



Grampian Pride Post-Event Report

Event Overview

Date: 26th May 2018
Venue: Aberdeen City
Headliner: Annie Wallace
Ticket Price: Free

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Purpose

The purpose of this event was to:

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

Measure	Actual
Parade route for 5,000	Approx. 3,000 people took part in the parade
Gigs around town in 11 venues across the city	Whilst some venues were more popular than others most businesses saw a huge increase in figures that day.
Pride village for 5,000	A little over 3,000 people attended the Pride Village
Afterparties in 13 venues across the city	Whilst some venues were more popular than others most businesses saw a huge increase in figures that day.

Key Achievements and Recommendations

1. The first ever Pride Parade in the city, with approx. 3,000 people in attendance, plus additional spectators.

Improvements for Grampian Pride 2019:

- More floats (only 7 floats were involved this year)
- Earlier set-up times for floats (some struggled to be in place on time)
- Narrower parade route, allowing for a longer parade and more engagement (people were too spread out, meaning the length was shortened)

2. Gigs around town, with an increase to business income of 50–300%

Improvements for Grampian Pride 2019:

- Fewer venues (although engagement in a few venues was high, some others didn't see much of a turnout)
- Dedicated events team (some artists/performers were a little confused with set-up etc)

3. Grampian Pride Village, with over 3,000 people in attendance throughout the day
Improvements for Grampian Pride 2019:
 - Better entrances, with more 'wow factor'
 - More site coverage: 2 more marquees (business engagement + alcohol-free disco tent)
 - Better recycling system
 - Better signage / flyers to ensure the public are aware of everything on offer

4. Charity stalls: free space for 29 local and national charities
Improvements for Grampian Pride 2019:
 - Larger marquee (space was limited this year as we under-estimated popularity)

5. Children's space / bouncy castle
Improvements for Grampian Pride 2019:
 - Larger children's area, with more entertainment and activities (although fun for younger children, it was felt the bouncy castle/assault course leant itself more towards the under 5's)

6. Main stage entertainment:
Improvements for Grampian Pride 2019:
 - More time between performers, with music being played and a 'front stage' to allow compères to keep the public's attention (due to an overrun of change overs, the last performer was unable to get on stage; and change overs led to long periods without entertainment)
 - More detailed plans for sound equipment (a mix up in ordering led to a vital piece of equipment not being available)
 - Speakers further out from the stage, to allow for music across the village

7. Breakout Areas: Trans-safe space, quiet space, youth space
Improvements for Grampian Pride 2019:
 - Better trans-safe space, with more privacy
 - Throw pillows and better signage for the quiet space (it was not utilised this year)
 - Larger youth space (its popularity was underestimated this year)
 - Transition Extreme as an official breakout area (this was a great unofficial breakout area for staff and volunteers this year)

8. Food and Water: several outlets on site + free bottled water
Improvements for Grampian Pride 2019:
 - More vendors, more choice, better prices
 - Free water station (some members of the public were not aware of the available free water)

Budget

Projected Income	£ 50,000
Budgeted Expenses	£ 50,000
Actual Income	£50,545.99
Actual Expenses	£57,066.52

Budget Commentary

This was the first Grampian Pride, so budgets were a close guess to today's economic balance. Although there is over-spend, most of this came from Security, which cost almost double our expected expenditure.

Income

- Sponsorship: £33,867.51
- Funding: £15,500
- Fundraisers: £610.27
- Donations: £568.21

Expenses

Category	Budget	Actual Expense	Variance
Road Closures	£5,000.00	6,784	-£1,784.43
Site Rent	£2,000.00	1,100	+£900.00
Licenses	£1,000.00	955	+£45.00
Site Equipment	£13,000.00	16,675	-£3,674.53
Entertainment	£5,000.00	7,499	-£2,498.82
Stalls	£2,000.00	0	+£2,000.00
Provisions	£10,000.00	16,156	-£6,155.63
Volunteer Provisions	£2,000.00	1,100	+£899.81
Tickets & Advertising	£4,000.00	1,559	+£2,440.92
Decorations	£5,000.00	4,290	+£709.78
Misc	£1,000.00	949	+£51.38

Attendance

Number of Attendees (approx.)	3,000
Number of Tickets obtained	5,000
% of Tickets unused	40
Average age group	30
Number of First Time Attendees	3,000

Venue

Observations and Recommendations

- Parade route was accessible, easy starting point
- Parade end was clear, although people felt a little 'lost' and many were unsure of what to do when they reached the Castlegate, despite leaflets being given out from volunteers.
- Speeches at parade end have been advised, and would allow for the 'closure' of the parade.
- Queues for wristbands and entrance became one – a clearly signed separation barrier is recommended
- Village site was ideally located
- Village entrance needs to be more visible (add wow factor)
- Village site was easily accessible for all
- Security was well managed with good rapport between staff and public
- Some advertising banners were not put out in time; ensure everything is used correctly going forward
- More site maps were needed around the village, perhaps on each bin and marquee entrance(s), and/or flyers with site maps and information
- Connection between Village and Codona's needs to be improved

Registration and Check-In Process

Observations and Recommendations

- Pre-event wristband exchange worked well, although we predict this will have a better response next year
- Wristband exchange in the Castlegate area was under advertised and with people feeling 'lost,' it was unclear where people needed to go to get wristbands.
- At the village site, queues between wristband exchange and entrance became one queue leading to confusion and frustration

- Bag searches were well advertised although a list of allowed and not allowed products is needed for next year due to some security turning away cameras and food when these products were not banned

Logistics

Observations and Recommendations

- The Village site was adequately sized.
- The Village was in a prime location within Aberdeen City with walking distance from the main city centre, local transport and other amenities such as shops and pubs.
- The Village was set up the day prior to the event which gave ample time for infrastructure to be set up properly, safely and securely.
- The layout of the site worked well, gave people ample room to move around without feeling 'crushed'
- The size of the charity tent was too small, not giving room for lengthy engagements. It also made the area too hot which caused some to become uncomfortable.
- The entrance to the Village was a little underwhelming and didn't offer a wow factor to the public
- Catering was diverse which allowed for some variety, though there were complaints about food prices.
- The bar was well maned, and the token system worked well
- De-rig was done promptly and thoroughly, with the site being handed back to ACC on time and in a good clean order

Program

Observations and Recommendations

- The parade timing ran to schedule
- A lack of communication at the parade end led to some people feeling 'lost'
- Speeches at the parade end would eliminate this issue
- Although some Gigs Around Town ran smoothly, it was felt too much was being done on the day and therefore recommend reducing the amount and geographic area of next year's mid show
- The Village opened on time and people arrived promptly, although the first band did not want to play at 13:00 due to people only just arriving. Recommend background music for the first 30 minutes next year
- Speeches ran on time and were well received. However, a lack of audio equipment away from the main stage meant people at the back of the crowd could not hear what was being said. Recommend for audio equipment to be placed further away from the stage
- A cramped line-up did not allow for much change over, and led to one performer not being able to go on stage at the end of the event. Leaving a 30-minute gap at the end of the day will allow for 'overrun'

- Afterparties ran smoothly with most being well attended. Communication issues with some venues led to no live music being available. This was disappointing to both venue managers and the public

Sponsors

We would like to thank all our mainline sponsors: BP, Chevron North Sea Ltd, ACC Equality team, Cllr Sarah Duncan, Aberdeen Inspired, Hotel Association, Shell, Spirit Energy, NESCol, Unite & Unison;

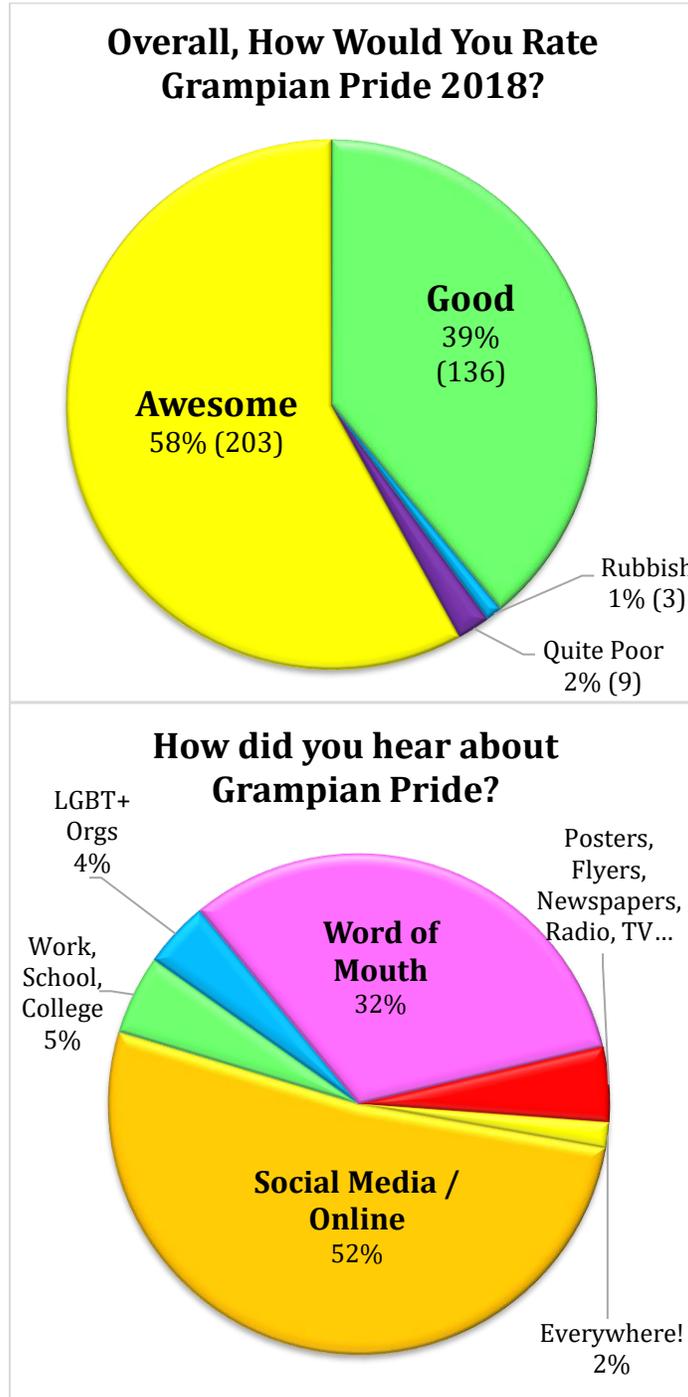
All of which were instrumental in enabling Grampian Pride to happen. All parties fully embraced the idea of a First Pride and got involved in many different ways, going above and beyond mere financial support. The committee would like to recognise that although some people struggle with so-called "Corporate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

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

Grampian Pride 2018

Feedback Survey Responses (Detailed Report)

148 Responses on the day + 203 online = 351 total



How did you hear about Grampian Pride?

	#	%		#	%
Social Media/Online	183	52 %	Posters/Flyers	11	3 %
Word of Mouth	120	34 %	Newspaper/Radio/TV	7	2 %
At Work, School, or College	19	6 %	Everywhere	6	2 %
LGBT+ Organisations	16	5 %	Other	3	1 %

	#	%	% of total		#	%	% of total
<i>Breakdown of Social Media/Online Responses</i>				<i>Breakdown of Word of Mouth Responses</i>			
Facebook	151	78 %	43 %	Friends	73	61 %	21 %
Twitter	4	2 %	1 %	Family	20	17 %	6 %
Instagram	1	<1 %	<1 %	Specific Person	16	13 %	5 %
Online	26	13 %	8 %	'Word of Mouth'	9	8 %	3 %

Notes

Selection Bias: answers above may not be fully representative – most responses came from an online survey, so answers will be skewed naturally towards people who hear about things online or on social media.

LGBT+ Organisations: included Cheerz Bar, Mermaids, SHE Moray, Four Pillars, T-Folk, Scene Radio, UK Pride Organisers' Network. Also more generic terms like 'trans group,' 'LGBT+ networks' and 'the gay scene.'

Work, School or College: included 'work,' specific workplaces (7), trade unions (6), college (3), school (3).

Word of Mouth: in order of frequency, 'family' included: family, partner/spouse, daughter, son, sibling, parents. Specific people included musicians and organisers. One person also wrote, 'everyone was talking about it.'

What was your favorite part of Grampian Pride?

	#	%		#	%
Parade	101	29 %	Stalls/info	13	4 %
Music/Entertainment	88	25 %	Weather	13	4 %
Atmosphere	69	20 %	Bar/food	9	3 %
Everything	32	9 %	Drag performances	7	2 %
Sense of Community	27	8 %	Presence in Aberdeen	6	2 %
People	26	8 %	Colours/outfits	6	2 %
Village	13	6 %	Negative Comments	4	1 %

Notes

Music/Entertainment: 17% (60 people) indicated music/entertainment overall, and 8% (28 people) indicated a specific artist. 3 people mentioned meeting Annie Wallace.

Atmosphere: (words/phrases in order of frequency) happy , community, relaxed, celebration, safe, colorful, comfortable, friendly, inclusion, nice, positive, amazing vibes, diversity, family-like, fun, good energy, joy, loving, pure magic.

Sense of Community: community spirit, meeting other parents, everyone coming together, getting together to celebrate LGBT+, etc.

People: 6% (20 people) indicated their favorite element was the people, including turnout. 2% (6 people) mentioned 'meeting people' and 1 person said they'd met 'someone special' on the day. Five mentioned staff and/or volunteers being kind, helpful and/or organised.

Presence in Aberdeen: phrases included: 'that it exists,' 'finally in Aberdeen,' 'Aberdeen came together and supported the event,' and 'so different for Aberdeen.'

Comments from less than 1% of respondents: location/venue (4), free access (3), BSL interpreters/deaf access (2), children's area (2), dogs (2), wristbands (2), wedding (2), afterparty (1), photo booth (1).

Is there anything different or new you would like to see at Grampian Pride 2019?

More Acts/Variety	40	Parade To Village	20	Better Sound System	8
More Stalls	36	Merchandise & Crafts	17	More Seating	7
More To Do	30	Bigger Stalls Tent	14	More Floats	6
No – Positive	30	More Kids' Activities	13	Union St Decoration	5
Bigger Event	24	Cheaper Food/Drink	10	More Promotion	5
Food/Drink Variety	24	Shorter Queues	9	More Tix For Village	4

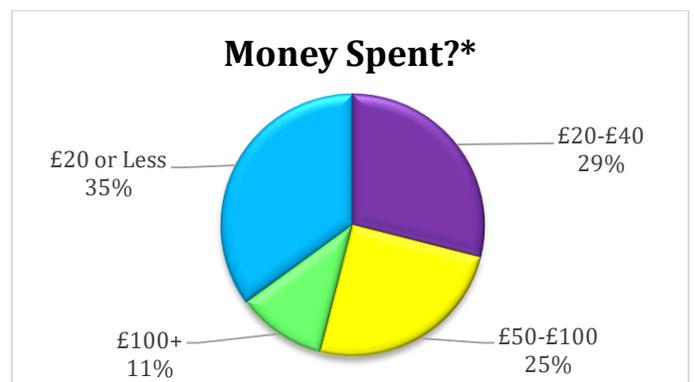
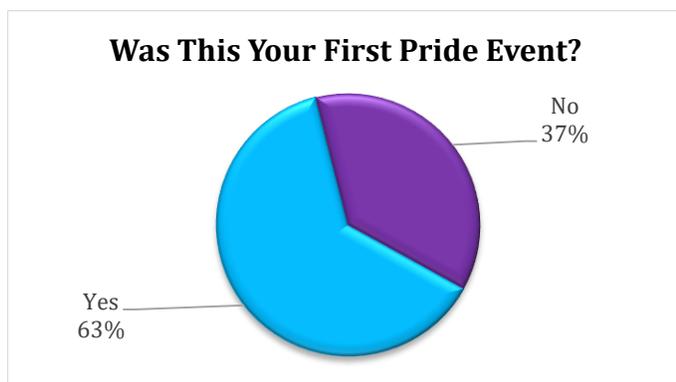
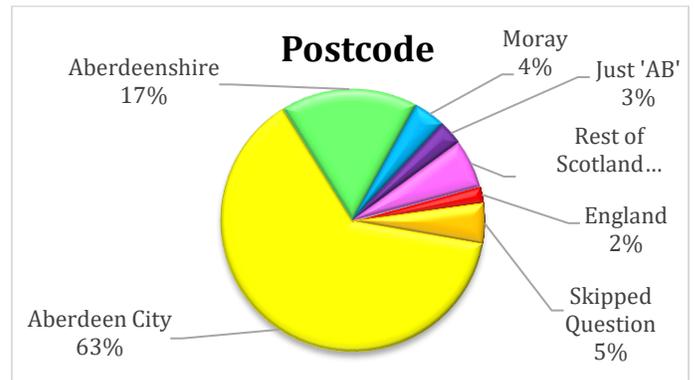
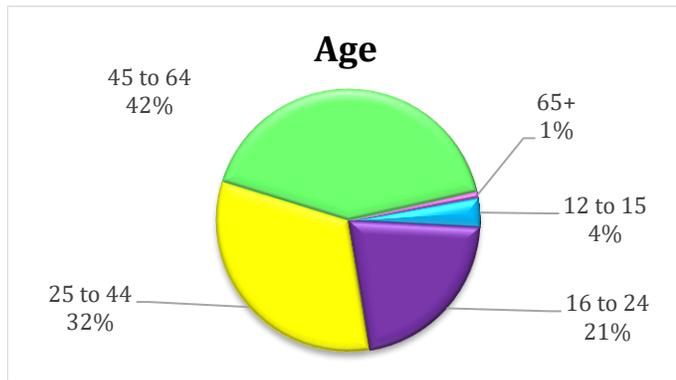
Notes

The feedback was overwhelmingly positive, and most of the comments here could be summarised by 'bigger and better' for next year.

The most frequent complaints related to queues, the overcrowded charities' tent, and lack of variety in food, drink, and goods to buy. There were also a few complaints about lack of seating and gaps between acts.

Several people mentioned adding elements that were already present, for example events between the end of the parade and start of the village, a family-friendly space, face painting, sexual health screening, disabled seating, DJs (available at afterparties), free water (which was being handed out), clearer info about under-18s gigs, etc. This indicates that we should be clearer in terms of what's available.

About Respondents



*Including travel, food/drink and purchases, how much money do you estimate you spent on the day?

Respondents' Postcodes	Aberdeen City
Grampian 304 87 %	AB24 49 22
Just 'AB' 10 3 %	AB11 31 14
Aberdeen City 221 64 %	AB10 28 13
Aberdeenshire 60 17 %	AB16 28 13
Moray 13 4 %	AB12 23 10
Rest of Scotland 19 6 %	AB25 22 10
England 8 2 %	AB21 17 8
No Answer 20 5 %	AB15 12 5
	AB22 5 2
	AB14 3 1
	AB23 3 1



Photos and Videos



Suggestions for next year

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

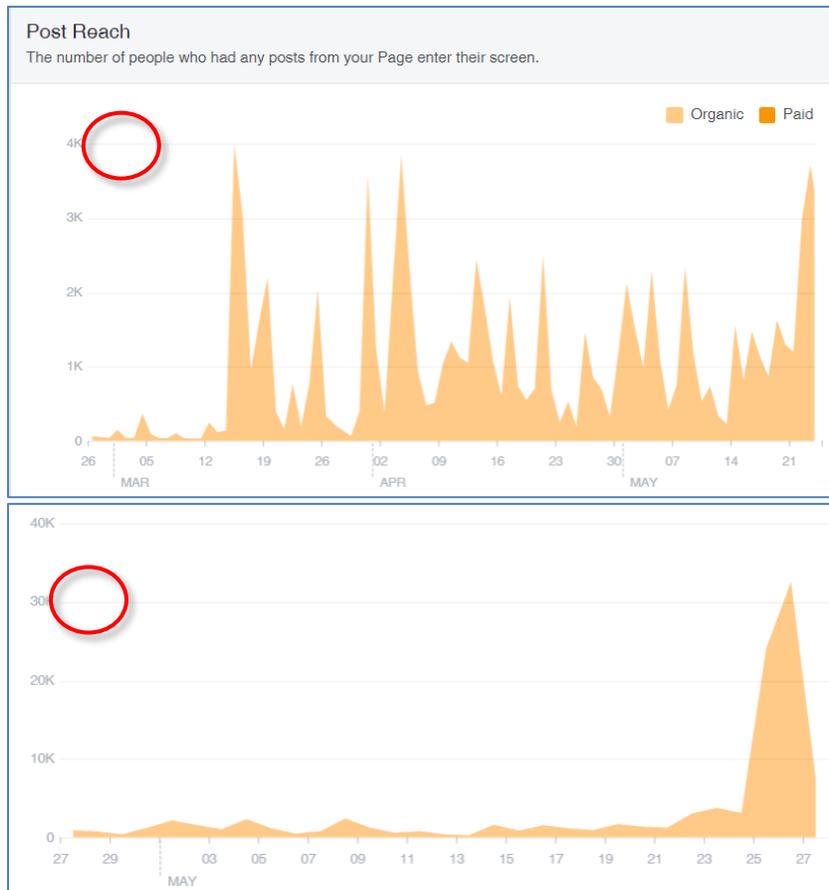
Food/Drink: cider, deposit scheme for cup/bottle recycling, vegetarian/vegan options for food, non-alcoholic options for drink, healthy food, get rid of token system.

Entertainment Options: more drag shows, drag kings, stand-up comedy, poetry, more upbeat music, bigger name acts / celebrities, youth musical groups giving previews of upcoming productions, workshops, more speakers on specific topics, panel discussions, discussion spaces, more on LGBT+ history.

Activities: rainbow painting, arts & crafts for adults, more face painting, glitter face painting, glitter tattoos, carnival rides/games, inflatables, giant chess, soft play area, male strippers, sign-up for LGBT+ groups, support groups for parents of trans kids, balloon modelling,

Summary of Social Media Activity

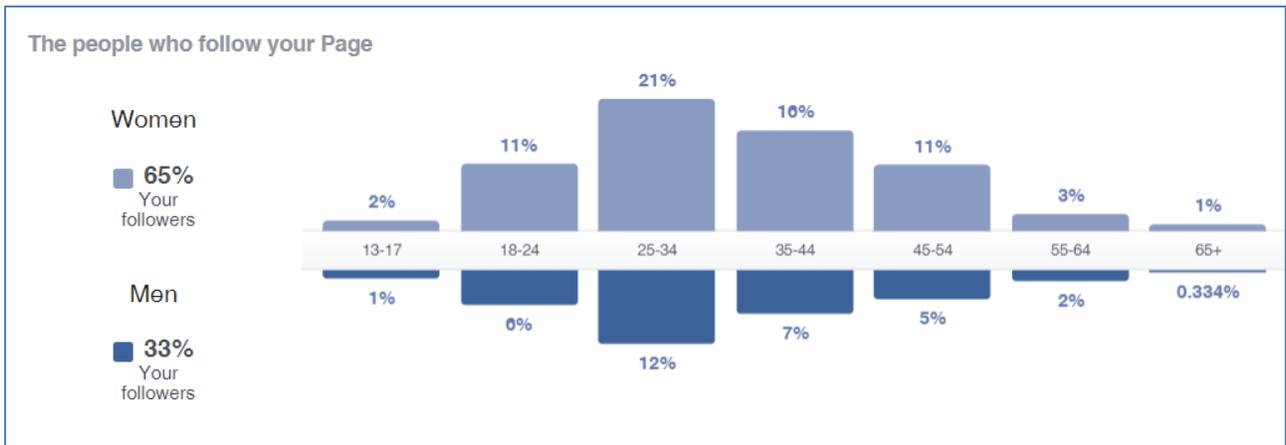
Views. In the months leading up to Pride, facebook posts were viewed by 2,000-4,000 users each; in the three days surrounding the event, this jumped to more than 30,000 due to hundreds of shares and mentions.



Followers. The number of page followers increased steadily throughout 2018, with a jump just before the event. These followers have been retained, providing the social media base for building Grampian Pride 2019.



As of August 2018, followers are two-thirds women and one-third men, peaking in the 25-34 age category. Followers are almost all from the UK, with around half based in Aberdeen. The other 'top ten' locations of followers are Glasgow, Inverurie, Dundee, Edinburgh, Fraserburgh, Peterhead, Ellon, London, and Elgin.



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

Event Pages. The Parade event page reached 30,800+ unique users, with 700+ people indicating interest. The Village event page reached 135,700+ unique users, with 3,400+ people indicating interest. 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, the Village event page was created in November 2017, while the Parade event page was only created in April.

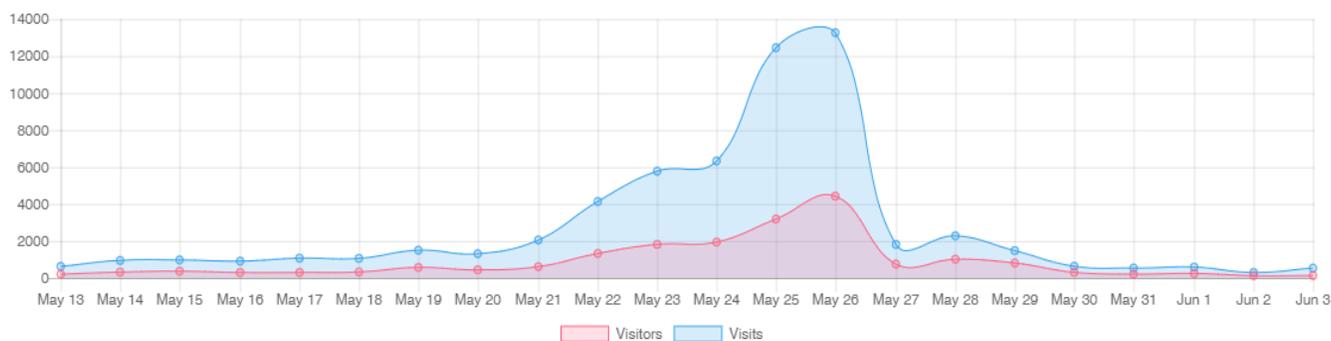
Posts. The most popular post – viewed by over 55,000 people – was the traffic notice posted the day before Grampian Pride, which was shared 65 times, including by community pages like Fubar News, NHS Grampian and Buchan Radio.

Other posts with practical information were popular: an announcement for a volunteer sign-up day in March was viewed by 10,790 users after 39 shares; a ‘save the date’ post in February was viewed by 4,090 users after 34 shares; and posts with ticketing information were seen by 4,000+ users each, with 25-40 shares each. Additionally, a post on the Trans Day of Visibility in March was viewed by 5,502 users after 58 shares.

After the event, the most popular posts were the announcement for Grampian Pride 2019, viewed by 6,446 users after 50 shares, and a link to the feedback survey, viewed by 3,732 users after 33 shares.

Summary of Website Analytics

Visitors. In the three-week period surrounding Grampian Pride, there were 60,618 hits by 19,729 visitors. In the one-year period until September 2018, there have been 165,850 hits from 57,828 visitors. Most visitors have accessed the site from the UK.



Referrals. During the twelve months to September 2018, the main referral sites were Facebook (15,705) and Google (12,187), plus a few hundred referrals from other search engines (Bing, DuckDuckGo, Yahoo), and other social media platforms (Twitter and Instagram).

Search Terms. People who found the Grampian Pride website through search engine generally used search terms mentioning Grampian or Aberdeen, plus Pride or gay pride. It is worth noting that Google no longer provides keyword data on searches from logged-in users, so it is not possible to see the search terms for the vast majority of searches.

Search Term	Number of Searches
Grampian Pride or Grampian Pride 2018	53
Aberdeen Pride or Aberdeen Pride 2018	24
Aberdeen gay pride or Grampian gay pride	12
Grampian	5

Popular Pages. The most frequently-visited page was the home page, with 47,536 visits. After that, the most popular pages contained practical information, general information, and ways to get involved.

Page	Visits	Page	Visits
Tickets	11,196	FAQ	1,533
Venue	5,992	Sponsors	1,190
Schedule	4,210	Floats	888
Volunteer With Pride	3,201	Sponsorship	764
Community Comments	2,047	Gallery	667
Meet The Team	1,631	Contact	585
Top Blog Posts			
Hollyoaks Star Set To Lead 'Largest Ever' Pride in Aberdeen			5,744
Local Musicians and Bands Wanted For Grampian Pride 2018			1,668
Couple to Tie the Knot at Union Square During First Grampian Pride			1,040