



Brighton & Hove Pride Annual Review 2014

#FreedomToLive



WELCOME

Brighton & Hove Pride is a Pride to be proud of. Alongside the smiles, sunshine and good times, Brighton Pride's sole ethos is to promote tolerance and diversity within our communities. Supporting our local charities and good causes is the cornerstone of our Pride - a '**Pride with Purpose**'

Firmly established as one of the UK's most popular international Pride Festival, Brighton Pride attracts a diverse demographic audience from across the globe and is singularly the most popular visitor attraction in the City's event calendar.

Pride is as famous, vibrant, popular and utterly unique as our city itself.



Brighton Pride is our Pride. A **Pride with Purpose**.
Pride is more than just a day out, more than a party.
It is a unique opportunity to bring people together
and celebrate the diversity of our communities.



WHY DOES PRIDE MATTER ?

Probably the most frequently asked question when it comes to Pride must be "Why do we need a Pride?" Given the huge improvement in equalities over the last decade with protections written in to law and a legal recognition of our relationships, then it is understandable that some people, including those within the LGBT community, might think that we've won the fight for freedom. However in five counties across the globe homosexuality is still punishable with the death penalty, while a further 70 imprison citizens because of who they are.

Brighton Pride will continue to raise awareness of the plight of Global LGBT communities who do not have the same freedoms that we enjoy in the United Kingdom.

COMMUNITY ENGAGEMENT MEETINGS



As part of Pride's ongoing community engagement a series of meetings will be staged upstairs at Charles Street bar on a monthly basis in the lead-up to Pride 2015.

These meetings are specifically for the community groups and organisations that took part in Pride 2014 or will be taking part in Pride 2015.

Pride has also been engaging with the LGBT Community groups network more details

COMMUNITY ACCESSABILITY TICKETS



£9 community tickets were made available to parade entries and community groups for Pride 2014.

This policy will remain in place for Pride 2015

Children under 12 are free with accompanying Adult.

People may volunteer to help Pride for as little as two hours and receive a free ticket.

Free tickets are also made available for those who are unable to volunteer and can be applied for through the Rainbow Fund.

THE EVENTS



Community Parade



Pride Festival



Pride Village Party



Rainbow Run



Pride Dog Show



Pride Arts & Film Festival



FACTS ABOUT BRIGHTON PRIDE

121
*Acts
across 6 stages*

160,000
*Parade participants
and spectators*
(Police estimates, 2013)

95,000
*attendees
to Park Festival and
Pride Village Party
over 2 days*

£110,000
*raised for LGBT
community groups
since 2013*

2,100,000
website views

47,000
Facebook likes

10,100
Twitter followers



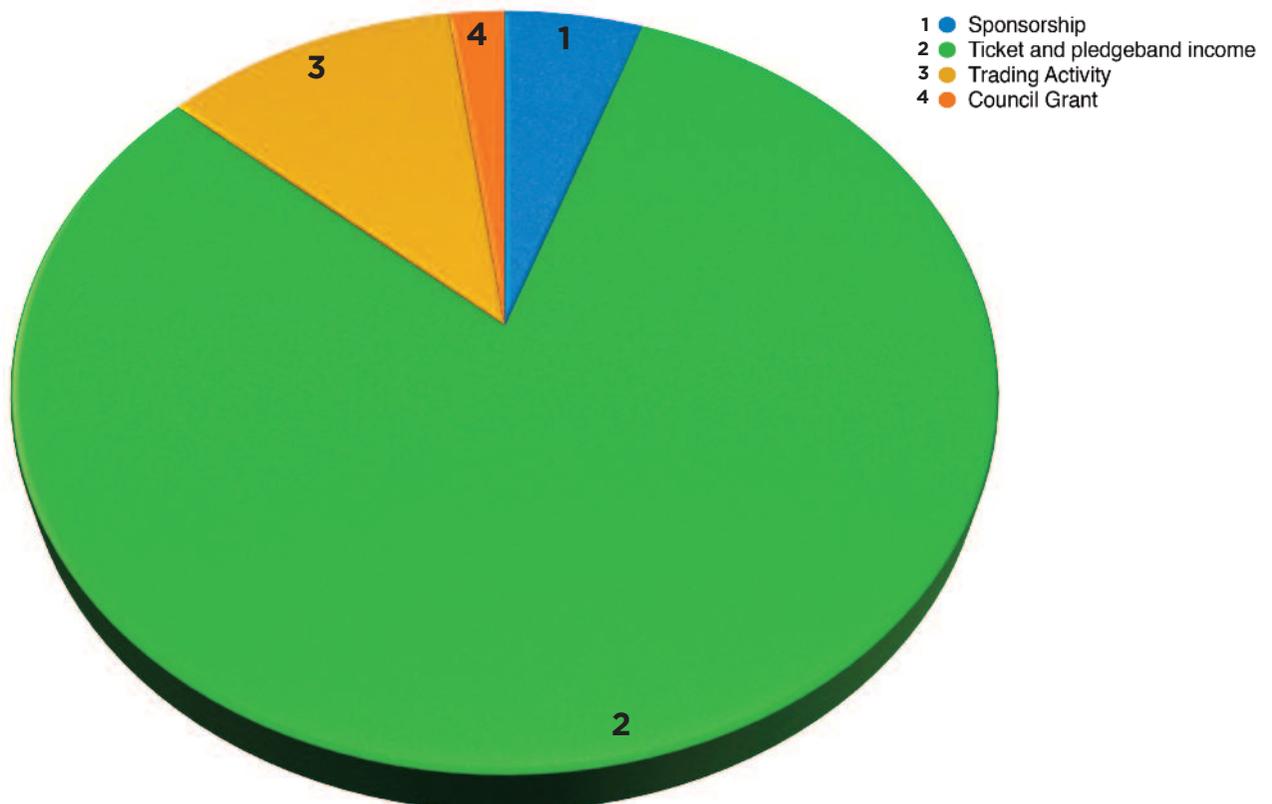
REVENUE

Sponsorship
£61,900

Ticket and pledgeband income
£929,985

Trading Activity
£131,000

Council Grant
£25,000





PRIDE EXPENDITURE

Production Costs & Entertainment

£479,993

including sound and lighting (£51,190), crew (£33,477), toilets (£25,685) and waste management (£15,685)

Security & Traffic Manag't

£85,055

Event Catering

£7,788

Police

£8,381

St John's

£18,324

Design & Website

£9,046

Pride Village Party Costs

£61,026

Advertising

£25,588

Staff

£44,655

Freelance staff

£19,773

Administration

£24,253

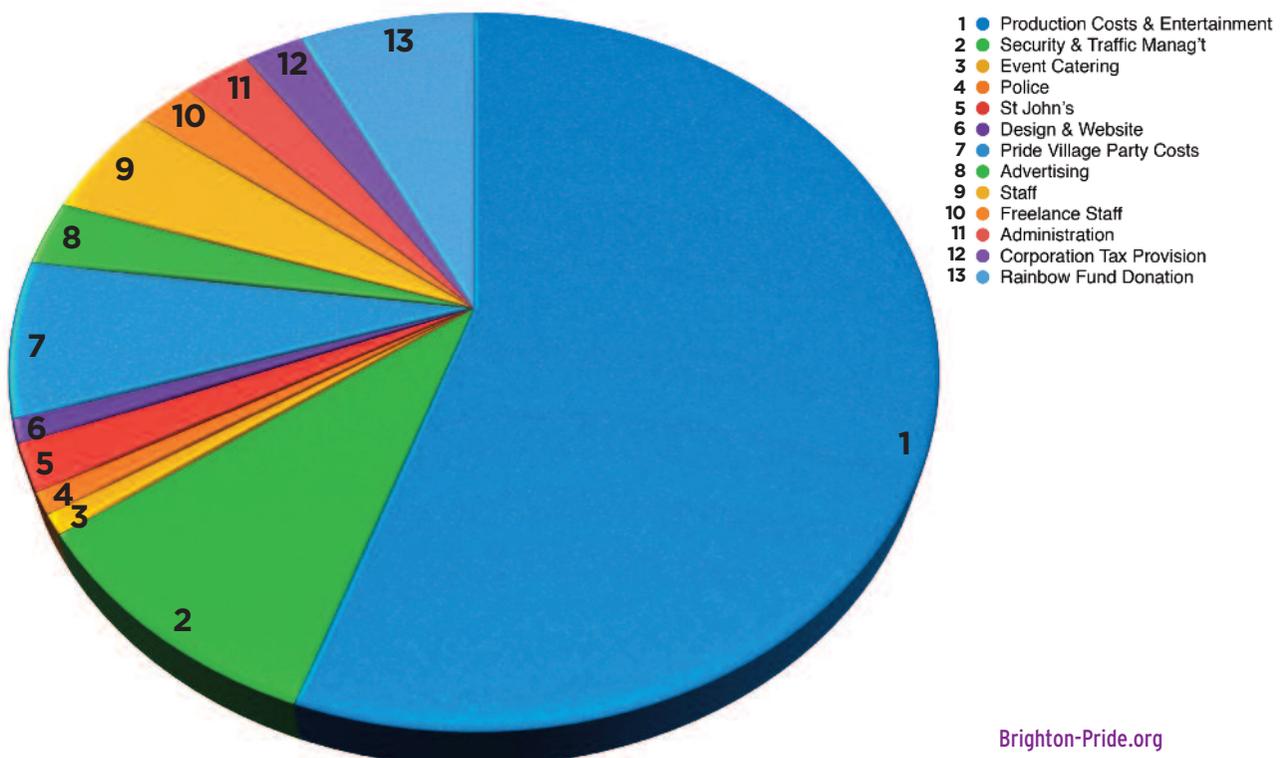
including Office Space, Overheads, Utilities, Fixtures and Fittings

Corporation Tax Provision

£21,305

Rainbow Fund

£63,000





PRIDE VILLAGE PARTY SUPPORT & FUND RAISING

includes contributions, sponsorship, £1 Rainbow Fund donations and other fund raising

Legends	£6,619.00	Pride Welcome Centre	£1,664.00
Wild Fruit	£4,695.00	Online	£3,859.00
New Steine Hoteliers	£2,000.00	Box Office	£13,292.00
Charles Street	£1,861.00		
Revenge/Bar Revenge	£1,610.20		
The Bulldog	£1,410.00		
The Marlborough	£1,363.00		
Brighton Rocks	£1,357.00		
A-Bar	£1,281.63		
Marine Tavern	£1,274.00		
Audio	£1,251.00		
co-op st james	£1,171.00		
New Madeira Hotel	£1,079.00		
Prowler	£1,018.00		
Morrisons	£1,000.00		
Tesco	£1,000.00		
St James Tavern	£779.00		
The Queens Arms	£757.00		
Neighbourhood	£701.00		
Nice & Naughty	£700.00		
Kings Arms	£699.00		
Mucky Duck	£679.00		
The Zone	£679.00		
Poison Ivy	£579.00		
Black Dove	£578.00		
Subline	£557.00		
The Latest Music Bar	£544.00		
Betty La Las	£526.00		
Bar Broadway	£511.00		
Girls Weekender	£500.00		
Corner Café	£492.00		
Bella Cafe	£479.00		
Izzy	£479.00		
Sussex Beacon	£400.00		
The Royal Oak	£300.00		
Sawadee	£250.00		
Morris & Jacques	£100.00		
Matt Alber gig	£85.00		
Ambassador	£50.00		
Witchez Café Bar	£21.00		



Total amount raised

£110,000

since 2013

CHARITY PARTNERS



Pride has its routes in the community and in the last two years has raised £110,000 for local good causes.

Groups benefitting this year include Allsorts Youth Project who provide vital support for young people; MindOut who deliver pioneering work for people with mental health issues; GEMS and Older & Out both organisations who are providing essential social networking and support opportunities for older people and the LGBT Community Safety forum who this year delivered the Accessibility Matters project making Pride more accessible and safer for disabled, blind, deaf and older people.

COMMUNITY FUNDS

In addition to Pride's continued commitment to our fundraising for the Rainbow Fund, it is our mission to establish a community fund from Pride's additional activities. Pride will work with community organisations to develop projects and ideas that could be of social benefit to the wider community.





RAINBOW FUND GRANTS

This year Pride raised a record amount with almost £65,000 being donated to the Rainbow Fund allowing more community groups than ever to be supported.

Peer Action received

£5,000

for activities and treatments for people with HIV.



Allsorts Youth Project received

£5,000

*for a Trans youth worker for the Trans*formers youth group.*



Older & Out received

£4,360

for activities for older LGBT people.



MindOut received

£5,000

for a weekly peer support group.



FTMB received

£4,313

for core running costs for 2 years.



LGBT Community Safety Forum received

£5,000

towards hate crime advocacy and support including continued British Sign Language training for volunteers.

Blueprint 22 received

£5,000

for development of online social networking for young people.



Sussex Beacon received

£5,000

for an alcohol-related health project for people with HIV.



GEMS received

£5,000

for activities for older gay men.



LGBT Switchboard received

£2,500

for domestic violence training for Switchboard counsellors.



Out in Brighton received

£2,500

towards LGBT radio training and equipment costs.



Lunch Positive received

£5,000

towards food costs, venue, volunteers and a new Sunday lunch pilot.