



ANNUAL REPORT 2022

 @4pillarsuk

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www.4pillarsuk.org

33 Regent Quay, Aberdeen, AB11 5BE

Registered VAT: GB 378329065
Registered Charity Number: SC046667

four
Pillars
supporting Grampian's LGBT+ community

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REFERENCE & ADMINISTRATIVE INFORMATION

Charity Name	Four Pillars
Charity Registration Number	SC046667
Contact Address	33 Regent Quay Aberdeen AB11 5BE
Trustees	Rachael Beedie(Chair) Johnathan Doran (Vice Chair) Ross Hartley (Secretary) Steven Watt (Treasurer) Adam Perry (Trustee) Eoin Cowie (Trustee)
Senior Management Team	Deejay Bullock
Auditors/Independent Examiners	Mint Accounting 56 King Street Aberdeen AB24 5AX
Bankers	Bank of Scotland The Direct Business Bank, Bank of Scotland PLC, Pentland House, Edinburgh

CHIEF EXECUTIVE OFFICER'S REPORT

Partnership Overview

Four Pillars has continued to maintain partnerships throughout Grampian and consistently aims to seek out new organisations where partnerships can form. We are pleased to have partnered closely with Grampian Regional Equality Council (GREC) for a new project; Prejudice and solidarity Archived Throughout History (PATH) in a joint funding bid to the Heritage Lottery Fund which will see the new 2 year project start in April 2022

Projects overview

We have continued to grow as an organisation over the past 12 months which has also seen the creation of several new projects. Mainly Queer Equality Support Team (QuEST), funded by Aberdeenshire Council, that began in November 2021, which is aimed at supporting young people in school across Aberdeenshire. Our new 4 Teens group also started this year, July 2021, which enables us to directly support young people between 13-19 years old, in a regular fortnightly group session, for the first time. We continued with other projects established in previous years and worked on improving those services for the community.

Positives

I am proud to say that the Four Pillars team, both old and new, has stepped up to improving services for our community. We continued to face COVID challenges, however, didn't falter in supporting those that needed us. Through the new Government Scheme, Kickstart, we were able to recruit 2 new members of staff, Hub assistant and Fundraising assistant, both of whom have had a positive impact on our work. With increased awareness through social media and a better, consistent service in 4 Unity.

Challenges

Like many other organisations Four Pillars continues to struggle due to the pandemic, however the team has been resilient in ensuring we reach those that need us. New projects and staff have been a learning curve for us as an organisation but has allowed us to develop in new ways and work as a team to improve the service user journey through our services.

Going Forward

Next Year (April 2022 – March 2023) will see the start of LGBT+ Outreach Coordinators (LOCs) who will continue to extend our reach across Grampian, supporting people in rural areas and raising awareness across the region. The basement will be opened in April 2022 which will again allow us to extend our services and reach more people in our community. Building a brighter, stronger, safer community going forward.

Deejay Bullock
CEO

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

Four Pillars is a charitable Trust and governed by its Trust deed.

Recruitment and Appointment of Trustees

The Board is responsible for the governance of Four Pillars and for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations e.g. Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006, OSCR (Office of the Scottish Charity Regulator), and Companies House. The Board consists of not more than 7, and not less than 3 persons drawn from the voting membership. If through resignation or other cause a vacancy occurs on the elected membership of the Board, the Board may appoint a new trustee to fill the vacancy by way of a majority vote. Four Pillars voting membership is drawn from individuals and representatives of organisations in the Grampian area (Four Pillars' 'area of benefit') interested in supporting the work of Four Pillars. Four Pillars continues to pursue expansion of its Trustees to reflect the needs of the organisation, our partners and the diverse communities who depend upon our service. The elected members of the Board, the honorary Chair, honorary Treasurer and the honorary Secretary of Four Pillars are chosen by means of a vote at the annual general meeting by the voting members of Four Pillars. All trustees are elected annually and hold office until the conclusion of the next annual general meeting. Subject to their annual renewal of commitment to Four Pillars every individual member nominated in writing to serve on the Board or in any honorary office is asked to accept the nomination in writing within 14 days of the closing date for nominations, which is 28 days prior to an AGM, and to sign a declaration stating that they will seek to promote the objects of Four Pillars, and fulfil their share of the responsibilities in the operation of Four Pillars. All members who have been full individual or affiliated members of Four Pillars continuously for a period of six months prior to the election are eligible to be nominated for election to the Board and to any honorary office, and nominate for and to vote in such election. The trustees are responsible for administering and managing Four Pillars, in accordance with relevant legislation, in a manner consistent with Four Pillars' purposes, and compliant with the duties placed on them by the Charities and Trustee Investment (Scotland) Act 2005.

New Trustees receive an Induction Pack and training for Charity Trustees.

The Induction Pack covers:

1. Introduction to Four Pillars and its Services
2. Four Pillars Trustees Duties & good practice advice
3. List of Current Four Pillars Trustees
4. Guidance for Charity Trustees – 'Acting with Care and Diligence'
5. Copy of Four Pillars' Trust Deed and any appendix
6. Copy of Four Pillars' most recent Annual Report
7. Four Pillars' map
8. Copy of Four Pillars' most recent business plan

Organizational Structure

The Board conducts its business through regular meetings (normally every 3 months). Certain responsibilities are delegated to the management team and volunteers as appropriate. In addition, sub-committees can be set up for specific purposes. Such as that of the Grampian Pride committee. The sub-committee has all powers to implement its purposes in line with the Trustees wishes, which is outlined in a Terms of Reference (ToR). Any Sub-committee is chaired by a Four Pillars trustee or representative of the Boards choosing.

The Responsibility for the day-to-day running of Four Pillars is delegated to senior staff members. 'Teams' have been setup within the structure to allow "working groups" to carry out duties which will better the charities aims. Each team is comprised of an elected trustee or senior management member and various volunteers. There is no limit to the size of each team. Elected members are responsible for feeding back to the board for further review and guidance on matters arising and/or budgets.

OBJECTIVES AND ACTIVITIES

QuEST

This is a new service and as such we have been unable to collect data in this area so far. The past few months have been concentrated on recruitment, resources and developing the project to deliver a quality service from the outset. This will be ready to go live in May 2022 and we are expecting a quick uptake in requests for one-to-one support for young people and LGBT+ awareness sessions for school staff teams.

LGBT+ Outreach Coordinators

Another new service for 2022/23 funded through the Government Mental Health & Wellbeing Fund, distributed by ACVO, AVA & Moray TSI, we were successful in recruiting various LGBT+ Outreach Coordinators (LOC). This program will therefore start in April 2022 and run for 2 years.

4Pride

We have continued to improve the shop stock/availability throughout the year with a new website dedicated to the sales of 4 pride products, shop-fourpillarsuk.org this proved successful during our winter Pride parade in October with sales growing 115% during the same period. The introduction of new Four Pillars exclusive T-shirts also increased popularity amongst customers.

Four Unity

The new Hub has proved a success within the community. We have continued to see growth within the service and consistently adapted to meet demand. To that end we embarked on an extension program in October 2021 to convert the basement into a new office space and community room. Our new one-to-one room within the hub has been well utilized over the past 12 months with 64 hours of support time dedicated to individuals throughout the year.

The following data has been recorded throughout the year. Whilst we have adapted the way in which we collect this data, allowing staff & volunteers to input information on behalf of the service user, if they have visited previously, it still relies on people filling out the survey:

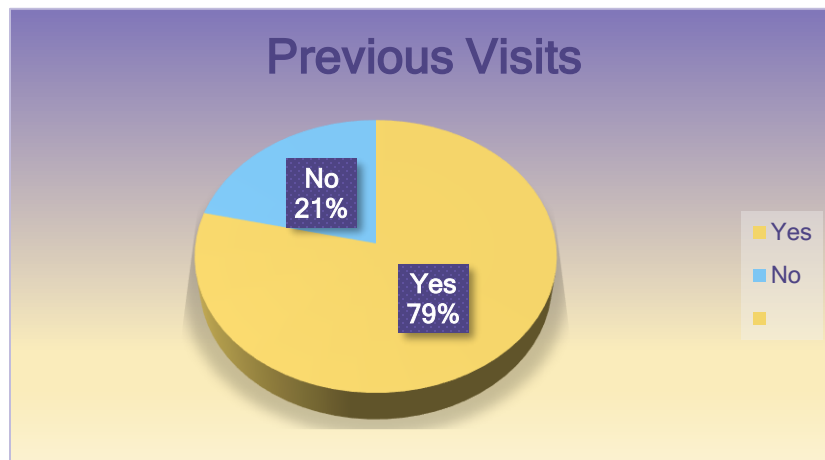
- a). every time they come into contact with Four Pillars services and
- b). correctly.

Therefore, we estimate around 10-15% of those that use our services are not recorded through this data collection tool.

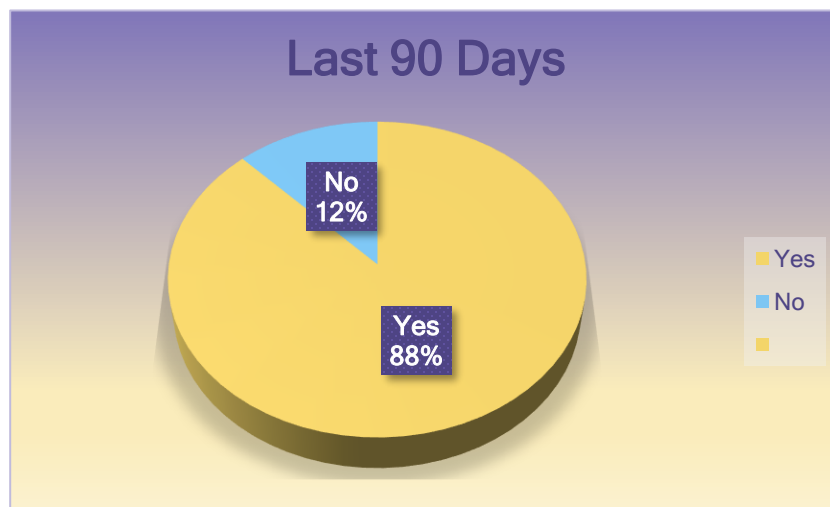
Between April 2021 – March 2022 we had 1670 individual responses to the survey. Of which 508 had never used Four Pillars service before, or within 3 months of their last visit. The results are below:

(in the diagrams below PNTS means “Prefer Not To Say”, whilst this appears high we know through conversations that this is mainly parents that access the service and don’t know/understand what cisgender (cis) means)

Charts



Previous visit	Yes	No
	1314	356



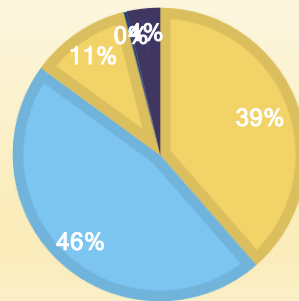
Last 90 Days	Yes	No
	1098	152



Service used	Drop-in	121	Group	Training	Meeting	Other	PNTS
	1068	64	422	57	15	32	0

GENDER

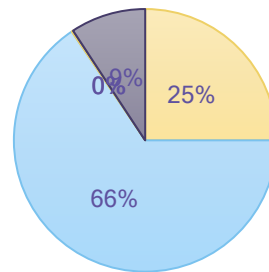
Male Female Non-Binary Other PNTS



Gender	Male	Female	Non-Binary	Other	PNTS
	196	236	56	2	18

Identity

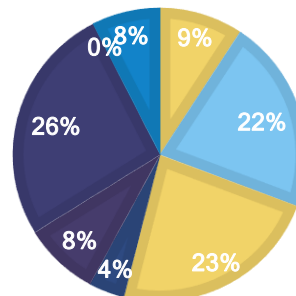
Trans Cis Intersex Other PNTS



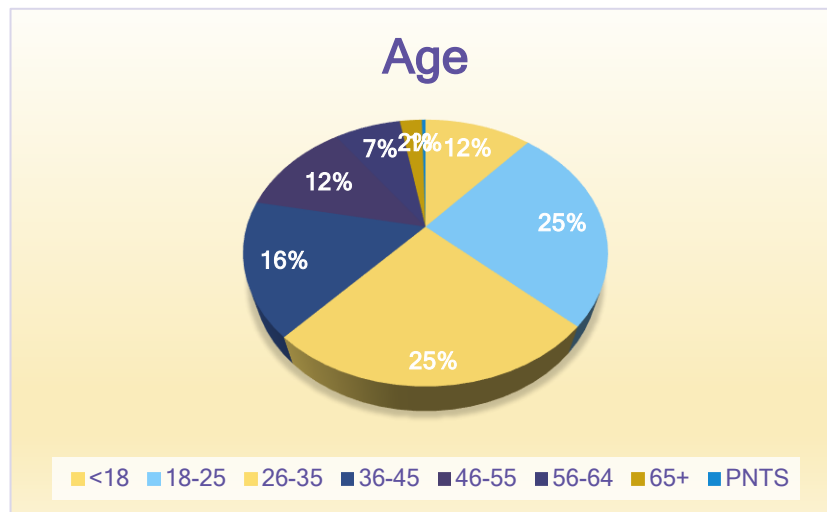
Identity	Trans	Cis	Intersex	Other	PNTS
	127	333	1	0	47

SEXUALITY

Lesbian Gay Bi Questioning Queer Hetro Other PNTS



Sexuality	Lesbian	Gay	Bi	Questioning	Queer	Hetro	Other	PNTS
	47	109	118	20	42	134	0	38



Age Range	<18	18-25	26-35	36-45	46-55	56-64	65+	PNTS
	58	129	127	83	61	36	12	2

It has been both interesting and nice to see an increase of 1551 people from the previous year, 119, although we have to take into account the pandemic. Therefore comparing data from 2020 we see an increase of 975 interactions throughout the year. Combining the last 2 years we see an increase of 52% in 2022 figures.

It is nice to see that, discounting April where we were closed due to lockdown, we have seen on average 150 people per month and managed to support them in various ways, through groups, training, one-to-ones, etc. with 1068 of those recorded directly for the drop-in service at 4 Unity, which is a 107% increase on previous years.

It is also good to see that a wide variety of different people are using our service, out of the 508 new service users this year we have seen a consistent balance across identities, sexualities & ages. It is unsurprising we have seen a huge increase in young people within our service, both due to the pandemic effects and our new services in supporting young people.

Groups

The combination of several groups from the previous years has proved both challenging and rewarding. Whilst the Including families group has been quiet throughout the year we do believe this was due to the pandemic as we have seen an increase in new parents and partners attending the sessions over the last quarter of this year. We also implemented a one-to-one session within this group so parents could first meet with our staff/volunteers before joining the wider group session with other parents. This allows them to get questions out they otherwise wouldn't in a group setting, feel more at ease with our team and build confidence within themselves and others going forward.

4 Inclusion, saw a growth spurt in attendees post-lockdown however, that also fell quite quickly with only 2 or 3 members attending regularly. We found, similar to previous years/groups, we were actually segregating these members from others in the community as they would only access the service

through this group. We plan on tackling this going forward by removing the “support group” feeling, and introducing later opening times and more outings throughout the month. It is hoped this will increase and involve new members and strengthen connections within our community.

This year saw the introduction of 2 new groups Breakfast Club & Out 4 Swimming. However in contrast we closed 4 Survivors & 4 Inclusion.

Including Families

‘Including Families’ is a support group for parents, partners and siblings of the LGBT+ community. This group offers peer support and education to all members, and shares information on learning about what it means for their family members who are LGBT+ and how best they can support their kin. The group will meet on the 1st & 3rd Wednesday of the month and will run from 6pm – 8pm and offer a drop-in service, meaning members can arrive after work (even if this is before 6pm).

Grampian T-Folk

‘Grampian T-Folk’ offers a peer social group for those who identify under the transgender umbrella. The Group will meet monthly and offer opportunities for members to find themselves, grow confidences, and building relationships in a safe and welcoming setting. Partake in educational activities, best practice advice and professional visits to the group (i.e voice coaching, equality officers etc). Meeting: First Sunday of the month in Four Pillars from 1pm

4Teens

‘4 Teens’ is a support & social group for young LGBT+ people aged 13 – 19 years old. 4 Teens will run on a Friday, every other week from 6-8pm and be a social and support group for teenagers. It will incorporate play and learning; offering relaxed sessions, board games, console, art & crafts as well as educational and open session around mental, emotional, physical and sexual health. Inviting special guests in to talk to the group.

Breakfast Club

Breakfast club is perfect for the whole family. A place where young people, including those under 13, can meet others, build relationships, learn & grow together. Whilst playing games, lego, doing arts & crafts, or playing on the computers. It is also a perfect environment where parents, guardians and others can come together and share experiences. So whether you’re LGBT+ or a family member is, and you want to learn more, pop along on a Saturday morning 10-2pm and start to grow.

Out 4 Swimming

‘Out 4 Swimming’ is a group swimming session making use of the brilliant facilities at the Aberdeen Aquatic Centre. The 1 hour sessions are open to LGBT+ swimmers (18+) of all abilities and will run every other Friday between 8-9pm, meeting at the Aquatic centre at 7:30pm. This group gives people a chance to utilise the 25m pool which will be private, for Four Pillars service users. It is a great opportunity to improve your mental & physical health, exercise or just have fun with new friends. So come join us for this fun way to keep active & build relationships! Sessions cost £5 per person/ per session. Financial support is provided for those that need it.

Outreach and PR

We have engaged online across the world with both pride events and fundraisers. Thanks to the implementation of both our new Funding Manager, funded through donations, & Fundraising assistant, Kickstart placement, we have been able to increase our online presence over the past few months. Our Four Pillars social media channels have seen a collective growth with figures between Jan-March 2022 reaching:

<u>Accounts</u>	<u>Facebook</u>	<u>Instagram</u>	<u>Twitter</u>	<u>LinkedIn</u>
<u>Fans/followers</u>	1500	747	608	181
<u>posts</u>	99	87	95	76
<u>page engagement</u>	1400			139
<u>post engagement</u>		1300	360	
<u>Post ow.ly traffic</u>	898		351	
<u>Page clicks</u>	2000			78
<u>Post clicks</u>	871			78
<u>Direct messages</u>	85	31	37	

Data was not collected before this period

Collaborations

We continue to work with various organisations to bring more awareness and community involvement across Grampian. We were especially pleased to host a month-long art exhibition for In The Bell, who told the stories of 3 individuals through art, recorded words and events.

We have also collaborated with GREC in a joint funding bid to Heritage Lottery Fund for a 2 year project, Prejudice & solidarity Archived Throughout History (PATH) this project will see workers in both GREC & Four Pillars collecting & recording history across Aberdeen where prejudice & solidarity have been a key factor in events. The team, working alongside partners such as ACC & UoA, will then present findings in a series of events and awareness sessions during 2024. This is an exciting long-term project for both organisations which will hopefully inspire future generations in Grampian & beyond.

LGBT+ Awareness Training

We continue to provide LGBT+ Awareness Training sessions to both corporations and third sector partners, over the past 12 months we have delivered 6 sessions to around 63 individuals (we are aware these people did not sign in through the above data), both online and in person.

Grampian Pride

This year due to lockdown restrictions we were unable to host an in-person Pride event like in previous years. We were able to organize an online event that went ahead on 29th May 2021. This event was successful, we used the limitations on in person events to expand our knowledge surrounding online virtual events, this is a skill we aim to use going forward as it enables us to expand our awareness beyond Aberdeen and Grampian as a whole. We were however, able to provide a Winter festival by way of a parade along Union Street in October 2021, which saw over 2000 people in attendance. The event included charity engagements and live music/entertainment across the city.

*Full pride report attached as appendix 1

Events

As with every year we hosted a service for TDoR & World AIDS day. Both events were well attended and saw both new and old service users coming together for one cause. We hope new events will be available moving forward into 2022-23

Body Positive Art Workshop

Four Pillars was successful in a bid through Aberdeen City Council creative fund to develop and deliver a series of different art workshops which helped people discover themselves and their own bodies whilst becoming comfortable with who they are. This project was delayed due to COVID and then delays in the basement conversion and therefore didn't start until February 2022. In the few weeks which covers this report We were able to deliver 5 sessions which saw over 20 people attend, many repeatedly, as we watched their confidence grow and smile shine each week. A full project report will be available after the next block of 8 sessions which will take place between July & September 2022.

Fundraisers

Lockdown restrictions and low community engagements for external events throughout the year meant we were unable to carry out fundraisers as previously done. However, we were privileged to receive a donation of over £8,000 from The Haven Discord Community which was raised through an online streaming event that reached people across the world. We also joined the nation-wide Rainbow Lottery organisation which donates 50p of every ticket, raised in our name, to Four Pillars. Launching in July 2021 this has raised over £1,000 to date.

Volunteer Support Program

Through funding from Impact Scotland we were able to recruit a new dedicated Support & Development Volunteer Manager, with a 3 year placement, their role is to increase volunteer interactions, support & develop volunteers both personally & professionally and deliver Training. The program started in December 2021 and has so far recruited:

People with mental health conditions: 1

Lesbian, gay, bisexual, transgender or intersex people: 6

Total volunteer recruitment target: 6

*It's important to note this is only the recorded figures since the placement of the Volunteer Manager in December 2021

Volunteers

Four Pillars continues to be extremely well-supported by a diverse range of fantastic volunteers. During the period 2021-22 we had approximately 54 active volunteers involved in projects, such as various groups, PR, fundraising events, administrative support and Grampian Pride. The total number of hours recorded by volunteers throughout the year is 2,064 hours.

Four Pillars continues to be thankful to its volunteers and recognizes that our work could not be carried out to the degree it is without those volunteers. To that end, our Volunteer Manager has implemented The Saltire Awards for young people. We have expanded on our in-house training program with the inclusion of Office 365 training which allows volunteers to learn how to effectively use the Microsoft administration package, a skill that can be added to their CV making them more likely to secure paid work in the future. We have seen an increase in volunteer numbers since the start of the year with many inactive volunteers offering their service once again and new volunteers joining bringing us to a total of 28 volunteers at the end of the financial year.

Feedback

Every year throughout the month of March we ask our service users to complete a short, anonymous survey about Four Pillars, our services and their experiences. Due to COVID-19 we have not conducted the survey for the second year running, so feedback is limited to the feedback given online and in person & on our LGBT+ awareness training sessions, of which all 63 participants over various sessions completed the feedback survey.

Analysis shows the feedback from the LGBT+ Awareness training was overwhelmingly positive with us receiving 9.46 out of 10 stars for the sessions. We are pleased with the efficacy of the training program we are providing. The majority of answers to all questions are extremely positive, given this is our first full year offering the service we hope that these positive results will continue in the future.

Question	Score	Out of
How well do you feel LGBT+ awareness was explained (1 being low, not explained - 5 being high, very well explained)	4.9	5
Do you feel more empowered to move forward in your role and be more LGBT+ aware (1 being low, not empowered - 5 being high, extremely empowered)	4.69	5
How well do you feel Four Pillars aims & values were explained (1 being low, not explained - 5 being high, very well explained)	4.95	5
Overall, how would you rate the trainer(s) in terms of clarity of presentation? (1 being low - 5 being high)	4.92	5
Overall, how would you rate the opportunity for interaction and participation? (1 being low - 5 being high)	4.52	5
What is your overall evaluation for today's training. (1 being low, poor training, 10 being high, excellent training)	9.46	10
How would you rate the value for money in this training session (1 being low, poor value - 5 being high, great value for money)	4.78	5
Were all your questions answered? (If no please add to the next question)	Yes 60	No 3

Quotes:

- 1) This session included a great deal of really useful information, perspective and insight. It highlighted issues that I hadn't considered and will take on board. I will be recommending that others in my organisation attend this session in the future.
- 2) The training was so informative, Skara was an excellent trainer and explained everything so clearly. Her manner and presentation style really supported the session.
- 3) Cant thank you enough for this session so laid back with everyone being comfortable to ask questions
- 4) Skara was absolutely brilliant. She gave a good balance between facts/figures and personal experience. To have someone who has lived experience delivering the training was fantastic and made the session much more interactive and enjoyable. The training increased my knowledge a fair bit, and really made me consider things that I had never thought of before. I am feeling so much more confident about working with the LGBT community. Thank you so much for a brilliant day!

STATEMENT OF TRUSTEES RESPONSIBILITIES

A charity trustee must act in the interest of the charity, operate in a manner that is consistent with the charity's purpose, act with due care and diligence and manage any conflict of interest between the charity and any person or organisation who appoints trustees.

Each Trustee must comply with the 2005 Act (specific Duties) which include:

1. Having the charity details on the Scottish Charity Register
2. Reporting to OSCR: making changes to your charity
3. Financial records and reporting
4. Fundraising
5. Providing information to the public.

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law.

Section 44 of the 2005 Act requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable trust and of the incoming resources and application of resources, including the income and expenditure, of the charitable trust for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable trust will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charitable trust and to enable them to ensure that the financial statements comply with the Charities Act 2005. They are also responsible for safeguarding the assets of the charitable trust and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable trust's auditors/independent examiners are unaware; and
- they have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors/independent examiners are aware of that information.

Accounting records must be kept by the charity for a minimum of 6 years from the end of the financial year in which they were made.

Statement as to Disclosure of Information to Auditors/independent examiners

So far as the trustees are aware, there is no relevant information of which the charitable trust's auditors/independent examiners are unaware, and each trustee has taken all the steps that they ought to have taken as a trustee in order to make them aware of any audit information and to establish that the charitable trust's auditors/independent examiners are aware of that information.

SUMMARY OF FINANCIAL PERFORMANCE

Income

Total income generated throughout the year was £232,947. The main sources of income were from Robertson Trust (salary costs), Weir Charitable Trust (rent & salary costs) & Mental Health & Wellbeing fund *collectively (salaries) which equated to 57% of total income. Unrestricted funds (Donations and fundraisers) equated to another 33% whilst other funds (grants) added 10% of our income.

Expenditure

The total resources expended during the year was £161,385. The main areas of expenditure, 32%, were for staffing and training costs (£50,991) and core costs, 32%, (£51,942) which included support costs such as rent, insurances, governance costs such as auditors/independent examiners' remuneration, board expenses, specialist consultancy & legal fees. Other project costs including Grampian Pride, 26% (£41,225) and miscellaneous spends, including merchandise and rentals, 11%, (£17,225).

Unrestricted Funds / Reserves

We received Unrestricted Funds of £77,504 through donations and fundraisers. Including Grampian Pride funding of £30,149 through sponsorships and donations, As Four Pillars has grown substantially throughout the year, so has our regular outgoings and our 3 month running costs now total £15,000. Because of the rapid growth and need to spend income in order to make that growth happen we do not currently have adequate reserves in place. Something the board is well aware of and endeavor to correct going forward.

Restricted Funds

Grants received this period from various funders were £132,350. This includes £63,564 from ACVO, AVA & Moray TSI collectively to fund LOC work across Grampian through the Government Mental Health & Wellbeing Fund, £12,500 from Robertson Trust towards salary costs, £19,500 from Weir Charitable Trust towards rent & salary costs, £12,500 from SCVO towards salary costs, £10,000 from Morrisons to extend the basement/community room

The majority of the above funds, with exception to Weir Charitable Trust & Morrisons will cover salaries going forward, meaning the majority of these funds have not yet been spent.

Budget

The board have set a budget for 2022/23 of £320,000. This includes £70,000 for Grampian Pride, Staffing costs of £190,000, Rental at £15,600, insurance and contractual costs of around £19,000, including governance, utilities and accounting and £25,000 misc expenses (volunteers, training, stock, events, fundraisers).

Grampian Pride Post-Event Report

Event Overview

Date: 24th October 2021
Venue: Aberdeen City
Ticket Price: Free

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Purpose

The purpose of this event was to:

- Re-engage with the local LGBT+ community after COVID-19 restrictions;
- 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 6,000	Approx. 2,200 people took part in the parade
Charity/sponsor engagement 600	Approx. 280 people visited Aberdeen Art Centre

Attendance

Number of Attendees (approx.)	2,200
Number of Tickets obtained	2,484
% of Tickets unused	12%
Average age group	Not recorded
Number of First Time Attendees	Not recorded

Key Achievements and Recommendations

1. This was the third Pride Parade in the city, with approx. 2,200 people in attendance, plus additional spectators.

Achievements for Grampian Pride 2021:

- ✓ Parade ran on time
- ✓ No accidents or incidents reported
- ✓ Crowds gathered along the parade route and were given freebies
- ✓ Feel good atmosphere throughout
- ✓ People disbursed safely at parade end

Improvements for Grampian Pride 2022:

- More people. Whilst we understand why numbers are low, given pandemic and time of year, it is our aim to get this back up to over 6,000 people in 2022
- Due to increasing size consider streamline parade end activities

2. Charity Engagement, Aberdeen Art Centre

Achievements for Grampian Pride 2021:

- ✓ Crowd control was maintained at the door
- ✓ Everyone signed in
- ✓ Flow within the venue moved swiftly and was little cross over of people
- ✓ Engagement went well and all stall holders reported good engagement

Improvements for Grampian Pride 2022:

- Going back to outside marquee. Ensure adequate space
- Allow stall holders to "pick" their location to create a more free flowing event (AKA two charities offering similar services are not placed together)

Venue

Observations and Recommendations

- Parade route was accessible, easy starting point
- Wristband exchange at Holburn junction went well
- Parade end was clear, however, needs entertainment
- Security was well managed with good rapport between staff and public

3. Charity stalls: free space for 16 local and national charities

Achievements for Grampian Pride 2021:

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

Improvements for Grampian Pride 2022:

- In/out system for marquee
- Allow charities to choose locations

Registration and Check-In Process

Observations and Recommendations

- Pre-event wristband exchange throughout the whole month worked well with almost 2,000 participants collecting wristbands before Sunday
- Wristband exchange at Holburn Junction was well managed and system worked quickly and effectively allowing people to enjoy their day

Logistics

Observations and Recommendations

- The parade start was adequately manned and maintained
- The road closures we enforced properly with adequate notice given
- The parade route was clear, easily identified, and secure
- No issues with traffic
- Council reopened the roads behind the parade swiftly allowing access throughout the city to resume effectively
- Parade end at Marischal College worked well as the bus lane was able to stay closed longer without too much disruption
- Parade end gave a tranquil setting in which people were able to chatter and soak in the atmosphere of the day

Program

Observations and Recommendations

- The parade timing ran to schedule
- Parade end location allowed for easy disbursal
- The charity area opened on time although with a very large queue, this was nicely managed by volunteers

Sponsors

We would like to thank all our mainline sponsors: Aberdeen City Council, BP, Repsol, Granite Elite, CNRI, Siberia, Spirit Energy, The Balloon Studio, Unite Students, University of Aberdeen, Unison, Cheerz, CMS Law, Granite City Events, NESCol, Aberdeen Inspired, Carmelite Hotel.

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 advertising events, fundraising, donations and additional support.

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

Based on going to full physical event again, information from 2019.

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	£ 70,000
Budgeted Expenses	£ 70,000
Actual Income	£13,816.60
Actual Expenses	£3,101.71

Budget Commentary

Records began 01.09.2018 and are currently running toward Grampian Pride 2022

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

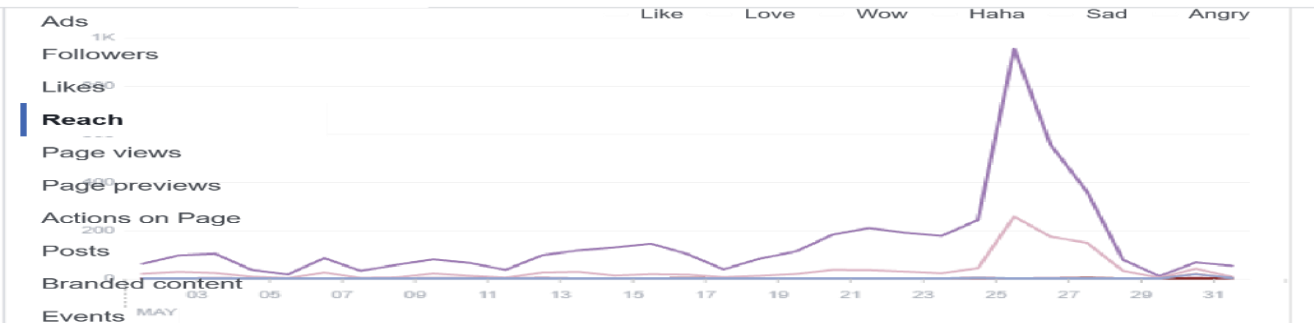
- Sponsorship: £10,000.00
- Funding: £500.00
- Fundraisers: £382.20
- Donations: £656.77

Expenses

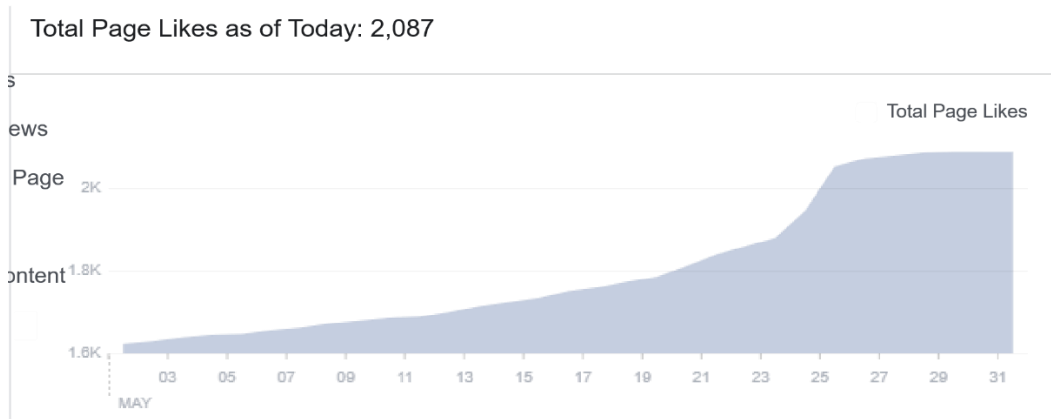
Category	Budget	Actual Expense	Variance
Road Closures	£7,000.00		+7000.00
Site Rent	£1,000.00	300.00	+700.00
Licenses	£1,000.00	514.00	+486
Site Equipment	£16,000.00		
Entertainment	£5,000.00		
Provisions	£17,000.00	869.84	+16,130.16
Volunteer Provisions	£1,000.00	71.52	+928.48
Tickets & Advertising	£2,000.00	1053.99	+946.01
Decorations	£4,000.00	246	+3,754.00
Misc	£1,000.00	46.36	+953.64

Summary of Social Media Activity

Views. In the month of Pride (October), facebook posts reach approximately 3/5,000 per day, this jumped to more than 17,000 on 24th 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



Full social media report

**Data analysed is related to pre- and post-event activities, as well as the posts that were shared during the event.*

1) General remarks

On 11th December, we reached 3,162 page followers! Last year, on 17th December 2020, we had 2,456 followers. This means we gained 706 in a year.

Page followers started to climb in April 2021, and started to take off in June 2021, with a pick in mid-October (in the two weeks before the event, which is likewise correlating with the launch of our paid ad).

From 26th May to the start of November alone, we gained 341 page followers (this corresponds to the Winter Parade campaign).

And for 2020 and 2021, we've had a Facebook audience growth of about 48%. Apart from Grampian Pride, our audience really appreciates us talking about wider LGBT+ issues, having our own "voice".

Generally speaking, posts have been performing well, with a reach of over 700 users for most posts part of the campaign.

Having Hootsuite have been a real game-changer. I wouldn't have been able to post that regularly without it.

Partnerships with external organisations help us gain more reach.

High engagement with Belmont cinema and GCRD posts, which highlights the importance of LGBT+ inclusive sports and arts for the community.

Post-event activities: results from related posts indicate people were looking forward to spend time together.

People seem to be interested in committee roles, yet they don't reach out. This could indicate they are looking for more information. Maybe a landing page with more details and a highlight on the benefits might be worth it.

2) The best performing posts

The table below gathers the best performing posts (with over 700 users reached).

Post	Reach	Post clicks	Interactions
Have you got your tickets	11,300	284	169
Map	49,200	2800	134
Bisexuality day	2,100	62	128
Winter Parade - Thank you post	6,900	123	110
Grampian Price 2022 - Save the date	1,700	156	101
Grampian Pride is on the lookout for new committee members	3,000	99	94
1 month to go	1,600	40	61
Are your rainbows and glitter ready	1,300	176	60
Granite City Roller Derby	2,100	74	60
Grampian Pride is fast approaching, and we're getting ready	2,000	105	53
Parade group	1,900	59	41
Share your photos with us	1,700	193	39
Time to collect your wristband	1,700	104	38
3 days to go	1,300	50	37
Belmont Filmhouse	912	22	35
2 weeks to go	1,300	61	32
Thank you - Sponsors	1,100	53	32
Many thanks to LUSH	741	4	32
Partnership with NHS	6,900	52	30
Safety measures	1,200	107	29
1 day to go	1,300	51	26
What to do after Winter Parade	2,000	45	25
Update charity engagement - Change of venue	1,600	62	22
Wristband collection - Last day	1,600	42	19
What's happening on the 24th of October	920	42	19
Wristband exchange - LUSH	1,100	13	18
What about a party	1,600	33	17
We hope you had a fabulous parade -			
Meet charities	1,000	22	15
Meet charities	1,200	14	15
Entertainment	3,000	32	14
On the lookout for volunteers	1,100	22	11
Feeling like partying	942	9	8
We are hiring	731	25	7
Feeling like partying	958	10	5

3) Top 10 posts with more reach

Post	Reach
Map	49,200
Have you got your tickets	11,300
Winter Parade - Thank you post	6,900
Partnership with NHS	6,900
Entertainment	3,000
Grampian Pride is on the lookout for new committee members	3,000
Granite City Roller Derby	2,100
Bisexuality day	2,100
What to do after Winter Parade	2,000
Grampian Pride is fast approaching, and we're getting ready	2,000

4) Top 10 posts with more interactions

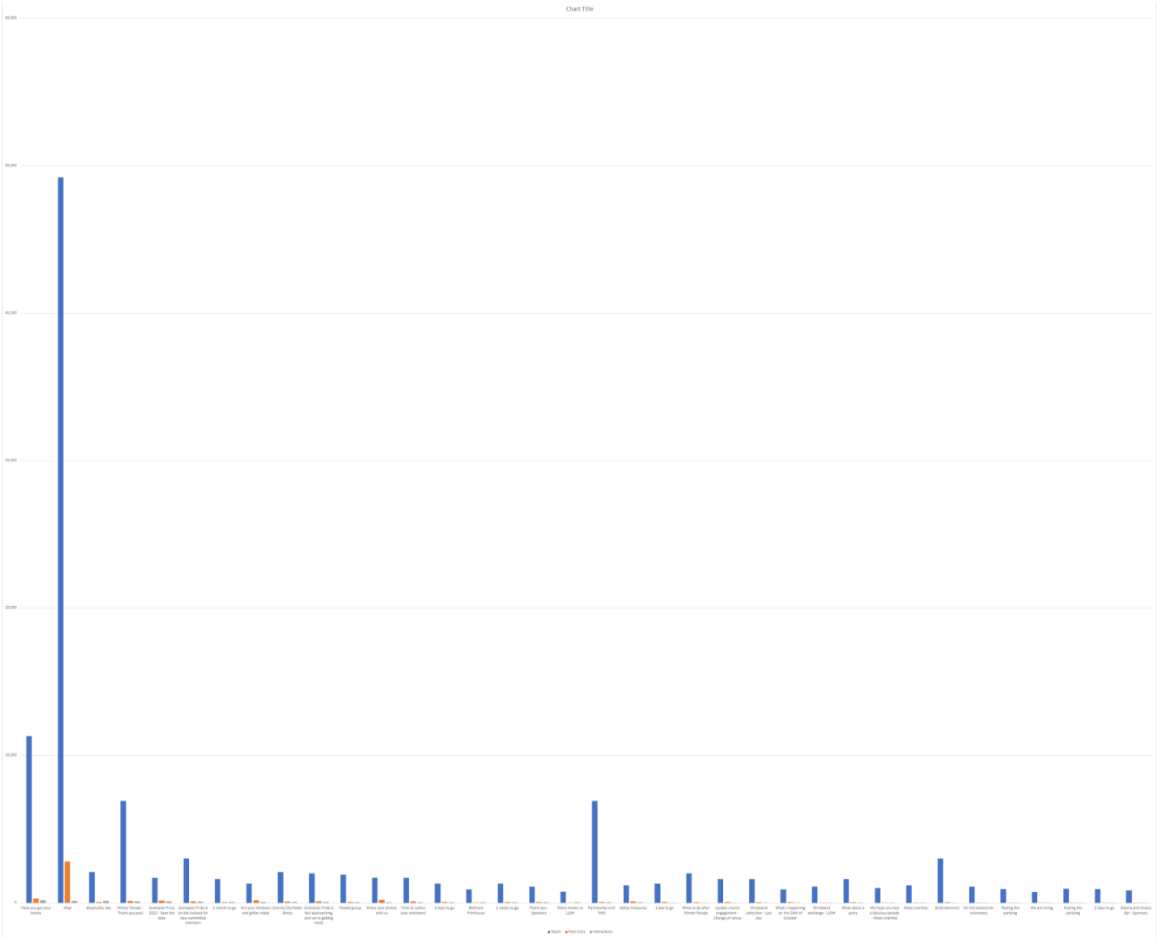
Post	Interactions
Have you got your tickets	169
Map	134
Bisexuality day	128
Winter Parade - Thank you post	110
Grampian Price 2022 - Save the date	101
Grampian Pride is on the lookout for new committee members	94
1 month to go	61
Are your rainbows and glitter ready	60
Granite City Roller Derby	60
Grampian Pride is fast approaching, and we're getting ready	53

5) Top 10 posts with most clicks

*Clicks on the image going with the copy.

Post	Post clicks
Map	2800
Have you got your tickets	284
Share your photos with us	193
Are your rainbows and glitter ready	176
Grampian Price 2022 - Save the date	156
Winter Parade - Thank you post	123
Safety measures	107
Grampian Pride is fast approaching, and we're getting ready	105
Time to collect your wristband	104
Grampian Pride is on the lookout for new committee members	99

6) Visual representation of the data



Lessons learned

- Regarding the operational side of our social media activities, everything went generally well. Again, Hootsuite has really helped in terms of posting frequency.
- There was a lot of work the week before the event, with an entire day creating publications and scheduling posting. We might need to take this into account for our next event as we're looking to produce a bigger Pride. Having someone to assist could support us in terms of workload.
- It would have been great having more photographs, posts, and videos of the post-parade activities. Again, this comes down to resources.
- Having the social media templates ready was speeding up post creation and quality.