

Stoke-on-Trent Pride 2022 Review

Purpose

The purpose of the document is identify areas of strengths and weakness from the 2022 Pride event, campaign and supporting events that occurred. The aim is to build on these strengths and develop the areas that we're weak within the organisation.

The document is written with the purpose of improving Pride as an event and nothing else.

Audience

The document is intended as a review document for trustees, 2022 committee and the National lottery. It is not for public circulation. Elements of this document will form the chairman's report that will be circulated publically after the AGM.

Weather

Wet with heavy showers. Very challenging, especially during derig. It also interfered with the band at the parade.

Fundraising

Bucket Collections

None Done

A small amount of change was raise this was collected in and paid in with the final pride takings

National Lottery

Stoke-on-Trent Pride received funding to the value of £10,000

Just Giving

No Just giving information was collected this year.

Sponsorship

Port Vale and Synectics	£500
Gossip	£2,500
Unite the Union	£308
Barrett Homes	£3,000
Musicians Union	£25
Unison West Midlands	£350
GMB	£1,500
Lila Connect	£250
Gaylife	£1,000
CW Union	£100
Warwicks Funfair	£1,100
Stoke City FC	£220

Totalling £10,853

Gate Donations

This year we collected £2,971.97

Council Funding

This year we received support and funding from 11 councillors/wards.

Council Support/donations raised £2,600

These were:-

Abi Brown	Meir Par	£200
Shaun Pender	Hartshill & Basford	£200
Paul Shotton	Fenton East	£500
Jackie Barnes	Springfield & Trent Vale	£250
Gurmeet Singh Kallar	Bradeley & Chell Heath	£250
David Williams	Chell & Stanfields	£250

Lesley Adams	Burslem Park	£100
Desiree Elliot	Meir North	£250
Jo Woolner	Abby Hulton & Townsend	£300
Jane Ashworth	Burslem Central	£200
Ruth Smeeth	Member of Parliament Stoke North	£100

Stalls

This year there were 64 stalls that attended. Revenue generated from this was £4,460

Newspaper

Pride was supported this year with supportive stories from the Evening Sentinel.

The Evening Sentinel stories were placed on the day of pride and Monday after Pride.

Radio

This year Pride was extensively advertised on the radio. One radio station was involved, this was:-

BBC Radio Stoke – Who provided free advertising and support on the build up to pride on the day as well as sound bites for after pride regarding gender and identity diversity.

Social Media/Web Platform

Facebook:-

This year we continued to grow our social media platform. At the start of 2021 we had 4,285 likes on our Facebook pages, this grew throughout the year to be 4,895.

As a result we are now able to post and reach on average over 2000 people without needing to boost promotions.

Twitter:-

Remained Stable and grew slightly to 1,455 from 1,417 followers, up by 220 from the previous year.

Web Platform:-

This year we had a redevelopment of the website by Rob Stanway and Website city. This gave much better visibility.

Leaflets:-

No Leaflets were produced (reducing our carbon footprint) instead we placed maps on boards around the park.

Billboards/Posters

No Billboard or advertising was done other than in the newspapers or social media.

Equipment/Resources

This year saw Pride increase its infrastructure. This included the addition of generators & trailer for storage. Total spend on new infrastructure £3562.10. All equipment has been catalogued so we now have an asset list.

All equipment is stored at Chatterley Whitfield, im also looking into getting access to the old security lodge onsite.

Pride Event

Signs

Installation done by Stephen Malkin over two days.

This extended from Hanley to Longton in the south. Newcastle –Under Lyme in the East to Bentlee in the West.

Derig of signage needs to be done quicker, some of these were left out for several weeks after the event..

Infrastructure collection must be better organised going forward.

Litter

Litter Management worked well. The Park was left in a relatively clean position post event. We have clearly improved on the previous year.

Litter Picks were highly effective and the same process is recommended going forward on future events mostly done by the scouts and police cadets. Many thanks to these organisations and there helpers.

Pride had 4 x 1500L Euro Bins, one 12 yard skip and several wheelie bins placed around the park.

Stalls

There was yet again a good mixture of stalls attending pride this year.

The new layout of the stalls spanned the top of the park. This created a vibrant heart at Pride. A good and balanced selection was available. One point of note was the pavilion resident food vendors were quite rude to people at the event and several complaints regarding them were received. This will be taken up with the council in the next few months.

Setup/Derig

Setup for the event commenced on the Friday daytime in sweltering heat. This was a great help in preparation however volunteers dropped off by lunch time.

Pride was rigged before our start time for the first time ever and opened on time due to better logistics planning.

Derig was more fraught with the weather playing a part. We did not get away from the park until 2:00am this was terrible and it was again left to the few hard-core priders and pups to get the job done.

Stage

Main Stage

Main Stage ran well this year with no technical issues thanks to Ozz.

Acts flowed well, and stage management Anthony Longsdon kept everything running smoothly.

Stage times were constant with little technical issues.

The main stage provided entertainment from 1pm through till 6pm in the main arena with a mixture of acts both local and international.

Live Stage

Three bands were originally organised to perform here "Swon" dropped out at last minute. The other two agreed to do an extra 30 mins for Swons share of payment.

Both Vinyl Overdrive and Stepping lane were fantastic with the crowds and due to us hiring a sound engineer also the setup happened as did derig with minimal work from the pride team. The new system and Avanti speakers performed superbly. This was the highlight of my day as chariman.

Fringe Tent

This was used to showcase more contemporary and edgy pride performances. Including Spoken word, poetry and pride films.

Street Performers

This was again provided by Pastiche, providing mirror man, stilt walkers and circus performers.

Group Shared Spaces

We're not implemented this year, instead both star Marquees were erected for all to use in the main arena and the third one at the live stage.

Dog House

We'll received and steady stream of visitors throughout the day.

Changing facilities

A changing tent was available by the fringe stage, and public toilets were available for use.

Arts/Activities

Activates were provided by the Cultural Sisters throughout the day including costume making of costumes. As well as activates to engage the public.

Many thanks to Deborah for organising this.

Estimated Expenditure for Project

Expenditure	Description	Amount £
-------------	-------------	----------

Artists Fees	Debs Teams	4,025
Stages	Main Stage Hire	5,500
Street Performers	Street Performers	1,290
Brass Band	Brass Band	1,000
Hosts	Hosts	500
Live Stage Acts	Live Performers	5,600
Live Stream	Online Streaming	300
Parade	Park Parade/Floats	0
Advertising	Media & Advertising	350
Licenses	Park Licenses	70
Park Hire	Venue Hire	358.24
Waste Management	Bins	160
First Aid	First Aid Cover	350
Insurance	Event Insurance	914
Equipment	Infrastructure & Misc Equipment	3,581.19
Venue & Catering		192.75
Transport	Fuel	0
Security	Site Security	2,011.60
Other Expenditure (please provide details)	Fencing Hire	1,012
	Toilet Hire	1,000
	Generators	0
	Repairs	256.98
	Wristbands	130
	Badges	158.17
	Sundries (Stationary, misc small items, flags decorations)	660.31
	Printing/Banners	740
	Amazon	6.95
	Benji	175
	Refund	25
	Printer	57.99
	Post Office	23.85
TOTAL EXPENDITURE		£29,549.03

Parade

Great to see the parade around the park. Very successful, many thanks to Deborah. This year had no floats

Facilities

Toilets

The number of toilets was adequate for the visitors to the park.

Bars

Bar did well serving customers. Gossips as always very effective and provided great service. There was also a Prosecco bar in the main arena.

This was provided under Prides Premise License held by Dominic Gratty.

Gazeebos

Pop up gazeebos were far quicker to setup than older pole versions. At least 4 people should be on hand to deal with this due to weights and pulling legs apart.

Star Marquee

Successful as a general shared space with tables and chairs. This was used throughout the day.

One cover ripped and was discarded just prior to the start of the event leaving just one in the main arena.

Transport

Many thanks to Carl Gratty and Dominic for driving the van.

Radios

Call signs used throughout the day, thank you.

Volunteers

Very positive reports have been received.

Cadets and scouts were amazing on the day.

Adult volunteers were very short on the ground.

When recruiting next year we must also ascertain the suitability of all volunteers and their ability to deliver what we need. People suffering disabilities should be given special dispensation to step out as required.

Was good to be able to collect volunteers at the beginning of the day to assist in setup. More needed for next year.

Teams should have identified strengths so that these can be played to. Challenges and missions should also be assigned to each teams/sub team couple.

Security

Good responses were received from security presence. Many thanks to Staffordshire police for providing these. Security was low key but visible. ARZ was enforced in the Park

Number of Incidents:- 0

Attendance for the day:- 9,500

Gates/Entrance

Gates were open gates, however at setup people were effectively martialled to their pitch location. Andrew and Fiona manned gate A at the top to ensure access was available all day and were a point of contact on entrance.

Strict gating could not be performed at the event. The event this year was free to the public.

There was serious issues with people trying to exit the event before close. No matter how many times we seem tot tell them they don't get the grasp they are there from when we open to when we close. These issues tied up valuable volunteers and cause issues for safety and martialling.

Suggestions include a one way system in the park and early release fee to cover additional martialling.

Fair Ground

Did ok but didn't seem to be very big this year.

Additional Events

Financial Standings/Breakdown

Current Bank Balance £4989.04

Outstanding invoices in the region of £200

Outstanding income in the region of £0

[Stoke-on-Trent Pride 2020/2021 Profit Loss sheet on next page](#)

Total Income	£30,884.97
Total Expenditure	£29,549.03
Moneys Outstanding	£200.00
Current Balance	£4989.04

This gives Pride 2022 a profit of £1,535.94

General Summary

Event ran well however weather caused issues (fourth time in a row its rained in Hanley Park). Great improvement in most areas. Some areas need greater control to avoid falling back into bad habits.

The new park layout worked well above the canal.

Date for 2022 will be Saturday 24th June.

Many thanks to all involved in making this year's pride so special, it could not have occurred without you.

Thank you for reading this report.

Kind regards,

Carl R. Gratty
Chairman of Stoke-on-Trent Pride
Registered Charity Number 1157754

