

# Pride in London - Fact Sheet



## Our Mission

To be fully inclusive of all sections of the LGBT+ community, free at the point of access.

To provide a celebration of LGBT+ life and a platform to continue the fight for equality and to challenge prejudice.

To establish Pride in London on a sustainable footing and grow the festival over time to serve better the needs of London's LGBT+ community and promote London as a beacon to the world.

We aim to be transparent as far as possible. That's why we hold regular open meetings to report on Pride and gather feedback. We are also committed to engaging with residents, businesses and other groups who are involved in or affected by Pride.

As a Community Interest Company, any surplus we generate must be re-invested in the event we run or used to support our community. As a 'start-up' of only five years, we are very mindful of the need to balance the books with our desire to give back to the community financially. That is why to date, we have used the bulk of our surplus to help fund the rising costs of an event which gets bigger each year.

Our aspiration is to establish a community fund through which we can make grants available to LGBT+ community organisations in London. We hope to have this accomplished by 2023.

## How We Operate

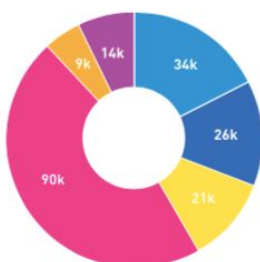
Pride in London is a volunteer-led organisation, where volunteers contribute 96.5% of all our activity. It is led by a board of eleven Directors, chaired by female and male Co-Chairs. All are volunteers and have functional responsibilities across the organisation. The Board is currently comprised 50/50 male/female identified, with a fifth of members from a BAME background.

Over the year Pride in London have a small number of paid members of staff. These people are essential in helping us plan and deliver this major event, with their main focuses on the pop-up shop, fundraising, and event production.

We are pleased to be working with our delivery partner Innovision for our second year. They keen to support us and advance equality, agile in their methodology, and responsive to issues.

Without our dedicated and loyal partners, Pride in London simply would not exist. Since the current community group took over the running of Pride in 2012, the office of the Mayor of London and our headline partners have remained committed to keeping Pride on the road.

70% of Pride in London's income is generated by our work with partners, and in 2018 that income exceeded £650,000 in addition to our grant from the Mayor.



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In 2018 our fundraising team contributed £190,000 – more than a quarter of our budget – from various activities including partnerships with venues, sponsored and challenge events including ‘Pride Boxing’, merchandise sales, and the gala dinner. The biggest event in our fundraising calendar, the gala dinner, raised £90,000 alone in 2018.

A quick breakdown of funds raised in 2018 can be seen in the graph to the right.

### 2019 Campaign

50 year ago, on 28<sup>th</sup> June 1969, the Stonewall Uprising started a series of events which kicked off the modern Pride movement. We want to mark the moments and the people behind them. We are looking to celebrate what moments and people make our community feel Pride.

### The Parade

2018 saw the biggest ever Pride in London Parade with almost 30,000 people in over 470 groups.

In 2019 we are set for an event bigger parade with over 30,000 people set to take part in over 500 groups. The representation within the groups taking part has increased across the board from 2018; 100% bisexual, 66% trans\* groups, and 22% BAME.

This year’s parade will be starting off from Portland Place around 12pm on Saturday 6 July. As usual, it will move down Oxford Circus, along Regent Street to Piccadilly Circus, Lower Regent Street, Pall Mall and then passing Trafalgar Square before finishing on Whitehall. We recommend that spectators avoid busy locations such as Trafalgar Square and Piccadilly Circus and the parade will fill the whole afternoon until around 5:30pm.

### On The Day (OTD) Info

There will be 5 area to visit in 2019. These are the Trafalgar Square stage, Women’s Area in Leicester Square, World Area in Golden Square, Cabaret Stage on Dean Street, Soho, and Family Area in St Giles-in-the-Fields. You will notice that the Family Area has moved outside the main festival footprint, this is to make way for the new World Area that will feature BAME focused speakers and performers. It also means that families will be placed in a less frenetic area while still within close proximity to other festival locations.

Over a million people joined us last year for a monumental celebration. We expect the same turnout numbers this year, if not more!

### The Festival

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We recognise that not everyone is able or wants to attend Pride on the day, so the Festival is an important way to give people the opportunity to engage in different ways.

More than a million people came to the streets for Pride in London 2018, including more than 150,000 in our key performance spaces in Trafalgar Square, Leicester Square and Soho. With more than 120 events, the Festival was as broad as it was diverse, featuring cabaret, comedy, health and wellbeing, music, sports, exhibitions and film screenings.

This year we are seeing a return of some much loved events such as Pride's Got Talent and Pride Boxing, along with our new Pride 10K Run event being held in Hyde Park.

### Images

A selection of images from across Pride in London can be found at the following link:

<https://prideinlondon.org/media-centre>

These images can be used on your channels

### Keep in Touch

- Follow us on:  
Twitter @PrideinLondon  
Instagram @PrideinLondon  
Facebook @LondonLGBTPrude
- Download our app from the Apple or Android store to keep up to date on the Parade, Festival events, stages and community organisation information
- Register for our [mailing list](#)
- Email us via [info@prideinlondon.org](mailto:info@prideinlondon.org)  
Call us on 0844 344 5428
- Our website is [www.PrideinLondon.org](http://www.PrideinLondon.org)