



2021

ANNUAL REPORT



www.readingpride.co.uk

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Message from the Chair

The year 2021 was one that will not be forgotten, for a number of reasons. However, strength comes from marching forward and supporting one another in times of need.



The first thing you've probably noticed is that this document has been designed for display on computer screens, tablets or phones.

Previously we had printed copies of the annual report, but as part of our ongoing commitment to reduce our environmental impact, we have optimised this for electronic viewing.

Following the tragedy in Reading in 2020 with the loss of James, Joe and David, and the COVID pandemic continuing into 2021, the prospect of holding Reading Pride was always in the balance.

While some preliminary planning was possible, the large scale planning that we normally undertake was very much off the table.

Following the roll-out of the vaccines and the relaxing of COVID measures the go-ahead for the event was received quite late in relation to the event, and it was all hands on deck.

However, the remarkable work of the committee meant that an event that is normally planned in detail over a 10 month or so period, was done in about 2 months. This is feat is remarkable in itself. Given the situation, this meant that costs were going up, and availability of equipment went down, as many organisations and festivals rushed to put on events in the remainder of 2021.

What is even more remarkable, is that despite the immense pressures, competition and lack of time, Reading Pride still finished the financial year with a modest surplus, and created an event which was very much needed by the community.

We still managed to look at how we can bring the community together. In 2021, it was the first year that we invited Mayors from the neighbouring towns which lead to the parade being led for the first by a "Chain-Gang" of Mayors! We were also joined for the first time by The High Sheriff of the Royal County of Berkshire.

We also saw a more diverse range of attendees visiting our festival, which is based on survey data collected after the event. Around 49% of our attendees that visited the festival identified as gay or lesbian, 19% identified as straight and 18% identified as bisexual, which meant the remaining groups (16%) identified as other sexualities. This is a trend which is increasing from year to year.

We also saw a decrease in attendees identifying as cisgender, with a decrease from our 2019 event of 88% to 79% in 2021. I am speculating that creating a safe space for everyone and focussing on the "+" in LGBT+ is being translated into an increase attendance from genderfluid, transgender and non-binary individuals, and individuals who do not identify as cisgender.

We saw the introduction of Pride In U, which was an area run by the NHS focussing on mental health issues, and the introduction of a kink and fetish area which provided information and education in this area.

While Reading is still trying to heal from the tragedy that struck in 2020, and the COVID pandemic which hasn't really gone away, the future is probably more unpredictable than either.

We remain proud that we are able to create an event which is free at the point of entry and allows everyone to attend as their true authentic selves.

Paul Britt - Chair of Reading Pride

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MyUmbrella

MyUmbrella started the year with their annual Transgender Day of Remembrance Vigil. Due to the level of uncertainty and continued lock-downs we decided to do this a virtual event by putting together a 90 minute feature film premièred across social media.

We would like to thank Lucy Hewes and the Rock Choir for giving us access to their music library in order to facilitate the "Remembering our Dead" section of the vigil, a lot of the processes used were taken from Digital Together that took place a month before.

At this time we also decided to put a pause onto the Live podcast due to our limited human resources.

Between April and November we brought back our podcast "Under The Brolly" with new host Hannah Phillips, a popular trans activist and YouTuber in a new monthly pre-recorded format. The first three episodes were filmed over Zoom whilst we were still in the fourth lock-down, we then moved it to in-person on the fourth episode when it was safe to do so following all the required health and safety guidelines for video production.

We particularly would like to thank Reading International Solidarity Centre (RISC) and The Roseate Hotel for allowing us to film there for free in a COVID-19 secure manner.

The team decided not to attend any other Pride events due to a high number of cancellations and level of uncertainty in planning the logistics with the exception of our own. For this reason, the accounts will show a nil value for a number of items with the primary income coming in from the Love Unites festival and the online shop.

We would also like to thank the Wendy's employees at the then newly opened Reading branch for nominating us for their "Community Giving Program" and for being chosen as the winning organisation, to which we received a \$5,000 grant (£3,669 after exchange rate). Noticeably we were the only one based in the UK to win the grant.

Plans are now underway for how we will make use of this grant, and we look forward to covering this in next year's annual report.

Christina Dearlove

Project Team Leader

Kerry Kleis

Project Team Leader

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Legal Status

The organisation was incorporated as a company on 11 February 2004 and registered as a Charity on 2 July 2007.

Reading Pride has a Charity Number 1119891 and Company Number 05041291.

Registered Address: South Street Art Centre, 21 South Street, Reading, Berkshire, England, RG1 4QU

Directors (who are also Trustees) served during the year:

Paul Britt - Chair

Kirsten Bayes - Vice Chair

Andrew Adams - Secretary and Acting Treasurer (re-elected May 2021)

Sarah Hacker - Trustee

Sophia James - Trustee (re-elected May 2021)

Michael Russell - Trustee

Bankers:
RG1 7QA,

Metro Bank, Broad Street Mall, 201 Broad St, Reading

The Co-Operative Bank Plc, P O Box 250, Delf House,
Southway, Skelmersdale, WN8 6NY

Independent Examiner: Rachel Eden, Holy Brook Associates

Financial Year: The financial year covered by this report runs from 1st
November 2020 to 31st October 2021.

Photography: Thanks to Amelie Bee, Kerry Kleis, Pride Pics and
Robbie Dee for the photos of our event used in this
report.

Copyright: Copyrights of images belong to their respective
owners.



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Profile of Reading Pride Trustees



Paul Britt Chair of Trustees

Paul has been a trustee of Reading Pride since 2009, with a break in 2013. He works as an Associate Director in Global Regulatory Affairs for a large multi-national healthcare company and is also a signed

producer to Universal Music Europe. As a keen musician, composer and producer, he works on a variety of genres of music fusing pop with classical. He is very much an advocate for creating opportunities for new and emerging talent in the local area. He supported a member of the community to fulfil this vision, with the introduction of the Pride Alive stage, which gave a platform for local talent to perform.

Paul has been campaigning almost 25 years for equality, and equal rights for all, including the repeal of Section 28, marriage equality and equal age of consent. He is committed to ensuring that the equal rights in law are also reflected in society.



Kirsten Bayes Vice-Chair of Trustees

Kirsten joined Pride as a Trustee in 2016. She has been involved with LGBT+ groups for more than twenty years and is a former Deputy Leader of Reading Council.

Kirsten works as Local Outreach Coordinator for Campaign Against Arms Trade (CAAT). Prior to joining CAAT, she worked in industry, in marketing and IT management, and as a business school lecturer.

She is on the boards of several non-profits, including Reading-based Nuclear Information Service, for whom she is Vice Chair.

She is one of the founder members of Open Table at Reading Minster and is a Churchwarden at St Luke's, in Redlands Parish, Reading.



Andrew Adams Secretary of Trustees & Treasurer

Andrew has been involved in Reading Pride for over 10 years, leading the development of our parade into a new expanded format, joining the board as a Trustee in 2013 and taking up the role of Treasurer in 2017.

Having grown up in Northern Ireland, he studied at the University of Reading, serving Chair of the RUSU LGBT group for two years. Now working as a project manager in the rail industry, Andrew brings broad industry experience including regulatory compliance, Health and Safety management and event logistics.

Beyond Pride, Andrew is active in local politics and has been a parliamentary candidate, gaining significant experience in local government liaison and stakeholder engagement.



Sarah Hacker Trustee

Sarah has been patron of Reading Pride since 2016. She is a lifelong equality campaigner and ally to the LGBT+ community in Reading for many years both as a councillor and Mayor.

As a trustee she will bring her energy, commitment and networks to help grow Reading Pride and ensure it represents all communities within Reading.

Sarah is also an active trade unionist and equality rep. She believes Prides should continue to be political events with active participation and support from trade unions and local parties. There is still a lot to fight for and, together, we will achieve equality for all the LGBT+ community.



Sophia James Trustee

Sophia is the Lead Councillor for Neighbourhoods and Communities taking a lead on community safety and equalities issues across Reading.

She is a lifelong equality activist and

has been involved in a number of campaigns and projects including LGBT History Month, Black History Month, Reclaim the Night and creating a Disability Equality Week at university. She also co-runs the LGBT Meet-Up Group and is part of the Reading Carnival organising committee.

In the past Sophia has served as a trustee of a students' union and governor of a local school. She currently manages an outreach project at a local university.



Michael Russell Trustee

Michael first got involved with Reading Pride as a volunteer at the 2007 festival and loved the event so much that he joined the committee in preparation for the 2008 festival. At first he managed the website but over the years this

gradually included managing the social media, digital marketing and recently supporting the newly formed MyUmbrella committee. In 2017 Michael was also elected as a Trustee.

During a nine-month break in 2013 Michael continued to support the LGBT+ community through work with local charity Support U helping them put on important fund-raisers when they launched.

Outside of volunteering, Michael has been involved in the web/IT industry for over 15 years and is currently a PHP Developer for a Laravel development studio that delivers bespoke software to both industry and end-customers.

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Statement from the Treasurer

Objects

Reading Pride exists to champion diversity and inclusion with the Thames Valley and beyond. The running of our annual Parade & Festival accounts for the vast majority of income and expenditure. With no property assets or employees, running costs and overheads remain very low.

Reserves

Significant expenditure is required in advance of the Pride Festival to secure equipment and suppliers. It is the Trustee's intention to continue to ensure reserves of a minimum of 25% of annual turnover of the charity.

Risk Review

The COVID-19 pandemic did not have a significant financial impact on Reading Pride in 2020 due to our late position in the Pride calendar, having made no significant expenditure in relation to the 2020 festival. The ongoing management of the pandemic presents significant risks to be managed for the 2021 festival.

Looking ahead, the challenges of maintaining income from corporate and third sector sponsorship against a challenging economic background, and rising costs of equipment / suppliers for the festival with front-loaded costs, remains the principle risk. The charity continues to turnover the majority of income to expenditure within a yearly cycle, with solid reserves and no debt.

Trustee's Responsibilities for the Financial Statements

Charity and Company Law require the Trustees, who are also the Directors of Reading Pride, to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the Charitable Company at the balance sheet date and of its incoming resources and application of resources, including income and expenditure for that period. In preparing those financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis, unless it is inappropriate to assume that the Charity will continue in business.

The Trustees are responsible for keeping financial records, which disclose with reasonable accuracy at any time, the financial position of the Charity and that enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence must take reasonable steps for the prevention and detection of fraud and other irregularities. This report was approved by the Board on the 25 July 2022.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

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Statement from the Independent Examiner

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect,:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

A handwritten signature in black ink, appearing to read "Rachel Eden".

Rachel Eden

ACMA (Chartered Institute of Management Accountants)

Holy Brook Associates, Curious Lounge, 1st Floor, Pinnacle Building,

Tudor Road, Reading, England,

RG1 1NH



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	2021	2020		2021	2020
Turnover					
Income: Alcohol Tenders	7,442	0	MyUmbrella Expense: Other Printing	18	0
Income: Bank Interest Received	0	(1)	MyUmbrella Expense: Podcast	26	0
Income: Corporate Donations	13,850	2,785	Pride Cost: Back Stage Costs (Food, Chairs etc)	1,373	0
Income: Donations	7,067	18,466	Pride Cost: Banners, Site Signage & Decorations	2,016	0
Income: Market Stall (Food Trader Pitch Rent)	3,000	0	Pride Cost: BSL Interpretation	1,340	0
Income: Market Stall (Optional Extras)	1,597	0	Pride Cost: Entertainment Acts	14,396	0
Income: Market Stall (Pitch Rent)	4,900	0	Pride Cost: Fencing	3,542	0
Income: Membership Sales	30	80	Pride Cost: First Aid Cover	950	0
Income: Pride Day Donations	4,972	0	Pride Cost: General Expenses	966	8
Income: Pride Plus	2,583	0	Pride Cost: Health & Safety	111	0
Income: Sponsorship	29,218	3,995	Pride Cost: Hire of Equipment	11,378	0
MyUmbrella Income: Donations	244	443	Pride Cost: Insurance	1,804	0
MyUmbrella Income: Sales	68	110	Pride Cost: Licences	140	0
Total Turnover	74,970	25,879	Pride Cost: Security	8,297	0
Cost of Sales			Pride Cost: Stage & Sound	9,979	0
Cost of Generating Funds: Other	716	8	Pride Cost: Toilets & Facilities	5,495	0
Cost of Sales: Merchandise	500	0	Pride Cost: Van / Trailer Hire	737	0
Donations to other Charities/Groups	1,000 ¹	571	Pride Cost: Volunteer/Committee Costs Incl. Clothing	2,907	0
Expense: Advertising	494	93	Pride Cost: Waste Management	1,468	0
Expense: Printing - Poster & Leaflets	104	0	Pride Cost: Website Running Costs	507	292
MyUmbrella Cost: Digital Marketing	0	174	Total Cost of Sales	70,394	1,317
MyUmbrella Cost: Stall/Event	100	71	Gross Profit	4,577	24,562
MyUmbrella Cost: Stock & Supplies	27	101			

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	2021	2020
Turnover		
Bad Debt Expense	0	256
Expense: Accountancy & Audit Fees	602	600
Expense: Bank Charges or Fees	675	28
Expense: Company Administration	871	160
Expense: Food & Drinks Costs for other Events	1,183	0
MyUmbrella Expense: Travel & Accommodation	0	146
Total Administrative Costs	3,331	1,190
Operating Profit	1,245	23,372
Profit on Ordinary Activities Before Taxation	1,245	23,372
Profit after Taxation	1,245	23,372
Assets		
Bank		
Metro Bank Reading	38,907	45,233
MyUmbrella: Cash Float	223	20
PayPal	3,310	1,832
Petty Cash Account	32	221
SumUp	147	147
The Co-operative Bank	614	614
Total Bank	43,233	48,066
Current Assets		
Trade Debtors	3,807	-452
Total Current Assets	3,807	-452

	2021	2020
Non-current Assets		
Event Equip Deposit	129	0
Total Non-current Assets	129	0
Total Assets	47,169	47,614
Liabilities		
Current Liabilities		
Accruals	300	300
Creditors control account	3,689	0
Historical Adjustment	26	26
Rounding	-1	-1
VAT	-5,421	-41
Total Current Liabilities	-1,406	284
Total Liabilities	-1,406	284
Net Assets	48,576	47,330
Equity		
Current Year Earnings	1,245	23,372
Forbury Fund	15,978	15,978
Reserves: Unrestricted Funds	31,352	7,980
Selwyn Project Funding	0	571
Total Unrestricted Equity	31,352	23,959
Total Restricted Equity	15,978	15,978
Total Equity	48,576	47,330



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Grants

The Charity made a donation during the financial year to Open Hand Open Space Ltd (charity number 1196484) to support 'Beyond Otherness'. This exhibition project gave a platform to young BAME and LGBT+ artists. The ten-day exhibition gave recently graduated artists' work the opportunity to address aspects of social practice related to their identities as BAME and LGBT+ artists and the relationship between art and activism, aesthetics and communication, and how ideas of intersectionality can enrich our understanding and inform our actions.

Declaration of Staff Costs

The Charity did not make any payroll payments during the financial year.

Trustee and Other Related Parties

No payments or reimbursements were made for out-of-pocket expenses to trustees. There were no related party transactions made by the Charity.

Fixed Assets

The Charity held no fixed assets at any time during the financial year-ended 30 October 2021.

Investment Assets

The Charity held no investment assets at any time during the financial year-ended 30 October 2021.



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Movement in Equity

	2021	2020	2019	2018	2017
Equity					
Opening Balance	47,330	23,959	19,499	9,666	2,187
Current Year Earnings	1,245	23,372	4,460	9,778	7,454
Forbury Fund	0	15,978	0	0	0
Reserves: Unrestricted Funds	0	-15,407	0	0	0
Selwyn Project Funding	0	-571	0	55	25
Total Equity	48,576	47,330	23,959	19,499	9,666

Other Information

The Charity does not have any material commitments not provided for in the accounts. The Charity has not given any guarantees to third parties. The Charity has not granted or been granted any loans. The Charity did not make any exgratia payments during the year.

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1 Grant to Open Hand Open Space Ltd (charity number 1196484) to support 'Beyond Otherness'.

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Thanks to Our Supporters

We would like to thank and show appreciation to our sponsors and supporters for their help and financial support in making our event possible.



Festival Supporters

