

# Grampian Pride Post-Event Report

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## *Event Overview*

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Date: 29<sup>th</sup> May 2021  
Venue: Aberdeen City  
Headliner: Sam Callahan  
Ticket Price: Free

**Contents**

Purpose ..... 3

Measures of Success..... 3

Attendance ..... 3

Key Achievements and Recommendations..... 4

Venue ..... 4

Program..... 5

Sponsors ..... 6

Suggestions for next year ..... 6

Budget..... 7

Budget Commentary..... 7

## Purpose

The purpose of this event was to:

- Engage with the local LGBT+ community;
- Bring Aberdeen City in line with other major cities and towns across the UK by providing an LGBT+ Pride event;
- Allow the LGBT+ community and their allies to remember, embrace and rejoice in LGBT+ activities.
- Prove that Grampian is a welcoming and loving area, and that bigotry and ignorance will not be tolerated.
- Adapt during COVID-19 lockdown by providing online activities

## Measures of Success

Measure	29/7/21	30/7/21	31/7/21	1/8/21
Page Views	918	99	91	64
Post Reach	5,429	2,389	2,925	717
Post Engagement	1,922	319	108	40
Video views	2,313	434	1,006	113
Page follows	11	6	5	1
Page Likes	8	4	3	1
Action	7	1	0	3

Measure	Actual
Main Event	An estimated 2,000 people interacted with our event on the day a further 1,500 watched at a later date.
Online entertainment	An estimated 100 – 150 enjoyed entertainment through Twitch TV

## Attendance

Number of Attendees (approx.)	2,000
Number of Tickets obtained	N/A
% of Tickets unused	N/A
Average age group	N/A
Number of First Time Attendees	N/A

## Key Achievements and Recommendations

### 1. Facebook engagements

- ✓ The whole event was online for a second year due to the pandemic. Whilst this was not ideal due to easing of restrictions and fantastic weather we still managed to reach over 2,000 people

#### *Improvements for Grampian Pride 2022:*

- Would not recommend another online event, whilst these are great at reaching those more isolated, we lose the feel of pride and community when we are sat behind a screen by ourselves. Improvement for 2022 – physical event

### 2. Online entertainment,

- ✓ Appeared to be well attended and chat/comments were all positive.

#### *Improvements for Grampian Pride 2022:*

- A physical event will allow for charity tent where more people can interact without time restrictions.

## Venue

### Observations and Recommendations

Being an online event we were able to reach more people, our live stream/video was viewed by over 2,000 on the day and a further 1,500 in the days directly proceeding the event, from all over the world. That said the committee feel that whilst those present enjoyed the activities and entertainment, there was no 'atmosphere' throughout. We appreciate it is extremely hard to create a community atmosphere online but feel we did lose some of what Pride means to us. We would not recommend an online event in the future due to missing vital parts of the event and its meaning. We would recommend hosting a Winter Parade in order to engage with the community directly and give people something to look forward to in the near future. (before Grampian Pride 2022)

### 3. Charity stalls: 7 charities went live online during the event and engaged with the community a further 16 local and national charities & organisations sent in video's which were played during the live stream which was viewed by 2,313 individuals on the day. Allowing information of services to reach the community.

#### *Achievements for Grampian Pride 2021:*

- ✓ *Video was pre-made allowing for seamless play and interaction*
- ✓ Charities logged in to zoom on-time, ready to go live across social media
- ✓ Set live time ensured smooth running of event
- ✓ Lots of engagement with the community
- ✓ Networking between charities

*Improvements for Grampian Pride 2022:*

- Charity tent for those that can attend, giving longer periods of interaction
- Offer short video slots for those online next year

4. Children's space

*Achievements for Grampian Pride 2021:*

- ✓ Dedicated space/time for children and families to get involved
- ✓ Storytime from Love RaRa was well received
- ✓ Treasure hunt and colouring activities sheets shared online

*Improvements for Grampian Pride 2022:*

- Offer more inclusive children's spaces/activities in physical form. i.e. bouncy castle, Storytime tent, soft play activities

5. Main entertainment:

*Achievements for Grampian Pride 2021:*

- ✓ Sponsorship promotions published online
- ✓ Sponsorship video shared on Twitch
- ✓ Entertainment ran on-time due to being pre-recorded and ready
- ✓ Consistent sound quality across all videos
- ✓ Varied music styles to suit wider audience

*Improvements for Grampian Pride 2022:*

- Big named headliner to attract more people
- Local entertainers to promote city value
- Varied music styles to entertain the wider community

6. Breakout Areas: Trans-safe space, quiet space, youth space

*Achievements for Grampian Pride 2021:*

- ✓ Breakout rooms were offered day after main event. However, was poorly attended

*Improvements for Grampian Pride 2022:*

- Offer breakout areas for protected characteristics.

## **Program**

### **Observations and Recommendations**

Four Pillars provided 88 free pride boxes to 292 people across Grampian. These enabled individuals and families to get involved. Each box was different based on household need and contained things like flags, bunting, activity sheets, balloons, sweets and more. Pride boxes allowed people to feel included at home we would recommend implementing something similar going forward even if physical events are going ahead.

Online engagement went well and it was wonderful seeing so many organisations involved in this years online event. Offering a charity space next year will allow even more engagement between organisation and the community. We are aware the virtual parade didn't go very well,

with only a few minutes of clips it felt too short and lost its meaning to the community. We would not do this again and highly recommend hosting a winter parade between now and May 2022 to bring the community closer together post-COVID

We also noticed a lack of a main “headliner” for the event reduced the number of people participating in the evening event. However, those that did attend enjoyed the evening.

## **Sponsors**

We would like to thank all our sponsors: ACC, BP, Repsol, Granite Elite, Siberia, Live, Spirit Energy, The Balloon Studio, University of Aberdeen, Unite Students, Unison, Cheerz Bar & Club, CMS Law, Granite City Events, NESCol, Aberdeen Inspired & Innoflate

All of which were instrumental in enabling Grampian Pride to happen. All parties fully embraced the idea of a Grampian Pride and got involved in many different ways, going above and beyond mere financial support. The committee would like to recognise that although some people struggle with so-called “Corporate funding,” none of our sponsors got involved for direct financial gain. Everyone played a huge part in putting Grampian Pride together from advertisements, additional support, involvement and some even included committee members.

It is important to Grampian Pride that any future sponsorship and involvement comes with additional means of support and engagement, both for Grampian Pride and the local LGBT+ community beyond each event.

## **Suggestions for next year**

Based on going to physical event again (information from 2019).

**Village Space:** large indoor area in case of poor weather, cabaret tent, more dedicated areas/tents, bouncy castle/slide for adults, bigger games space, bigger space for sexual health screening, more stalls selling merchandise/crafts, flags for different sexualities, etc.

**Food/Drink:** deposit scheme for cup/bottle recycling, vegetarian/vegan options for food, non-alcoholic options for drink, healthy food.

**Entertainment Options:** more upbeat music, bigger name acts / celebrities, youth musical groups giving previews of upcoming productions, workshops, more on LGBT+ history.

**Activities:** rainbow painting, arts & crafts for adults, glitter tattoos, carnival rides/games, inflatables, giant chess, soft play area, sign-up for LGBT+ groups, balloon modelling.

## Budget

Projected Income	£ 70,000
Budgeted Expenses	£ 70,000
Actual Income	£ 6,500
Actual Expenses	£ 2,679.48

## Budget Commentary

Records began 01.09.2020 and finish on 30.6.2021 (this does not reflect any income/outgoings after this date)

This was the third Grampian Pride, so budgets were based on last year's expenses plus inflation and growth of event. However, when the event went online income and outgoings were drastically reduced

### Income

- Sponsorship: £6,500
- Funding: £
- Fundraisers: £
- Donations: £

### Outgoings

Deficit -£928.67  
Licences £  
Site £  
Entertainment £732.50  
Provisions £1910.00  
Volunteers £36.98