

## Grampian Pride

Following feedback and community engagements the committee wanted to extend the reach of Grampian Pride by taking the event across Aberdeenshire, this was named “Grampian Pride on tour” and between March & July 2023 we delivered 6 Pride events which reached approximately 8500 individuals in Inverurie, 150, Stonehaven, 110, Peterhead, 80, Fraserburgh, 100, Huntly, 60, and Aberdeen, 8,000. Whilst no one event was “poor” or received negative feedback or hostility from the local communities we did feel that some events were poorly attended and therefore not cost effective for the charity.

### Grampian Pride (Aberdeen)

Event took place on the 27<sup>th</sup> May 2023. The parade, from 11am-12pm, along Union Street saw around 8,000 people taking to the streets to celebrate the community. The Pride village, which for the first time took place at Duthie Park, from 1pm-6pm was headlined by Basshunter and saw approximately 8,000 people in attendance, a record to date and increase of 77% on 2022. There were no notable incidences at or concerning Grampian Pride and the day seemed to run smoothly.

It is however important to highlight that in the weeks after the event, we received notification from Aberdeen City Council that 3 noise complaints were made. To rectify this moving forward the stage times are reduced and disco tent, that competed for sound with the stage, will become a silent disco in 2024.

### Tickets

Whilst we know around 8,000 people attended the event, through wristbands and security checks, we changed our system for the first time, as part of a sponsorship package, which enabled us to create our own Grampian Pride app. Despite the success of the app for those that have used it, it created difficulties in respect to ticket numbers and data collection of tickets/attendee ratio. Although over the past 5 years we have seen a consistent 40% no show of booked tickets each year. Our aim is to now fix bugs and streamline the app for 2024 to reduce confusion, increase interest and make “checking in” much faster upon arrival.

### Grampian Pride After Party

For the first time the Pride committee hosted its own after party event. This took place at Duthie Park after the main day event closed. (the change between day and night caused quite a lot of confusion for participants). The evenings line up consisted of Gareth Gates, Alex Party, Kelly Wilde, Janice Robinson & The Cheeky Girls (Although they were unable to attend). Approximately 500 people stayed for the evening event of the 5,000 hoped for. This meant that the charity lost out on significant ticket income and therefore will not be hosting an after party in 2024

### Sponsors

Grampian Pride 2023 was sponsored by; BP, Cheerz, Granite Elite, Shell, Petrofac, Subsea 7, Arnold Clark, CNRI, Granite City Events, Neptune, NESCol, Revolution, Stork, Baker Hughes, Bilfinger, CMS Law, GSK, Harbour Energy, Mearsk, Pinsent Massons, Spirit Energy, Toms OCD, Unite