October
- were represented at Baltic Pride in Latvia (pictured), the EU country with the worst record on LGBT+ equality, and raised £1,200 at our gala dinner for Mozaika, the leading LGBT+ organisation in that country
- provided support and assistance to Isle of Wight Pride – this year's UK Pride – and to other Prides around the UK
- attended the annual conferences of the European Pride Organisers Association in Gothenburg, Sweden, and Vienna, Austria, and of the UK Pride Organisers Network in Blackpool
- welcomed more than a dozen other Pride organisations to Pride in London, including Weston super Mare Pride, Belfast Pride, Stockholm Pride, New York City Pride, West Pride, Skopje Pride, Pride Cymru and Liverpool Pride

In 2016, we were one of the founders of the UK Pride Organisers Network (UKPON) and have continued to play an active role. We're immensely proud that the number of Prides in the UK has doubled – to more than 150 – since the Network was created.

We have continued our engagement internationally. Two members of our core team have additional roles as elected board members of the European Pride Organisers Association (EPOA), and we have supported a number of EPOA's initiatives. Through our membership of EPOA, we are also members of the international Pride network, InterPride.



# Our contribution to London's LGBT+ venues and to the wider economy

Pride in London attracts many hundreds of thousands of people into the West End.

The Mayor of London's own research into the event found that in 2018, those attending the event spent an additional £51 per head, over and above what they would typically have spent on a day out in London (Source: ICM Unlimited. Base: 337).

When you take into account the number of attendees, that figure translates into tens of millions of pounds. We hope this benefit to London's economy will be recognised with further financial support.

More important for us is that Pride – in part thanks to its location – makes a significant contribution to central London's LGBT+ venues, crucial at a time when the community is losing its' distinct spaces.



# £51

Visitors spend an additional £51 when they come to Pride





# Pride in London 2019

As we prepare for our seventh Pride in London in the second year of our new contract, we restate our ambition to be a world-class Pride that reflects and celebrates everyone in London's LGBT+ community.

In 2019 we - Pride organisations and LGBT+ activists worldwide - will all be tipping our hats across the Atlantic as New York Pride hosts WorldPride on the fiftieth anniversary of the Stonewall Inn uprising which led to the birth of our movement.

The first Pride marches that took place a year later were led by pioneers, truly the giants on whose shoulders we are humbled and proud to stand today.

But despite hard won progress here in the UK there remains a tremendous amount still to be done – at home and around the world. We live in uncertain and increasingly dangerous times, especially for those who are trans.

It is clear to us that we can take nothing for granted and so we are determined to continue the very best traditions of the Pride movement, to fight not just for equal rights, but for genuine equality and respect for who we are.

At the end of our Festival, our 2019 event will take place on Saturday 6th July, a week after the WorldPride March in New York.

We look forward to working with you all to make it our best yet and hope to welcome you on the day.







[www.prideinlondon.org](http://www.prideinlondon.org)

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Registered in England & Wales as a Community  
Interest Company no 8321669

Words: Steve Taylor  
Design & Print: Pierrot.uk.com  
Images: Getty Images

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