



Norwich Pride Annual Report 2023

Registered Charity 1184491

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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.

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.



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 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 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 hold 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

	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:

- 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

29th October 2024

19 Farrow Close

Mattishall

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