Annual Report

2021/2022

Basildon Pride CIO
basildonpride.co.uk

BASILDON Pride

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Introduction from the Chair of Trustees

Coming out of the pandemic felt like a real opportunity for us accelerate the work we delivered in 2021 as we all looked towards what was hopefully a more settled future. As people have started to come together again in greater numbers, we recognised that now was the time to take our charity to the next level. We felt confident that we would be able to achieve this as we were buoyed by a new wave of volunteers and a positive level of community and business engagement.

A key objective for us each year is to ensure that our Annual Festival is delivered. However, if you speak to members of our Organising Committee, we all have a personal goal to make it bigger and better each year. I am adamant that we achieved that this year with a new layout and new elements such as our Discovery Hub, Gateway Stage in the Food Court and The Zone with loads of family fun throughout the day. Not forgetting our Market Place with the greatest number of businesses, charities and community groups taking part ever. Added to that our Parade was enhanced with the lead section heading through the Eastgate Centre for the first time and so many new, colourful and exciting elements being included. We were also delighted to commission a unique River Flag made up of all the known diversity flags.

Our Everyday programme also became more interactive this year with us having the opportunity to get out and about in the borough. We held a number of stalls at various locations throughout the year, taking Basildon Pride to a wider range of people. As well as recognising a range of diversity days throughout the year we also grew our engagement with partner groups and for the first time chose to support another organisation with a donation. Steph's Place are evolving into a CIC and fighting for greater trans rights across the UK. We also launched our weekly Pride Matters show with Gateway 97.8 and have delivered a series of topic themed shows with many guests, giving another outlet of support for the community.

We were delighted to be invited to be involved in The Queen's Platinum Jubilee Celebrations and arranged for the wonderful Chamonix to host the celebrations in Gloucester Park. We were equally saddened when Her Late Majesty passed away in September. As a mark of respect, we withdrew from the Basildon Pride After After Party and suspended our programme of work until after the period of mourning.

During a year of turbulent national and international events, we have shown our support for the people of Ukraine as they battle against Putin's illegal war. We hosted the Founder and Creative Director of Ukraine Pride on our Pride Matters show and included a solidarity section in our Festival Programme. Members of our committee marched with Ukrainians in the Brighton Pride Parade.

Over the past 12 months our awareness of issues affecting the trans community has risen significantly. Many of us have been shocked as our understanding grew of the challenges our trans siblings face daily. We were delighted to work with both The Eastgate Centre and Basildon Council to arrange for the Transgender Flag to be flown in the town for the first time for Transgender Day of Remembrance in November. We also wrote to all South Essex MP's asking for their support in pushing for greater rights and inclusivity for the trans community. Sadly, only one MP, Stephen Metcalfe responded. We thank him for meeting with us on 2 occasions and hearing more of the challenges the community face. There is much to be done in this area and we are committed as an organisation to standing alongside our trans sibling in the fight for greater inclusion and equality.

As we look to the future, we have commenced the work of putting together our Medium to Long Term Strategy. We started with a consultation involving the local community. Various themes have emerged including Networking for the young, adults and parents of LGBTQ+ people, Tackling Mental Health in the LGBTQ+ Community, Trans Awareness and Hate Crime Awareness. We carried out workshops throughout the year and are now in a position to finalise the strategy.

We are absolutely delighted that we sold every package of our somewhat extended range of Sponsorship Support this year and it is our honour to welcome on board our 2 new partners, Fiserv and Basildon Eastgate Centre whom we are excited to work with throughout the year. We also received more grants than ever before to support our work including The National Lottery Awards for All, Essex County Council Arts and Cultural Fund, Amazon Charitable Giving's and The Arnold Clark Fund. We thank all our funders as our work is only possible with their support.

Of course, we cannot forget our team of 100% unpaid volunteers. They are certainly no footnote; they are what make Basildon Pride what it is and they take centre stage. So many have taken on new or extended roles this year and without their dedication and support, Basildon Pride would not be what it is today. They should be proud of their work in fighting for greater equality, creating safe spaces and "Building Bridges" for all the LGBTQ+ Community and our allies.

As our organisation continues to evolve, we look forward with excitement and hope to a place were all can be who they are and love who they want without fear of reprisal or discrimination, a place where we celebrate people and all that makes them individual.

David Burton-Sampson
Chair of Trustees







Our Charitable Purposes

The Objects of the charity are:

"To promote equality and diversity for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity by delivering an annual Basildon Pride Event and deliver Basildon Pride Everyday which creates a programme of awareness and support events and activities for the LGBT+ community and its allies throughout the year in order to eliminate discrimination and advance education and awareness in equality and diversity."

Our Organisational Purposes are:

- To work with the LGBT+ community of The Basildon Borough and beyond and other interested stakeholders as well as statutory and community sector organisations to promote Basildon Pride as a lasting movement
- To arrange, fundraise for and deliver an annual Basildon Pride Event
- To fundraise for and deliver Basildon Pride Everyday which creates a programme of awareness and support events and activities for the LGBT+ community and its allies throughout the year

The Public Benefit we provide is

- Advanced citizenship, cohesion and improved community relations in the Basildon Borough and beyond
- Education about the Basildon Borough LGBT+ community and wider LGBT+ issues
- Free Information, support, guidance, and a non-judgemental space for discussion & dialogue concerning LGBT+ health and well-being
- The promotion of LGBT+ arts, culture, and heritage
- Championing human rights, equality and diversity

Our Organisational Structure

All positions across the charity are held on a voluntary basis.

Board of Trustees

There are currently 5 appointed Trustees in line with our constitution.

David Burton-Sampson
Chair of the Trustees

David Bedson
Deputy Chair of the Trustees

Christina Crosby
Treasurer to the Charity

Jamie Whaley
Secretary to the Charity

Gareth Evans
Trustee without role

In line with the constitutional arrangements 2 Trustees will retire at the Annual General Meeting in November 2022.



Basildon Pride Festival Organising Committee

The Festival Organising Committee holds responsibility for delivering the annual Basildon Pride Festival Event.

David Burton-Sampson
Chair

David Bedson
Vice Chair

Matthew Whaley
Secretary

Jake Bedson
Entertainment Officer

Mark Burton-Sampson
Business and Community Engagement Officer

Dan Bedson
Technical Officer

Matthew Miller
Marketing Officer

Matthew Winslow
Fundraising Officer

Jamie Whaley
Volunteers Officer

Ndunge Kivuitu
Parade Officer

Christina Crosby, Craig Freeman, Tracy Freeman, Claire Prosho, Karen Evans, Gareth Evans, Peter Covey, Helen Taylor
Festival Support Officers

Basildon Pride Everyday Organising Committee

The Everyday Committee hold responsibility for coordinating and delivering our Basildon Pride Everyday programme throughout the year.

David Burton-Sampson
Chair

Matthew Whaley
Deputy Chair

Jamie Whaley
Secretary

Matthew Miller
Marketing Officer

Matthew Winslow
Fundraising Officer

Ndunge Kivuitu, v Prosho, David Kirkman, Helen Taylor
Everyday Support Officers

Basildon Pride Festival 2022 Review

The Basildon Pride Festival took place on Saturday 3rd September 2022 at Basildon Sporting Village.



It was great, perfect!

It was a really good day to celebrate who we are and our kids loved it too

It was my first pride I went to, and it was amazing

We wanted it to last longer! Had a great time

Best Pride I have ever been to

I thought it was brilliant and great that it was free

Everyone involved worked so hard and it was an amazing event

It was a lovely welcoming experience

The Basildon Pride Festival 2022 began with a fabulous parade, sponsored by Securitax, which set off at 11am from outside the old "Toys R Us" building in Basildon Town Centre. The parade was made up of the general public, our sponsors, army cadets, local businesses, Basildon Pride committee members, volunteers and much more! We estimate that around 1500 people took part in this year's pride parade.

The Parade boasted lots of colour and sparkle and included our brand new "first of its kind" river flag made up of all the different diversity flags, Chinese lions, Brazilian dancers and music.

This year's parade split into two routes, with the front section of the parade making its way through Eastgate shopping centre – Entering by Esquires Coffee and exiting by the side of Metro Bank – where it was met by the remainder of the parade which had travelled down towards Town Square. The whole parade then continued travelling through the town towards St. Martins Square, across Broadmayne, through Gloucester Park and into the festival site at Basildon Sporting Village where it was warmly welcomed with colourful confetti, streamer and smoke to signify the start of the pride celebrations in the park.

The festival site boasted fun, entertainment, education, and shopping for people of all ages. It included the Gateway 97.8 open air stage in the food court, the main stage which was sponsored by Fiserv & Eastgate Shopping Centre and The Zone which was sponsored by SS&C, all offering a variety of acts, meet and greets and live music throughout the day.

The Discovery Hub, sponsored by Unite the Union, was filled with live educational talks from local organisations such as Terrance Higgins Trust, Claire's Trans Talks & Essex Police, to name a few. The Discovery Hub also acted as a support hub for people with any questions and was used well as a calm area, allowing people to escape and relax in a quieter environment.

The Palmers Marketplace was packed full with a variety of 56 stalls including a fire engine, charities such as Basildon Mind and Queerly Autistic, and businesses with items available to purchase such as pride merchandise, soaps, clothing and much more.

Our Gateway 97.8 Foodcourt did not only boast an open-air stage, but also included a variety of hot and cold diverse food outlets such as Caribbean & Greek food, as well as Hog Roasts, Ice cream and much more. This area also contained picnic benches for those wishing to rest their legs.

For those fancying a bit of adventure, our fairground returned, bigger and better than before. We also introduced our Photo Zone this year sponsored by McDonalds.

The festival ran from 11am – 7:30pm and was headlined by Dene Michael from Black Lace. We estimate over the course of the day we had 6000 people attend the event.

After the festival we headed over to The Edge in Basildon Town Centre, where we had DJ Sarah Hall playing out tunes, and the fabulous Chamonix Aspen performing. This was a ticketed event at £5 per head, with half price entry for our volunteers.

From our post festival feedback questionnaire, we were able to indicate that from the 105 people who completed the survey, over 63% considered themselves to be part of the LGBTQ+ community, and overall the festival was rated at 4.79 out of 5. Of the 42 Stallholders who responded to our post festival survey, all were happy with their pitch and 41 said they would return next year, giving the event a rating of 4.88 out of 5.

Basildon Pride Everyday Review

Basildon Pride Everyday were able to extend the scope of their work significantly this year as we exited fully from post pandemic restrictions.

Activities have been delivered both face to face and online and our focus has been supporting the LGBTQ+ Community and our allies throughout the year whilst working to educate the wider community around LGBTQ+ issues.

Activities - Direct Delivery

- Online Support Directory signposting users to various organisations and support services.
- Basildon Pride Facebook Support Group - 158 Members
- Weekly Pride Matters Shows on Gateway 97.8 including regular topic-based talk and support shows
- Basildon Pride Event Stalls
- Transgender Awareness Week social media posts
- Arranged for the Trans Flag to be flown for the first time ever from The Eastgate Centre and The Basildon Centre for Transgender Day of Remembrance and shared a social media post
- World AIDS Day stall in The Eastgate Centre
- Billericay Christmas Market 2021
- Jolly Friar Christmas Market 2021
- LGBT+ History Month Stall in The Eastgate Centre
- Mayfest 2022
- Pride Month stall in The Eastgate Centre
- Pride Month Stall at Basildon Hospital Pride Event
- Festival Promotion stall in The Eastgate Centre and Basildon Sporting Village
- Basildon Pride Festival 2022
- Face to face events including fundraising
- Christmas Curry and Karaoke
- Business Engagement Event at Orletto Lounge
- Basildon Pride Quiz Night
- Festival Highlights Show on Gateway 97.8 on Christmas Eve
- Attended the City for LGBT event and spoke in favour of supporting Steph's Place
- Held 2 meetings with Stephen Metcalfe MP, the only MP to respond to our open letter, to discuss trans issues.
- Supported Ukraine and Ukraine Pride during their participation in the Brighton Pride March

Observing occasions and celebration days via social media

- World AIDS Day social media video post
- Pansexual Pride Day social media post
- Claire Prosho's TEDx Talk on dehumanisation of trans people social media post
- Christmas and new year social media posts
- Holocaust Memorial Day social media post
- Social media post in condemnation of the EHRC's stance on subverting the rights of the UK Trans community
- LGBT+ History Month range of posts recognising the theme of Politics in Art
- Bisexual Health Awareness Month range of social media posts
- International Transgender Day of Visibility social media post
- Conversion Therapy social media posts
- Easter social media post
- Remembering the Admiral Duncan bombing social media post
- A range of video social media posts for Mental Health Awareness Week
- Eurovision Song Contest social media post
- IDAHOBIT Day social media post
- Her Majesty The Queen's Platinum Jubilee recognition social media posts, plus we provided a drag act to host the Jubilee celebrations in Gloucester Park.
- Pride Month social media posts including recognition of countries with poor LGBT rights and a conversation with Ukraine Pride
- International Non-Binary People's Day social media post
- Worked with Basildon Council to raise the Progress Flag over the Basildon Centre both for Basildon Pride Festival and Pride Month
- Recognition of the sad death our Her Late Majesty Queen Elizabeth II
- Various posts recognising Black History Month
- Diwali social media post
- Halloween social media post
- Lobbying Others concerning LGBT+ issues in the UK and internationally
- Wrote an open letter to all South Essex MP's expressing our concern around the treatment of the Trans Community and asking for a meeting to discuss further

Supporting Others through LGBT projects

- Basildon Pride has provided focused support or delivery to third party initiatives in the Basildon Borough and beyond that included the LGBT+ community
- £500 Sponsorship and funding donation to Steph's Place, a trans organisation that is fighting at the highest levels for trans equality and to raise trans awareness
- £50 donation the following 3 LGBTQ+ organisations – Helem, Iraqueer and Loving Me
- £100 donation in support of the Basildon Hate Speech Summit
- Supported the Basildon @ Christmas launch with a 20-minute performance on the St Martin's Square stage

Funding

- After the sad closure of The Basildon Borough Lottery, we joined The Rainbow Lottery which works in a similar way in raising us funds from tickets bought on a weekly basis.
- SS&C agreed an additional donation to support our work throughout the year
- The funding from our new partners Fiserv and The Eastgate Centre is vital in helping us deliver our programme of work throughout the year.
- An element of a grant received from the Essex County Council Arts and Cultural Fund contributed towards permanent assets which will be used as part of our Everyday programme
- For the first time ever we arranged a Grand Christmas Raffle which raised funds for our range of work

Performance against Charitable Purposes Measures

Outlined below is the charities performance against the key measures identified at our inception. For the near future we will not be setting targets until we understand our current rolling annual position. However, the Board of Trustees will use this data to identify areas by which the charity needs to improve or focus its attention.

31 members

Total annual membership of CIO
as recorded at each AGM.
Membership at the point of going to press growing from 20 in 2021.

5,108

Total social media audience
across Basildon Pride's Facebook, Twitter and Instagram accounts.

157

Members of the Basildon Pride LGBT+ Facebook Support Group

12,546

Total unique visits to the website
based on statistics from the new website's launch in November 2021 to October 2022.

6,000

Number of attendees at the Basildon Pride Festival 2022
estimated based on gate counts.

86

Number of attendees at the Basildon Pride fundraising events
Curry and quiz night.

19

Number of members assisting Basildon Pride events
across the Basildon Pride Festival Organising Committee and Basildon Pride Everyday Committee

51

Number of volunteers assisting at the Basildon Pride Festival 2022
excluding the 15 volunteers from the Basildon Pride Festival Organising Committee.

£750

Total value of donations and grants made by Basildon Pride to other local causes or campaigns
from our Christmas appeal.

Rolling programme of Basildon Pride events for fundraising, awareness, and support; See Basildon Pride Everyday Report.

Financial Statement 2022

Our total income for the year is £ £42,667.39. This consists of £29,246.99 raised from Fundraising, £6,000.00 from Sponsorship and £7,420.40 from Stallholder Fees. The Fundraising amount for this year includes £21,490 in grants. We are also expecting a further £10,750 to come from Sponsorship packages funds promised and a further £12,000 already committed to be split over 2022/23 and 2023/23.

The total expenditure for the year was £43,554.59. This represents event Logistics and Technical costs, Performer and Security fees, Insurance, and other general operating costs. We have two Festival related invoices outstanding for the year.

Our Banking is held with Metro Bank and our balance as of 12th October 2022 was £5,428.29. We also hold £133.69 in cash, leaving us with a total balance of £5,561.98. To date the accounts are unaudited, however, we have had an Independent Examination carried out on our Accounts as part of our 2021 Accounts Submission.

Final Accounts submitted to The Charity Commission for year ending 31/10/2021

Income/Expenditure	**31/10/2021**
Total gross income	£33.85k
Total expenditure	£27.40k
Income from government contracts	N/A
Income from government grants	£400

Thank you to our sponsors and supporters

We would like to extend our thanks to our wonderful sponsors and supporters, without whom Basildon Pride CIO simply would not be able to deliver our activities. Every penny donated is sincerely appreciated.

Basildon Pride Official Partners

fiserv.

eastgate BASILDON

Our Sponsors

everyone ACTIVE

... our local radio GATEWAY 97.8 fm

PALMERS SOLICITORS

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Our Supporters

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COMMUNICATIONS

Basildon Council BASILDON · BILLERICAY · WICKFORD

Moving Forward
Our Focus for 2022/23

The Board of Trustees are keen to see the progress made since 2018 develop further and for a sustainable future to be secured for Basildon Pride CIO in line with our charitable purposes.

The focus for the coming year will be to:

Deliver Basildon Pride - The Festival 2023, taking learnings from our 2022 event to make it bigger and better than before, whilst ensuring it remains a celebration of the LGBTQ+ Community. The festival will be planned and delivered under a new Organising Committee Structure which reflects the growing size of the charity and the event and the need to spread the workload more evenly.

Deliver our Basildon Pride Everyday Programme of Events incorporating our new Medium to Long Term Strategy. Further develop our Pride Matters Radio Show.

Continue to work with and support partner organisations in our local community to further our work and further support for the LGBTQ+ community.

Recruit a part time paid administrator to support our volunteers in the delivery of our programmes.

BASILDON Pride

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CHARITY COMMISSION FOR ENGLAND AND WALES

Basildon Pride CIO	1193090

Receipts and payments accounts

CC16a

For the period from	01/11/2021	To	31/10/2022

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Stallholder Fees	7,445	-	-	7,445	5,780
Fundraising	29,247	-	-	29,247	24,571
Sponsorship	6,000	-	-	6,000	3,500
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
***Sub total** (Gross income for AR)*	42,692	-	-	42,692	33,851
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	42,692	-	-	42,692	33,851
A3 Payments					
Performer Fees	7,343	-	-	7,343	3,050
Logistics	14,720	-	-	14,720	11,452
Technical	7,051	-	-	7,051	6,082
Marketing and Merchandise	4,686	-	-	4,686	997
Security	3,969	-	-	3,969	3,335
Catering	552	-	-	552	402
Bank Charges	145		-	145	70
Insurance	1,424	-	-	1,424	1,184
Basildon Pride Everyday	675			675	-
Other Items	3,000	-	-	3,000	830
Sub total	43,565	-	-	43,565	27,402
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	43,565	-	-	43,565	27,402
Net of receipts/(payments)	- 872	-	-	- 872	6,449
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	6,449	-	-	6,449	-
Cash funds this year end	5,577	-	-	5,577	6,449

Section B Statement of assets and liabilities at the end of the period

B1 Cash funds

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Cash at Bank	5,443	-	-
	Cash in Hand	134	-	-
		-	-	-
	Total cash funds (agree balances with receipts and payments account(s))	5,577	-	-
		OK	OK	OK

B2 Other monetary assets

Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
D E Burton-Sampson	DAVID BURTON-SAMPSON	01/07/2023
	JAMIE WHALEY	01/07/2023

To The Trustee's of Basildon Pride Charity

Independent examiner's report to the trustees of Basildon Pride

I report to the trustees on my examination of the accounts of the Basildon Pride (the Trust) for the year ended 31 October 2022.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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 giving me cause to believe that in any material respect:
1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.

Dale Edmonds
Securitax Accountancy Ltd
Viking House, Daneholes Roundabout, Grays, Essex, RM16 2XE
26th July 2023