

PRIDE SPORTS

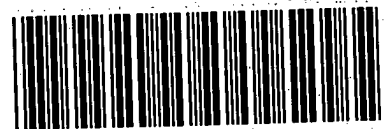
**Piccadilly Business Centre
Aldow Enterprise Park
Manchester
M12 6AE**

Company Number 05792362

Company Accounts

Period 01/05/2021 to 30/04/2022

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Pride Sports (Company Number 0572362)

Directors' Annual Report

for the period 01/05/2021 to 30/04/2022

The Directors present their annual report and accounts for the year ended 30th April 2022.

Principal Activities

Pride Sports is a dynamic entrepreneurial community driven organisation, with a focus on annual LGBTIQ+ multi sports events, leisure activities and year-round enabling support for increasing participation in sporting activity by lesbians, gay men, bi and trans people and the wider community.

Strategic Objectives

- To promote the inclusion of LGBTIQ+ people in national sport and physical activity strategy and delivery in the UK.
- To increase opportunities for participation in sport and physical activity, promoting sport and physical activity as a way to help enrich individuals' quality of life in the community.
- To ensure all projects and activities are inclusive of all sections of the LGBTIQ+ community and target need where it is greatest, improving the health and well being of LGBTIQ+ people.
- To challenge LGBTIQ+ discrimination across the sport and physical activity sector

The financial report for 01/05/2021 to 30/04/2022 is as shown in the Company Accounts and Balance Sheet recorded at the Pride Sports organisation office and as provided to Companies House for filing as an official statement of the year's completed accounts.

Achievements and Performance

This year was incredibly busy for Pride Sports, with a range of projects in delivery and planning throughout the year.

ATP Research

Pride Sports undertook some consultancy with the ATP Tour to understand more about male performance tennis players and LGBTQ+ inclusion. Pride Sports engaged Dr Erik Dennison from Monash University to help gain insight through a player survey.

GSK

Pride Sports completed its project with GSK. Delivering funding clinics, which generated more than £12,000 for grassroots clubs and making small grants for sports club start-ups. This included small grants to:

- Birmingham Unicorns
- Manchester Laces

- The Run-ish Club
- Belfast Blaze FC

Pride House Birmingham

During this year, Pride Sports began working towards the delivery of Pride House Birmingham, and LGBTIQ+ welcome space at the Birmingham 2022 Commonwealth Games.

Pride House Birmingham's mission was "To create a safe space and welcoming, inclusive environment for LGBTIQ+ supporters, athletes, staff, volunteers and organisations at the Birmingham 2022 Commonwealth Games. Creating a lasting legacy for LGBTIQ+ inclusion in sports in the West Midlands and celebrating the diversity of the second city."

Pride House Birmingham aimed to be the most comprehensive, inclusive and best attended Pride House in Commonwealth Games history. Building on the success of past Pride House events, Pride Sports aimed to provide a comprehensive programme of events and activations across a wide range of topics related to LGBTIQ+ communities and linked to the Commonwealth and sport at all levels.

Pride House Birmingham utilised a wide range of methods to bring related content to a diverse audience, encouraging participation and understanding from all sectors of the community.

Pride Sports appointed an Executive Board for the delivery of Pride House, which made the most of local expertise. The Board consists of:

Piero Zizzi: Sports Marketing Director and founder of award-winning LGBTQ+ Football Supporter Group Proud Baggies. Based in Birmingham with many years' experience in the global sports industry.

Neil Basterfield: HR Director and organiser for Proud Baggies. Over 30 years' experience in diversity and inclusion and delivery of large-scale programmes.

Alongside Pride Sports Director Lou Englefield.

In addition, the Board has recruited an Advisory Group of local stakeholders representing Birmingham's diverse LGBTIQ+ communities who will assist the board in ensuring that the Pride House programme provides content for all.

Whilst the delivery of Pride House Birmingham will not take place until July 2022, work was undertaken this year in preparation and included:

- A Sporting Pride Conference for the LGBTIQ+ sport and physical activity sector which took place in the Pride House venue in Birmingham
- A presence at Birmingham Pride to raise awareness of the upcoming Pride House initiative
- Securing funding from the Commonwealth Sport Foundation and FCDO for Pride House projects
- Creating a Commonwealth and LGBTIQ+ Human Rights exhibition for display at Pride House Birmingham, and online

Eurogames 2024 Bid

As part of the legacy of Pride house Birmingham, Pride Sports bid for a Eurogames, an LGBTIQ+ multisport event licensed by EGLSF. Pride Sports gained the support of Birmingham City Council, a range of LGBTIQ+ sports groups and a number of National Governing Bodies of Sport, but ultimately lost out to Vienna.

Football v Homophobia

Through its Football v Homophobia (FvH) campaign, Pride Sports delivered a successful grassroots campaign during the February Month of Action. 636 grassroots teams took part from throughout the UK, with teams across the globe taking part.

Many professional and Non-League clubs also took part from around the UK, with a partnership with Leap Sports Scotland seeing the delivering FvH Scotland.

With some covid restrictions still in place it was decided not to return to a live Awards event in February 2022, and the decision was taken to work with Eat Sleep Media to livestream the Awards Night.

We were lucky enough to welcome Jo Currie, BBC Women's Sport Reporter to be our host on the evening.

Awards in nine categories were sent out to winners after the event.

The Football v Transphobia (FvT) Week of Action saw its fourth annual Week of Action at the end of March, promoting a message of inclusion and allyship through the campaign message #TransFootyAlly. Pride Sports and its volunteer FvT team produced a series of podcasts to celebrate the week, as well as designing a Football v Transphobia football jersey, which was subsequently created by Puma to support the Week. The week was well supported throughout the game.

Football v Homophobia, as a campaign also joined a grouping of other international LGBTIQ+ sports and human rights organisations this year to form the LGBTIQ+ Human Rights Sports Coalition. In light of the Men's Football World Cup taking place in Qatar, the coalition began discussions with FIFA and the World Cup Supreme Committee in an effort to ensure that LGBTIQ+ human rights were respected throughout the tournament.

In the USA, our volunteer FvH Americas team joined forces with United Soccer Leagues to deliver a webinar to clubs as part of their Forever Proud project.

Throughout the year, as part of its Football v Homophobia work, Pride Sports delivered online training and education sessions to a range of football stakeholders including grassroots football clubs, football associations and leagues.

LGBTIQ+ Junior Club Development

Pride Sports Director Sally Carr, this year created an online resource for grassroots LGBTIQ+ sports and physical activity clubs on setting up junior sections funded by Sport England. The guidance was produced in consultation with LGBTIQ+ sport and physical activity providers, alongside youth work specialists. The guidance is structured in 4 sections ranging from 'must do'

to 'nice to do'. Clubs are invited to work through each section and tick off your progress as you go.

Wythenshawe Games

Due to some covid restrictions still being in place during the 2021 summer holidays, Pride Sports was unable to deliver Wythenshawe Games in its 5-day festival format but was commissioned to deliver a dispersed event throughout the holidays, providing sport and physical activity sessions for young people and families around parks in Wythenshawe. As part of this, Pride Sports delivered its annual 10kmn run in Wythenshawe Park.

In December 2021, Pride Sports was able to deliver the Wythenshawe Games Santa Dash for the first time since 2019.

Out & Wild

This year Pride Sports joined the curating team for the Out & Wild Festival, a weekend wellness festival for queer, questioning women and non-binary people to be held in Pembrokeshire in June 2022. Work was carried out in this year to secure sport and physical activity providers for the event.

Other Work

In other work, Pride Sports provided support for the launch of the LGBTQ+ Football Professionals Network, a network of people working across the football industry. This is being launched in June 2022.

Pride Sports also worked in partnership with Leap Sports Scotland and LGBT+ Sport Cymru this year to provide a response to the Sports Council's Equality Group guidance on trans inclusion in sport.

As a member of EGLSF, Pride Sports was also part of a team which conducted a study on transgender/ intersex athletes and human rights in sport for the EPAS 2021 Diversity Conference.

Pride Sports also delivered a range of education sessions to a diversity of audiences, including corporates, National Governing Bodies of Sport and other sport and physical activity stakeholders. Pride Sports' Directors were also asked to speak at a range of conferences and other events.

In addition to the small grants funded through GSK above, Pride Sports also made donations to:

- Trans Can Sport
- Kemptown Wave Basketball Club
- She Football (Ayisat Yusuf-Aromire Foundation)

Funding and Income Generation

During the year Pride Sports has continued to have support and help from grant funders, sponsors and donors for our events, using the funding resources to maximum effect.

Pride Sports received support totalling £10,140.69 from Puma towards the delivery of the Football v Homophobia campaign.

The organisation also received grant funding of £41,175 from FCDO towards the delivery of Pride House Birmingham projects and a grant of £50,000 from the Commonwealth Sport Foundation for the delivery of youth and education programming at Pride House Birmingham.

Income from consultancy increased this year through the commissioning of Wythenshawe Games activities and the delivery of training services.

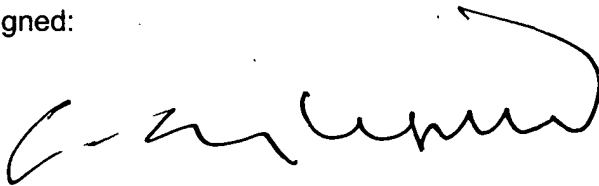
Directors

The Directors who served during the year were as follows

Louise Englefield
Sally Carr
Anna Verges

The board approved this report on 29 January 2023

Signed:

A handwritten signature in black ink, appearing to be 'L Englefield', with a large, sweeping loop at the end.

L Englefield
Director

Pride Sports Income and Expenditure Company Accounts
Period 01/05/2021 to 30/04/2022

Period 01/05/2021 to 30/04/2022	Money In £ p	Money Out £ p	Balance at End £ p
INCOME: -			
Income from Consultancy	64,255.89		
Community Sports	1,517.46		
Campaign Materials	6,984.29		
Sponsorships/Donations	19,461.06		
<i>Restricted Grant Income: -</i>			
Commonwealth Sports Foundation	50,000.00		
FCDO	41,715.00		
	Total Income		183,933.70
EXPENDITURE			
Insurance/Security/Internet		3959.43	
Printing, Postage, Stationary		9047.03	
Travel & Subsistence		2633.48	
Venue/Services Hire		12125.00	
Event Promotion		5077.03	
Small Grants		4,361.55	
Equipment/Consumables		7470.25	
Associates Fees		118022.82	
Volunteer Training & Expenses		619.74	
Professional Fees		169.37	
Subscriptions		490.29	
Bank / PP charges		410.27	
	Total Expenditure		164,386.26
	Operating Profit/(Deficit)		19,547.44
	Taxation		-
	Surplus brought forward		61,802.66
	Surplus carried forward		81,350.10

Balance Sheet of Pride Sports (Company Number 05792362) as at 30/04/2022

<u>Pride Sports (Company Number 05792362)</u>	£.p	£.p
ASSETS: -		
Fixed Assets		Nil
Current Assets		
Stock	Nil	
Debtors	Nil	
Cash	81,350.10	
Creditors due within one year	Nil	
Total Assets		
Liabilities	Nil	Nil
Reserves		
Unrestricted Funds		5,500
Restricted Funds		75850.10
Total Reserves		81,350.10

For the year ending 30th April 2022 the company (Pride Sports) was entitled to exemption from audit under section 477 (2) of the Companies Act 2006.

The members have not required the company (Pride Sports) to obtain an audit in accordance with section 476 of the Companies Act 2006.

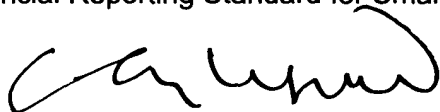
The directors acknowledge their responsibility for: -

- (i) ensuring the company keeps accounting records which comply with Section 386; and
- (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit and loss for the financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, as far as is applicable to the company.

Related Party Transactions

No transactions with related parties were undertaken such as are required to be disclosed under the Financial Reporting Standard for Smaller Entities.

Signed: -



Position: - Company Secretary

Name: - Louise Englefield

Date:- 29.1.2023

Notes to the Financial Statements

Company Limited by Guarantee

Pride Sports is a company limited by guarantee and does not have a share capital. In the event of the company being wound up the members' will contribute a sum not exceeding £1.

Accounting Policies and Basis

The financial statements are prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). These accounts are prepared on the historic cost basis.

There are no fixed assets to report.