

Report 2013



SUPPORTED BY

MAYOR OF LONDON

2013: The challenge

Raise £500,0000

Recruit and train 1,200 volunteers

**Plan and deliver the Festival,
Parade, Trafalgar Square, keep Soho
safe and fun**

IN FIVE MONTHS

Year One finances

Total Cost 2013 **£491,343**

Sponsorship: **£188,266**

GLA: **£150,000**

VAT refund: **£40,969**

Soho Businesses: **£16,400**

Parade Walking Groups: **£4320**

Parade Floats: **£2300**

Total Loss **£24,245**



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THE HUFFINGTON POST
TOP NEWS AND OPINION

itv NEWS

theguardian

BBC NEWS

DAILY Mirror

FREE METRO

BBC LONDON
ON TV BBC ONE
ON RADIO 94.9FM
ONLINE bbc.co.uk/london



REUTERS

GAYSTARNEWS

DIVA



BOYZ



Socialist Worker

London **Evening Standard**
standard.co.uk

Ham & High

PRL
POLISH RADIO LONDON

Telegraph
Belfast

TimeOut

THE INDEPENDENT

qx
qxmagazine.com

Pink News

PRESS ASSOCIATION

The Daily Telegraph

Daily Mail

A Pride for everyone

Overall, nearly two-thirds thought the 2013 event was **better** than other London Prides they had attended. This breaks down:

- BME- 62%
- Disabled – 55%
- Lesbians/Gay women 63%
- Trans* - 50%
- Gay men – 62%

Community engagement

Quality programme

Satisfaction ratings

**Feedback from sponsors,
suppliers, London authorities**

Solid foundation



2014

Building on successes of 2013

Taking into account feedback

Similar footprint

Bigger, brighter Parade



2014

Freedom to...

Pride Festival

A week of events around arts, sport, business,
politics

Whatever YOU want

Pride in London will promote your event and
group

How you can help

Volunteer!

Organise a Parade group

Raise funds for Pride

Run a festival event – showcase your group or cause

Promote all the above through your networks



22-28 June 2014

Freedom to...

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