

NORWICH PRIDE

England & Wales - Charity number 1184491

Details

Status Registered

Legal form CIO

Registered 2019-07-19

Register [View on the Charity Commission register](#)

Contact

Address 10 Cathedral Street
Norwich
NR1 1LX

Phone 07393976981

Email info@norwichpride.org.uk

Website <https://www.norwichpride.org.uk/>

Activities

Objects: To promote equality and diversity for the public benefit across the city of Norwich and the county of Norfolk; and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity, including in particular but not exclusively by: a) Raising awareness of the public with regard to all aspects of discrimination in society and issues and difficulties affecting the lives of lesbian, gay, bisexual, transgender plus other sexual and gender identities (LGBTQIA+) people; b) Advancing education and raising awareness in equality and diversity whether by teaching, interaction, performance or producing and/or displaying artistic and other materials; c) Producing publications, lectures, media, promoting public events and exhibitions, public advocacy and other means of communications; d) Association with voluntary organisations, and/or governmental, public and private bodies to develop and maximise the effectiveness of voluntary organisations run by and for LGBTQIA+ people; e) Staging and promoting LGBTQIA+ events and in particular an annual LGBTQIA+ festival with a Pride Parade and associated events on the last Saturday of July; f) Promoting activities to foster understanding between people from diverse backgrounds.

Activities: Norwich Pride is a celebration of the lesbian, gay, bisexual and trans community for everyone. Our mission is to ensure we live in a city where everyone can feel safe and proud to be themselves. Our job is to organise an amazing Pride March and associated events on the last Saturday in July.

Classification

- **How:** Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body, Other Charitable Activities
- **What:** General Charitable Purposes, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

Geography

- Norfolk

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£84,583	£77,884	-	-
2023-12-31	£80,333	£71,912	-	-
2022-12-31	£48,361	£62,638	-	-
2021-12-31	£15,399	£11,905	-	-
2020-12-31	£26,533	£26,809	-	-

Trustees

Name	Role	Appointed
Abbie Mulcairn		2024-08-21
Alan Mackenzie		2026-03-16
Elizabeth Baldwin		2024-08-21
Lisa McIntyre		2023-01-28
Lucy Simpson		2026-03-16
Professor Richard Sawdon Smith		2022-04-10

NORWICH PRIDE

England & Wales - Charity number 1184491

Accounts



Norwich Pride Annual Report 2024

Registered Charity 1184491

Norwich Pride
c/o 10 Cathedral Street
Norwich
NR1 1LX

info@norwichpride.org.uk
www.norwichpride.org.uk

Norwich Pride

“The need for Norwich Pride has never been greater!”

Norwich Pride is the celebration of the Lesbian, Gay, Bisexual, Trans, Queer, Intersex and Asexual+ (LGBTQIA+) community for everyone

Our purpose is to organise an inclusive Pride March and associated events on the last Saturday in July

Our mission is to live in a city where everyone feels safe and proud to be themselves

Trustees' Foreword

In 2024 we celebrated our 16th Pride in Norwich, having originally started in 2009, and this our fifth report since becoming a registered charity in 2019. The scale of Norwich Pride, which each year attracts thousands of attendees, requires the necessary associated budgets, planning and organisation, which is delivered by the Organisation Team (OT), who report to the Trustees.

A member of the OT, normally the Chair, is invited to attend the start of the Trustee meetings to provide updates on progress and activities, and at least one Trustee in attendance at the OT meetings to keep communications open and transparent. A review/feedback 'washup' meeting was conducted post event with members of the OT and Trustees present, outcomes of our public survey (sample of positive comments, which validate our objectives are provide on the last page) were discussed and plans established for next year's event. The OT is made up (like the Trustees) by volunteers (which helps us to keep our pledge to be a free pride for all to access), who lead on various roles and responsibilities that include, secretary, pride maker volunteers, sponsorship, planning, communications, community engagement, art exhibitions and makers' market, entertainment, photography and documentation, and the Pride shop.

Chair of Trustees Nick O'Brien wrote in the Pride Guide:

As Norwich prepares for its 16th Pride, it's easy to get lost thinking about where all those rainbow years went and reflecting on how far we've actually come in terms of gaining our rights and respect...A decade and a half has flashed by and now we stand a colourful, proud and bold part of our city's civic calendar.



So, the question is- have our rights and sense of safety as a community increased along with our visibility over the years? ...it's not only Trans people who feel the backlash. The whole community feels genuine concern about safety, rights and respect and the government continues to drag its feet over a ban on conversion therapy. It's clear then that if we did not have Norwich Pride in place and building still after 16 years, we would need to create it now.



Image shows marchers carry a giant Transgender Pride Flag down the street with thousands of people following, disappearing into the distance. Image by Sarah Creek

Norwich Pride's Trustees at end of year:

Julie Bremner - she/her (Treasurer) has volunteered every year to deliver the event. A civil servant by day, Julie has been a LGBTQ+ activist since campaigning with ACT UP in the 1980's and helped found other local influential groups, as well as being the voice of Pride Live on Future Radio for many years.

Lisa McIntyre - she/her is an artist, author, and campaigner for disability rights. She is an active member of Norfolk DPAC (Disabled People Against Cuts). And an Equality Officer for Unite Community. She is also a trans woman, and lives in Norwich UK.

Nick O'Brien* - he/him (Chair of Trustees 2023) leads our education group and helps organise the Question Time event that takes place every year at Norwich Pride. He is an assistant headteacher in a local secondary school and leads on equality work for an academy trust. He has experience in working with young people and safeguarding. Nick has been involved with Norwich Pride at some level every year.



Richard Sawdon Smith - he/him joined Norwich Pride as a Trustee in 2022, although the first Pride he ever attended was London in 1985. He is an artist who's issued based work looks to negate stigma that still sounds people living with HIV. He is also Professor of Fine Art and Photography at Norwich University of the Arts.

Jumara Stone* - she/her is a proud ally of Norwich Pride and a Trustee since 2022. She is currently the Chief Executive Officer of University of East Anglia Student Union, having held the same role at University of Suffolk before returning to UEA, where previously she was working in the EDI space and helping to develop UEA's Anti Racism work.

*Jumara and Nick both stepped down as Trustees at the end of the year. Recruitment taking place to replace them.

Overview

Our objectives outlined in our CIO Charity Foundation document are: To promote equality and diversity for the public benefit across the city of Norwich and the county of Norfolk; and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity, including in particular but not exclusively by:

- Raising awareness of the public with regard to all aspects of discrimination in society and issues and difficulties affecting the lives of lesbian, gay, bisexual, transgender plus other sexual and gender identities (LGBTQIA+) people;
- Advancing education and raising awareness in equality and diversity whether by teaching, interaction, performance or producing and/or displaying artistic and other materials;
- Producing publications, lectures, media, promoting public events and exhibitions, public advocacy and other means of communication
- Association with voluntary organisations, and/or governmental, public and private bodies to develop and maximise the effectiveness of voluntary organisations run by and for LGBTQIA+ people;
- Staging and promoting LGBTQIA+ events and in particular an annual LGBTQIA+ festival with a Pride Parade and associated events on the last Saturday of July;
- Promoting activities to foster understanding between people from diverse backgrounds.



Two images, photo one shows marchers wearing Norwich City Football club colours with the mascot and behind men carrying a banner that says Norwich Mature Gay Community. Second image shows a woman being pushed in a wheelchair along the march, wearing a rainbow coloured dress. Images by Eclipse Picture Studio



Norwich Pride's Core Values

Our Norwich Pride core values help guide us, particularly during tough times or when making difficult decisions to ensure we meet our charitable outcomes. It's important that everyone involved with running Norwich Pride agrees to uphold these values:

- Free, inclusive, accessible
- Promotes equity and intersectionality
- Celebrates all kinds of diversity
- Inspires creativity
- Encourages other individuals and organisations to run their own events
- Promotes local queer talent and businesses
- Listens to the community and helps to develop it's confidence and agency
- Represents the community in the local media. Educates and raises awareness of LGBTQIA+ issues and lives
- Actively fights intolerance and prejudice of any kind, being an active ally to other marginalised groups
- Is ethical and sustainable
- Looks after it's volunteers at all levels of the organisation
- Is a humble, reflective organisation
- Works proactively to ensure that everyone feels welcome at our events and within the organisation

Our aim is to include and celebrate absolutely everyone -especially those with protected characteristics as per the 2010 Equality Act.

Activities

Norwich Pride 2024 – The Event

Norwich Pride blended celebration, activism, protest and showcased amazing LGBTQIA+ talent on various stages to entertain attendees, while maintaining the theme – Pride is a Protest.

Norwich Pride is probably the largest event of the year to take place in the city centre. This meant working closely with the City Council and with key cultural intuitions such as the Forum, Assembly House and Norwich Theatre - we closed Theatre Street all day to ensure people could move more easily between the Forum, where many of the stalls are, and Chapelfield Gardens where the main performance stages are, as well as hosting the Pride Bus stage on Theatre Street . We built on the success of new elements from previous Norwich Prides by including our largest Makers Market to date to help local artists and creative LGBTQIA+ people showcase and sell their products.

We managed five stages in 2024, with over 50 performs, groups and speakers:

- The Marsha P Johnson Main Stage
- The Alan Turing Community Stage
- The Harvey Milk Live Lounge
- The Gilert Baker Pride Bus
- The Frida Kahlo 18+ Stage

As reported by ITV Anglia News Facebook page:

Norwich Pride drew in visitors from across the county and beyond. It's one of the biggest celebrations of LGBTQ+ communities in the region.

o:55 "I came from a country where pride is illegal, so this means a lot to me"

<https://www.facebook.com/watch/?v=1741549446662887>



Four images show a variety of Makers Market stall holders behind their stalls with a display of their cards, patches, stickers and trinkets. Image 1-3 by In Every Nook and Corner and 4 by Sarah Creek

Norwich Pride Art Exhibition – tranescency

‘tranescency’ was the theme for the 2024 Norwich Pride Exhibition – deriving from ancestry, referring to the lineage of an individual, in this case in reference to a forebear or forerunner to a transgender person or to the wider transgender community. Held at the Assembly House on Theatre Street, and in partnership with Queer Norfolk, it opened for a week prior to the march, offering various art making workshops during the week, as well as a relaxing quite space during march day.

Four images (next page), image one shows artwork on the wall with text TRANS FRIENDLY SPACE in a night sky and the other three have artist stood by their work.



Natasha Curson Memorial Trans Talk

'The Cass Report – how do we support, affirm, and celebrate our Trans and non-binary community? – Panel including Eil Folan (they/them) a data journalist and columnist for Novara Media, and Melissa Symes (she/her) a senior lawyer for a local authority. Hosted by Andrew Copeman, Chair of the Norwich Pride Trans Advisory Group.

Norwich Pride Question Time

A panel discussion on topical issues affecting the LGBTQIA+ community. Chaired by Nick O'Brien, Chair of Norwich Pride, with Jason Okundays (he/him) who wrote a social history of Black gay men in Britain called 'Revolutionary Acts', Hallie (she/her) Big Brother contestant, youth worker and Trans woman, Amir Dean



(Lady Busha) (he/him) shortlisted for the BBC New Comedy Awards and Charlie Caine (he/him) local councillor and Trans man.

Ensuring Norwich Pride is accessible

Norwich Pride is for everyone. We aim to be as accessible as we can be and strive to learn new ways to be more accessible and inclusive. Here are some of the things we arranged for Norwich Pride 2024.

- Step free access to all areas. Guide and assistance dogs welcome.
- The Pride Guide is printed in a dyslexic friendly typeface, with a text only version of the guide on our website. Easy read information about Pride, created by Deb our Secretary (who is Easy Read trained) and our Disability Champion Hayley.
- We livestream key elements of the event, including Question Time and the Main Stage afternoon show, giving global access to Norwich Pride.
- All our Pride Makers and volunteers receive Disability Awareness training. We have designated safer spaces on the Pride March for disabled people.
- There is a designated viewing space for the March and points along the route to leave the March early for any reason. There is a short cut in the March to avoid a cobbled street.
- We reserve an accessible space in front of the stage for the Pride Show. British Sign Language (BSL) signers signing key elements of the day. 'Quiet Spaces' available all day for respite from the crowds.
- We provide fully accessible toilets in the Makers Market We provide free face masks for anyone wanting to wear one while using the inside spaces of Norwich Pride – The Forum, The Assembly House, and The Gilbert Baker Pride Bus.

Norwich Pride Inspired Events

We saw several events organised at local venues during July 2024 and others throughout the year, that were linked to Norwich Pride, such as film screenings, talks, performances, Drag King and Drag Queen shows, exhibitions, makers market, Touch Rugby tournament, True Stories live, and connect spaces including Pride-Get-Together for counselors and therapists. Not only do many of these act as fundraising activities to support the running of Norwich Pride so it remains free to all to access but also means there are even more ways for people to attend LGBTQIA+ events across Norwich and engage with Pride in some way.



Image shows a range of five highly coloured drag kings and queens performing on the main stage just as popped a party gun full of rainbow coloured paper confetti. Images by Eclipse Picture Studios

Norwich Pride Survey Results 2024

A selection of some of the 247 responses from the 2024 survey when asked about the best part of Norwich Pride:

- ★ Bringing everyone together and making me proud of Norwich and everyone involved
- ★ The volunteers and community getting together
- ★ Seeing all the queers and allies in Norwich, and realising we aren't as alone as we thought
- ★ The atmosphere, The magic, The love
- ★ It felt like a celebration that everyone was invited to. We felt welcome and comfortable being there. We had a 12 and 6 year old with us and they both loved it. It was so nice to see so much diversity and inclusion
- ★ Walking into the city and feeling such joy at everyone just existing as themselves. After 3 years of increasing hostility towards the trans community I finally felt some hope for my young trans children. My 13 year old hugged me more times than I've had in a while. We don't get a lot of family time with our eldest being 17- but it was a genuinely joyful family day out. I'm sad it's over.



- ★ The clear speech that this was a trans inclusive pride was so very important. So many people must have felt so safe. I'm so grateful xx
- ★ All sorts of people of all backgrounds and ages coming together
- ★ The atmosphere! The rainbow colours everywhere! The empowerment of our community, and the feeling of a true sense of inner pride.
- ★ Organisation and safety, diversity of acts, choice over loud/quieter stages, stalls, atmosphere and staffing/volunteers
- ★ I really enjoyed the talk and Q&A sessions in the gallery. It was great to see people being free to be themselves, to celebrate themselves. It was colourful and happy
- ★ How loud and proud everything was. It really felt like everyone who was there was actually supporting queer rights. The makers market was great with interesting, good quality gifts from queer artists. The atmosphere was very fun and I felt safe
- ★ The march was as excellent as ever. The way the stalls have been spread across the sites gives a feeling of space but everything is still really accessible
- ★ First time attending and thought it was extremely well organised! Felt such a buzzing atmosphere and a wonderful, loving community to be a part of
- ★ The march seems to have tripled in size and effort and was a beautiful thing to see. But also Chapelfield gardens is always a nice place to go after the parade, what we didn't expect was the biggest queer party to ever be held. We danced I, laughed and met so many beautiful humans from 2pm till finish and never felt so free and welcome!



Image shows crowds in colourful rainbow outfits outside Norwich city hall listening to speeches from the balcony before the march sets off. Image by Oman Photography

Profit and Loss

Norwich Pride

For the year ended 31 December 2024

	2024	2023
Income		
Advertsing & Sponsorship	58,610.42	66,969.15
Fundraising, Raffles, Donations, Collections, Grants	2,661.21	8,556.59
Parade	3,840.00	-
Shop Sales	9,492.29	10,094.79
Stalls	12,845.00	-
Total Income	87,448.92	85,620.53
Cost of Sales		
Shop Stock	2,865.76	5,286.94
Total Cost of Sales	2,865.76	5,286.94
Gross Profit	84,583.16	80,333.59
Administrative Costs		
Accessible Information (Incl BSL)	1,440.00	1,320.00
Arts & Decorations	262.73	17.18
Audit & Accountancy fees	300.00	300.00
Chapelfield Garden Hire	2,070.00	-
Charitable and Political Donations	70.00	-
Decorating Stage & Chapelfield Gardens	14,086.80	27,714.16
First Aid	2,341.60	2,876.22
Forum Hire	120.00	849.60
General Expenses	702.50	756.69
Insurance	778.42	765.93
Pride Guide Launch	215.45	100.00
Printing Pride Guide & Posters	5,296.20	4,714.60
Radios	-	827.40
Refreshments	-	64.21
Security	12,589.84	11,231.11
Speakers, Performers, Stage management	19,147.96	8,906.80
Subscriptions	2,093.29	-
Toilets	4,584.00	495.00
Travel - National	314.08	-
Venue Hire	90.00	90.00
Virtual Pride Expenses	2,768.63	2,907.86
Volunteer Expenses & Party	2,140.10	2,702.83
Design Fees	-	323.51
Sponsorship and Fundraising	5,672.85	3,851.94
Photography	800.00	622.19
Consultancy Services	-	475.00
Total Administrative Costs	77,884.45	71,912.23

	2024	2023
Surplus for the year	6,698.71	8,421.36

Norwich Pride
Independent Examiners Report
Year Ended 31 December 2024

I report on the accounts of the charity for the year ended 31 December 2024 as attached.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 43 of the 1993 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 43(7)(b) of the 1993 Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the 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.

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.

Pauline Street

ADP Accounting Limited

Association of Chartered Certified Accountants

23th October 2025

19 Farrow Close

Mattishall

Dereham

Norfolk

NR20 3SZ

NORWICH PRIDE

England & Wales - Charity number 1184491

Accounts



Norwich Pride Annual Report 2023

Registered Charity 1184491

Norwich Pride
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Norwich Pride

"This year felt bigger and better than ever. The city felt like it was buzzing and the march was spectacular"

Norwich Pride is the celebration of the Lesbian, Gay, Bisexual and Trans+ (LGBTQIA+) community for everyone

Our mission is to live in a city where everyone feels safe and proud to be themselves

Our vision is to turn Norwich into a rainbow

Our job is to organise an inclusive Pride March and associated events on the last Saturday in July

Trustees' Foreword

In 2023 we celebrated our 15th Pride in Norwich, having originally started in 2009, and this our fourth report since becoming a registered charity in 2019. Building on the success of Norwich Pride 2022 (first in person for two years due to covid) this was our largest Pride to date in terms of events, stages, and attendees. The scale of Norwich Pride from its origins of a few hundred attendees to thousands, has required the necessary increase in associated budgets, planning and organisation. Pride is coordinated and delivered by the Organisation Team (OT), who report to the Trustees. A member of the OT is invited to attend the start of the Trustee meetings to provide updates on progress and activities, and at least one Trustee in attendance at the OT meetings to keep communications open and transparent. The OT is made up (like the Trustees) by volunteers, who lead on various roles and responsibilities that include, secretary, pride maker volunteers, sponsorship, planning, communications, community engagement, art exhibitions and makers' market, entertainment, photography and documentation, and the Pride shop.

Chair of Trustees Nick O'Brien wrote in the Pride Guide:

Is Pride still needed in 2023? If we didn't have a Norwich Pride, we would need to create it now. We live in an often-troubled world, and it feels that hate is on the rise. Those of us that have privilege must recognise it and take action to support those that need it most – in particular our Trans and non-binary siblings under huge and unrelenting attack at the moment.



Image shows marchers carry a giant Transgender Pride Flag down the street with thousands of people following, disappearing into the distance. Image by Kira LeHane



Norwich Pride's Trustees at end of year:

Julie Bremner - she/her (Treasurer) has volunteered every year to deliver the event. A civil servant by day, Julie has been a LGBTQ+ activist since campaigning with ACT UP in the 1980's and helped found other local influential groups, as well as being the voice of Pride Live on Future Radio for many years.

Lisa McIntyre - she/her is an artist, author, and campaigner for disability rights. She is an active member of Norfolk DPAC (Disabled People Against Cuts). And an Equality Officer for Unite Community. She is also a trans woman, and lives in Norwich UK.

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Richard Sawdon Smith - he/him joined Norwich Pride as a Trustee in 2022, although the first Pride he ever attended was London in 1985. He is an artist who's issued based work looks to negate stigma that still sounds people living with HIV. He is also Professor of Fine Art and Photography at Norwich University of the Arts.

Jumara Stone - she/her is a proud ally of Norwich Pride and a Trustee since 2022. She is currently the Chief Executive Officer of University of East Anglia Student Union, having held the same role at University of Suffolk before returning to UEA, where previously she was working in the EDI space and helping to develop UEA's Anti Racism work.



Overview

Our objectives outlined in our CIO Charity Foundation document are: To promote equality and diversity for the public benefit across the city of Norwich and the county of Norfolk; and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity, including in particular but not exclusively by:

- a) Raising awareness of the public with regard to all aspects of discrimination in society and issues and difficulties affecting the lives of lesbian, gay, bisexual, transgender plus other sexual and gender identities (LGBTQIA+) people;
- b) Advancing education and raising awareness in equality and diversity whether by teaching, interaction, performance or producing and/or displaying artistic and other materials;
- c) Producing publications, lectures, media, promoting public events and exhibitions, public advocacy and other means of communication
- d) Association with voluntary organisations, and/or governmental, public and private bodies to develop and maximise the effectiveness of voluntary organisations run by and for LGBTQIA+ people;
- e) Staging and promoting LGBTQIA+ events and in particular an annual LGBTQIA+ festival with a Pride March and associated events on the last Saturday of July;
- f) Promoting activities to foster understanding between people from diverse backgrounds.

Image shows an intense colour photograph of marchers packed into the street in colourful cloths, many waving rainbow flags, a person at the front is holding a sign from Amnesty International Protect the Human which says LOVE IS A HUMAN RIGHT





Norwich Pride's Core Values

Our Norwich Pride core values help guide us, particularly during tough times or when making difficult decisions to ensure we meet our charitable outcomes. It's important that everyone involved with running Norwich Pride agrees to uphold these values:

- Free, inclusive, accessible
- Promotes equity and intersectionality
- Celebrates all kinds of diversity
- Inspires creativity
- Encourages other individuals and organisations to run their own events
- Promotes local queer talent and businesses
- Listens to the community and helps to develop it's confidence and agency
- Represents the community in the local media. Educates and raises awareness of LGBTQIA+ issues and lives
- Actively fights intolerance and prejudice of any kind, being an active ally to other marginalised groups
- Is ethical and sustainable
- Looks after it's volunteers at all levels of the organisation
- Is a humble, reflective organisation
- Works proactively to ensure that everyone feels welcome at our events and within the organisation

Our aim is to include and celebrate absolutely everyone -especially those with protected characteristics as per the 2010 Equality Act.

Activities

Norwich Pride 2023 – The Event

This was our largest pride to date. Norwich Pride blended celebration, activism, protest and showcased amazing LGBTQIA+ talent on various stages to entertain attendees, while maintaining the theme – Pride is a Protest.

Increasing our footprint in the city centre, working closely with the City Council and with key cultural institutions such as the Forum, Assembly House and Norwich Theatre - we closed Theatre Street all day to ensure people could move more easily between the Forum, where many of the stalls are, and Chapelfield Gardens where the main performance stages are, as well as hosting the Pride Bus stage on Theatre Street . We built on the success of new elements from Norwich Pride 2022 by including a Makers Market in Chantry car park to help local artists and creative LGBTQIA+ people showcase and sell their products.

Image (next page) shows a female presenting Makers Market stall holder stood behind their stall wearing brightly coloured cloths and hair, with a display of their brightly coloured cards, patches and stickers. Image by Kate B Photography



We expanded from three to five stages in 2023, with over 50 performs, groups and speakers:

- The Marsha P Johnson Main Stage
- The Alan Turing Community Stage
- The Harvey Milk Live Lounge
- The Gilbert Baker Pride Bus
- The Frida Kahlo 18+ Stage

As reported by ITV News:

Bright colours, music and cheers filled the streets of Norwich on Saturday, as thousands turned out for the city's 15th Pride celebration in support of the LGBTQIA+ community.

Ella said: "I love Norwich Pride, ever since the very first one, I've loved the inclusiveness, the atmosphere, and just being able to be amongst people who know you."

<https://www.itv.com/news/anglia/2023-07-30/norwichs-15th-pride-event-what-it-means-to-people-in-the-city>

Norwich Pride Art Exhibition – Revolting

‘Revolting’ The Norwich Pride Art Exhibition, with submissions from the LGBTQIA+ community on the theme of Pride is a Protest. Held at the Assembly House on Theatre Street, and in partnership with Queer Norfolk, it opens for a week prior to the march, offering various art making workshops during the week, as well as a relaxing quite space during march day.

Image (next page) shows the close up of a painted artwork in rainbow colours depicting the sign WE HAVE ALWAYS BEEN HERE, with text underneath PROTECT QUEER AND TRANS YOURTH ALWAYS. Image by Eclipse Picture Studios



Norwich Pride Question Time

Panellists discuss topical issues affecting the LGBTQIA+ community. Chaired by Lee Brown and panellists included speakers such as Dr Catherine Lee MBE, Professor of Inclusive Education and Leadership author of Pretended and Jamara Stone (NP Trustee) and CEO of University of Suffolk SU.

Natasha Curson Memorial Trans Talk

'Fighting for Trans Safety, Rights and Liberation – Then and Now' – A talk given by Edalia Day and Lisa McIntyre (NP Trustee). Hosted by Andrew Copeman.

Ensuring Norwich Pride is accessible

Norwich Pride is for everyone. We aim to be as accessible as we can be and strive to learn new ways to be more accessible and inclusive. Here are some of the things we arranged for Norwich Pride 2023.

- The Pride Guide is printed in a dyslexic friendly typeface, and we have a number of large-print copies of the guide available in The Atrium on Pride Day. There are online versions of the Pride Guide including plain text for visually impaired people, and people unable to physically get a copy from a stockist in the city.
- We livestream key elements of the event, including Question Time and the Main Stage afternoon show, giving global access to Norwich Pride.
- All our Pride Makers and volunteers receive Disability Awareness training. We have designated safer spaces on the Pride March for disabled people. There is a designated viewing space for the



March on the balcony of the Theatre Royal Norwich. There are points along the route where you can leave the March early for any reason. There is a short cut in the March to avoid a cobbled street.

- We reserve an accessible space in front of the stage for the Pride Show. Three 'Quiet Spaces' available all day for respite from the crowds - The second floor of the Millennium Library in the Forum, The Norwich Wellbeing Centre opposite Chapelfield Gardens 'The Rest' at Churchman House
- We provide fully accessible toilets in the Makers Market We provide free face masks for anyone wanting to wear one while using the inside spaces of Norwich Pride – The Forum, The Assembly House, and The Gilbert Baker Pride Bus.

Norwich Pride Inspired Events

Over 20 events organised at local venues took place during July 2023 and others throughout the year, that were linked to Norwich Pride, such as film screenings, book launch, performances, exhibitions and coffee and cake meet ups. This means there are even more ways for people to attend LGBTQIA+ events and engage with Norwich Pride in some way.

Image one shows drag king in a suit singing Image two shows a drag queen with beard and headdress performing. Images by James Burton Photography





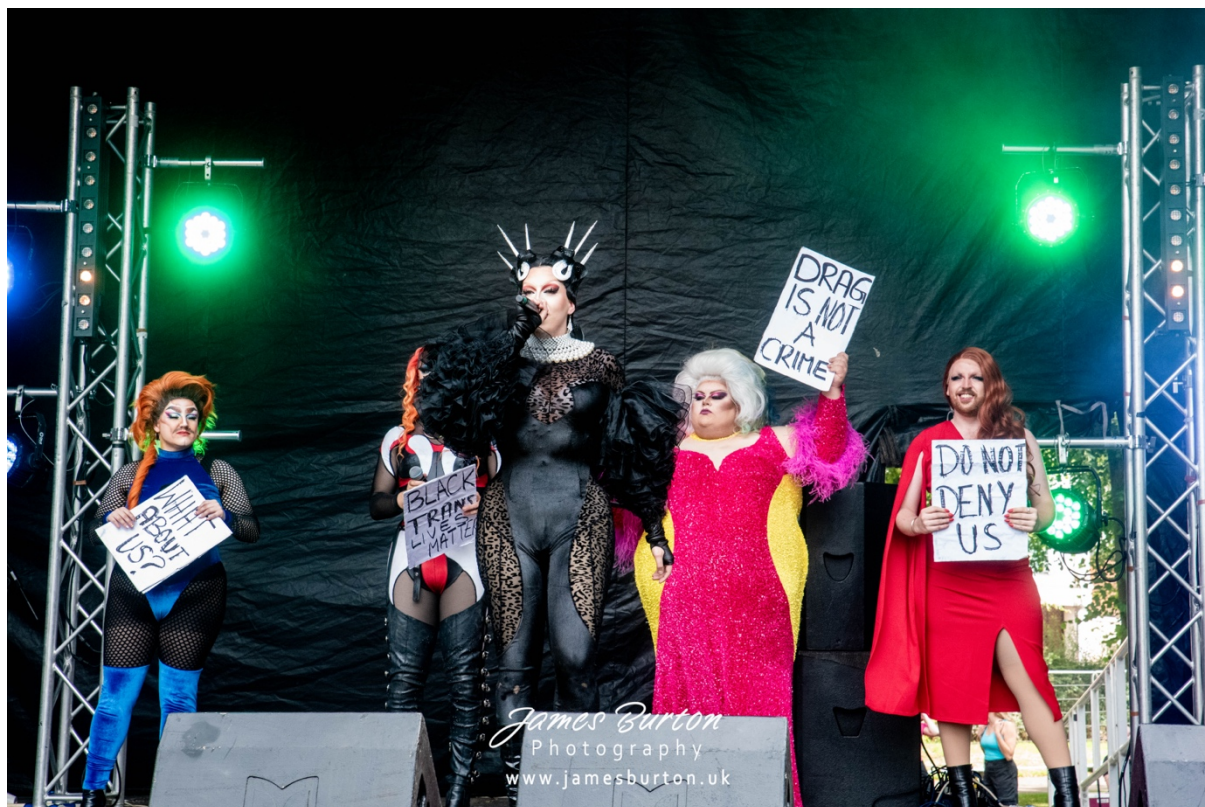
Norwich Pride Survey Results 2023

A selection of some of the 265 responses from the 2023 survey when asked about the best part of Norwich Pride:

- ★ Such an inclusive atmosphere was created where all members of the community could feel seen and safe
- ★ Getting to celebrate the community with my friends and having a great time
- ★ Community and acceptance. Everyone happy
- ★ Allowing people to be who they are without prejudice or being judged
- ★ All kinds of people coming together to celebrate one community together
- ★ The whole city being decked out in rainbows including other businesses, the march and focus on trans rights, everything going on in Chapelfield gardens and the makers' market!
- ★ The atmosphere was awesome. As someone in the closet most of the time, it was really great to just feel a bit of acceptance and belonging. Also the stalls in The Forum and Chantry Car Park were great
- ★ I felt safe, welcomed and comfortable, to make public my sexuality (A Sexual) and I also didn't feel the constant need to worry about my Gay son and his partner showing public affection toward each other, and risking homophobia or attack
- ★ Plenty of inclusion and representation for everyone! Felt very safe and overall an incredibly happy and gay time!
- ★ I love that you put a lot of effort into making it an accessible event. From the sign language interpreter to the quiet areas!
- ★ Strong inclusivity, very accessible and even good for families. Still on message for It's a Protest
- ★ We liked that it hasn't become a big commercial event, (ie advertising local businesses, bars etc) as some Pride events around the country have. It felt much more a community event, retaining the original purpose of Pride marches, (ie a protest march rather than a big commercial event)
- ★ Well organised, lovely seeing so many rainbow flags etc and having 1 day of not feeling like a minority. Family friendly atmosphere, lovely to take our 5 and 7 year olds to so that they can see other families like us and see people supporting us
- ★ This year felt bigger and better than ever. The city felt like it was buzzing and the march was spectacular.



Image shows five drag performers on the Marsha P Johnson Main Stage holding handmade signs that read slogans such as DRAG IS NOT A CRIME, DO NOT DENY US, BLACK TRANS LIVES MATTER. Image by James Burton Photography



Profit and Loss

Norwich Pride

For the year ended 31 December 2023

	2023	2022
Income		
Advertsing & Sponsorship	66,969.15	41,205.50
Fundraising, Raffles, Donations, Collections, Grants	8,556.59	1,898.04
Shop Sales	10,094.79	12,673.20
Total Income	85,620.53	55,776.74
Cost of Sales		
Shop Stock	5,286.94	7,415.72
Total Cost of Sales	5,286.94	7,415.72
Gross Profit	80,333.59	48,361.02
Administrative Costs		
Accessible Information (Incl BSL)	1,320.00	1,144.38
Arts & Decorations	17.18	1,562.08
Audit & Accountancy fees	300.00	255.00
Chapelfield Garden Hire	-	1,450.00
Charitable and Political Donations	-	87.12
Decorating Stage & Chapelfield Gardens	27,714.16	20,683.06
First Aid	2,876.22	-
Forum Hire	849.60	1,063.50
General Expenses	756.69	264.19
Insurance	765.93	674.73
Pride Guide Launch	100.00	79.74
Printing Pride Guide & Posters	4,714.60	3,909.40
Radios	827.40	902.40
Refreshments	64.21	236.00
Samba Band	-	500.00
Security	11,231.11	6,332.70
Speakers, Performers, Stage management	8,906.80	5,927.09
Staff Training	-	300.00
Stationery, Ink, Photocopying etc	-	101.40
Subscriptions	-	68.42
Toilets	495.00	3,372.00
Travel - National	-	70.39
Venue Hire	90.00	705.00
Virtual Pride Expenses	2,907.86	2,116.96
Volunteer Expenses & Party	2,702.83	2,030.69
Design Fees	323.51	2,157.50
Sponsorship and Fundraising	3,851.94	3,330.00
Photography	622.19	650.00
Love Light Love Festival	-	2,664.98

Profit and Loss

	2023	2022
Consultancy Services	475.00	-
Total Administrative Costs	71,912.23	62,638.73
Surplus for the year	8,421.36	(14,277.71)

Norwich Pride
Independent Examiners Report
Year Ended 31 December 2023

I report on the accounts of the charity for the year ended 31 December 2023 as attached.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 43 of the 1993 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 43(7)(b) of the 1993 Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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

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- the accounts did not accord with the accounting records; or
- the 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.

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.

Pauline Street

ADP Accounting Limited

Association of Chartered Certified Accountants

29th October 2024

19 Farrow Close

Mattishall

Dereham

Norfolk

NR20 3SZ

Profit and Loss

Norwich Pride

For the year ended 31 December 2023

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Year Ended 31 December 2023

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The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

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Pauline Street

ADP Accounting Limited
Association of Chartered Certified Accountants
29th October 2024

19 Farrow Close
Mattishall
Dereham
Norfolk
NR20 3SZ

NORWICH PRIDE

England & Wales - Charity number 1184491

Accounts



Norwich Pride Annual Report 2022

Registered Charity 1184491

Norwich Pride
c/o 10 Cathedral Street
Norwich
NR1 1LX

info@norwichpride.org.uk
www.norwichpride.org.uk

Trustees at year end:
Julie Bremner
Jumara Stone
Nick O'Brien (Chair of the Board
of Trustees for 2022)
Lisa McIntyre
Richard Sawdon Smith

Norwich Pride

Norwich Pride is the celebration of the Lesbian, Gay, Bisexual and Trans+ (LGBTQIA+) community for everyone.

Our mission is clear - to live in a city where everyone feels safe and proud to be themselves.

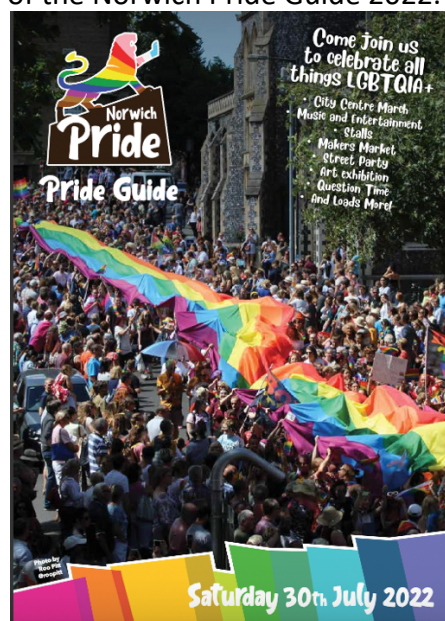
Our vision is to turn Norwich into a rainbow.

Our job is to organise an inclusive Pride March and associated events on the last Saturday in July.

Trustees' Foreword

This is our third report since becoming a registered charity in 2019. Our annual event has grown hugely since 2009, and as a result three years ago a number of the founders and other volunteers decided we should become a charity, to ensure we are transparent and accountable as an organisation.

Image shows the front cover of the Norwich Pride Guide 2022. Image © Roo Pitt





Norwich Pride 2022 was the first in person event since the covid pandemic so expectation and excitement was high, and the event needed excellent planning and management to ensure everyone could attend safely. Our fantastic Organising Team and brilliant team of volunteers brought together an amazing and colourful event that reflected our charity aims.

2022 was a special year as it marked the 50th anniversary of the first official UK Pride march which was held in London on 1 July 1972. Norwich Pride acknowledged and celebrated this fact in its publicity and events.

For the first time in Norwich Pride's history, we closed Theatre Street all day to ensure people could move more easily between the Forum, where many of the stalls are, and Chapelfield Gardens where the performance stages are. We successfully organised new elements for Norwich Pride 2022 including a Makers Market in Chantry car park to help local artists and creative LGBTQIA+ people showcase and sell their products.

We had three stages:

- The Marsha P Johnson Stage headlined by Grace Petrie and Daniel Molyneux
- The Wendy Carlos Stage headlined by Dutchie
- The Tracy Chapman Live Lounge headlined by Kimberley Moore and Sue Lane

Chair of Trustees Nick O'Brien said in advance of the event:

In recent years we have been happy to march at Pride in celebration of things moving forward, in terms of legislation, public attitudes and lived experiences. For the first time this summer many of us will feel worried this is no longer the case.

Perhaps this idea of progress and freedom was more uneven and fragile that we thought. The disgraceful and systematic attacks on trans rights are of a hug concern and we must stand together as a community against this, as we did in April this year on the steps of Norwich City Hall.

We stand together because we are in total solidarity with our trans siblings and also because if trans rights are lost, all of our rights could be under attack next from the same people.

Our commitment to liberation and queer joy is stronger than ever today, have a great time at pride but also – more than ever – remember why we are here. Stay proud!

We raised funds in a variety of ways, mainly seeking financial support from our Allies, including Aviva our main sponsor, who sign up to our Pride Pledge and share their commitment to LGBTQIA+ inclusion. We also raised money through our Pride Shop. We believe we must account for how funds raised are spent to achieve our objectives, and are therefore proud to present this report into our activities for 2022.



We are run by volunteers, although we buy in expertise and services when required and have formalised and professionalised our structures and policies over the last few years. We have a set of well-established Core Values and Ground Rules that all volunteers and contributors towards Norwich Pride must adhere to. These are located in our Handbook for Pride Organisers and volunteers sign up to these during their induction process. We consider these core documents every year and adapt where necessary to keep them current.

Image shows Norwich Pride Trustee Nick O'Brien holding a colourful sign that states 'No LGB without the T' © Burton Photography



Overview

Our objectives outlined in our CIO Charity Foundation document are: To promote equality and diversity for the public benefit across the city of Norwich and the county of Norfolk; and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity, including in particular but not exclusively by:

- a) Raising awareness of the public with regard to all aspects of discrimination in society and issues and difficulties affecting the lives of lesbian, gay, bisexual, transgender plus other sexual and gender identities (LGBTQ+) people;
- b) Advancing education and raising awareness in equality and diversity whether by teaching, interaction, performance or producing and/or displaying artistic and other materials;
- c) Producing publications, lectures, media, promoting public events and exhibitions, public advocacy and other means of communications;



d) Association with voluntary organisations, and/or governmental, public and private bodies to develop and maximise the effectiveness of voluntary organisations run by and for LGBTQ+ people;

e) Staging and promoting LGBTQ+ events and in particular an annual LGBTQ+ festival with a Pride Parade and associated events on the last Saturday of July;

f) Promoting activities to foster understanding between people from diverse backgrounds.

Image shows trans activists Andrew Copeman and Charlie Caine with the headline 'Protect Trans Lives'





Norwich Pride 2022 – The Event

Thousands of people took part in Norwich Pride 2022 which returned to the city after two years of virtual celebrations due to the Covid-19 pandemic. Norwich Pride blended celebration, activism, protest and showcased amazing LGBTQIA+ talent on various stages to entertain attendees.

The BBC reported¹ that Korben, 16, who shot to global fame after wearing a red sequined dress to his school prom, said: "This year, Norwich Pride meant more to me than it ever has.

"To be able to represent the younger generation and stand up for LGBTQIA rights has just been incredible. However, it was so important for me today to dedicate my performance to those generations of the community who paved the way for us to be where we are now."

"Without them, I wouldn't feel as free as I do today to be myself. It's so important to continue to fight for the rights of the LGBT+ community to build on the foundations they laid."

Image shows Trustee Julie Bremner with Head of Fundraising Robert George working with volunteers to organise the Norwich Pride march 2022 © Burton Photography



¹ <https://www.bbc.co.uk/news/uk-england-norfolk-62362143>



Two images show huge crowds of people preparing to march, and one image shows attendees wearing a variety of flags including trans and non-binary flags

© Burton Photography





Norwich Pride Queer Art Exhibition – Beyond The Flag

This exhibition that took place at The Assembly House 24 – 30 July aimed to raise enquiry points around the legacies, histories and future of the rainbow flag. It questioned what it stands for and whether symbols of queer power can be appropriated and diluted. Sponsored by Norwich University of the Arts, whom we thank for their ongoing support.

Image shows Norwich Pride Patron David Shenton next to a colourful t shirt he made that is displayed in a museum, with writing about the Beyond the Flag exhibition and an image of The Assembly House with the words Proud supporter of Norwich Pride’



Norwich Pride Question Time

Our 2022 Question Time event was sponsored in memory of out gay man John Griffiths 1948-2018 who was particularly interested in queer politics and loved the annual Question Time discussion. John was Head of Clinical Psychology at Homerton and Barts Hospital. He retired to Norwich in 2012 and fell in love with the city. He became an avid supporter of Norwich City Football Club and a dedicated worker for the LGBTQIA+ fans group Proud Canaries.

Chaired by Lee Brown who is queer, trans and generally smiley, the event was well attended and a lively discussion was held. This was recorded livestreamed to ensure it was accessible.

Natasha Curson Memorial Trans Talk

Adrian Sweeney, a social media influencer, who charted his transition on his YouTube and Insta Channels spoke at this event giving an insight into what it's like to be young and trans in 2022.



Image shows the speakers at the 2022 Question Time event: Kan, Shivana Dave, Cleo Madeleine, Kit Rackley and Lee Brown. Plus Adrian Sweeney and small images of Natasha Curson and John Griffiths.

Norwich Pride Question Time
11am, 30th July in The Gallery at The Forum

Our annual question time event brings together voices from across the LGBTQIA+ community and we're delighted to have such a talented line up of speakers joining us to share their views.

Kan
Kan appeared on Netflix's *Queer Eye*. We're in issue 1 Ep. 2 as a hero in 2019. He's a queer person and a sexuality educator. He's a queer person and a sexuality educator. He's a queer person and a sexuality educator. He's a queer person and a sexuality educator.

Shivani Dave
Shivani is a broadcaster, journalist and physicist. They present for *Virgin Radio*, *Chilled* and *Openly News* on *106.1* for the *Thomson Reuters Foundation*. Shivani also produces the award-winning *LGBTQ+ History Podcast*.

Cleo Madeleine
Cleo Madeleine is a writer, researcher, and activist. She works for the trans-led charity *Gendered Intelligence*, holds a PhD in queer history from the University of East Anglia, and her poetry has been published around the world. She likes linguistics, dancing, and kissing; she isn't very good at any of them.

Kit Rackley
Kit Marie Rackley (they/she) is a freelance educator, author, podcaster and science communicator. Spending 13 years as a high-school teacher, Kit is deeply committed to young people, particularly empowering them to fight climate change and social injustice. As the human race which gives it the best chance of overcoming the challenges we face today.

Lee Brown
Proud to be a Norwich lad, Lee Brown graduated from UEA with a Gender Studies MA and now works in the charity sector, supporting the wellbeing of up-and-coming generations. Queer, trans, and generally smiley, he can be found crossing the street to say hello to any cat he sees.

Natasha Curson Memorial Trans Talk
10.15-10.45am 30th July in The Gallery in The Forum.
Norwich Pride has always been proud to be a #PrideWithThat and the first Norwich Pride in 2022 opened with a talk on Trans Rights by Natasha Curson from UEA. When Natasha sadly died a few years later, we were determined to honour her memory and pioneering work by having an annual talk in her name. This year's talk is by social media influencer Adrian Sweeney who has charmed his transition on his YouTube and Insta channels. Adrian is an inspirational role model who will give us a unique insight into what it's like to be young and trans in 2022.

19

Ensuring Norwich Pride is Accessible

Norwich Pride is for everyone and we aim to ensure it is accessible as possible. We know we still have areas we must improve, our annual survey highlights a few of these but we set ourself high standards.

In 2022 we provided disability awareness training to access stewards, provided large print copies of the Pride Guide, accessible toilets, quiet areas people could rest in, BSL signing and more! Our Access Champion Francis Chennell educated volunteers at the training day on what access means, why it is required and what they can do to help ensure access is a reality.



Norwich Pride Inspired events

Over 20 events organised at local venues took place during July 2022 that were linked to Norwich Pride. This means there are even more ways for people to attend LGBTQIA+ events and engage with Norwich Pride in some way.

Image shows an advert for the film *The Adventures of Priscilla Queen of the Desert* at Cinema City on 26 July 2022 with three silhouetted drag queens in red, orange and yellow and the Norwich Pride Inspired logo



Norwich Pride Schools Week 2022

The 2022 week was sponsored by The East of England Co-op.

In 2022 the theme was protecting the mental health and wellbeing of LGBTQIA+ students and staff. This theme was chosen due to research that really clearly identified that LGBTQIA+ young people are particularly vulnerable to poor mental health. In the last week of June, lessons, school pride groups and marches took place in schools across Norfolk to recognise LGBTQIA+ lives.

Since its inception in 2019, Norwich Pride Schools Week has built up a network of teachers and schools that can share resources and discuss education issues. It is another way Norwich Pride aims to support LGBTQIA+ young people and ensure they feel safe to be themselves.



Image shows a smiling person wearing their yellow Aviva t-shirt and waving a flag 'Proud to be the main sponsor of Norwich Pride' © Walshy – @street_shots30



Image shows ten drag stars on the Norwich Pride main stage looking powerful and holding signs up that say 'Trans rights' and 'Equality hurts no one' © Payel Bhaduri – @ineverynookandcorner





Image by Crash King showing hands holding a sign that says 'Protect Trans Lives'

© Crashcantdraw



Profit and Loss

Norwich Pride

For the year ended 31 December 2022

	2022	2021
Income		
Advertsing & Sponsorship	41,205.50	9,661.00
Fundraising, Raffles, Donations, Collections, Grants	1,898.04	3,691.35
Shop Sales	12,673.20	3,239.92
Total Income	55,776.74	16,592.27
Cost of Sales		
Shop Stock	7,415.72	1,192.90
Total Cost of Sales	7,415.72	1,192.90
Gross Profit	48,361.02	15,399.37
Administrative Costs		
Accessible Information (Incl BSL)	1,144.38	-
Arts & Decorations (inc OUT140, Dandies, Flag)	1,562.08	1,338.99
Audit & Accountancy fees	255.00	417.50
Chapelfield Garden Hire	1,450.00	-
Charitable and Political Donations	87.12	-
Decorating Stage & Chapelfield Gardens	20,683.06	-
Forum Hire	1,063.50	-
General Expenses	264.19	259.76
Insurance	674.73	628.36
Pride Guide Launch	79.74	-
Printing Pride Guide & Posters	3,909.40	3,502.80
Radios	902.40	-
Refreshments	236.00	-
Samba Band	500.00	-
Security	6,332.70	-
Speakers, Performers, Stage management	5,927.09	1,673.20
Staff Training	300.00	-
Stationery, Ink, Photocopying etc	101.40	6.38
Stody Garden Costs	-	400.00
Subscriptions	68.42	44.37
Thank You Cards	-	50.00
Toilets	3,372.00	-
Travel - National	70.39	-
Venue Hire	705.00	900.00
Virtual Pride Expenses	2,116.96	2,683.45
Volunteer Expenses & Party	2,030.69	-
Design Fees	2,157.50	-
Sponsorship and Fundraising	3,330.00	-
Photography	650.00	-

Profit and Loss

	2022	2021
Love Light Love Festival	2,664.98	-
Total Administrative Costs	62,638.73	11,904.81
Surplus for the year	(14,277.71)	3,494.56

Norwich Pride
Independent Examiners Report
Year Ended 31 December 2022

I report on the accounts of the charity for the year ended 31 December 2022 as attached.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

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ADP Accounting Limited

Association of Chartered Certified Accountants

30th October 2023

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Staff Training	300.00	-
Stationery, Ink, Photocopying etc	101.40	6.38
Stody Garden Costs	-	400.00
Subscriptions	68.42	44.37
Thank You Cards	-	50.00
Toilets	3,372.00	-
Travel - National	70.39	-
Venue Hire	705.00	900.00
Virtual Pride Expenses	2,116.96	2,683.45
Volunteer Expenses & Party	2,030.69	-
Design Fees	2,157.50	-
Sponsorship and Fundraising	3,330.00	-
Photography	650.00	-

Profit and Loss

	2022	2021
Love Light Love Festival	2,664.98	-
Total Administrative Costs	62,638.73	11,904.81
Surplus for the year	(14,277.71)	3,494.56

Norwich Pride
Independent Examiners Report
Year Ended 31 December 2022

I report on the accounts of the charity for the year ended 31 December 2022 as attached.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 43 of the 1993 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 43(7)(b) of the 1993 Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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

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- the accounts did not accord with the accounting records; or
- the 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.

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.

Pauline Street

ADP Accounting Limited

Association of Chartered Certified Accountants

30th October 2023

19 Farrow Close

Mattishall

Dereham

Norfolk

NR20 3SZ

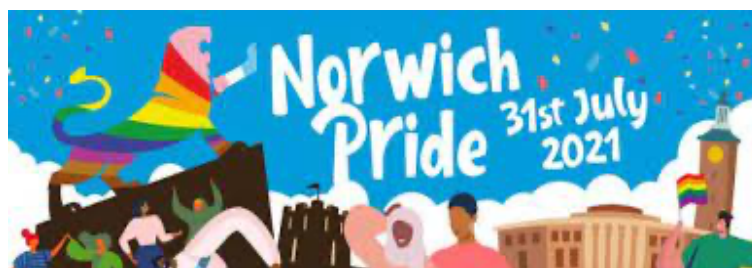
NORWICH PRIDE

England & Wales - Charity number 1184491

Accounts

Norwich Pride Annual Report 2021

Registered Charity 1184491



Norwich Pride
c/o 10 Cathedral Street
Norwich
NR1 1LX
info@norwichpride.org.uk
www.norwichpride.org.uk

Trustees in 2021:

Julie Bremner
Nick O'Brien
Michelle Savage

Norwich Pride

Norwich Pride is the celebration of the Lesbian, Gay, Bisexual and Trans+ (LGBTQIA+) community for everyone.

Our mission is clear - to live in a city where everyone feels safe and proud to be themselves.

Our vision is to turn Norwich into a rainbow.

Our job is to organise an inclusive Pride March and associated events on the last Saturday in July.

Trustees' Foreword

This is our second report since becoming a registered charity in 2019. Our annual event has grown hugely since 2009, so two years ago a number of the founders and other volunteers decided we should become a charity, to ensure we are transparent and accountable as an organisation. We are always aiming to move forward and become the best version of ourselves whilst staying true to our original aims.

Pride 2021 took place against the backdrop of COVID for the second year in a row but we are proud to have put on an inclusive event which involved a much broader cross-section of our community and crucially encourage members of the community and allies to host their own events in celebration of our community (Pride Inspired).

We raise funds in a variety of ways, mainly seeking financial support from our Allies who sign up to our Pride Pledge (now in its second year) and share their commitment to LGBTQIA+ inclusion. We believe we must account for how funds raised are spent to achieve our objectives, and are therefore proud to present this report into our activities for 2021.

We are run by volunteers, although we buy in expertise and services when required and have formalised and professionalised our structures and policies over the last few years. We have a set of well-established Core Values and Ground Rules that all volunteers and contributors towards Norwich Pride must adhere to. These are located in our Handbook for Pride Organisers and volunteers sign up to these during their induction process. We consider these core documents every year and adapt where necessary to keep them current.

Overview:

**Our objectives outlined in our CIO Charity Foundation document are:
To promote equality and diversity for the public benefit across the city of Norwich and the county of Norfolk; and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity, including in particular but not exclusively by:**

- a) Raising awareness of the public with regard to all aspects of discrimination in society and issues and difficulties affecting the lives of lesbian, gay, bisexual, transgender plus other sexual and gender identities (LGBTQ+) people;
- b) Advancing education and raising awareness in equality and diversity whether by teaching, interaction, performance or producing and/or displaying artistic and other materials;
- c) Producing publications, lectures, media, promoting public events and exhibitions, public advocacy and other means of communications;
- d) Association with voluntary organisations, and/or governmental, public and private bodies to develop and maximise the effectiveness of voluntary organisations run by and for LGBTQ+ people;
- e) Staging and promoting LGBTQ+ events and in particular an annual LGBTQ+ festival with a Pride Parade and associated events on the last Saturday of July;
- f) Promoting activities to foster understanding between people from diverse backgrounds.

The Structure of Norwich Pride

The Trustees form the members of the CIO and the Board of Trustees must comprise of at least 3 people. New Trustees may be recruited to the Board at any time by the Trustees. In selecting individuals for appointment as Trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO. We are also actively considering the diversity of both the Trustees and the Organising Team. The Trustees may, by and from their number and from time to time, elect such officers (chair, secretary, treasurer) as they see fit. There are four layers of involvement for volunteers at Norwich Pride that reflect the time, experience and skills that people have to offer:

1. Trustees

The Trustees are people who have got considerable experience of organising Norwich Pride or have got specific skills that are important to the smooth running of the organisation. They are here to offer advice and support and oversee our long-term planning and development.

2. Organising Team

These are people who have experience of volunteering for Norwich Pride and have got overall responsibility for organising the celebrations each year. They recruit, train and support the volunteers who make Norwich Pride happen. They work with partners like the City Council & Police on planning and ensure we have enough money each year to fund the celebrations. The Management Group meet at least once a month, and more often in the last few weeks before Norwich Pride.

3. Delivery Team

These are people with specific tasks – e.g. maintaining the website, managing the Pride Shop, organising acts for the Main Stage and Acoustic & Cabaret Tent, championing access, recruiting and supporting volunteers, liaising with schools, booking stalls. Some of these roles may have all-year-round tasks. The Delivery Team have regular meet-ups with the Management Group to ensure that everyone is working together towards a shared vision for Norwich Pride.

4. Pride Makers

These are people who work on the day and in the immediate lead-up to the Norwich Pride celebrations. They include all the stewards, steward team leaders, everyone who works in the Pride shop and members of the Access and the Wellbeing teams.

Background to Norwich Pride 2021

This was the second year with the backdrop of COVID-19 and we were determined to improve the depth and quality of our own online package given that we had the experience of an online event the year before and the learning points that came from that. We also felt more pressure this year due to the frustration there was at not doing a face to face event. We made the announcement in March 2021 -in good time to avoid letting our partners and supporters down.

The political backdrop was the stepping back from the “LGBTQIA+ action plan” by the Government. Our aim was to provide an online package that would be easy to access and watch but also focussed on our aims as an organisation. This was outlined by our Chair, Joe Ballard in his introduction. We felt that coming out of the COVID-19 pandemic, as we hoped we were at the time, there was a need to reassert our demands and values.

A message from Joe Ballard
Chair of Norwich Pride 2021

Pride means different things to different people.
It's not about abbreviations or group of letters, which app you use or who features the most on your playlist. Pride reminds us and shows the world that we all have far more in common than any differences that may divide us.

Pride helps us remember the achievements of the past, the sense of togetherness we have today and that there is still more to do for the future with our endeavours for equality and attitude change across the world. It brings the message home when there are still 69 countries where it is illegal to be gay and even in the first half of this year, different states of the USA passed over 100 new bills that restricted the rights of trans people – all whilst trans people are still being targeted and killed on the streets across the world.

The Government here in the UK recently admitted they had scrapped all plans for the LGBT Action Plan, which included reforming systems of the NHS for the better, ensuring children and young people felt supported in schools and education, revised approaches to reporting and responding to hate crimes, developing the gender recognition act and a commitment by the Government to act on new learnings about those who identify as non-binary or intersex. The Government has also kept stalling on the many calls to ban conversion therapy whilst advancing their own views of 'free speech' in defence of hate speech across university campuses. These are all reasons why we still march and why we still have Pride. Pride is a movement, and it will keep moving until everyone – no matter where they are – feels safe and supported both under the law, its systems and society's attitudes. Amongst the cake, cocktails and glitter, Pride is definitely still all about political

From politics to pencils - we're very proud of our Pride Schools' Week campaign, with so many different schools and colleges taking part. Schools are still crawling out from the shadow of Section 28 and we all sincerely thank the individual teachers who work on, support and share Pride with their pupils.

I'd like to thank all our allies and supporters, and the hardworking team behind this year's Pride. In whatever way you choose to celebrate or take part in our special Pride this year, you are ensuring the spirit of Pride carries on in the most individual ways – as individual and unique as you are.

Years in Pride,
Joe

About Norwich Pride

The first Norwich Pride took place in 2009 and has grown and grown each year. It is run by volunteers and relies on the support of the community to make it happen.

www.norwichpride.org.uk
On all the socials: @norwichpride
Email: info@norwichpride.org.uk

Registered office address:
10 Cathedral Street, Norwich NR1 1LX
Norwich Pride is a Charitable Incorporated Organisation registered in England and

This year's Norwich Pride may be presented differently, but it still carries the spirit of Pride that envelops all of us for the peak of the summer.

Norwich Pride Inspired
is about officially welcoming events run by the community into the family, ensuring events are run with our core values at heart.

Norwich Pride at Home
will ensure there are many different ways to celebrate at home or work, from creative ideas and downloads!

Our **Pride Schools Week** took place in July, in the lead up to Pride and focussed on the need for all schools to support LGBTQIA+ students as schools opened up again as lockdown eased. We were acutely aware of the way in which schools could support young LGBTQIA+ people and how much they would have missed this support over lockdown. We were concerned

that there had been an increase in bullying over this year and with schools having so much on their plates, LGBTQIA+ inclusion remained of massive importance.

It was great to see schools hosting their own pride events in the lead up to July for the first time and our online event with Juno Dawson, trans author was a success. We estimate that around 20 local schools took part in Pride Schools Week in some way.

We continued to demonstrate our commitment to a diverse pride with our Black History Month icons and in efforts to make work across all of our platforms as inclusive as possible. Over the whole of October we published a post each day on a person of colour who has inspired us.



Norwich Pride 31 July 2021

On the morning of Pride, we started the day with a welcome from our Chair Joe Ballard. Once that had finished there was a Zumba warm up and rainbow baking and cocktail making classes to set the scene over the rest of the morning.

Midday saw the launch of our Pride Question Time, chaired by Education Lead Nick O'Brien with guests Peter Tatchell, Asifa Lahore, Lisa McIntyre and Josh Rivers. The panel was diverse and a good mix of both local and national speakers. It touched on issues including education, standing up against racism and showing support to our trans community at a time when it felt they were increasingly under attack. Over the course of the past year, Norwich Pride had lobbied our city MPs Chloe Smith and Clive Lewis alongside our Trans Advisory Group. Around 60 people took part virtually at the time whilst the event was viewed by around 900 people after the day.

This was an excellent and invigorating backdrop to the virtual march shortly after 1pm which was a movingly put together collage of messages of support and LGBTQIA+ representation. Although nothing can rival the colour, drama and energy of thousands of people marching, the video did a superb job and had brilliant feedback. Overall the march has been watched by around 7,000 – a superb reach for something that took place online.

The Pride Show took place from 2pm over the rest of the afternoon with a diverse range of performers. The event was hosted live by Titania Trust, ably assisted by Dame Vesta Bules. The show had two unique, never seen before game show competitions – the Norwich Pride Dragster Challenge and the Degeneration game. Other performers included The Squirrels, David Fung and Kimberley Moore.

PRIDE SHOW LIVE

It's the time to bring the party to Pride! Join us all afternoon for song, laughs, charm, glitter, and incredibly tear-jerking moments. Pride Show Live will once again be hosted by official Pride Diva and the region's supreme queen of the stage and shower-screen, Titania Trust, who will be non-normatively joined by Dame Vesta Bules.

This year's show will look, sound, and feel quite different, as we'll be streaming LIVE from our own TV studio into your homes, workspaces, bars, caravans, phones, and tablets. As well as the stunning local line-up of terrific top talent, the show will also include two 'unique' never-seen-before game show competitions. (Titania says they are unique, but they do sound a little familiar...)

You can help choose the winners via social media @norwichpride, and can keep up to date with all Titania's backstage gossip @TitaniaTrust

Norwich Pride's Dragster Challenge
A handful of local drag artists and fabulous challenges - all in front of our judging panel. What could go wrong?

The Degeneration Game
With ludicrous tasks, and points to be won, this is a 'haven't-90' competition, with special guest performers. You can also play along at home - but don't forget the cuddly toy!

Titania Trust has toured around many a stage including festivals, prizes, pantomime, and cabaret shows. Appearances also include the big and little screen, and even smaller screen online during lockdown with her various anecdotal episodes and podcast Trust Me. Her latest shows include Storytime with Auriea Titania, Caboodle Cabaret and the acclaimed In Titania We Trust.

"Outstanding vocals and acerbic wit."
- Eastern Daily Press

"Simply the best." - Nani

Dame Vesta Bules, star of stage, screen and live theaters, Dame Vesta is proudly best known for her recurring role as 'Woman with Hat' in Quanten Abbey and her recent appearance in *Mousethe Witch on Ice*, which earned her a Dameshood for services to awarding tickets. With her big nose and her floral crinolone, Dame Vesta is on hand this year to bring her unique brand of satirical chaos to Norwich Pride.

"A stracking lady, a laugh riot" Terry Wogan
aka "Angela Lansbury"

The Squirrels have performed at numerous Pride events and sold-out venues, events and theatres all over the UK. They absolutely loved being part of The X Factor in 2018 and various stage shows. This dramatic duo is made of Miss Crystal (Miss Drag UK finalist, Drag Idol 2019, Sissy Epique and Miss Carl Sem (Fruite) and MSK, who has performed #1 over the globe including performances with and the international drag spectacular The Ladybirds. MSK has also just released their new EP called 'Verbal Grenade'.

David Fung, accomplished magician and showman, David will bring his polished routines to surprise and delight showcasing the know and mystery of magic together. Offering a contemporary twist, David blends classic acts with his own brand of talent to engage and entertain.

Kimberley Moore, since playing and finding from a young age, singer-songwriter Kimberley has used her talents as an outlet for expression and help her make sense of the world. With her voice pure and ethereal (that you can hear on her EP called I Am Here) she enjoys the clarity in the nonsense of metaphor, woven into her acoustic songs, often confessional and story-like.

Norwich Pride's Dragster Challenge

The Degeneration Game

25

For the first time, we partnered with the Puppet Theatre Norwich as a venue for the show with a small, selected audience. All members of the audience tested for COVID beforehand.

We were very proud this year to develop our **Pride Inspired** and **Proud at Home** events. Pride Inspired allowed us to work with a range of other organisations to broaden the reach and range of our online event.

Those working with us to put on events included:

- The Ancient House Museum of Thetford Life
- The Co-op
- Cinema City
- Norwich Arts Centre
- Norwich and Norfolk Millennium Library
- Hustle Gym
- RISE art collective

We also tried to encourage people to take part more actively from home with ideas around making flags, cakes and building a party to support full participation in pride.

Finally, we used the Guide to promote the LGBTQ+ venues who could also fly the flag and run events during the big day.

COVID-19 has had a huge impact on all of us and at this stage we are longing for lockdown to end. This Pride took place at an awkward time where things were opening up and people were perhaps moving on in their heads, yet major events still could not happen. We mitigated this by making the announcement early and trying to involve people as much as we could. We anticipate very excitedly being able to report on a live event in next year's report.

Trans Day of Remembrance

We worked with our Trans Advisory Group on an event for Trans Day of Remembrance on Saturday 20th November at the Maddermarket Theatre. This was a well-attended informal discussion involving social media influencer Adrian Sweeney, local animator Edalia Day and local activists Charlie Caine and Andrew Copeman.

Below is a page from our Pride Guide 2021 showing the range of Pride Inspired events and some press coverage.

Pride Inspired Events



At the time of going to press we are still hearing about all the wonderful events local venues, businesses, artists, and allies are planning to hold in July, here are just a few. Go to www.norwichpride.org.uk for full joining details on these and many other events.

Queer Norfolk Stories - YNA project - from the 8th July.

An audio tour around Norwich City centre that shares local LGBT+ experiences and history using the free Echoes app.

Ancient House Teenage History Club host Pride of the People: Helping History Out of the Closet 17th July 10am to 4.30pm. Ancient House Museum of Thetford Life, White Hart Street, Thetford, IP24 1AA.

A pop-up exhibition curated by Ancient House Teenage History Club explore local queer history including the life of Princess Catherine Duleep Singh and her twenty-year love affair with Lina Schaefer.

Co-op Join In Live Local - 19th July 11.00am. Online.

Join In Live Local is all about staying connected with Co-op customers and community groups. With a particular focus on LGBT+ projects, guest speakers and colleagues will be talking about the work being done to support Norwich.

Norwich Castle Museum and Art Gallery - from the 19th July - Instagram @norwichcastle

Join Norwich Castle Museum and Art Gallery for crafting tutorials inspired by some of the decorative arts in our collections., watch for inspiration on how to decorate your own space for Norwich Pride At Home in celebration of the LGBT+ community in our city.

There's Something Queer About This Art - 20th July to the 1st August. Circle Space Gallery, 29 St Augustines Street, Norwich, NR3 3BY.

An exhibition featuring works from Norwich and nearby lesbian, gay,

bisexual, trans and queer (LGBTQ) identifying artists. There's Something Queer About This Art aims to showcase art by our queer community artists. The subject matter doesn't necessarily represent queerness, it just happens to be that the artists are LGBT+. The diverse media, styles, and themes of the exhibition, combined with the varied backgrounds and experiences of the artists themselves, gives the viewers a look into our diverse creative community.

Cinema City St Andrew's Street, Norwich, NR2 4AD.

26th July 8.30pm - My Beautiful Laundrette film screening. Written by Hanif Kureishi and directed by Stephen Frears, My Beautiful Laundrette tackles the issues of homophobia, racism, bigotry, violence, and politics in early 80s Britain and still manages to be compassionate, humorous and hugely entertaining.

29th July 6.30pm - The Sparks Brothers + Live Satellite Q&A with Edgar Wright. How can one rock band be successful, underrated, hugely influential, and criminally overlooked all at the same time? A musical odyssey through five weird and wonderful decades celebrating the legacy of Sparks: your favourite band's favourite band. Followed by a live Q&A with Edgar Wright and special guests, broadcast from Sundance Film Festival: London 2021.

The Pride Ball 30th July 8.00pm Norwich Arts Centre St Benedict's Street, Norwich, NR2 4PG.

Category is PRIDE! The Pride Ball is a drag show extravaganza in celebration of the local LGBT+ community, hosted by Norwich drag superstar, Liv. Featuring an all-star line-up of fierce drag talents and YOU! Grand prizes await those who can work the catwalk, in one of four categories...Face, Body, Fashion and Bizarre.

Norfolk and Norwich Millennium Library Millennium Plain - 31st July 9.30am to 6.30pm.

Various events including

- Pride under 5 story, bounce, and rhyme time
- Norfolk LGBT+ History Talk
- Norwich LGBT+ History Walk
- Pride spoken word workshop for 13-18-year-olds with James McDermott
- Adult Pride Poetry Workshop with James McDermott
- Norfolk Heritage Centre LGBT+ Archive Collection - book in to browse the collection

Pre-booking will be essential for all our events due to limited numbers allowed in the library at any one time to make it COVID-SAFE - look out on our social media pages/website for when bookings open.

Curious Pegassa 31st July to the 1st August.

A rainbow trail around the city involving multiple venues and LGBT+ products and artists.

Hustle - 31st July 10.30am The Arena, Unit 7, Avian Way, NR7 9AT.

Boxing Fitness Workout followed by Pride cake sale.


RISE collective - Saturday 31st July 11.00am to 8.00pm. Sunday 1st August 11.00am-5.00pm.

Studio 20 Wensum Street, NR3 1HY RISE exhibition brings together female and LGBTQ artists to collaborate and elevate. Featuring all new work from Knapple, MissE., Sharpay Salazar, Kaz Allen, Katherine Gilmartin, Trisha Margolis, and Emma Arnold. With evening drag performances and raising money for local charity LGBT+ PROJECT.



VIDEO

'We are here and beautiful' - Norwich Pride celebrations to reach thousands

 Sophie Wyllie



Published: 2:47 PM July 29, 2021



Opening of the Something Queer About This Art exhibition on St Augustines Street, for the 2021 Norwich Pride event. - Credit: Norwich Pride

Norwich Pride organisers are optimistic this year's celebrations will be more popular than ever despite the majority of events being streamed online.

The Pride Presents events will be shown on www.norwichpride.org.uk and on its Facebook page from 10am on Saturday, July 31, with a special performance from town crier Mike Wabe and recorded speech from Lord Mayor of Norwich Kevin Maguire.

Norwich Pride
Independent Examiners Report
Year Ended 31 December 2021

I report on the accounts of the charity for the year ended 31 December 2021 as attached.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

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Pauline Street

ADP Accounting Limited
Association of Chartered Certified Accountants
20th October 2022

19 Farrow Close
Mattishall
Dereham
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NR20 3SZ

Profit and Loss

Norwich Pride

For the year ended 31 December 2021

2021

Income

Advertising & Sponsorship	9,661.00
Fundraising, Raffles, Donations, Collections, Grants	3,691.35
Shop Sales	3,239.92
Total Income	16,592.27

Cost of Sales

Shop Stock	1,192.90
Total Cost of Sales	1,192.90

Gross Profit

15,399.37

Administrative Costs

Arts & Decorations (inc OUT140, Dandies, Flag)	1,338.99
Audit & Accountancy fees	417.50
General Expenses	259.76
Insurance	628.36
Printing Pride Guide & Posters	3,502.80
Speakers & Performers	1,673.20
Stationery, Ink, Photocopying etc	6.38
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Subscriptions	44.37
Thank You Cards	50.00
Venue Hire	900.00
Virtual Pride Expenses	2,683.45
Total Administrative Costs	11,904.81

Surplus for the year

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NORWICH PRIDE

England & Wales - Charity number 1184491

Accounts



Norwich Pride Annual Report 2020



Registered Charity 1184491



Norwich Pride
Registered Charity 1184491

Norwich Pride Annual Report 2020

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Our job is to organise an amazing Pride March and associated events on the last Saturday in July.

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Trustees:
Julie Bremner
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These are people who have significant experience of volunteering for Norwich Pride and have got overall responsibility for organising the celebrations each year. They recruit, train and support the volunteers who make Norwich Pride happen. They work with partners like the City Council & Police on planning and ensure we have enough money each year to fund the celebrations. The Management Group meet at least once a month, and more often in the last few weeks before Norwich Pride.

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These are people with specific tasks – e.g. maintaining the website, managing the Pride Shop, organising acts for the Main Stage and Acoustic & Cabaret Tent, championing access, recruiting and supporting volunteers, liaising with schools, booking stalls. Some of these roles may have all-year-round tasks. The Delivery Team have regular meet-ups with the Management Group to ensure that everyone is working together towards a shared vision for Norwich Pride.

4. Pride Makers

These are people who work on the day and in the immediate lead-up to the Norwich Pride celebrations. They include all the stewards, steward team leaders, everyone who works in the Pride shop and members of the Access and the Wellbeing teams.

Background to our Planning

The year 2020 will be remembered as the first year of the coronavirus pandemic. As our planning began early in 2020, none of us could predict the first lockdown in March 2020, and what would be possible for our event at the end of July. As the year progressed, it became clear to us that we would not be able to hold our usual in-person march and city-centre celebration. We therefore had to think imaginatively, consider what other organisations were doing, and plan accordingly.

2020 was also the year Black Lives Matter protests erupted around the world in response to the murder of George Floyd in the US by a police officer. The Norwich Pride organisers undertook Race Awareness Training prior to our 2020 event to address our own unconscious bias, be better allies and try and ensure



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representation for queer people of colour. Above all, we had to ensure our community was kept as safe as possible, and abide by the covid-related laws. We remained determined that we would still celebrate and deliver our vision to turn Norwich into a rainbow in 2020.

Our Event

Our Chair Jo Caulfield outlined our key aims in our Pride Guide (extract below) which was published online prior to our event, this can be accessed [here](#). We produced a souvenir hard copy of this later in 2020.

A message from Jo Caulfield
Chair of Norwich Pride 2020

Black lesbian feminist activist poet and author Audre Lorde dedicated her life to confronting racism, sexism, homophobia, and classism. In the late eighties, while she was battling cancer she wrote: "Sometimes we are blessed with being able to choose the time, and the arena, and the manner of our revolution, but more usually we must do battle where we are standing". As is so often the case with Lorde's work, her words not only speak to her moment in time, but also to ours.

LGBT+ spaces are not immune from racism. Recent research by Stonewall found that 51% of Black, Asian, and minority ethnic people have experienced racism within the LGBT+ community. The real figure is likely to be much higher. At Norwich Pride, we know we have more to do for LGBT+ people of colour, both within our own organisation and within our wider community. We are committed to working with local anti-racism groups, under the umbrella of Norwich Supports Black Lives

Last year in the UK, hate crimes recorded against trans people increased by 81%. Transphobia is commonplace in the press, frequently underpinned by high profile celebrities using their platform to

Norwich Pride agreed to adopt the Pride Progress flag in 2020, designed by Daniel Quasar. It adds a chevron to the tradition six colour rainbow flag with the colours black, brown, pink, blue and white. These are there to represent parts of the LGBT+ community who have been marginalised, in particular people of colour, people with HIV/AIDS and trans people.





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The Pride Pledge was developed to commit our allies and supporters to deliver against our objectives. We recognise that while visibility is important, it takes more to make our city a better place for LGBT+ people to live and work.

We therefore asked all our advertisers, sponsors and supporters to sign our Pride Pledge – a short statement outlining what it means to be an LGBT+ friendly organisation:

As an Official Supporter of Norwich Pride, we pledge our business, organisation or group will be a safe, welcoming, and friendly place for LGBT+ customers and staff.

We will visibly support and promote equality for LGBT+ people, challenge homophobic and transphobic behaviour, and have clear reporting mechanisms for harassment and discrimination.

We will ensure our staff are trained to understand the experiences of LGBT+ people and how to be a proactive ally.

Our event was online due to the impact of the pandemic and we advertised it as a “Virtual Pride.’ On Saturday 25 July, Norwich Pride celebrated another successful year with hundreds of messages of support. The day featured a host of diverse and inclusive events which were broadcast online, with thousands tuning into a virtual march.

The day began with a welcome address from the Lord Mayor, followed by children’s story time and live Zumba workout. Then followed an online Pride Question Time debate, a virtual March and a virtual Pride Show.

We also held our annual Natasha Curson Memorial Trans Talk in which local activist Charlie Caine discussed the importance of Marsha P Johnson and other key black trans activists. His online film included a special recording of Charlie’s composition “Pay It No Mind” performed by the ‘Sing with Pride’ Choir.

Our annual Question Time event attracted a lot of support and questions to the panel guests that included Zelly Lisanework, A British-Ethiopian writer, performance artist, poet, and human rights activist; Lexie Bean, a queer and trans multimedia artist; Jonathan Ward, a lecturer in American literature at King’s College London and Michael Segalov, a journalist, writer, and producer. Thousands have watched the online event.



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The theme of Norwich Pride Schools Week in July 2020 was the meaning of the rainbow flag to the LGBT+ community. We produced a lesson plan on the rainbow flag for schools to use and encouraged schools to use it to reduce LGBT+phobia and ensure schools are a safe space for all students. The local newspapers featured educational resources for students who were being home-schooled during lockdown.

The Norwich Pride Virtual March was a 30 minute film filled with messages of support from individuals, groups and organisations. It was watched over 6,000 times on Facebook and YouTube. We had fantastic feedback from people with disabilities and health issues who felt that they had been able to engage with the march fully for the first time. We are committed to streaming future live marches to ensure that people at home always feel involved.

Local, colourful entertainer, Titania Trust, hosted a fun and diverse show featuring musical performances, short films, Pride chat and know-how. The show also featured a special Q&A with international football legend Jess Fishlock MBE who joined live from Washington, USA.

Entertainment was provided by Asifa Lahore, Britain's first out Muslim drag queen; Passion Productions; The Squirrels; Simon Kindleysides; Miss Dee Licious and Mindy Pendant; Eileen Mascoll; Ruby Violet; Barby Wire; and the debut performance of the young and talented Miss Frou Frou.

In addition to our usual Show and Question Time, we also had an online world premiere of LaGolda: Gamechanger. This is an animation series from top director George Valencia, based on a multicultural, mixed gender kids football team with inclusion at the heart. We also had an excerpt of a book 'The Ship We Built' read and written by Lexie Bean. This is one of the only middle school novels from the USA about a trans boy, written by one.

We remained committed to ensuring we delivered an event accessible for all. As the main Pride Day drew to a close the Progress Flag was projected onto Norwich Castle:





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Norwich Pride-led events throughout 2020

During a number of lessons learned discussions held with our Management Group after our 2020 event, it was agreed that Norwich Pride continues to be 'a protest' and our activity to eliminate discrimination based on sexual orientation or gender identity, including support for trans+ equality, remains key to our future plans.

Black History Month - October 2020

In 2020 we set up the Norwich Pride BAME LGBTQ+ Forum, chaired by the Pride historian Stevie Savage. Ten local people contributed their ideas for the Forum and there were seven people at the initial Zoom meeting. The group decided to celebrate Black History Month by inviting the local community to nominate their BAME LGBTQ+ heroes. We had over 50 nominations and each day we featured a different hero across our social media channels and on our website.

Mental Health and Wellbeing

We worked closely with Norfolk and Waveney Mind on their year-long LGBTQ+ Project to explore the mental health and wellbeing needs of local LGBTQ+ people. We featured their Directory of Support in our Pride Guide and had a two-page feature on mental health.

In summary, we achieved our vision of turning Norwich into a rainbow as people sent in their photos and video clips for the virtual march and we were delighted to see the rainbow flag flying in people's houses, shops, bars and theatres. We had messages of support from all over the world, including the Brazilian Canaries supporters' group, linked to Proud Canaries, the Norwich City Football Club LGBTQ+ fan group.

We missed being all together but we achieved our dream of connecting LGBTQ+ people and creating a really happy, safe online space where people had a real sense of community and belonging. We had some lovely press coverage, an example is on the next page.

'Proud and free': Virtual Norwich Pride shares love and tolerance across the region

Norwich Pride 2020 which took place virtually due to coronavirus was a roaring show of diversity, acceptance and love.

Thousands of people across the region tuned into a jam-packed day of inclusive events which were broadcast online on Saturday.

They included a virtual march, musical performances, story telling and a variety of talks and speeches.

Robert George, head of fundraising at Norwich Pride, said the day left him feeling "so proud of what we had achieved."

He added: "It was challenging organising Norwich Pride during the lockdown and being part of a team that created a celebration that thousands of people could safely engage with. When I walked into town and saw City Hall looking so beautiful, I felt so proud of what we had achieved."

Among people taking part in the virtual events were Julie Inns and her husband, Jon, who last year gave out mum and dad hugs at Norwich Pride.

This year, they made a passionate message to young people who feel isolated during the virtual march.

Mrs Inns said: "I wanted to be in the virtual march because last year Jon and I met a young trans lad whose mum and dad wouldn't

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accept him as trans. All he wanted was his parents to hug him and say it's okay. It was a privilege to hold that young man tight and tell him it gets better, he was loved and valued."

Meanwhile, Nina Green, mother of Korben White, 14, who performed in the Pride show as teenage drag queen Miss Frou Frou, said: "Pride isn't just about dressing up in rainbow colours. For me, it is a way of honouring those who spent years protesting and campaigning to enable my son to grow up in a world where there is a lot more acceptance and tolerance."

"However there is still a long way to go and Pride keeps those voices alive. It inspires and supports and encourages everyone to be proud and be free."

Korben said: "Pride is a celebration where everyone is accepted and supported. It's a day we, as a community, can express ourselves, as well as spread the message of equality and love. It educates those who do not understand the difficulties the LGBTQ+ community can face and it will also help us work towards better understanding and acceptance."



City Hall Norwich lit up in rainbow colours during this year's Pride event amid the coronavirus pandemic. Picture: ROBERT GEORGE



People across the region took part in Virtual Norwich Pride. Pictures: NORWICH PRIDE



Town crier Mike Wab taking part in Virtual Norwich Pride 2020





Norwich Pride
Registered Charity 1184491



Norwich Pride
Independent Examiners Report
Period Ended 31 December 2020

I report on the accounts of the charity for the year ended 31 December 2020 as attached.

Respective responsibilities of trustees and examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 43(2) of the Charities Act 1993 (the 1993 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 43 of the 1993 Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 43(7)(b) of the 1993 Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the 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.

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.

Pauline Street

ADP Accounting Limited

Association of Chartered Certified Accountants

21st October 2021

19 Farrow Close

Mattishall

Dereham

Norfolk

NR20 3SZ

Profit and Loss

Norwich Pride

For the period ended 31 December 2020

	Total
Income	
Unions	1,230
Stalls	2,975
Parade	800
Advertising & Sponsorship	13,242
Fundraising, Raffles, Donations, Collections, Grants	6,626
Shop Sales	5,337
	<u>30,210</u>
Cost of Sales	
Shop Stock	3,677
	<u>26,533</u>
Gross Profit	
	<u>26,533</u>
Administrative Costs	
Security	1,572
Red Card	9,072
Radios	1,078
First Aid	1,300
Accessible Information (incl BSL)	522
Samba Band	500
Arts & Decorations	1,293
Charitable and Political Donations	96
General Expenses	104
Insurance	1,059
Opening Doors/Forum Room Hire	2,558
Chapelfield Garden Hire	1,000
Printing Pride Guide & Posters	2,070
Pride Guide Launch	120
Speakers & Performers	2,135
Stationery, Ink, Photocopying etc	278
Subscriptions	52
Volunteer Expenses & Party	1,358
UKPON conferences	500
Storage	140
	<u>26,809</u>
Total Administrative Costs	<u>26,809</u>
Deficit on Ordinary Activities	<u><u>-276</u></u>

Norwich Pride
Independent Examiners Report
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