



Pride in London Impact Report 2019



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Introduction from our Co-Chairs

Twenty-nineteen was a significant moment for the Pride movement worldwide. It was a chance to take stock and consider what had been achieved since the moment a group of queer, trans, lesbian, bi and gay people took a stand, 50 years ago, at the Stonewall Inn, New York City, and said 'enough is enough – we will not be harassed by the police any more. We will gather and socialise like everyone else'. It was also a year for Pride in London to build on our work to date, listening to the communities we serve, reacting to feedback and improving the event.



Alison Camps FRSA
Co-Chair



Michael Salter-Church MBE
Co-Chair

Pride in London is one of the largest Pride events in the world – we are also the largest free Pride in the UK. We start each year with the same challenges and needs: for incredibly detailed operational plans that will keep everyone safe, whilst also closing Europe's busiest shopping streets; funding to stage London's third largest annual one day event and recruiting a team of dedicated and passionate volunteers to make the magic happen. We want to thank our new Headline Partner, Tesco, our production company Innovision, and all the agencies we deal with and who support us, not least the Metropolitan Police.

What the team then does is incredible. As the Co-Chairs we want to thank everyone who has been involved – you are the spirit of the Pride movement. All of us who give time, sweat and tears carry the flame of the Pride movement, passed down by those original campaigners for change. It's a precious thing and as we look at a more uncertain and frightening world we must continue to gather as a large eclectic and diverse community, shoulder to shoulder with our allies bringing focus to the issues that matter to us, showing solidarity with people who still don't enjoy the same rights and protections, and ensuring that people coming out for the first time feel that they are part of something supportive and great. It is also important that we are mindful of other challenges in the world. We have worked hard to ensure our events are as accessible as possible, and we are proud to have retained Gold accreditation from Attitude is Everything, introduced a World Area, increased the scale of our Women's Stage and Family Area and this year added our voice to those declaring a climate change emergency.

Those people who took a stand outside Stonewall wanted two things: the freedom to be themselves and equality with others. So, our volunteers took the Golden Jubilee and subverted it to mark the Queer Revolt. Our campaign wasn't just intended to reflect the past; it was also to galvanise people into action. 2019

was a year when we saw LGBT+ rights go backwards in countries such as Brunei, there was more open hostility towards the community in the USA, brutal treatment of people continued in Chechnya, teargas was used against those trying to march in Turkey and Poland, and those organising pride in Tbilisi received death threats. At the time of Pride, there had still been no move on extending equal marriage to Northern Ireland - although that has since happened (perhaps in part spurred on by the chanting of the crowds at Pride who demanded action). 2019 was also the year that saw picketing of primary schools where brave teachers continued to do the right thing and teach about the diversity of modern life in the UK. Two lesbians were attacked on a bus in London because of their relationship. The trans community continued to suffer from hatred, often spurred on by ill-informed commentators or even from those who have lost sight of the fact that the real threat to equality isn't from within the LGBT+ community but from outside. Across the world people are still being killed, tortured, locked-up, subject to 'corrective rape', bullied, intimidated, forced out of jobs, driven out of communities, banished from homes and ostracised from families, subjected to treatment that none of us would ever want to witness or experience. Yet this is 2019. And this is why Pride events still matter, to draw attention to these issues and bring people together.

However, amongst the bleak stories there were also glimmers of light and hope: India repealed old Imperial rules, Taiwan introduced equal marriage, more LGBT+ athletes came out and took an active stand, the UK staged more Pride events including BiPrideUK and a number of Trans Prides and record numbers came out to show support and participate at Pride in London.

This year was also the 20th anniversary of the bombings in Brixton, Brick Lane and at the Admiral Duncan in Soho – where three people died. Family and friends of those who were killed or injured joined us in the Parade and Pride volunteers stood side-by-side with a members of the community at a vigil organised by Mark Healey and the 17-24-30 charity, named after the attacks.

Pride in London's mission continues to be as critical today as it was in 2013. We will continue to stand up against the voices of intolerance and hatred, we will use our platform to amplify voices in our community, we will work to ensure Pride galvanises us into action because change is still required both in the UK and abroad. The battle for hearts and minds is not over – we still need those risk-takers, rule-breakers and change-makers. For this great global city is at its best when most open and accepting, when harnessing the talents of all its people and enabling them all to live lives of equal dignity and respect.

As we look ahead towards our fiftieth anniversary in 2022, we will be looking at what we can do better and trialling new things. We're a team full of ideas. We will also ensure we continue to focus on people who may find it harder to access the Pride event. We are proud to have welcomed younger people to our event this year, both in the Parade and with an expanded family area.

So we want to thank those involved from the stewards on the day, to the finance and legal teams; from the fundraisers and gala dinner team, to the marketing and

comms stalwarts; from the operations gurus to those that coordinate what is now the world's biggest LGBT+ Festival; from the Community Advisory Board to the team that ran our Pop Up Shop in Seven Dials, to those that look after the welfare of our volunteers and keep them informed; from the IT and app developers to the team looking after our Partners; from the community engagement team to those that ensure we are also the most accessible Pride in the country; from us two Co-Chairs to all the Directors, volunteers, backers, supporters, performers (especially Saraa Alto who gave us the official Pride song this year, proceeds from which go to supporting our work), contributors, sponsors, fundraisers, advocates and friends of Pride in London a huge thank you. And this year we also want to pay a special tribute to two members of the Board that have retired, leaving us in a far stronger position than we were when they joined: David Bloomfield who has been our Finance Director almost from the start of Pride in London in 2013 and has contributed in so many ways throughout the years – he rolled up his sleeves and got on with things. And to Asad Dhunna who has been our Communications Director for the past couple of years, professionalising what we do, sharpening our response and bringing unique insights to Pride that has positively challenged what we do and made us better for it. Thank you both. We also want to thank Commander David Musker who has led the policing of our event for the past few years, 2019 was his last working with us and we'll miss his common sense, support and humour.

Michael Salter-Church MBE & Alison Camps FRSA
Co-Chairs







Looking backwards – moving forward

In 2018 we set 10 priorities for the 2019 event and having been through our post event reviews we've asked ourselves whether we achieved them.



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.

This year the Parade passed off peacefully and groups who wished to 'protest' for a cause were able to join it at the end. It's a huge challenge balancing safety, resources and rights and we think we did better this year than last.



We will work to achieve greater inclusivity into our culture, both in terms of our structure and the delivery of Pride in London.

We have strengthened the Volunteer Engagement Team and they are working to improve our internal engagement in order that everyone in the team feels able to contribute and their efforts are rewarded. As volunteers this is not always easy, so this is very much a work in progress.



We will review our governance and advisory needs and structures in line with the requirements of our new contract with the Greater London Authority, and implement changes ahead of Pride in London 2019.

At the time of Pride in July we hadn't made progress on this. However, it has since started and Lisa Power one of the founders of Stonewall and the first chair of our Community Advisory Board will be leading this review.



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 Stage, curated by BAME groups.

We have included in this report, details of the diversity of the performers on our stages and our volunteer base, these are good, but we are not complacent – there's more work to do. We successfully introduced the World Area in Golden Square, curated with Juice and we will be building on it in 2020.



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.

We introduced a Youth Section in the Parade which was received well and is something we can now look to build on.



We will continue to build on our community engagement activity, to work with more groups from a broader spectrum of the community.

The Community Engagement Team did a great job, but there's more work to do. As Pride in London's scale grows, more groups wish to engage with us and understand the value we can bring. So, the challenge for this team grows year on year.



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.

This has started well but we are still looking for more external partners to work with us to enhance the training and development we offer the team.



We will put in place succession plans for key roles within our organisation.

We will always recruit the best person for a job, taking into account their skills and ability to contribute. Given we are now looking to 2022, it is more important that we have good succession plans enabling our current volunteers to compete with outside candidates.



In the fiftieth anniversary year of the Stonewall uprising, we will recognise the contribution of those who have gone before us, ensuring that trans people are front and centre in our activities.

This was a clear commitment and one we met, as you'll be able to read later in this Report.



We will continue efforts to secure the future financial health of Pride in London by developing both existing and new income streams.

With the help of a dedicated Finance team and new revenue from the Fundraising and Partnership Teams, along with corporates paying more for the Parade, we have been able to again put money aside to protect us from a reduction in income in future years. You can read more about new initiatives later in this Report.

You can read about our plans for the 2020 Pride in London event at the end of this Report. Our new priorities will build on the above and help position us for ongoing success.

Community Engagement

The volunteers at Pride in London are custodians of the Pride movement and we are focused on our mission to make it as inclusive, diverse and accessible as possible. 'Community' is integral to Pride and working with community groups for positive outcomes is deeply rewarding.

During 2019 the Community Engagement team focused on two of the strategic priorities:

- To enhance the visibility of LGBT+ youth in the Parade
- Increase the visibility of Black, Asian and Minority Ethnic (BAME) LGBT+ within the Pride sphere, including the creation of the new World Area

Youth

A youth section was created in the Parade under the direction of our Youth Community Engagement Manager. Fourteen youth groups joined the Parade and six of these opted to be included in the youth section, represented by 305 people, which meant that 76% of the space we'd allocated in this section was used (unused places were then re-allocated to other Parade applicants).

We also partnered with Educate & Celebrate to ensure that excluded youth were able to participate in the Parade and were delighted to be invited to present at Diversity Role Models Pride Youth Mentoring Workshops.

BAME

Pride in London continues to drive for an increase in the visibility of the Black, Asian and Minority Ethnic LGBT+ community, and we continue building an inclusive and diverse event. The strategic objective in introducing the World Area in Golden Square was to provide a clear space for the BAME community that has the capacity to be developed over the years. It was important that this space, the stage and the talent/people who appeared on was developed in conjunction with the BAME Community. The Community Engagement Team worked with Juice London, a young emerging LGBT+ organisation, who curated the stage program. Juice brought a range of speakers and a full line-up of diverse talent, with both emerging and established artists.





Family

With the growth of Pride over the years we had run out of space in Soho so this year we extended our footprint out from the City of Westminster into the London Borough of Camden. We are very grateful for the support of St. Giles-in-the-Field who were brilliant to work with and enabled us to create a new Family Area which had a fun-filled program, supported by the Scouts, and included enormous tubs of Lego which was a hit with adults and children.

Deepening community links, and creating new ones

The Community Engagement Team's relationships extend across all realms of the LGBT+ Community. This year we worked especially closely with the trans community to ensure that the event properly focused on issues affecting them and felt both safe and supportive. To achieve this there was consultation and engagement with, amongst others, Transpals UK, FTM London and Mermaids. The team also worked closely with the grassroots organisations LwiththeT, BwiththeT and GwiththeT, who collectively came together to lead the front of the Parade.

This year was also an important one for Switchboard LGBT+, which was celebrating its 30th birthday. We enabled them to march in a prominent position in the Parade and worked with them to provide support services on the Parade day. Another group that the team provided support to was the Football Association who were working with community groups on their Pride activation.

We also supported the first Bi Pride UK and continue to offer our help and support for Pride events in London and across the UK, partly through our involvement with the UK Pride Organisers and the European Pride Organisers Association. We also assist groups that want to mark specific moments, this year that included working with #Aids Memory UK on delivering a World AIDS Day Vigil and standing in solidarity with the No-to-hate campaign with their vigil to mark 20 years since the bombings in London that included the attack on the Admiral Duncan.

One element of our support for community groups is to encourage them to use our pop-up shop space for events, this year was one of the busiest yet with 'takeovers' by trans, bi and non-binary groups. We also encourage our partners to engage with community groups, this year Facebook was our Community Partner and invited different groups in for a masterclass in how to optimise their use of Instagram and Facebook, in order to help with recruitment, fundraising and engagement.



Volunteer Engagement

2019's objective for the Volunteer Engagement Team was around improving volunteer experience, both for our core team of 200 committed year-round volunteers and the huge group of people who make Pride in London happen on Parade day.

Powered almost entirely by volunteers, Pride has no permanent offices so depends heavily upon good communications and building strong working relationships between teams and individuals.

Early in the year we co-created and launched a Volunteer Charter, and linked teams via a newly formed internal comms function to keep people engaged and up to speed with all the different functions and their activities.

We partnered with Shout on mental health issues to promote resilience and wellbeing, helping individuals to cope with the pressures of putting on the capital's third biggest annual event.

Meanwhile, the main Volunteer Engagement activity has to be recruiting and deploying over 1,000 volunteers on the day - this is the highest number of volunteers we have ever had, giving up their time to act as stewards and fundraisers across the whole Pride footprint. The fact that one third

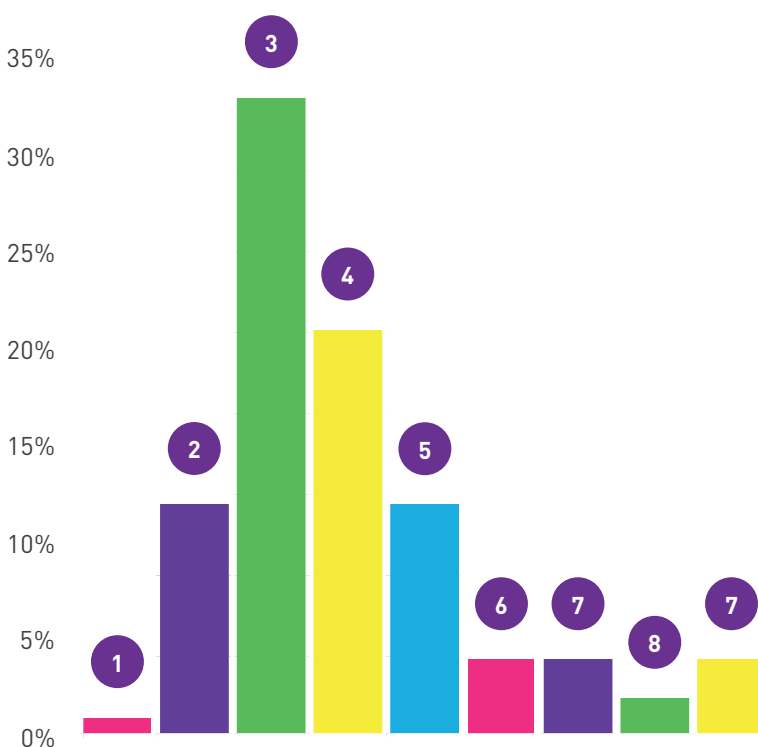
of survey respondents travel from outside London to volunteer shows the interest and attraction from the wider UK community.

Facebook advertising proved invaluable at attracting new volunteers to get involved. Our corporate partners and supporters activated in other ways too, with Deliveroo providing 60 riders as volunteers on the day and others providing discount vouchers, prizes for our Volunteer Wrap Party and freebies (thanks to Tony's Choclonely for bars of chocolate for every volunteer on the day!)

We sent out a survey to all of our on-the-day volunteers to ask about their experience. With 94% saying that they would return next year, and that 96% would recommend volunteering for Pride in London to a friend, we are pleased that the majority of our volunteers had a great day, felt supported and well-trained and are keen to join us again in the future. Feedback received in our surveys is being incorporated into our 2020 plans.

Who volunteers?

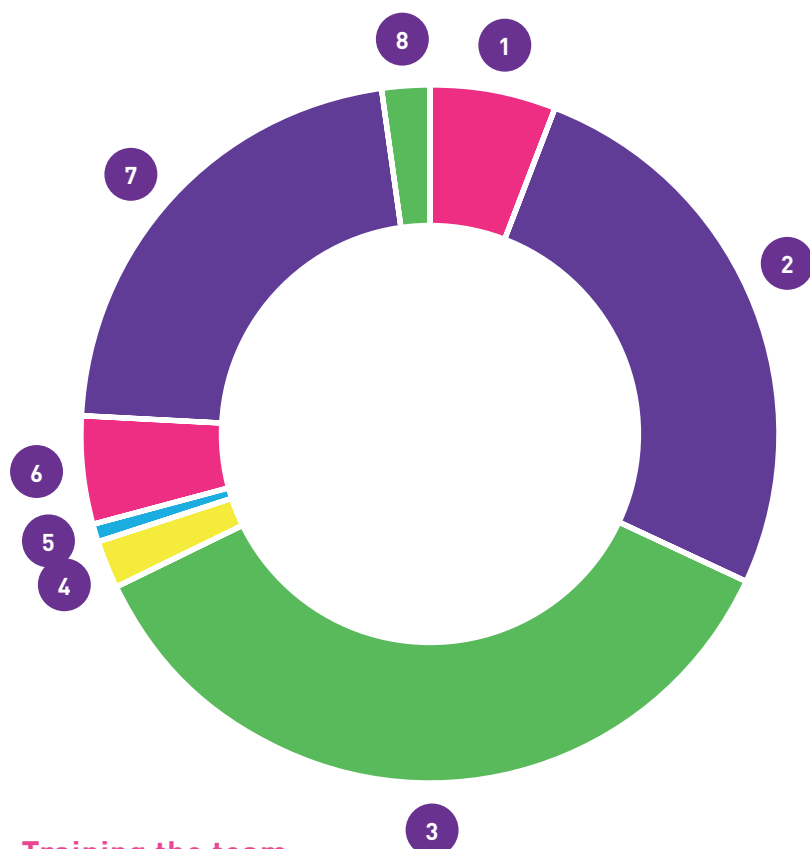
While acknowledging that volunteering is a luxury that not all parts of our community are able to afford, we are proud of our diverse team. We asked volunteers to anonymously let us know how they identify:



Sexual orientation

1	Asexual 1%
2	Bisexual 12%
3	Gay 34%
4	Heterosexual 21%
5	Lesbian 12%
6	Queer 4%
7	Pansexual 4%
8	Questioning 2%
9	Prefer not to say 4%

(From 304 responses in OTD Volunteer Survey, July 2019)



Gender identity

1	Agender 6%
2	Cisgender man 26%
3	Cisgender woman 36%
4	Genderfluid 2%
5	Intersex 1%
6	Non-binary 5%
7	Prefer not to say / no response (57 + 12) 22%
8	Transgender 2%

(From 308 responses in OTD Volunteer Survey, July 2019)

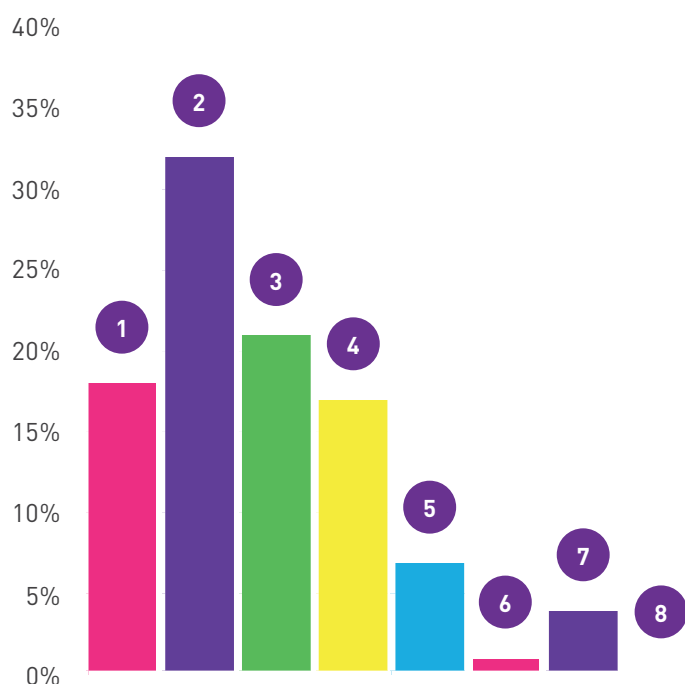
Training the team

For the first time we launched a digital steward training option so that closer to the event people who had not managed to get to one of our 25 classroom-based training sessions were still able to volunteer with us. With over 180 volunteers completing the digital training with an average score of 37/40, we will be looking at further online development and training opportunities for our volunteers.

Moving forward, we are also exploring a partnership with a soft-skills training provider who can help support our core team, many of whom don't get development opportunities through their workplace.

Recruitment

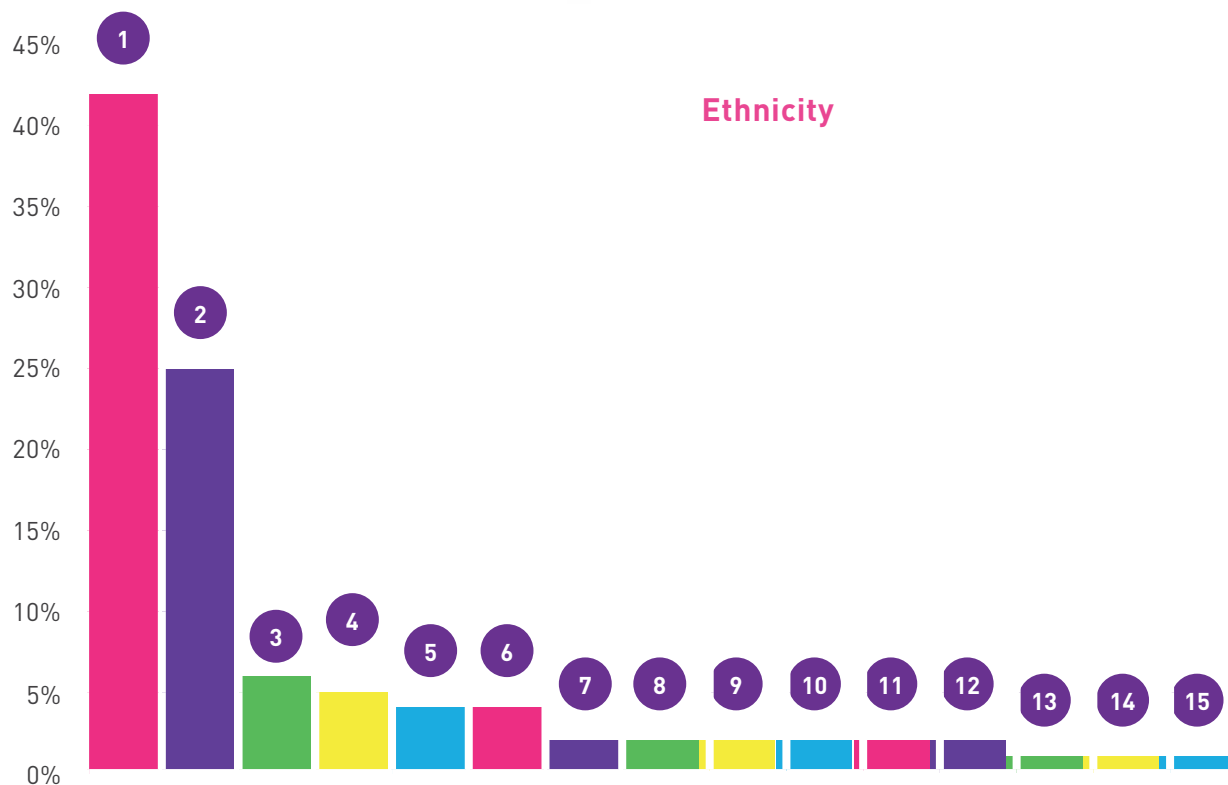
Our new candidate tracking platform will be launched in November 2019 to improve applicant experience and help us manage our teams more effectively as we grow.



Age

1	18-24 18%
2	25-34 32%
3	35-44 21%
4	45-54 17%
5	55-64 7%
6	64-74 1%
7	Prefer not to say / no response 4%
8	75+ 0%

(From 312 respondents in OTD Volunteer Survey, July 2019)

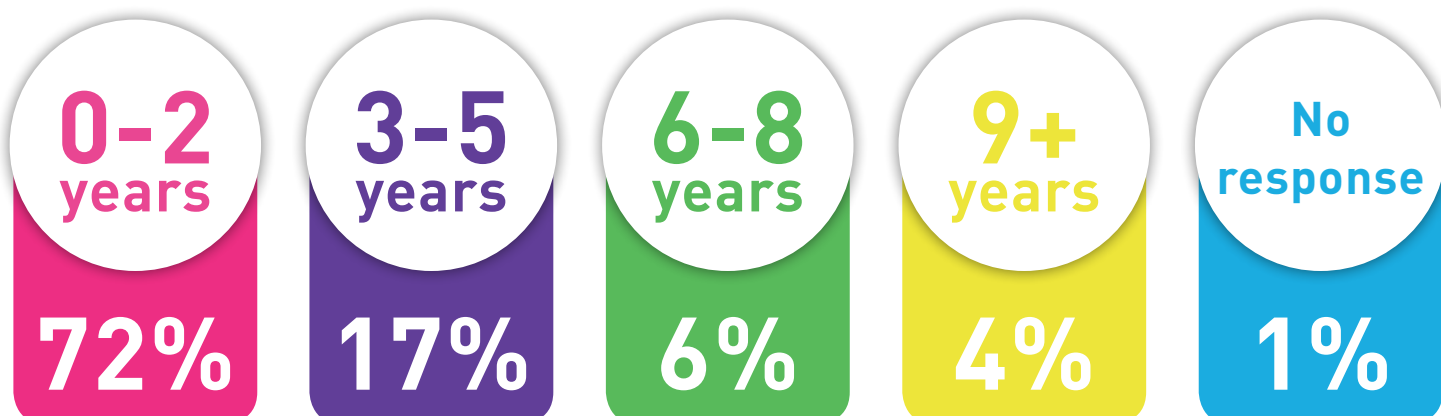


Ethnicity

1	White British 42%	2	Other/White 25%	3	Prefer not to say / no response 6%
4	Chinese 5%	5	Other/Asian 4%	6	Pakistani 4%
7	Asian British 2%	8	Black British 2 %	9	Indian 2%
10	Bangladeshi 2%	11	Irish 2%	12	Other/Black 2%
13	African - 1%	14	Arab 1%	15	Caribbean 1%

[From 312 respondents in OTD Volunteer Survey, July 2019]

Length of Volunteer Service



[From 312 respondents in OTD Volunteer Survey, July 2019]







Operations

This was the largest and arguably the most diverse and inclusive Pride Parade seen in London. We learned from the protests at last year's event and carefully managed the front of the Parade in order that groups standing in solidarity with the trans community had the key presence. Keeping people safe is vital, and this can only be done with considerable cross-team and stakeholder cooperation including with the London Ambulance Service, Westminster City Council, London Fire Brigade and TfL.

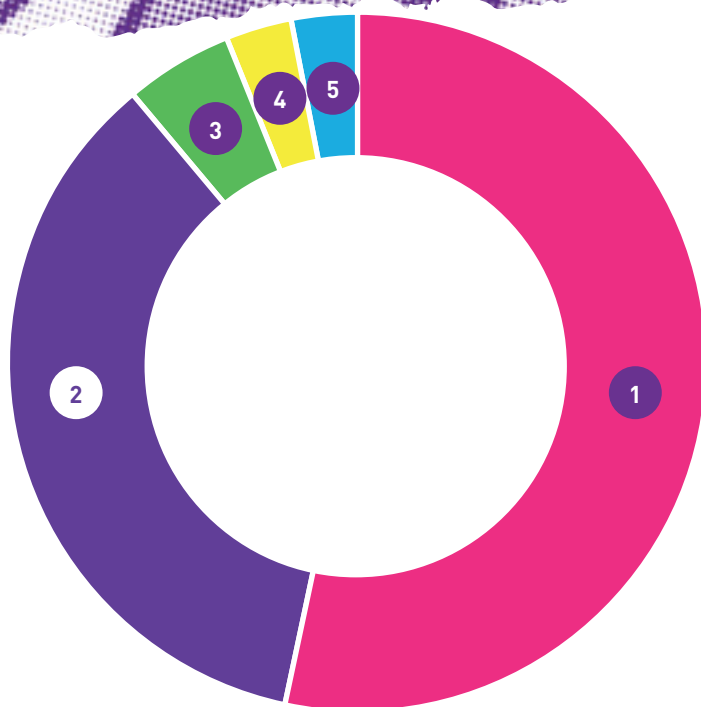
Particular thanks go to the Metropolitan Police Service who invest a lot of time and effort behind the scenes. We also cannot operate without a number of partners including the event control company we use, the production company and the security firms.

The Resident and Business Liaison team is one part of the operations team that has considerable work to do ahead of the Pride event. This year they contacted almost 3,000 people to inform them about the activities.

As you've already read, those activities including a bigger and better Leicester Square, a new World Area in Golden Square and a bigger Family Area in a new location.

The Parade

- Average approval rating was up on 2018 - 8.17 / 10
- Groups feel the Parade has got more diverse, inclusive and vibrant
- 581 groups in the Parade in 2019 which was an increase of almost 24%
- All groups who applied and met the code of conduct had a presence in the Parade
- Partners in the Parade were 5% of groups and received 8% of the available wristbands
- The Parade had 15% fewer floats, reducing the environmental impact compared to 2018

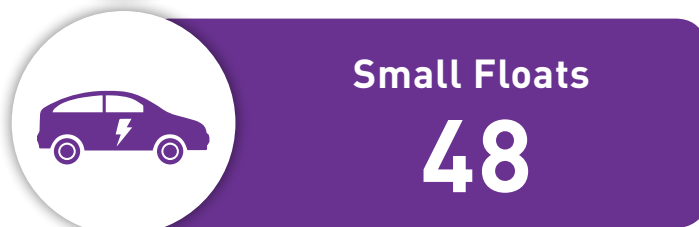
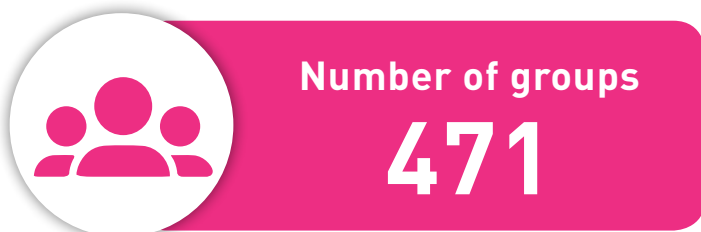


Type of group

- 1 Non-profit 54%
- 2 Standard rate 36%
- 3 Partner / sponsor 5%
- 4 Small business 3%
- 5 Union 3%

2018

2019



We increased the numbers in the Parade and encouraged more diversity in floats by reducing the larger ones. The Parade also contained a new Youth Section.



We survey Parade participants after the event and this year:

- Average approval rating is up on 2018.
- Groups would like applications to open earlier, for a set period of time.
- The negative perception of buses continues to grow.
- The Parade system for applications needs to improve for the Parade groups.
- Groups feel the Parade has increased in diversity, vibrancy & inclusivity again this year.
- Groups would like to see more people in the Parade but would not watch a longer Parade.

66% of groups were able to attend our pre-Parade briefing events.

We also put more focus on the spectator experience, there were six podiums with entertainers and people from the community 'announcing' the Parade groups. We increased the size of the viewing grandstand too and people really liked the takeover of the screens in Piccadilly Circus.

We added additional crossing points but given the sheer number of people attending this year it looks like we need even more! They were marked more clearly by flags, which helped people spot them amongst the crowds.

We also added six large 'water-cubes' so people could refill their own water bottles. There were five of these on the Parade route and one in Golden Square. This was part of our work to make Pride more environmentally friendly, which also included encouraging groups not to handout leaflets and banning stickers.

We started putting in road closures at 08:00 in the morning and some roads didn't re-open to traffic until 22:26 so you get a sense of the scale of our operation!

Trafalgar Square

We delivered a great set of speakers and performers on the stage and the accessibility area proved popular. It reached capacity at 17:00 but as people left more were able to enter.

Leicester Square

There was a new bar at the Women's Stage this year and the area was busier than ever, we think the two might be linked. Our stewards noticed some anti-trans stickers and these were duly removed.

Soho

This area was busy again, but we tried to encourage people to other areas with more effective signage. The Cabaret Stage on Dean Street reached capacity earlier than in previous years, which shows how popular it is.

Soho Square

The Community Village was also busier earlier in the day than in previous years, reflecting the sheer numbers at the event.

Golden Square

Our new World Area partnered with JUICE was well received by community groups.

Family Area

This was a great space and had been well advertised with community groups. Approximately 3,000 people visited during the day. Camden Council were very supportive, as were the Scouts. We even managed to hire an eco friendly ice cream van for the day.

Pride Festival

The four-week Pride in London Festival now in its third year hosted over 120 events across London, 50% of the events featured were free to attend, with 70% of the events supporting charity or non-profit LGBT+ organisations.

One of the highlights back for its third year and curated by Pride in London - The Science Museum where over 3,000 people attended the free event, and watched over 100 performers, artists, educators from across the LGBT+ community support this year's theme "Pride Jubilee"

Pride's Got Talent

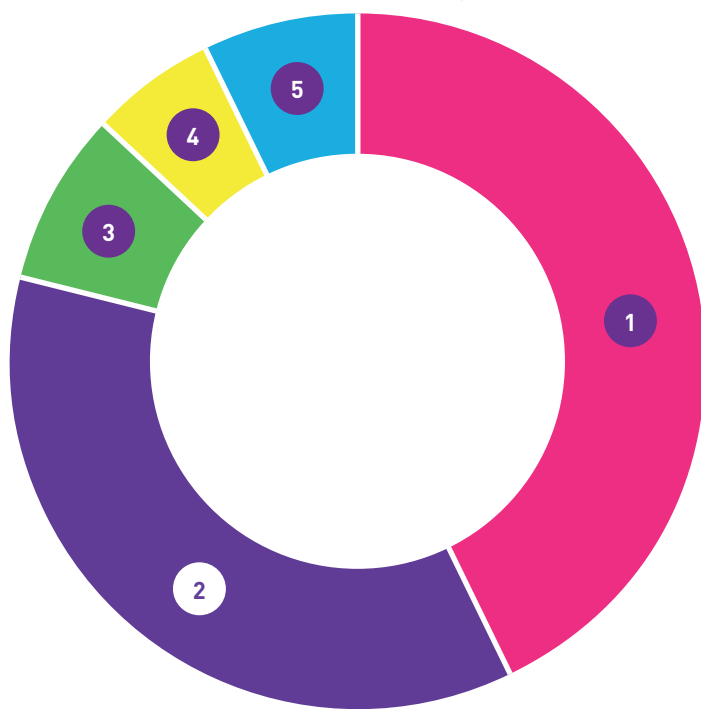
Pride's Got Talent 2019, now in its fifth year received over 300 submissions with 170 performances across 9 heats,

4 semi-finals and 2 finals held this year at the Apollo Theatre in the West End. 26% of performers were BAME and finalists performed across our stages on the day of Pride, Henry Newbury this year's winner performed at EuroPride in Vienna. Kings, one of our other finalists, is now supporting Lewis Capaldi on his European tour.

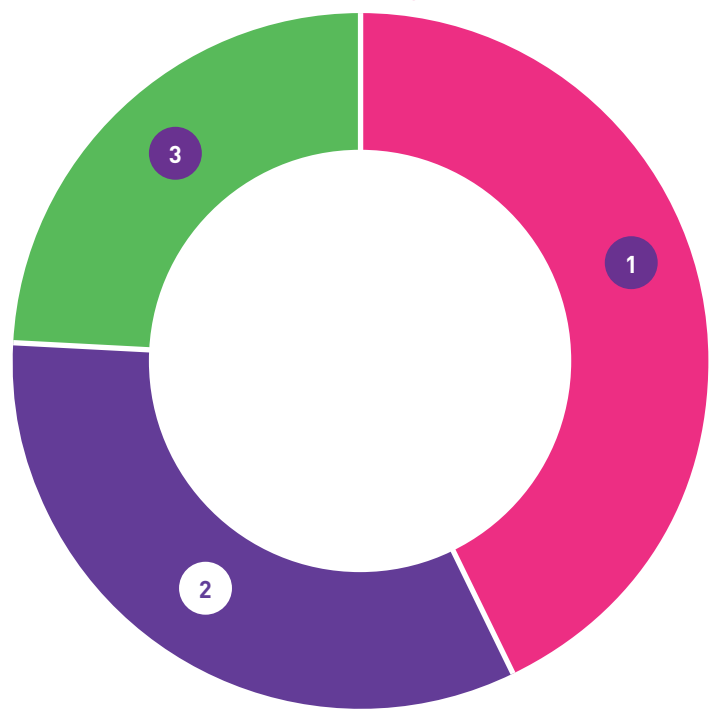


On stage representation

Gender Identity



Ethnicity



1	Male 43%
2	Female 36%
3	Non Binary 8%

4	Trans 6%
5	Prefer not to say 7%

1	White / Caucasian 43%
2	BAME 33%
3	Mixed Groups 24%



Accessibility

For decades, Pride in London and our predecessors have been committed to ensuring that people with disabilities have equal access and participation at Pride events including the Parade and other events happening on Pride Saturday. Pride in London has been a champion for the disability movement and we recognise the importance of ensuring we are accessible to all members of our community.

Our accessibility provision includes holding events in accessible venues, providing BSL and speech to text interpretation, 50 dedicated Access volunteers, a Changing Places Mobiloo, wheelchair charging points, a hop-on/hop-off coach in the Parade, guaranteed Parade space entry in the nominated quieter access area, viewing areas on the Parade route, Trafalgar and Leicester Square, service animal rest area, infra-red headphones and supported quiet spaces 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.

For hundreds of events that take place before the main Pride weekend, (including the Pride Festival, Prides Got Talent, Pride boxing etc.), we ensure that the website is honest about the provision available. We haven't always got it right, but we do commit to listening, engaging and getting better and we use our experience to inform some of the groups we work with, such as the GLA.

In 2016 Pride in London contracted the accreditation organisation Attitude is Everything to audit the provision for people with disabilities. In our first year Pride was awarded Silver status which was repeated in 2017. We were delighted that in 2018 our focus on this area was recognised with a Gold accreditation and we're now proud to confirm that in 2019 we maintained this status making us the first Pride to achieve Gold accreditation for two successive years.







Marketing

50 years of queer revolt

Our 2019 marketing campaign set out to demonstrate that Pride still packs a punch 50 years after the Stonewall uprising, widely acknowledged as the start of the Pride movement.

As Pride events globally found their own way to mark this milestone, Pride in London celebrated 50 years of queer revolt through the #PrideJubilee: a uniquely London way to mark the people and moments that have defined the Pride movement.

Half a century in two minutes

Our campaign film, featuring an entirely LGBT+ cast, moved through some of the defining moments of the last half a century of queer activism. Starting at the Stonewall uprising, the film took a journey through London's first Pride in 1972, the AIDS crisis, Section 28, the lifting of the ban on LGB people in the armed forces, equal marriage and ended on a powerful protest scene with the characters united under a banner saying 'Trans rights are human rights' - clearly acknowledging the fight is not yet over.

This proudly defiant film was seen by 2.9m during its launch spot on Channel 4, and received a total of 9.7m views across TV, Facebook, Twitter and on-demand video.



The moments that defined a movement

In a series of 20 films, community groups spoke about the 'Jubilee Moments' that stood out for them from the last 50 years. Among them, Boon Temple recalled the moment she stormed the BBC Six O'clock News to protest Section 28, FTM London remembered the origins of Transgender Day of Remembrance, AIDS Memory UK looked back at the impact of the AIDS epidemics in the 1980's and 90's, and Switchboard LGBT+ spoke about their response to the Admiral Duncan bombings. In total we filmed with 160 people from Switchboard LGBT+, AIDS Memory UK, Wandsworth LGBT Forum, Stonewall FC, Albert Kennedy Trust, Royal Navy, Gay Liberation Front, Boon Temple, FTM London, House of Rainbow, Tesco, Barclays, Budweiser, Amazon Music, PwC, CMS and Delta / Virgin Atlantic.

The moments chosen by these groups were subsequently transformed into a series of beautiful photographs for our outdoor advertising campaign, delivering nearly 60 million impacts across the two-week campaign.

Trans rights up in lights

We were given advertising space in 2019 valued at over £1.5m, and once again included Piccadilly Lights which was donated to us for a whole hour during the Parade. This allowed us to show messages of protest and activism for thousands to see, including 'Trans Rights are Human Rights' and 'Bisexual is Beautiful' among 20 other statements. Photos of the messages on the screen were shared far and wide by community activists.

A digital home for Pride

In May 2019, Pride in London launched a new website, featuring new designs, improved information architecture and entirely new content. Just as accessibility is front of mind in our physical experiences, so it is online, and the new site features a design system that is fully AA accessible. The code quality and security are also A/A+ rated, essential for an organisation of Pride in London's prominence and it is crucial that we are as mindful of the security risks to our digital presence as we are to risks on the day of the Parade.

The site welcomed over 165,000 unique visitors and increased time spent on the site by 40%. 9 in 10 users surveyed found all or most of the information they were looking for and 80% said the information was easy or very easy to find.

We continued to build on the app launched in 2018 and saw 15,000 app downloads in 2019 which included new features. 90% of app users found the app, which homed 164 events, easy or very easy to use.

50 more years

In 2020, our ambition will be to launch another campaign which unites London's LGBT+ community and gives them the platform and megaphone to amplify their own identity, celebrating every single identity as valid and every single queer experience as important and worth being celebrated.

We will continue to harness the generosity of London's media and creativity communities through building partnerships that offer Pride in London reach and impact; we will build our digital presence ensuring we are leaders in innovation; and we will continue to ensure the diversity and authenticity of all Pride in London's marketing and communications.



Communications

Communications in Numbers

- 1,179 articles generated (614 on Parade weekend)
- Instagram followers increased by 21,400 and reached 16 million across 186 posts
- Facebook likes increased by 7,200 and reached 7.7 million across 630 posts
- Twitter followers increased by 11,500 and reached 17 million across 950 tweets

Social Media

Pride in London is more than an event. It is able to bring focus to social issues impacting the LGBT+ community, highlight charitable and other groups in London and be part of the movement to win hearts and allies, change policies and minds. To this end our presence on social media is critical. London is also a global city, so we have a responsibility that goes beyond our own shores. From studies in previous years we know that our social media posts are viewed, opened and read across the planet – potentially bringing hope to people in countries that don't have equality in law. So this is a very important part of what we are.

In the period between July 2018 and July 2019 our social media following grew by 40,100 people.

- In the period between July 2018 and July 2019 our content reached over 40.7 million people organically
- We increased the amount of LGBT+ news being shared on Facebook and Twitter to help amplify matters through our engaged audience
- On the 2019 Parade day our content received over 2.4 million organic impressions on Twitter (+26% vs 2018)
- On the 2019 Parade day our content reached over 800,000 people on Facebook
- On the 2019 Parade day our content reach over 900,000 people on Instagram delivering 3.1m impressions
- We delivered 3.6 million impressions on Pinterest in 2019 and over 160,000 engagements to a total audience of 1.4 million users
- We worked closely with Pinterest on the new Story Pin format being one of just two organisations to have access to the Beta
- We utilised our channels to help promote other local Pride events to increase awareness in local boroughs
- Our channels helped to promote community lead events throughout the year. These events were verified by Pride in London to ensure they were inclusive with suitable accessibility
- We introduced a dedicated Community Manager to engage with our followers and amplified user generated content as part of our content plan
- Increased utilisation of Facebook and Instagram stories allowed us to share live experiences from community events for those who may have not been able to attend in person
- We helped amplify national and international LGBT+ days via our channels to further enhance their visibility
- We utilised the power of our channels to share petitions against both UK and global negative LGBT+ legislations
- Tweeted photos of the LGBT Political groups as appropriate as part of our campaign work
- Retweeted political stakeholders when timely and relevant to our campaign

Public Relations – Media

Whilst having the second biggest online presence of any Pride event in the world is important, so too is ensuring we are engaging with more traditional media, in terms of TV, radio, magazines and newspapers. This is an incredibly important way of getting our messages out there, to support our campaigns and call for change. What the team of volunteers achieves here – as it is with online – is incredible. In 2019 we gained:

- Over 1,200 pieces of press coverage about Pride in London - including 1,000 on the day itself
- 26.6million estimated coverage views - that's 1 in 3 people in the UK
- Articles covering Pride in London were shared more than 200,000 times on social media
- Our TV interviews with the likes of BBC News, ITV News, Channel 4 News and Sky News were watched by 9.5million people





It is not just the Pride event we promote into the media. This year we also worked with a variety of groups to secure coverage about the following, on social and traditional media:

- Secured extensive press coverage for the Act of Remembrance on the 20th anniversary of the Admiral Duncan bombing, including an op-ed piece on the Huffington Post - this raised awareness of the vigil and drove attendance
- Worked with community groups to raise awareness of the Chechnya human rights protests outside the Russian Embassy, as well as the Brunei death penalty protests outside the Dorchester Hotel
- Promoted the launch of the Pride Jubilee Souvenir Guide created by the Gay Liberation Front, including an op-ed piece from GLF member Andrew Lumsden on the Huffington Post
- Highlighted the authenticity of our Strategic Partnerships through a number of high-profile TV interviews with the likes of BBC News and Sky News
- Drove sign-ups for our Fundraising activities and Events programme through widespread national, consumer and LGBT+ press coverage

Political Engagement

To secure media coverage we had to be authentic about the issues we raise, this means also ensuring that we're engaging politicians and civil servants over our concerns. In a world where LGBT+ equality remains under threat, with the potential for people to go backwards or belittle the repression and intimidation some are suffering we focused on the following:

Government Equalities Office (GEO)

- One face to face meeting with John Peart, Senior Policy Adviser for LGBT Policy
- Attended the first ever government summit on the LGBT action plan
- Continued engagement with special advisor on women and equalities to secure ministerial attendance at key Pride in London events including the Gala Dinner and Parade

- Organised for the first female Defence Secretary and Minister for Women and Equalities, Rt Hon Penny Mordaunt MP, to take part in the Parade alongside the Mayor of London, Sadiq Khan.

Inclusive sex education

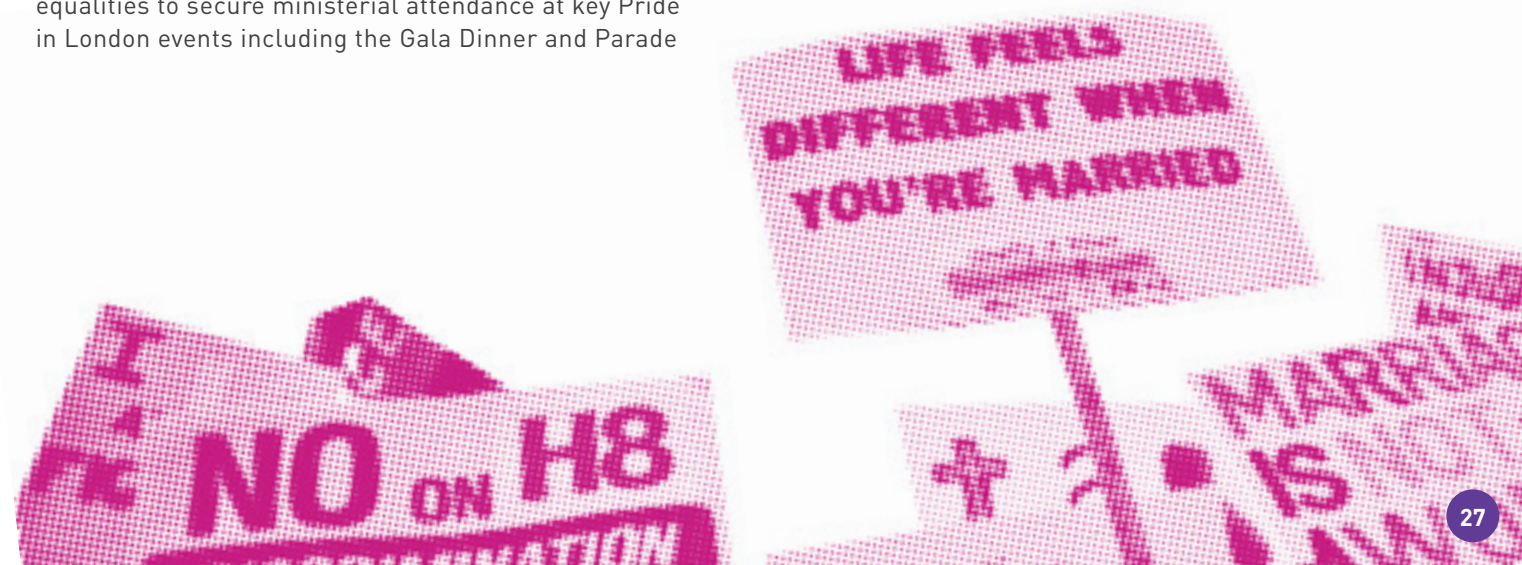
- Letters sent to all London MPs, Council leaders and the Mayor of London raising the increase of hate speech in relation to inclusive sex education
- This resulted in a positive response from the Mayor, including press coverage in Pink News
- We also highlighted the issue across our social media channels

PinkNews Pride reception

- We co-hosted the PinkNews Westminster Pride Reception
- Our Co-Chairs spoke at the event about the ongoing importance of Pride and the need for legislative change to introduce equal marriage in Northern Ireland, support inclusive same-sex education and tackle hate crimes and speech.
- Given speakers at the event included the Health Secretary (Matt Hancock) and Shadow Foreign Secretary (Emily Thornberry), along with the Environment Secretary at the time (Michael Gove) and Speaker of the House of Lords (Norman Fowler), and was attended by multiple MPs, this was an important moment to rally support and highlight Pride in London's political edge.
- We were pleased with the way this partnership developed with PinkNews.

Party leaders

- The Public Affairs team also liaised with and then we tweeted out videos about LGBT+ issues recorded by the Prime Minister, the Leader of the Opposition and the Leader of the Liberal Democrats



Stages

The team programming the stages worked hard to secure great talent that represented LGBT+ communities, and could be seen, heard and enjoyed by the 1.6m people who attended Pride this year. The Mayor of London, Renee Zellweger, Sir Ian McKellen, Amber Hikes and many others spoke about the need for equality, to keep campaigning to make the world a better place and why we needed to support each other and stand together in the face of bigotry and hatred. Activists were also joined by a range of musicians, singers and performers who entertained the crowds.

At the same time as growing the Women's Stage in Leicester Square, maintaining the Cabaret Stage in Dean Street and ensuring those in Trafalgar Square also saw a great show, we introduced a World Area in Golden Square. One of our strategic priorities for 2019 was to increase the visibility of Black, Asian and Minority Ethnic (BAME) LGBT+ people, in order to do this we worked in partnership with JUICE and it was a strong first year for the new World Area. We ensured that people from the BAME community made up 33% of the 177 performers across all our stages; 6% of the total performers identified as trans, the largest number to date.

Amongst the performers was Leo Kalyan, who said:



So proud to have brought this queer Asia experience to Pride in London World stage, it's taken me a long time to bring all the different parts of my identity together, but I am finally here.



Billy Porter who flew in specially to perform said:



Pride is always a place where I come to be reenergised, it has always been a protest as much as it is a celebration. Pride in London was an exhilarating experience and I cannot wait to be back next year!





Marisha Wallace performed with the London Gay Big Band on Trafalgar Square. The Waitress star said:

“**It was a truly memorable experience.**”

Renee Zellweger who is ally to the LGBT+ community and appeared on Trafalgar Square to launch her new film JUDY. Renee said:

“**This was my first time at Pride in London and it was thrilling – absolutely thrilling. I want to come back next year! we have far more things to worry about in the world than who people choose to love.**”



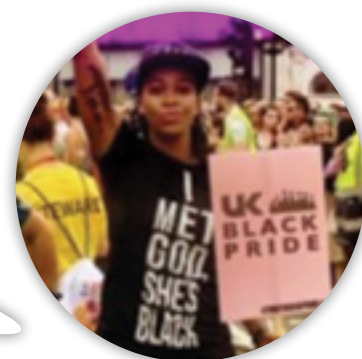
Four of Diamonds who performed on our Women's Stage arrived from LA and felt the love from the audience in Leicester Square. They said:



“**It was such an honour to perform at this years 2019 London Pride on the Women's Stage in Leicester Square. We're huge supporters of the Pride community and have attended the event in previous years, so to have performed to a huge crowd and be featured on the big screen in Piccadilly Circus was an unforgettable moment for us.**”

Amber Hikes creator of the Philadelphian Flag and Chief Equality Officer at the ACLU, was proud to attend Pride in London and UK Black Pride. Amber said:

“**I never thought I would see the day when the beautiful Philly Flag was on the big screen at Piccadilly Circus!**”



Finances

Whilst some Pride events charge large entry fees for park-based events, we pride ourselves on being free for most people attending. We can only do this by managing our income and expenditure very closely. We carefully scrutinise our spending and work closely with our suppliers to get good deals. This is only possible if we have solid budgeting processes that enable us to understand the funding requirements and financial consequences of the Pride Saturday, Festival and associated events.

Given every element of Pride in London continues to grow we require excellent financial stewardship and our Finance Team provides just that. Each year they seek efficient ways to deliver the event by working closely with each team, in particular the Operations Team, our production company Innovision, and the events management team. Managing costs across multiple suppliers, and income across a range of platforms is not easy. We also want to ensure that we put something into reserves every year to help us ensure we can run Pride in the future. Pride in London now requires £1.3m per annum to fund the event, we have a blend of funding sources so that we're not too exposed to just one revenue stream. We are grateful to all the businesses and people that have supported us in 2019 and to the dedicated, hard working Fundraising and Strategic Partnerships Teams, who work all year round to make Pride possible.

Income sources



48%

**Corporate
Partnerships**

£658k



7%

**Mayor
of London**

£100k



45%

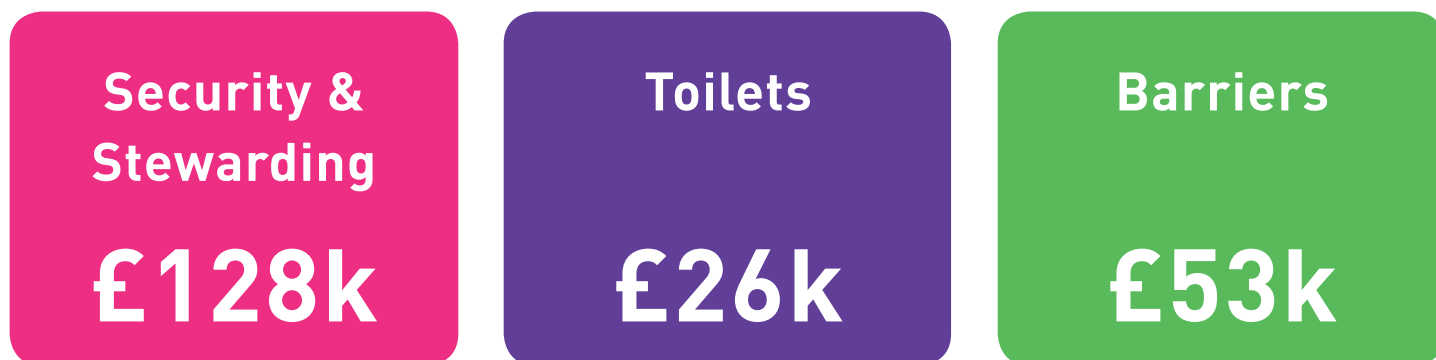
**Fundraising
& Sales**

£621k

To ensure that we are following best practice and complying with relevant law, Pride in London appointed independent auditors Menzies LLP to audit the financial statements for calendar year 2018. They are reassured that our finances and budgeting is in accordance with relevant company and financial regulations. Pride in London have reappointed Menzies LLP to perform the 2019 financial audit.

Moving forward into Pride 2020 we will be implementing a detailed review of the organisational and financial structure to better safeguard the future of Pride in London in years to come. This is particularly important as we head towards our 50th anniversary and our growing costs as the event gets bigger and people expect more from it. We will also review whether we can establish a community fund to utilise an element of the surplus generated for making grants to LGBT+ community organisations in London.

Expenditure

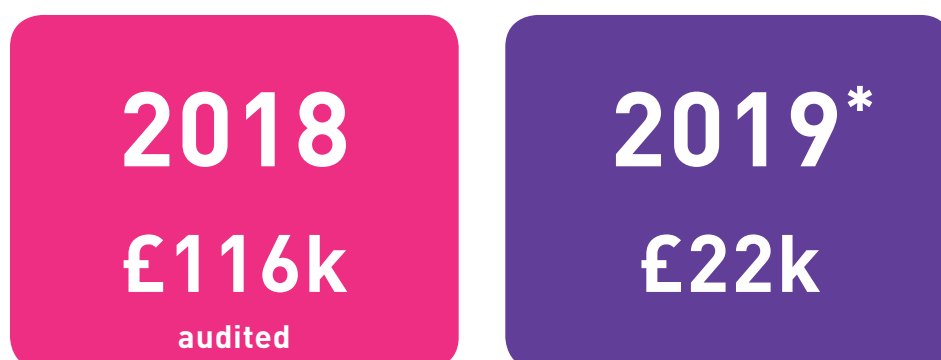


Why have a reserve?

It is prudent for Pride in London to accumulate a reserve, its best practise within the charitable sector as it safeguards the event for the following reasons:

- Reserves allow us to effectively manage our cash flow which fluctuates due to the seasonal nature of the organisation. Pride in London is an organisation which runs all year round and we continue to have running costs after the event
- Accumulated reserves are essential to cover any significant unexpected costs in the future, in the meantime accumulated reserves generate interest income
- All reserves generated are reinvested in the organisation or our charitable objectives
- We are currently reviewing the use of reserves towards a community fund to support LGBTQ+ organisations

Reserves Generated



*at the time of this report 2019 figures are unaudited and therefore subject to change following the annual audit process.



Fundraising

In 2019 fundraising made up £203,000 of our income after costs. A wide variety of fundraising activities took place throughout the year as we wanted to increase the different ways people could get involved and support us by either donating, attending an event or getting sponsored.

Our 'challenge events programme' included the Pride Boxing event now in its third year and introduced the Pride in London 10K which was held in Hyde Park and saw over 450 participants take part.

The Gala Dinner continues to be an important fundraising event and we ensured it engaged the wider LGBT+ audience and represented the diversity of our community. Stephen K Amos hosted for a second year and was joined by fantastic keynote speakers Edward Eninnful and Munroe Bergdorf. All of whom helped us bring to life the Pride Jubilee and celebrate how far we've come in 50 years since the Stonewall uprising.

We also held Pride Quizzes, bingo nights, worked with some of our partners to hold events and on the big day itself went out on the streets asking for donations from the public. This alongside our new digital fundraising campaign generated almost £50,000 of income after costs.

Thanks again go to our fantastic community Pride Partners: KU Bar, KU Soho, SHE Soho, TGI Fridays, Henson's Bar at Mimi's Hotel, Kiss the Hippo Coffee, Rosa's Thai Cafe in Soho and Seven Dials, Balans Soho Society, Sushi Samba, Nine Lives, Circa, Barrio Soho, Columbia Sportswear and Two Brewers.

In 2020 we will continue to build on the success and learn more from these income streams, along with looking at how we can engage better with our supporters.

Our retail and merchandise team teamed-up with ASOS and created a new line of Pride in London T-shirts which we sold alongside our Pride Jubilee themed merchandise. Our Pop-Up shop returned for another year, in a new Seven Dials location and was brilliantly supported by Shaftesbury PLC and the Portas Agency.

Breakdown below reflects net income and therefore takes into account the costs of fundraising.

**Donations
& Events**

£66k

**Gala
Dinner**

£72k

**Merchandise
& Retail**

£65k

Strategic Partnerships

Each year it is essential for Pride in London to secure funding from a variety of sources to ensure that it remains free for all to attend. Unlike one-off marches, or events that only contain one element (e.g. are just a march, no stages in different squares), Pride must provide a large amount of infrastructure and that costs money. Since the previous Pride organisation collapsed in 2012 we have built relationships with companies and organisations that are committed to promoting equality and ensuring that their colleagues are able to be their true-self at work. Through our events, such as Pride in the City, we have helped bring companies who are just embarking on the journey, together with those who are already putting LGBT+ rights at the heart of what they do.

In the build up to this year's Parade much attention was drawn to how we select our partners, and rightly so. We challenged ourselves about what support they provide us and what measures are being taken to ensure that those we choose to collaborate with are in-keeping with our values.

As a result of our review, and in light of questions being asked of us, we enhanced our already rigorous selection process by initialising an LGBT+ Ethical Policy that all our partners must sign and agree to as part of their contractual obligations with Pride in London. This policy provides us with confidence that these businesses have the correct internal recruitment procedures, opportunities and ethics

that include and equalise LGBT+ people across their business operations; and, coupled with the reviews already in place by our Community Advisory Board and our Board of Directors, proves for a robust and sensible way of partner selection.

Given more than 60% of people feel unable to be 'out' as their authentic selves within the workplace, we are proud to partner with organisations who elevate their employees and celebrate their identities and differences. Many companies are on a journey, learning how to better recruit and support LGBT+ colleagues, we think it's important that Pride acts as a catalyst for that and brings together people to share their experience and help others improve.



Congratulations to you and the Pride in London team for organizing the largest Pride in London ever! I participated in most of the day's events and I have to say this was definitely the best Pride I've ever been to.

Facebook



Pride in London 2019 was a record-breaking year for Strategic Partnerships, allowing us to invest further in the operational delivery of the event, allocate additional funds to develop new areas across the footprint and give support to our organisation's financial reserves, helping to safeguard Pride in London for next year. We also increased the number of partners from 31 to 35.

We were delighted to welcome Tesco as our new Headline Partner, who also provided more than 2,000 lunches and recyclable water bottles for our volunteers on the day.

We were also thrilled to see the steps taken by a newcomer - Budweiser, in pro-actively supporting sustainability by providing a limited-edition range of reusable cups, printed and designed with flags representing inclusive, bi, non-binary, gender-fluid, transgender, pansexual, asexual, lesbian and intersex pride.

Pride in London also welcomed, for their first year, Just Eat to our partner partner roster who gave specific support for Pride's Got Talent enabling the final of the event to be held at The Apollo Theatre. This gave the finalists a fantastic experience and they'll all be able to say they've performed in the West End!



Congratulations on a job well done. I cannot wait for Pride 2020.

Edwardian Hotels, London







As we continue to grow and develop as both an event and organisation, optimising what we do, how we do it and how we work with partners is vital to our continued success. Therefore, we once again enlisted the help of Nielsen - the global leader in commercial partnership opportunities for event organisations (their work has included advising on the value of the FIFA World Cup). Nielsen have concluded that the calibre of event we orchestrate in London stands us amongst some of the biggest and best Prides in the world, putting us in the same league as events that have a much larger and paid for staff, such as New York. This is a huge acknowledgement of what's been achieved by our volunteers. They have advised that:



Associating with this [Pride in London] iconic property and the opportunity to be a part of something unique [...] transcends other similar event propositions.

Nielsen Sports



We are delighted to be informed that such is the prowess of our brand equity and event prestige that, according to Nielsen Sports, we are amongst the highest rankings of similar events across culture, music, sport and entertainment in the world, with our current trajectory likening our partnership offering to events such as the BAFTAs and London Fashion Week. We shall take what we've learned from Nielsen into account when agreeing deals with partners in the future.

We continue to receive considerable pro-bono support from our partners, including our long-time Legal Counsel CMS, who once again provided more than £100,000 in legal support, advice and meeting rooms on a weekly basis. We also received additional pro-bono support from PwC, Facebook, Edwardian Hotels, Shaftesbury and WeWork – without their support we would have been less successful and have spent more. We remain hugely thankful to the Mayor of London for his ongoing commitment and support of our event, once again the Greater London Authority gave £100,000 in support of Pride in London.



The leadership and organization of Pride in London was once again awesome this year!! Support from our contact Costas was fabulous!

Enterprise



So, 2019 was another year of solid growth for Pride in London's Strategic Partnerships, delivered in an authentic way that supports the wider remit of the Pride movement. We continue to learn and work alongside our great partners and we look forward to taking new ideas forward into 2020.



Strategic Priorities 2020

1. Pride in London is committed to playing our part in the future health and wellbeing of our planet. We have already taken a number of steps towards reducing our environmental impact, including:

- signing the OneLess pledge, which encourages London to go to single-use-plastic free
- working with the Refill app team at City to Sea to enable volunteers and participants to refill water
- ceasing our use of plastic-based glitter (and only selling bio-degradable glitter in our Pop-Up Shop)
- banning the use of flyers, stickers or balloon releases along the Parade route
- significantly reducing the number of buses allowed on the Parade, subject to accessibility needs
- not allowing diesel ice cream vans on the event footprint

Having declared a Climate Emergency in 2019, we will (within the scope of our remit, financial sustainability and without detriment to the cultural heritage of Pride):

- Investigate ways in which we can build on the actions we have already taken to reduce our environmental impact
- Explore best practice by other large events with a view to adopting what is practicable
- Identify ways to assess our carbon footprint and how we best reduce/ offset this, working in partnership with recognised authorities on the subject matter
- Review criteria for participation in the Parade, in particular to explore ways to hold businesses accountable to not just their support for the LGBT+ community when they take part in Pride, but also their impact on the planet year-round

2. The Parade is the 'jewel in the crown' of London's Pride event. In 2019 we were able to accommodate nearly 600 groups and some 30,000 participants, making it the most diverse to date. Demand continues to outstrip supply of places, and we again had to offer reduced numbers of wristbands to a high proportion of groups. In the coming year, we will:

- Review our application process, criteria for group definition and acceptance and pricing policies to ensure that priority continues to be given to participation by grass-roots LGBT+ community groups and that we address concerns about 'pink-washing'. This will include

looking at the potential for fostering more 'partnering' between community groups and LGBT+ corporate groups

- Investigate ways in which we can make the application process smoother, including announcing the date and opening applications sooner
 - Review and update participation criteria, with guidelines on inclusion, including of allies
3. As per our commitment in response to the anti-trans demonstration last year, we undertook a fundamental review of parade security in preparation for the 2019 event, putting in place a package of new measures to protect participants. Given its location, the route cannot physically be completely secured, and some parade groups have raised concerns that individuals and groups remain able to interrupt/ join the parade at points along the route and expressing a view that this detracts from the experience. In the light of this we will:
- Evaluate the implementation of new security measures
 - Develop and publish new guidelines for people/ groups who wish to counter-protest at Pride in London
 - Review our stewarding procedures to ensure our wristband policy is deployed appropriately
 - Continue to work with our stakeholders including the Mayor of London, Westminster City Council, the Metropolitan Police, Transport for London and others to investigate ways in which we can enhance the Parade
4. Accessibility is at the heart of our event planning and so in 2019 we were delighted to once again retain our Gold status from Attitude is Everything. Attitude is Everything is a disability-led charity with 18 years of experience supporting non-profit and commercial organisations to make what they do more accessible and inclusive for Deaf and disabled people. www.attitudeiseverything.org.uk

Our mission is to make Pride in London accessible to all, and we will continue to work with our advisors and community and delivery partners to identify where we can do more and better. Retaining our Gold status remains a key strategic priority for 2020.

5. Trans and non-binary people are under sustained attack from both within and outside the LGBT+ community. We are especially concerned about the latter, and we will continue to support our trans and non-binary family both vocally and visibly, and to work to build greater unity and understanding of the need to support all those who feel marginalised because of their identity. We will seek to influence public policy in this area, not least with regard to the delayed publication of the Gender Recognition Act consultation.







6. Mental health is a growing concern across the LGBT+ community, and we have been working hard to introduce new provision for both our volunteer team and attendees at Pride in London. In 2019 we introduced a new volunteer welfare team, provided training on well-being and supported the launch of Shout, a new text-based service which offers support to those in need of it. For the first time, we had a dedicated welfare team on the streets of London checking in on our 1,000 on-the-day volunteers. We again partnered with Switchboard LGBT+, promoting the vital services they deliver and with Soho Angels, who offer information, support and a safe space to those who need help while out at night. We are hugely grateful for this partnership and for the work they do year-round. In 2020 we are looking to once again expand what we do to meet this need in our community, and will be exploring the viability of a new, alcohol-free 'Quiet Pride' area for those who want to be a part of the event but who prefer to stay away from the crowds.
7. With the 50th anniversary of London's first Pride event only 3 years away, we are increasingly conscious of the need to understand better how we meet the needs of our LGBT+ elders. We owe them a tremendous debt; they are the ones who paved the way for the freedoms and rights we now all enjoy and - as a whole community - we need to do more to recognise them. Pride in London is committed to doing our bit and to that end we will consult with groups and leaders in the elders' community to identify where and how we can make changes in 2020 and beyond - to increase the profile of older LGBT+ people at Pride in London and to improve their experience of the event.
8. Showcasing grassroots talent on our stages is an important way in which we show our support for London's artistic LGBT+ communities. Having made a successful move to the West End for the finals of our Pride's Got Talent finals in 2019, we will be reviewing, revamping and relaunching the format for the competition for 2020, with a view to reaching a wider audience. As ever, we will be working with community bars and venues in the heats.
9. Our research tells us that people want Pride in London to extend beyond the summer festival and Parade day. We will therefore be exploring opportunities and demand for events at different times of the year, and in 2020 will also launch a major new initiative to help promote events run by community-led groups and LGBT+ venues, to show our commitment to LGBT+ spaces and promoters. We will also be looking to engage with local boroughs, specifically with a view to encouraging them to take part in our annual Festival.
10. A key goal for 2020 and beyond is to develop closer relationships with key strategic partners. Pride in London is a member of the UK Pride Organisers Network (UKPON), the European Pride Organisers Association and InterPride, and we were represented at the 2019 AGMs of all three bodies. We are proud to have been a founder member of UKPON and to have supported UK prides in practical ways since our establishment in 2013, and we will be exploring ways in which we can best share knowledge and resources, and promote the work of Pride in London on a national and international stage.
11. Finally, we will continue to manage our funds responsibly. In six years of operation, we have built reserves of c.£300,000. Good practice suggests we should be aiming to increase this to the equivalent of one year's full operating cost (currently around £1.3M), so we still have work to do to build a financial buffer that would protect Pride in London in the event of unforeseen circumstances. When we first took over the running of London's Pride celebrations we talked about our desire to establish a fund for LGBT+ community groups, to support the important work that grass roots organisations do for diversity and inclusion. Our plan is to launch this fund in 2020, and we will carry out work to develop a clear application process and decision-making criteria. The amount we will invest into the fund annually will depend on our budget for the coming and future years, and will depend on a set of broader financial health conditions which the Board of Pride in London will set.

PRIDE
1969 *Jubilee* 2019
Honouring 50 years of queer revolt



www.prideinlondon.org

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