

PINK FESTIVAL

THE PINK FESTIVAL
GROUP TRUSTEE'S
ANNUAL RETURN
2022

Registered Charity No. 1163298.





WELCOME TO OUR
2022 REPORT

EMBRACING A RETURN TO FREEDOM

As a charity supporting isolated, excluded and discriminated communities, the concept of freedom is key to our aims.

After a two years of lockdowns and uncertainty, 2022 was a hugely important return to freedom that we knew we had to embrace.

While taking seriously the health and safety of our teams and communities, we knew that it was important to deliver Cambridge Pride 2022 so that LGBTQ+ communities in Cambridgeshire could be visible, connected and supported once more. The event was a success, involving an estimated 8,000 people.

Looking back on 2022 fills me with great pride for what we continue to make possible, and continued confidence in why the charity is so valuable to our many stakeholder groups. Myself and the team are grateful to all who made Cambridge Pride possible in 2022, and we look forward to many more life-changing events.

Paul Hyde-Clarke

Chair of the board of trustees



CELEBRATE

Fun, safe, diverse,
entertaining

INVOLVE

Open, inclusive,
accessible, equal



WHY PRIDE MATTERS

Our vision and values



INSPIRE

Unique, creative, challenging,
awareness-raising



OUR OBJECTIVES AND ACTIVITIES

Improving health and wellbeing

Clearly, by helping people access support for a range of needs there is personal benefit to them and their families. These benefits include reduced isolation, improved health and increased income from employment. This benefit is incidental to the wider public benefit and, indeed, a necessary prerequisite to the realisation of the benefits to LGBT+ people and the public our organisation aims to achieve.

Providing opportunities for communities to come together and to bring about change

The charity's events aim to bring large groups of people together to help build tolerance and understanding of the things that make us all different.

This is 'gay pride' for a modern era aiming to build social cohesion. Our unique family-oriented events make a real difference – especially for people living in the rural East of England – by providing a safe, accessible environment that embraces all aspects of diversity including sexuality, race, age and gender.

Supporting better employment

Through volunteering, participation and performance, our events can help increase the skills of vulnerable LGBT+ people.

Building a stronger voluntary sector in the Cambridgeshire region

We particularly seek to include partners who provide services that meet the needs identified by LGBT+ people in the recent needs assessment, for example health (including mental health), education, safety/crime, employment and tackling bullying and harassment.

We seek feedback from people who attend our events, and the LGBT+ community more widely, to assess which elements they found most helpful, which less so and whether other elements should have been included. Together with the needs assessment and other research evidence, we use that feedback to target specific partners and projects to include within the overall programming for events.

**WE CREATE
SAFE SPACES
WHERE
CHANGE
HAPPENS.**



OUR CHARITABLE PURPOSE AND AIMS



WHY WE EXIST

To promote equality and diversity for the benefit of the public, including by:

- the elimination of discrimination in particular on the grounds of sexual orientation or gender identification;
- advancing education and raising awareness in equality and diversity;
- promoting activities to foster understanding between people from diverse backgrounds (in particular in respect of their sexual orientation or gender identification); and
- cultivating a sentiment in favour of equality and diversity.

To promote social inclusion for the benefit of the public, by:

preventing people from becoming excluded (particularly as a result of their sexual orientation or gender identification), relieving the needs of those people who are socially excluded (particularly as a result of their sexual orientation or gender identification) and assisting them to integrate into society.

WHAT WE DO

Create a safe environment that brings communities together

Provide a variety of entertainment, art and culture

Offer a fun and diverse experience

Offer access to information and support

HOW WE DO IT

Offer meaningful opportunities to be involved

Be successful, sustainable and supported

WHAT WE ACHIEVE




Raise awareness and promote acceptance by challenging stereotypes

Be visible throughout each year (beyond one-off events) and leave a legacy




OUR STAKEHOLDERS

Our beneficiaries



The Pink Festival Group engages with a wide range of stakeholders, many of whom benefit from our activities.

-  The **LGBTQ+ communities** in Cambridgeshire are the focus of our charitable aims. We primarily deliver benefits to people who are not heterosexual and/or cisgender.
-  **Charitable and non-governmental organisations** are supported by us to multiply the positive impacts on LGBTQ+ people throughout the year.
-  In reaching people within the **general public**, no matter their sexuality or gender identity, we are helping to change perceptions and build acceptance.

Other external stakeholders

-  Without funding from generous **corporate sponsors**, Cambridge Pride would not take place each year.
-  **Grant funders** provide additional, restricted funds to deliver specific event aspects.
-  As a registered charity, we report our aims, activities and outcomes on an annual basis, in line with the requirements of the **charity commission**.

Our internal stakeholders

-  Our **board of trustees and long-term volunteers** ensure the success of the charity and its projects.
-  Our **project working groups** deliver our projects and events, such as Cambridge Pride. Each working group is briefed by the Pink Festival Group and reports back on progress and outcomes. Some working group team members are also trustees. The charity remains ultimately accountable.



Cambridge Pride working group

The working group was established prior to delivering the first Cambridge Pride event in 2019. Since then, the team of volunteers continues to grow and are engaged with each year's project for up to 12 months.

The team is responsible for nurturing and maintaining relationships with project-specific stakeholders as shown in the diagram above.

2022 HIGHLIGHTS

INPUTS

Corporate sponsorship

Grant and award funding

Fundraising and collections

Hundreds of volunteer hours

THE EVENT

A successful 11-hour-long Pride festival event in the centre of Cambridge city

A programme of almost 60 hours of entertainment and activities

A platform for local and national charities supporting LGBTQ+ people in Cambridgeshire

More than 100 artists and performers

Eight distinct event areas

Delivering our charitable aims

A HUGE SUCCESS!

OUTCOMES

An estimated 10,000 visitors benefited from free participation in Cambridge's third pride event

Hundreds of people supported by the charities and organisations to whom we provided a free platform

Local companies and employees supported by showcasing workplace LGBTQ+ networks



OUR 2022 REPORT

Our focus: Cambridge Pride 2022

In 2022, we focused on delivering the second ever Cambridge Pride event, and the first since 2019 due to the Coronavirus pandemic.

The overall goal of Cambridge Pride is to fulfil all of the charities aims by providing a diverse range of accessible entertainment, activities and information to many thousands of people in a safe space. Cambridge Pride is our key tool for delivering our charitable aims and we see this strategy being retained for years to come.



Defining the Cambridge Pride event

There are a few simple factors we consider when shaping the event.

- Our charitable aims
- Our previous decades of experience running large-scale, outdoor LGBTQ+ events in Cambridge
- Our team's capacity
- The feedback we receive from stakeholders
- The available budget
- Listening to stakeholder feedback

Directly following the previous event in 2019, we conducted a survey of attendees. The survey told us about the demographics of those attending. We also took the opportunity to receive general feedback about the 2019 to understand what was working well and what we needed to improve.



Pride sits at the heart of ARU's values, and we are delighted to once again be partnering with Cambridge Pride for this year's event.

At ARU we are proud to provide an inclusive, supportive environment in which to work and study. We have a vibrant LGBTQ+ staff and student community, and we are looking forward to celebrating our diversity at [the] event."

Professor Roderick Watkins

*Vice Chancellor, Anglia Ruskin University (ARU)
Cambridge Pride title sponsor*



a.r.u. | Proudly supporting
the LGBTQ+ community

OUR 2022 REPORT



As well as our own observations, we reviewed the 250 responses we received and agreed to focus on three key developments while retaining all of the successful elements of the 2019 event.

- Improve attendee information at the event including signage
- Provide a seated space for people to be able to rest and congregate
- Provide a parade that all attendees can take part in

Obtaining funds to hold the event

Before confirming the scale of the event we use communications to reach potential sponsors and commit to sponsorship agreements. Sponsorship is the main source of the event's funding.

Event planning and governance

We spend many months planning the event which includes mapping out the event areas, sourcing suppliers, booking entertainment and marketing the event to the public. Our team has specific roles and responsibilities for the required activities.

Accessibility and inclusivity

A key focus while planning and delivering the event is naturally to ensure it is accessible for all and that our visitors and other stakeholders feel welcome.

It is also very important to us that Cambridge Pride provides a platform for both established and upcoming queer performers. Because of this, we aimed - and succeeded - in ensuring this event consisted of the vast majority of acts coming from within the LGBTQ+ community.

Volunteering opportunities on the event day

The day provides numerous opportunities for the general public to get involved in delivering the event. These opportunities are promoted prior to the event. We then allocate volunteers to specific roles based on their interest, experience or skills and we provide induction training online as well as at the event site at the start of the day. We look to build new skills and confidence in those volunteering, so that they feel the experience was valuable. Informal feedback from volunteers is entirely positive. Along with training and experience, they also receive a complimentary, branded T-shirt and subsistence. The event is photographed by volunteers who generously donate their time and images to us for use in marketing and communications.

2022 event photography credits (volunteers):

Jamie Thistlethwaite

Mark Nortcliffe

Alice Chapman

Welcoming the Commonwealth Baton to Pride

On the same date as Cambridge Pride, the city hosted a leg of the Queen's Baton Relay, the traditional curtain-raiser to the Commonwealth Games.

The Baton, which contained a message from Her Majesty the Queen to the athletes, was carried to the stage by a batonbearer, selected by Cambridge City Council. The council team arranged the Baton Relay event to co-incide with Cambridge Pride on the same Jesus Green park site, recognising the synergies of spirit and vision between the two events. The Queen's Baton Relay is all about celebrating community and honouring the Batonbearers chosen to carry the Baton from our local communities.

This baton's global journey spanned 294 days and 71 nations and territories.

Representatives of the Local Authority and VIPs joined the batonbearer on stage before the Baton was placed on a ceremonial plinth.



Cambridge Pride gave us the opportunity to directly connect with the community we broadcast for. It's been an unforgettable day and it's amazing to see so many people coming together to protest and celebrate. It makes us immensely proud to support such a great, inclusive and professional organisation."

Eugenio Ceriello

GlitterBeam Radio

Official Media Partner, 2022 and 2023



GlitterBeam
RADIO

OUR 2022 REPORT



The success of Cambridge Pride 2022

An estimated 8,000 people attended Cambridge Pride 2022. The event is not gated or ticketed and is therefore free and accessible for the general public to attend.

Main Stage

In 2022, we welcomed over twenty unique acts to the Main Stage, from solo performers to a huge community choir and every size of act in between. The crowds were captivated by comedy, dance, vocal performances, punk rock bands, country music, afro-pop, drag artists and a UK chart topping group, with more than 60 performers from across the LGBTQ+ spectrum (and a few fantastic allies showing their support for Pride) enjoying the opportunity to entertain thousands with their talents.

Parade

In 2022, we held our first parade in the park which circled Jesus Green, for all to participate in. Over 1,000 walked and wheeled, led by a local samba band. The Youth Tent participants created costumes.

Community Hive

In 2022, the Community Hive hosted over 30 local and national LGBTQ+ charities, support organisations, social clubs and staff groups from several local businesses. The Hive gave these groups a unique opportunity to meet LGBTQ+ people, their families and other members of the local community who were curious and looking for support or to have questions answered.

In addition, visitors were entertained by a large selection of community performers, bringing poetry, sign language, song, comedy and performance art to the stage.

It wasn't just an opportunity for fun however, as important panel sessions discussing attitudes towards disability within the LGBTQ+ community helped give voice to a group who's experiences, especially when it comes to gender and sexuality, are too often overlooked.

Dance Tent

In 2022, the Dance Tent featured locally based Cambridge DJs who wanted to provide not just a fantastic day of cross-genre dance music, but also showcase a wide variety and diverse range of DJ talent from across the LGBTQ+ community. In an environment where the DJ world can often be seen as a predominately male orientated scene, the Dance Tent was able to demonstrate just how truly inclusive a DJ lineup could be and was totally representative of all the values we strive to uphold. The Dance Tent ran from 12-9 and was hugely popular, attracting young and old to dance the day away in an exciting, vibrant and above all, safe environment for everyone to be themselves.

Wellbeing Tent

With the LGBTQ+ community witnessing higher than average mental health issues and suicide, we proactively champion wellbeing. Visitors to Cambridge Pride were able to simply turn up and join any of the amazing free sessions run by Satyam Yoga Centre including mindfulness, breathwork and yoga as well as therapy taster sessions.



The Youth & Families Tent

The Youth & Families Tent supported children and young people up to the age of 25 and their families. It was a sober space with a ban on alcoholic drinks.

Well respected Cambridgeshire charity, The Kite Trust, programmed the space created by young people for young people.

There were opportunities to get creative, connect with peers, and find out more about the wide range of opportunities, support and services available to LGBTQ+ children and young people in Cambridge.

Community Art Workshop

Another area for visitors to get involved was the art workshop with free materials and recognised workshop leader, Hilary Cox Condron. Participants created a mural (pictured left and on the next page) as well as masks and banners for the parade.



This giant artwork was led by a local artist and created by attendees of Cambridge Pride 2022.

A drawing of a butterfly with vibrant orange and yellow wings, accented with blue and green patterns. The butterfly is positioned in the upper right corner of the page.

PEPE
POPO

Love
has no
gender
to stuff

I Love gerbils

Just Love



PEPE
POPO

PINK FESTIVAL GROUP 2022 STATEMENT OF FINANCIAL ACTIVITIES

Annual accounts for the period 1 January 2022 to 31 December 2022

Recommended categories by activity	Guidance Notes	Unrestricted funds	Restricted income funds	Endowment funds	Total funds	Prior year funds
		£	£	£	£	£
		F01	F02	F03	F04	F05
Incoming resources (Note 3)						
Income and endowments from:						
Donations and legacies	S01	69	20,793	-	20,862	-
Charitable activities	S02	-	51,686	-	51,686	-
Other trading activities	S03	-	-	-	-	-
Investments	S04	-	-	-	-	-
Fundraising	S05	-	-	-	-	1,350
Other	S06	-	-	-	-	-
Total	S07	69	72,479	-	72,548	1,350
Resources expended (Note 6)						
Expenditure on:						
Raising funds	S08	-	59	-	59	154
Activity Costs	S09	-	69,473	-	69,473	1,881
Salaries and Associated Costs	S09	-	155	-	155	-
IT and Communication Costs	S09	201	151	-	352	318
Property and Office Costs	S09	-	-	-	-	-
Finance Costs	S09	485	-	-	485	-
Governance Costs	S09	-	2,384	-	2,384	137
Separate material item of expense	S10	-	-	-	-	-
Other	S11	-	-	-	-	-
Total	S12	686	72,222	-	72,908	2,490
Net income/(expenditure) before investment gains/(losses)	S13	- 617	257	-	- 360	- 1,140
Net gains/(losses) on investments	S14	-	-	-	-	-
Net income/(expenditure)	S15	- 617	257	-	- 360	- 1,140
Extraordinary items	S16	-	-	-	-	-
Transfers between funds	S17	21	- 21	-	-	-
Other recognised gains/(losses):						
Gains and losses on revaluation of fixed assets for the charity's own use	S18	-	-	-	-	-
Other gains/(losses)	S19	-	-	-	-	-
Net movement in funds	S20	- 596	236	-	- 360	- 1,140
Reconciliation of funds:						
Total funds brought forward	S21	8,279	-	-	8,279	9,419
Total funds carried forward	S22	7,683	236	-	7,919	8,279

PINK FESTIVAL GROUP 2022 BALANCE SHEET


	Guidance No	Unrestricted funds	Restricted income funds	Endowment funds	Total this year	Total last year
		£	£	£	£	£
		F01	F02	F03	F04	F05
Fixed assets						
Intangible assets (Note 15)	B01	-	-	-	-	-
Tangible assets (Note 14)	B02	-	-	-	-	-
Heritage assets (Note 16)	B03	-	-	-	-	-
Investments (Note 17)	B04	-	-	-	-	-
Total fixed assets	B05	-	-	-	-	-
Current assets						
Stocks (Note 18)	B06	-	-	-	-	-
Debtors (Note 19)	B07	-	-	-	-	-
Investments (Note 17.4)	B08	-	-	-	-	-
Cash at bank and in hand (Note 24)	B09	8,269	-	-	8,269	8,279
Total current assets	B10	8,269	-	-	8,269	8,279
Creditors: amounts falling due within one year (Note 20)	B11	350	-	-	350	-
Net current assets/(liabilities)	B12	7,919	-	-	7,919	8,279
Total assets less current liabilities	B13	7,919	-	-	7,919	8,279
Creditors: amounts falling due after one year (Note 20)	B14	-	-	-	-	-
Provisions for liabilities	B15	-	-	-	-	-
Total net assets or liabilities	B16	7,919	-	-	7,919	8,279
Funds of the Charity						
Endowment funds (Note 27)	B17	-	-	-	-	-
Restricted income funds (Note 27)	B18	-	-	-	-	-
Unrestricted funds	B19	7,919	-	-	7,919	8,279
Revaluation reserve	B20	-	-	-	-	-
Total funds	B21	7,919	-	-	7,919	8,279

PINK FESTIVAL GROUP – BALANCE SHEET



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A	Independent Examiner's Report		
Report to the trustees	The Pink Festival Group CIO		
On accounts for the year ended	31 st December 2022	Charity no (if any)	1163298
Set out on pages	See accompanying Independent Examination Checklist, Notes and Recommendations		
Responsibilities and basis of report	<p>I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2022.</p> <p>As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").</p> <p>I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.</p>		
Independent examiner's statement	<p>I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below *) which gives me cause to believe that in, any material respect:</p> <ul style="list-style-type: none">the accounting records were not kept in accordance with section 130 of the Charities Act; orthe accounts did not accord with the accounting records; orthe 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. <p>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.</p> <p><i>* Please delete the words in the brackets if they do not apply.</i></p>		
Signed:		Date:	31/10/2023
Name:	Judith Dartnell		
Relevant professional qualification(s) or body (if any):	MBA		



The trustees declare that they have approved the trustees' report above.

Signed on behalf of the trustees

Paul Hyde-Clarke, Chair, Pink Festival Group
31 October 2023

ABOUT THIS REPORT

Our charity

Charity name: The Pink Festival Group

Registered in England as a Charitable incorporated organisation No. CE004417 and a Registered Charity No. 1163298.

Address: Office A, The Marlborough Club, High Street, Newmarket, Suffolk CB8 8UG

Our trustees

The following board of trustees managed the charity during this period.

Paul Hyde Clarke	Chair
Adam Olivant	Secretary
Alistair Wilson	Board member
Gordon Bateman	Board member
Robert Ferguson	Board member
Paul Owens	Board member
Deborah Luxon	Board member

There are no custodian trustees, advisers to the board, chief executives or senior staff members.

Structure, governance and management

Type of governing document:
Constitution

How the charity is constituted:
Charitable Incorporated Organisation

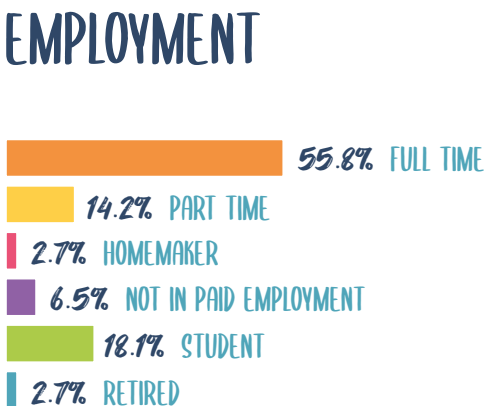
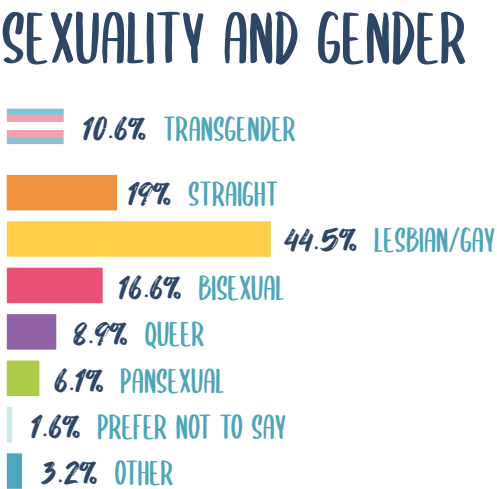
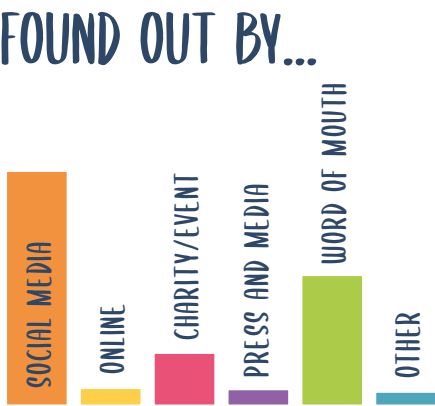
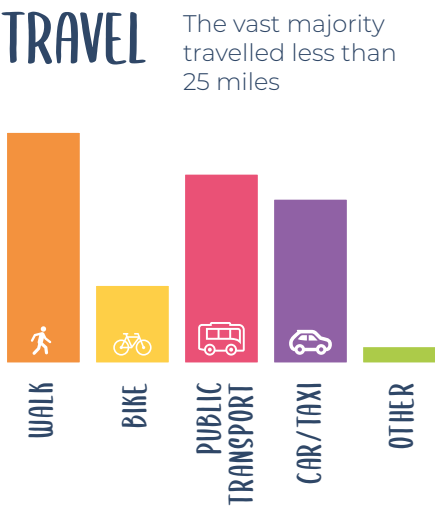
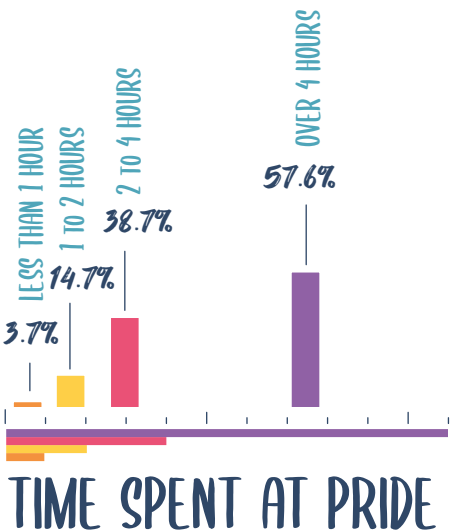
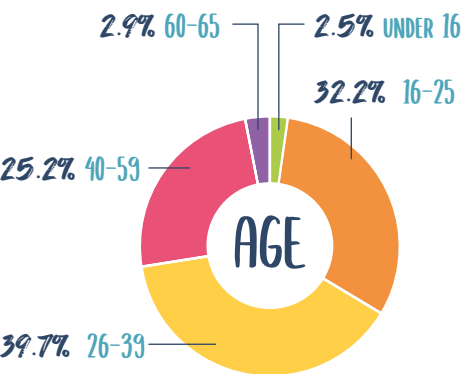
Trustee selection methods:
Appointed by board

About this financial return

This financial return is for the charity named 'The Pink Festival Group' (a charitable organisation responsible for running the event known as Cambridge Pride), for the financial year 1 January 2022 to 31 December 2022.

CAMBRIDGE PRIDE IN NUMBERS

In a post-event online survey of visitors in 2019, the 250 people who responded told us...



Across the day in 2022 we welcomed an estimated

10,000 VISITORS

OUR 2022 FOLLOWERS



3.5k 1.3k 2.5k



GlitterBeam RADIO

Our 2022 event was broadcast live on air all day, reaching

40,000 LISTENERS



@CAMBRIDGEPRIDE

www.cambridgepride.co.uk

The Pink Festival Group is registered in England as a Charitable incorporated organisation No. CE004417 and a Registered Charity No. 1163298.

Registered Office: Office A, The Marlborough Club, High Street, Newmarket, Suffolk, CB8 8UG