



Building a better Manchester
Pride through community
collaboration and co-design

February 2023 Update

Pride in Our Future - February 2023 Update

It's been a year since we published the [Pride in Our Future Report](#) which detailed the feedback from our communities following an independent and in depth consultation, and outlined the action we'd take forward as a charity.

One of the key actions from the report was to ensure we give our communities greater visibility into the work we're doing week in, week out. Therefore, it's really important to the whole Manchester Pride team to keep you updated on our current performance against the actions detailed in the report.

The following matrix will take you through, step by step, each action from the report and provide you with details of the work we've done over the last 12 months, and continue to do, to achieve them. We will link to further references where appropriate for those who wish to dive a little deeper into our work.



COMMUNITIES



ACTIVISM



GIVING



TRANSPARENCY

What we did

Communities

We will create multiple opportunities throughout the year to consult with our communities in order to co-design future Pride events. This will include workshops, consultations and surveys. Details of these will be published by the end of March.

Details of all the opportunities our communities could co-design with us were published in the Pride In Our Future March update.

In 2022 Manchester Pride hosted 22 listening groups and co-design sessions. 106 people attended these sessions.

We received 2402 responses across three surveys.

We will create more opportunities for community group led and community curated events / activities at Pride events.

Manchester Pride facilitated 10 Community Sessions to use our platform to elevate community groups based in Greater Manchester.

Manchester Pride Festival events curated in collaboration with:

- Trans Filth and Joy with Trans Creative and Milk Presents
- Human Rights Forum with LGBT Foundation
- Fat Pride
- SWAGGA
- Black Pride MCR
- Queer Women's Takeover
- Cutie-PoC Cabaret
- The Candlelight Vigil with GHT and our community

The Superbia offering as a whole was completely community group led and curated.

What we did - Communities

The main party element of our Pride celebrations will be focused around the Gay Village Party, close to the roots of where our story began. The 'MCR Pride Live' event will not happen in 2022.

We will engage further with local LGBTQ+ venues and businesses providing them with the opportunity to have greater involvement in the co-design for Pride events.

We will work with local LGBTQ+ groups, businesses and initiatives to find a solution that maintains the levels of safety demanded by our communities whilst also addressing the concerns of The Gay Village Party being fenced.

The heart of the 2022 Manchester Pride Festival was firmly centre around the Gay Village Party, details can be found on our website.

Manchester Pride worked closely with the Village Licensed Businesses Association (VLBA) before and during the festival to co-design elements of the Gay Village party, providing opportunities for collaborative programming and collective decision making.

A total of 5 meetings took place in 2022.

Manchester Pride successfully worked with stakeholders and developed a solution through policy which maintained a required level of security and addressed the fencing issue at the Gay Village Party.

[The Manchester Pride Safety and Wellness Policy can be found here.](#)

What we did - Communities

Ensuring all Manchester Pride events are accessible to all members of our communities we will:

- **Clarify and publish the commitment to low income tickets by the end of March.**

Manchester Pride's Low Income Ticket Programme aims to open up the celebrations to more people. Details of the low income tickets are shared on the main ticket page on the Manchester Pride website to ensure everyone looking to buy tickets is aware of this option and how to apply for them if they are eligible.

[Details of low income tickets can be found here.](#)

- **Introduce quiet spaces at Pride events from this year.**

Quiet spaces were introduced at this year's festival - including a dedicated space in the basement of the Townhouse Hotel.

- **Work towards an aspirational level of accessibility accreditation and offer to partner with LGBTQ+ business in the Gay Village to help them be part of this.**

A decision was made by the accessibility community group not to pursue an accreditation but rather to focus on the development of a new policy.

The [Manchester Pride Accessibility Policy](#) is now live on our website.

Manchester Pride worked closely with LGBTQ+ accessibility organisation, Quiplash, for the 2022 Manchester Pride Festival. Quiplash aims to make the arts and LGBTQ+ spaces more accessible and following their consultation Manchester Pride were able to develop a policy that really works for our communities with accessibility needs.

What we did - Communities

Platform and signpost to support groups / initiatives that work with LGBTQ+ people throughout Greater Manchester all year round.

Where there are gaps in provision, we will seek to develop such groups, initiatives with partners in Greater Manchester.

Manchester Pride has platformed and signposted to many other groups and initiatives that work with LGBTQ+ people throughout the year.

Examples include promoting More Than Existing, an exhibition and event celebrating trans relationships, and sharing [Mia's coming out story](#) for Bisexual Awareness Week.

We use our large social media audience to give these projects a wider reach than they'd achieve on their own.

Manchester Pride recruited a Community Engagement Officer to work closely with a wide variety of LGBTQ+ groups across Greater Manchester to ensure Manchester Pride has an authentic view of the needs of all aspects of our community.

We have established Community Sessions, monthly events delivered in partnership with community groups helping them raise awareness and increase their memberships.

Utilising our engaged audience we will use our platform to promote LGBTQ+ community and grassroots events throughout Greater Manchester all year round.

[Superbia](#) is Manchester Pride's platform which celebrates LGBTQ+ arts and culture in Greater Manchester. The Superbia website was relaunched in 2022, offering a new and improved, intuitive platform designed to make it easier to discover events throughout the region.

The Superbia initiative continues to be promoted across all Manchester Pride platforms, detailing the community and grassroots queer cultural events.

Examples of this include promoting [Black Angel](#) as part of Black History Month and all the [local events throughout Greater Manchester.](#)

What we did

Giving

We will commit a fixed amount or percentage of each ticket purchased to Pride events, directly to the community fund.

A fixed donation of £2.50 from every ticket purchased for the Manchester Pride Festival was distributed to the Manchester Pride Community Fund. [Over £120,000 was raised from the 2022 Manchester Pride Festival.](#)

This amount will be clearly communicated to ticket buyers at the point of purchase.

Manchester Pride created an infographic to demonstrate where the remaining costs of the ticket is attributed, for example the delivery of free to attend events such as the Parade, and staging, lighting and production for all the performers.

We will also provide greater clarity on where the remainder of the amounts generated from ticket sales is attributed.

The infographic was shared at the point of purchase both on the Manchester Pride website and the Ticketmaster website to ensure all those buying tickets for the Manchester Pride Festival had transparency over the ticket price.

The exact commitment will be shared with our communities by the end of March.

[Details of the infographic can be found on the Manchester Pride website.](#)

By the end of May 2022 we will overhaul our grants making process making it clear and more transparent. To achieve this, we will:

- **Establish a new community grants panel. This will enable us to involve external community members in the grant application review process.**

A new [Grant Making Policy](#) was developed and is available to read on the Manchester Pride website.

We recruited a [Community Grants Panel](#) in quarter 4 of 2022, details of all the panellists and the scope of their responsibilities is available on the Manchester Pride website.

What we did - Giving

- **Streamline and then publish a new grant application process and accompany this with support for applications to ensure grants are accessible to all.**
- **Once we've collaborated with our community grants panel and grants have been awarded we will publish details of all successful grant applications.**

The Grant application process has been reviewed and updated. Grant applications for community, Superbia and local pride grants opened on 1 October 2022. Further details on how to apply for a grant can be found on the Manchester Pride website.

The grants application forms have been adapted to collect all relevant information to be published at the end of each grant cycle.

The first grant cycle finishes at the end of January 2023 and Manchester Pride Trustees and the Community Grants Panel met on 13th February to review application and award grants. Details of those awarded a grant will be published on the Manchester Pride website and also on 360 Giving.

Priority will be given to grant applications that match the key issues outlined by our communities.

The issues identified for 2022/2023 will be published on our website by the end of March.

Details of the grant application process can be found on the Manchester Pride website.

The key issues outlined by our communities are:

- HIV Stigma
- LGBTQ+ Events
- LGBTQ+ Mental Health
- LGBTQ+ Sexual Health
- LGBTQ+ Wellbeing

What we did - Giving

We will consult with Greater Manchester's LGBTQ+ communities every year to ensure that our grant giving remains aligned with the key priorities of our communities as they continue to evolve.

The Pride In Our Future 2022 consultation took place between August and October 2022. We received 2,402 responses across three surveys.

The themes from which were shared for review by trustees in January 2023.

The Pride In Our Future 2023 consultation will take place between September - November and the priorities will be published in January 2024.

We will adopt a more proactive approach to grant making, applying the principle of equity to help reach further marginalised and intersectional groups.

A new and improved grants process was launched in 2022. Grant applications can be submitted through the Manchester Pride website.

The grant application process is supported by an engagement strategy aimed at targeting communities recognised as priorities following the Pride In Our Future consultation.

Those priorities include:

- Disabled LGBTQ+ people
- Queer, Trans and Intersex People of Colour (QTIPoC)
- Wider trans communities
- Grassroot community groups and networks
- Local LGBTQ+ charities
- Local HIV charities
- Small, independent LGBTQ+ organisations

What we did

Activism

The Pride events programme will focus on protest and activism.

The 2022 Manchester Pride Festival opened, for the first time, with an in person Human Rights Forum.

The 'MCR Pride Live' event will not happen in 2022.

Bringing together prominent activists and thought-leaders to discuss the challenges that continue to face LGBTQ+ communities today, and what we as individuals can do to bring about political or social change.

The Parade is a core event of the Manchester Pride Festival, the theme in 2022 was 'March for Peace' embedding the spirit of protest and activism.

The Manchester Pride Conference provides us with an opportunity to engage with our communities and allies year round. The Conference which was held on 22nd March 2022, provided the opportunity for audiences to attend a diverse range of panels and workshops featuring some of the UK's leading LGBTQ+ voices.

The conference aims to assist attendees in expanding their knowledge on LGBTQ+ issues, whilst also providing practical tools and resources to drive change within organisations and as individuals, all year round.

George House Trust will have greater visibility at The Candlelit Vigil and we will further support the campaign to end HIV stigma.

Manchester Pride worked closely with George House Trust in the planning and delivery of a successful Candlelit Vigil 2022. We co-created and delivered a marketing campaign in partnership with George House Trust in the run up to and during [World Aids Day](#).

What we did - Activism

We will elevate and embed the heritage and history of the Pride movement, particularly in Greater Manchester, into all Pride events and charitable activities, providing opportunities for education to our LGBTQ+ communities, allies and supporters. We will look to partner with stakeholders and other interested parties to help make this happen.

Manchester Pride curated content with social media influencer Zack Hipps called 'Pride of Place' which highlighted the heritage and history of the Pride movement in Greater Manchester.

This campaign consisted of 9 videos which in total garnered over 200,000 views.

We published the [History of Manchester Pride](#) on our website and weave our story into our communications.

Manchester Pride will support an iconic issue to campaign for each year as outlined from the priorities identified by our communities.

- In 2022, based on the feedback from this review, we will campaign against hate crimes against LGBTQ+ people.**

In October 2022, during Hate Crime Awareness Week Manchester Pride launched '[I Choose Kindness](#)', a campaign to raise awareness of hate crimes against LGBTQ+ people and provide resources to tackle the issue and support our communities. The campaign is ongoing and we will create multiple ways for people to engage with the campaign throughout 2023.

- We will survey our communities each year to inform the theme for our annual campaign.**

The Pride In Our Future 2022 consultation took place between August and October 2022. The themes from which were shared for review by trustees in January 2023. We received 2,402 responses across three surveys.

- We will proactively engage in community focused campaigns throughout the year by using our platforms to lend support.**

Manchester Pride engaged with several community focused campaigns including the [Ban Conversion Therapy Coalition](#) campaign, the [MPox](#) awareness campaign and created a campaign against [FIFA and the 2022 World Cup in Qatar](#).

What we did

Transparency

We will make improvements to charity communications across the board.

This will include updates to the website, regular email communication to our database of supporters, more visibility of our team and regular, engaging social media updates.

These changes will be made by the end of March.

An email marketing strategy was developed and weekly newsletters are sent to our subscribed communities and supporters.

1.2M emails were sent in 2022.

You can subscribe to the newsletter [here](#), to receive regular updates from the Manchester Pride Charity.

Manchester Pride launched a new website in April 2022.

The Manchester Pride Team attended every event hosted by Manchester Pride.

Manchester Pride is active across [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [TikTok](#). We regularly share engaging updates around our work as a charity and our events.

Our Board of Trustees needs to be more visible to, and connected with our communities.

We will take steps to ensure this happens, including regular listening sessions and more regular connections between trustees and other LGBTQ+ organisations and stakeholders.

Manchester Pride Trustees attend every event hosted by Manchester Pride.

Trustees also joined several key stakeholder meetings including those with the VLBA and Manchester City Council.

Our work to make the Board of Trustees more visible to our communities is ongoing and will include profiles on the Manchester Pride website, social media update and inclusion in our weekly email newsletter.

What we did - Transparency

Our vision, mission and goals will be clearly outlined and published ensuring LGBTQ+ communities know exactly what we do.

Details of our purpose, work, vision, missions and aims are published on our [website](#) and within our [Annual Review 2021](#).

We will publish the grants process.

This will include clearly outlining the causes our communities have asked us to prioritise, details of the grants that have been awarded and follow up with outcomes of the organisations who benefited from a grant.

Details of the updated [Grants process are published on the Manchester Pride website](#).

Grant Applications opened in October 2022 and once the first round of Grants have been awarded, details will be published on the Manchester Pride website and also on 360 Giving.

We will ensure greater visibility of, and clarity through our annual report and audited accounts

All Annual Reviews from [2019 - 2021 are available](#) to read on the Manchester Pride website.

The Annual Review 2021 was approved by Trustees and submitted to Companies House on 30 September.

The framework for the Annual Review for 2022 has been created. This will be ready for publishing once the audit of the Y/E 2022 Accounts and Financial Statements have been audited.

What we did - Transparency

We are committed to preventing the over commercialism of Pride events.

The [Commercial Engagement Policy](#) is available on our website.

To do this we will refresh our commercial policy and make it public by the end of April.

We are actively working to ensure all our partners are signed up to the [All Equals Charter](#).

By the end of May we will publish the safety policy, displaying our commitment to create safe spaces for our communities and how we do this.

[The Manchester Pride Festival Safety and Wellness Policy](#) is available on our website.

A total of 27 Safety Advisory Group meetings took place in 2022.



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