

Stoke on Trent Pride 2023 AGM

Gossip, 5 Hope Street, Hanley, ST1 5BT @7pm

Attendees:

Carl Gratty, Dominic Gratty, Mark Brady, Sam Weston, Benji Wall, Rob Sharratt, Marc Rogers, Harry Brammer, Andrew Budworth.

Stoke-on-Trent Pride 2023 Review

Purpose

The purpose of the document is identify areas of strengths and weakness from the 2023 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, 2023 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 publicly after the AGM.

Weather

Hot sunny day

Fundraising

Bucket Collections

To be counted still

National Lottery/Arts Council

None Received as bid rejected.

Just Giving

No Just giving information was collected this year.

Sponsorship

GMB	£2030
LILA	£500
EMMA Bridgewater	£250
Staffs University	£400
Bhygenic	£200
Port Vale	£250
Synetics	£500
Stoke City	£100
Alton Towers	£6000
Unison	£610
Newcastle Council	£500
Co-op Bank	£500
Gossip	£3,300
EE UK	£250
MDFT	£1316
Livescore	£500
EE	£216
First Bus	£500
Appetite	£224

NEU	£220
Unite the Union	£100
Compassionate care Group	£250
The business Lodge	£300

Totalling £18,816

Gate Donations

This year we collected £3626.20

Additional Donations £588.38

Council Funding

This year we received support and funding from 16 councillors/wards.

Council Support/donations raised £2,850

These were:-

Glen Watson	Burslem Park	£250
Gurmeet Singh Kallar	Bradeley and Chell Heath	£250
Steve Watkins	Abby Hulton & Townsend	£100
Lyn Sharpe	Fenton West and Mount Pleasant	£150
Jane Ashworth OBE	Burslem	£250
Joan Bell	Sandford Hill	£150
Lyne Watkins		£100
Chris Robinson	Longton and Mere Hay	£150
David Williams	Chell & Stanfields	£200
Shaun Pender	Hartshill & Basford	£200
Sarah Colough	Bentilee Ubberry and Townsend	£200
Desiree Elliot	Meir North	£250
Laura Carter	Moorcroft & Sneyd Green	£200

Duncan Walker	Badderly Milton and Norton	£100
Diane Williams	Ford Green & Smallthorn	£100
Sue Akkurt	Great chell & Packmore	£200

Stalls

This year there were 125 stalls that attended. Revenue generated from this was £5,271.40

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
They also attended and gained information for the Make a Difference Awards.

Social Media/Web Platform

Facebook:-

This year we continued to grow our social media platform. At the start of 2022 we had 4,895 likes on our Facebook pages, this grew throughout the year to be 5900.

As a result we are now able to post and reach on average over 3000 people without needing to boost promotions.

Twitter:-

Remained Stable and grew slightly to 1,417 from 1,440 followers, up by 33 from the previous year. This needs attention.

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

No infrastructure Growth done this year.

All equipment is stored at Chatterley Whitfield.

Pride Event

Signs

Installation done by various members of the team the week before.

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 5 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.

Setup/Derig

Setup for the event commenced on the Friday daytime in fair weather and was completed by 4:30pm due to support from Alton towers team, we also did not erect any Marquee ourselves.

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

Derig was done by midnight, this would have been done sooner but we were left after the 1st hour with 7 people!!

Stage

Main Stage

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

Acts flowed well.

Stage times were constant with little technical issues. The majority of the acts this year were live bands and created a great atmosphere.

The main stage provided entertainment from 12pm through till 6pm in the main arena with a mixture of acts both local and international.

Live Stage

Cancelled and moved to main stage this year.

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

Main arena had lots of tables and chairs available, provided by the marquee company.

Dog House

Well 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	2,812.35
Stages	Main Stage Hire	5,500
Street Performers	Street Performers	1,290
Brass Band	Brass Band	750
Hosts	Hosts	250
Live Stage Acts	Live Performers	4,730
Live Stream	Online Streaming	0
Fringe	Fringe tent	700
Advertising	Media & Advertising	805
Licenses	Park Licenses	70
Park Hire	Venue Hire	350
Waste Management	Bins	160
First Aid	First Aid Cover	1,240
Insurance	Event Insurance	450
Equipment	Infrastructure & Misc Equipment	600
Marquee Hire	3 Marquees	1050
Transport	Fuel	50
Security	Site Security	2,536.95
Other Expenditure (please provide details)	Fencing Hire	976
	Toilet Hire	1,440
	Generators	0
	Repairs	100
	Wristbands	133.50
	Sundries (Stationary, misc small items, flags decorations)	614.20

	Printing/Banners	252.95
	Amazon	0
	Benji	225
	Refund	
	Printer	0
	Post Office	32.21
	Phone contract	112.39
TOTAL EXPENDITURE		£27,230.55

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 but struggled to serve customers. Gossips as always very effective and provided great service. A refrigeration unit should be used to store food as well as drinks next year. The bar was provided under Prides Premise License held by Dominic Gratty.

Gazebos

Pop up gazebos 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.

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.

Alton Towers staff very helpful the day before rigging but went absent on the day when we needed support derigging. Towers have assured us next year they will be there to do both and will be gratefully received by Pride.

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.

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 United Protection for providing these.

Security was low key but visible. ARZ was enforced in the Park.

Number of Incidents:- 1 (Uninvited preacher)

Attendance for the day:- 12,000

Gates/Entrance

Gates well managed this year and stalls obeyed the not leaving early policy. Pitches were set out well and the event vibe was good.

Fair Ground

Did ok well and were happy, more to come next year £500 donation received for this.

Additional Events

Financial Standings/Breakdown

Current Bank Balance £9,409.27

Outstanding invoices in the region of £295 NHS outstanding

Outstanding income in the region of £0

Donations:-

Honeycomb	£150
Luosco	£100
Douglas Macmillan	£100
Alzheimers Society	£75
Alzheimers Research	£75

Stoke-on-Trent Pride 2022/2023 Profit Loss sheet on next page

Total Income	£31,651.98
Total Expenditure	£27,730.55
Moneys Outstanding	£295.00
Current Balance	£9409.27

This gives Pride 2023 a profit of £4216.43

General Summary

Event ran well. Great improvement in most areas. Some areas need greater control to avoid falling back into bad habits.

Date for 2024 will be Saturday 15th 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



Stepping down

Chairperson- Carl Gratty
Treasurer- Andrew Budwoth
Secretary- Dominic Gratty
Vice Chair- Harry Brammer
Vice Secretary- Marc Brady

Elections

Chair Person- Carl Gratty. Nominated by Rob Sharratt and Andrew Budworth
Treasurer- Andrew Budworth. Nominated by Rob Sharratt and Carl Gratty
Secretary- Dominic Gratty- Nominated by Sam Weston and Marc Rogers
Vice Chair- Rob Sharratt. Nominated by Carl Gratty and Harry Brammer
Vice Secretary- Mark Brady. Nominated by Sam Weston and Benji Wall.

Committee members converting to Trustees 2023/24
Marc Rogers, Rob Sharratt and Benji Wall

Trustees for 3=2023/24

Carl Gratty, Dominic Gratty, Andrew Budworth, Mark Brady, Harry Brammer Marc Rogers, Rob Sharratt and Benji Wall