



Norwich Pride Annual Report 2024

Registered Charity 1184491

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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 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 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 Gilbert 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.

0:55 "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 – tranescrity

‘tranescrity’ 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 Eli 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

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