

# Grampian Pride Post-Event Report

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## *Event Overview*

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Date: 25<sup>th</sup> May 2019  
Venue: Aberdeen City  
Headliner: Rozalla  
Headliner: Booty Luv  
Headliner: Lynx  
Headliner: Callum Geddes  
Ticket Price: Free

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## Purpose

The purpose of this event was to:

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

## Measures of Success

Measure	Actual
Parade route for 5,000	Approx. 6,000 people took part in the parade
Family Fringe in 5 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 9,000	An estimated 4,500 people attended the Pride Village
Party in the City in 7 venues across the city	Whilst some venues were more popular than others most businesses saw a huge increase in figures that day

## Attendance

Number of Attendees (approx.)	4,500
Number of Tickets obtained	7,494
% of Tickets unused	39.95%
Average age group	25-44 years old
Number of First Time Attendees	49%

## Key Achievements and Recommendations

1. This was the second Pride Parade in the city, with approx. 5-6,000 people in attendance, plus additional spectators.

### *Achievements for Grampian Pride 2019:*

- ✓ Approx. 2-3,000 more participants than 2018
- ✓ Parade ran on time
- ✓ No accidents or incidents reported
- ✓ Crowds gathered along the parade route and were given freebies
- ✓ Feel good atmosphere throughout
- ✓ Parade end saw entertainment and people disbursed safely

### *Improvements for Grampian Pride 2020:*

- More floats (only 5 floats were involved this year)
- Due to increasing size consider more police presence

2. Family Fringe, with an increase to business income of 50–200%

### *Achievements for Grampian Pride 2019:*

- ✓ Flyer informative in guiding people to locations
- ✓ Some venues were extremely busy
- ✓ Performances ran on-time
- ✓ Participants enjoyed the venues
- ✓ Venues saw benefits of being a part of the events

### *Improvements for Grampian Pride 2020:*

- Cater performances to venue clientele, whilst some venues thrived others were considerably empty due to the type of performances

3. Grampian Pride Village, with over 4,500 people in attendance throughout the day

### *Achievements for Grampian Pride 2019:*

- ✓ *Easy to get in/out of site*
- ✓ *Main headliners ran on-time*
- ✓ *Community engagement tent was busy throughout and charities benefitted from exposure.*
- ✓ *Youth zone was busy throughout*
- ✓ *Photobooth was particularly popular*
- ✓ *Tiki tent busy throughout (could be due to bad weather)*
- ✓ *Young children enjoyed the family area, bouncy castle and free face painting*
- ✓ *First aid responses were quick and affective*

### *Improvements for Grampian Pride 2020:*

- More food venders
- More activities for teenagers
- Increase youth zone area
- Separate Trans area/marquee
- Signage for Transition Extreme activities and breakout room

## Venue

### Observations and Recommendations

- Parade route was accessible, easy starting point
- Parade end was clear, leaflets provided informative guidance
- Entertainment at parade end allowed for closure of parade section to the days proceedings
- Queues for wristbands and entrance worked well separated
- Village site was ideally located
- Village site was easily accessible for all
- Security was well managed with good rapport between staff and public
- Flyers with site map and information were given out at entrance

#### 4. Charity stalls: free space for 33 local and national charities

##### *Achievements for Grampian Pride 2019:*

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

##### *Improvements for Grampian Pride 2020:*

- In/out system for marquee

#### 5. Children's space / bouncy castle

##### *Achievements for Grampian Pride 2019:*

- ✓ Bouncy Castle was popular throughout (until heavy rain began)
- ✓ Free games were fun and interactive
- ✓ Face painting was busy throughout

##### *Improvements for Grampian Pride 2020:*

- Continue to grow this area with more entertainment and activities
- Storytime for under 5yo needs better spacing/advertising
- Benches/Tables for parents

#### 6. Main stage entertainment:

##### *Achievements for Grampian Pride 2019:*

- ✓ Sponsorship promotions visible
- ✓ Main headliners ran on time
- ✓ Compere(s) fun and interactive

##### *Improvements for Grampian Pride 2020:*

- Bigger name headliner to attract more people into the area
- Improve sound quality/output
- Seating in stage tent
- Separate changing area

7. Breakout Areas: Trans-safe space, quiet space, youth space

*Achievements for Grampian Pride 2019:*

- ✓ Transition Extreme offered café area for people to relax
- ✓ Atmosphere in café positive
- ✓ Safe place for people to sit
- ✓ Youth space fun and engaging
- ✓ Photobooth busy throughout

*Improvements for Grampian Pride 2019:*

- Separate Trans area/marquee (hardly used this year due to fear of privacy)
- Better signage for quiet space (located in Transition extreme)
- Larger youth space (its popularity was underestimated this year)

8. Food and Water: several outlets on site + free bottled water

*Achievements for Grampian Pride 2019:*

- ✓ Dedicated stall for free water, poncho's and sun cream
- ✓ High quality vendors onsite
- ✓ Good pricing system
- ✓ Bar(s) worked well with token exchanges

*Improvements for Grampian Pride 2019:*

- More vendors, more choice (dedicated vegetarian van)

## **Registration and Check-In Process**

### **Observations and Recommendations**

- Pre-event wristband exchange worked well with almost 2,000 participants collecting wristbands before Saturday
- Wristband exchange in the Castlegate area was well managed and system worked quickly and effectively allowing people to enjoy the rest of their day
- Bag searches were well advertised the list of allowed/not allowed products worked well for both security and public

## **Logistics**

### **Observations and Recommendations**

- The Village site was adequately sized.
- The Village was in a prime location within Aberdeen City with walking distance from the main city centre, local transport and other amenities such as shops and pubs.
- The Village was set up the day prior to the event which gave ample time for infrastructure to be set up properly, safely and securely.
- The layout of the site worked well, gave people ample room to move around without feeling 'crushed'
- The size of the charity tent was adequate although a flow system is needed for next year
- The entrance to the Village was more welcoming with a marquee entrance and balloons
- Catering was diverse which allowed for some variety, though dedicated vegetarian option needed
- The bar(s) were 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
- Entertainment at the parade end allowed for easy disbursal
- The Village opened on time although with a very large queue the second gate needed to be opened early to ease congestion and allow people to enjoy the events
- Speeches ran on time and were well received.
- A cramped line-up did not allow for much change over, although main acts ran on-time the schedule finished early as people didn't want to perform for long in the rain
- Party in the City ran smoothly with most being well attended.

## Sponsors

We would like to thank all our mainline sponsors: BP, Codona's, Chevron, Shell, NorthSound 1, NESCol, University of Aberdeen, Spirit Energy, ACSHA, Unite, Unison, Wood, Unit 51, CNR International & Siberia

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

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

## Suggestions for next year

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

**Food/Drink:** deposit scheme for cup/bottle recycling, vegetarian/vegan options for food, non-alcoholic options for drink, healthy food.

**Entertainment Options:** more upbeat music, bigger name acts / celebrities, youth musical groups giving previews of upcoming productions, workshops, more on LGBT+ history.

**Activities:** rainbow painting, arts & crafts for adults, glitter tattoos, carnival rides/games, inflatables, giant chess, soft play area, sign-up for LGBT+ groups, balloon modelling.



## Budget

Projected Income	£ 60,000
Budgeted Expenses	£ 60,000
Actual Income	£44,472.00
Actual Expenses	£46,866.73

## Budget Commentary

Records began 01.11.2018 and finish on 30.6.2019 (this does not reflect any income/outgoings after this date)

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

### Income

- Sponsorship: £33,300.00
- Funding: £500.00
- Fundraisers: £2,175.69
- Donations: £3,496.31

### Expenses

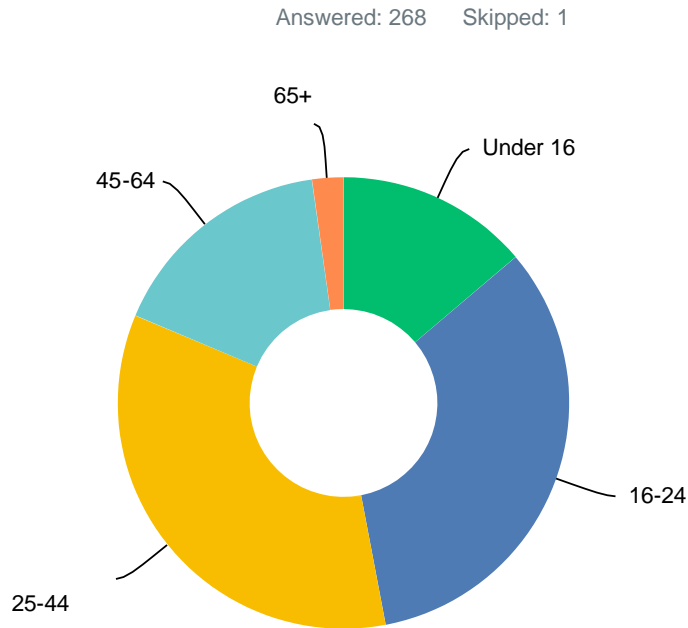
Category	Budget	Actual Expense	Variance
Deficit 2018	£5,000.00	5,210.74	-210.74
Road Closures	£7,000.00	6,150.00	+850.00
Site Rent	£1,000.00	1,014.00	-14.00
Licenses	£1,000.00	1184.00	-184.00
Site Equipment	£16,000.00	16,139.14	-139.14
Entertainment	£5,000.00	10,393.24	-5,393.24
Provisions	£17,000.00	17,207.72	-207.72
Volunteer Provisions	£1,000.00	696.54	+303.46
Tickets & Advertising	£2,000.00	4,011.19	-2,011.19
Decorations	£4,000.00	1,664.32	+£2,335.68
Misc	£1,000.00	684.56	+315.44

# Grampian Pride 2019

## Feedback Survey Responses (Detailed Report)

269 Responses on the day (5.97% of attendees)

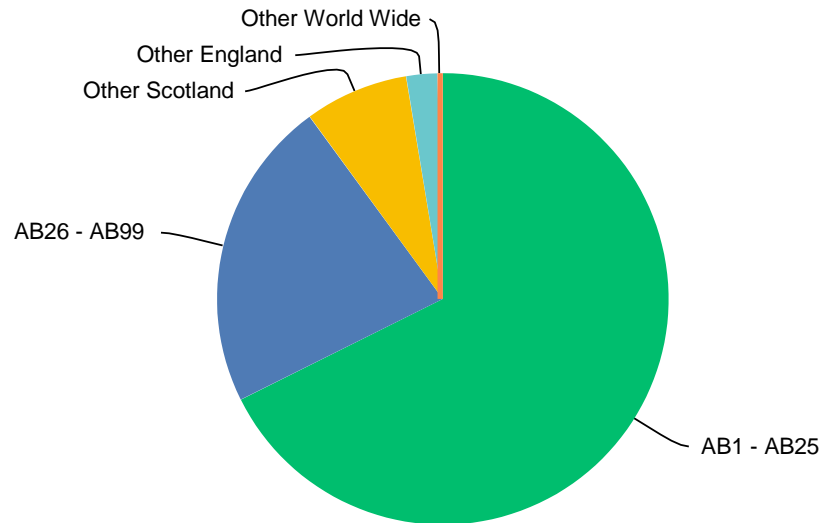
### Q1 How old are you



ANSWER CHOICES	RESPONSES	
Under 16	13.81%	37
16-24	33.21%	89
25-44	34.33%	92
45-64	16.42%	44
65+	2.24%	6
TOTAL		268

## Q2 What is your postcode

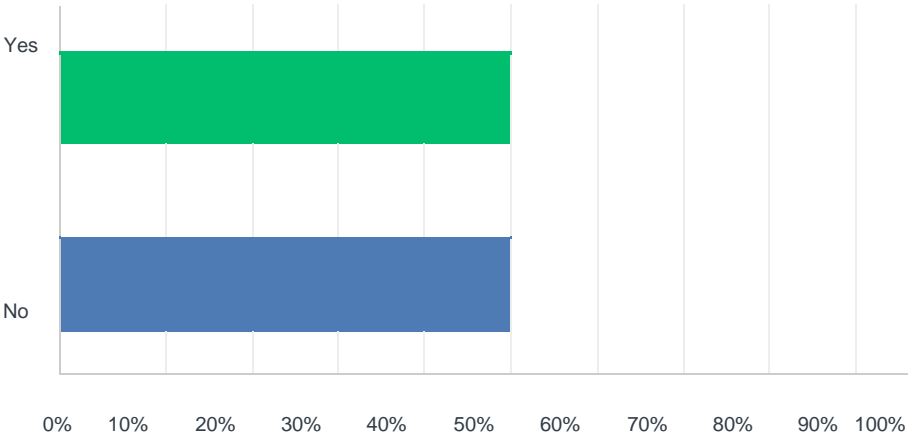
Answered: 269 Skipped: 0



ANSWER CHOICES	RESPONSES	
AB1 - AB25	67.66%	182
AB26 - AB99	22.30%	60
Other Scotland	7.43%	20
Other England	2.23%	6
Other World Wide	0.37%	1
TOTAL		269

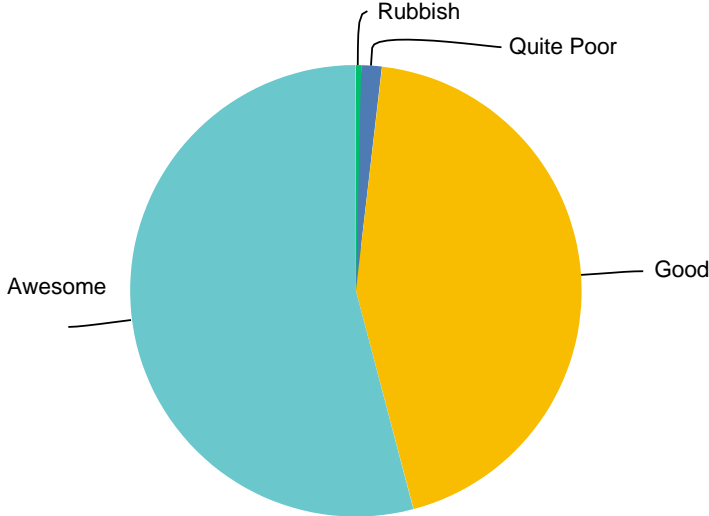
### Q3 is this your first pride

Answered: 269 Skipped: 0



### Q4 How would you rate Grampian Pride overall

Answered: 268 Skipped: 1



ANSWER CHOICES	RESPONSES	
Rubbish	0.37%	1
Quite Poor	1.49%	4
Good	44.03%	118
Awesome	54.10%	145
<b>TOTAL</b>		<b>268</b>

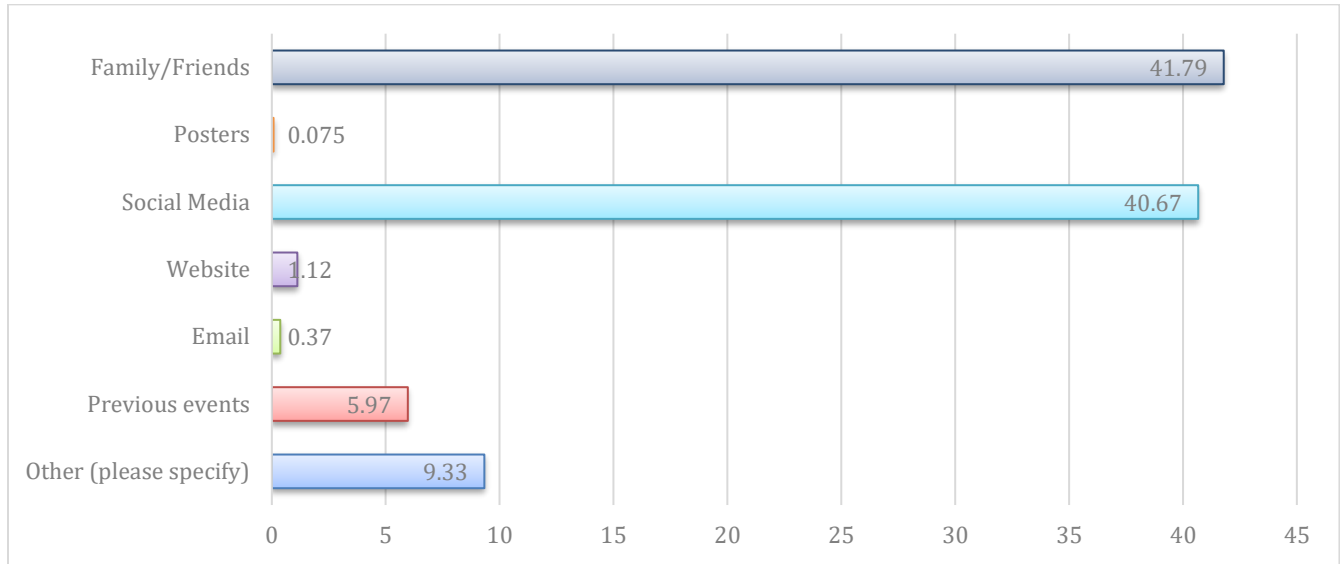
# Q5 how much do you estimate you'll spend today

Answered: 267 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than £20	44.94%	120
£20-£40	40.07%	107
£50-£100	10.86%	29
£100+	4.12%	11
<b>TOTAL</b>		<b>267</b>

## Q6 Where did you hear about Grampian Pride

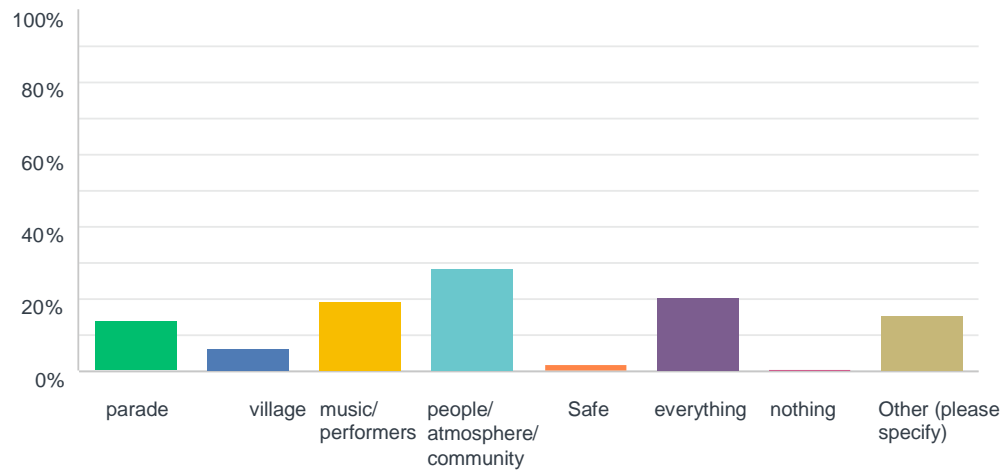


ANSWER CHOICES	RESPONSES	
Friends/Family	41.79%	112
Posters	0.75%	2
Social Media	40.67%	109
Website	1.12%	3
Email	0.37%	1
previous event	5.97%	16
Other (please specify)	9.33%	25
<b>TOTAL</b>		<b>268</b>

#	OTHER (PLEASE SPECIFY)
15	Sponsor
4	other charity
3	News/Radio
2	promotion event
1	Passed by

## Q7 What is your favorite part of Grampian Pride

Answered: 268 Skipped: 1

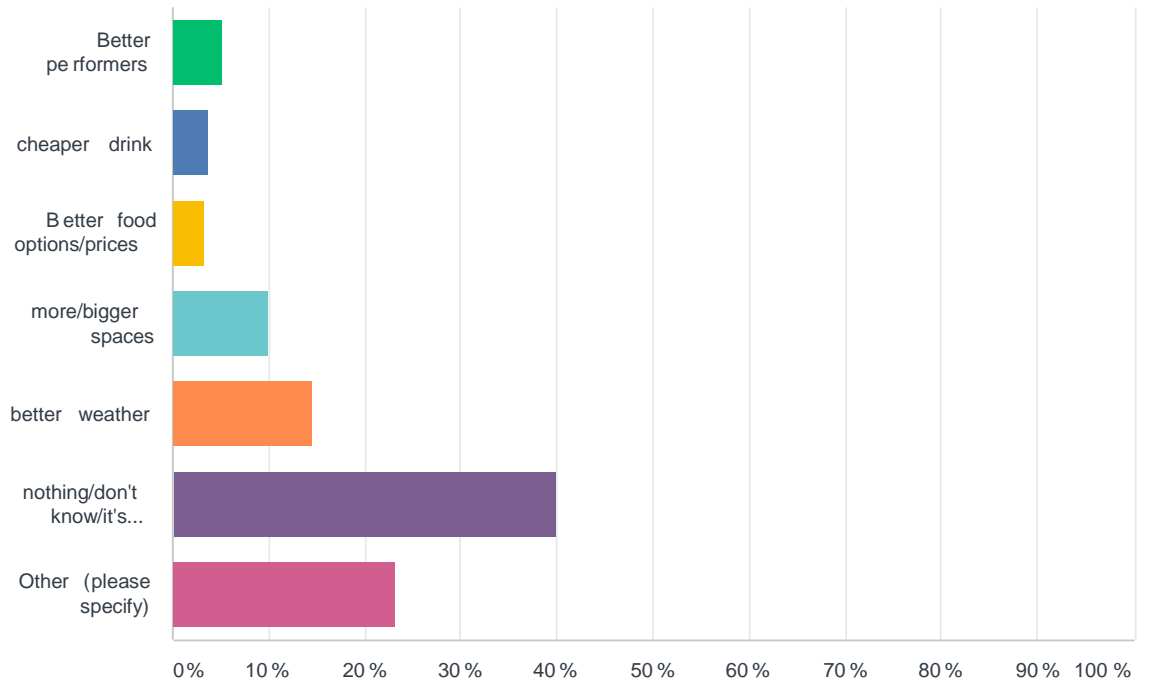


ANSWER CHOICES	RESPONSES	
parade	14.18%	38
village	6.72%	18
music/performers	19.40%	52
people/atmosphere/community	28.73%	77
safe spaces	1.87%	5
everything	20.52%	55
nothing	0.75%	2
Other (please specify)	15.30%	41
Total Respondents: 268		

#	OTHER (PLEASE SPECIFY)
24	Tiki bar
1	Location
5	colours
1	Its Free
1	face painting
2	food & Drink
1	diversity
1	photo booth
3	atmosphere
1	bouncy castle
1	The Support

## Q8 How could we improve for next year

Answered: 268 Skipped: 1



ANSWER CHOICES	RESPONSES	
Better performers	5.22%	14
cheaper drink	3.73%	10
Better food options/prices	3.36%	9
more/bigger spaces	10.07%	27
better weather	14.55%	39
nothing/don't know/it's perfect etc	39.93%	107
Other (please specify)	23.13%	62
<b>TOTAL</b>		<b>268</b>

#	OTHER (PLEASE SPECIFY)
12	activities



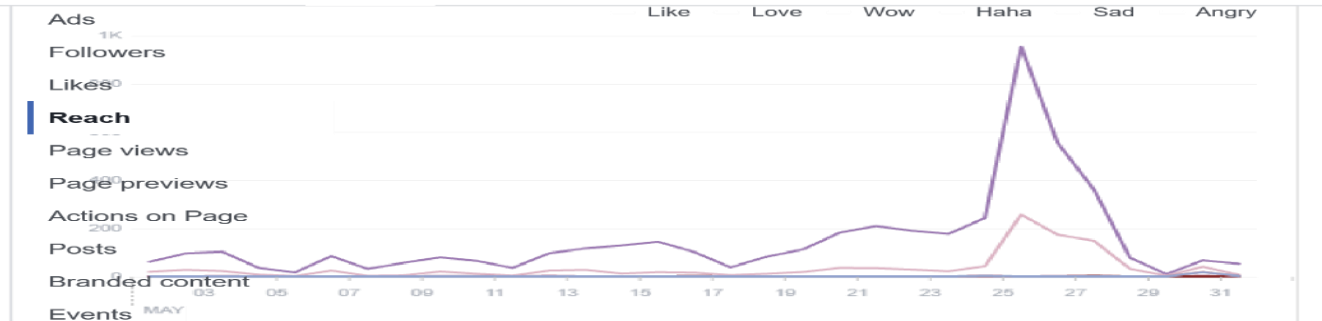
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6	advertising
3	under 18s dance tent
3	less queues
8	connection between parade and village
3	no plastic, water from fountains
1	more stuff for bisexuals
6	seating
1	people
2	more 80s music
1	card payments
1	bigger stage
2	better organisation
1	rides
1	let me backstage
2	more dogs
1	sports space
2	keep growing
2	Better Disabled access
1	sound quality
1	more colour
1	more free stuff
1	Confetti

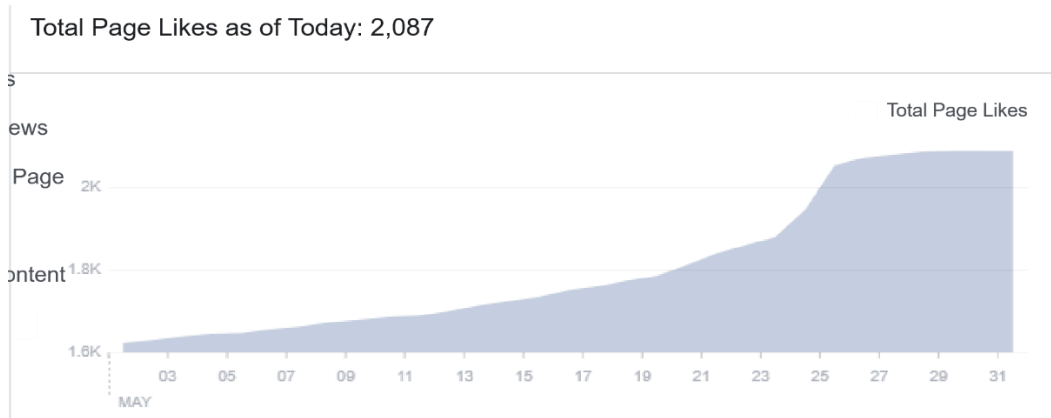
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## Summary of Social Media Activity

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



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



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

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

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

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

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



Photos

