

Grampian Pride Post-Event Report

Event Overview

Date: 28th May 2022
Venue: Aberdeen City
Headliner: Sam Callahan
Ticket Price: Free

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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.

Measures of Success

Measure	Actual
Parade route for 5,000	Approx. 8,000 people took part in the parade
Pride village for 9,000	An estimated 4,000 people attended the Pride Village
After Parties	Whilst some venues were more popular than others most businesses saw a huge increase in figures that day

Attendance

Number of Attendees (approx.)	4,000
Number of Tickets obtained	6,464
% of Tickets unused	38
Average age group	25-44 years old
First time attendees	41% (from survey response)

Key Achievements and Recommendations

1. This was the third in person Pride Parade in the city, with approx. 7-8,000 people in attendance, plus additional spectators. Whilst it was busier than previous years the absence of floats was noticed and we would like to see the return of this going forward.

Achievements for Grampian Pride 2022:

- ✓ Approx. 2-3,000 more participants than 2019
- ✓ Parade ran on time
- ✓ No significant accidents or incidents reported
- ✓ Crowds gathered along the parade route and were given freebies
- ✓ Feel good atmosphere throughout
- ✓ Parade end disbursed safely

Improvements for Grampian Pride 2023:

- Floats
- Due to increasing size consider more entertainment

2. Grampian Pride Village, with around 4,000 people in attendance throughout the day, whilst the weather was not great, with high winds and grey clouds, most people that attended had a good experience. We are aware around 50% of numbers that attended the parade, visited the village this was due to various other events going on across the country on the same day and people having prior obligations.

Achievements for Grampian Pride 2022:

- ✓ *Easy to get in/out of site*
- ✓ *Entertainment ran on-time*
- ✓ *Community engagement tent was busy throughout and charities benefitted from exposure.*
- ✓ *Tiki tent busy throughout*
- ✓ *Young children enjoyed the family area, games, free face painting (bouncy castle could not be raised due to high winds)*
- ✓ *First aid responses were quick and affective*

Improvements for Grampian Pride 2023:

- First aid marquee needed, vehicle not suitable
- More activities for teenagers
- Larger Tiki tent

Venue

Observations and Recommendations

- Parade route was accessible, easy starting point
- Parade end was clear

- Queues for wristbands and entrance worked well combined however created very long queuing system that created issues in the first hour of the event, this was mainly due to the increased security measures that was put in place by police Scotland
- Village site was ideally located – although very windy, consider moving for 2023
- Village site was easily accessible for all, this must be maintained going forward
- Security was well managed with good rapport between staff and public, further training on LGBT+ issues, pronouns and assumptions needed for 2023

1. Charity stalls: free space for 35 local and national charities. 29 charities/sponsors arrived on the day. 14 completed the feedback; 86% charities reported excellent engagement whilst 14% reported good. The biggest ask of the day was larger spaces.

Achievements for Grampian Pride 2022:

- ✓ Charities arrived on-time for set up
- ✓ Set table places enabled easy set up and eased flow of community
- ✓ Lots of engagement with the community
- ✓ Networking between charities

Improvements for Grampian Pride 2023:

- In/out system for marquee was not managed effectively. Ensure security on all entrance points throughout the event
- Split charities and sponsors allowing for more space in each

2. Children's space / bouncy castle: We were unable to erect the bouncy castles on the day due to high winds. However, the young people enjoyed story time, face painting and soft play games.

Achievements for Grampian Pride 2022:

- ✓ Free games were fun and interactive
- ✓ Face painting was busy throughout

Improvements for Grampian Pride 2023:

- Bouncy Castle wasn't able to go up due to strong winds, consider moving to more sheltered area
- Continue to grow this area with more entertainment and activities
- Storytime for under 5yo needs better spacing/advertising
- More benches/Tables

3. Main stage entertainment: The main stage ran on time without glitch. A fault in the generator caused a blackout for around 5 minutes, this was isolated and fixed with speed and accuracy. The main headliner was on time and gathered the biggest crowd, all other performers were professional and of high quality. The compere was effective in keeping the crowd entertained and spirits high between sets.

Achievements for Grampian Pride 2022:

- ✓ Sponsorship promotions visible

- ✓ Main headliners ran on time
- ✓ Compere fun and interactive

Improvements for Grampian Pride 2023:

- Bigger name headliner to attract more people into the area
- Seating in stage tent

4. Breakout Areas, Trans-safe space / quiet space: this was a smaller area this year due to previously not being utilised. It had it's own entrance into the marquee and therefore worked well in allowing 'time out' for individuals. It was well utilised. It was difficult to organise a youth space this year as COVID still prevented others getting involved. We would like to see the return of this next year with additional rides and entertainment for young people.

Achievements for Grampian Pride 2022:

- ✓ Safe place for people to sit

Improvements for Grampian Pride 2023:

- Larger youth space
- rides

5. Food and Water: several outlets on site providing a variety of foods and drink, this was well received by the community. We were able to distribute over 500 free bottles of water across the site, although this ran out very quickly.

Achievements for Grampian Pride 2022:

- High quality vendors onsite
- Good pricing system
- Bar(s) worked well with cash or card payments accepted

Improvements for Grampian Pride 2023:

- Dedicated stall for free water, poncho's and sun cream

Registration and Check-In Process

Observations and Recommendations

- Pre-event wristband exchange worked well with almost 3,000 participants collecting wristbands before Saturday
- Wristband exchange at Marischal Sq was well managed and system worked quickly and effectively allowing people to enjoy the rest of their day
- Bag searches were well advertised the list of allowed/not allowed products worked well for both security and public

Logistics

Observations and Recommendations

- The Village site was adequately sized. – consideration to be given to moving site to Duthie park to provide natural wind and rain shelter
- The Village was in a prime location within Aberdeen City with walking distance from the main city centre, local transport and other amenities such as shops and pubs.
- The Village was set up the day prior to the event which gave ample time for infrastructure to be set up properly, safely and securely.
- The layout of the site worked well, gave people ample room to move around without feeling 'crushed'
- The size of the charity tent was adequate although a flow system is needed for next year
- Catering was diverse which allowed for some variety
- The bar(s) were well maned and service was effective
- De-rig was done promptly and thoroughly, with the site being handed back to ACC on time and in a good clean order

Program

Observations and Recommendations

- The parade timing ran to schedule
- Directions at the parade end allowed for easy disbursal
- The Village opened on time although with a very large queue the second gate was not advertised and therefore utilised effectively
- Speeches ran on time and were well received
- Entertainment was well managed, everyone ran on-time and were well received by the crowd, shorter site times may allow for better attendance towards the end of the day. Only 100 people remained at the stage after 6pm

Sponsors

We would like to thank all our main sponsors: BP, Baker Hughes, CNR International, Granite Elite, Shell, Unite Students, Arnold Clark, Petrofac, Siberia bar & hotel, Spirit Energy, Balloon Studio, Unite, University of Aberdeen, Alpha Clinic, CMS Law, Granite City Events, GSK, Harbour Energy, HSBC, Stork, Unit 51, Wood.

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 it recognised that although some people struggle with so-called "Corporate funding," none of our sponsors did so for 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

Village Space: Relocate the village site to Duthie Park, this will allow for a flatter ground, wind protection and some cover in rain, more dedicated areas/tents, bouncy castle/slide, rides, bigger games space, bigger space for sexual health screening.

Food/Drink: deposit scheme for cup/bottle recycling.

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	£ 55,000
Budgeted Expenses	£ 55,000
Actual Income	£53,011.74
Actual Expenses	£47,417.26

Budget Commentary

Records began 01.09.2021 and finish on 31.7.2022 (this does not reflect any income/outgoings after this date)

This was the fifth Grampian Pride, budgets were based on 2019 expenses plus inflation and growth of event.

Income

- BBF: £2,777.63
- Sponsorship: £35,698.80
- Funding: £6,500
- Fundraisers: £382.20
- Donations: £7,653.11

Expenses

Category	Budget	Actual Expense
Road Closures	£7,000.00	875.00
Site Rent	£1,000.00	1,433.00
Licenses	£1,000.00	455.00
Site Equipment	£16,000.00	17,66.84
Entertainment	£5,000.00	2,784.09
Provisions	£17,000.00	17,125.78
Volunteer Provisions	£1,000.00	340.56
Tickets & Advertising	£2,000.00	2,634.33
Decorations	£4,000.00	2680.00
Misc	£1,000.00	1472.66

Grampian Pride 2022

Feedback Survey Responses (Detailed Report)

153 Responses on (3.83% of attendees)

Grampian Pride Survey

153

Responses

03:19

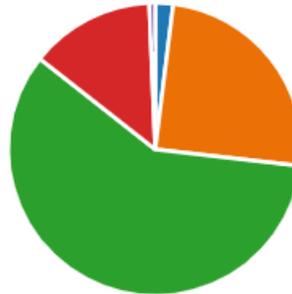
Average time to complete

Active

Status

1. How old are you

● <16	3
● 16 - 24	38
● 25 - 44	90
● 45 - 64	21
● 65+	1



2. Where did you travel from to attend Pride

● AB1 - AB25	97
● AB26 - AB99	42
● Other Scotland	11
● Other England	0
● Other Worldwide	3



3. Was this your FIRST Pride

● Yes	62
● No	91



4. How would you rate Grampian Pride overall (from parade to village)

● Rubbish	4
● Quite poor	17
● Good	64
● Awesome	56
● The best	12

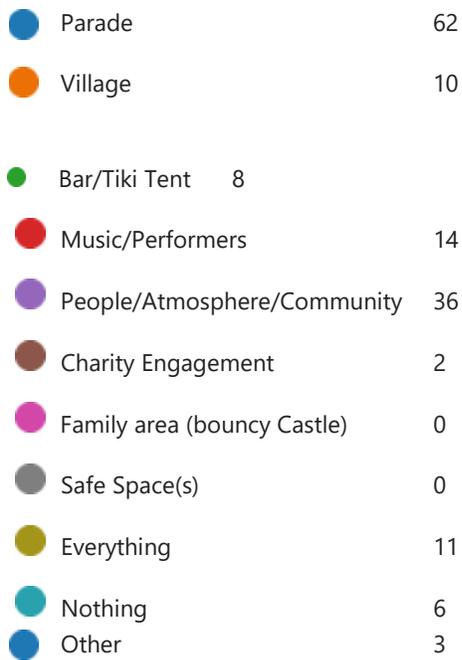
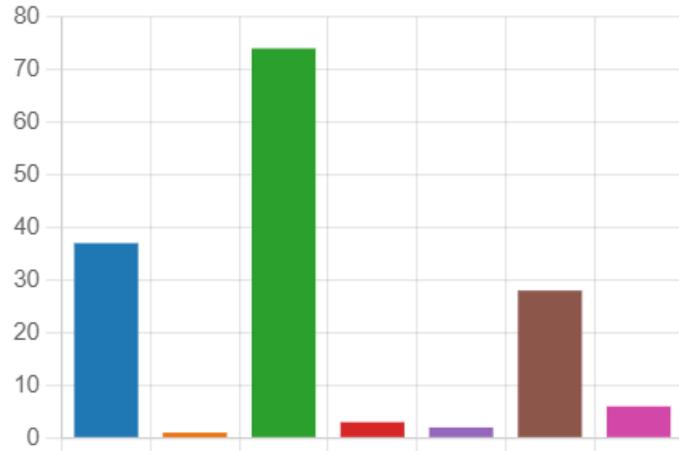
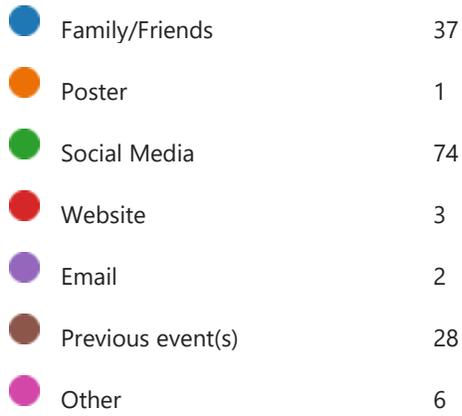


5. Including travel, food/drink purchases, how much do you estimate you'll spend today onsite

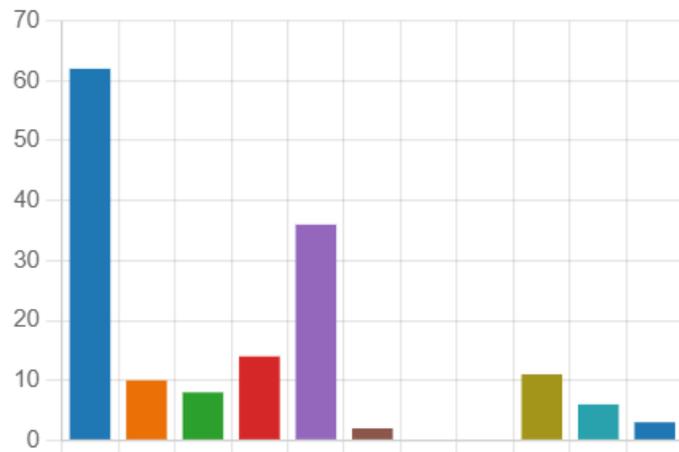
● Less than £20	61
● £20 - £49	66
● £50 - £99	19
● £100 +	7



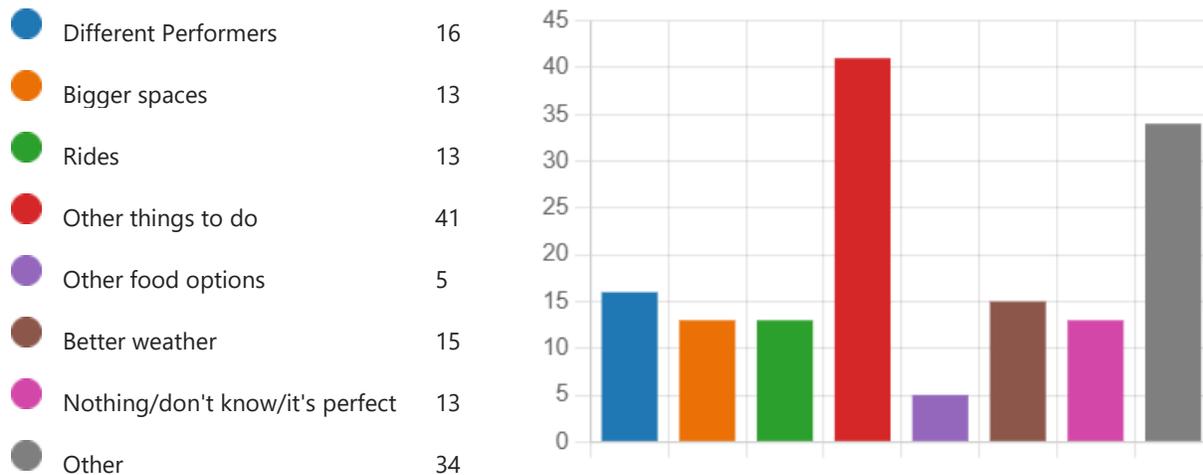
6. Where did you hear about Grampian Pride



62.7. What has been your favourite part of Grampian Pride



8. Finally: How could we improve next year



Summary of Social Media Activity

Insights from data

The Grampian Pride Facebook page has witnessed a continuous growth over 7 months. The 55 publications have likewise enabled reach and engagement before and during Grampian Pride 2022.

When analysing the data for each post, we can draw similar insights than the ones seen after the campaign for the Winter Parade in 2021. The most successful posts (with significant engagement from the community) were the ones centred around:

- The day itself
- The parade
- Thank you posts
- Guests and artists
- Key LGBTQ+ dates

Total number of posts: 55

Grampian Pride 2022 campaign – Reach

The table below shows the total reach of the top 10 publications as part of the campaign.

Post reach (top 10)

Post	Reach
That's it - today's the day	13,200
4 days to go	9,800
Grampian Pride is tomorrow	6,300
A massive thank you to everyone	6,100
We have a special guest	6000
Thank you sponsors	5,000
Road closures	4,900
Parade update	4,500
The parade is getting ready	4,300
Happy Pride Month	4,200

Grampian Pride 2022 campaign – Engagement

The table below shows the total engagement of each publication part of the campaign.

Post engagement (top 10)

Post	Engagement
That's it - today's the day	487
A massive thank you to everyone	457
The parade is getting ready	247
Happy Pride Month	217
Live (drummers)	188
Only 1 week to go before Grampian Pride 2022	178
Parade update	167
3 months to go	157
Annie Wallace	145
Performers at Grampian Pride 2022	108

Photos

