



ANNUAL REPORT

Charity Number: 1187448
Financial Year Jan 1st - Dec 31st 2020

Trustees Annual Report

Report of the Trustees

The Financial Year Ended 31 December 2020

The trustees present their annual report along with the annual accounts of the charity for the financial year ending 31 December 2020. The annual accounts have been prepared and comply with the Charities Act 1993, as amended by the Charities Act 2006 and the charities trust deed. Salford Pride is a Charitable Incorporated Organisation registered with the Charity Commission under registration number 1187448.

Mission Statement

Salford Pride believes that every person should be treated equally and with respect, regardless of their race, nationality, background or identity. Our mission is to build a stronger, diverse community that celebrates inclusion and equality; where LGBT+ people are represented, thrive and live authentically, in our city and beyond.

Executive Statement:

The Chief Executive and the Board of Trustees are very proud of our achievements throughout one of the most challenging times for businesses, organisations and charities in British history. Over the past 12 months Salford Pride have delivered more events and projects than ever before for public benefit. Our team of volunteers have worked extremely hard to organise and deliver activities throughout the year. Our team has had to face and overcome adversity with the Covid-19 pandemic and adapt to working digitally and moving all activities online. The executive team and the board of trustees are extremely grateful for the hard work and contributions our volunteers have made to ensure the charities success in fulfilling our objectives, supporting LGBT+ people and making positive change in Salford.

Objectives and Activities

The charities three objectives are (1) Raising awareness and educating the public about the issues and difficulties affecting the lives of lesbian, gay, bisexual and transgender (LGBT+) people. (2) Cultivating a sentiment in favour of equality and diversity in particular through celebrating the diversity of the LGBT+ community; and (3) Staging an annual LGBT+ festival and smaller events, including regular social events for the LGBT+ community in a safe environment throughout the year. To fulfil the charities three objectives, the activities we currently carried out for public benefit by the charity can be broadly categorised into the following groups:

Single Events: which includes, awareness, education and fundraising events.

Short-Term Projects: which includes awareness, education and support projects that run for a period of 3-12 months.

Online Campaigns: which includes awareness and education campaigns that are longer than a week.

Other programmes: includes awareness and celebration of LGBT+ Observance Days.

During 2020 Salford Pride has organised and delivered activities and programmes to further the LGBT+ movement and the promotion of equality, diversity and inclusion for the public benefit. Salford Pride believes that the best long-term method of achieving the aim of helping to eliminate discrimination on the grounds of sexual orientation and gender identity is through the promotion of our diverse communities within Salford.

When planning our activities and programmes each year we have regard to both the Charity Commission's general guidance on public benefit and the promotion of equality, diversity and inclusion for public benefit. The trustees always ensure that the activities we undertake are in line with our charitable objects and aims. Our ambitious long-term goal is to help eliminate discrimination on the grounds of sexual orientation and gender identity in Salford.

What we did: Activities, Achievements, Performance

Over the past 12 months Salford Pride have delivered 4 events that received engagement from over 14,000 people, 30 local artists and entertainers involved and had support from over 25 local volunteers. The charity ran two online campaigns during 2020 which have had a combined reach and impression over 21,000 across our social media platforms. The charity also delivered 2 projects which produced content that has been watched by over 600 people and supported 20-50 people with our peer-to-peer support group during the COVID-19 national lockdown, all for the benefit of local LGBT+ people. Throughout the course of 2020 Salford Pride have also celebrated and commemorated eleven LGBT+ Observance Days.

Single Events: In 2020 Salford Pride delivered four main events, due to the Covid-19 situation two of these events were digital. The events that we delivered throughout 2020 were:

Love & Pride: a performance based play, produced and delivered in partnership with students at the University of Salford. The programme was delivered as part of Greater Manchester Hate Crime Awareness Week and the celebration of LGBT+ History Month 2020; the theme of which was poetry, prose and plays. The event highlighted and educated the public on the different forms of discrimination LGBT+ people can face and raised awareness of what is classified as a hate crime and how to report a hate crime. The programme had

involvement from students from the University of Salford and was showcased to a large audience. The Love & Pride event highlighted key issues regarding hate crime, homophobia, biphobia and transphobia in an art form that the public could watch and take in information through entertainment rather than graphics and text.

The Big Pink Fundraiser: was a social event, organised and delivered in partnership with BarPop a local LGBT+ establishment. The programme was delivered as part of LGBT+ History month 2020 and hosted local involvement from LGBT+ entertainers and artists. The event allowed the local LGBT+ community to gather to celebrate LGBT+ history and culture. The event also allowed people to learn about LGBT+ history in a social setting, while showcasing local LGBT+ talent. The event was an opportunity to educate people about LGBT+ history and LGBT+ culture in a social setting through quizzes, games and fun activities.

The Pink Picnic Digital: Due to Covid-19 our main project, The Picnic Picnic 2020 was held digitally, with 8 hours of pride celebration spanning radio, live stream and Zoom. The day kicked off with a pride themed radio takeover in partnership with Salford City Radio, then The Pink Picnic Digital live on Facebook with DJ sets, live performances and a talent competition, and finally to finish the night a Zoom after-party for people to continue on the celebration. The live event had over 12,000 views and brought LGBT+ people, organisations, groups and local businesses together to celebrate LGBT+ culture, talent, equality, inclusion and showcase the diverse communities in Salford. The event gave local LGBT+ people a platform to amplify LGBT+ voices so that minority groups in Salford that are less visible can join together to be heard. In the long term this raises the profile of our local LGBT+ community and showcases Salford's diverse communities to encourage better equality and unity throughout the city which enables people to have a voice, feel valued and feel they are part of the wider community.

Trans Day of Remembrance: Embrace & Empower: was a digital, live-streamed event, that showcased and platformed trans, non-binary and gender non-conforming artists. The event included music, poetry, drag, dance and a digital vigil. Respects were paid to more than 350 trans and non-binary people murdered in 2020, and also those who took their own lives due to transphobia for Trans Day of Remembrance. The stream has been viewed by over 1,800 people. The event was an opportunity to showcase local trans and non-binary talent, demonstrate Salford Pride's support for our local trans and non-binary community and educate people about key trans and non-binary issues that affect trans and non-binary people.

Overall we planned four events throughout 2020, which had over 14,000 local people engage, 30 artists and entertainers involved and 25 volunteers support our charity. The events that the charity delivered throughout 2020 allowed us to fulfil our charity aims of raising awareness, educating the public, celebrating diversity and delivering events aimed at LGBT+ people.

Short-Term Projects: In 2020 Salford Pride developed two short-term projects that were delivered for a minimum of 3 months, These projects that we delivered throughout 2020 were:

Pride Matters Podcast: is our digital podcast project, the podcast publishes a new episode once a month and focuses on key LGBT+ issues or dates for that month. The podcast gets local people, groups and organisations involved to discuss important LGBT+ topics. The podcast is available on our Youtube Channel, Spotify, the Salford Pride website and more. The podcast gives LGBT+ people and allies content to watch and listen to during a time then people are stuck inside, helping LGBT+ people to keep up to date with key LGBT+ issues happening in their local area, the podcast also allows our charity to still be able to promote important key LGBT+ dates, discuss current LGBT+ issues and promote what the local community is doing for people to watch from home rather than attending physical events. Since the launch in August 2020 the podcast has had over 631 views and listens.

ChitChat: was a peer to peer support project that ran from September to December 2020. Sessions were held every 2 weeks on Google Meets, people could sign up through the Salford Pride website and attend a session. Sessions were an hour to an hour and half long and consisted of ice breaker activities, support activities and games delivered by either the Salford Pride team or partner organisations, chats and discussions that allowed people to engage with others during lockdown. ChitChat was an opportunity for people to engage and have contact with other like minded people. LGBT+ people are at higher risk of suffering from poor mental health, therefore the ChitChat project was an opportunity to help combat loneliness and isolation while people are stuck inside.

Online Campaigns: In 2020 Salford Pride delivered two online campaigns that were delivered for a minimum of 4 weeks, These campaigns that we delivered throughout 2020 were:

SmokeFree Fridays Campaign: as part of the Making Smoking History in Greater Manchester campaign Salford Pride ran a 6-week digital campaign promoting stopping smoking advice, resources and information. The campaign was aimed at LGBT+ people to help promote key information about stopping smoking. Lesbian, gay and bisexual people are more likely to smoke than heterosexual people. Rates are particularly high for LGB women and bisexual men, with the inequality particularly pronounced when compared with heterosexual women and men. Young LGB people are also more likely to smoke, start smoking at a younger age and smoke more heavily. Therefore promoting key advice and information around stopping smoking and awareness to a higher risk community gives the public the resources to help people take the first steps to stopping smoking.

Black History Month Campaign: as part of Black History Month in October 2020, Salford Pride ran a 4-week digital campaign promoting black LGBT+ artists. The campaign spotlighted local black artists and shared their stories and the importance of celebrating black history. There is still a major issue of systemic racism in general society but also in the LGBT+ community, therefore highlighting and celebrating different ethnic minorities and black history helps to combat stigma and helps to educate people about black history and key issues that

communities experiencing racial inequality face on a daily basis. The only way for positive change to occur is through education, discussion and exposure.

The two campaigns that we ran during 2020 had a combined reach and impression across our Facebook, Twitter and Instagram accounts of more than 21,000 as part of the campaign.

Other programmes: Throughout the course of 2020 Salford Pride have also marked eleven LGBT+ Observance Days, by sharing information about these national and international dates on our social media accounts. The LGBT+ Observance Days we promoted throughout the year were: Transgender Day of Visibility, Lesbian Day of Visibility, International Day Against Homophobia, Biphobia, Interphobia and Transphobia, Pansexual Visibility Day, International Non-binary People's Day, Bisexual Visibility Day, Hate Crime Awareness Week, International Pronoun Day, Intersex Awareness Day and World Aids Day. These key LGBT+ dates are important to observe, celebrate and promote to the public, as it's an opportunity to educate people on LGBT+ identities and promote better awareness and understanding.

Public benefit

Over the past 12 months the charity has delivered activities to fulfil our charity aims and objectives. Through key campaigns, events and projects our charity has raised awareness and educated the public on key issues effecting LGBT+ people such as discrimination because of people's sexual orientation or gender identity. Salford Pride has also promoted and educated the public on historical events for LGBT+ history month and black history month to share the experiences of minority groups throughout history and the contributions these communities have made to the world we live in today. The charity has marked many LGBT+ observance days educating the public of these key dates and about key topics. Our charity has celebrated the diversity of our LGBT+ community in Salford by delivering events aimed at LGBT+ people, showcasing LGBT+ talent, amplifying LGBT+ voices, and encouraging local involvement. Our charity adapted to the Covid-19 situation to move our main project online to ensure that Salford's Pride event could still go ahead to celebrate our LGBT+ community, LGBT+ culture and highlight LGBT+ people and minority groups that get forgotten.

Financial Review

During the year, the gross funds raised from sponsorship, grants, fundraising and public donations was £17,782.55. The funding was used to fund the programmes mentioned above, cover the charities core costs and supply the charity with new technology and equipment.

Principal sources of funds

Grant funding was our largest source of funding in 2020. The gross income of funding from grants was £11,105.34 of which £8,505.34 was restricted funding. These restricted funds had specific requirements on what the funding could be

spend on and was used for specific needs of the charity and were raised to cover the costs of specific programmes and activities delivered by the charity.

Fundraising was our second largest source of income, the gross funds raised from fundraising activities were £5,057.91. Fundraising activities are not restricted to events alone. Salford Pride seeks to encourage donations through volunteer fundraising, fund-raising through the sale of merchandise and event ticket sales.

Our remaining income was made up of funding from donations and sponsorship. The gross income for donations was £972.91, this was made up of public donations through our website and the contributions donated when buying tickets for an event. The gross income from sponsorship was £650.00. Due to the Covid-19 pandemic sponsorship was lower than in previous years, due to our main project being moved to online, and the Covid-19 situation having a major impact on businesses in the UK, leaving businesses with less funding to invest in sponsorship..

The charity has no funds which are materially in deficit.

Reserves policy

The charity has reserves of £7,546.89. In reviewing its reserve requirement, the trustees have decided that the charity needs to hold a small amount of reserves (a minimum of £8,000, 20% of the total cost of our main project) to cover emergency situations in case we are unable to get sponsorship or grants to cover the costs of delivering our activities. E.g., If a sponsor pulls out of our main project, The Pink Picnic, we still have reserves to fall back on to ensure the event can still go ahead. The amount of reserves held (£7,546.89) is therefore in line with the trustees' view of reserves needed (minimum of £8,000). Reserves are expected to remain at or the about the planned level for the foreseeable future.

Future Plans

Salford Pride will continue to deliver four main annual events aimed for the benefit of LGBT+ including our main project, The Pink Picnic. The charity will look to continue to deliver our podcast project and develop new projects aimed at the LGBT+ community in order to support LGBT+ people and will continue to produce campaigns to share key information and educate people on LGBT+ issues and key observance days.

Objects, Structure, Governance and Management

Salford Pride is a non-governmental, non-political, non-religious organisation established in 2011 and became a registered CIO in 2020. The charity is constituted under a trust deed dated 20 January 2020. Salford Pride is a Charitable Incorporated Organisation registered with the Charity Commission. The charity constitution defines the charity's objectives as being:

- (1) Raising awareness and educating the public about the issues and difficulties affecting the lives of lesbian, gay, bisexual and transgender (LGBT+) people.
- (2) Cultivating a sentiment in favour of equality and diversity in particular through celebrating the diversity of the LGBT+ community; and
- (3) Staging an annual LGBT+ festival and smaller events, including regular social events for the LGBT+ community in a safe environment throughout the year.

Our Charity Commission registration number 1187448

Trustees structure

The charity constitution allows for up to 12 trustees to be appointed. Trustees serve for a term of 2 years with no more than one third of the trustees retiring in any one year. Trustees can serve until they either resign or their term ends without renewal. Our trustees are responsible for setting the strategy and are responsible in law for the running of Salford Pride. All the trustees, except where otherwise stated, served for the whole year:

A Palmer, D Stears and S Bellamy.

New trustees are recruited through online advertisement or nominated by members of the board of trustees. New candidates are interviewed and vetted by the 3 members of board of trustees, and are appointed at an AGM, if they have the necessary skills to contribute to the charity's management and development. New trustees that are appointed are given a formal induction to the work of the organisation and provided with the information they need to fulfil their roles.

Organisational Structure

The trustees take responsibility for monitoring the charities activities, one trustee from the board sits on a sub-committee that oversees the daily running of the charity. The sub-committee is the Salford Pride Organisational Committee which meets every three weeks to organise and deliver the programmes and activities of the charity. The Salford Pride Organisational Committee is delegated powers and spending authority to deliver the charities programmes and activities and oversee the daily running of the charity.

Our Chief Executive is responsible for the day to day operation of the charity and manages the staff and volunteers of the charity on behalf of the trustees. The Chief Executive is supported by three Chief officers that have specific roles and responsibilities to support with the daily running of the charity. The three chief officer roles are:

Chief of Operations, that deals with the overseeing and monitoring of campaigns, events and projects: Chief of Experience which deals with the overseeing and monitoring of human resources and design and marketing and the Chief of Finance that deals with the overseeing and monitoring of budgets, spending and the charity accounts.

Reference & Administration Details

Charity Details:

Charity Name: Salford Pride

Charity Number: 1187448

Address: 67 Canon Hussey Court, Islington Way, Salford, M35JA

Names of the Charity Trustees who Manage the Charity

Names: Adrian, Palmer **Office:** Chair

Name: Daniel Stears

Name: Samantha Bellamy

Names of Senior Staff with Delegated Responsibilities

Name: Lee Bowditch

Office: Chief Executive

Name: Marcus Taylor

Office: Chief of Operations

Name: Ricki Hewitt

Office: Chief of Experience

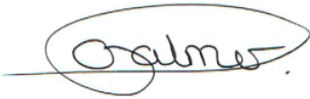
Name: Kelly Degg

Office: Chief of Finance

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature	
Full Name	Adrian Palmer
Position	Chair of the Board of Trustees
Date	29/04/2021

Salford Pride

Profit and Loss by Class

January - December 2020

	SP18	SP19	SP20	TOTAL
Income				
Non-Profit Income				£0.00
Donations			701.00	£701.00
Digital Sales via PayPal			57.00	£57.00
Digital Sales via Stripe.com			214.91	£214.91
Total Donations			972.91	£972.91
Fund Raising		4,797.69	235.37	£5,033.06
PayPal Income			3.61	£3.61
Teemill Clothing Sales			21.24	£21.24
Total Fund Raising		4,797.69	260.22	£5,057.91
Grants				£0.00
Grants - Restricted Funds			8,505.34	£8,505.34
Grants - Unrestricted Funds			2,600.00	£2,600.00
Total Grants			11,105.34	£11,105.34
Sponsorship			650.00	£650.00
Bar			0.00	£0.00
Total Sponsorship			650.00	£650.00
Total Non-Profit Income		4,797.69	12,988.47	£17,786.16
Total Income	£0.00	£4,797.69	£12,988.47	£17,786.16
GROSS PROFIT	£0.00	£4,797.69	£12,988.47	£17,786.16
Expenses				
Advertising			368.66	£368.66
Bank charges			90.00	£90.00
Dues and Subscriptions				£0.00
Accounting Software			428.40	£428.40
Domain Name Renewals	131.83	55.14	151.04	£338.01
Server Hosting			248.57	£248.57
Total Dues and Subscriptions	131.83	55.14	828.01	£1,014.98
Event Expenses				£0.00
Activities and Entertainments			1,345.00	£1,345.00
Activity Supplies			348.28	£348.28
Prizes			121.00	£121.00
Stage Acts			260.00	£260.00
Stage and Sound Equipment			4,735.00	£4,735.00
Tips and Gratuities			110.00	£110.00
Travel Expenditure			30.00	£30.00
Total Event Expenses			6,949.28	£6,949.28
Insurance Expenditure			927.59	£927.59
Meals and entertainment			83.94	£83.94
Memberships			47.24	£47.24
PayPal Fees			24.42	£24.42
Postage and Delivery			50.94	£50.94
Professional Fees			20.00	£20.00

Salford Pride

Profit and Loss by Class

January - December 2020

	SP18	SP19	SP20	TOTAL
Purchases			154.82	£154.82
Total Expenses	£131.83	£55.14	£9,544.90	£9,731.87
NET OPERATING INCOME	£ -131.83	£4,742.55	£3,443.57	£8,054.29
Other Income				
Interest income			1.82	£1.82
Total Other Income	£0.00	£0.00	£1.82	£1.82
Other Expenses				
Unrealised Gain or Loss				£0.00
Fundraising Expenses		81.83	427.39	£509.22
Total Other Expenses	£0.00	£81.83	£427.39	£509.22
NET OTHER INCOME	£0.00	£ -81.83	£ -425.57	£ -507.40
NET INCOME	£ -131.83	£4,660.72	£3,018.00	£7,546.89