

Registered number: 06800285

Charity number: 1141053



**Northern Pride Events Limited**  
(a company limited by guarantee)

**REPORT AND FINANCIAL STATEMENTS  
FOR THE PERIOD ENDED 30 OCTOBER 2024**

**Prepared By:**  
F.E. Laughlin Ltd t/A JC Accountants  
19 Norfolk Street  
Sunderland  
SR1 1EA



Northern Pride Events Limited

**FINANCIAL STATEMENTS  
FOR THE PERIOD ENDED 30 OCTOBER 2024**

**TRUSTEES**

S Bendelow

L Robson

R Murr

J Owen

**REGISTERED OFFICE**

C/O Northern Stage

Barras Bridge

Newcastle Upon Tyne

NE1 7RH

**COMPANY NUMBER**

06800285

**CHARITY NUMBER**

1141053

**INDEPENDENT EXAMINER**

Fiona E Ramsey

F.E. Laughlin Ltd

19 Norfolk Street

Sunderland

SR1 1EA



**ACCOUNTS  
FOR THE PERIOD ENDED 30 OCTOBER 2024**

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## TRUSTEES' REPORT FOR THE PERIOD ENDED 30 OCTOBER 2024

The Trustees present their report and the unaudited financial statements for the period ended 30 October 2024 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

### Objectives and Activities

#### Objectives and Aims

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake in order to further the charitable purposes for the public benefit. These activities are summarised below.

Northern Pride was formed in August 2007 after a brief gap in Pride activities following the closure of Pride on the Tyne. A research project was commissioned and carried out by MET Ltd to establish what the Northeast LGBTQIA+ community would like from a Pride event. These results were fed back into the community in May 2007 and from this feedback a group of volunteers came forward and formed the first Northern Pride committee.

Northern Pride was incorporated as a limited company in 2009 to give the organisation greater accountability and protection and is a registered charity. In 2018 the charity was rebranded, and the new core principles were introduced.

#### Protect

Protect LGBTQIA+ rights already won and champion these whilst supporting the fight to end equality indifferences that remain at home and abroad.

#### Promote

Promote a healthy body and mind through access to support and education for the community and our straight allies.

#### Provide

Provide a series of LGBTQIA+ events including our annual festival to bring communities closer together and celebrate our diversity.

These core principles are the foundations to enable Northern Pride to proudly promote Lesbian, Gay, Bisexual, Transgender, Queer plus, culture through public celebration of our heritage and engaging in education and cultural activities that enrich the community whilst raising awareness of the issue's LGBTQIA+ people face, building mutual respect and working to end homophobia, biphobia and transphobia bullying (HBT) and discrimination.

As an LGBTQIA+ charity the aims of Northern Pride are the promotion of equality and diversity for the public benefit by

- a) The elimination of discrimination on the grounds of sexual orientation, gender identity and expression, and sex characteristics
- b) Advancing education and raising awareness in equality and diversity issues face by LGBTQIA+ people; and



- c) Cultivating a sentiment in favour of equality and diversity to create a safe environment where LGBTQIA+ people can promote and explore their culture and work in the interests of the public benefit to remove any social exclusion.

Northern Pride achieve their aims and objective by holding various events, workshops, seminars and campaigns throughout the year which culminates in the pride festival in July. The first of these pride festivals was held in July 2008 and was attended by over 2,500 people. The three-day festival now includes a March through Newcastle city with entertainment, various LGBTQIA+ safe zones, information stalls, and market stalls at various places, spaces and places in the heart of the city, plus an array of fringe events on the buildup to the festival which now attracts over 40,000 people, with a further 40,000 who are exposed to the content of the festival due to its city location.

### **Significant Activities and Achievements**

In 2023, the festival faced one of its most challenging years, as adverse weather had a devastating impact on the event and on everyone involved — from attendees and volunteers to traders and contractors. The conditions forced us to confront difficult questions about the suitability of a grassed site for Northern Pride, particularly when access and safety must remain our top priorities. While there are options to improve accessibility and resilience for a greenfield site, ensuring these solutions can be delivered sustainably will take careful planning, time, and investment.

Following the 2023 event, the Board undertook a review of recovery options to ensure the delivery of a 2024 programme. During this period, Northern Pride was owed funds by a 2023 supplier who subsequently entered liquidation, resulting in the debt being unrecoverable. Despite this setback, the charity continued to meet its financial commitments while also managing the rollover of ticket sales and processing refunds.

The charity also needed to consider how the UK's political and economic climate in recent years has placed unprecedented strain on Pride events. Reduced support for LGBTQIA+ causes from public bodies and corporate sponsors, increased scepticism toward trans rights, and austerity measures have significantly affected funding. Around 75% of Pride events have seen a drop in corporate sponsorship, with 25% losing more than half of their funding. The withdrawal of multinational sponsors from diversity, equity, and inclusion (DEI) initiatives—often linked to political rhetoric from overseas—has accelerated this trend. Some Pride organisations have ceased operations entirely, citing the economic climate and lack of sustainable funding.

To safeguard operations and ensure long-term viability, Northern Pride implemented a series of strategic changes:

- Diversified income streams, including the introduction of arena ticketing in 2023.
- Expanded the festival format to include a broader range of year-round events.
- Focused on creating localised, accessible experiences for different sections of the community.

A key development has been the move from a grass-field site to a city-centre model. By partnering with established venues that already have the infrastructure and services required, the organisation has been able to significantly reduce expenditure on large-scale site build, temporary structures, and equipment hire.

The transition to the city-centre model has yielded significant and measurable benefits across multiple areas:

- **Cost efficiencies:** By utilising existing venue infrastructure, Northern Pride has substantially reduced expenditure on temporary structures and equipment hire, allowing more resources to be allocated directly towards core charitable objectives.



- Improved accessibility: Central city venues have enhanced access for attendees with mobility needs and mitigated risks associated with adverse weather, ensuring a safer and more inclusive experience.
- Expanded community reach: Hosting the event in prominent, easily accessible city locations has attracted a broader audience, including a notable increase in first-time attendees, who comprised one-third of participants in 2024.
- Positive economic impact: The 2024 city-centre festival generated an estimated £4 million boost to the Newcastle economy, supporting local businesses and suppliers through strategic partnerships and procurement.
- Enhanced audience experience: With multiple venues located within walking distance and free bus travel provided between them, the event's flow and convenience were markedly improved, contributing to high satisfaction scores, with 90% of attendees indicating their intention to return in 2025.
- Broader cultural programming: The use of established city venues has enabled a more diverse and inclusive programme, offering varied experiences tailored to different segments of the community and reflecting the multifaceted nature of Pride.

To ensure the success of the event, Northern Pride increased its communications and marketing budget to effectively promote the substantial changes made. Additionally, the charity engaged an independent third-party evaluation company to conduct a thorough review of the festival's performance, enabling robust and objective analysis.

### **Public Benefit**

The 2024 satisfaction survey showed:

- One-third of attendees were experiencing Pride for the first time.
- 75% identified as LGBTQIA+.
- 70% of returning attendees rated the event better than previous years.
- 90% confirmed they would return in 2025.
- The majority rated the event 8/10 or higher across key metrics

The city model enables Northern Pride to stay true to its charitable focus by ensuring fair pay for artists, creatives, and service providers; maintaining free access to most festival zones; and providing free community outreach services. Ticketing is limited to the Arena, following the successful 2023 model.

While the board remains open to returning to a greenfield site in future, any decision will be made with careful consideration of financial sustainability, accessibility, and the charity's long-term safeguarding.

### **Volunteers**

Our events, including those delivered through digital platforms, rely heavily on the dedication of our fantastic volunteers. Their contributions range from roles such as march stewards on the main day, assisting with on-site collections, and organising fundraising activities, to more involved positions on the main committee as coordinators or trustee directors.



Northern Pride events are primarily run by this committed volunteer team, supported by specialist consultants and service providers. In 2024, the Festival Director, previously engaged on contract, continued in the role on a voluntary basis to support the organisation through the transition to the city-centre model, helping to manage financial challenges following the 2023 event cancellation.

## **FINANCIAL REVIEW**

### **Financial position**

General fund income in the period was £146,391, primarily from grants, market stall fees, training fee, donations and sponsorships. Expenditure was £126,855, resulting in a net income of £19,536 (31 October 2023: net loss £1,662).

### **Reserves policy**

At 30 October 2024, reserves are -£12,040 (31 October 2023: -£31,576) due to the organisation running as a not-for-profit organisation whilst taking particular care to ensure the charity achieves its objectives and satisfies its creditors.

### **Going concern**

In 2022, changes in the financial climate led to fluctuations in supporter and sponsor income, underscoring the urgent need for Northern Pride to diversify its revenue streams to secure long-term sustainability.

Since 2018, we have experimented with various ticketed fundraising events on Friday nights, including the 2022 'Launch Party,' which involved a significant investment aimed at generating income through ticket sales. Despite successful delivery and positive attendee feedback, the event's income did not exceed the production costs, resulting in a negative balance carried forward into the following financial period.

For the 2023 festival, we introduced a hybrid ticketing model—requiring tickets for certain attractions while maintaining free entry across other areas, supported by a substantial grant from the North of Tyne Combined Authority. This approach has been carefully monitored to balance financial risk with the delivery of a high-quality event experience. Whilst on the build-up to the event was promising, the impact of the 2023 cancellation was too great for this to be realised.

The pivotal move to hosting the festival in city-centre venues has dramatically improved the charity's financial outlook. Leveraging existing infrastructure has reduced costs substantially and increased accessibility, allowing for a more sustainable model. Following the success of the 2024 event, the upcoming 2025 festival is poised to build on this momentum, presenting a much healthier financial picture for the charity.

With these developments, Northern Pride has transitioned from facing potential going concern risks to a more secure and stable position. The Board continues to collaborate with financial and sector experts to further reduce financial risks and focus resources on fully funded activities that deliver vital community outreach in line with the charity's constitution, particularly important in the current challenging environment for many in the LGBTQIA+ community.



### **Plans for future periods**

Northern Pride's return to the city for the 2025 festival marks a significant milestone in the charity's journey towards sustainability and growth. The successful partnerships forged with local venues, delivery partners, and fellow charities have been instrumental in driving this positive transformation. These collaborations have not only enhanced the festival experience but have also enabled Northern Pride to operate with greater financial stability and community impact. As a result, the charity is enjoying a substantially improved outlook, positioning itself strongly for continued success while deepening its commitment to serving and celebrating the LGBTQIA+ community.

### **Funds in debit**

The general fund was in debit at the end of the period by £12,040.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The Directors of the Company are also Trustees of the Charity. Eligibility for membership of the Charity and membership of the Board of Trustees is governed by the memorandum and articles of association. There are no restrictions in the governing document on the operation of the charity or on its investment powers other than those imposed by Charity law.

The organisation is governed by a Board of Directors, which consists of nominated members. The Board is responsible for the management and control of the Charity and overall direction of its work.

The Directors have the power to co-opt new Directors as set out in the Memorandum and Articles of Association.

### **Induction and Training of Trustees**

Our HR Director continues to monitor our onboarding process for all volunteers, committee members and Directors. This includes relevant operating procedures, confidentiality agreements and other governing documents.

### **Risk management strategy**

The Trustees have assessed the major risks to which the Charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks.

The trustees regularly review risks and uncertainties. To ensure early mitigation of risks the trustees continually monitor and review financial status and forward forecasts on a quarterly basis.



## REFERENCE AND ADMINISTRATIVE DETAILS

Charity Name: Northern Pride Events Limited  
Charity Number: 1141053  
Company Number: 06800285  
Registered Office: C/O Northern Stage, Barras Bridge, Newcastle Upon Tyne, England, NE1 7RH

The Trustees, who are also the Directors for the purpose of company law, and who served during the period were:

S Bendelow  
L Robson  
R Murr  
J Owen

None of the trustees received remuneration or other benefit from their work with the charity. Any connection with the charity must be disclosed to the full board of trustees in the same way as any other contractual relationship with a related party. In the current period no such related party transactions were reported.

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

### Exemptions from Disclosure

There are no exemptions from disclosure.

### Funds Held as Custodian Trustee on Behalf of Others

There are no funds held as Custodian Trustee on behalf of others.

## STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees, who are also the Directors of Northern Pride Events Limited for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

### Statement as to disclosure of information to the independent accountant

In preparing these accounts, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimated that are reasonable and prudent; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

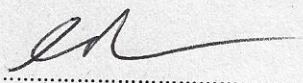
The Trustees are responsible for keeping adequate records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



Northern Pride Events Limited

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

On Behalf of the Board of Trustees



Lynne Robson  
Trustee

Dated: 29/8/25



**INDEPENDENT EXAMINER'S REPORT**

**FOR THE PERIOD ENDED 30 OCTOBER 2024**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF NORTHERN PRIDE EVENTS LTD**

I report to the charity trustees on my examination of the accounts of the company for the period ended 30 October 2024 which are set out on pages 9 to 16.

**Respective Responsibilities of trustees and examiner**

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and 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.

*Fiona Ramsey*

Fiona Ramsey FCA  
For and on behalf of F.E. Laughlin Ltd  
19 Norfolk Street  
Sunderland  
SR1 1EA

Dated 20/8/25



**STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE PERIOD ENDED 30 OCTOBER 2024**

	Notes	30/10/2024	31/10/2023
		£	£
<b><u>Income from generated funds</u></b>			
Donations and legacies	2	49,115	126,008
Other trading activities	3	97,276	241,673
<b>Total Incoming resources</b>		<u>146,391</u>	<u>367,681</u>
<b><u>Expenditure</u></b>			
Raising funds		-	-
Charitable activities	4	126,855	369,343
Other		-	-
<b>Total Expenditure</b>		<u>126,855</u>	<u>369,343</u>
<b>Net (expenditure)/ income and net movement in funds for the period</b>		19,536	(1,662)
<b><u>Reconciliation of funds</u></b>			
Total Funds brought forward		(31,576)	(29,914)
<b>Total funds carried forward</b>		<u>(12,040)</u>	<u>(31,576)</u>

This statement of financial activities includes all gains and losses recognised in the period. All income and expenditure has arisen from continuing activities and is assigned to unrestricted funds in both periods. This statement also includes the income and expenditure account for the Companies Act 2006.



**Signature:**

**Email:**