Grampian Pride Post-Event Report

Event Overview

Date: 25th May 2024
Venue: Aberdeen City
Headliner: Subwoolfer
Ticket Price: Free

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Purpose

The purpose of this event was to:

- Engage with the local LGBT+ community;
- 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 10,000	Approx. 10,000 people took part in the parade
Pride village for 10,000	An estimated 6,000 people attended the Pride Village
After Parties	Whilst some venues were more popular than others most businesses saw a huge increase in figures that day

Attendance

Number of Attendees (approx.)	6,000
Number of Tickets obtained	6,179
% of Tickets unused	<1%
Average age group	25-44 years old
First time attendees	11% (from survey response)

Key Achievements and Recommendations

1. This was the Eighth in person Pride Parade in the city, with approx. 10,000 people in attendance, plus additional spectators. Whilst it was busier than previous years the absence of floats was noticed and we would like to see the return of this going forward.

   Achievements for Grampian Pride 2024:
   - ✓ Approx. 2,000 more participants than 2023
   - ✓ Parade ran on time
   - ✓ New parade route was well received
   - ✓ No significant accidents or incidents reported
   - ✓ Crowds gathered along the parade route and were given freebies
   - ✓ Feel good atmosphere throughout
   - ✓ Parade end disbursed safely

   Improvements for Grampian Pride 2025:
   - ➢ Floats

2. Grampian Pride Village, with around 6,000 people in attendance throughout the day, The weather was good and atmosphere lively and family friendly throughout the day. Headliners, Subwoolfer, Gaslight Project and Cheryl Hole were all well received. Charity tent ran well and family area/bouncy castles were well utilised by young people present on the day.

   Achievements for Grampian Pride 2024:
   - ✓ *Easy to get in/out of site*
   - ✓ *Entertainment ran on-time*
   - ✓ *Community engagement tent was busy throughout and charities benefitted from exposure.*
   - ✓ *New Silent Disco was received well, however, only moderate attendance*
   - ✓ *Young children enjoyed the family area, bouncy castles, free face painting*
   - ✓ *First aid responses were quick and affective*

   Improvements for Grampian Pride 2025:
   - ➢ Wider variety of food offerings
   - ➢ Rides for adults and young people alike
   - ➢ Cabaret tent for local entertainment, including spoken word, plays, stand-up

Venue

Observations and Recommendations

- Parade route was accessible, easy starting point
- New parade route was well received and gave better visual/exposure along the route
- Parade end was clear
- Ticket app crashed upon opening, was unable to scan/confirm tickets. However, the team adapted quickly and people entered the site smoothly. Remove app for 2025 and return to Eventbrite
- Village site was ideally located at Duthie Park
- Village site was easily accessible for all, this must be maintained going forward
- Security was well managed with good rapport between staff and public

1. Charity stalls: free space for 35 local and national charities. 33 charities/sponsors arrived on the day. 13 completed the feedback; 85% charities reported excellent engagement whilst 15% reported good. The biggest ask of the day was larger spaces.

Achievements for Grampian Pride 2024:

- ✓ Charities arrived on-time for set up
- ✓ Lots of engagement with the community
- ✓ Networking between charities

Improvements for Grampian Pride 2025:

- In/out system for marquee was not managed effectively. Ensure security on all entrance points throughout the event

2. Children's space / bouncy castle: The young people enjoyed several bouncy castles, face painting and soft play games.

Achievements for Grampian Pride 2024:

- ✓ Free games were fun and interactive
- ✓ Face painting was busy throughout

Improvements for Grampian Pride 2025:

- Continue to grow this area with more entertainment and activities
- Storytime for under 5yo needs better spacing/advertising
- More benches/Tables

3. Main stage entertainment: The main stage ran on time without glitch. The main headliner(s) were all on time with Subwoolfer gathering the biggest crowd, all other performers were professional and of high quality. The compere was effective in keeping the crowd entertained and spirits high between sets.

Achievements for Grampian Pride 2024:

- ✓ Sponsorship promotions visible
- ✓ Main headliners ran on time
- ✓ Compere fun and interactive

Improvements for Grampian Pride 2025:

- ➢ Higher barrier between VIP area and backstage to give performers more “downtime”

4. VIP area/tickets: VIP area & bar were well received. However, the bar had long standing queues throughout the day. The VIP area did not affect the rest of the event, viewing points or access.

Achievements for Grampian Pride 2024:

- ✓ Space for people to sit
- ✓ VIP bar
- ✓ VIP’s close to stage/performers

Improvements for Grampian Pride 2025:

- ➢ Faster VIP bar
- ➢ Streamline tickets/access

5. Breakout Areas, quiet space: We too provided excellent facilities for those needing time out/ safe space. Located close to the family area, it was well utilised.

Achievements for Grampian Pride 2024:

- ✓ Safe place for people to sit

Improvements for Grampian Pride 2025:

- ➢ Larger youth space
- ➢ rides

6. Food and Water: several outlets on site providing a variety of foods and drink, this was well received by the community. We were able to distribute over 1,000 free bottles/glasses of water across the site.

Achievements for Grampian Pride 2024:

- ➢ High quality vendors onsite
- ➢ Good pricing system
- ➢ Bar(s) worked well with cash or card payments accepted

Improvements for Grampian Pride 2025:

- ➢ Faster bar service

Registration and Check-In Process

Observations and Recommendations

- Grampian Pride app crashed on the day, due to an outside hack. This meant tickets could not be purchased on the day through the app. Pre-purchased tickets could also not be checked in. However, the Grampian Pride team adapted quickly and VIP tickets were purchased through the Zettle till system at the gate. The team manually checked tickets and allocated wristbands in a safe and timely manner. A return to Eventbrite ticketing system will likely prevent such issues in the future.
- Bag searches were well advertised the list of allowed/not allowed products worked well for both security and public

Logistics

Observations and Recommendations

- The Village site was adequately sized.
- The Village was in a prime location within Aberdeen City with walking distance from the main city center, local transport and other amenities such as shops and pubs.
- The Village was set up the day prior to the event which gave ample time for infrastructure to be set up properly, safely and securely. However, a delay in Nixon toilet delivery and adequate numbers left the event short
- The layout of the site worked well, gave people ample room to move around without feeling ‘cramped’
- The size of the charity tent was adequate although an improved flow system is needed for next year
- Catering was diverse which allowed for some variety
- The bars were well manned and service was effective however, more speed was needed
- De-rig was done promptly and thoroughly, with the exception of Nixon toilets which were not collected until Wednesday morning. Following complications with their vehicles. The site was handed back to ACC in a good clean order

Program

Observations and Recommendations

- The parade timing ran to schedule
- Directions at the parade end allowed for easy disbursal
- Speeches ran on time and were well received
- Entertainment was well managed, everyone ran on-time and were well received by the crowd.

Sponsors

We would like to thank all our main sponsors: BP, First Bus, Shell, Subsea7, Cheerz, Granite Elite, Petrofac, Unison, CNR International, Granite City Events, Harbour Energy, Stork, Baker Hughes, Balloon Studio, Champion X, CMS, GSK, Nescol, Revolution, Siberia, Union Square, Xodus

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 advertisements, additional support, involvement and some even included committee members.

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

Village Space: suitable as is
Food/Drink: more venders, wider options for consumers
Entertainment Options: Cabaret tent for local performances
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	£68,993.67
Actual Expenses	£63,558.65

Budget Commentary

Records began 01.09.2023 and finish on 31.8.2024 (this does not reflect any income/outgoings after this date)
This was the Eighth Grampian Pride, budgets were based on 2023 expenses plus inflation and growth of event.

Income

- BBF: -£44,928.04
- Sponsorship: £62,100
- Fundraisers: £8,670.01
- Donations: £452

Expenses

Budget	£70,000.00
Actual	£63,558.65

Balance carried forward
-£39,553.02

Grampian Pride 2024

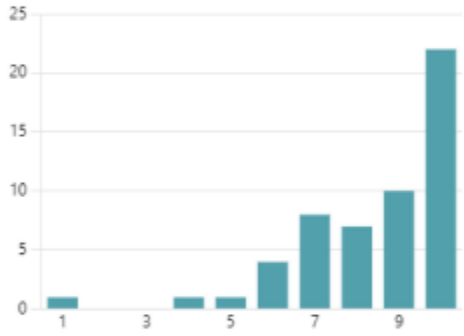
Feedback Survey Responses (Detailed Report)

Pride 2024 Feedback form

54	04:15	Active
Responses	Average time to complete	Status

1. Overall, How would you rate Grampian Pride 2024?

8.44
Average Rating



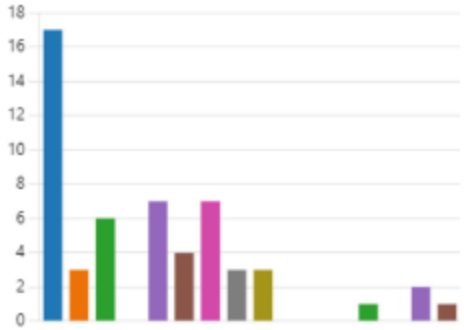
2. What part of Grampian Pride did you attend?

Parade	2
Village	10
Parade & Village	28
After Parties	1
Parade, Village & After Parties	13



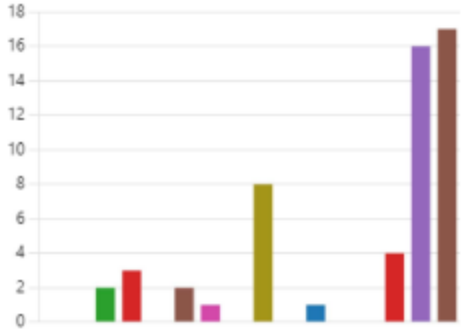
3. What was your favourite part of Grampian Pride?

Everything	17
Parade	3
Village as a whole	6
VIP Experience	0
Atmosphere	7
People	4
Sense of community	7
Colours/Outfits	3
Music/Entertainment	3
Stalls/info	0
Bouncy Castles	0
Face painters	0
Quiet space	1
Food	0
Bar	2
Other	1



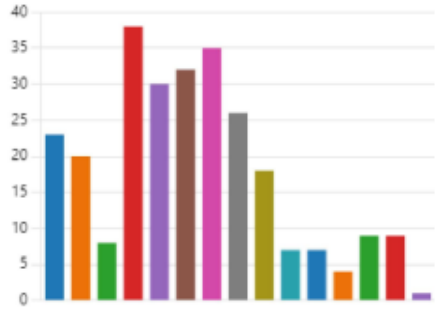
4. What was your **least** favourite part of Grampian Pride?

Everything	0
Parade	0
Village as a whole	2
VIP Experience	3
Atmosphere	0
People	2
Sense of community	1
Colours/Outfits	0
Music/Entertainment	8
Stalls/info	0
Bouncy Castles	1
Face painters	0
Quiet space	0
Food	4
Bar	16
Other	17



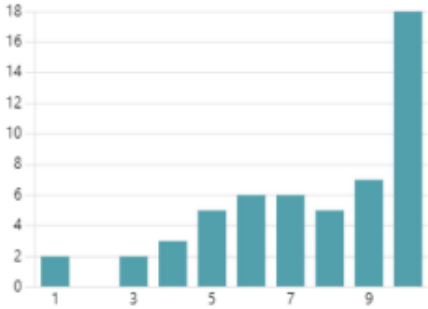
5. Other things you liked about Pride?

Parade	23
Village as a whole	20
VIP Experience	8
Atmosphere	38
People	30
Sense of community	32
Colours/Outfits	35
Music/Entertainment	26
Stalls/info	18
Bouncy Castles	7
Face painters	7
Quiet space	4
Food	9
Bar	9
Other	1



6. How would you rate the mix of entertainment this year?

7.52
Average Rating

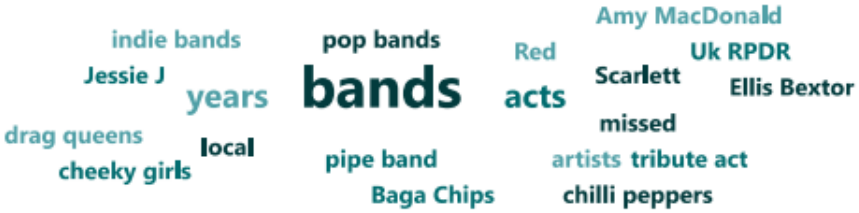


7. Who would you like to see headlining 2025?

30
Responses

Latest Responses
"Shame ward"

5 respondents (**17**%) answered **bands** for this question.



8. Is there anything different or new you would like to see at Grampian Pride?

53
Responses

Latest Responses

"The parade and the village was amazing, great event! Appreciate all the hard ...

"No"

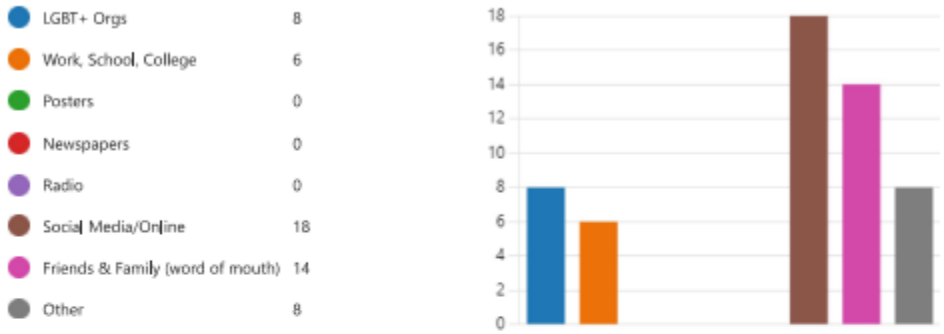
"Nope ^^"

Update

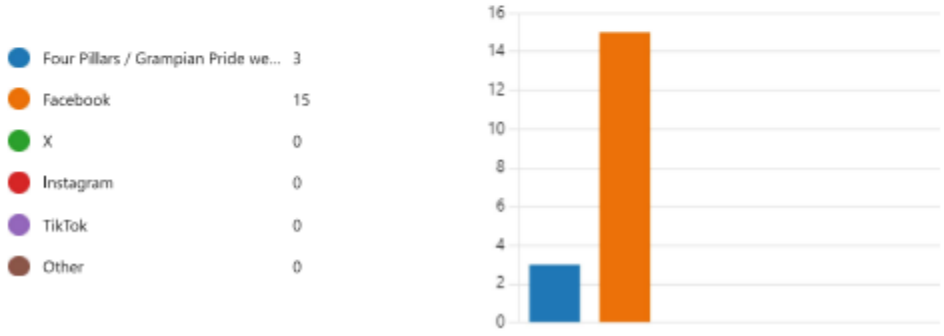
8 respondents (**15**%) answered **village** for this question.



9. How did you hear about Grampian Pride?



10. Social Media extended



12. Was this your first Pride event

Yes	6
No	48



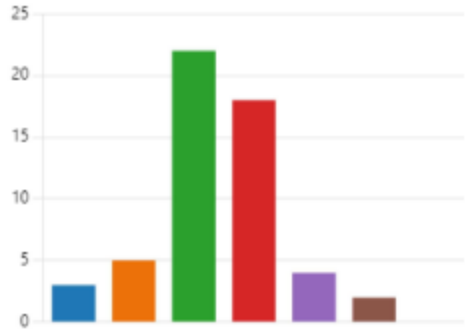
13. Was this your first Grampian Pride event

Yes	4
No	44



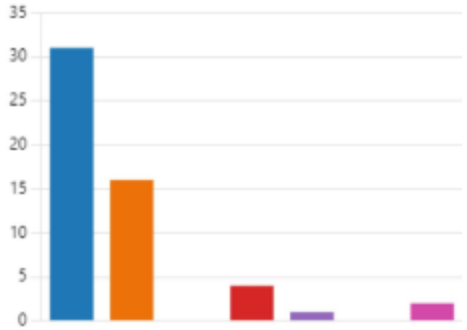
14. Age range (sorry)

<18	3
18-24	5
25-34	22
35-44	18
45-54	4
55-64	2
65>	0



15. Where did you travel from?

Aberdeen City	31
Aberdeen Shire	16
Moray	0
Scotland (beyond Grampian)	4
England	1
Europe	0
Other	2



16. Roughly how much did you spend on travel?

<£10	9
£10 - £29	8
£30 - £49	4
£50 - £99	1
£100+	1



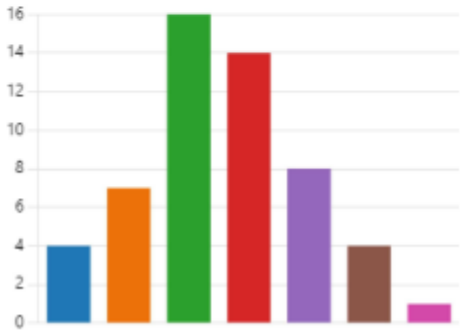
17. If you stayed in a hotel, how much was your accommodation?

<£10	2
£10 - £29	0
£30 - £49	0
£50 - £99	4
£100+	4



18. How much did you spend at Grampian Pride? (this includes, food, drink, merch)

Nothing	4
<£10	7
£10 - £29	16
£30 - £49	14
£50 - £99	8
£100 - £199	4
Other	1



Photos









