

Grampian Pride Post-Event Report

Event Overview

Date: 24th October 2021
Venue: Aberdeen City
Ticket Price: Free

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Purpose

The purpose of this event was to:

- Re-engage with the local LGBT+ community after COVID-19 restrictions;
- 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 6,000	Approx. 2,200 people took part in the parade
Charity/sponsor engagement 600	Approx. 280 people visited Aberdeen Art Centre

Attendance

Number of Attendees (approx.)	2,200
Number of Tickets obtained	2,484
% of Tickets unused	12%
Average age group	Not recorded
Number of First Time Attendees	Not recorded

Key Achievements and Recommendations

1. This was the third Pride Parade in the city, with approx. 2,200 people in attendance, plus additional spectators.

Achievements for Grampian Pride 2021:

- ✓ Parade ran on time
- ✓ No accidents or incidents reported
- ✓ Crowds gathered along the parade route and were given freebies
- ✓ Feel good atmosphere throughout
- ✓ People disbursed safely at parade end

Improvements for Grampian Pride 2022:

- More people. Whilst we understand why numbers are low, given pandemic and time of year, it is our aim to get this back up to over 6,000 people in 2022
- Due to increasing size consider streamline parade end activities

2. Charity Engagement, Aberdeen Art Centre

Achievements for Grampian Pride 2021:

- ✓ Crowd control was maintained at the door
- ✓ Everyone signed in
- ✓ Flow within the venue moved swiftly and was little cross over of people
- ✓ Engagement went well and all stall holders reported good engagement

Improvements for Grampian Pride 2022:

- Going back to outside marquee. Ensure adequate space
- Allow stall holders to "pick" their location to create a more free flowing event (AKA two charities offering similar services are not placed together)

Venue

Observations and Recommendations

- Parade route was accessible, easy starting point
- Wristband exchange at Holburn junction went well
- Parade end was clear, however, needs entertainment
- Security was well managed with good rapport between staff and public

3. Charity stalls: free space for 16 local and national charities

Achievements for Grampian Pride 2021:

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

Improvements for Grampian Pride 2022:

- In/out system for marquee
- Allow charities to choose locations

Registration and Check-In Process

Observations and Recommendations

- Pre-event wristband exchange throughout the whole month worked well with almost 2,000 participants collecting wristbands before Sunday
- Wristband exchange at Holburn Junction was well managed and system worked quickly and effectively allowing people to enjoy their day

Logistics

Observations and Recommendations

- The parade start was adequately manned and maintained
- The road closures we enforced properly with adequate notice given
- The parade route was clear, easily identified, and secure
- No issues with traffic
- Council reopened the roads behind the parade swiftly allowing access throughout the city to resume effectively
- Parade end at Marischal College worked well as the bus lane was able to stay closed longer without too much disruption
- Parade end gave a tranquil setting in which people were able to chatter and soak in the atmosphere of the day

Program

Observations and Recommendations

- The parade timing ran to schedule
- Parade end location allowed for easy disbursal
- The charity area opened on time although with a very large queue, this was nicely managed by volunteers

Sponsors

We would like to thank all our mainline sponsors: Aberdeen City Council, BP, Repsol, Granite Elite, CNRI, Siberia, Spirit Energy, The Balloon Studio, Unite Students, University of Aberdeen, Unison, Cheerz, CMS Law, Granite City Events, NESCol, Aberdeen Inspired, Carmelite Hotel.

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 advertising events, fundraising, donations and additional support.

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 full 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	£13,816.60
Actual Expenses	£3,101.71

Budget Commentary

Records began 01.09.2018 and are currently running toward Grampian Pride 2022
This was the second Grampian Pride, so budgets were based on last year's expenses plus inflation and growth of event. In 2018 budgets were set for 5,000 participants whilst this year plans were made for 9,000

Income

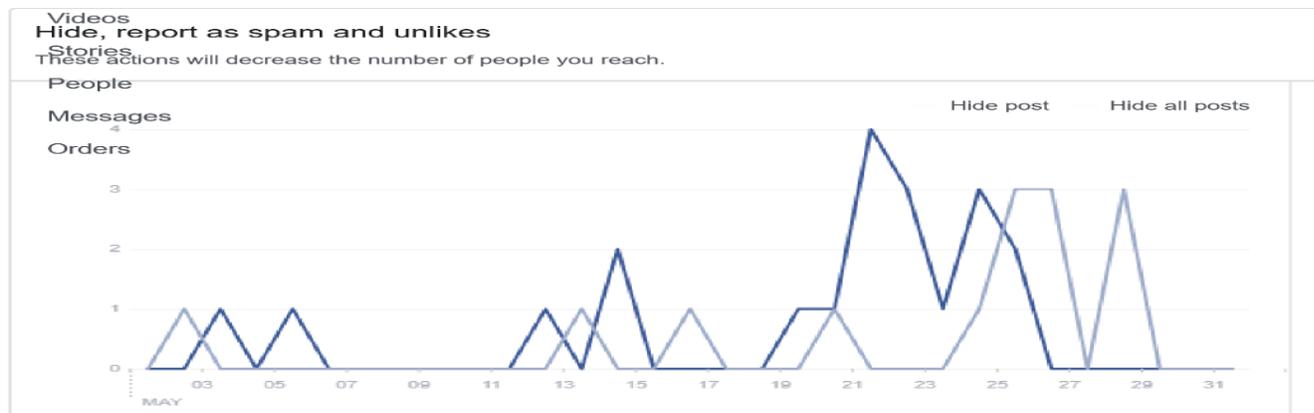
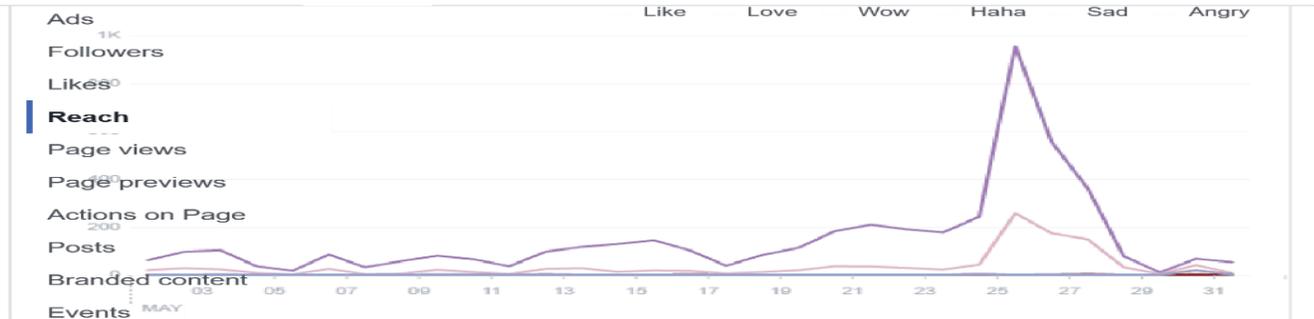
- Sponsorship: £10,000.00
- Funding: £500.00
- Fundraisers: £382.20
- Donations: £656.77

Expenses

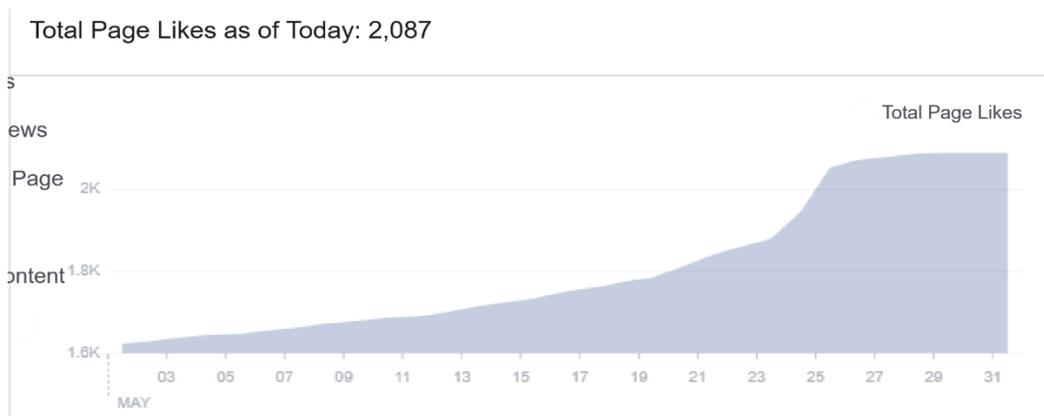
Category	Budget	Actual Expense	Variance
Road Closures	£7,000.00		+7000.00
Site Rent	£1,000.00	300.00	+700.00
Licenses	£1,000.00	514.00	+486
Site Equipment	£16,000.00		
Entertainment	£5,000.00		
Provisions	£17,000.00	869.84	+16,130.16
Volunteer Provisions	£1,000.00	71.52	+928.48
Tickets & Advertising	£2,000.00	1053.99	+946.01
Decorations	£4,000.00	246	+3,754.00
Misc	£1,000.00	46.36	+953.64

Summary of Social Media Activity

Views. In the month of Pride (October), facebook posts reach approximately 3/5,000 per day, this jumped to more than 17,000 on 24th May due to hundreds of shares and mentions.



Followers. The number of page followers increased steadily throughout 2019, with a jump just before the event. These followers have been retained, providing yet another base for building social media towards Grampian Pride 2020



Referring Websites. The main referrers were other pages on facebook, google, and the Evening Express.

Event Pages. The events page reached 38,000 unique users, with 1,300 event responses. While the Parade attracted more people on the day, it is likely that the high level of social media attention for the Village was generated due to shares from performers and celebrities. Additionally.

Posts. The most popular post – seen by over 17.5K people – was the advice and information given the day before the event.

Other posts with practical information were popular: were posts on the day, covering activities reaching 7.5K, Union Street Parade announcements reaching 10.5K

After the event, the most popular posts were the thank you posts, viewed by 3.2K+ users.

Photos



Full social media report

**Data analysed is related to pre- and post-event activities, as well as the posts that were shared during the event.*

1) General remarks

On 11th December, we reached 3,162 page followers! Last year, on 17th December 2020, we had 2,456 followers. This means we gained 706 in a year.

Page followers started to climb in April 2021, and started to take off in June 2021, with a pick in mid-October (in the two weeks before the event, which is likewise correlating with the launch of our paid ad).

From 26th May to the start of November alone, we gained 341 page followers (this corresponds to the Winter Parade campaign).

And for 2020 and 2021, we've had a Facebook audience growth of about 48%. Apart from Grampian Pride, our audience really appreciates us talking about wider LGBT+ issues, having our own "voice".

Generally speaking, posts have been performing well, with a reach of over 700 users for most posts part of the campaign.

Having Hootsuite have been a real game-changer. I wouldn't have been able to post that regularly without it.

Partnerships with external organisations help us gain more reach.

High engagement with Belmont cinema and GCRD posts, which highlights the importance of LGBT+ inclusive sports and arts for the community.

Post-event activities: results from related posts indicate people were looking forward to spend time together.

People seem to be interested in committee roles, yet they don't reach out. This could indicate they are looking for more information. Maybe a landing page with more details and a highlight on the benefits might be worth it.

2) The best performing posts

The table below gathers the best performing posts (with over 700 users reached).

Post	Reach	Post clicks	Interactions
Have you got your tickets	11,300	284	169
Map	49,200	2800	134
Bisexuality day	2,100	62	128
Winter Parade - Thank you post	6,900	123	110
Grampian Pride 2022 - Save the date	1,700	156	101
Grampian Pride is on the lookout for new committee members	3,000	99	94
1 month to go	1,600	40	61
Are your rainbows and glitter ready	1,300	176	60
Granite City Roller Derby	2,100	74	60
Grampian Pride is fast approaching, and we're getting ready	2,000	105	53
Parade group	1,900	59	41
Share your photos with us	1,700	193	39
Time to collect your wristband	1,700	104	38
3 days to go	1,300	50	37
Belmont Filmhouse	912	22	35
2 weeks to go	1,300	61	32
Thank you - Sponsors	1,100	53	32
Many thanks to LUSH	741	4	32
Partnership with NHS	6,900	52	30
Safety measures	1,200	107	29
1 day to go	1,300	51	26
What to do after Winter Parade	2,000	45	25
Update charity engagement - Change of venue	1,600	62	22
Wristband collection - Last day	1,600	42	19
What's happening on the 24th of October	920	42	19
Wristband exchange - LUSH	1,100	13	18
What about a party	1,600	33	17
We hope you had a fabulous parade - Meet charities	1,000	22	15
Meet charities	1,200	14	15
Entertainment	3,000	32	14
On the lookout for volunteers	1,100	22	11
Feeling like partying	942	9	8
We are hiring	731	25	7
Feeling like partying	958	10	5

3) Top 10 posts with more reach

Post	Reach
Map	49,200
Have you got your tickets	11,300
Winter Parade - Thank you post	6,900
Partnership with NHS	6,900
Entertainment	3,000
Grampian Pride is on the lookout for new committee members	3,000
Granite City Roller Derby	2,100
Bisexuality day	2,100
What to do after Winter Parade	2,000
Grampian Pride is fast approaching, and we're getting ready	2,000

4) Top 10 posts with more interactions

Post	Interactions
Have you got your tickets	169
Map	134
Bisexuality day	128
Winter Parade - Thank you post	110
Grampian Price 2022 - Save the date	101
Grampian Pride is on the lookout for new committee members	94
1 month to go	61
Are your rainbows and glitter ready	60
Granite City Roller Derby	60
Grampian Pride is fast approaching, and we're getting ready	53

5) Top 10 posts with most clicks

*Clicks on the image going with the copy.

Post	Post clicks
Map	2800
Have you got your tickets	284
Share your photos with us	193
Are your rainbows and glitter ready	176
Grampian Price 2022 - Save the date	156
Winter Parade - Thank you post	123
Safety measures	107
Grampian Pride is fast approaching, and we're getting ready	105
Time to collect your wristband	104
Grampian Pride is on the lookout for new committee members	99

6) Visual representation of the data



Lessons learned

- Regarding the operational side of our social media activities, everything went generally well. Again, Hootsuite has really helped in terms of posting frequency.
- There was a lot of work the week before the event, with an entire day creating publications and scheduling posting. We might need to take this into account for our next event as we're looking to produce a bigger Pride. Having someone to assist could support us in terms of workload.
- It would have been great having more photographs, posts, and videos of the post-parade activities. Again, this comes down to resources.
- Having the social media templates ready was speeding up post creation and quality.