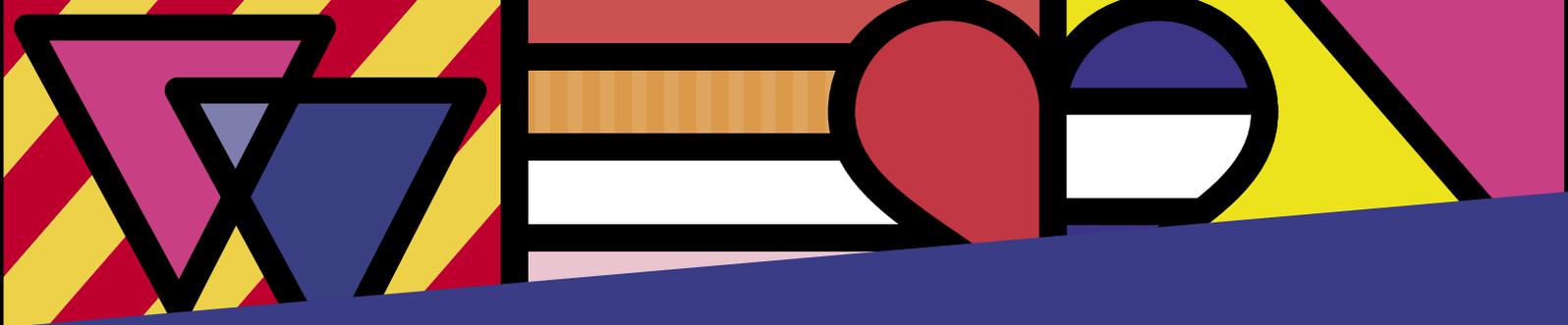




**MANCHESTER**  
**PRIDE**

**ANNUAL  
REVIEW  
2019**





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## OUR VISION

A world where LGBTQ+ people are free to live and love without prejudice

## OUR MISSION

We are committed to improving the lives of LGBTQ+ people in Greater Manchester and beyond. We are part of a global pride movement that celebrates advancements in equality

## OUR VALUES



## INCLUSIVITY

We believe that everybody has a contribution to make regardless of any differences and in particular respect to their identity



## EMPOWERMENT

We believe that everybody should be supported to have the confidence and opportunity to live the way they want



## TOGETHERNESS

We believe that great things can be achieved though working with individuals, organisations and communities.

## Our Objectives

1.

**Celebrate LGBTQ+ life:** create space, whether virtual or physical, to enable individuals to embrace and explore their relationship with and heritage within the LGBTQ+ communities;

2.

**Campaign for LGBTQ+ equality:** give voice to Greater Manchester's community on local, national and global issues in a supportive and proactive manner;

3.

**Fundraise for LGBTQ+ causes:** raise funds for LGBTQ+ related causes in Greater Manchester;

4.

**Engage LGBTQ+ people:** earn the trust of the LGBTQ+ community by being open and transparent. Listen and actively seek out the views of our diverse community, helping stakeholders have a two-way conversation with us and involving them in our decision-making







## Statement from the Chairman

2019 marked the beginning of substantial change for Manchester Pride, while our core objectives remained unchanged, we managed to deliver these on a global scale, firmly positioning Manchester Pride as one of the UK's leading LGBTQ+ charities and one that continues to evolve and grow, with the needs of the community at the heart of everything we do.

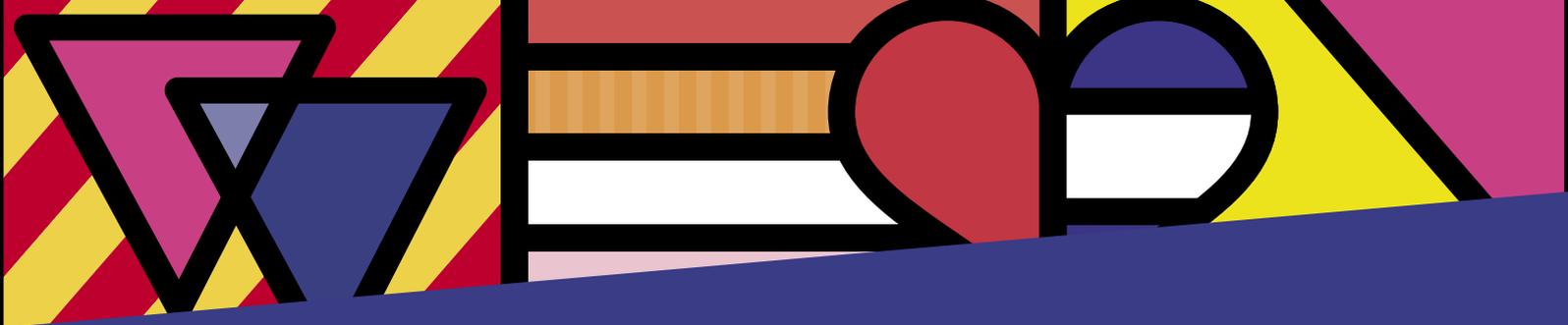
In 2018, the Board made the brave but necessary decision to significantly progress Manchester's Pride celebrations and expanded the range of events to cover even more areas of the city centre. We introduced our new live music element, Manchester Pride Live, which welcomed some of the world's biggest artists to Mayfield, just a short walk from the celebrations at iconic heart of the festival, The Gay Village Party. This year we also introduced our first event for younger members of our LGBTQ+ family, Youth Pride MCR. This unique event brought together creativity, fashion, music and more as we created a safe and nourishing space for young people aged 14+, who wanted to experience Pride in a way that was designed just for them. Family Pride was also unveiled this year as an area designed for those wanting to celebrate safety with their little ones.

As always, the Manchester Pride Festival hosted the Manchester Pride Parade, Superbia Weekend and The Candlelit Vigil. The Manchester Pride Parade further cemented 2019's Pride celebrations as our biggest ever, this year saw over a quarter of a million people line the streets of Manchester City Centre to witness 14,000 people from 205 groups and organisations march for LGBTQ+ equality. The weekend drew to a close with the Candlelit Vigil as we took time to reflect and remember those we have lost to HIV/AIDS. Thousands came together in Sackville Gardens to fight stigma and stand united against the challenges faced by the LGBTQ+ community.

Manchester Pride's campaigning continues way beyond the Festival weekend, our commitment to the delivery of vital funds and support to LGBTQ+ people takes place 12 months of the year.

We launched some amazing initiatives in 2019, including the All Equals Charter. We signed up some of the region's biggest employers





to beta test our Charter which is to become a standard across the region and nationally, for employers to ensure LGBTQ+ equality and inclusion across the board. Our inaugural Manchester Pride Conference was an incredible success and provided the opportunity for those interested in LGBTQ+ equality to take part in a series of panels and workshops, and learn more about the key engagement goals and objectives for Greater Manchester in 2019.

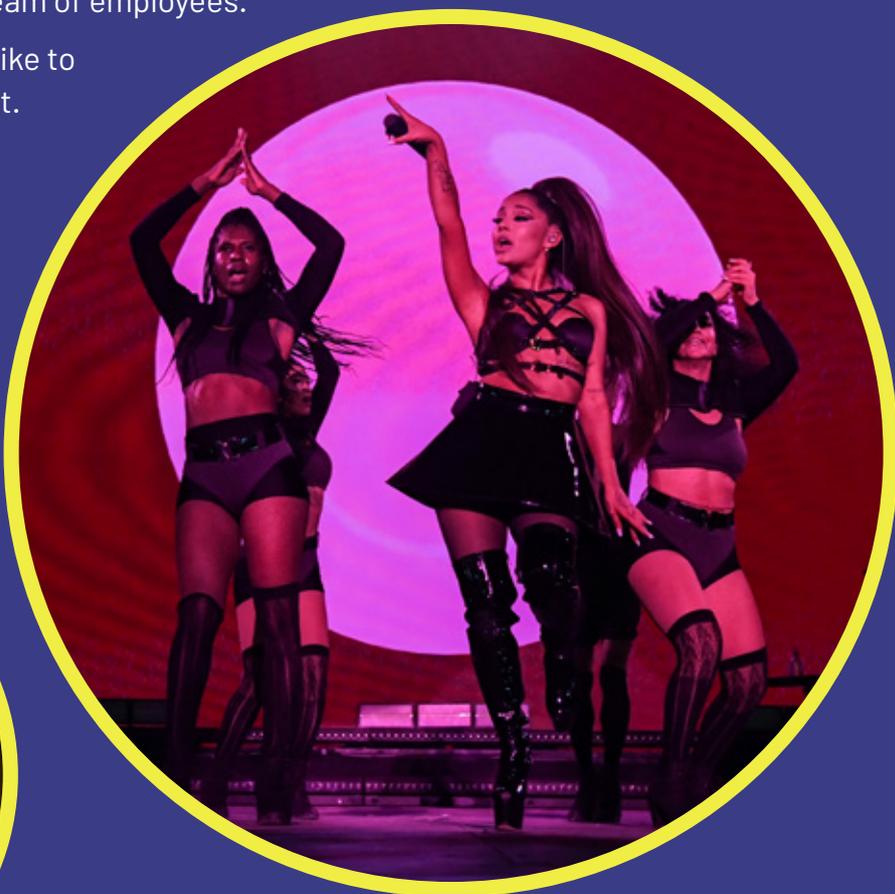
2019 was indeed a year of firsts for our charity and we will continue to learn and grow. Feedback from the community, stakeholders and partners is vital to the development and progression of celebrations, and the work we do as a charity.

We value the feedback we received regarding Manchester Pride Festival 2019, over the next 12 months we are committed to implementing changes to Manchester Pride Festival 2020 to ensure a smoother and more accessible celebration.

To those who attend our events to celebrate LGBTQ+ life, our corporate supporters, volunteers, the police and city council, our other charity partners as well as our small and dedicated team of employees.

On behalf of all the trustees I would like to thank you for your continued support. We could not do it without you.

**Paul Wheeler**  
Chair of Manchester Pride





## Statement from our Chief Executive

2019 has been an incredible year for Manchester Pride. In pursuit of our core objectives, we progressed our ambition to grow our celebration of LGBTQ+ life into a world class event and built upon our aim of being pioneering and progressive charity.

This year, the August Bank Holiday weekend celebrations transformed into the Manchester Pride Festival. We welcomed thousands more people and expanded to even more areas of the city, ensuring our protest through celebration provided a bigger platform than ever for our communities to feel seen and heard.

The opportunity to welcome outspoken LGBTQ+ advocate and honorary Mancunian Ariana Grande to our stage for her first performance in Manchester since 2017 was a historic moment. Her appearance drew huge interest not only from media in the city and throughout the UK, but across the world. This enabled us to make a record breaking impact and show communities around the globe that LGBTQ+ people should be free to live and love without prejudice.

Another pioneering step for the Charity during this year was the introduction of the black and brown stripes to our cherished LGBTQ+ symbol, the iconic rainbow flag. The addition of these colours is to ensure that LGBTQ+ people of colour from Black, Asian and other ethnic minority backgrounds feel represented and welcome at our events. I am fiercely proud that Manchester Pride was the first Pride organisation in the UK to adopt this.

There were several reasons why we thought this was necessary. Stonewall's research last year revealed that 51% of LGBTQ+ BAME people had experienced racism from within

our own community. Manchester Pride will never shy away from taking bold action to challenge discrimination, and we believe BAME LGBTQ+ people deserve the same recognition and representation at our events as everyone else. The polarised reaction to the black and brown stripes, and the debate it sparked, further highlights the need to tackle racism both within and outside of our communities. We've opened the conversation to instigate change in order to better reflect the diverse and multicultural community within Greater Manchester and beyond.

The introduction of Youth Pride MCR and Family Pride MCR further reflects our desire to welcome and accept all members of the LGBTQ+ community to our celebrations. Our Superbia offering also grew in 2019, allowing people to take part in Manchester Pride Festival's Arts & Culture events in an alternative, alcohol free space.

The further expansion of the Festival has a hugely positive impact meant in the Charity's income. These additional funds are vital for the delivery of our charitable objectives, and in 2020 we will launch the All Equals Charter, an accreditation programme which engages with businesses to help them better recognise and tackle all forms of discrimination. As we continue to roll out this programme over the next year, we will champion for inclusive and equal workplaces for all LGBTQ+ people.

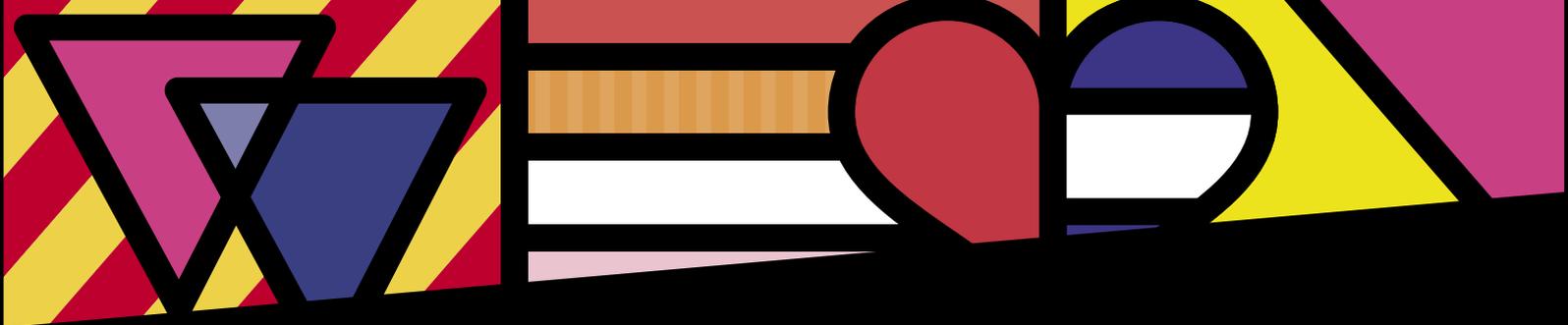
Thank you for your continued support. We can't wait to help improve the lives of even more LGBTQ+ people across Greater Manchester in the year to come.

**Mark Fletcher**  
Manchester Pride CEO



In Dutch

PROUD



## Manchester Pride Festival

• **250,000**

gate interactions at the  
Gay Village Party 2019

• **240,000**

people watched the  
Manchester Pride Parade live

• **2.2 million**

people watched the Manchester Pride  
Parade via broadcast or social media

• **66%**

stayed in The Gay Village  
after the main stages closed

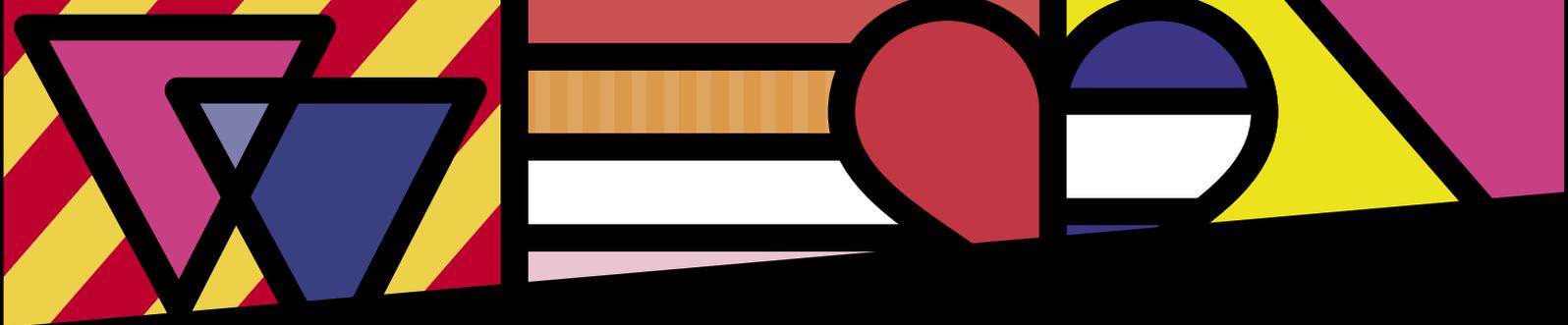
• **36,000**

visits to  
MCR Pride Live

In 2019 we delivered our biggest ever Manchester Pride Festival. The celebration of LGBTQ+ life spread far beyond the reaches of the Gay Village as we introduced MCR Pride Live, the new music offering, to the site at Mayfield. Attracting some of the world biggest artists to the August Bank Holiday festivities enabled us to create greater fundraising opportunities for the Charity while increasing the reach of LGBTQ+ life.

The new format for the Festival also saw the launch of Youth Pride MCR, an event for age 14+ LGBTQ+ people, creating a safe space for them to explore their identity and express their authentic selves. And also Family Pride, a bespoke zone with events and activities especially designed for those with young ones.

To further celebrate our Trans family, 2019 saw the first ever Trans Pride takeover as part of the Gay Village Party.



## Manchester Pride Festival - Economic Impact

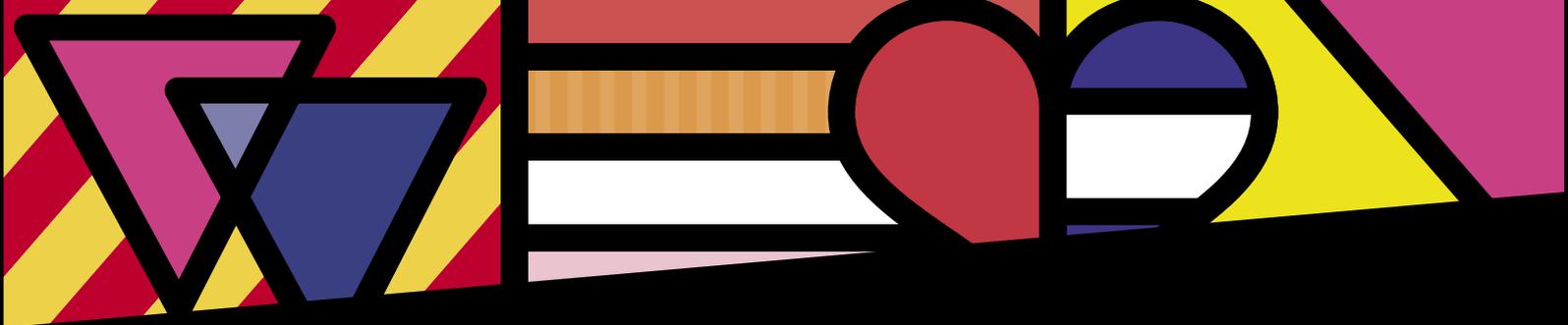
MANCHESTER  
**£34M**  
ECONOMY

The Festival places Manchester on a global stage, enhancing and supporting the city, helping it to be seen as a desirable tourist destination.

Manchester Pride Festival employs hundreds of suppliers, contractors and freelance staff to work on the preparations for the event, build and breakdown of the infrastructure and ensure the Festival runs smoothly across the whole weekend. Manchester has a thriving freelance events scene with thousands of jobs created for creatives across the industry.

Manchester Pride Festival employs over 100 freelance event staff, some of whom work for many months on the project and rely on this work for their livelihood over the summer. We actively seek out, where possible, local suppliers to provide services and equipment for the Festival. Manchester Pride itself contributes over £3million in expenditure to produce the Festival, a significant contribution to the local and national economy.

The Gay Village Party is the heart of the Manchester Pride Festival. In 2019, more than 65,000 individual visitors attended celebrations centered around the bars, shops and venues in the area, many of which are LGBTQ+ owned, meaning Manchester Pride further supports LGBTQ+ communities by giving them a greater platform in which to trade.



## Funding Sources

Manchester Pride receives its funding from a variety of sources. Its principal funding source is 100% of the profits gifted from its subsidiary trading company - Manchester Pride Events Ltd - which is engaged in organising and managing Manchester Pride Festival and the Spring Benefit.

Additional support is provided by individual donations and cash in-kind, as well as sponsorship. In 2019, Manchester Pride received an income of £896,748 from the following sources -

- **£114,319 from donations**
- **£36,726 from fundraising events**
- **£634,500 from in-kind contributions of goods and services**
- **£111,204 from grants**

In addition to this, **£222,819** was gifted from Manchester Pride Events Limited as a result of trading activities during the Manchester Pride Festival.

### **Manchester Pride's Grant Making Impact**

Through the charity's various touch points, both in person and online, Manchester Pride interacted with people over 10.5 billion times throughout the UK as we campaigned, celebrated, engaged, and fundraised for LGBTQ+ life in Greater Manchester and beyond.

As a not-for-profit organisation, every penny generated by the charity is reinvested in the improvement of life for LGBTQ+ people in

Greater Manchester through our programme of events and initiatives. The Charity continues to raise money to then act as a grant making foundation and distribute these funds to LGBTQ+ good causes across Greater Manchester. The main ways we raise money is through donations received at our two main events - the Manchester Pride Festival and the Spring Benefit. The Charity's fundraising and grant work is overseen by our Grants Committee of Trustees and, ultimately, the Board.

### **Our grant giving strategy has three parts -**

- **A partnership programme centred around multi-year funding deals to support initiatives agreed with charity partners.**
- **Grants for grassroots LGBTQ+ community groups**
- **Superbia Fund which seeks to support queer cultural activity**

In 2019 Manchester Pride awarded over 53 grants totalling **£121,135**. These grants were awarded to LGBTQ+ community groups, organisations and charities for projects, initiatives and events interacting with people promoting our campaign for LGBTQ+ equality. In addition to this, the Manchester Pride charity donated **£20,440** through the Superbia grants scheme, supporting 33 projects in total.

Manchester Pride also supported Greater Manchester wide local pride events including events taking place in Bolton, Bury, Didsbury, Oldham, Saddleworth, Stockport, Tameside and Whalley Range.



## Manchester Pride's Year Round Initiatives

Manchester Pride's year round community engagement programme is designed to ensure the most vulnerable and marginalised LGBTQ+ people in our communities are visible, platformed and heard. We want to ensure that all of the projects and initiatives we develop are in collaboration with the communities we represent and not only meet their needs, but are addressing gaps within the current LGBTQ+ offer in the city. We have created safe spaces and forums for LGBTQ+ people who are further marginalised (e.g. Trans and people of colour) to share their views and experiences through dedicated listening groups and consultations.

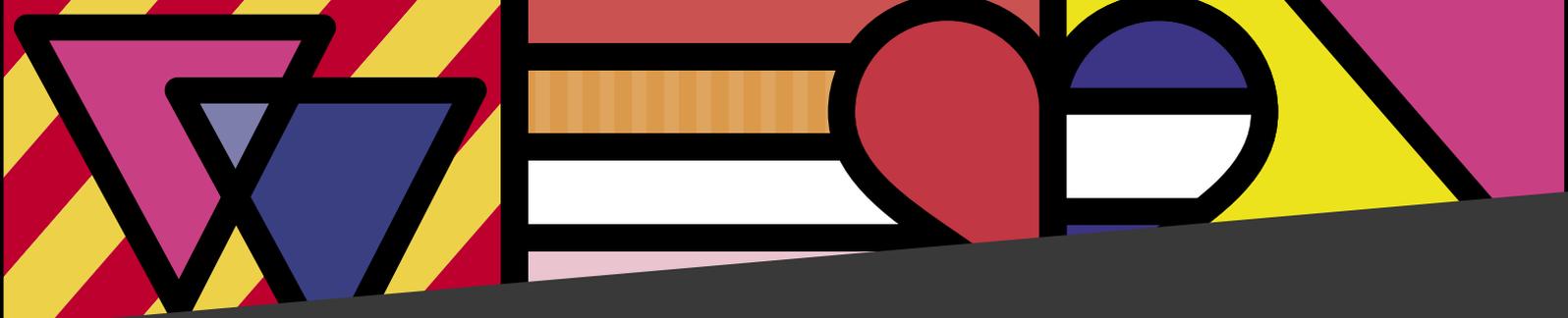


### Volunteers

In 2019 alone, Manchester Pride had over **300** volunteers which amounted to a total of **3,655** volunteer hours, the majority of which were given during the Manchester Pride Festival.

Through our volunteer programme we are able to;

- **Provide opportunities to learn new skills, increasing employability**
- **Build confidence in people and give them a real sense of achievement**
- **Create spaces for people to connect, meet new people and find a community**
- **Offer free training; all our volunteers get access to a first aid training course from St John Ambulance before volunteering at Manchester Pride Festival**



## All Equals Charter

Our research identified that over a third of LGBTQ+ employees have hidden or disguised their LGBTQ+ status at work for fear of being discriminated against.

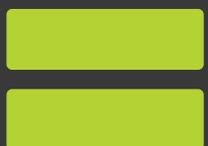
**It is our vision to have a world where LGBTQ+ people are free to live and love without prejudice and we campaign for the advancements of LGBTQ+ equality. Everyone deserves their whole selves to be accepted without exception, including in the workplace.**

In 2019 we began to develop the All Equals Charter to help create a consistent approach to diversity and inclusion across the region and promote inclusion and equality for all LGBTQ+ people. Its aim is to assist businesses and organisations in understanding how to recognise and challenge any form of discrimination and inequality faced by LGBTQ+ people. Through the provision of a thought-through support system, the All Equals Charter guides businesses and organisations to achieve a truly diverse, inclusive and equal workplace. This includes ensuring that spaces and services are welcoming, accessible and safe for all LGBTQ+ people.

A number of businesses, organisations and institutions worked with us during the beta test of the Charter, we were delighted to work with Manchester Metropolitan University, Enterprise Rent-a-Car Greater Manchester, Auto Trader UK, UKFast, Stockport NHS Foundation Trust, Tameside Council and Tameside & Glossop CCG to ensure that inclusion and equality was at the forefront of their organisations.

The Charter is based on a set of principles, values and commitments, and requires all those who sign-up to take action to meet the Charter Standards. Through the development of the All Equals Charter, we want to create a consistent approach to inclusion across the board so that all LGBTQ+ people have equal opportunities and places where they are able to reach their full potential and thrive.



**All**   
**EQUALS CHARTER**

## Manchester Pride Conference

The inaugural Manchester Pride Conference took place on the 26 March 2019. The conference provided an opportunity for all those interested in the promotion of LGBTQ+ equality to learn more about some of the key engagement goals and objectives for Greater Manchester. Manchester Pride provided more information on its All Equals Charter, which has been created to specifically promote LGBTQ+ inclusion and equality throughout the region.

In addition to this, there were a number of panel discussions and workshops providing useful information and insights into a number of prevalent topics.

### Spotlight Presentations

Greater Manchester Combined Authority: LGBTQ+ Advisor to The Mayor

Bury Art Museum: Print, A Catalyst for Social Change

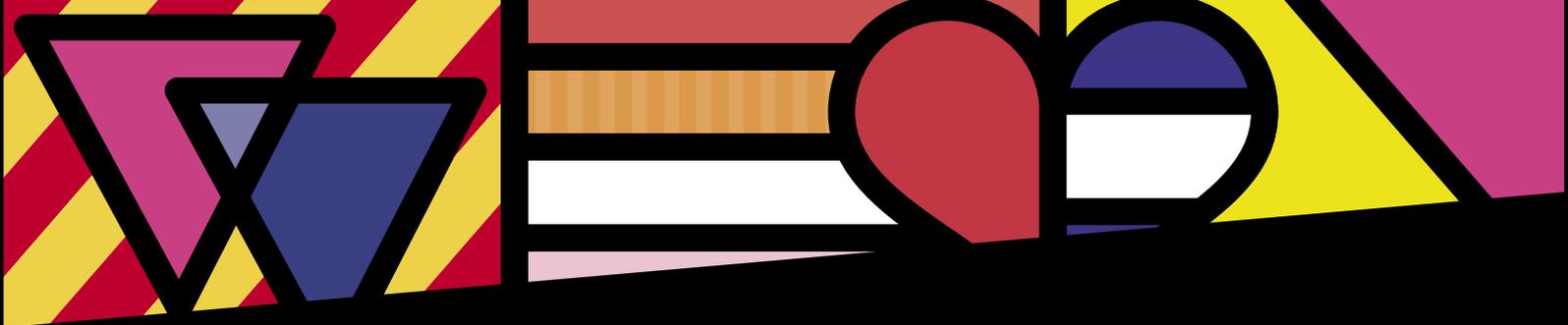
LGBT Foundation: Pride in Practice, LGBTQ+ Healthcare

Rainbow Noir: A review of 2018 and their work in 2019

### Featured Panels and Discussions

- Bringing Women into the Spotlight
- LGBTQ+ Equality in the Workplace
- Appealing to LGBTQ+ Audiences
- Engaging Young LGBTQ+ People
- Trans Up Your Workplace
- Local Pride Planning





## Superbia

Superbia is Manchester Pride's year round programme of culture, designed to support, curate, fund and promote LGBTQ+ events throughout Greater Manchester.

**We do this in three ways:**

- 1. By supporting existing LGBTQ+ events with free promotion and marketing through the Superbia events page and social media**
- 2. By funding LGBTQ+ events with Superbia Grants**
- 3. By curating original Superbia events through collaboration with partners, venues, groups, curators, community members, artists and creatives**

In 2019 we increased the levels of social engagement and wellbeing through cultural activities for, by and with LGBTQ+ people across the city-region. We promoted **308 LGBTQ+** cultural events through the Superbia programme. Furthermore, we donated **£20,440** in Superbia Grants to **33 projects**.

The Superbia Weekend 2019 also welcomed **1100 visitors** to **16 free events** across 3 days. Held at its spiritual home No. 70 Oxford Street, we curated a range of arts and culture activities in an alcohol-free space for people who wanted to celebrate LGBTQ+ life, but perhaps didn't want to visit Manchester's Gay Village.

# Superbia

BY MANCHESTER PRIDE





**MANCHESTER**  
**PRIDE**®

**Manchester  
Pride Limited**

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