

2023

ANNUAL REPORT



www.readingpride.co.uk

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Message from the Chair

IT IS NOT GOODBYE, BUT CHEERIO



As we reflect on the past year, it is clear that our commitment to equality and justice remains as important as ever. The LGBT+ community continues to face significant obstacles, but our perseverance to fight for our rights and freedoms continues. The Equality Act, a cornerstone of our legal protections, continues to be under threat, with particular focus on the trans* community. Yet, we stand firm in its dedication to safeguarding the rights of all individuals to live authentically and without prejudice.

Our festival remains a highlight of the year bring focus to those who tirelessly support the LGBT+ community in the Thames Valley. We have once again seen numerous individuals go above and beyond in their efforts to improve the lives of LGBT+ people.

Sarah Wilmott was the recipient of the Selwyn Jones Award, for pulling the community together to organise a fundraising event for Marco who has been struck with severe illness and had to lose one leg.

Jo Docherty received the Alice Driver Award, who support many individuals to thrive and be part of the LGBT+ community, get ready for jobs and more.

Charlie Parham received the Love Unites award for the amazing work share has done with our individuals for Reading Pride.

These individuals, among many others, have made a positive impact in Reading and the Thames Valley. Our event continues to thrive, maintaining its size and ensuring it remains free at the point of entry—a commitment I am determined to uphold.

Financially, we are in a strong position, welcoming back many partners and sponsors. Our community vibe is something we are immensely proud of, and we continue to expand the diversity at our Love Unites festival. This includes a focus on mental health, inclusive sports, and a family area, alongside our various stages. These areas help us increase

our reach and improve our support and education efforts.

I am also proud of TDoR (Trans Day of Remembrance), which is organised by MyUmbrella. This events shines a spot light onto the Trans* community which continues to be marginalised by the politicians and the press. Bringing together the community to recognise and remember those who are no longer with us.

This year, despite the surplus we achieved, we remain cautious in the face of ongoing geopolitical instability. As we plan for the future, we are mindful that growth must be balanced with environmental sustainability and the political landscape we find ourselves in.

Reading Pride continues to be a vital event for our community, providing a safe space where everyone can express their true, authentic selves. Despite the unpredictable future, I am proud of the resilience and strength of our community, and we look forward to continuing our work together.

I was first a trustee in 2008, and with a short break, I have been a trustee continuously since 2014, and the Chair of Trustees since 2017. During this time I have seen an enormous change in the organisation, for which I am incredibly proud.

It is with a heavy heart, that the festival in 2024, will be my last year as a trustee and Chair of Trustees for Reading Pride. You will be seeing changes over the coming year, as we slowly transition to new leadership, and I wish for them to continue the amazing journey that has been started. It isn't "Good-bye" from me, but "Cheerio".

Paul Britt

Paul Britt - Chair of Reading Pride

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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

Sarah Hacker - Trustee (re-elected 30 May 2023)

Sophia James - Trustee

Michael Russell - Trustee (re-elected 30 May 2023)

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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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 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.



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 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, but will work to increase this to 40%.

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 25 July 2024.

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.

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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	2023	2022		2023	2022
Turnover			Pride Cost: Back Stage Costs (Food, Chairs etc)	0	2,113
Income: Alcohol Tenders	9,400	6,717	Pride Cost: Banners, Site Signage & Decorations ²	3,052	602
Income: Corporate Donations	4,429	3,200	Pride Cost: BSL Interpretation	2,295	2,140
Income: Donations	3,918	3,602	Pride Cost: Entertainment Acts	24,652	13,295
Income: Market Stall (Food Trader Pitch Rent)	6,200	4,500	Pride Cost: Fencing	0	5,060
Income: Market Stall (Optional Extras)	1,773	1,517	Pride Cost: General Expenses	1,292	3,269
Income: Market Stall (Pitch Rent)	9,482	9,656	Pride Cost: Hire of Equipment & Services ³	61,652	7,922
Income: Membership Sales	30	30	Pride Cost: Insurance	3,639	3,375
Income: Pride Day Donations	7,458	6,016	Pride Cost: Licences	462	1,449
Income: Pride Plus	3,134	3,240	Pride Cost: Market Stall Direct Costs	0	933
Income: Sponsorship	80,675	60,049	Pride Cost: Media cost for Event	208	78
MyUmbrella Income: Direct Sales	60	37	Pride Cost: Parade Costs	0	504
MyUmbrella Income: Donations	40	20	Pride Cost: Pride aLive Stage	0	2,500
MyUmbrella Income: SumUp PoS Sales	250	1,588	Pride Cost: PridePlus Enclosure Costs	0	3,837
Total Turnover	126,849	100,171	Pride Cost: Security	6,453	7,957
Cost of Sales			Pride Cost: Stage & Sound	0	20,516
Cost of Generating Funds: Other	0	500	Pride Cost: Toilets & Facilities	0	5,325
Donations to other Charities/Groups	363	300	Pride Cost: Van / Trailer Hire	0	863
Expense: Advertising	1,420	1,291	Pride Cost: Volunteer/Committee Costs	3,037	5,998
Expense: Printing - Poster & Leaflets	0	69	Pride Cost: Waste Management ⁴	5,490	1,235
MyUmbrella Cost: Assets	0	123	Pride Cost: Website Running Costs	802	305
MyUmbrella Cost: Food & Drink	0	5	Total Cost of Sales	115,714	93,917
MyUmbrella Cost: Guide to LGBT+	0	1,700	Gross Profit	11,135	6,254
MyUmbrella Cost: Other Printing	0	20			
MyUmbrella Cost: Stall/Event	100	102			
MyUmbrella Cost: Stock & Supplies	27	333			
MyUmbrella Cost: TDoR Vigil Event ¹	771	199			

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Surplus and Deficit for the year ended 31 October 2023 (cont.)

	2023	2022
Turnover		
Expense: Accountancy & Audit Fees	616	608
Expense: Bank Charges or Fees	1,947	1,042
Expense: Company Administration	1,972	1,235
Expense: Food & Drinks Costs for other Events	1,920	0
Expense: Travel	758	379
MyUmbrella Expense: Travel & Accommodation	39	216
Total Administrative Costs	7,252	3,480
Operating Profit	3,883	2,775
Profit on Ordinary Activities Before Taxation	3,883	2,775
Profit after Taxation	3,883	2,775



Balance Sheet

	2023	2022
Current Assets		
Bank		
Festival: Petty Cash	377	472
Metro Bank Reading	16,936	42,332
MyUmbrella: Cash Float	452	329
PayPal	977	1,882
Stripe GBP	7	1,277
SumUp	0	86
The Co-operative Bank	634	634
Total Cash at bank and in hand	19,383	47,011
Trade Debtors ⁵	36,287	7,029
Total Current Assets	55,669	54,040

Creditors: amounts falling due within one year

Accruals	300	300
Creditors control account ⁶	17,034	5,515
Historical Adjustment	26	26
Rounding	(1)	(1)
VAT	(736)	(2,941)
Total Creditors: amounts falling due within one year	16,623	2,899

Net Current Assets (Liabilities)	39,046	51,141
Total Assets less Current Liabilities	39,046	51,141
Net Assets	39,046	51,141

Capital and Reserves

Current Year Earnings	3,883	2,775
Forbury Fund	0	15,978
Reserves: Unrestricted Funds	35,163	32,388
Total Capital and Reserves	39,046	51,141

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Grants

The charity made several small donations to community fundraising efforts including Thames Valley Positive 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 to Trustees or volunteers except for reimbursement of direct out-of-pocket expenses and travel / accommodation costs. 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 2023.

Investment Assets

The Charity held no investment assets at any time during the financial year-ended 30 October 2023.



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Movement in Funds

	2023	2022	2021	2020	2019	2018	2017	2016
Funds								
Opening Balance	51,141	48,367	47,330	23,959	19,499	9,666	2,187	3,130
Current Year Earnings	3,883	2,775	1,036	23,372	4,460	9,778	7,454	(1,434)
Forbury Fund	(15,978)	0	0	15,978	0	0	0	0
Reserves: Unrestricted Funds	0	0	0	(15,407)	0	0	0	0
Selwyn Project Funding	0	0	0	(571)	0	55	25	491
Total Funds	39,046	51,141	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 TDOR event has grown in scope with significant audio / visual production in advance.
- 2 Accounts merged to include advertising material production. Increased site signage / decoration for larger site.
- 3 Accounts merged / simplified. Now includes costs previously allocated to individual areas / equipment such as Fencing, Pride aLive etc.
- 4 Waste was actively managed on site, requiring significant resource but alleviating hazardous activities for volunteers.
- 5 Significant income outstanding from late Sponsorship agreements - all were paid by end of calendar year 2024.
- 6 Amount reflects Forbury Fund reserved amount pending approval for disposal to Reading Borough Council.

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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.

Headline Sponsor

Thames Valley Park Collective
(Microsoft, Oracle, Coeo, Sanofi)

Main Stage

Unite

Parade

UK Atomic Energy Authority

Pride Plus

Doritos

Pride aLive

SSE

Pride in U

Berkshire Healthcare NHS
Foundation Trust

Inclusive Sports

Zebra

Family Area

Bayer

Festival Sponsors

De Vere, Wokefield Estate (Hotel Partner)
Kensington
Thames Water

Love Unites Supporters

Johnson Matthey
Ikea
Unison (Central and East Berkshire)
Keyloop
BMI

Festival Partners

Robby Dee Photography
Pride Pics
B Radio
Nicely Done
Penta Hotel Reading
Malmaison

Friends of Reading Pride

Blagrove
FOD
Pride Priders
Storage King
Iota Events
PRS for Music
Reading Today
Holy Brook Associates
Reading Borough Council

