



# Norwich Pride Annual Report 2020



Registered Charity 1184491



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## Norwich Pride Annual Report 2020

**Norwich Pride** is the celebration of the Lesbian, Gay, Bisexual and Trans+ 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 amazing Pride March and associated events on the last Saturday in July.

### Trustees' Foreword

This is our first report since becoming a registered charity in 2019. Our annual event has grown since our inception in 2009, so 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 raise funds in a variety of ways, mainly seeking financial support from our Allies who sign up to our Pride Pledge and share their commitment to LGBT+ 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 2020.

We are run by volunteers, although 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.

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NR1 1LX

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Trustees:  
Julie Bremner  
Michelle Savage  
Nick O'Brien



## **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 (LGBT+) 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 LGBT+ people;
- e) Staging and promoting LGBT+ events and in particular an annual LGBT+ 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. 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. Management Group**

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.

## **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 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

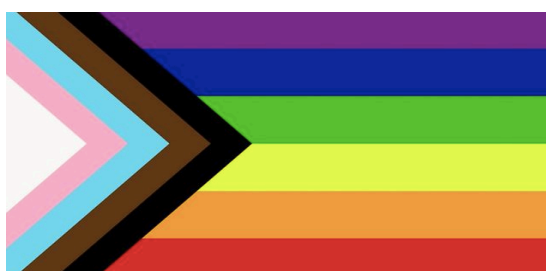
Black lesbian feminist activist poet and author Audre Lorde dedicated her life to confronting racism, sexism, homophobia, and classism. In the late eighties, while she was battling cancer she wrote: "Sometimes we are blessed with being able to choose the time, and the arena, and the manner of our revolution, 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:





### **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

**RUTH LAWES**  
ruth.lawes@archant.co.uk

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**  
**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
<b>Income</b>	
Unions	1,230
Stalls	2,975
Parade	800
Advertsing & Sponsorship	13,242
Fundraising, Raffles, Donations, Collections, Grants	6,626
Shop Sales	5,337
	<u>30,210</u>
<b>Cost of Sales</b>	
Shop Stock	3,677
<b>Gross Profit</b>	<u>26,533</u>
<b>Administrative Costs</b>	
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
<b>Total Administrative Costs</b>	<u>26,809</u>
<b>Deficit on Ordinary Activities</b>	<u><u>-276</u></u>

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