

2022

ANNUAL REPORT



www.readingpride.co.uk

Message from the Chair

MyUmbrella

Legal and Administrative Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent Examiner

Statement of Financial Activities

Profit and Loss for the year ended 31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



Message from the Chair

Now is the time to draw a line in the sand. While we have been celebrating our achievements, it is time to reaffirm our efforts.



Changes are afoot in our country at the moment, and our hard-fought freedoms are now at risk. The equality act, which enshrines our equality in law, is now under attack, and rights which were once a given are now threatened to be rewritten, with the focus of this attack on the trans* community.

Reading Pride stands for every single person that belongs to the LGBT+ community and believes that freedom of expression and to live life authentically and without prejudice is a right that everyone in the UK and around the world should have.

Our festival continues to highlight and celebrate individuals that help the LGBT+ community and fight to ensure that our rights are not taken away and to improve the lives of LGBT+ people in the Thames Valley.

Jamie Wake has been an active member of our community and has worked tirelessly for everyone in Reading for over two decades. Jamie helped to found Pride along with his partner Selwyn in 2003.

Oliwia Budzinska and Jamie Dewson have been pivotal in the visibility of LGBT+ Domestic Abuse and Sexual Assault and in educating the Local Authorities and partners on this subject for Support U.

Kerry Kleis and Sophie Sheehan were recognised for their support and long-term commitment to Reading Pride. Kerry has been supporting pride for photography for many years, and some of her immense amount of work is present in this report. Sophie has been instrumental (no pun intended) in establishing Pride aLive and helping to create an acoustic stage area for LGBT+ people and their allies.

We also recognise the Thames Valley Police family liaison team for their support to the families of David, James and Joe.

Finally, I would like to recognise the work of Martin Cooper, who stepped down from Pride after volunteering for us for 5 years. Martin oversaw pride during a period of significant growth and stewarded our

organisation through various events including Chick-fil-A and following the sad loss of David, James and Joe following the terrible terror attack in Forbury Gardens.

These are just a few of the names of people who are having a positive impact in Reading and the Thames Valley.

Our event continues to maintain its current size and continues to be free at the point of entry. This something I am committed to maintaining and forms the basis of our plans moving forward.

Our financial stability has improved over the years and we welcome many partners and sponsors back to our event year on year. The community vibe for a festival of our size is something that I am proud we have achieved, and we continue to expand the diversity of our offering.

This includes a focus on things like mental health, inclusive sports and our family area in addition to our many stages which enables us to expand the reach of the LGBT+ community and to expand our support and education efforts.

Although we made a modest surplus for this financial year, given the current geopolitical instability we will need to be careful as we shape our organisation for the future, which means that any growth will have to be tempered with environmental sustainability.

A handwritten signature of Paul Britt in black ink.

Paul Britt - Chair of Reading Pride

Message from the Chair

MyUmbrella

Legal and Administrative Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent Examiner

Statement of Financial Activities

Profit and Loss for the year ended
31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



MyUmbrella

MyUmbrella started the year as always with their annual Transgender Day of Remembrance Vigil. Due to the uncertainty of COVID-19 this was planned as a 90 minute film as per the previous year and if we could hold a small gathering on the day that would be extra, fortunately we were able to and would like to thank, then, Mayor of Wokingham, Keith Baker for his attendance and his kind words:

"I just would like to say thank you for inviting me. I will go back to my council and my councillors and actually be able to explain a lot of what I have seen. Clearly not the emotion as that is very personal.

I am going to encourage my future mayors after me when I step down to come to invites like this, it is important. It is important for people like myself who are not part of the community to understand, we need education. I know we need a lot more but it is a start."

We would also like to thank Lucy Hewes the Rock Choir of Ascot, Bracknell, Henley and Reading for providing us with their music and for Reading Minster Church for providing us a perfect venue for the recording.

For 2022, we started with a new Point of Sale system to manage selling of items on the stall. This change will be reflected in the accounts.

We also decided to cut down the number of Pride's that we are attending. We attended: Witney, Oxford, Weston-super-Mare, BourneFree, Tadley, Warwickshire, Broad Street Mall, Reading.

Our new "The Guide to LGBT+" after two years work by Christina, Charlotte and Paul finally got to print and has been very well received.

Christina Dearlove

Project Team Leader

Kerry Kleis

Project Team Leader



Message from the Chair
MyUmbrella

Legal and Administrative
Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent
Examiner

Statement of Financial Activities

Profit and Loss for the year ended
31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



Legal and Administrative Information

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 (re-elected August 2022)

Kirsten Bayes - Vice Chair (re-elected August 2022)

Andrew Adams - Secretary and Acting Treasurer

Sarah Hacker - Trustee

Sophia James - Trustee

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 2021 to 31st October 2022.

Photography: Thanks to Kerry Kleis, and Sonus Ngok for the
photos of our event used in this report.

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owners.



Message from the Chair
MyUmbrella

Legal and Administrative
Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent
Examiner

Statement of Financial Activities

Profit and Loss for the year ended
31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



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.



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.



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.



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.



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.



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.

Message from the Chair

MyUmbrella

Legal and Administrative
Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent
Examiner

Statement of Financial Activities

Profit and Loss for the year ended
31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



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

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 01 May 2023.

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.

Message from the Chair
MyUmbrella

Legal and Administrative
Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent
Examiner

Statement of Financial Activities

Profit and Loss for the year ended
31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



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.

Rachel Eden
ACMA (Chartered Institute of Management Accountants)
Holy Brook Associates, Curious Lounge, 1st Floor, Pinnacle Building,
Tudor Road, Reading, England,
RG1 1NH



Message from the Chair

MyUmbrella

Legal and Administrative
Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent
Examiner

Statement of Financial Activities

Profit and Loss for the year ended
31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



Statement of Financial Activities

Profit and Loss for the year ended 31 October 2022

	2022	2021		2022	2021
Turnover			MyUmbrella Cost: TDoR Vigil Event	199	0
Income: Alcohol Tenders	6,717	7,442	MyUmbrella Expense: Podcast	0	26
Income: Corporate Donations	3,200	13,850	Pride Cost: Back Stage Costs (Food, Chairs etc)	2,113	1,502
Income: Donations	3,430	7,087	Pride Cost: Banners, Site Signage & Decorations	602	2,016
Income: Market Stall (Food Trader Pitch Rent)	4,500	3,000	Pride Cost: BSL Interpretation	2,140	1,340
Income: Market Stall (Optional Extras)	1,517	1,547	Pride Cost: Entertainment Acts	13,295	14,396
Income: Market Stall (Pitch Rent)	9,656	4,900	Pride Cost: Fencing	5,060	3,542
Income: Membership Sales	30	30	Pride Cost: First Aid Cover	0	950
Income: Pride Day Donations	5,849	4,972	Pride Cost: General Expenses	3,269	966
Income: Pride Plus	3,240	2,583	Pride Cost: Health & Safety	0	111
Income: Sponsorship	60,049	29,218	Pride Cost: Hire of Equipment	7,922	11,378
MyUmbrella Income: Direct Sales	37	68	Pride Cost: Insurance	3,375	1,804
MyUmbrella Income: Donations	20	194	Pride Cost: Licences1	1,449	140
MyUmbrella Income: SumUp PoS Sales	1,588	0	Pride Cost: Market Stall Direct Costs	933	0
Total Turnover	99,832	74,890	Pride Cost: Media cost for Event	78	0
Cost of Sales			Pride Cost: Parade Costs	504	0
Cost of Generating Funds: Other	500	716	Pride Cost: Pride aLive Stage	2,500	0
Cost of Sales: Merchandise	0	500	Pride Cost: PridePlus Enclosure Costs	3,837	0
Donations to other Charities/Groups	300	1,000	Pride Cost: Security	7,957	8,297
Expense: Advertising	1,291	494	Pride Cost: Stage & Sound	20,516	9,979
Expense: Printing - Poster & Leaflets	69	104	Pride Cost: Toilets & Facilities	5,325	5,495
MyUmbrella Cost: Assets	123	0	Pride Cost: Van / Trailer Hire	863	737
MyUmbrella Cost: Food & Drink	5	0	Pride Cost: Volunteer/Committee Costs Incl. Clothing	5,998	2,907
MyUmbrella Cost: Guide to LGBT+	1,700	0	Pride Cost: Waste Management	1,235	1,468
MyUmbrella Cost: Other Printing	20	18	Pride Cost: Website Running Costs	305	507
MyUmbrella Cost: Stall/Event	102	100	Total Cost of Sales	93,917	70,522
MyUmbrella Cost: Stock & Supplies	333	27	Gross Profit	5,915	4,367

Message from the Chair

MyUmbrella

Legal and Administrative
Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent
Examiner

Statement of Financial Activities

Profit and Loss for the year ended
31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



Profit and Loss for the year ended 31 October 2022 (cont.)

	2022	2021
Turnover		
Expense: Accountancy & Audit Fees	608	602
Expense: Bank Charges or Fees	583	675
Expense: Company Administration	1,235	871
Expense: Food & Drinks Costs for other Events	0	1,183
Expense: Travel	379	0
MyUmbrella Expense: Travel & Accommodation	216	0
Total Administrative Costs	3,021	3,331
Operating Profit	2,894	1,036
Profit on Ordinary Activities Before Taxation	2,894	1,036
Profit after Taxation	2,894	1,036



Balance Sheet

	2022	2021
Current Assets		
Bank		
Festival: Petty Cash (Andy)	472	32
Metro Bank Reading	42,332	38,857
MyUmbrella: Cash Float (Mikey)	329	223
PayPal	1,882	3,310
Stripe GBP	1,277	0
SumUp	0	147
The Co-operative Bank	634	634
Total Cash at bank and in hand	46,926	43,203
Trade Debtors	7,029	3,747
Total Current Assets	53,954	46,950
Creditors: amounts falling due within one year		
Accruals	300	300
Creditors control account	5,515	3,689
Historical Adjustment	(179)	26
Rounding	(1)	(1)
VAT	(2,941)	(5,431)
Total Creditors: amounts falling due within one year	2,694	(1,416)
Net Current Assets (Liabilities)	51,261	48,367
Total Assets less Current Liabilities	51,261	48,367
Net Assets	51,261	48,367
Capital and Reserves		
Current Year Earnings	2,894	1,036
Forbury Fund	15,978	15,978
Reserves: Unrestricted Funds	32,388	31,352
Total Capital and Reserves	51,261	48,367

Message from the Chair

MyUmbrella

Legal and Administrative
Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent
Examiner

Statement of Financial Activities

Profit and Loss for the year ended
31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



Grants

The Charity made a donation during the financial year to Pride Priders in support they have provided for many years. This payment was made in lieu of paying for Litter Pickers and helped to cover the costs of Pride Priders to attend our event and offer their valuable support.

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 2022.

Investment Assets

The Charity held no investment assets at any time during the financial year-ended 30 October 2022.



Message from the Chair

MyUmbrella

Legal and Administrative Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent Examiner

Statement of Financial Activities

Profit and Loss for the year ended 31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



Movement in Equity

	2022	2021	2020	2019	2018	2017	2016
Equity							
Opening Balance	48,367	47,330	23,959	19,499	9,666	2,187	3,130
Current Year Earnings	2,894	1,036	23,372	4,460	9,778	7,454	(1,434)
Forbury Fund	0	0	15,978	0	0	0	0
Reserves: Unrestricted Funds	0	0	-15,407	0	0	0	0
Selwyn Project Funding	0	0	-571	0	55	25	491
Total Equity	51,261	48,367	47,330	23,959	19,499	9,666	2,187

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.

Notes

1 The PRS licence cost covers both the festival in 2021 and 2022, as the amount for 2021 is reported in the 2022 accounts

Message from the Chair

MyUmbrella

Legal and Administrative Information

Profile of Reading Pride Trustees

Statement from the Treasurer

Statement from the Independent Examiner

Statement of Financial Activities

Profit and Loss for the year ended 31 October 2022

Balance Sheet

Grants

Declaration of Staff Costs

Trustee and Other Related Parties

Fixed Assets

Investment Assets

Movement in Equity

Other Information

Notes

Thanks to Our Supporters



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

Jan Bastable

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