



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

February 2022 Report

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– Introduction

In August 2021, Manchester Pride’s trustees committed to a full, transparent review of its grant making strategy and the format for future Manchester Pride Festival events. The charity pledged “to consult with Greater Manchester’s LGBTQ+ community into the future direction of the Manchester Pride charity.” A summary of the findings are outlined below.

After reviewing all of the feedback, Manchester Pride’s trustees met with key stakeholders including Manchester City Council, AKT, George House Trust, LGBT Foundation and The Proud Trust to share the feedback and discuss ideas. Manchester Pride then held three open forum co-design workshops with our communities where the key findings were presented. The community attendees were invited to bring forward ideas and recommendations for the board of trustees to consider in response to the feedback from the consultation.

Based on the ideas and recommendations of our communities Manchester Pride trustees have identified a series of actions that the charity will take forward. They are detailed in the following report alongside relevant data gathered throughout the Pride In Our Future consultation.

– Message from the Board of Trustees

Manchester Pride should be something everyone feels proud of and can see a little bit of themselves reflected back in.

Some of the reactions from our communities to some of the decisions we made last year helped us to recognise that we didn't get everything quite right. We're sorry for the upset and frustration this caused.

In order that Manchester Pride reflects what Greater Manchester's LGBTQ+ communities tell us they want, this review was launched to see how Manchester Pride could be better.

We set out to learn lessons; that meant understanding what's working and understanding what needs to change.

It was great to see the passion and energy of members of our LGBTQ+ communities, stakeholders and organisations and their willingness to fully and frankly share their thoughts. This is what makes Manchester so special. We want to offer a huge thank you to everyone who invested their time engaging with us. The feedback received has directly shaped the actions we are now setting out. We also want to thank the committed and dedicated staff team at Manchester Pride who have worked incredibly hard to deliver the consultation and who will be responsible for implementing the consequent changes.

Greater Manchester's LGBTQ+ communities are wide, diverse and ever evolving. This diversity is a real strength and was reflected in the range of views received in the course of the consultation. So diverse were those views that there was no clear consensus around the specifics of what the communities want from Pride.

We have therefore sought to address the big questions and concerns that came across, like the role of Pride as a protest versus a pop concert, how Pride can be more inclusive and safer and how, and to whom, we give grants. We've also tried to address how we can be more transparent and connected as an organisation to Greater Manchester's LGBTQ+ communities.

We need to be honest though. Diverse views mean our planned actions will not meet everyone's expectations. Trustees have tried to balance as many needs as possible, while ensuring that Pride is able to take place in a safe, viable format (we do not receive a public subsidy to deliver Pride and therefore need to cover the costs of events and raise funds for essential LGBTQ+ causes).

We get that this will be frustrating for some. But here's the thing; we don't see this review as the end of the conversation, rather the start. These actions set out what we can do now to make Manchester Pride even better. How Manchester Pride is organised must continue to evolve and change with the needs of our communities – just as it has in the past. And, that is our commitment to you as trustees.

We don't claim to have all the answers or a monopoly on what's right. Pride belongs to us all and we are merely the humble custodians of that spirit for the future.

This report marks the beginnings of more co-creation, more transparency and more listening to your needs.

The Board of Trustees.



– What we learned

- The findings show that Greater Manchester's LGBTQ+ communities are extremely diverse and ever evolving.
- The experience of people within our communities differ significantly depending on a number of variables including; age, sexuality, gender identity, disability, ethnicity and income (to name just a few).
- The research shows that individuals within our communities are passionate about their own beliefs and ideologies. There is much common ground but there is no one consensus.
- Throughout all the research, 'education' has come out strongly. People have indicated that Manchester Pride is in a strong position to take a lead in this area.
- Education can play a role in diffusing and minimising what can be tense situations and exchanges between different groups in our communities.
- The findings indicate that The Parade, The Candlelit Vigil and The Gay Village Party are the most important elements of the Manchester Pride Festival. MCR Pride Live is seen as less important.
- The findings show that some people feel that MCR Pride Live attracts a cisgender heterosexual audience as well as LGBTQ+ audience, and is aimed at younger people. Therefore, it is deemed 'exclusive' rather than 'inclusive'.
- The findings indicate there is a lack of knowledge about how much from a Manchester Pride event ticket sale goes to the charity.
- Respondents reported concerns around safety at the Manchester Pride Festival. This is in relation to overcrowding, security staff not being experienced with issues facing LGBTQ+ communities and the increase in cisgender heterosexual attendees resulting in hate crime fears.
- The research showed mixed views in relation to The Gay Village being gated during the Festival. There's disparity between people; those who feel this makes it safer, and those who believe that it makes the event 'exclusive' rather than 'inclusive'.
- The findings show that Manchester Pride's communities feel the Manchester Pride Festival is not deemed accessible enough for people with a disability or neurodiverse people. The roads and kerbs in The Gay Village and the suitability of some existing Gay Village venues were highlighted.
- People with less visible disabilities particularly felt they weren't catered for at the Manchester Pride Festival (i.e. requirement for quiet spaces).
- The research shows respondents have limited understanding of what Manchester Pride does in its charity work and who we fund.
- The research revealed there is a disconnect between the importance of the Festival in raising funds for the charity and LGBTQ+ causes it supports.
- The research shows that the top 5 issues Manchester Pride's communities think LGBTQ+ people face are; hate crime, discrimination, trans rights/ issues, HIV stigma/awareness and mental health.
- The findings show the top 5 issues respondents want Manchester Pride to prioritise support for are causes that relate to; hate crime, mental health, sexual health, tackling racism within LGBTQ+ communities and trans rights/issues.
- The findings showed that marginalised LGBTQ+ people (e.g. trans and QTBIPOC) are not fully understood in relation to how they are disproportionately affected by issues such as increased hate crime, mental health issues and homelessness.

– What we learned

- The findings show that people think supporting smaller, grassroots charities and organisations means Manchester Pride can support people locally and with specific communities and that donations have a greater impact.
- The findings show that people think larger charities have a bigger voice and a wider reach to help a wider group of people.
- The research showed that people think Manchester Pride's grant funding process should be more transparent and include greater involvement from the Greater Manchester LGBTQ+ communities at large.
- The findings show that people would like Manchester Pride's communications to focus on lobbying and campaigning on current issues affecting LGBTQ+ people.

– What we heard

Several themes emerged during the consultation. It was clear to us that our communities want us to focus on the following:



COMMUNITIES



ACTIVISM

Our communities are passionate and diverse and we can collaborate with each other much better. We need to make Pride events more accessible.

We need to connect our grants with the community and make clear that our events exist to fund this activity - we need to be specific on the amount we give per ticket.

There's a call from our communities for us to be more focussed on activism rooted in our history of sexual health as well as the issues affecting our communities most today.

You've told us loud and clear that we need to give greater transparency in our operations and the board and Manchester Pride team need to be more visible and accessible.



GIVING



TRANSPARENCY

– What we’re going to do

Communities

From the reactions last summer to the incredible response to the consultation we see and hear that our communities want to be more involved in shaping Manchester Pride. We want to put you at the centre of everything we do and pledge to undertake the following actions:



- 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.
- We will create more opportunities for community group led and community curated events/ activities at Pride events.
- 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.
- 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.
 - Introduce quiet spaces at Pride events from this year.
 - 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.
- We will 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.
- Utilising our engaged audience we will use our platform to promote LGBTQ+ community and grassroots events throughout Greater Manchester all year round.

– What we’re going to do

Giving

The research shows us that we haven’t done a good enough job when it comes to grants, including the amount and where it goes while being super transparent about our work and choices. In the coming weeks and months we will work to elevate our grants programme to ensure more people have the chance to access the Manchester Pride community fund and our communities can see exactly where their contributions are distributed. In order to achieve this we will undertake the following actions:



- We will commit a fixed amount or percentage of each ticket purchased to Pride events, directly to the community fund. This amount will be clearly communicated to ticket buyers at the point of purchase. We will also provide greater clarity on where the remainder of the amounts generated from ticket sales is attributed. The exact commitment will be shared with our communities by the end of March.
- 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.
- 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.

In addition to this:

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

– What we’re going to do

Activism

The research illustrated our communities want Manchester Pride to advocate more for LGBTQ+ issues and put the community back in the heart of everything we do. Our communities are more attuned than ever to social justice campaigns as we harness the power of allyship to advocate for intersectional LGBTQ+ equality.



- The Pride events programme will focus on protest and activism. The ‘MCR Pride Live’ event will not happen in 2022
- George House Trust will have greater visibility at The Candlelit Vigil and we will further support the campaign to end HIV stigma.
- 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 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.
 - We will survey our communities each year to inform the theme for our annual campaign.
 - We will proactively engage in community focused campaigns throughout the year by using our platforms to lend support.

– What we’re going to do

Transparency

We hold our hands up, we have not communicated to our communities effectively enough, our responses have not always been quick enough and we are sorry. Moving forward we want you to have greater visibility of the work we’re doing week in week out. To do this we will commit to the following actions:



- 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.
- 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.
- Our vision, mission and goals will be clearly outlined and published ensuring LGBTQ+ communities know exactly what we do.
- 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.
- We will ensure greater visibility of, and clarity through our annual report and audited accounts.
- We are committed to preventing the over commercialism of Pride events. To do this we will refresh our commercial policy and make it public by the end of April.
- 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.

– Next Steps

Thank you once again to everybody who took the time to share an opinion, idea or suggestion as to how Manchester Pride can continue to improve as we continue to evolve. We set out to learn lessons and build an even better Pride for Manchester; that means understanding what's working and understanding what needs to change. That's what we've tried to do with this review.

There is a lot of work involved in making sure that we deliver against each of the actions laid out in this document and this won't happen overnight. Over the coming weeks and months our team will be putting plans into motion and we will demonstrate how we have performed against each of these actions each year.

We are now working with our communities on the Pride events programme for this year, details of which will be announced in a few weeks' time. As we continue to work with our communities through consultation and co-design we will invite you to collaborate with us in planning the programme for 2023 later this year.

Appendix A:

How we conducted the review (methodology)

Pride In Our Future was the campaign developed to encompass the engagement project which consisted of the following:

01

7 x Listening groups

- Conducted via Zoom
- 1.5 hrs long
- Each session attended by between 5 and 8 people
- Recruited for via Manchester Pride's engagement campaign
- Moderated by Mustard Research
- Discussion guide created by Mustard Research and approved by Manchester Pride
- Sessions took place between 27 Oct and 11 Nov 2021

02

4 x Stakeholder tele-depth interviews

- Conducted by phone or Zoom
- Took place in November 2021
- Each interview lasted 45 mins
- Recruited for via Manchester Pride's engagement campaign
- Interviews conducted by Mustard Research
- Discussion guide created by Mustard Research and approved by Manchester Pride
- Stakeholders included; Greater Manchester's LGBTQ+ advisor and representatives from LGBT Foundation, George House Trust and AKT

03

Interactive consultation day

- Held at HOME in Manchester City Centre on Sunday 21 Nov 2021
- Recruited for via Manchester Pride's engagement campaign
- Day programme designed by Mustard Research and approved by Manchester Pride
- Circa 25 people attended
- Day included group exercises and tasks relating to the festival and funding

04

Open Inbox for email feedback

05

Freephone line (not accessed)

06

Paper survey (not accessed)

The campaign was promoted across all Manchester Pride's owned media channels and took advantage of its marketing partnerships with Hits Radio Pride, Gaydio and Manchester Evening News. Press releases were issued to local media and a poster and flyer campaign in known LGBTQ+ spaces throughout Greater Manchester was conducted.

The promotional mix was selected to ensure maximum exposure for the campaign and to ensure people without internet access also had the opportunity to find out and take part in the consultation.

07

Online survey (Mustard)

- Scripted in industry leading survey software - ConfirmIT
- Live from the 1 - 22 Nov 2021
- Manchester Pride secured a prize via commercial partners to incentivise participation
- Recruited for via Manchester Pride's engagement campaign
- Questionnaire designed by Mustard Research and approved by Manchester Pride
- 949 respondents

08

Online survey (Manchester Pride)

- Manchester Pride's annual post event survey
- Recruited for via Manchester Pride's engagement campaign
- Over 3000 respondents

09

Peer meetings

- Large Pride organisers (UK)
- Europride / Interpride

Appendix B: **Mustard Research Findings**

Online survey confidence intervals

The confidence intervals (based on a 95% confidence interval – meaning that if we were to conduct the same research again with a similar population, 95% would respond within the ranges below) for the various completion rates by key sub-groups are:

	Number of respondents	Confidence Interval (based on 95% confidence levels) Results accurate to...
Total (all respondents)	949	+/-1.9% to +/-3.2%
Sexuality		
Lesbian	139	+/-5.0% to +/-8.3%
Gay	521	+/-2.6% to +/-4.3%
Bisexual	103	+/-5.8% to +/-9.7%
Queer	45	+/-8.8% to +/-14.6%
Pansexual	39	+/-9.4% to +/-15.7%
Heterosexual / Straight	78	+/-6.7% to +/-11.1%
Gender identity		
Man	565	+/-2.5% to +/-4.1%
Woman	323	+/-3.3% to +/-5.5%
Trans / Non-binary	39	+/-9.4% to +/-15.7%
Age		
18-44	768	+/-2.2% to +/-3.5%
45 +	179	+/-4.4% to +/-7.3%



“I think there's a generational divide, and Manchester is at the heart of it...”

Young people have taken identity much further than older people did, so for example – you know that obviously now we have terms like nonbinary, how we have more identity. Pan – we didn't use pansexual many years ago, so there's all these identities that young people now own.

And I think what the older generation are forgetting is that **that's progress, that's action and activism on our behalf.** It's not a threat to be gay, bi or lesbian; it's not a threat to those identities, it's actually about progress. So I think in Manchester it's absolutely the sweet spot – or not sweet spot – between two generations who have got very different views about Pride and about our community.”

- Stakeholder interview



Context from stakeholder interviews: Issues faced by the LGBTQ+ community

Speaking to Manchester Pride stakeholders added invaluable insight and context to the core wider issues faced by the community at present. Whilst their view on current issues echoed that from the community (e.g., trans rights, HIV / AIDS, mental health), their knowledge of charity grant-making processes and internal communications helped to provide a broader perspective and understanding on why the community at present is so divided on these issues:

- **Intersectionality:** lack of understanding amongst the community on how marginalised LGBTQ+ groups (e.g., trans and QTBIPOC people) are disproportionately affected by issues such as increased hate crime, mental health issues and homelessness.
- **Intergenerational clash:** there is a huge divide between younger and older generations within the LGBTQ+ community on what issues are most prevalent and important due to a lack of education, communication and understanding on both sides.
- **Misinformation:** lack of understanding and misinformation spreading in the media has fuelled division and increased hate crime within the LGBTQ+ community. Poor communication from Manchester Pride has also led to the spread of misinformation around funding cuts and consequently, mistrust in the charity.

“An organisation like Pride needs to consider that black, brown and people of colour are far more likely to experience multiple discrimination inside and outside our community. For example, racism is not something that's happening in the outside world. It's as prevalent in our own community as it is anywhere.”
(Stakeholder interview)

“Being an older person now, I feel like we have an intergenerational clash at the moment which really saddens me. I think we've got to find a way for both those views to be represented, but also to remember Pride is about the next generation who all need our story to take it forward to the next stage.”
(Stakeholder interview)

“When schools are taking the new curriculum up, the line that has been taken by opponents is that the LGBTQ+ community is trying to sexualise children, and part of that is tied in very explicitly with transphobia, because LGBTQ+ inclusive education needs to include trans identity. The opponents again, are trying to suggest we are turning children trans, which is so incorrect, and so damaging as a stance to take.”
(Stakeholder interview)



“One of the main issues facing the LGBTQ+ community is that there’s a real challenge on what the LGBTQ+ community actually is.

You only need to look at that **intersectionality** issue across those letters we speak about often, but then also how that connects with race, gender, all those things, and I think there’s something in that that we don’t address very well. People talk about it, but you look at the trans issue now, and it’s almost whereas there’s solidarity completely behind it, it feels like it’s split even within our safe spaces, and we need a good talking to about that.”

- Stakeholder interview



Research context



Research bias

There is always going to be an element of bias in research as people ultimately have to opt in to taking part.

However, it is also worth noting that naturally respondents will be more engaged with Pride (as they were recruited from your sources / databases) and the majority of respondents were also frequent and recent festival attendees.

We have had a team of 4 working on this project from start to end and during the whole process we have challenged each other's views and ensured that we have remained impartial throughout the process.

Where sample sizes allow and there were significant differences we have been able to ensure sub-groups views have been highlighted and represented.



Timing / duration

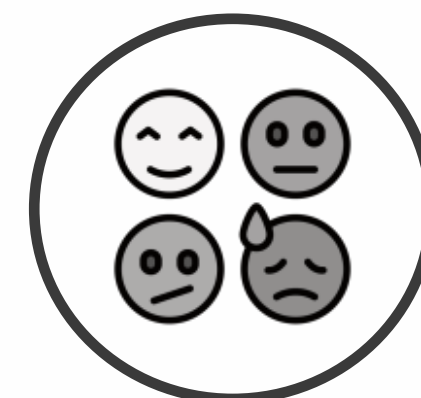
We understand that some surveys you conduct can receive circa 3,000 responses.

Our total response was $n=949$.

This could be down to timing, as we understand your higher responses are from surveys sent out within close proximity to specific events.

As we follow the MRS Code of conduct and have to adhere to strict GDPR rules, our introduction was likely to be longer than anything Pride show - so this could have been off-putting for some.

We also had more open ended questions to be able to collate unprompted and prompted responses and a richer data set to be able to highlight differences within sub-groups.



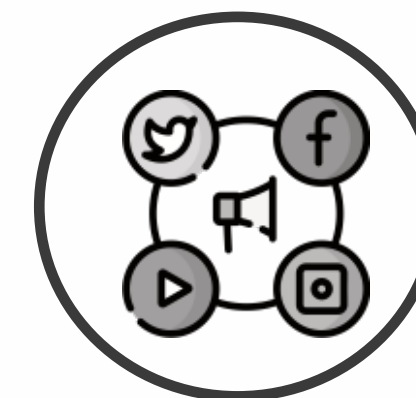
Representation

The insights included in this report are representative of those that provided feedback and not the LGBTQ+ community as a whole.

However, we have been able to compare results by many sub-groups, but not all.

Whilst efforts were made to boost engagement amongst underrepresented groups, responses from some sub-groups were low (i.e., certain boroughs of GM and some ethnic minorities).

The profile of respondents of our survey versus the 2021 festival survey was broadly similar for many profiling questions. There were some differences – the majority of our respondents attend the festival every year (61%) whereas 75% of respondents in the 2021 Festival survey were first time attendees. We also had had a higher proportion of disabled people (19% cf. to 11%) and white respondents (93% cf. 84%).



Media negativity

There has been a great amount of negativity towards Manchester Pride in the media over recent years, with particular focus on the commercialisation of the festival and lack of transparency in relation to the grant funding process.

The true extent to which this negativity will have influenced perceptions is unknown, but there is a feeling that this will have exacerbated negative perceptions amongst many groups within the community and these perceptions will be extremely challenging to change going forward.

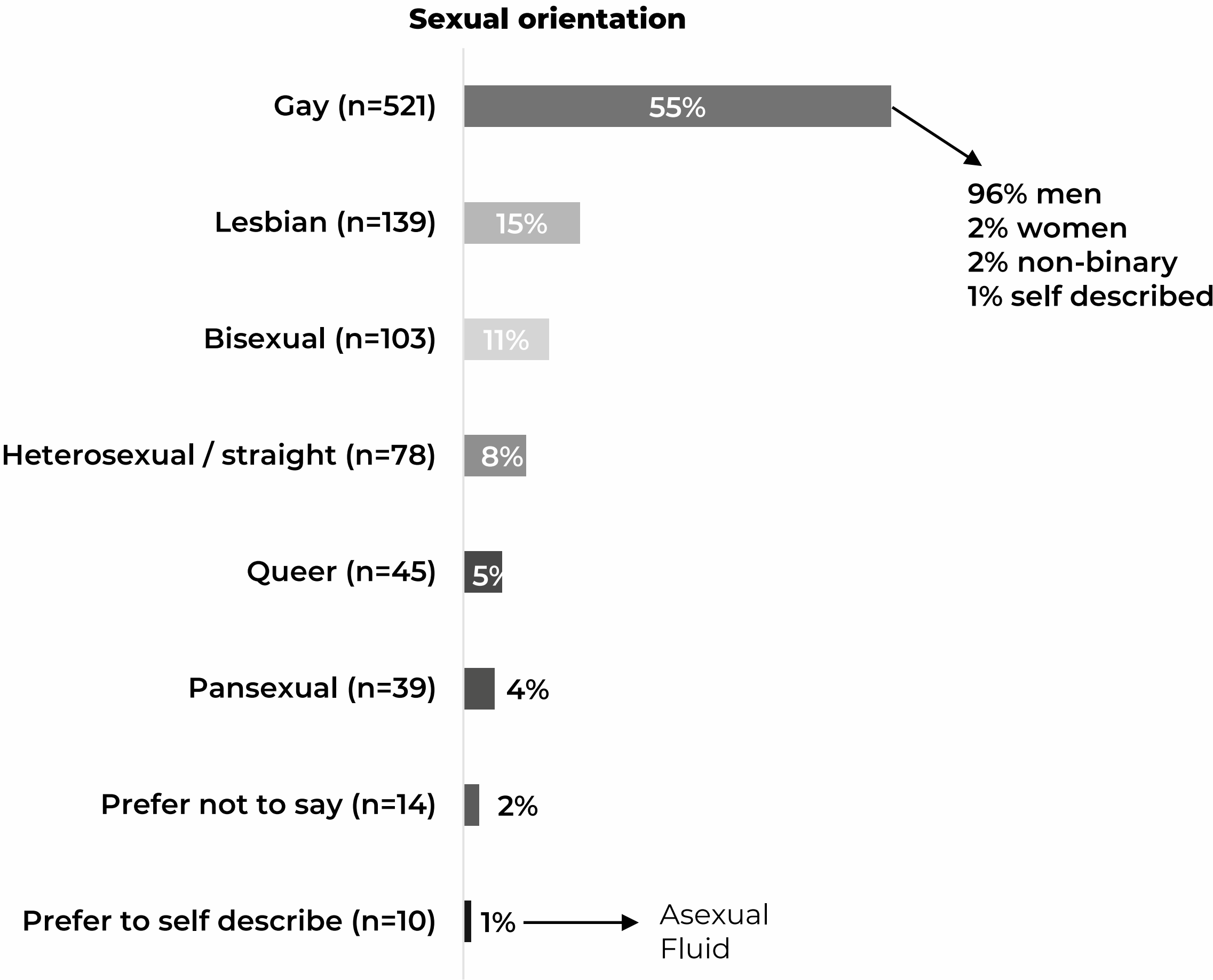




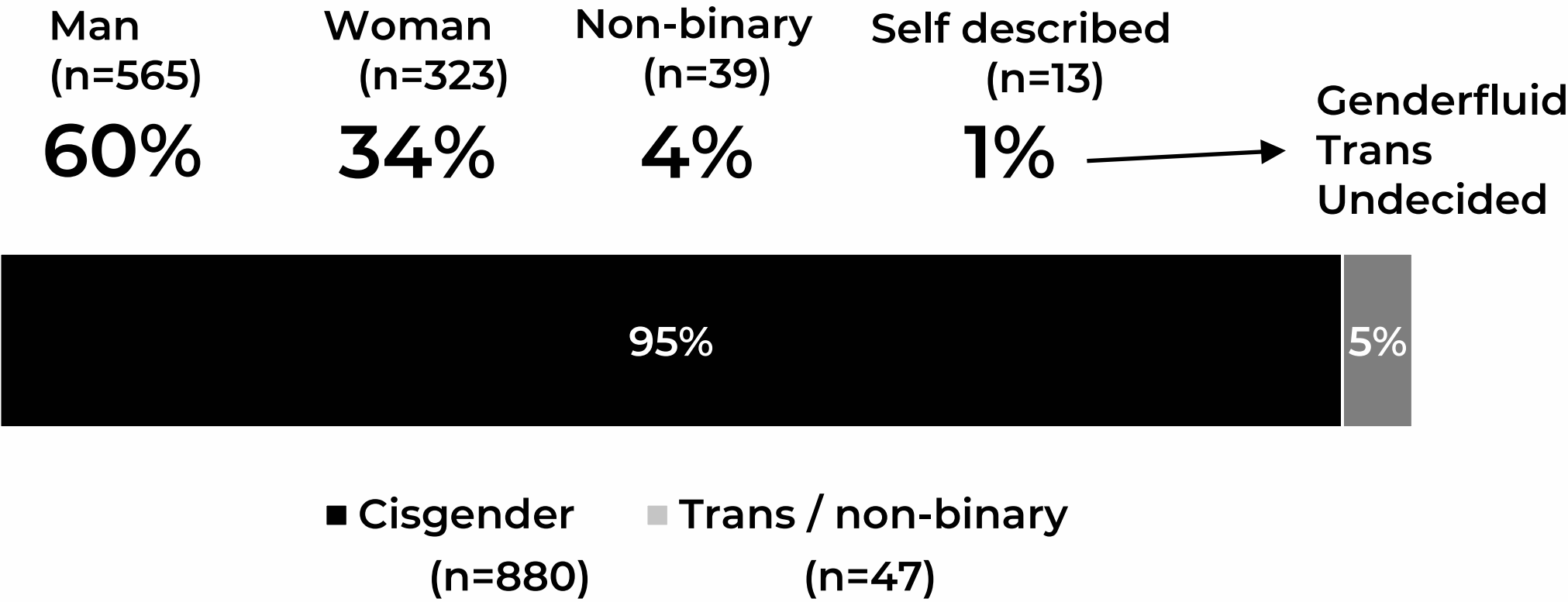
Sample profile



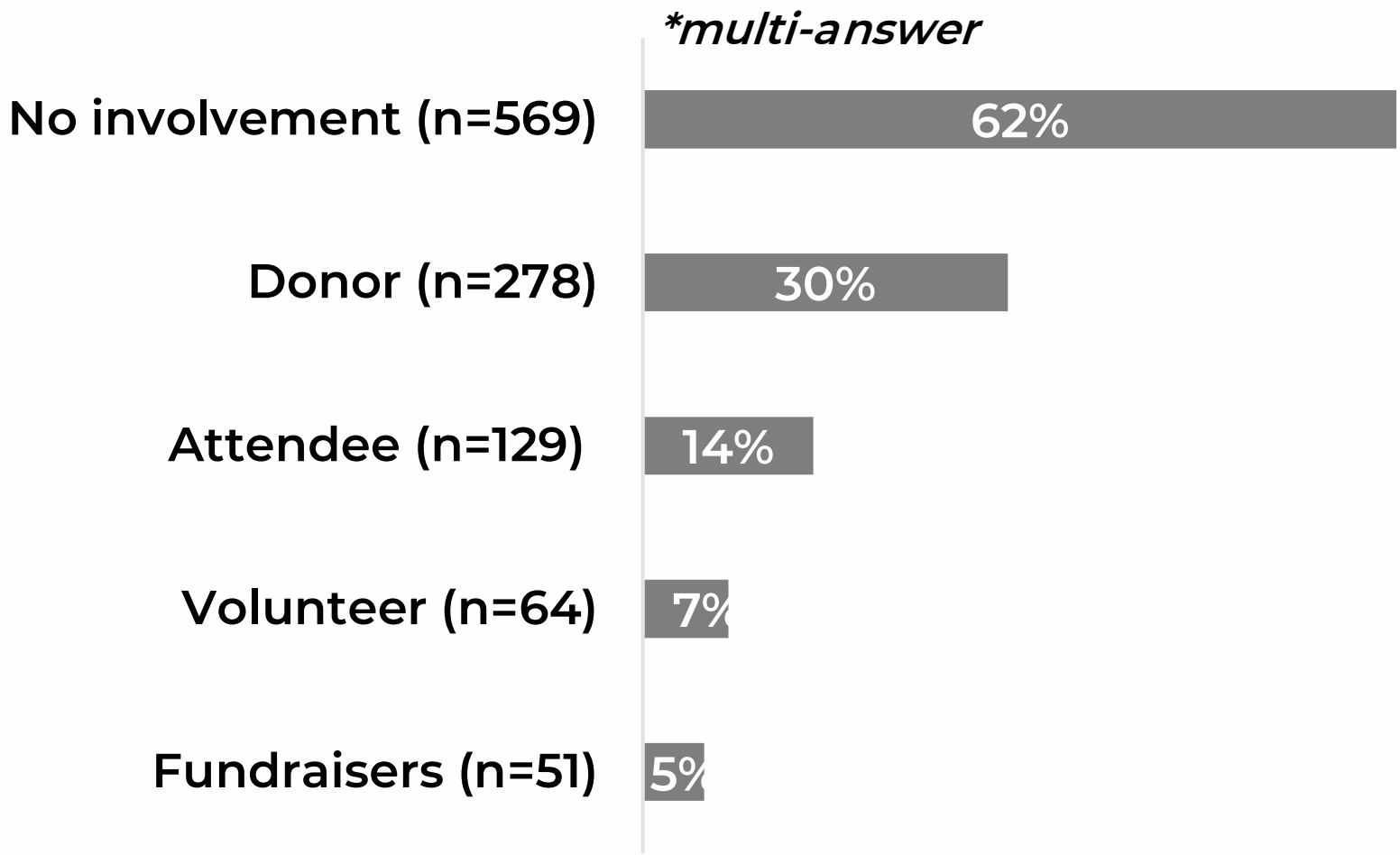
Respondent Profile (1)



Gender identity



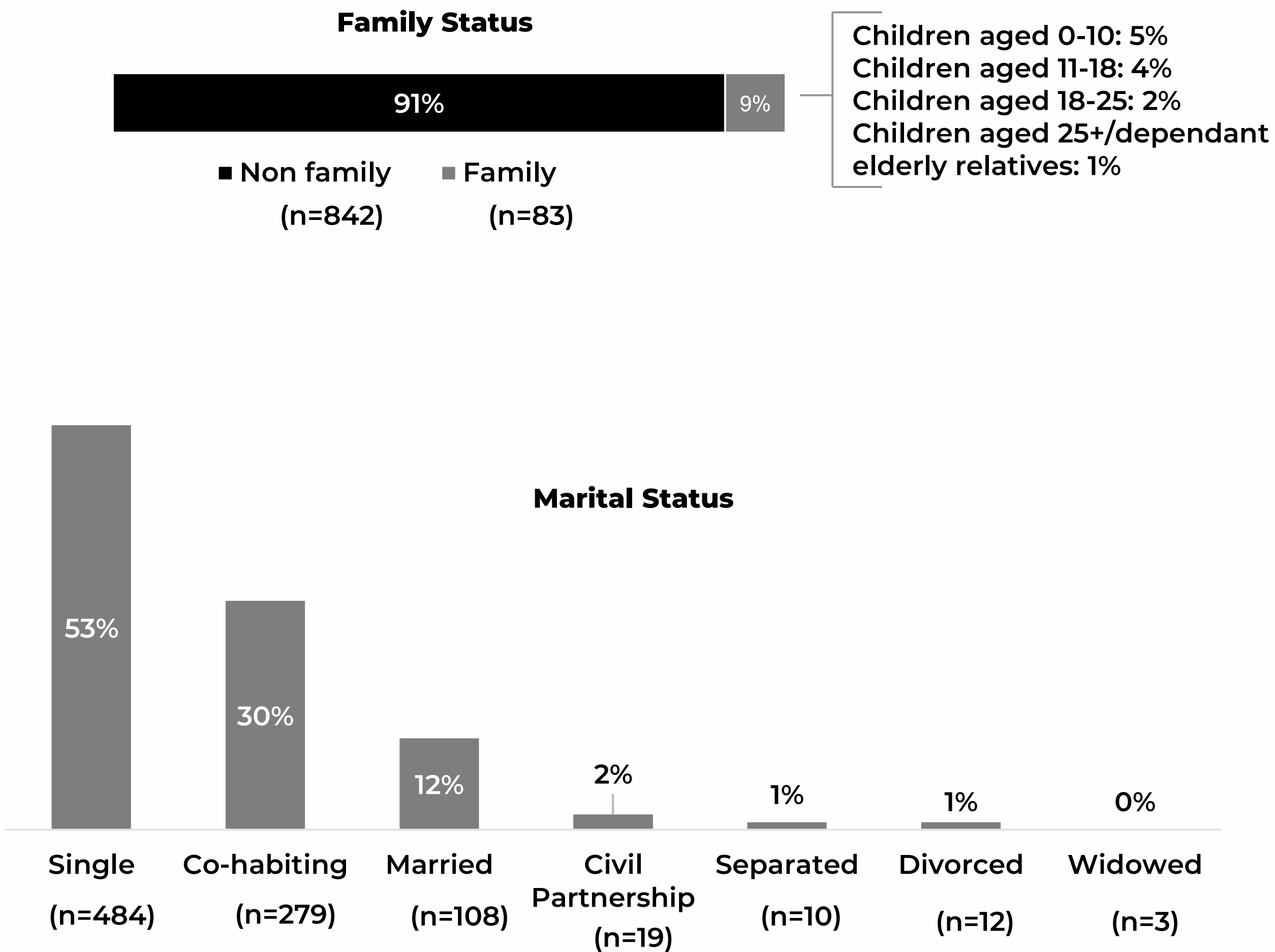
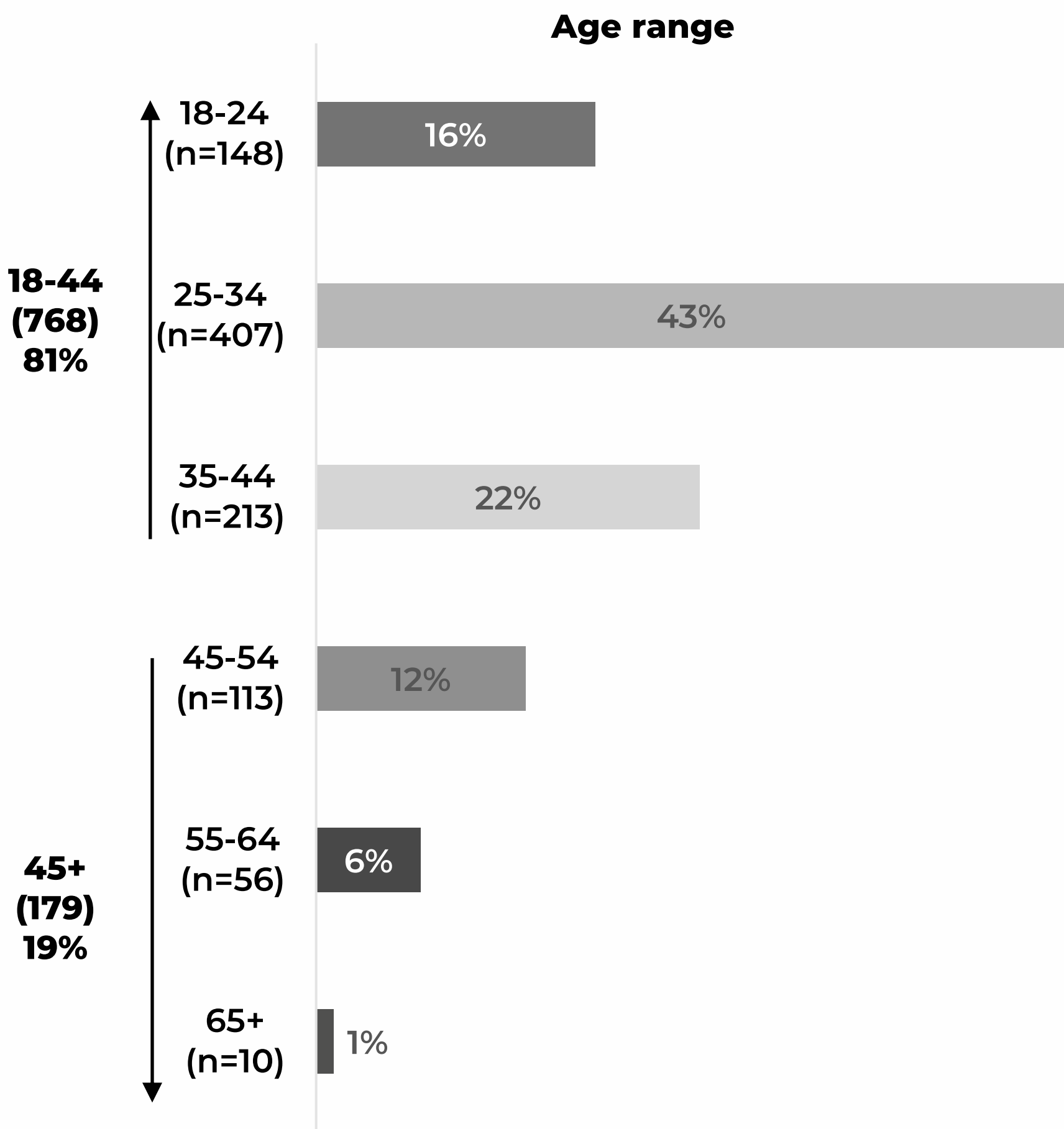
Involvement with Manchester Pride charity



Base: Total 949 - *May not equal total if 'prefer not to say' removed
F1 Which best describes your sexual orientation?
F2 Which best describes your gender identity?
F3 Do you identify as the gender you were assigned at birth?
C4 Have you ever had any involvement with the Manchester Pride charity?

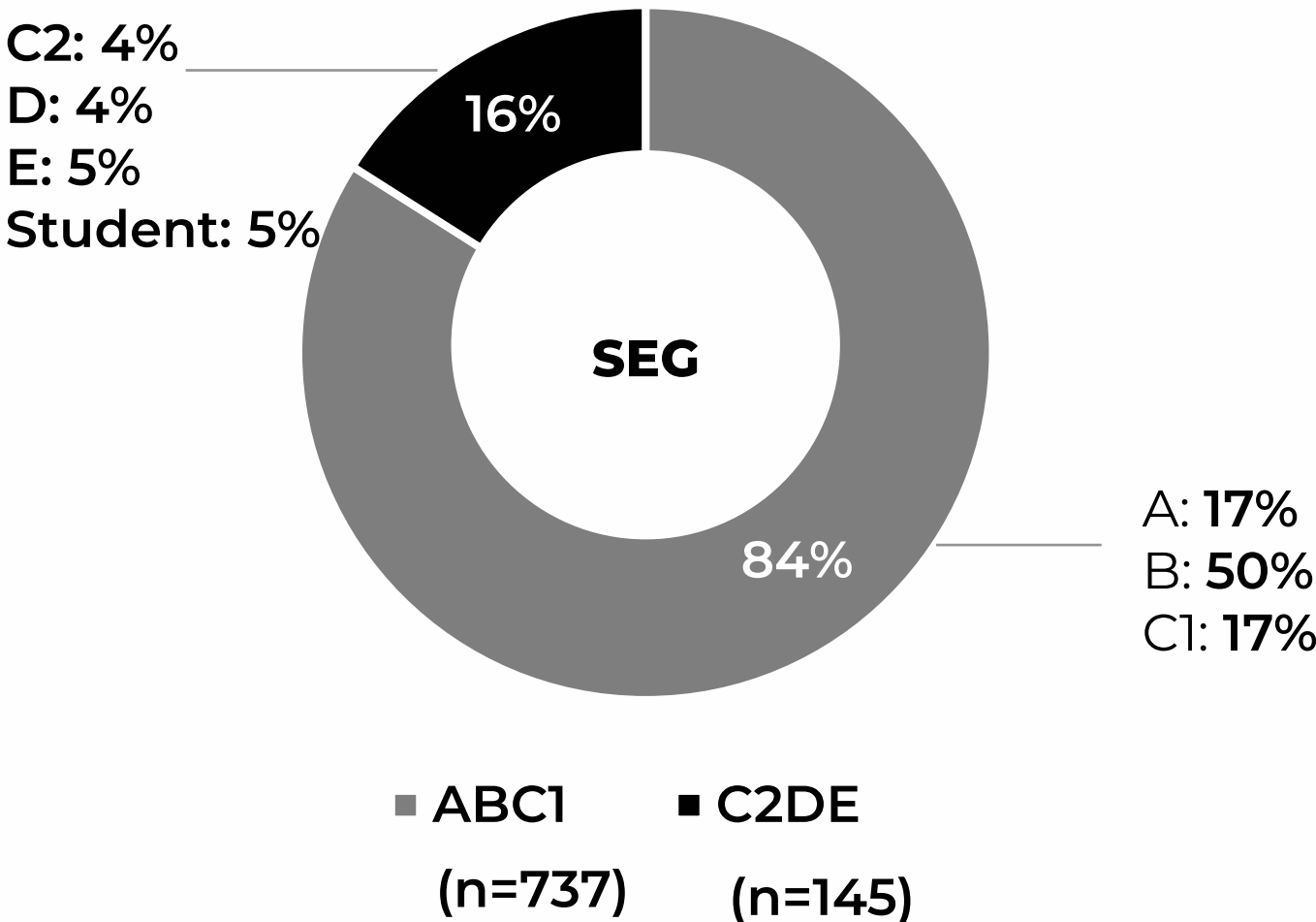
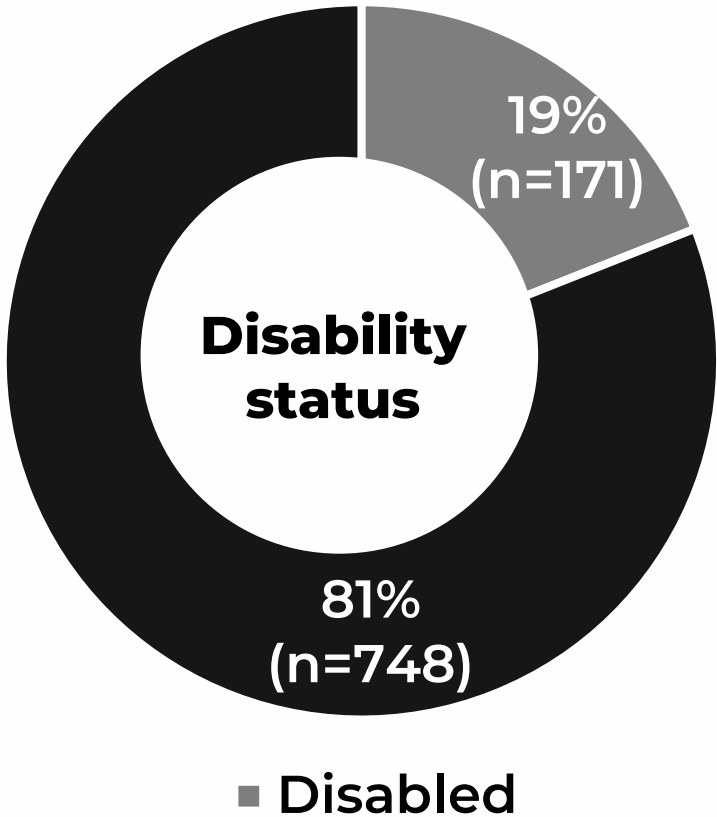
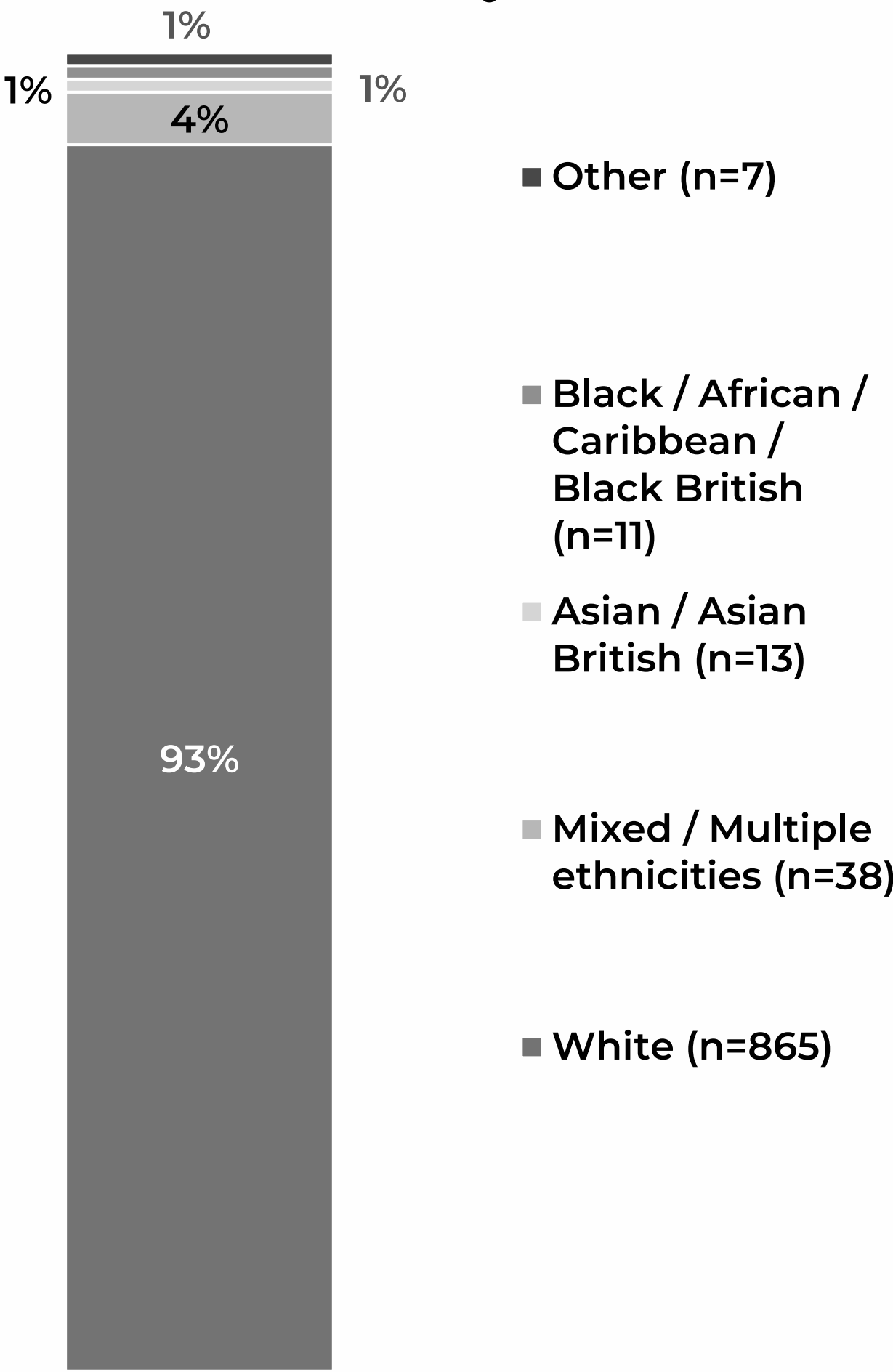


Respondent Profile (2)



Respondent Profile (3)

Ethnicity



Base: Total 949 - *May not equal total if 'prefer not to say' removed
F4 Which best describes your ethnicity?
F5 Do you have a disability?
F6 Which of the following best describes the occupation of the main wage earner in your household?



How can Manchester Pride be more transparent?

Funding process



Who?

- Who are the decision-makers?

How?

- How is funding decided, in terms of charities and organisations allocated funding?

Where?

- Where is funding allocated, which charities and organisations?
- Release a public audit on the charities short-listed and selected for funding.
- Demonstrate where funding has been allocated historically.
- How is Manchester Pride funding generated? E.g., the festival funds the charity.

Why?

- Why is funding awarded and what is the reasoning behind funding being denied?
- What is the reasoning behind the amount of funding available e.g., why is more funding not made available or larger grants?

Grant application process



Increased accessibility to information around the grant application process:

- A **step-by-step guide** to applying, including the requirements charities need to meet in order to be awarded funding and time-frame
- **More information** available via the Pride website on the application process
- **Case studies** of successful applications, covering how they applied, why they were selected and what the impact of the funding was
- Raise awareness amongst those who are eligible for funding.

Who are you funding



- Where is funding going? What groups, organisations and charities are receiving support?
- What are you doing to proactively target those who need the most support and address disparities (e.g., marginalised groups)?
 - Shout more about these case studies and all the good work you do

Superbia

Superbia
BY MANCHESTER PRIDE

- Who are Superbia? What is their relation to MCR Pride?
- What is the difference between a Superbia grant and a MCR Pride grant?



A stakeholder view - what can Manchester Pride do to improve and help overcome the issues faced?



Cocreation and community design: Involving the community in the decision-making for future Pride Festivals and grant-making processes.



Community-led advisory board: Including community leaders (from other charities / organisations or local community groups) on an advisory board to oversee Manchester Pride's decision-making.



Improving communications: More proactive (rather than reactive) communication to combat misinformation. Using their platform to uplift the voices from those being affected by current issues.



Education: there is opportunity for Manchester Pride to bridge the gap between the generations to educate on both important historic and present LGBTQ+ issues to unite the community.

"Our model's working, which I think is relevant to what Pride is doing, is co-creation, development and consultation with young people constantly."
(Stakeholder interview)

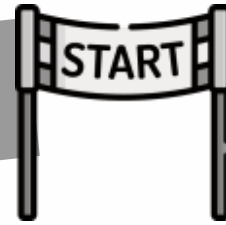
"The press release and some of the comms felt too defensive all the time. That frequently asked question thing didn't help itself. I understand why you would do it but as an external looking in you were like, 'Just stop it, stop telling people you're going to do that and then not doing it.'"
(Stakeholder interview)

"The best thing, and the most ethical thing to do is to uplift the relevant voices. To ensure that I'm actually listening to trans voices, and the same applies to support LGBTQ+ people seeking refuge and asylum. The same applies to disabled LGBTQ+ people talking about accessibility in Manchester Village. It's about ensuring that the actual voices being affected by these various issues are being heard."
(Stakeholder interview)



In the 'start, continue, improve' exercise conducted during the interactive consultation day, issues relating to transparency and diversity were key areas for Manchester Pride to 'start' with.

START



Increase transparency

- Funding process and allocation:
 - Who is making the funding decisions?
 - How is funding being decided?
 - Where is funding being allocated currently and historically?
 - Where is MCR Pride revenue generated?
 - Why is funding being allocated where it is?
 - Why is more funding not available? Why are larger grants not available?

More considered funding

- Larger, more long-term funding to charities as opposed to smaller, one-off payments which have limited and unsustainable impact

Increase diversity

- Increase diversity amongst the decision-makers
- Increase diversity amongst those publicly representing Manchester Pride e.g., festival acts, artists and community groups
- Increase diversity amongst charities being funded

Tailored approach to funding

- Be more proactive in sourcing eligible charities for funding
- Help given to charities wanting to apply e.g., a personalised help package and advice




Again, transparency is front of mind when it comes to 'improve' and 'continue'. For 'improve', there is some crossover with 'start', so although some people feel you are already making strides to improve transparency, there is still room for improvement.

CONTINUE

Inclusivity and diversity

- Continue to include a wide range of people in the decision-making process and fund allocation



The only "continue" for Manchester Pride was to continue being inclusive and diverse. Essentially, regardless of whether people think you are already doing this, there is still room for improvement.

IMPROVE

Increased transparency

- Funding process and allocation
 - Who is making the funding decisions?
 - How is funding being decided?
 - Where is funding being allocated currently and historically?
 - Where is Pride revenue generated?
 - Why is funding being allocated where it is?
 - Why is more funding not available? Why are larger grants not available?
- Funding application
 - Availability and accessibility of application information e.g., help packs, website information, point of contact

Funding amount

- Increase funding, particularly larger more long-term funding

Information around the role of Superbia

- Difference between Superbia grants and Pride grants

Increased focus on the protest, less of a focus on the festival

- Focus on the history of MCR Pride – remembrance, acknowledgement and community focus



Suggestions on what can Manchester Pride do to be more inclusive? (1/4)

Improve accessibility

- Disability access at Manchester Pride Live and in the Village (all year round!) including better drop kerbs, improved cobbled streets, and viewing platforms.
- More quiet / safe spaces for groups (particularly for neurodivergent people).
- Recognition of less visible disabilities and privacy for disabled people and those who are transitioning (e.g., no clear bag policy).
- Better crowd control and more accessible toilets spread across venues.
- Reduce costs, better affordability and lower income ticket prices.
- Improve access to the Village at Pride weekend and remove barriers.



“I would like to see it be far more accessible to people with disabilities but also to those people who are sober or who are attending with young children.”
(Listening Group)’

“Things like the ‘clear bag policy’ which massively take away the rights of disabled people, the dignity of them and those who are transitioning. Another thing that Manchester Pride don’t seem to show much knowledge of is transitioning people and the things that they might want to keep private inside their bags.”
(Listening Group)

“I would love to see Manchester Pride put more of a focus on neurodiverse queer people. A space at Manchester Pride Festival would be brilliant, maybe a sensory area that isn't just for LGBTQ+ youth.”
(18-24, Bisexual Woman, Wigan)

“Pride doesn't cater well to people with physical disabilities - there's lots of standing, queuing, lack of safe space and crowds. For those who are neurodivergent, there can be issues about not having a quiet space where people can go to relax and be slightly away from the crowded sections of the weekend.”
(45-54, Gay Man, North West)



Suggestions on what can Manchester Pride do to be more inclusive? (2/4)

Inclusivity & representation

- More events, safe spaces & support for marginalised groups (e.g., Queer women, Trans / Non-binary, QTBIPOC).
- More sober events and less focus on partying.
- More inclusive events for all age groups and more family-friendly spaces & events.
- More diverse line up of LGBTQ+ acts and artists.
- Acknowledge intersectionality within the LGBTQ+ community to make Pride more inclusive and representative.



“So much of what happens in the LGBTQ+ community is for white gay people and more focus on marginalised communities would be amazing.”
(Listening Group)

“Consultations with minority community leaders, the running of sober pride events, the creation of accessible venues in the village (currently no bars really meet full accessibility expectations), be more visible in political demands against transphobia, racism, and ableism.”
(18-24, Gay Man, Manchester)

“You have one bar for lesbians that closes early. The Village, on the whole, is still very cis male dominated. I think there needs to be more of a look at provision for lesbians, for transwomen, for women across the board.”
(Listening Group)

“A lot of what Manchester Pride seems to be geared towards is younger people. As an older member of the community, I don’t necessarily feel that very much of Pride is designed with me in mind.”
(Listening Group)



Suggestions on what can Manchester Pride do to be more inclusive? (3/4)

Community involvement

- Community-led and community-focused events – bringing Pride back to the heart of the community in the Village.
- More local LGBTQ+ artists, community groups and community members at Pride.
- Involve the community in the decision-making process for grants and funding for greater transparency.
- Fund local community-based LGBTQ+ charities and organisations.
- Consultations with community leaders and having community panel members at Pride involved in decision-making.
- Year-round visibility, presence and outreach within the local LGBTQ+ community, including more involvement with the Greater Manchester boroughs.

“Ask to go to Salford Pride and see how they do it. I know they are a small charity but that is the best Pride event in the area because it’s for the community. They can put on a Pride event and have an amazing time that’s open to everybody and it doesn’t feel like it’s a forced, commercialised thing, it’s a community event.”
(Listening Group)

“Often, with community organisations you can get to know who the trustees are, you get to know who the charity people are because they are usually around and threaded out the community in different ways.”
(Listening Group)



“I think investing in the community year-round is how you get the sense of greater integration or understanding from the straight community. I think Pride is already a little bit too much not about the community. I think it’s a lot of big corporate floats trying to normalise things and we don’t have to be heteronormative. I think year-round events and community outreach are the way forward like more of a youthwork model.”
(Listening Group)



Suggestions on what can Manchester Pride do to be more inclusive? (4/4)

Education

- Educate on LGBTQ+ history and present, especially the true meaning of Pride as a protest (before a party!).
- Education within schools / universities on LGBTQ+ issues and rights.
- Address and have a clear stance on LGBTQ+ hate crime and discrimination (e.g., homophobia, transphobia, racism, ableism).
- More advocacy and campaigning for LGBTQ+ rights in the media and public all year round, not just at Pride weekend.
- More transparency on how Manchester Pride supports the LGBTQ+ community.
- Educate on intersectionality within the LGBTQ+ community – providing a platform for marginalised voices.
- Provide opportunities for older and younger community members to come together and share their experiences – bridging the generation gap and helping all age groups to be more understanding.

“Most secondary schools in Greater Manchester have a Pride Club. So I think doing **work with them on sex ed** because it’s not given in schools. In the last 5 years I’ve also seen a **huge increase in conversion therapy** and they’ve got access to schools. So I think **working with the Pride Clubs in schools** to reassert those children’s sense of self and acceptance would be really important.”
(Listening Group)

“Don't make pride so commercialised. Focus on talks and **education about our past** and what we should be doing to **improve the future** for all LGBTQ+ people.”
(25-34, Bisexual Woman, Trafford)

“More work needs to be done in educating allies, whether straight or not on what Pride means and how to be respectful.”
(Listening Group)



“Misrepresentation in the media along with a lack of representation for all types of people in the community. The **lack of education** for not just young people but older generations about the community is the root cause of the hate and issues that we face on a daily basis.”
(18-24, Gay Man, North West)





Perceptions of the LGBTQ+ community





Manchester Pride Festival



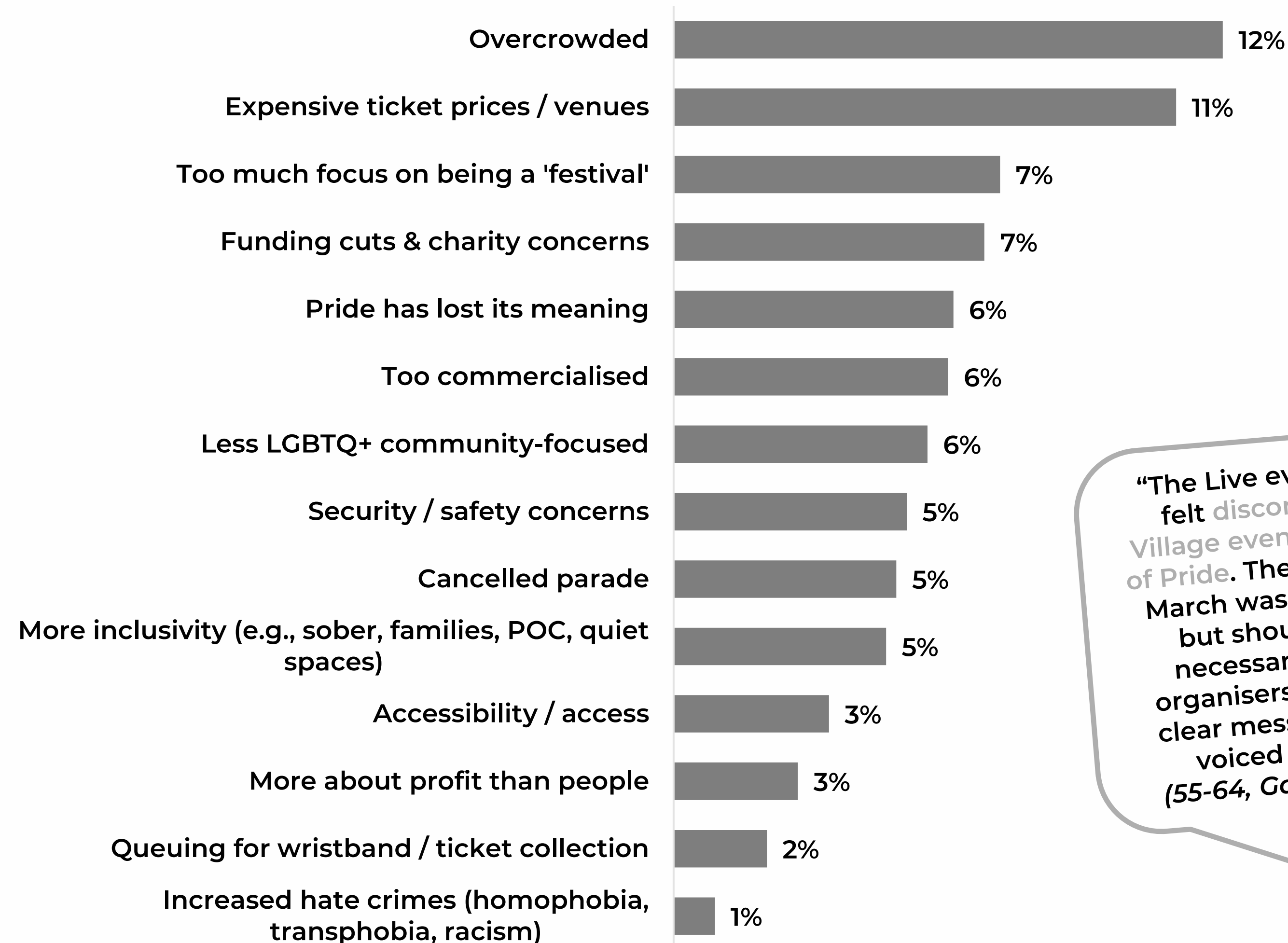
An ornate, dark-colored decorative frame with intricate scrollwork and floral patterns, surrounding the text.

Whilst there were many positive comments about the festival, there was also a great deal of discussion, debate and in some cases arguments surrounding what the festival weekend should be.

The main points of contention were surrounding the disconnect between Pride Live and the Village party.

Amongst those providing negative verbatims, reasons cited included overcrowding and expensive ticket prices and venues. Others were frustrated with the commercialisation of Pride and felt like the weekend has lost its meaning, is less community-focused and needs to be more inclusive of the wider LGBTQ+ community, particularly for marginalised groups.

Reasons for negative verbatims



"So much emphasis was on the music festival aspect, which was aimed at 'allies' and not what I want from a pride event. It was also incredibly expensive which prices out a lot of queer people - it felt like straight ally corporations were being given spaces that should be for queer groups. The bits I attended were fun, but everything was expensive and crowded because so many people just came for the music festival rather than actually caring about Pride."
(18-24, Asexual Man, London)

"The Live event on First Street felt disconnected from the Village events and the meaning of Pride. The Manchester Protest March was in my opinion valid but should not have been necessary if the MCR Pride organisers had listened to the clear message that was being voiced by many people."
(55-64, Gay Man, Manchester)

"Manchester Pride should not be a festival. Manchester Pride should be a fundraiser and a protest in support of LGBTQ+ issues. I do not feel that the past 5 years of Manchester Pride Events have fulfilled this remit. Each year they have become more about partying and "celebrating" in the form of a ticketed music festival that donates a mere fraction of its revenue and time to support and promote causes and charities."
(25-34, Gay Man, Manchester)

At a total level the Pride Parade, Candlelit Vigil and Gay Village Party came out on top as the crucial, must-have parts of the Manchester Pride Festival. The MCR Pride Live event was considered less important, echoed by the sentiment towards the commercialisation of Pride as a music “festival” within the community.

Which Manchester Pride events are...

MUST-HAVE

(TOP 3)

Pride Parade

86%

The Candlelit Vigil

77%

Gay Village Party

74%

NICE TO HAVE

(TOP 3)

Family Pride MCR

41%

Human Rights Forum

35%

Youth Pride MCR

34%

LESS IMPORTANT

(TOP 3)

None of the above

45%

MCR Pride Live

38%

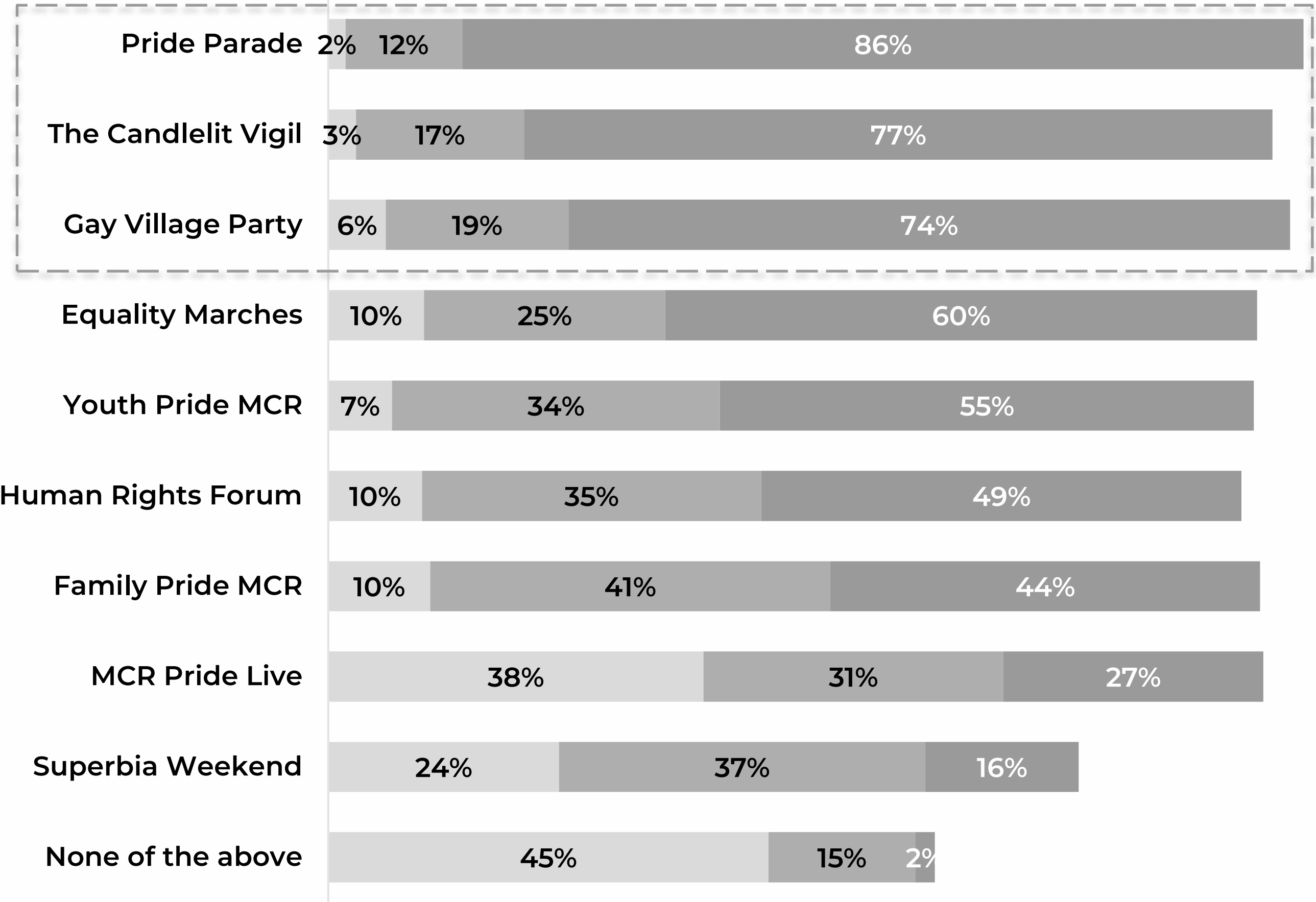
Superbia Weekend

24%



The Pride Parade is fundamental to the Pride weekend to honour LGBTQ+ history, present and future. For many, it's a chance to celebrate and showcase being LGBTQ+ whilst campaigning and lobbying for vital LGBTQ+ rights. The Candlelit Vigil was also important for honouring and remembering LGBTQ+ members. The Gay Village Party is another crucial must-have part of the Pride Festival, however, less so for disabled and queer people due to accessibility issues and perceived inclusivity of events.

Which Manchester Pride events are...



MUST-HAVE:

- Salford (90%)
- Manchester / Fundraisers (both 88%)
- Donors (87%)
- Don't feel safe at Pride (86%)
- Regular attendees / Trans / Non-binary (both 85%)
- Vvolunteer's / Queer (both 84%)
- Gay (81%)
- Men (80%)

MUST-HAVE:

- Regular attendees (82%)
- Feel safe at Pride (81%)

LESS IMPORTANT:

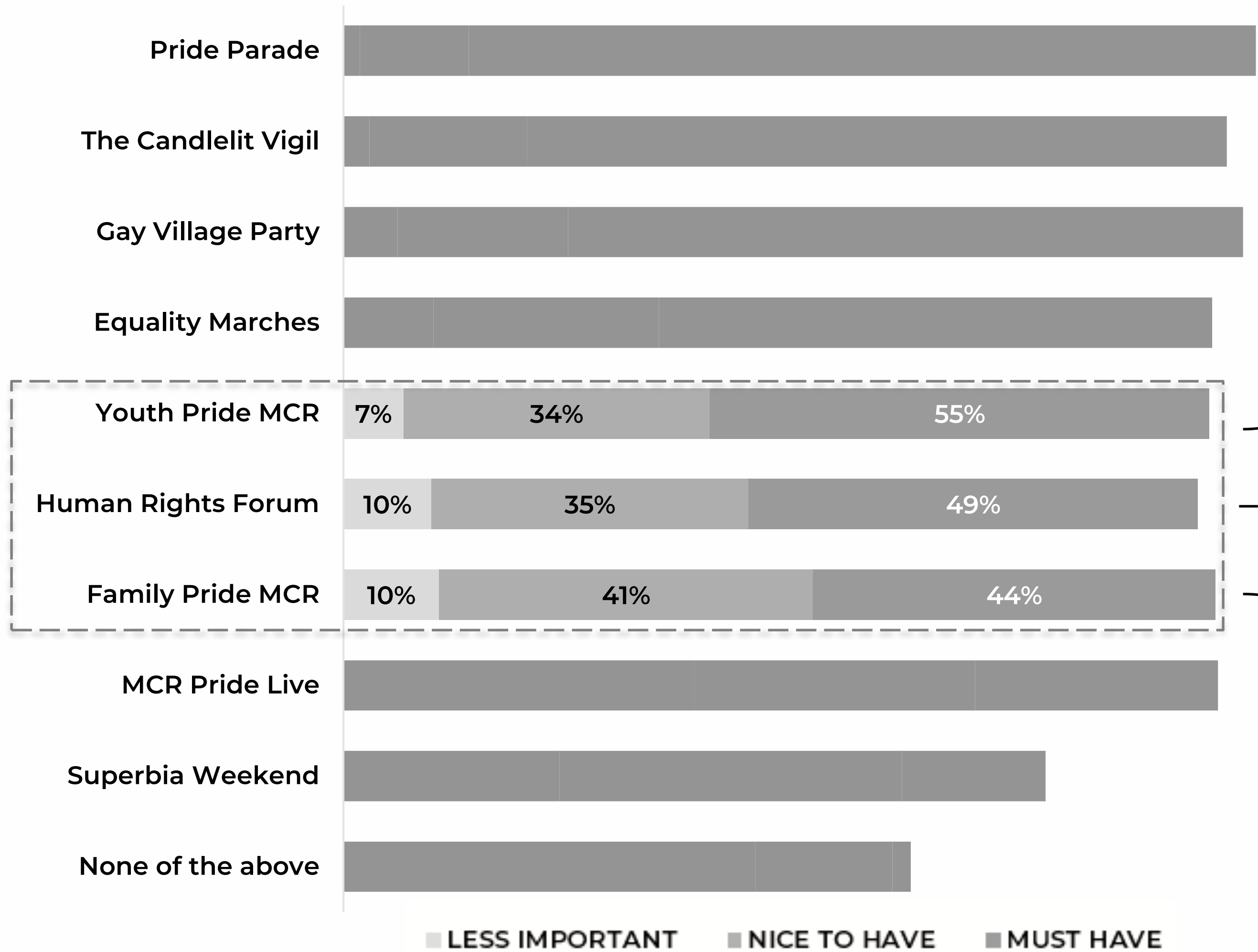
- Queer (20%)
- Disabled people (12%)

■ LESS IMPORTANT ■ NICE TO HAVE ■ MUST HAVE



The Human Rights Forum was particularly important to marginalised groups within the LGBTQ+ community including ethnic minorities and trans and non-binary people. Linked to wanting to see more campaigning, lobbying and educational initiatives at the Manchester Pride Festival, it's important to provide a platform for marginalised voices over the Pride weekend (and throughout the year) to advocate for wider LGBTQ+ issues.

Which Manchester Pride events are...



“Marginalised groups are not listened to. They're not heard! Our trans, non-binary, fluid family are ignored. POC are ignored. Homophobia is on the rise. Transphobia even more so! I've never really felt like I belong at Manchester Pride. I've not felt safe. I attend because I want to be visible and we need visibility otherwise it becomes an event for gay white cis men.”
25-34, Queer Woman, Yorkshire

- MUST-HAVE:
- Families (68%)
 - Ethnic minorities / Queer (both 67%)
 - Bisexual / women (both 66%)
 - Heterosexual (65%)
 - Lesbian (63%)

- MUST-HAVE:
- Trans / Non-binary (67%)
 - Ethnic minorities (62%)
 - Bisexual (57%)
 - Aged 16-34 (54%)

- LESS IMPORTANT:
- Aged 45-55+ (19%)
 - Gay (14%)

- MUST-HAVE:
- Families (68%)

Why are these events important?



The Pride Parade

"The Parade is the inclusive celebration of the community and honours the history of Pride."
(25-34, Gay Man, Stockport)

"This is what Pride is about. The protest element is needed just as much today as ever. The parade makes our community visible."
(35-44, Non-binary Lesbian, Manchester)



The Candlelit Vigil

"Crucially important to remember those we have lost and those who continue to struggle with stigma and oppression. The Candlelit Vigil is the entirely correct way to end Pride and is a necessary moment of reflection and community."
(18-24, Gay Man, Manchester)

"The Vigil is stunning each year and I don't think pride would be the same without it. I think there should always be a focus on HIV at Pride events because it's such a huge part of queer history. HIV isn't over and until it is, I think the Candlelit Vigil is an important part of the festival."
(18-24, Bisexual Woman, Wigan)



Gay Village Party

"The Gay Village is the heart of LGBT+ life in the city and its inclusion is paramount."
(25-34, Gay Man, Manchester)

"An absolute must to engage the full community, I love the crossover between the actual pride festival itself and the gay village, I think it's essential to keep the two connected and make sure that people who can't access the full festival due to ticket prices can still be a part of the day."
(25-34, Bisexual Woman, Oldham)



Why are these events important?



Youth Pride MCR

"Youth Pride gives children and young adults a safe and supported space to discover who they are. They need to be educated early on LGBTQ+ rights and history as they are the ones who will build our future."
(25-34, Lesbian Woman, Wales)

"To help younger people have a feeling of inclusion within the community and to give reassurance that it's okay to be who they want to be regardless of their age."
(35-44, Gay Man, Yorkshire)



Human Rights Forum

"The most important! We all deserve the right to have human rights and we won't stop fighting until this happens."
(25-34, Heterosexual Woman, Wales)

"We need to ensure we're keeping LGBTQ+ issues in focus and campaign for better rights for our community across the globe."
(25-34, Gay Man, London)



Family Pride MCR

"This is important to show that Pride is for everyone including families. Whether same sex parents or not, a family can spend a day out at pride and use it as a fun and educational opportunity."
(25-34, Gay Man, Wales)

"Families need to have a space to learn and understand and support LGBTQIA+ people without alcohol everywhere."
(25-34, Bisexual Man, Manchester)



Why are these events important?



MCR Pride LIVE

"Pride Live is an opportunity to celebrate, dance, see LGBTQIA+ acts that we wouldn't normally know about, and for allies to support us. The reach that comes from somebody like Annie Mac posting pictures attending Pride, supporting LGBTQIA+ individuals and demonstrating their love, acceptance and allyship to their largely straight fan base is a huge support."
(25-34, Gay Man, South East)

"This is obviously the money maker/driver, and having these talents here at an elevated level means people travel far and wide to be part of the experience, and this is where we can help fund the LGBTQ community."
(25-34, Bisexual Woman, Oldham)



Superbia Weekend

"I wish more people knew about this. Superbia events are heart-warming and I think it needs more attention. This also feels like the heart of pride for me, queer joy and queer art! Very few people seem to know the extent of the amazing work superbia does. It would be great if there was more resource allocated to this."
(18-24, Bisexual Woman, Wigan)

"This provides a safe alcohol free space for celebrating our culture. It allows our community to express their art and come together."
(18-24, Gay Man, Manchester)



When asked unprompted what events people would like Manchester Pride to consider in the future...

34%
Suggested
an event*
(327)

1%
Happy as
it is
(5)

65%
No
suggestions
(617)

**Top 5 mentioned*

Educational events (4%)	Music events	International support (e.g., immigration, asylum)
Smaller / local community focused events (4%)	Arts festivals	Speed dating
More sober events / less partying-focused (3%)	Sport events	Local LGBT+ businesses
Raise money for LGBTQ+ charities (3%)	Theatre events	Kink / fetish events
Older LGBTQ+ events (3%)	More digital / online events	Mental health support & events
Regular events throughout the year	Comedy / fringe style events	Pride markets
Protests, campaigns & marches	Women-specific events & safe spaces	Pet shows
Trans and non-binary support & events	Networking events (e.g., buddy scheme)	University / school events (e.g., Youth groups)
Disability Pride / better accessibility	Drag events	Family / parent support (e.g., fertility awareness)
Free events / access to Canal Street	More PoC / BAME LGBTQ+ events	Discounted events & low income tickets



At an overall level, people want to see more campaigning, lobbying and educational initiatives at the Manchester Pride Festival, followed by a focus on the Gay Village street parties and more local LGBTQ+ acts. However, as we look into the different subgroups (next slide), different elements of the Pride festival become more or less important.

Which elements of the Manchester Pride festival do you want...

MORE
(TOP 3)

Campaigning / lobbying & education (e.g., Human Rights Forum)

54%

Street parties and entertainment (e.g., Gay Village Party)

52%

LGBTQ+ headliners and artists

51%

In reference to local LGBTQ+ performers, artists and community groups (e.g., local drag queens, vogue houses etc.)

SAME
(TOP 3)

Family events (e.g., Youth Pride MCR)

52%

Arts & Culture events (e.g., Superbia)

47%

Food & drink options

41%

LESS
(TOP 3)

None of the above

49%

The rides and the Playground

37%

LGBTQ+ headliners and artists

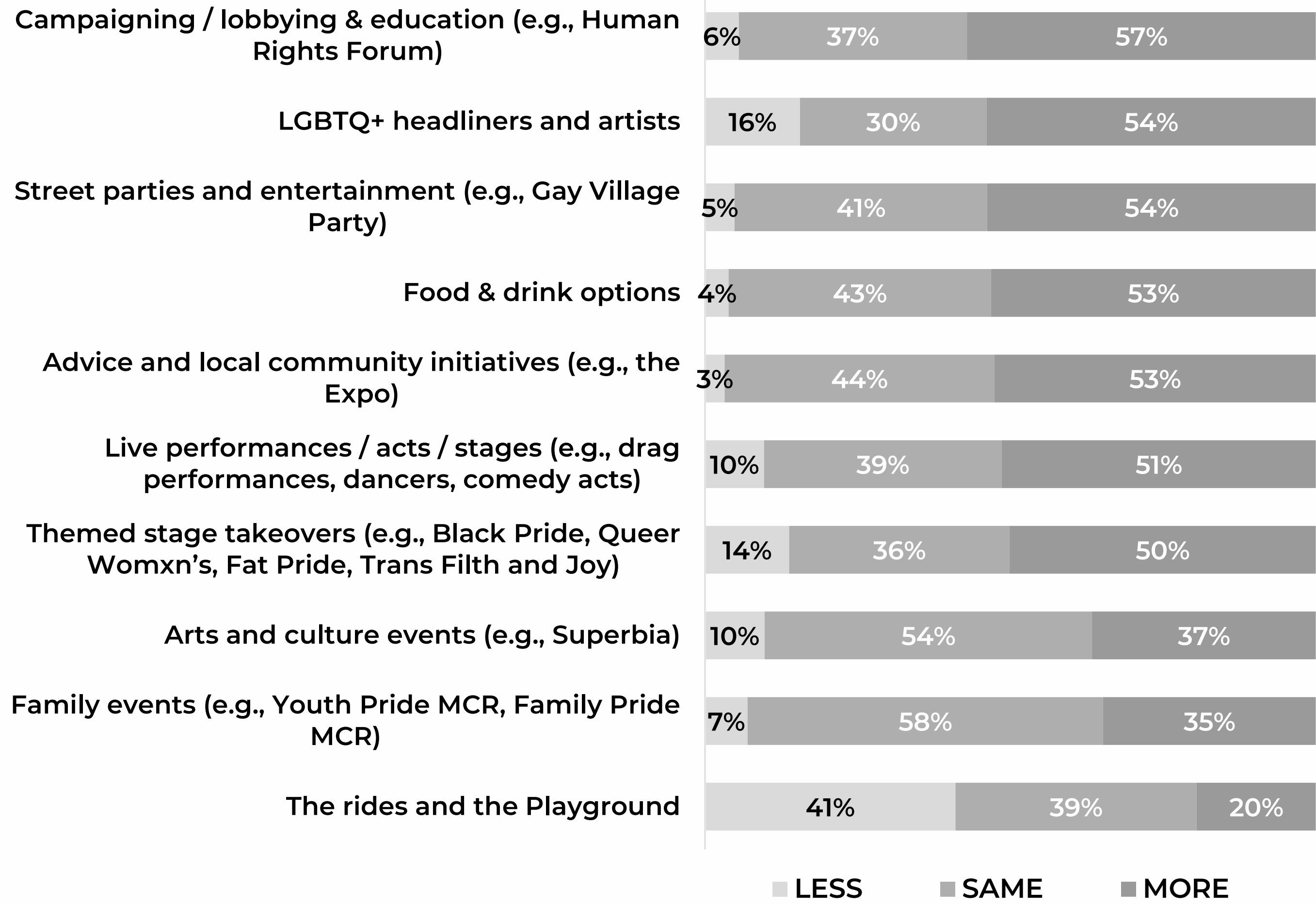
15%


In reference to celebrity headline acts such as Yungblud at MCR Pride Live.




Differences by sub-groups were evident, with some of the more marginalised and under-represented groups being more likely to select campaigning, / lobbying & education and themed stage take-overs as ‘must haves’.

Which elements of the Manchester Pride festival do you want...






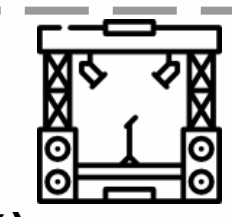
- MORE:
- Don't feel safe at Pride (72%)
- Trans / Non-binary (72%)
- Attended 3-5 years ago (65%)
- Disabled people (64%)



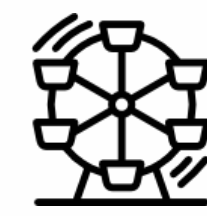
- MORE:
- Regular attendees (60%)



- MORE:
- Don't feel safe at Pride (63%)
- Disabled people (59%)



- MORE:
- Pansexual (72%)
- Ethnic minorities (65%)
- Queer / Trans / Non-Binary (both 62%)
- Women (55%)



- LESS:
- Don't feel safe at Pride (54%)
- Manchester (51%)
- Queer (49%)
- Aged 45+ (46%)

Base: 949.
D5 - For each of the following elements of the Manchester Pride festival, what would you want to see more, less or the same amount of at future Manchester Pride festivals?

There is still a lot of love for the Manchester Pride Festival...

“An important way to celebrate the diversity of the community in a way that can help to change opinions of the wider population, make them more inclusive & less prejudiced.”

“I feel like it raises awareness and allows people to celebrate in a way that makes them feel safe and secure. The environment is always welcoming no matter what the time of year.”

“It brings together all sorts of people to celebrate and is a great reminder of how great it is to be LGBTQ+, even if it could be more inclusive.”

“The main stage had such an excellent and diverse line up and out of all the Prides I have been to, I have not experienced a Pride holding a Candlelit Vigil, which was one of my highlights of the whole weekend, it was beautiful.”

“An event that unites Manchester and is about visibility. A reminder to all just how big and important the LGBTQ+ community is.”

“Pride allows me to connect with other queer people in an amazing social atmosphere, catch up with old friends and celebrate being queer.”





DONATIONS



There is a lack of understanding surrounding what Manchester Pride do and who you fund.

For some there was also a sense that the Pride weekend in August was your main focus and the extent of the charity work you do year round.

There was a desire for Manchester Pride to be more involved with the communities so you are closer to the issues faced.

Top 5 issues / challenges faced by the LGBTQ+ community (unprompted)



Increase in hate crime (e.g., homophobia, transphobia)

34%



Acceptance, prejudice & discrimination

30%



Trans rights & issues

26%



HIV stigma & awareness

10%



Mental health

9%



Comments from the community on an increase in hate crime



“There is increasing homophobia in the UK and worldwide. There is increasing transphobia in the UK and worldwide. Having an agreed response and action plan to challenge organisations such as the LGB Alliance that is championing Transphobia and divisiveness within the LGBTQ+ community.”
(55-64, Gay man, Manchester)

“Harassment both online and in person. To myself as a young adult, many of my peers are concerned about the recent apparent increase in attacks on LGBT people, and it has prevented people from feeling safe in areas such as Liverpool, Birmingham and Manchester.”
(18-24, Bisexual woman, Manchester)

“We need to be more vocal and be brave to stand up against the hatred that’s coming from the media or hate groups such as The LGB Alliance, they’re not doing it, they’re just coming out and saying ‘Oh we’re listening to you’ and then we don’t hear from them.”
(Listening Groups)

“Trans rights, in particular, self-ID, trans safe spaces, threats from ‘gender-critical’ people and organisations. Hate crimes on all LGBT+ people including in some cases violent acts.”
(35-44, Gay man, west Midlands)

“Transphobia, which Manchester Pride has done nothing to challenge and had no plans in place in 2019 when the parade was disrupted. Pride has done nothing to support the ban on conversion therapy.” *(35-44, Queer man, Salford)*



Comments from the community on acceptance, prejudice & discrimination



“Prejudice and discrimination based on sexuality or gender identity. Most adoption agencies have very good same sex adoption policies but outreach to queer communities is poor. Support for aging queer people - care homes, end of life support, next of kin and inheritance rights.” *(45-55, Gay, Salford)*

“I think the community has a lot of intolerance towards the groups that make it up, hampering progress. There is significant racism and trans-phobia to name a couple of negative attitudes. In this way we are failing to show a united front and the progress for our rights in my opinion.”
(25-34, Gay Man, Yorkshire and the Humber)

“We need unity and clarity of message and I don’t feel Manchester Pride has succeeded in this over the last two years. We need a loud and proud voice about these issues and simply the focus on the event is a bit of a miss of your opportunity given the reach you have.”
(35-44, Gay Man, Manchester)

“At Pride this year there were so many cis-gendered straight females, they outweighed anyone from my community.”
(Listening Groups)



Comments from the community on trans rights and issues



“Give more money to charities that address trans issues as these are currently perhaps the most precarious demographic.”
(18-24, Queer Man, Manchester)

“As a young transman, I can’t help but voice the lack of resources/support for the trans community - particularly for transmen. I feel a lot of Trans MCR events are more aimed towards trans women than men.” *(18-24, Trans Man, North West)*

“Transphobia. Especially in the media, transphobic bigotry under the guise of 'gender-critical' concerned citizens aka TERFs is being used as a vehicle to not only target the trans community but also roll back progress of the LGBTQ+ movement.”
(25-34, Gay Man, Tameside)

“Trans rights, in particular, self-ID, trans safe spaces, threats from 'gender-critical' people and organisations.”
(35-44, Gay Man, West Midlands)

“I don’t think there’s anything more pressing at the moment than the appalling transphobic rhetoric in the country that’s in the mainstream media everyday, everything is anti-trans. It’s causing a huge amount of distress to our trans and NB siblings and I don’t see anything being organised or done or said by Manchester Pride to help attack that or address it in any way.”
(Listening Groups)

“Manchester Pride should have a definitive stance on trans issues and how they support them, it cannot be in any way ambiguous.”
(Listening Groups)



Comments from the community on HIV stigma and awareness



“Understanding of STIs and HIV are lower than they have been for twenty years.”
(45-54, Gay, Salford)

“Need to acknowledge roots of the weekend as a HIV fundraiser, even though we know less than 50% of people living with HIV are from LGBT community, there is a historic obligation to this. The Monday night vigil has a history of being a HIV and AIDS vigil. Give it to George House trust and butt out. Have another vigil event concentrating on wider LGBT issues.” *(55-64, Gay Man, Oldham)*

“Disproportionate impact of HIV and sexually transmitted infections.” *(35-44, Gay Man, Bolton)*

“HIV Stigma, judgement and hypocrisy is also rife within the community. There is a lack of support from families or individuals are living in a country where they have to hide themselves because their love is illegal.”
(25-34, Gay Man, Manchester)

“Keeping up the momentum, HIV/AIDS causes seem to have gone quiet publicly, there is a lot of focus on Trans but we must not forget the struggles others have.”
(55-64, Gay Man, Manchester)

“HIV and Aids - from various angles including support for those who have HIV and ensuring we get to the target of no new infections in 2030.”
(35-44, Gay Man, Manchester)



Comments from the community on mental health



“Not enough mental health support /services specifically for LGBTQ+ young people.”
(25-34, Lesbian Woman, East Midlands)

“LGBT people are disproportionately affected by mental health issues and GHT and LGBT foundation help support people in crisis, but pride has cut their funding.” *(35-44, Queer Man, Salford)*

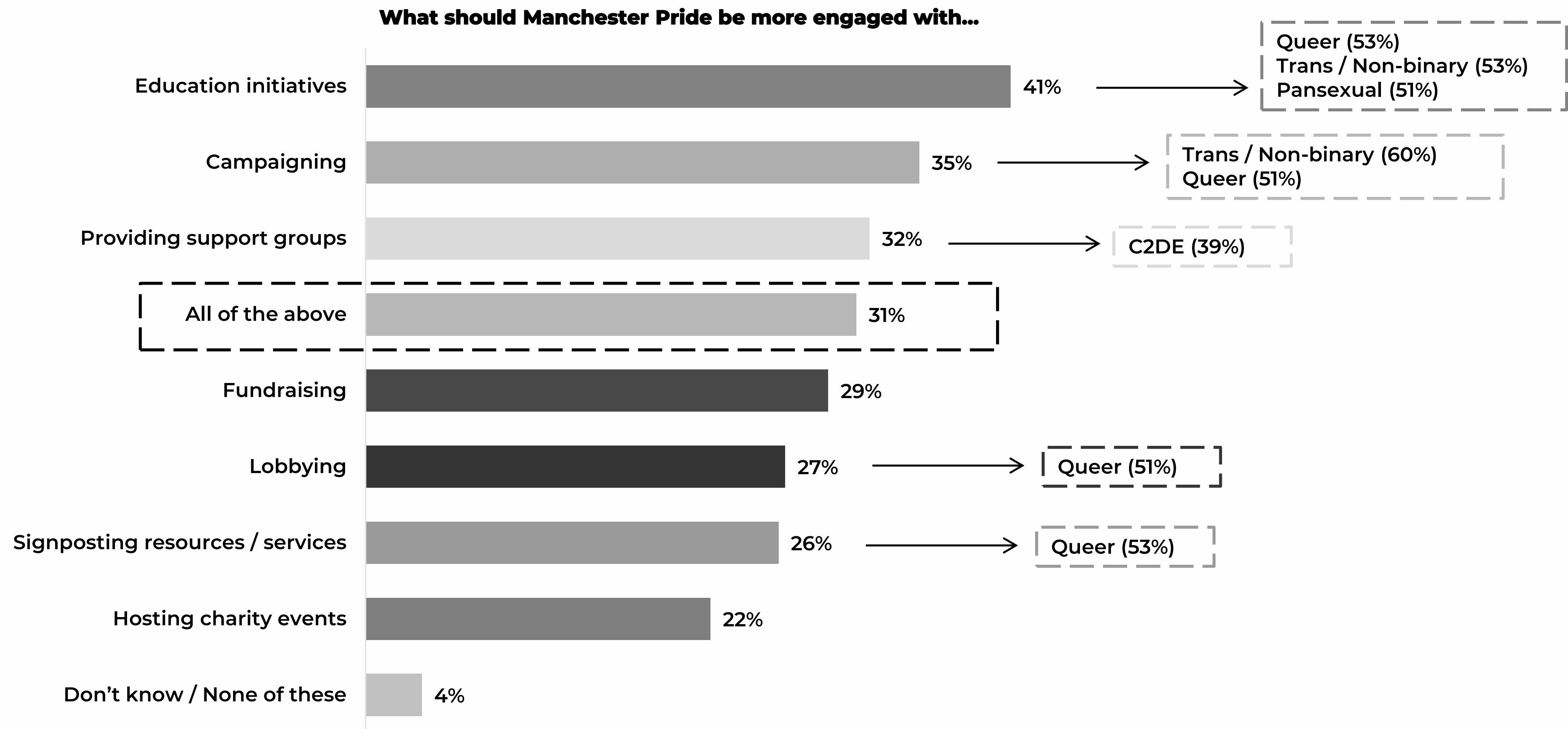
“The issues of mental health and high suicide rates among LGBTQ+ people, especially (but not exclusively) among trans people.”
(35-44, Gay Man, West Midlands)

“Mental Health first and foremost. Things contributing to this could be: HIV stigma and treatment, availability of PrEP, homelessness, unemployment / financial strains.” *(25-34, Gay Man, Salford)*

“Queer bashing, feeling confused and isolated by their families, friends and communities. Mental & medical health issues. Loneliness.” *(55-64, Gay Man, Manchester)*

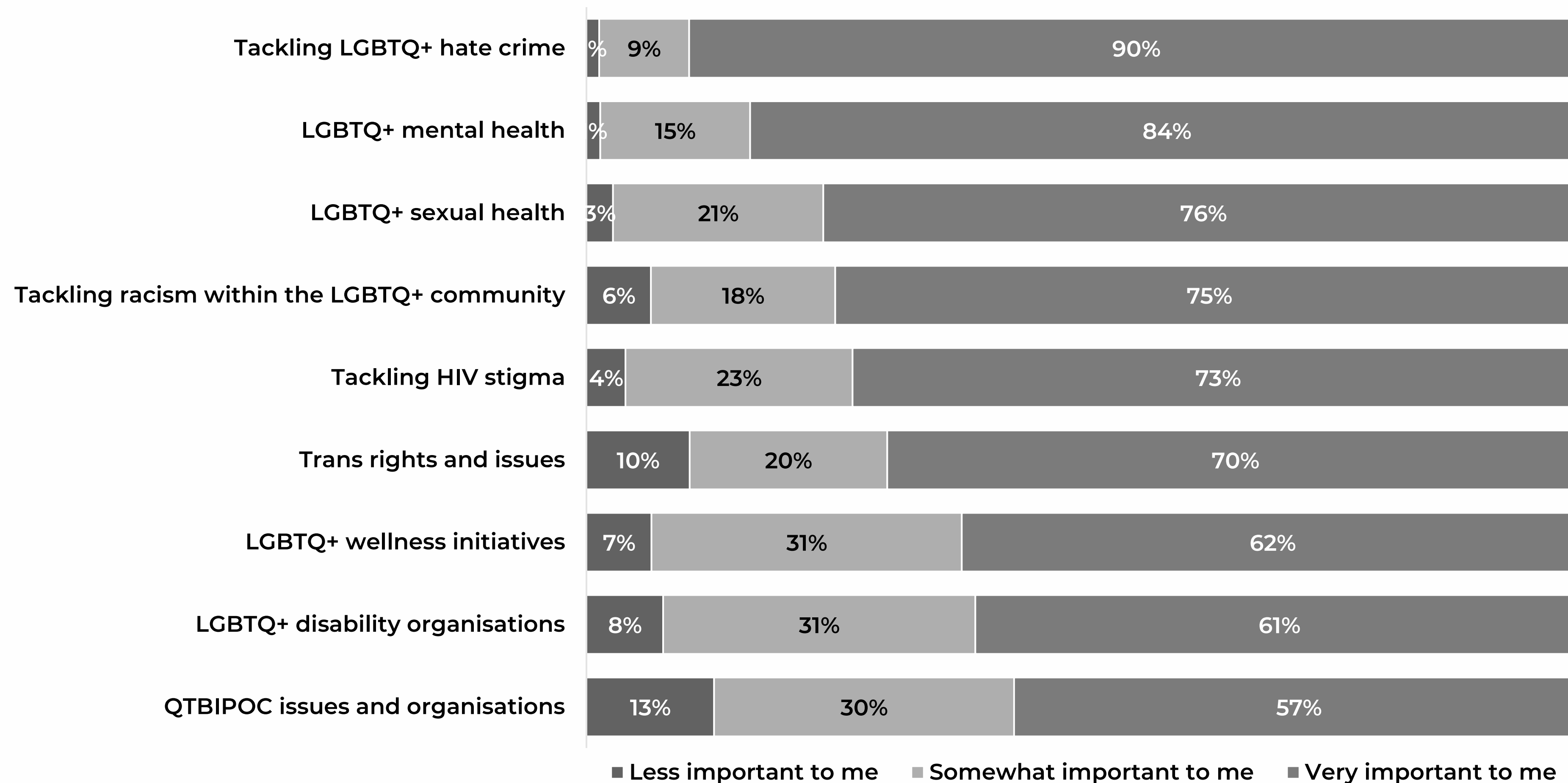


When the community was prompted with a list of activities that Manchester Pride could be more engaged with, education initiatives were again important, particularly amongst marginalised parts of the community. Campaigning and support groups were also important.



At an overall level the LGBTQ+ community again singled out tackling hate crime as a key issue. This was followed by mental and sexual health. Relatively less important in comparison was QTBIPOC, disability organisations and wellness initiatives.

Importance of Manchester Pride supporting the following issues and causes:





An ornate, dark-colored picture frame with intricate carvings and scrollwork, surrounding the text.

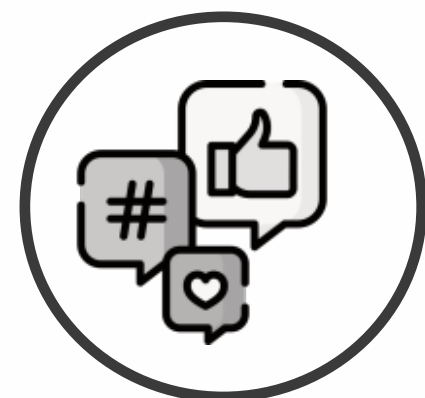
People want more communication around what you do and how you support organisations.

Respondents were keen to hear more about campaigning and lobbying on current community issues and for your communications to be used as a means of educating.

A range of communication channels were referenced, so the approach must be omnichannel.

The majority of respondents would prefer Manchester Pride to communicate more about the charity work via social media and emails. However, an omnichannel approach would reach more people as individuals have different communication styles and consumption preferences.

The best ways for Manchester Pride to talk about the charity work they're doing:



82%

Social media



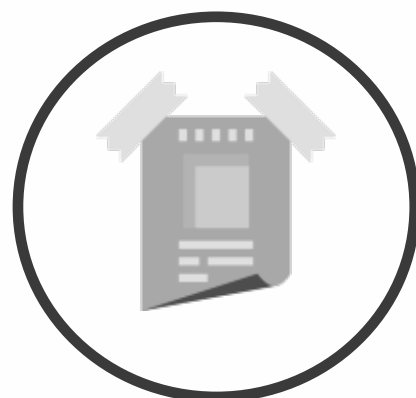
66%

Emails



44%

Articles in LGBTQ+ publications / websites



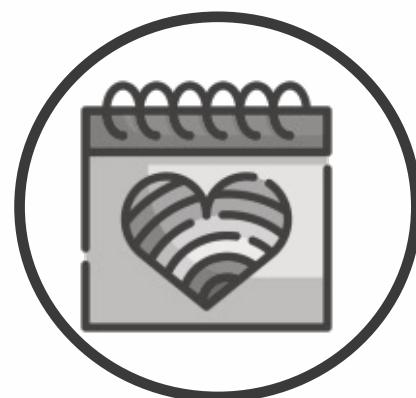
37%

Posters / leaflets around the Village



34%

Articles in local papers / magazines



33%

Stands / representatives at LGBTQ+ community events



15%

Letter / newsletter in the post



5%

I don't want to hear from Manchester Pride



3%

Other: including, local community groups, have Q&A conferences / events, radio and digital newsletter

"They could produce a monthly article connecting with the communities for example that they're putting out a project to help LGBT causes this month, what they're doing, how they're doing it, how they're funding it, what's it helping."
(Listening Groups)

• C2DE (25%)

Appendix C:

Manchester Pride 2021 Post Event Survey Results

Sexual orientation

2976 responses

Lesbian	14.8%
Gay	58.2%
Bisexual	8.4%
Pansexual	2.7%
Asexual	0.4%
Queer	3.3%
Straight / hetrosexual	9.3%
Prefer not to say	1.2%
Prefer to self described	0.8%
Other	10.9%

Gender identity

2972 responses

Man	63.3%
Woman	31.8%
Non-Binary	3.2%
Intersex	0.1%
Prefer not to say	0.7%
Prefer to self describe	0.4%
Other	0.5%

What is your ethnicity?

2973 responses

White British	83.7%
Other White	7.5%
Prefer not to say	1.6%
Other Mixed	1%
Mixed White & Asian	1.1%
Mixed White & Black African	0.5%
Mixed White & Black Caribbean	1.1%
Other ethnic group	0.7%
Chinese	0.3%
Asian/Asian British - Indian	0.6%
Asian/Asian British - Pakistani	0.4%
Asian/Asian British - Bangladeshi	0.1%
Other Asian	0.4%
Black / Black British - Caribbean	0.3%
Black / Black British - African	0.4%
Gypsy / Roma / Traveller	0.2%

Age 2975 responses	
U16	0%
16 - 24	14.9%
25 - 34	48.1%
34 - 44	22.3%
45 - 54	10%
55 - 64	3.4%
65+	0.6%
Prefer not to say	0.8%

Do you have a disability? 2968 responses	
Yes	11%
No	85.9%
Prefer not to say	3.1%

Is this your first time at Manchester Pride Festival? 2981 responses	
Yes	25.5%
No	74.6%

Do you feel the Manchester Pride Festival programme represents the diversity of LGBTQ+ communities (inc Youth Pride MCR, Superbia weekend, Human Rights Forum,Candlelit Vigil and Family Pride MCR) 2984 responses	
1 - Not at all	5 - Yes totally
1 - 8.8% 2 - 10.1% 3 - 18.8 % 4 - 28.7% 5 - 33.6%	

How represented do you feel by the Manchester Pride Festival? 2984 responses	
1 - Not at all	5 - Yes totally
1 - 12.5% 2 - 11.1% 3 - 17.5% 4 - 23.4% 5 - 35.5%	

What was the main attraction for you to attend the Manchester Pride Festival this year? 2946 responses	
Gay Village Party	84%
Candlelit Vigil	25%
Superbia Weekend	2%
Family Pride MCR	1.4%
Parade	0.1%

Top 5 priorities for Manchester Pride to focus on in the future: 2976 responses

Educate people on LGBTQ+ discrimination and the steps to take to reduce it	68%
Raise awareness and support for LGBTQ+ mental health	68%
Raise awareness of HIV and tackling stigma	64%
Address inequalities faced by further marginalised Communities - Inc. trans, QTBIPOC	61%
LGBTQ+ healthcare and sexual health	58%

Top 3 group type categories to prioritise with grant funding: 2979 responses

Small independent LGBTQ+ organisations	35%
Grassroots LGBTQ+ community groups and networks	29%
LGBTQ+ events	11%

What issue is most important to you personally for Manchester Pride to fund? 2971 responses

LGBTQ+ mental health	38%
LGBTQ+ hate crime	33%
LGBTQ+ sexual health	12%
HIV Stigma	10%

Which of the following do you think is most important? 2977 responses

Campaigning for greater LGBTQ+ equality	21%
Celebrating LGBTQ+ life	8%
They are equally important	71%

MCR Pride Live

How important is it to you that there are headline performers? 2491 responses

1 - Not at all		5 - Most Important		
1 - 32.8% 2 - 9% 3 - 22.7% 4 - 20.3% 5 - 15.3%				

How safe do you feel at MCR Pride Live? 2746 responses

1 - Not at all		5 - Completely safe		
1 - 9.4% 2 - 5.9% 3 - 19.1% 4 - 23.6% 5 - 38%				

Overall, how would you rate MCR Pride Live? 1799 responses

1 - Poor		5 - Excellent		
1 - 18.3% 2 - 7.6% 3 - 19.1% 4 - 27.6% 5 - 27.4%				

Gay Village Party

Did you enjoy your experience at the Gay Village Party? 2946 responses

1 - Not at all	5 - Yes it's amazing
1 - 4.5% 2 - 4.3% 3 - 11.8% 4 - 26.8% 5 - 52.5%	

How important is an all queer line-up? 2946 responses

1 - Not at all	5 - The most important
1 - 13% 2 - 7.8% 3 - 27.3% 4 - 29% 5 - 22.9%	

How safe do you feel at Gay Village Party? 2943 responses

1 - Not at all safe	5 - Completely safe
1 - 3.3% 2 - 5.1% 3 - 12.8% 4 - 31.8% 5 - 47.1%	

Overall, how would you rate Gay Village Party? 2929 responses

1 - Poor	5 - Excellent
1 - 4.6% 2 - 4.8% 3 - 13.7% 4 - 32.4% 5 - 44.5%	

Did you attend the Candlelit Vigil? 2955 responses

Yes	31.6%
No	68.4%

If yes, how would you describe your experience of the Candlelit Vigil? 1023 responses

I found it very moving	43.3%
There was a real sense of community	33.9%
I found it empowering	6%
I found it informative	2.2%
I attended but I didn't get anything out of it	5.1%
Other	9.5%

How would you rate information available about Manchester Pride Festival? 2613 responses

1 - Poor	5 - Excellent
1 - 13.9% 2 - 14.9% 3 - 27.6% 4 - 26.8% 5 - 16.8%	

Overall, how would you rate Manchester Pride Festival? 2905 responses

1 - Poor	5 - Excellent
1 - 10.9% 2 - 9.9% 3 - 16.6% 4 - 34.7% 5 - 27.8%	

Would you attend Manchester Pride Festival again next year? 2912 responses

Yes	69.8%
No	7.8%
Maybe	22.4%



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