



Report for Greater Manchester Police

15th June 2017



An Introduction to Manchester Pride

Manchester Pride is a registered charity that campaigns for equality and challenges discrimination. Through events, grants, and initiatives we create opportunities for engagement and participation, addressing and combating issues faced by the lesbian, gay, bisexual and transgender (LGBT) community.

As a grant-giving charity, we fundraise to support LGBT and HIV projects in Greater Manchester by staging a number of events throughout the year, including the award-winning Manchester Pride Festival. In addition to this, we produce our annual red carpet, black-tie fundraising event, The Manchester Pride Spring Benefit, events recognising International Day Against Homophobia, Transphobia and Biphobia (IDAHO) and our annual programme of culture, Superbia.

In 2016 we raised £149,000 for the Manchester Pride Fund and since 2003 we have raised and distributed over £1.4m which has supported hundreds of LGBT and HIV charities, groups and organisations, and has benefited a diverse range of projects. For further information, please visit annualreview.manchesterpride.com.

An Introduction to The Manchester Pride Festival

The Manchester Pride Festival is Manchester's annual Lesbian, Gay, Bisexual and Transgender (LGBT) festival, held over the August bank holiday weekend from 25 - 28 August 2017 in Manchester's internationally renowned Gay Village, where tens of thousands of visitors will come together to celebrate, with pride, some of the biggest names in music.

As the UK's leading LGBT festival, it is recognised and distinguished as an event of international importance, winning a number of regional, national and international awards and accolades.

The Manchester Pride Festival has three strands:

The Big Weekend

The Big Weekend takes place in the world-famous Gay Village, where tens of thousands of visitors come together to celebrate, with pride, some of the biggest names in music. In 2016, The Big Weekend was attended by an average daily audience of 43,000 people, equating to just over 170,000 visits to the event over the 4 day festival.



The Manchester Pride Parade

With over 100 entries, equating to just over 3000 participants, The Manchester Pride Parade is one of the Festival's most highly anticipated events, with thousands of people marching proudly together through the streets of Manchester, cheered on by tens of thousands of supporters along the way.

The Candlelit Vigil

Often described as the spiritual heart of The Manchester Pride Festival, The Candlelit Vigil brings the community together for a time of quiet reflection and remembrance as we show our solidarity for those affected by HIV, hate crimes, persecution and other challenges and inequalities still faced by LGBT people both here and abroad.

Additional Community and Fundraising Events

In addition to The Manchester Pride Festival; The Charity produces and supports a number of events throughout the year which both enhance and enrich the lives of LGBT people working and living in Greater Manchester. Many of these events provide fundraising opportunities for The Manchester Pride Fund, whilst others are funded by or supported by The Charity to enable community groups to host their own events.

Superbia

Suburbia is Manchester Pride's year round calendar of culture; the aim of which is to support, curate, fund and celebrate LGBT relevant events across Greater Manchester through debate, film, comedy, literature, music, sport, theatre, family and community led projects - all to encourage engagement and wellbeing, and to culturally enhance the lives of LGBT people.

The programme showcases and highlights cultural events throughout the year which are organised independently or in partnership with Manchester Pride and we proudly helped promote, fund and stage over 100 events in 2016.

The Superbia Weekend will run in parallel to The Manchester Pride Festival from August 25th to Sunday 27th at No. 70 Oxford St (formerly Cornerhouse). This is a diverse programme of events in a

welcoming, alcohol-free, accessible space where we will celebrate and showcase the best of what Superbia supports and celebrates.



The programme includes film screenings, music, performance, panel debates and interviews, yoga, health & well-being, and LGBT artists, activists and makers talking about their work and this year we are proud to be working with UK Black Pride and Rainbow Noir to enhance the programme of events at The Superbia Weekend.

To find out more please visit superbia.org.uk

International Day Against Homophobia, Biphobia and Transphobia (IDAHOT)

IDAHOT provides us and our community with the opportunity to challenge ourselves in aid of The Charity, whilst drawing focus to this important commemorative day of the year. In previous years we have taken on the Great Manchester Run, with individuals from the LGBT community joining Team Pride to help us raise money for The Manchester Pride Fund, through individual and team sponsorship.

In 2017, we invited our supporters to take on the 10 Peaks Challenge in the beautiful yet unforgiving terrain of the Lake District. Two teams made up of 23 Manchester Pride supporters battled torrential downpours and high winds to climb the highest peaks in The Lakes, helping us raise further funding for the charity.

The Manchester Pride Spring Benefit

The Manchester Pride Spring Benefit is our annual red carpet, black-tie fundraising event in aid of The Manchester Pride Fund. The event brings together business leaders, community champions and the world of celebrity for an evening of live entertainment, gala dinner and live auction. This year the prestigious event took place in the stunning Midland Hotel and was attended by 300 guests, with entertainment from the newly reformed Liberty X and Manchester's own Alexander Stewart.

The Manchester Pride Spring Benefit, through its live auction and raffle helps us to continually raise significant amounts of money for the charity, thanks to the generosity of guests in attendance.

To find out more, please visit springbenefit.manchesterpride.com

OUT!



Funded by the Heritage Lottery, OUT! is a digital platform which brings to life the existing Rainbow Tile heritage trail, first funded by Manchester Pride back in 2003. Each Rainbow Tile has a history, and through collaborative work with Archives + in Manchester, visitors are able to take a self-guided tour

around the city using their mobile phones, where historical records and personal testimonies uncover the hidden histories of LGBT lives in Manchester, including an LGBT timeline from 1806 to the present day. To find out more about OUT! please visit outmanchester.org. The site will be refreshed and relaunched ahead of the anniversary of the 1968 sexual offences act in July.

Impact and Legacy

Organised events to celebrate LGBT life in Greater Manchester have officially taken place since 1991 in and around The Gay Village. In 2003 Manchester played host to Euro Pride and this lay the foundations for the event we see today. Over the years the event has grown in popularity and in 2016 we saw our largest audience attendance for The Big Weekend with just over 43,000 visitors. The Parade too has also seen participants and spectators grow in numbers, with over 4000 people taking part in The Parade and tens of thousands of spectators coming out to support The Parade as it makes its way through the city centre, ending at The Gay Village.

Visitor Feedback surveys indicate that the majority of visitors to The Manchester Pride festival come from the North West followed by The West Midlands, The North East, The East Midlands and then the Southern Counties. We also have a significant audience from overseas ranging from Canada, The USA, Europe, China and Australia.

The estimated impact from statistics provided by Visit Manchester is that The Manchester Pride Festival contributes between £20 - 25 million to Manchester's economy from secondary visitor spend over the August Bank Holiday weekend; including hotels, transport, food, drink and shopping - whilst attending the festival.

Whilst the majority of visitors are from The North West, many book hotels or apart-hotels over the 4 day festival. In 2016 hotels within the city reached an occupancy rate of approximately 90 percent over the August Bank Holiday weekend, with many hotels near capacity from the Friday to the Monday of the festival. In 2016, hotel accommodation for the Saturday of The Bank Holiday weekend reached 98 percent occupancy across the city, with hotels attributing this to organised events taking place over this weekend.

Working in partnership with Marketing Manchester, Visit Manchester and Visit Britain, The Manchester Pride Festival has become an annual destination event for tourism. Each year, local, national and international journalists are invited to attend the festival to reach targeted markets both in the UK and abroad. Media Partnerships with online and print media outlets including The Manchester Evening



News, Attitude Magazine, Gay Star News, Gay Times and Diva Magazine, help us target new audiences, not only to the festival but to the City of Manchester as an LGBT destination.

As a registered charity, Manchester Pride has raised and distributed over £1.4million since 2003. Following a hugely successful year in 2016, the charity is distributing a record breaking £149,000 in grants via the Manchester Pride Fund. The fund supports the following projects:

- The LGBT Foundation's Free Condom and Lube Distribution Scheme. The fund supports the Lesbian and Gay Foundation in the production of over 600,000 free condom packs per year, these are distributed for free, across gay venues in and around the city.
- The George House Trust HIV Welfare Fund. The fund offers small one-off payments to those living with HIV suffering financial hardship.
- Community Grants to support LGBT Community Groups. The Manchester Pride Fund supports LGBT Groups in Greater Manchester, including The Proud Trust, Sparkle, The Manchester Village Spartans Rugby Football Club, Village Manchester F.C., The Albert Kennedy Trust and The Village Bakers.

In addition to the projects above, each year, Manchester Pride invite applications from community groups and charities to apply for funding to support the work they do. Around 40-50 groups across Greater Manchester receive funding from us each year.

As an employer, Manchester Pride employs 4 full-time members of staff. This team is led by a Chief Executive Officer and includes a Senior Events Manager, Events Assistant a Marketing Assistant and Charity Assistant. In 2016 the team was supported by a number of freelance staff including a part time Finance Manager and five temporary, part time, Project Managers. During The Manchester Pride Festival, the charity contracts over 700 freelance staff and contractors to help us deliver the festival.

A dedicated network of volunteers support the operational team behind Manchester Pride to help us deliver our charitable and community objectives throughout the year. Volunteers are at the heart of everything we do and the team is further supported by a number of non-executive directors and trustees who govern and steer the organisation on a voluntary basis.

Manchester Pride is represented by a number of patrons from the world of politics, film, television, music and literature. Patrons of Manchester Pride carry our messages for LGBT equality around the globe, championing Manchester Pride, the work we do, the achievements we've made and our ongoing campaigns for LGBT people, here in Greater Manchester and around the world.



As the UK's leading LGBT festival, The Manchester Pride Festival is recognised and distinguished as an event of international importance, winning a number of regional, national and international awards and accolades. Since 2003, the charity has been awarded a total of thirteen awards ranging from Best UK Event, to Tourism Experience of the Year. Notably in 2013, Manchester Pride won the international award for 'Best Activities Calendar for the LGBT Tourist' with Ragap in Madrid.

Manchester Pride and Greater Manchester Police

As a charity, Manchester Pride has a long standing and successful relationship with Greater Manchester Police (GMP). GMP offer support throughout the year by working closely with the Events Management Team on the planning and execution of the festival in terms of security and public safety. GMP Officers from the Events Team, Licensing and Neighbourhood Policing Team attend quarterly Safety Advisory Group Meetings as well as other necessary meetings by request. GMP also demonstrates support by entering in to the Manchester Pride Parade with their LGBT staff network, 'Police with Pride'.

Feedback from GMP in post-event debriefs indicate that The Manchester Pride Festival has, for many years, remained the safest weekend in Manchester's Gay Village in comparison to the rest of the year due to an increase in security personnel and police presence which has seen a reduction in arrests and incidents. This is in part due to the good working relationship and systems put in place by Manchester Pride and GMP as well as Manchester Pride's chosen security provider, FHG.

As in previous years, Manchester Pride has kindly been offered the full 50% abatement on Policing costs for the event. For us to successfully stage The Manchester Pride Festival for 2017, we kindly request if GMP can again offer this same abatement and continue to support Manchester Pride to help us deliver a safe and secure event whilst maximising our fundraising efforts for LGBT community groups and projects in Greater Manchester.