

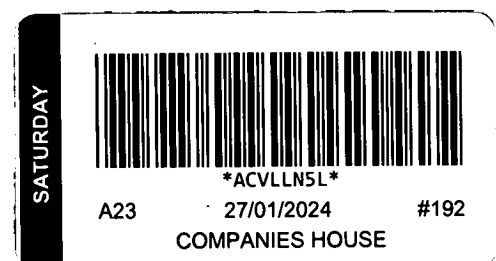
PRIDE SPORTS

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

Company Number 05792362

Company Accounts

Period 01/05/2022 to 30/04/2023



Pride Sports (Company Number 0572362)

Directors' Annual Report

for the period 01/05/2022 to 30/04/2023

The Directors present their annual report and accounts for the year ended 30th April 2023.

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 wellbeing of LGBTIQ+ people.
- To challenge LGBTIQ+ discrimination across the sport and physical activity sector

The financial report for 01/05/2023 to 30/04/2023 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 a unique year for Pride Sports, with two major sports events impacting the organisation's work – Birmingham 2022 Commonwealth Games, Qatar 2022 World Cup.

Pride House Birmingham

This year saw the culmination of Pride Sports' Pride House Birmingham project, an 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 legacy for LGBTIQ+ inclusion in sports in the West Midlands and celebrating the diversity of the second city."

Pride House Birmingham opened its doors on Friday 22nd July and welcomed guests until Monday 8th August. More than 2,000 visitors attended Pride House during this time. In addition, Pride House Birmingham also delivered pop-up Pride Houses in Athletes' Villages; the first time this had been achieved by a Pride House, since the movement began in 2010. This meant that

athletes and support staff were able to access LGBTIQ+ inclusive content and support during their stay in Birmingham. Many athletes and support staff who accessed the pop-up pride houses also came to visit the community Pride House venue.

Pride House Birmingham offered, not only a safe place for LGBTIQ+ people throughout the Commonwealth Games, at which to catch all the action on large screens, the venue also hosted a huge array of programming each day that it was open. This included performers, poets, films, debate, panel discussions, as well as showing some of the UEFA Women's Euro 2022 matches, which were taking place at the same time.

In the previous financial year, Pride Sports secured funding from FCDO to deliver a Commonwealth Voices project. This funding paid for:

- A podcast
- An Exhibition of Human Rights around the Commonwealth
- An Exhibition of LGBTIQ+ Sporting Heroes of the Commonwealth
- A Human Rights Defenders of the Commonwealth Educational resource

Both exhibitions were shown every day at Pride House Birmingham, whilst the human rights defenders educational resource were available both as printed factsheets at Pride House and on the Pride House Birmingham website. In February 2023 the Human Rights exhibition was also shown at the regional offices of PwC.

The podcast element of the project also continued beyond the initial funding period, and 10 episodes were produced in total by Jon Holmes of Sports Media LGBT+. Ten podcasts were broadcast in total, with contributors from around the world. The podcasts looked back at previous Pride Houses, talked to athletes and LGBTIQ+ activists about experiences of sport and human rights across the commonwealth, as well as providing a retrospective on Pride House once the project had been delivered.

Pride House Birmingham also included a youth element funded by the Commonwealth Sports Foundation. This included both youthwork programming and an education focus.

Youth programming for Pride House Birmingham began in March 2022 and concluded in August 2022. Programming focused on LGBTIQ+ youth in Birmingham and was delivered in partnership with LGBTIQ+ youth provision in the West Midlands and further afield.

Following consultation with LGBTIQ+ young people themselves, the Youth Programme was delivered against three key projects:

- Belonging Project
- Queer Routine (QR) Code
- Future Aspirations Project

The Belonging Project aimed to connect LGBTQ+ young people to the Commonwealth Games through a letter writing project. Eight LGBTQ+ youth groups signed up for the project, five from across the West Midlands, and one in Devon, London and Bolton. Of these five groups a total of 77 letters were submitted from 63 young people.

These letters of solidarity and welcome were then distributed amongst visiting LGBTIQ+ athletes and support staff from the Birmingham 2022 Commonwealth Games who visited Pride House alongside a bespoke Pride House Birmingham medal.

The Queer Routine (QR) Code Project aimed give young people the opportunity to try out the sports of the Commonwealth Games, in a safe and empowering way. By working with young

LGBTQ+ people to choreograph and share dance videos inspired by Commonwealth sports, the project created an accessible way for other young LGBTQ+ people to get involved in the Games, bringing the Games to life in a fun and familiar way for many more young people. A total of 60 young people took part in the QR Code project.

Meanwhile, **the Future Aspirations Project** connected LGBTQ+ young people with sports industry experts, providing them with current information on how to get into sports industries, including sports media, sports kit design.

The project sought to ensure LGBTQ+ Young People involved in Future Aspirations Project feel better connected to the Commonwealth Games through their involvement in the project. The project enabled young people to have direct and named contacts for young people to access the sports industries world.

The Pride House Schools Programme was designed to engage a range of primary and secondary schools across the West Midlands in celebrating Pride House in Birmingham 2022. The overarching theme of the schools' programme was: **"Everyone Welcome in Birmingham"**. The project intended to achieve the following outcomes:

- Give learners a sense of pride and investment in the Commonwealth Games through their work on this project
- Ensure that learners were aware of the contributions of LGBTQ+ athletes from across the Commonwealth.
- Produce resources which would inspire children and young people to be open to future positive engagement.
- In target schools leave a legacy of the willingness to fearlessly challenge Homophobia.
- Share learning with a wider audience through a celebration Event and display at the Pride House Birmingham venue.

The project resulted in 18 primary schools engaging with the project and 6 of these working with the Pride House Birmingham Education Consultant to make films on issues of sport and inclusion, 6 secondary schools engaging in the programme, with 5 of this contributing creative work to be displayed in Pride House. 15 school workshops were carried out, with 11 teacher briefings and a final celebration event was held which saw young people share their work and hear from Pride House Birmingham Ambassador Michael Gunning and Birmingham City Councillor, John Cotton.

Football v Homophobia

Through its Football v Homophobia (FvH) campaign, Pride Sports delivered a successful grassroots campaign during the February Month of Action. Approximately 300 grassroots teams took part from throughout the UK, with teams across the globe taking part. This represented less teams than the previous year, a result of the lack of sponsorship during this season, meaning no give-aways for clubs, and also, the end of covid, which meant teams were very focused on playing the game.

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.

Towards the end of February, we held the first Football v Homophobia Awards Night, since the Awards were launched in 2020. The event was held at the National Football Museum and saw media coverage from Sky Sports News and Football Focus.

The Football v Transphobia (FvT) Week of Action saw its fifth annual Week of Action at the end of March, promoting a message of inclusion and allyship through the campaign message #NoFootballWithouttheT. Pride Sports partnered with women's football brand Foudys to create a bespoke shirt to support the campaign, and pin badges and stickers with the campaign message were also produced. A Football v Homophobia podcast was recorded to support the month, with Jon Holmes, FvH Media Consultant interviewing actor, football fan and grassroots player, Ash Palmisciano.

Football v Homophobia maintained its role in LGBTIQ+ Human Rights Sports Coalition. Offering perspectives to media outlets and helping to facilitate an online conference of the opening day of the 2022 Qatar Men's World Cup. An unexpected result of the World Cup taking place in a country with prohibitive laws for LGBTIQ+ people, is that Pride Sports received a number of donations from individuals and businesses throughout November and December, and this rise in donations is reflected in these accounts.

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.

Pride Sports Cymru

Pride Sports has been working in Wales for several years through its Football v Homophobia Cymru (FvH Cymru) project, but in January 2023, Pride Sports launched a new brand for work outside of football in Wales. Pride Sports Cymru was launched in Newport at the FAW facility at Dragon Park. The event was attended by representatives from sports bodies across Wales, and guests heard from Dawn Bowden MS, Deputy Minister for Arts, Sport and Tourism along with speakers from LGBTQ+ community sport.

Wythenshawe Games

Pride Sports continued to be commissioned to deliver Wythenshawe Games, which during this year, became a pop-up event across three parks. A total of 8652 people took part in the nine-day festival.

In December 2022, Pride Sports was commissioned to deliver the Wythenshawe Games Santa Dash once more and launched a Twilight Ride, which saw families with bikes decorated with Christmas lights cycle a 3km route inside Wythenshawe Park.

Out & Wild

Pride Sports programmed and managed the delivery of sport and physical activity sessions for the Out & Wild Festival, a weekend wellness festival for queer, questioning women and non-binary people to held in Pembrokeshire in June 2022.

Ball Together Now

Pride Sports joined forces with Manchester Laces Football Club this year to deliver Ball Together Now, a trans inclusive football festival for women and non-binary people. The event is due to take place in July 2023, but this year saw much of the planning taking place, and some income received from team registrations.

Other Work

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, Pride Sports also made small grants to the following groups:

- Unicorns Netball Club
- Tomorrow Women In Sport Foundation (Uganda)
- Swansea Galaxy Football Club

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 £10,000 from GSK towards the delivery of Pride House Birmingham Sporting Pride Conference, which was held before the end of the previous financial year.

The organisation also received a grant of £10,000 for the National Lottery Community Fund towards activities at Pride House Birmingham and sponsorship from:

- AM 2 PM
- DXC
- EON
- PWC

In addition, Pride Sports received sponsorship donations towards the Football v Homophobia Awards from a range of organisations/businesses, including BT as headline sponsor.

Income from consultancy increased this year through the commissioning of Wythenshawe Games activities, the delivery of training services and consultancy services provided to the Birmingham 2022 LOC.

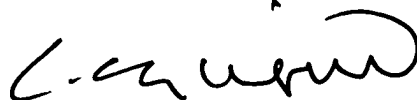
Directors

The Directors who served during the year were as follows

Louise Englefield
Sally Carr
Anna Verges

The board approved this report on 21 January 2024

Signed:



L Englefield, Director

Pride Sports Income and Expenditure Company Accounts
Period 01/05/2022 to 30/04/2023

Period 01/05/2022 to 30/04/2023		Money In £ p	Money Out £ p	Balance at End £ p
INCOME: -				
Income from Consultancy		61,205.50		
Community Sports		8,873.97		
Campaign Materials		8,066.26		
Sponsorships/Donations		96,870.53		
<i>Restricted Grant Income: -</i>				
GSK		10,000.00		
Love Brum		500.00		
NLCF		10,000.00		
Total Income				195,516.26
EXPENDITURE				
Insurance/Security/Internet			4,937.64	
Printing, Postage, Stationary			16,381.70	
Travel & Subsistence			4,449.80	
Venue/Services Hire			51,505.82	
Event Promotion			3,749.96	
Small Grants			1,700.00	
Equipment/Consumables			31,947.00	
Associates Fees			98,742.84	
Volunteer Training & Expenses			4,656.88	
Professional Fees			13.00	
Subscriptions			864.56	
Bank / PP charges			813.05	
Total Expenditure				219,762.25
Operating Profit/(Deficit)				-24,245.99
Taxation				-
Surplus brought forward				81,350.10
Surplus carried forward				57,104.11

Balance Sheet of Pride Sports (Company Number 05792362) as at 30/04/2023

<u>Pride Sports (Company Number 05792362)</u>	£.p	£.p
ASSETS: -		
Fixed Assets		Nil
Current Assets		
Stock	Nil	
Debtors	Nil	
Cash	57,104.11	
Creditors due within one year	Nil	
Total Assets		
Liabilities	Nil	Nil
Reserves		
Unrestricted Funds		27,104.11
Restricted Funds		30,000
Total Reserves		57,104.11

For the year ending 30th April 2023 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.

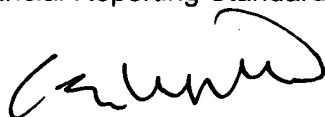
The directors acknowledge their responsibility for: -

- (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:- 21.1.2024

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.