

Company No. 10555864
Registered Charity No. 1173230

CROYDON PRIDE LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 AUGUST 2025

CROYDON PRIDE LTD
FOR THE YEAR ENDED 31 AUGUST 2025

Contents

COMPANY INFORMATION	2
TRUSTEES' REPORT.....	
Structure, Governance and Management	3
Public Benefit.....	3
Objectives and activities	4
Achievements and performance	5
Reserves policy and risk management	6
Trustees' Responsibilities	7
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CROYDON PRIDE LTD.....	8
Responsibilities and basis of report.....	8
Independent examiner's statement	8
STATEMENT OF FINANCIAL ACTIVITIES	9
BALANCE SHEET	10
NOTES TO THE FINANCIAL STATEMENTS.....	11-17

CROYDON PRIDE LTD

FOR THE YEAR ENDED 31 AUGUST 2025

COMPANY INFORMATION

Incorporated as a Company Limited by Guarantee on 10 January 2017

Company Registration No : 10555864

Directors and Board of Trustees

Trustees : Paula Goodwin (Chair) (Resigned 31 December 2024)
Ria Patel (Resigned 27 August 2024)
Samuel Dewey (Appointed 1 January 2025)
Adam Farrell (Appointed 1 January 2025)
Alexander Richardson (Appointed 5 October 2025)
Dan Theophanides (Appointed 1 January 2025)
Davey Tyler (Appointed 1 January 2025)
Patricia Curtis (Appointed 1 January 2025; Resigned
22 October 2025)

Registered Office : C/O Fat Beehive Ltd
10a Lant Street
London
SE1 1QA

Bankers : NatWest

Independent Examiner : Goldwins
Chartered Accountants
75 Maygrove Road
London NW6 2EG

CROYDON PRIDE LTD

TRUSTEES' REPORT FOR THE YEAR ENDED 31 AUGUST 2025

The trustees, who are also directors of the charitable company for the purposes of company law, submit their annual report and the financial statements of Croydon Pride Ltd for the year ended 31 August 2025. The trustees confirm that the annual report and financial statements of the company comply with current statutory requirements, the requirements of the company's governing document and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102).

STRUCTURE, GOVERNANCE AND MANAGEMENT

Croydon Pride is registered as a charity in England and Wales and incorporated as a company limited by guarantee. It is governed by its memorandum and articles of association. The management of the company is the responsibility of the trustees who are elected and co-opted under the terms of the Articles. The trustees are elected at the Annual General Meeting (AGM); or maybe co-opted during the year and elected at the subsequent AGM.

PUBLIC BENEFIT

Croydon Pride's trustees have reviewed the Charity Commission guidance on public benefit and have prepared this report with that guidance in mind. The benefits provided by Croydon Pride clearly relate to its aims. No private benefits arise from its work.

CROYDON PRIDE LTD

TRUSTEES' REPORT FOR THE YEAR ENDED 31 AUGUST 2025

OUR MISSION AND CHARITABLE OBJECTIVES

At Croydon Pride, our mission is to foster a vibrant, inclusive community where everyone in Croydon, regardless of background or identity, feels supported and valued. We are dedicated to building and maintaining meaningful relationships through peer support, social connections, and collaboration. By bringing people together, we strengthen community ties, create opportunities for collective growth, and work towards a financially sustainable future that ensures the long-term impact and accessibility of our work. We strive to be a catalyst for unity, helping to create a Croydon where all individuals can thrive together.

Our Objectives

1. Community Empowerment through Positivity

We believe in the power of positivity to inspire change and strengthen our community. By uplifting and supporting each other, we create an environment where all individuals, especially those from marginalised groups, feel empowered to live authentically and with pride.

2. Celebrating Croydon's Vibrant Culture

Croydon Pride is rooted in the rich and diverse culture of our borough. We embrace the local community's artistic, social, and cultural expressions, fostering a sense of pride in Croydon's heritage and supporting the creativity, innovation, and spirit of inclusion that define our local identity.

3. Fostering a Sense of Belonging

We are committed to ensuring that every individual, regardless of their background, feels they truly belong within our community. Croydon Pride is a space where everyone is accepted and valued, and where connections are made through mutual respect, understanding, and shared purpose.

4. Championing Diversity for All

We are dedicated to promoting and celebrating the diversity of our LGBTQIA+ community and beyond. By fostering inclusivity in all its forms—be it in race, gender, sexual orientation, or other aspects of identity—we create a community that recognises, values, and celebrates every individual's unique contribution.

5. Challenging Inequality and Advancing Fairness

We are unwavering in our commitment to challenge discrimination, inequality, and injustice wherever they occur. Croydon Pride stands for fairness and strives to dismantle barriers that prevent full and equal participation, ensuring that every person has the same opportunities to thrive.

6. Enhancing Visibility and Representation

We understand that visibility is key to creating social change and acceptance. By amplifying LGBTQIA+ voices and stories, we ensure that our community is seen, heard, and respected. We work to challenge stereotypes, promote authentic representation, and create space for all identities to be visible in the public sphere.

7. Creating Safe and Welcoming Spaces

We are dedicated to providing safe spaces where all individuals can express themselves freely and without fear of harm. Croydon Pride ensures that everyone—whether at our

CROYDON PRIDE LTD

events, in our spaces, or through our work—feels respected, supported, and welcome, regardless of their identity or background.

TRUSTEES' REPORT FOR THE YEAR ENDED 31 AUGUST 2025

ACHIEVEMENTS AND PERFORMANCE

Croydon Pride is dedicated to creating a diverse, inclusive, and welcoming community where all LGBTQIA+ residents and visitors feel valued, celebrated, and supported, fostering a sense of belonging and empowerment for people of all ages, backgrounds, and identities.

Over the past year, we have continued to strengthen our impact through a wide range of flagship events, community initiatives, and strategic partnerships that reflect the vibrant, multicultural spirit of Croydon.

Central to our work is Croydon PrideFest, London's second-largest Pride festival, which has become a defining event in South London's LGBTQ+ calendar. Following a period of organisational transformation and the renewal of our Board of Trustees, PrideFest returned to Wandle Park on 19 July 2025, delivering a large-scale celebration that brought together thousands of residents, local businesses, performers, and volunteers, highlighting Croydon as a hub of inclusivity and cultural vibrancy. Beyond this event, we have expanded our community engagement through initiatives designed to strengthen social cohesion, support underrepresented groups, and create opportunities for connection and visibility. This includes a free community BBQ and a live music event earlier in the year, as well as the launch of a pilot Mix & Mingle series, which has encouraged dialogue, friendship, and networking among local LGBTQIA+ residents and allies.

In collaboration with partner organisations such as Age UK Croydon, we also established a monthly meet-up for LGBTQIA+ residents aged 50 and over, addressing social isolation, building intergenerational connections, and ensuring that older members of our community have access to safe and inclusive spaces. These initiatives reflect our commitment to collaboration, amplifying the impact of our work by engaging with local businesses, contractors, corporate sponsors, and individual donors who share our vision for a more inclusive Croydon.

The collective energy, creativity, and support of our volunteers and partners have enabled us to reach a wider audience, provide meaningful social experiences, and create a platform for advocacy, education, and celebration that resonates across the borough.

Through these efforts, Croydon Pride continues to serve as a beacon of representation, unity, and empowerment, ensuring that all members of the LGBTQIA+ community regardless of age, background, or identity can live authentically, safely, and proudly. Looking forward, we are excited to build on this momentum, expand our initiatives, and further embed Croydon Pride as a central, trusted, and transformative presence within the local community, demonstrating that when diverse voices are celebrated and supported, the entire community thrives.

CROYDON PRIDE LTD

TRUSTEES' REPORT FOR THE YEAR ENDED 31 AUGUST 2025

RESERVES POLICY AND RISK MANAGEMENT

The Trustees recognise that control and management of risks is of crucial importance in ensuring the organisation's future. The Trustees have deemed it prudent to have unrestricted funds (free reserves) held by the charity of at least three months of resources.

The charity has net assets as at year end. These financial statements are prepared on the going concern basis. The trustees have a reasonable expectation that the company will continue in operational existence for the foreseeable future. The trustees are confident that future will become available.

CROYDON PRIDE LTD

TRUSTEES' REPORT FOR THE YEAR ENDED 31 AUGUST 2025

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

The trustees (who are also directors of charitable company for the purposes of company law) are responsible for preparing the trustees' annual 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 year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, 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 estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees' annual report has been approved by the trustees and signed on their behalf by;

S. Dewey

.....
Sam Dewey
Trustee

CROYDON PRIDE LTD

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CROYDON PRIDE LTD

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 August 2025.

Responsibilities and basis of report

As the charity's 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 charity'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:

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.

Anthony Epton BA FCA CTA FCIE
Goldwins
Chartered Accountants
75 Maygrove Road
London NW6 2EG

Croydon Pride Ltd

Statement of financial activities (Incorporating An Income and Expenditure Account)

For the year ended 31 August 2025

	Note	Unrestricted £	Restricted £	2025 Total £	2024 Total £
Income from:					
Donations and legacies	3	56,463	-	56,463	19,303
Charitable activities	4	27,650	2,000	29,650	-
Other trading activities	5	9,724	-	9,724	-
Total income		93,837	2,000	95,837	19,303
Expenditure on:	6				
Raising funds		-	-	-	800
Charitable activities		93,272	2,000	95,272	17,930
Total expenditure		93,272	2,000	95,272	18,730
Net income / (expenditure) before net gains / (losses) on investments		565	-	565	573
Net gains / (losses) on investments		-	-	-	-
Net income / (expenditure) for the year	7	565	-	565	573
Net income / (expenditure) before other recognised gains and losses		565	-	565	573
Reconciliation of funds:					
Total funds brought forward		7,710	-	7,710	7,137
Total funds carried forward		8,275	-	8,275	7,710

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

The attached notes form part of these financial statements.

Croydon Pride Ltd
Balance sheet
As at 31 August 2025

	Note	2025 £	2025 £	2024 £	2024 £
Current assets:					
Debtors	9	11,911		13,560	
Cash at bank and in hand		4,763		1,959	
		16,674		15,519	
Liabilities:					
Creditors: amounts falling due within one year	10	(8,399)		(7,809)	
Net current assets / (liabilities)			8,275		7,710
Total assets less current liabilities			8,275		7,710
Creditors: amounts falling due after one year			-		-
Total net assets / (liabilities)			8,275		7,710
The funds of the charity:	12				
Restricted funds			-		-
Unrestricted funds:					
General funds		8,275		7,710	
Total unrestricted funds			8,275		7,710
Total charity funds			8,275		7,710

The Trustees consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 and members have not required the charitable company to obtain an audit for the year in question in accordance with section 476 of the Act.

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements.

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015).

Approved by the trustees on 27.01.2026

and signed on their behalf by:

S. Dewey

Samuel Dewey

Trustee

Company registration no. 10555864

The attached notes form part of the financial statements.

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Companies Act 2006.

Croydon Pride Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

d) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f) Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

1 Accounting policies (continued)

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel and governance costs which support Tourism Concern's charitable activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 6.

i) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

j) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £200. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and bank deposit or similar account.

m) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

o) Pensions

The charity did not operate stakeholder pension schemes.

Croydon Pride Ltd
Notes to the financial statements
For the year ended 31 August 2025

2 Detailed comparatives for the statement of financial activities

	2024 Unrestricted £	2024 Restricted £	2024 Total £
Income from:			
Donations and legacies	19,303	-	19,303
Charitable activities	-	-	-
Other trading activities	-	-	-
Total income	19,303	-	19,303
Expenditure on:			
Raising funds	800	-	800
Charitable activities	17,930	-	17,930
Total expenditure	18,730	-	18,730
Net income / expenditure before gains / (losses) on investments	573	-	573
Net gains / (losses) on investments			
Net income / expenditure	573	-	573
Transfers between funds	-	-	-
Net income / (expenditure) before other recognised gains and losses	573	-	573
Net movement in funds			
Total funds brought forward	7,137	-	7,137
Total funds carried forward	7,710	-	7,710

Croydon Pride Ltd
Notes to the financial statements
For the year ended 31 August 2025

3 Income from donations and legacies

	Unrestricted £	Restricted £	2025 Total £	2024 Total £
Donations	6,963	-	6,963	1,450
PrideFest Sponsorship	49,500	-	49,500	17,800
Other Event & Sponsorship	-	-	-	53
	56,463	-	56,463	19,303

4 Income from charitable activities

	Unrestricted £	Restricted £	2025 Total £	2024 Total £
Grant income				
LB of Culture Grant	20,000	-	20,000	-
London Mayor Grant	-	2,000	2,000	-
Croydon Council	7,650	-	7,650	-
	27,650	2,000	29,650	-

5 Income from other trading activities

	Unrestricted £	Restricted £	2025 Total £	2024 Total £
Stall holder	9,724	-	9,724	-
	9,724	-	9,724	-

Croydon Pride Ltd
Notes to the financial statements
For the year ended 31 August 2025

6 Analysis of expenditure

	Cost of raising funds £	Charitable activities £	Support costs £	2025 Total £	2024 Total £
<u>Direct costs</u>					
Community Support	-	100	-	100	-
Croydon Pride Fest:					
Marketing & Fundraising	-	1,170	-	1,170	3,873
Performance	-	17,776	-	17,776	1,830
Production	-	74,664	-	74,664	11,911
<u>Administration expenses</u>					
IT expenses	-	-	328	328	316
Sundry	-	-	34	34	-
Independent examiner fees	-	-	1,200	1,200	-
Fundraising	-	-	-	-	800
2025 total	-	93,710	1,562	95,272	18,730
Support costs	-	1,562	(1,562)	-	
	-	95,272	-	95,272	
2024 expenditure	800	17,930	-		

Of the total expenditure, £93,272 (2024: £18,730) was unrestricted and £2,000 (2024: Nil) was restricted.

Analysis of expenditure (prior year)

	Cost of raising £	Charitable activities £	Support costs £	2024 Total £
<u>Direct costs</u>				
Croydon Pride Fest:				
Marketing & Fundraising	-	3,873	-	3,873
Performance	-	1,830	-	1,830
Production	-	11,911	-	11,911
<u>Administration expenses</u>				
IT expenses	-	-	316	316
Fundraising	800	-	-	800
2024 total	800	17,614	316	18,730
Support costs	-	316	(316)	-
	800	17,930	-	18,730

Croydon Pride Ltd
Notes to the financial statements
For the year ended 31 August 2025

7 Net income / (expenditure) for the year

This is stated after charging / (crediting):

	2025	2024
	£	£
Independent examiner fee (excluding VAT)	1,200	-

8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

The charity did not employ staff during the year.

The trustees were not paid or received any other benefits from employment with the company in the year (2024: £nil). No trustees received payment for professional or other services supplied to the charity (2024: £nil).

9 Debtors

	2025	2024
	£	£
Other debtors	11,911	13,560
	11,911	13,560

10 Creditors: amounts falling due within one year

	2025	2024
	£	£
Taxation and social security	-	1,515
Accruals	8,399	6,294
	8,399	7,809

Croydon Pride Ltd
Notes to the financial statements
For the year ended 31 August 2025

11 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Net current assets	8,275	-	-	8,275
Net assets at the end of the year	8,275	-	-	8,275

Analysis of net assets between funds (prior year)

	unrestricted £	Designated £	Restricted £	funds £
Net current assets	7,710	-	-	7,710
Net assets at the end of the year	7,710	-	-	7,710

12 Movements in funds

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
Restricted funds					
Community Weekend London	-	2,000	(2,000)	-	-
Total restricted funds	-	2,000	(2,000)	-	-
Unrestricted funds					
General funds	7,710	93,837	(93,272)	-	8,275
Total unrestricted funds	7,710	93,837	(93,272)	-	8,275
Total funds	7,710	95,837	(95,272)	-	8,275

Movements in funds (prior year)

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
Unrestricted funds					
General funds	7,137	19,303	(18,730)	-	7,710
Total unrestricted funds	7,137	19,303	(18,730)	-	7,710

13 Operating lease commitments

The charity did not have future minimum lease payments under non-cancellable operating leases.

14 Related party transactions

The charity has no related party transactions during the year. (2024: Nil)