

2018

ANNUAL REPORT



www.readingpride.co.uk





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Message from the Chair

I am pleased of the achievements we have made this year. Contributing more to the community, increasing our festival and fundraising activities, all while maintaining a good surplus to help us for the coming years.

Reading Pride has become a significant annual fixture for events in the area, and a contributing factor to the improvement in quality of life for LGBT+ people in the area. Reading remains one of the largest town prides, and still remains free at the point of entry to everyone.

The organisation has remained solvent throughout its history, and remains a membership organisation.

This has been a year of firsts for Reading Pride. The first, was entering a float into the Reading Caribbean Carnival in May. In conjunction with Reading Buses and the Reading Renegades we certainly brought the rainbow to the carnival, with an open-top bus, and the weather was fantastic as well.

We also exchanged visits with our twinned town in Düsseldorf, with members of our committee attending CSD Düsseldorf in June 2018, with a reciprocal visit to our event. The first time that we have exchanged visits and certainly something we would like to continue into the future.

In June, we had our first sports day event, with teams competing against each other in old school events such as the egg and spoon race and sack race. We had four teams, with prizes for best fancy dress as well. Again this was a first for Reading Pride, and hopefully this will also become an annual fixture.

This year, we made significant efforts to increase the activities in the run-up to our event, and so for the first time, we had our first Pride Week. This included a film night at the Blagrove, a MyUmbrella social in Broad Street Cafe, a sports event with Reading Renegades and a quiz night and raffle at the Sun Inn, with proceeds going to Reading Pride. We also teamed up with Boots, to offer a trans make-over event and we worked with Reading Minster for a Christian service and Eucharist, and for the party animals, we even had a pre-pride warm-up was well.

In 2018, we started our plans to improve our event, which saw the introduction of a temporary pedestrian crossing on Napier Road to improve safety. The same company

Story Time with Wilma



also assisted with managing the lights on Forbury Road for the parade. They also provided the signs to direct traffic to event, so this is something we did not have to do ourselves.

We also increased our security both for the parade and at our event to ensure our event is as safe as possible for everyone.

We had a dedicated family area, with activities for children throughout the day and even had story time with some of the Drag Queens including Wilma, who read the Gruffalo and Tango makes Three. We also thank Waynie, who brought karaoke back to our event.

We reconfigured the site to provide more space for marketplace and to help manage the flow of revellers to our site. Our marketplace was significantly larger than in previous years, and we also offered community groups and organisations a free pitch to help organisations where we could. We saw a strong increase in our income for our marketplace.

Also joining our event was a dedicated area for pups, which not only provided an area for them to hang out, but also offered education as well.

We also introduced Mobiloo, a mobile accessible toilet with adult-sized changing bench and hoist.

Wilma and The Blgrave have kindly run a monthly bingo event on Sunday afternoons, which has raised additional funds.

Like many other prides we also educated on the situation around the world for LGBT+ individuals, and why Pride still matters. It is saddening that around 5% of the world's population, live in a country where LGBT+ people face the death penalty for being LGBT+. Many countries, including those in the Commonwealth, are not safe places for LGBT+ individuals, and this is something we would like to see change.

I would like to thank everyone who contributed or helped Reading Pride, to help improve environment for LGBT+ in Reading and the surrounding areas.

Düsseldorf



Reading Caribbean Carnival



Sports Day



Pride Still Matters



MyUmbrella

[illegible]

Warwickshire



Southampton



Unknown



Coventry



2018 Highlights





Johnson & Johnson FAMILY OF COMPANIES



TOGETHER WE
care with
PRIDE



Calpol
Neutrogena
Johnson's
nicorette
LISTERINE



Legal and Administrative Information

Legal Status

The organisation was incorporated as a company on 11 February 2004 and registered as a Charity on 2 July 2007.

Reading Pride has a Charity Number 1119891 and Company Number 05041291.

Registered Address:

South Street Art Centre, 21 South Street, Reading, Berkshire, England, RG1 4QU

Directors (who are also Trustees) served during the year:

Paul Britt – Chair

Kirsten Bayes – Vice Chair

Andrew Adams - Secretary and Acting Treasurer (re-elected May 2018)

Sarah Hacker - Trustee (elected May 2018)

Sophia James - Trustee (elected May 2018)

Michael Russell – Trustee

Bankers:

Metro Bank, Broad Street Mall, 201 Broad St, Reading RG1 7QA

The Co-Operative Bank Plc, P O Box 250, Delf House, Southway, Skelmersdale, WN8 6NY

Independent Examiner:

Rachel Eden, Holy Brook Associates

Financial Year:

The financial year covered by this report runs from 1st November 2017 to 31st October 2018.

Photography:

Thanks to Chloe Fern, Kerry Kleis and Robbie Dee for the photos of our event used in this report.

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Profile of Reading Pride Trustees



Paul Britt

Chair of Trustees

Paul has been a trustee of Reading Pride since 2009, with a break in 2013. He works in global regulatory affairs for a large multi-national pharmaceutical company and is also a signed producer to Universal Music Europe. As a keen musician, composer and producer, he works on a variety of genres of music fusing pop with classical. He is very much an advocate for creating opportunities for new and emerging talent in the local area. He supported a member of the community to fulfil this vision, with the introduction of the Pride Alive stage, which gave a platform for local talent to perform.

Paul has been an activist for almost 20 years campaigning for equality, and equal rights for all, including the repeal of Section 28, marriage equality and equal age of consent. He is committed to ensuring that the equal rights in law are also reflected in society.

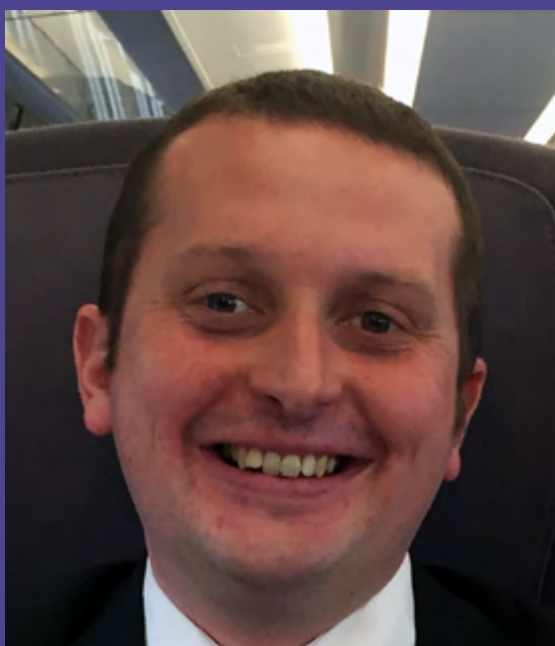


Kirsten Bayes

Vice-Chair of Trustees

Kirsten joined Pride as a Trustee in 2016. She has been involved with LGBT+ groups for more than twenty years and is a former Deputy Leader of Reading Council.

She is a director in several not for profit organisations, and is currently working as a coordinator for Campaign Against Arms Trade.



Andrew Adams

Secretary of Trustees & Treasurer

Andrew has been involved in Reading Pride for over 10 years, leading the development of our parade into a new expanded format, joining the board as a Trustee in 2013 and taking up the role of Treasurer in 2017.

Having grown up in Northern Ireland, he studied at the University of Reading, serving Chair of the RUSU LGBT group for two years. Now working as a project manager in the rail industry, Andrew brings broad industry experience including regulatory compliance, Health and Safety management and event logistics.

Beyond Pride, Andrew is active in local politics and has been a parliamentary candidate, gaining significant experience in local government liaison and stakeholder engagement.



Sarah Hacker

Trustee

Sarah has been patron of Reading Pride since 2016. She is a lifelong equality campaigner and ally to the LGBT+ community in Reading for many years both as a councillor and Mayor.

As a trustee she will bring her energy, commitment and networks to help grow Reading Pride and ensure it represents all communities within Reading.

Sarah is also an active trade unionist and equality rep. She believes Prides should continue to be political events with active participation and support from trade unions and local parties. There is still a lot to fight for and, together, we will achieve equality for all the LGBT+ community.



Sophia James

Trustee

Sophia is the Lead Councillor for Neighbourhoods and Communities taking a lead on community safety and equalities issues across Reading.

She is a lifelong equality activist and has been involved in a number of campaigns and projects including LGBT History Month, Black History Month, Reclaim the Night and creating a Disability Equality Week at university. She also co-runs the LGBT Meet-Up Group and is part of the Reading Carnival organising committee.

In the past Sophia has served as a trustee of a students' union and governor of a local school. She currently manages an outreach project at a local university.



Michael Russell

Trustee

Michael first got involved with Reading Pride as a volunteer at the 2007 festival and loved the event so much that he joined the committee in preparation for the 2008 festival. At first he managed the website but over the years this gradually included managing the social media, digital marketing and recently supporting the newly formed MyUmbrella committee. In 2017 Michael was also elected as a Trustee.

During a nine-month break in 2013 Michael continued to support the LGBT+ community through work with local charity Support U helping them put on important fund-raisers when they launched.

Outside of volunteering, Michael has been involved in the web/IT industry for over 10 years and is currently a PHP developer for a leading job site.



Statement from the Treasurer

Objects and Risk

Objects

Reading Pride exists to champion diversity and inclusion with the Thames Valley and beyond. The running of our annual Parade & Festival accounts for the vast majority of income and expenditure. With no property assets or employees, running costs and overheads remain very low.

Reserves

Significant expenditure is required in advance of the Pride Festival to secure equipment and suppliers. Following a number of challenging years, it is the Trustee's intention over the next several years to ensure reserves of a minimum of 25% of annual turnover of the charity.

Risk Review

The Trustees consider that the most significant risk continues to be from rising costs of festival equipment / suppliers coupled with the challenging financial climate making regular and predictable income sources, particularly from the third sector, difficult. The charity continues to turnover the majority of income to expenditure within a yearly cycle, with growing reserves and no debt.

Trustee's Responsibilities for the Financial Statements

Charity and Company Law require the Trustees, who are also the Directors of Reading Pride, to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the Charitable Company at the balance sheet date and of its incoming resources and application of resources, including income and expenditure for that period. In preparing those financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis, unless it is inappropriate to assume that the Charity will continue in business.

The Trustees are responsible for keeping financial records, which disclose with reasonable accuracy at any time, the financial position of the Charity and that enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence must take reasonable steps for the prevention and detection of fraud and other irregularities. This report was approved by the Board on the 23 May 2018.

Statement from the Independent Examiners Report

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with 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 the 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

In connection with my examination, no material matters have come to my attention 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 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.

Rachel Eden

ACMA (Associate of the Chartered Institute of Management Accountants)



Statement of Financial Activities

Profit and Loss

	2018	2017	2016
Turnover			
Income - Corporate Donations	8,362	0	0
Income: Advertising Sales ¹	0	437	485
Income: After Party	0	1,212	0
Income: Alcohol Tenders	8,002	5,180	3,458
Income: Donations	4,712	399	1,304
Income: Food Tenders	2,483	1,793	1,958
Income: Fundraising Events	238	2,796	0
Income: Gift Aid Income	0	664	0
Income: Market Stall (Marquees and Accessories)	1,166	895	1,644
Income: Market Stall (Rent)	5,045	3,932	3,848
Income: Membership Sales	195	262	0
Income: Pride Day Donations	6,298	4,356	0
Income: Pride Plus	2,409	1,795	2,232
Income: Sponsorship	8,995	9,458	8,917
MyUmbrella Income: Bulk Sale	63	0	0
MyUmbrella Income: Donations	2,808	16	2
MyUmbrella Income: Online Sales	111	0	0
Payment: Stripe	(574)	0	0
Total Turnover	50,313	33,196	23,848
Cost of Sales			
Cost of Generating Funds: Membership Costs - ZERO Rated	16	0	0
Cost of Generating Funds: Other	367	0	0
Cost of Sales: Merchandise	761	625	0
Expense: Advertising	297	140	1,200
Expense: Advertising (Brochures) Production ¹	0	262	395
Expense: Printing - Poster & Leaflets	220	646	0
MyUmbrella Expense: Committee Costs	21	0	0
MyUmbrella Expense: Online Fees/Expenses	32	0	0
MyUmbrella Expense: Stall/Event Costs	1,320	112	433
Pride Cost: Back Stage Costs (Food, Chairs etc)	580	100	158
Pride Cost: Banners, Site Signage & Decorations	549	0	0
Pride Cost: BSL Interpretation	1,500	0	0
Pride Cost: Entertainment Acts	3,819	2,395	4,235
Pride Cost: Fencing	2,214	1,472	1,745
Pride Cost: First Aid Cover	900	800	800
Pride Cost: General Expenses	1,411	174	237
Pride Cost: Health & Safety	120	0	82
Pride Cost: Hire of Equipment ²	2,642	655	194

	2018	2017	2016
Pride Cost: Insurance	882	569	650
Pride Cost: Licences	159	591	452
Pride Cost: Market Stall Direct Costs	297	0	179
Pride Cost: Media cost for Event	0	0	7
Pride Cost: Parade Costs	162	0	0
Pride Cost: Pride Alive Stage	995	788	0
Pride Cost: Pride Plus Area Costs	2,513	2,326	1,921
Pride Cost: Radio & Communications	0	323	310
Pride Cost: Security	6,175	4,342	3,970
Pride Cost: Skip Rubbish and Litter picking/clean up of site	0	347	391
Pride Cost: Stage & Sound	5,823	4,285	4,150
Pride Cost: Toilets & Facilities	3,989	2,480	1,862
Pride Cost: Van / Trailer Hire	220	541	213
Pride Cost: Volunteer/Committee Costs Incl. Clothing	605	543	37
Total Cost of Sales	38,590	24,516	23,619
Gross Profit	11,724	8,680	229
Administrative Costs			
Bad Debt Expense	0	25	101
Event equipment depreciation	0	0	812
Expense: Accountancy & Audit Fees	440	275	246
Expense: Bank/Card/Paypal/Stripe Charges	239	280	71
Expense: Company Administration	299	398	133
Expense: Food & Drinks Costs for other Events	0	38	0
Expense: Hire of Equipment	608	0	0
Expense: Office Expenses	5	38	184
Expense: Stationery	0	67	20
Expense: Travel	(50)	0	9
Expense: Volunteer Training	83	0	0
Expense: Website & Digital	191	106	85
MyUmbrella Expense: Website	60	0	0
Total Administrative Costs	1,876	1,226	1,663
Operating Profit	9,847	7,454	(1,434)
Profit on Ordinary Activities Before Taxation	9,847	7,454	(1,434)
Profit after Taxation	9,847	7,454	(1,434)

Grants

The Charity did not make any grants or donations during the financial year.

Declaration of Staff Costs

The Charity did not make any payroll payments during the financial year.

Trustee and Other Related Parties

No payments or reimbursements were made for out-of-pocket expenses to trustees. There were no related party transactions made by the Charity.

Fixed Assets

The Charity held no fixed assets at any time during the financial year-ended 30 October 2017.

Investment Assets

The Charity held no investment assets at any time during the financial year-ended 30 October 2017.

Movement in Equity

	2018	2017
Equity at start of period	9,666	2,187
Surplus and Revaluations		
Net Surplus After Tax	9,847	7,454
Total Surplus and Revaluations	9,847	7,454
Other Movements		
Selwyn Project Funding	55	25
Total Other Movements	55	25
Equity at end of period	19,569	9,666

Other Information

The Charity does not have any material commitments not provided for in the accounts. The Charity has not given any guarantees to third parties. The Charity has not granted or been granted any loans. The Charity did not make any exgratia payments during the year.



Notes

- 1 This financial year, the magazine generated for the event was replaced with a mobile app. It was not possible to generate advertising for the app in this financial year.
- 2 To streamline the accounts, the hire of equipment has been captured under a single account code, This includes the hire of equipment such as radios, skips and the crossing for Napier Road.





"I absolutely loved Reading Pride 2017 and will definitely be attending in 2018, everyone was exceptionally friendly and it was overall an incredible experience"

"Overall the event is excellent, the food choice was wide, the atmosphere was buzzing and I know you all work very hard so thank you."



“Amazing day. Well done all involved. Proud to live in Reading.”

“Fantastic event, really impressive how well it was run”



READING
PRIDE

Reading Pride
21 South Street
Reading
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www.readingpride.co.uk

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