

**COMPANY NUMBER:**  
**08321669**

**LONDON LGBT COMMUNITY PRIDE C.I.C.**  
**DIRECTORS' REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2014**

**HELRİK AND LOUW**  
**CHARTERED MANAGEMENT ACCOUNTANTS**  
**72 GREAT SUFFOLK STREET**  
**LONDON**  
**SE1 0BL**

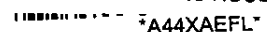
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**LONDON LGBT COMMUNITY PRIDE C.I.C**  
**REPORTS AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2014**

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**LONDON LGBT COMMUNITY PRIDE C.I.C**

**COMPANY INFORMATION**

**Company Number:** 08321669

**Directors.** Michael La Roche Salter  
David John Bloomfield  
Alison Louise Camps  
George Patrick Lyster-Todd  
Stephen Charles Ward  
Ben Whur  
Huma Qazi

**Registered Office:** Mitre House  
106 Aldersgate Street  
London  
EC1A 4DD

**Accountants** Helrik and Louw  
Chartered Management Accountants  
72 Great Suffolk Street  
London  
SE1 0BL

**LONDON LGBT COMMUNITY PRIDE C I C.**

**DIRECTORS' REPORT**

**FOR THE YEAR ENDED 31 DECEMBER 2014**

The directors present their report and the financial statements for the year ended 31 December 2014

**Principal activities**

The principal activity of the company continues to be artistic and literary creation and interpretation

**Directors**

The directors who served during the year were as follows

Michael La Roche Salter  
David John Bloomfield  
Alison Louise Camps  
George Patrick Lyster-Todd  
Stephen Charles Ward  
Ben Whur  
Huma Qazi

**Responsibilities of the directors**

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and law). The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to

select suitable accounting policies and then apply them consistently;

make judgments and estimates that are reasonable and prudent,

prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**LONDON LGBT COMMUNITY PRIDE C.I.C**

**DIRECTORS' REPORT** (Continued)

**FOR THE YEAR ENDED 31 DECEMBER 2014**

This report was approved by the board on 27 February 2014 and has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006



Michael La Roche Salter

**ACCOUNTANTS' REPORT**  
**TO THE BOARD OF DIRECTORS**  
**ON THE UNAUDITED FINANCIAL STATEMENTS OF**  
**LONDON LGBT COMMUNITY PRIDE C.I.C.**

As described in the balance sheet you are responsible for the preparation of the financial statements for the year ended 31 December 2014 set out on pages 4 to 8 and you consider that the company is exempt from a report under section 477(1) of the Companies Act 2006. In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfill your statutory responsibilities, from the accounting records and information and explanations supplied to us.

Dated

Helrik and Louw  
Chartered Management Accountants  
72 Great Suffolk Street

London

SE1 0BL

**LONDON LGBT COMMUNITY PRIDE C.I.C.**

**PROFIT AND LOSS ACCOUNT**

**FOR THE YEAR ENDED 31 DECEMBER 2014**

	Note	2014 £	2013 £
Turnover		595,929	426,414
Cost of sales		(482,414)	(382,524)
Gross profit		113,515	43,890
Administrative expenses	2	(137,387)	(59,563)
Operating Loss	3	(23,872)	(15,673)
Interest payable		(3,750)	-
Loss on ordinary activities before taxation		(27,622)	(15,673)
Tax on loss on ordinary activities		-	-
Loss for the year		£ (27,622)	£ (15,673)

The annexed notes form part of these financial statements

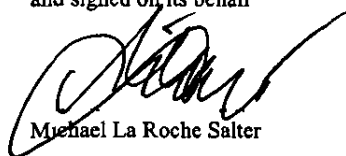
**LONDON LGBT COMMUNITY PRIDE C.I.C.**

**BALANCE SHEET AS AT 31 DECEMBER 2014**

	Note	2014		2013	
		£	£	£	£
<b>Fixed assets</b>					
Intangible assets	4		1,172		1,125
Tangible assets	5		10,370		9,140
			<hr/>		<hr/>
			11,542		10,265
<b>Current assets</b>					
Debtors	6	3,031		16,690	
Cash at bank and in hand		49,079		7,880	
		<hr/>		<hr/>	
		52,110		24,570	
<b>Creditors</b>					
Amounts due within one year	7	(106,947)		(25,508)	
		<hr/>		<hr/>	
<b>Net current liabilities</b>			(54,837)		(938)
			<hr/>		<hr/>
<b>Total assets less current liabilities</b>			(43,295)		9,327
<b>Creditors</b>					
Due after more than one year	8		-		(25,000)
			<hr/>		<hr/>
<b>Net liabilities</b>			£ (43,295)		£ (15,673)
			<hr/>		<hr/>
<b>Capital and reserves</b>					
Profit and loss account	9		(43,295)		(15,673)
			<hr/>		<hr/>
<b>Shareholders' funds</b>			£ (43,295)		£ (15,673)
			<hr/>		<hr/>

For the year ending 31 December 2014 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). Approved by the board of directors on 27 February 2014 and signed on its behalf.

  
Michael La Roche Salter

The annexed notes form part of these financial statements



**LONDON LGBT COMMUNITY PRIDE C.I.C**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2014**

**1 Accounting policies**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (Effective April 2008)

**Cashflow statement**

The Company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cashflow statement on the grounds that it is a small company

**Turnover**

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts

**Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

Plant and machinery	25% reducing balance basis
---------------------	----------------------------

**Intangible assets**

Goodwill is the difference between the amount paid on the acquisition of a business and the aggregate fair value of its separable net assets. It is being written off in equal annual installments over its estimated economic life

**Grants received**

Grants related to capital expenditure on tangible assets are credited to the profit and loss account at the same rate as the depreciation on the assets to which the grants relate

**2 Exceptional administration expenses**

**3 Operating loss**

	<b>2014</b>	<b>2013</b>
	<b>£</b>	<b>£</b>
This is stated after charging		
Depreciation and amortisation of owned assets	3,317	119
	<u>          </u>	<u>          </u>

**LONDON LGBT COMMUNITY PRIDE C.I.C.**  
**NOTES TO THE FINANCIAL STATEMENTS** (Continued)  
**FOR THE YEAR ENDED 31 DECEMBER 2014**

**4 Intangible fixed assets**

	<b>Other £</b>
Cost	
At 01 January 2014	1,125
Additions	350
	<hr/>
At 31 December 2014	1,475
	<hr/>
Amortisation	
Charge for the year	303
	<hr/>
At 31 December 2014	303
	<hr/>
Net book value	
At 31 December 2014	£1,172
	<hr/>
At 31 December 2013	£1,125
	<hr/>

**5 Tangible fixed assets**

	<b>Plant and Machinery £</b>
Cost	
At 01 January 2014	9,263
Additions	4,249
Disposals	(100)
	<hr/>
At 31 December 2014	13,412
	<hr/>
Depreciation	
At 01 January 2014	123
Charge for the year	2,959
On disposals	(40)
	<hr/>
At 31 December 2014	3,042
	<hr/>
Net book value	
At 31 December 2014	£10,370
	<hr/>
At 31 December 2013	£ 9,140
	<hr/>

**LONDON LGBT COMMUNITY PRIDE C.I.C**

**NOTES TO THE FINANCIAL STATEMENTS** (Continued)

**FOR THE YEAR ENDED 31 DECEMBER 2014**

<b>6 Debtors</b>	<b>2014</b>	<b>2013</b>
	<b>£</b>	<b>£</b>
Due within one year		
Trade debtors	-	5,600
Other debtors	3,031	11,090
	<u>£ 3,031</u>	<u>£16,690</u>
	<u><u>£ 3,031</u></u>	<u><u>£16,690</u></u>
 <b>7 Creditors - amounts falling due within one year</b>		
	<b>2014</b>	<b>2013</b>
	<b>£</b>	<b>£</b>
Trade creditors	68,584	25,125
Other creditors	38,363	383
	<u>£106,947</u>	<u>£ 25,508</u>
	<u><u>£106,947</u></u>	<u><u>£ 25,508</u></u>
 <b>8 Creditors - amounts falling due after more than one year</b>		
	<b>2014</b>	<b>2013</b>
	<b>£</b>	<b>£</b>
Other creditors	-	25,000
	<u>-</u>	<u>25,000</u>
	<u><u>-</u></u>	<u><u>25,000</u></u>
 <b>9 Profit and loss account</b>		
	<b>2014</b>	<b>2013</b>
	<b>£</b>	<b>£</b>
At 01 January 2014	(15,673)	-
Loss for the year	(27,622)	(15,673)
	<u>£(43,295)</u>	<u>£(15,673)</u>
At 31 December 2014	<u><u>£(43,295)</u></u>	<u><u>£(15,673)</u></u>

**LONDON LGBT COMMUNITY PRIDE C.I.C.**

**DETAILED TRADING AND PROFIT AND LOSS ACCOUNT**

**FOR THE YEAR ENDED 31 DECEMBER 2014**

	2014		2013	
	£	£	£	£
<b>Turnover</b>				
Sales		595,929		426,414
<b>Cost of sales</b>				
Direct costs	482,414		382,524	
<b>Gross profit</b>		113,515		43,890
<b>Overheads</b>				
Depreciation	3,014		119	
Amortisation	303		-	
Accountancy	1,713		2,240	
Office cost	5		137	
General expenses	604		1,727	
Consultancy fees	50,000		16,815	
Travel and accommodation	1,729		1,867	
Subsistence	1,298		423	
Training costs	-		3,724	
Staff entertaining	1,350		431	
Mileage	-		30	
Marketing and advertising	56,791		8,880	
Insurance	7,322		6,328	
IT software and consumables	4,158		134	
Telephone and internet	205		211	
Printing, stationery & postage	286		1,630	
Subscriptions	375		111	
Cleaning	165		52	
Legal expense	-		268	
Bank charges	1,129		187	
Bad debts	2,277		12,352	
Credit card charges	1,377		50	
Registrations	35		35	
Storage	1,456		497	
Parking	116		235	
Car/van hire	-		400	
Meeting room hire	852		680	
Business entertainment	827		-	
Other interest - < 5 yrs BI	3,750		-	
		141,137		59,563
<b>Loss on ordinary activities</b>		<u>£(27,622)</u>		<u>£(15,673)</u>

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~~ASHK~~**CIC 34****Community Interest Company Report**For official use  
(Please leave blank)Please  
complete in  
typescript, or  
in bold black  
capitals.Company Name in  
full

London LGBT Community Pride CIC

Company Number

08321669

Year Ending

31<sup>st</sup> December 2014

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

**PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT**

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a fair and accurate description of how they have benefited the community, or section of the community, which the company is intended to serve.

London LGBT+ Community Pride CIC (LLCP) delivered the following in the financial year:

- a Parade for 30,000 members of the LGBT+ community and supporters; this gave a range of community groups including charities, sports teams, employee networks and Unions an opportunity to promote themselves, raise some money, bring volunteers together for a fun day out to thank them for their support and campaign for a cause close to their heart. The theme was 'Freedom to..' which could be used in a variety of ways for individual groups to support and campaigning for their cause. The Parade participants represented over 150 community groups

- The Parade culminated in an event in Trafalgar Square where participants enjoyed the entertainment and speeches from political activists and advocates. The main stage featured LGBT+ performers including disabled groups and the stalls in and around the Square enabled LGBT+ organisations to sign up new members, promote themselves, raise funds and increase awareness

Continued ..

(If applicable, please just state "A social audit report covering these points is attached").

(Please continue on separate continuation sheet if necessary)

**PART 2 – CONSULTATION WITH STAKEHOLDERS** – Please indicate who the company's stakeholders are, how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

There are a variety of stakeholders:

(1) LLCP has established a Community Advisory Board (CAB) to provide scrutiny, guidance and support but also to assist with transparency. The CAB meets monthly and Directors of LLCP present plans to them, their remit can be found here <http://prideinlondon.org/about/who/community-advisory-board/> those attending represent different parts of the community including black and minority ethnic, Trans\*, older people, disabled people, young people, local groups, campaigning/political, health, performing, art & literature, professional groups, faith groups and other. When a surplus is made by LLCP the CAB will be consulted on the fairest way to allocate that surplus to LGBT+ good causes.

Continued...

*(If applicable, please just state "A social audit report covering these points is attached").*

**PART 3 – DIRECTORS' REMUNERATION** – if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, "There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed" (See example with full notes). If no remuneration was received you must state that "no remuneration was received" below.

No remuneration was recieved

**PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION** – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that "no transfer of assets other than for full consideration has been made" below

No transfer of assets other than for full consideraion has been made.

*(Please continue on separate continuation sheet if necessary)*

**(N.B. Please enclose a cheque for £15 payable to Companies House)**

## PART 5 – SIGNATORY

The original report must be signed by a director or secretary of the company

Signed



Date

24/3/15

Office held (tick as appropriate) ☒ Director ☐ Secretary

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record.

Telephone	
DX Number	DX Exchange

**When you have completed and signed the form, please send it to the Registrar of Companies at:**

*For companies registered in England and Wales:* Companies House, Crown Way, Cardiff, CF14 3UZ  
DX 33050 Cardiff

*For companies registered in Scotland:* Companies House, 4<sup>th</sup> Floor, Edinburgh Quay 2, 139  
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

*For companies registered in Northern Ireland:* Companies House, 2nd Floor, The Linenhall, 32-38  
Linenhall Street, Belfast, BT2 8BG

## General description of company's activities and impact (continued)

- It was vital for LLCP to deliver a safe event, this included looking after those participating in the Soho street parties (over 200,000 people)
- 750,000 attended the event contributing £19.8m to the London economy
- LLCP also organised a fundraising gala dinner which highlighted LGBT+ campaigns to a professional audience

LLCP delivered a successful event, according to research conducted by ICM for the Mayor of London

- People attending Pride 2014 gave it an average rating of 8.3 out of 10, which is in line with 2013 and compares favourably with an average rating of 7.9 across all GLA events. The location and the music/dance acts the most important factors behind ratings, while food and drink is increasingly important
- There has been a fall in repeat visitors this year (40% compared to 48% in 2013). However, almost half (44%) of people were at Pride because they are aware it happens every year. Other sources of information include hearing about it from friends or family (30%) or via social media (14%). Indeed, the use of social media to find out about the event has risen since 2013
- On average, people expected to spend 4 hours at the event – higher than in 2013 (3.7 hours). The stage in Trafalgar Square and Parade were the most visited attractions
- Awareness of the role played by the Mayor of London has risen (55% in 2013 compared to 64% now) but awareness of the role played by Pride in London is still higher (72%, although this represents a fall from 81% in 2012). This suggests that people are increasingly associating Pride with the Mayor of London
- A large majority of attendees felt the event represented LGBT culture well (91%)
- Almost half (46%) of attendees had seen the advertising poster before, which is up 11 percentage points from 2013. Recognition of the Pride advertising remains one of the highest of all GLA events and is now second only to National Paralympic Day ft. Liberty (47%). Once shown the poster, 84% felt it represented the event well, in line with 2013
- Pride 2014 generated more revenue for London than in 2013. On average, people attending Pride 2014 spent £26.48 as a result of attending the event, a rise on 2013 (£20.53)

The Pride in London event was covered in local and national media, promoting the LGBT+ community, reflecting it well and highlighting issues it was concerned with

- 1.2m reach on Facebook +756% YoY
- 20,256 likes on Facebook (+426% YoY)
- 63m Twitter impressions (+440% YoY)
- 67 x national print articles
- PR value of £3.9m
- 39 million readers reach
- 5 x DPS in the Evening Standard and Evening Standard changed their reporting on LGBT issues

Pride in London recruited 1,200 volunteers, was accessible and inclusive and is rebuilding the 'Pride brand' in London which benefits all members of the community, who can then participate in or receive backing from the event



## **Consultation with stakeholders (continued)**

(2) the Greater London Authority / Mayor's Office who are the principle funders of Pride and also oversee the Licensing, Operational, Safety & Planning Group (LOSPG) which gives permission for major events in London to take place (representatives are drawn from the Met police, ambulance service, Westminster Council fire brigade Transport for London and other stakeholders) this group meets monthly along with LLCP and our contractors to ensure the event is being organised safely and in compliance with licensing

(3) the wider LGBT+ community is engaged throughout the year on social media and Open Meetings have been held, approximately once a quarter, in order to present future plans and provide a progress update In addition LLCP undertook some of its own market research at Pride to find out what participants thought of the event

(4) LGBT groups are often addressed by - along with Q&A sessions - members of the Pride Board, these groups range from geographically based to industry based

(5) stakeholders also include the businesses sponsoring the Pride event or participating in the Parade, it has been important for LLCP to gain an understanding from them of why they are backing Pride in London in order that they continue to provide funding to make the event work

(6) LLCP has also leafleted every resident and business address along the parade route and in Soho in order to raise awareness of the event and put in place alternative plans for people who will be inconvenienced by it