GREATER**LONDON**AUTHORITY

(by email)

Our reference: MGLA230926-8481

21 October 2026

Dear

Thank you for your request for information which the Greater London Authority (GLA) received on 23 September 2026. Your request has been considered under the Freedom of Information Act (FOI) 2000.

You requested:

1. Funding agreement
   Please provide the executed current funding agreement with the organisation delivering Pride in London for 2023-24 to 2027-28, including its current schedules setting out:

a) funding conditions;
b) key performance indicators and milestones;
c) monitoring and reporting requirements;
d) community-engagement requirements; and
e) provisions for withholding, recovering or terminating funding.

2. Community-engagement study
   Paragraphs 1.14–1.15 of MD2984 state that the GLA commissioned a study to consider how more effective and robust community engagement should be incorporated into the funding agreement and its KPIs.

   Please provide the final study or report.

3. Monitoring and annual review
   Please provide:

a) the most recent completed monitoring, performance or evaluation report concerning the recipient's delivery of Pride in London; and
b) the final outcome or decision record from the most recent completed annual funding-agreement review, including the revised KPI or milestone plan resulting from that review.

   I seek only the most recent completed record under each part, not drafts or routine correspondence.

4. Payments
   Please provide any existing payment schedule, grant-claim record or equivalent summary held on the central grant file showing the amounts paid to the recipient during

2025-26 and 2026-27 to the date of this request.

I do not require the GLA to create a new breakdown if no such summary is held.

5. Equality consideration
   Please provide the most recent final equality impact assessment, equality analysis or equality screening record held on the central grant or decision file concerning the funding agreement or the GLA's support for Pride in London.

   This includes any consideration recorded within that document of sex, religion or belief, sexual orientation, differing views within the communities concerned, conflicts between protected characteristics or beliefs, or institutional endorsement of contested propositions. I am seeking the existing document, not a new explanation.

6. Review following the Supreme Court judgment

Our response to your request is as follows:

1. We are withholding the requested funding agreement under section 43(2) of the Freedom of Information Act 2000, which exempts information where its disclosure would, or would be likely to, prejudice the commercial interests of any person, including the public authority holding the information and third parties.

   The funding agreement contains detailed information relating to the financial arrangements, contractual terms, funding mechanisms and commercial negotiations agreed between the Greater London Authority and a third-party organisation. Disclosure of this information during the lifetime of the agreement would be likely to reveal commercially sensitive details regarding the third party's financial position and contractual arrangements.

   Disclosure would be likely to prejudice the commercial interests of the third party by providing existing and potential sponsors, funders, suppliers, partners and competitors with insight into its financial arrangements and negotiating positions. This could weaken the organisation's ability to negotiate favourable terms in future sponsorship, funding, procurement and partnership discussions. Disclosure may also deter organisations from sharing commercially sensitive information with the GLA in future where there is a reasonable expectation that such information will remain confidential during the term of an agreement.

   Public Interest Test

   Section 43(2) is a qualified exemption, and we have therefore considered the public interest in disclosure and withholding the information.

   We recognise that there is a public interest in transparency and accountability regarding the expenditure of public funds and the arrangements entered into by public authorities. Disclosure would contribute to public understanding of how public money is being used and how funding decisions are made.

   However, there is a stronger public interest in protecting legitimate commercial interests where disclosure would be likely to cause commercial harm. Releasing the agreement while it remains in force would be likely to prejudice the third party's commercial position and its ability to negotiate effectively with sponsors, funders and other commercial partners. There

is also a public interest in ensuring that public authorities are able to obtain value for money and maintain productive relationships with organisations that provide commercially sensitive information as part of funding negotiations.

Having balanced the competing public interests, we have concluded that the public interest in maintaining the exemption outweighs the public interest in disclosure at this time.

We anticipate that the commercial sensitivity of the information will reduce once the agreement has expired. Accordingly, the agreement may be suitable for disclosure, subject to any necessary redactions, following the completion of its term and upon receipt of a request at that time.

In response to your particular points above please find the information below.

Project objectives

The GLA funding is to contribute specifically for the planning, management and delivery of the community engagement strategy, the Parade and the Trafalgar Square Celebration event. In doing so the Recipient shall also:

Open Community and Stakeholder Engagement

i. Maintain and develop good community relationships
ii. Actively consult across the LGBTQI+ community on plans for the Pride event and demonstrate the impact of this engagement.

Operational Planning & Delivery

i. Procure an experienced Event Production Company
ii. Organise and deliver the Pride Parade in central London
iii. Organise and deliver events and a programme of entertainment following the Pride Parade. Current locations include Trafalgar Square, Leicester Square, Golden Square, Soho and St Giles Churchyard* (*NB. exact locations may be subject to change over the course of the period and a subject to landowner approvals)
iv. Ensure regular liaison with, and updates to key stakeholders including but not limited to GLA, Met Police, London Fire Brigade, TfL, London Ambulance Service Westminster City Council and The Royal Parks. Including seeking comment and agreement from relevant safety planning groups

Strategic Communication Planning

i. Build and champion London's Pride reputation as a leading LGBTQI+ event in London, the UK and beyond, recognised for its excellence, creativity, diversity and inclusion.

Governance and Staffing

i. Ensure transparent reporting of London's Pride activities
ii. Demonstrate an understanding of the recruitment processes and policies in order to attract a diverse volunteer base at all levels.

Financial Management and Sponsorship

i. Demonstrate financial accountability
ii. Sponsorship and funding

2. Paragraphs 1.14–1.15 of MD2984 Pride in London 2023-2027 | London City Hall state that the GLA commissioned a study to consider how more effective and robust community engagement should be incorporated into the funding agreement and its KPIs.

3. Please find attached

4. Please find attached the GLA post event and impact report evaluation.

5. Please see response to question 1.

6. Please find attached copy of the Equality Impact Assessment.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA230926-8481.

Yours sincerely

Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at: https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information

Pride in London Community Engagement Strategy

1. Introduction:

Community engagement: a dynamic relational process that facilitates communication, interaction, involvement, and exchange between an organisation and a community for a range of social and organisational outcomes (Johnson et al, Wikipedia)

Pride in London wants to deliver a Pride event that is reflective of London's diverse and vibrant LGBT+ communities and a space where all can feel that they belong. Therefore, community engagement is a core element of our strategic activity. Our engagement has the following objectives, underpinned by our values of **visibility**, **unity** and **equality**.

This strategy provides a framework for our future engagement with London's LGBT+ communities. It shows what we will do, how we intend to do it and how its impact can be judged.

We aim to:

- Better understand and respond to the needs of our LGBT+ communities;
- Plan and deliver events including input from our LGBT+ communities;
- Take transparent decisions based on strong evidence;
- Promote strong and positive relationships within and between our LGBT+ communities;
- Test out campaign ideas and explore emerging issues

Our engagement activities will aim to always be inclusive, with direct, honest communication that allows for effective feedback gathering and shared learnings that can help drive a better event and contribute to the evolution of the Pride movement as a whole. The PiL team understands that engagement requires more active involvement from communities than consultation alone; therefore an emphasis will be given to creating relationships so that community stakeholders remain involved on an ongoing basis.

2. Overview of tools and mechanisms for engagement & consultation and how they and the overall strategy will be evaluated & reviewed.

PiL will use several methods of community engagement tools in order to engage the various communities and tackle diverse issues as they

arise. This will include some standing mechanisms, such as the Advisory Council, the twice-yearly open meetings and the complaints procedure but also other methods which will be applied as needed such as round tables and surveys. The Community Engagement Strategy and the use of its various tools will be reviewed every two years and evaluated for effectiveness.

3. Tools

- **Surveys**
  PiL currently runs annual surveys to solicit feedback from a varied demographic for the purpose of understanding what participants want from Pride and to show its economic and social impact to funders. They have also been used in our campaign building.

  Surveys will be run either internally (through Marketing) or externally (using an independent professional survey body) depending on subject matter, reach and financial ability. Surveys will be commissioned by the Director of Marketing and reported to the Board of Directors.
  This is expected to include the annual parade participant survey after the event and an on-the-day survey about visitor satisfaction and economic impact. Smaller surveys targeting specific audiences or issues may from time to time be run but are subject to agreement in advance by the Board. They should be used sparingly to avoid response fatigue and any conducted online should take measures to avoid being manipulated via multiple responses and bots.

- **Open meetings**
  Open meetings have in the past been run twice a year in person and recorded but with no minutes or report back. They have been used to facilitate in-person feedback from community members to Pride Directors and have had variable levels of input from the Community Advisory Board as was.

  Open meetings will be held twice a year at times advertised well in advance via social media. The agenda will consist of brief reports

from PiL and the AC which must leave at least 50% of the allotted meeting time for discussion and audience feedback. They may be in-person or online and for 2023-5 both methods will be trialled to evaluate them. They will be co-Chaired by the CEO or Chair of PiL and the Chair or Vice Chair of the Advisory Council. BSL will be provided. The meetings will be open to all from the LGBT+ community and our allies but the organisers reserve the right to remove or bar anyone who is persistently abusive (e.g. misgendering or racist) or disruptive (e.g. speaking over others repeatedly, not waiting for their turn)

Meetings will continue to be recorded for transparency but they will also have notes taken of questions and decisions/promises made/actions undertaken as a result which will be posted on the Community Engagement section of the website. Frequently asked questions may become part of a Q&A page in order to inform the wider community and answer commonly held concerns or misunderstandings.

- **Round tables**
  Round tables were introduced in PiL in 2022 as a way to engage with organisations and voices that were not attending open meetings but were felt to be key stakeholders in Pride. They have proved useful in soliciting a range of views otherwise unheard.

  PiL recognises that round tables are also an effective way of ensuring the inclusion of under-represented voices who may not feel comfortable coming forward in a mass meeting, or where a particular demographic within the community may hold a range of perspectives which need in-depth discussion rather than one-voice-fits-all “representation”. For example, round table events have been planned by PiL for women to discuss their event preferences and by other organisations to solicit views on inclusion from the trans and non-binary communities.

  Round tables for specific groups or topics will consist of 12-18 invited participants from across the range of views held or communities included, have structured open questions from PiL/AC as an agenda and be run by experienced facilitators, preferably from within a

demographic or community targeted. Each event will strive to include a multiplicity of community viewpoints or experiences and for discussion.

Round tables should be requested through the Community Engagement Team and proposed to the Board for agreement. Brief notes will be taken under Chatham House rules (non-attributable to individuals) and shared with attendees. A short report on any outcomes from the meeting will be posted in the Community Engagement section of the website.

- **Advisory Council**
  The Advisory Council is a standing group of key community stakeholders with either a wide overview of our communities or with specific knowledge and skills necessary to the ongoing good functioning of community engagement within PiL. Its role is:
  - to advise PiL on strategic policy issues of relevance to LGBTQ+ communities in London and to PiL events and themes
  - to advise on the development and maintenance of community relationships and engagement by PiL
  - to advise PiL on issues of diversity and inclusion
  - to support and work with PiL in its consultations on Pride's plans and activities

  Members of the AC will be offered the opportunity to become formal volunteers within the Community Engagement Team of Pride in London and obtain any benefits resulting from this. Whether or not they do so, they will be expected to adhere to the Code of Conduct and any confidentiality agreements which relate to volunteers. They will have a term of office and limits to it, particular to their position.

  The full AC will meet quarterly but members are encouraged to participate in other mechanisms described here as appropriate or to be available (within reason) to be consulted between meetings for their individual expertise.

  Members will be expected to adhere to the requirements of the role and this will be monitored by the Executive Director of PiL and the AC Chair.

Initial members will be selected by PiL in consultation with an external advisor. Future members will be proposed by the PiL CEO and Chair of the AC in line with identified skill gaps and PiL/community values and voted on by the AC.

Meetings will have a secretariat provided by the Community Engagement Team and meetings will be expected to be attended by the CE Lead and other Directors as appropriate to the issues on the agenda, which will be agreed in advance between the Chair of the AC and the CE Lead, who will report back to the Board on the outcome of discussions. A brief report on any recommendations from the AC to the Board will be posted by the Secretariat on the community engagement section of the website.
All other details of membership composition, rights, responsibilities and activities must be adhered to by all parties unless amended by agreement between the AC and the Board of PiL.

- **Complaints process**
  Pride in London will operate a formal process for complaints and comments on Pride activities and events across the year with a clear, transparent structure so that genuine concerns and complaints can be aired in a confidential and just manner.
  A new page will be created in the Community Engagement section to the website which will contain
    - A new email address of feedback@prideinlondon.org
    - An explanation of how any complaints and comments will be handled
    - Types of complaint covered or not accepted (the latter to include complaints by unauthorised third parties or those which are abusive or malicious)

  All submissions to this email address will be handled by a designated member of the CE team. They will register all submissions on a spreadsheet by type. Compliments or suggestions will be handed on to the relevant team for information. Complaints will be sent to the relevant team leader and where possible, dealt with informally in the first instance. Most complaints can be resolved in this way, avoiding the need for a more formal and resource-

intensive investigation. The team leader will be expected to report back to the responsible volunteer so that they can record when and how a complaint has been dealt with.
Where a complaint is complex (such as allegations of criminal behaviour or activities likely to bring the organisation into disrepute) a formal process will be followed.

Where an issue is found to be intractable or particularly sensitive, the Board of PiL in consultation with the Advisory Council may choose to use a mixture of the tools above in a "deep dive" intensive investigation. However, this is expected to be an exceptional decision reserved for only the most serious and recurring issues.

- **Website section**
  The PiL website will include a section on Community Engagement which will be updated regularly by a designated team member and by the AC Secretariat. It will include the following:
  - Topline reports from the quarterly meetings of the Advisory Council
  - Membership of the Advisory Council
  - The complaints and comments form/email address and an explanation of the process used to handle these
  - Reports as outlined in the strategy from any recent community engagement activities held e.g. round tables, open meetings
  - Results of public-facing surveys about the previous year's event

This policy will be reviewed every two years following its adoption.



CREATING LASTING IMPACT

FOR LONDON'S LGBTQIA+ COMMUNITIES

IMPACT REPORT 26 | PRIDE IN LONDON

2026

UNITY, RESILIENCE, RENEWED AMBITION

Pride in London`



OUR IMPACT AT A GLANCE

[redacted]

25,250 parade participants

97% of surveyed attendees rated their Pride in London experience good or very good.

90% said attending made them feel part of London's cultural and community life.

95% said the event successfully reflected and celebrated the LGBTQIA+ community.

67% said they learned something new about the LGBTQIA+ community.

~20%
YoY increase in West End spend – the highest of any Pride to date.

£100,000
Unity Fund grants awarded.

~750
volunteers engaged across core and on-the-day roles.

4.1M
social reach reported across Pride in London activity.

390
pieces of earned media coverage reported year to date, with an estimated earned reach of 2.6 billion.

WHO WE ARE

Pride in London is our city's volunteer powered LGBTQIA+ force that unites our voice, amplifies our diversity and protests against inequality.
Pride in London is best known for the annual Parade, but the organisation's role is broader than delivering one day of celebration.

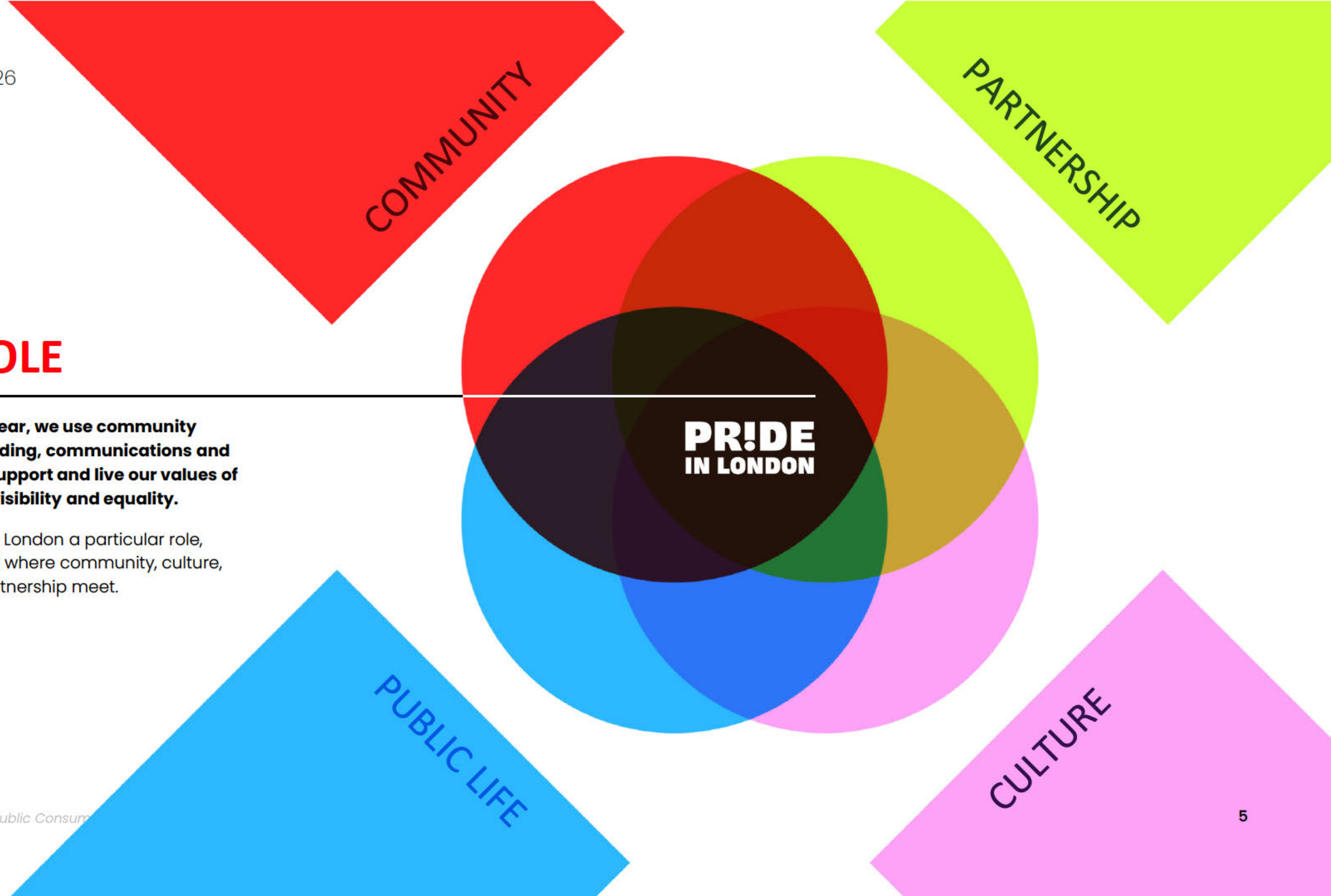


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OUR ROLE

Throughout the year, we use community engagement, funding, communications and partnerships to support and live our values of LGBTQIA+ unity, visibility and equality.

That gives Pride in London a particular role, sitting at the point where community, culture, public life and partnership meet.



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HOW WE MAKE A DIFFERENCE

Our impact begins with visibility, but it grows through participation.

WE AMPLIFY VISIBILITY

By putting LGBTQIA+ people, organisations, culture and issues in public spaces and across media.

WE BUILD COLLECTIVE SUPPORT

By bringing together public bodies, community organisations, businesses, volunteers and audiences.

WE CREATE BELONGING

By giving people opportunities to see themselves reflected and celebrate alongside others.

WE UNITE COMMUNITIES

Through funding, relationships and opportunities for organisations to connect and be heard.

WE ENABLE PARTICIPATION

Through the Parade, volunteering, accessible event spaces, stages and community activity.

WE LISTEN AND IMPROVE

By using feedback and evidence to understand what worked and where change is needed.

The impact of Pride therefore cannot be measured by attendance alone. It is also visible in participates, who is represented, who is supported and what people experience as a result

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WHO WE SUPPORT

026, our work supported and engaged:

LGBTQIA+ PEOPLE AND COMMUNITIES

through the Parade, stages, public event spaces, communications and community activity.

ACCESSIBILITY COMMUNITIES

through accessibility provision including accessible viewing, BSL support and Quiet Pride for those with additional sensory needs.

GRASSROOTS LGBTQIA+ ORGANISATIONS

through the Unity Fund, Community Roundtables and our annual Human Rights Forum.

PARTNERS AND PUBLIC BODIES

bringing together organisations with the resources, expertise and responsibilities required to deliver a major event safely and effectively.

PRIDE IN LONDON VOLUNTEERS

through year-round and on-the-day roles, training and leadership opportunities.

THE WIDER PUBLIC

through a free public event and communications that extended Pride beyond the physical fe

2026 IMPACT IN ACTION

2026 PARADE BY NUMBERS

25,250
total Parade participants / wristbands issue

465
groups participated

57
first-time Parade groups

Who took part

44.3%
206 charities, non-profits, unions and public-sector organisations

38.9%
181 LGBTQIA+ community groups

9.7%
45 company entries

5.6%
26 sponsoring partners

1.5%
7 LGBTQIA+ businesses

Representation over scale

OVERALL PARADE PARTICIPATION WAS LOWER THAN IN 2025

We think it is important to be transparent about that. But scale is only one measure of the Parade's impact. Understanding the balance between community, civil society and corporate participation allows us to ask a more meaningful question:

Does the Parade continue to give LGBTQIA+ communities a visible and meaningful place at its heart?

PRIDE ACROSS LONDON

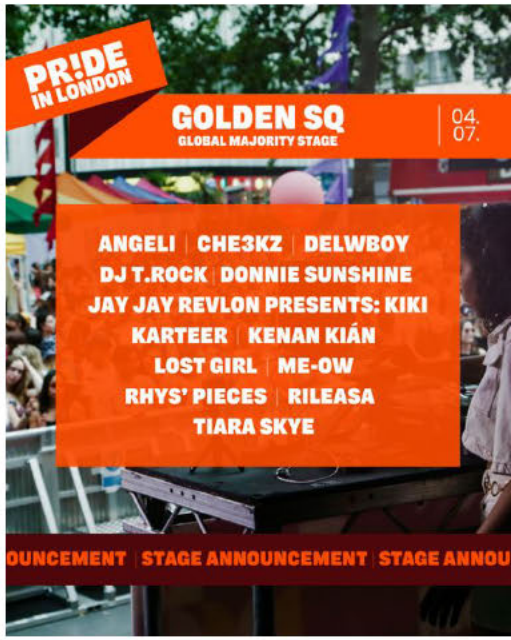
Pride in London 2026 used cultural programming as a tool for visibility, representation and connection. Across six stages and dedicated community spaces, Pride showcased a broad spectrum of LGBTQIA+ talent, ensuring that programming reflected the diversity of London's communities, centring different audiences and lived experiences across the Pride in London footprint.

Key Programming Spaces Included:

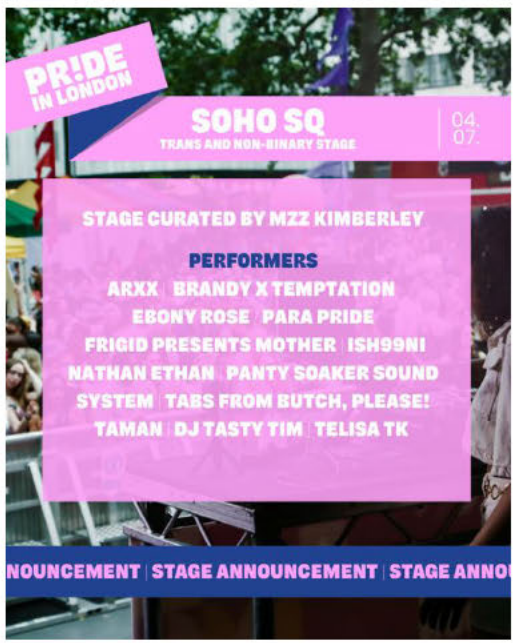
- **Trafalgar Sq:**
  A flagship stage combining high-profile performers and speakers, reinforcing Pride's visibility and national platform.
- **LGBTQIA+ Women & Non-Binary Stage (Leicester Sq):**
  A dedicated space fostering belonging and representation for LGBTQIA+ women and non-binary people.
- **Trans & Non-Binary Stage (Soho Sq):**
- A trans-led space amplifying trans and non-binary
- voices, alongside practical community support such as the Trans Legal Clinic.
- **Global Majority Stage (Golden Sq):**
  Programming celebrating Global Majority LGBTQIA+ talent and culture
- **Cabaret Stage (Dean St):** A celebration of queer nightlife, drag culture, and visual storytelling.
- **Family Area (Victoria Embankment):**
  A welcoming space for LGBTQIA+ families, offering age-appropriate performances and activities.













PRIDE ACROSS LONDON

The independent GLA research suggests that audiences valued that wider experience.

Attendees highlighted the atmosphere, music and live performances, the Parade, diversity of representation and the sense of community created across the event.

97% of those surveyed rated their experience good or very good.

95% felt the event successfully reflected the community being celebrated.

67% said they learned something new about the LGBTQIA+ community.





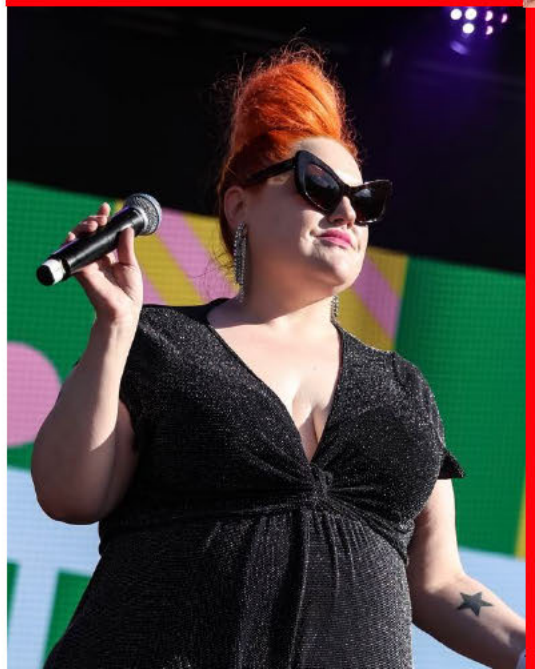
Many valued the feeling of community and freedom of expression:

“ I like how everyone is able to express themselves without the ear of being discriminated.”



Diversity and accessibility of the event was appreciated by attendees:

“ Being supported, as a B.S.L. user, with interpreters present.”



The parade was often mentioned as a favourite part of the day:

“ The parade, the diverse people, the colours, the crowds, the love, the respect, the cheering, the atmosphere, the community.

And most of all, hundreds and hundreds of people celebrating together.”

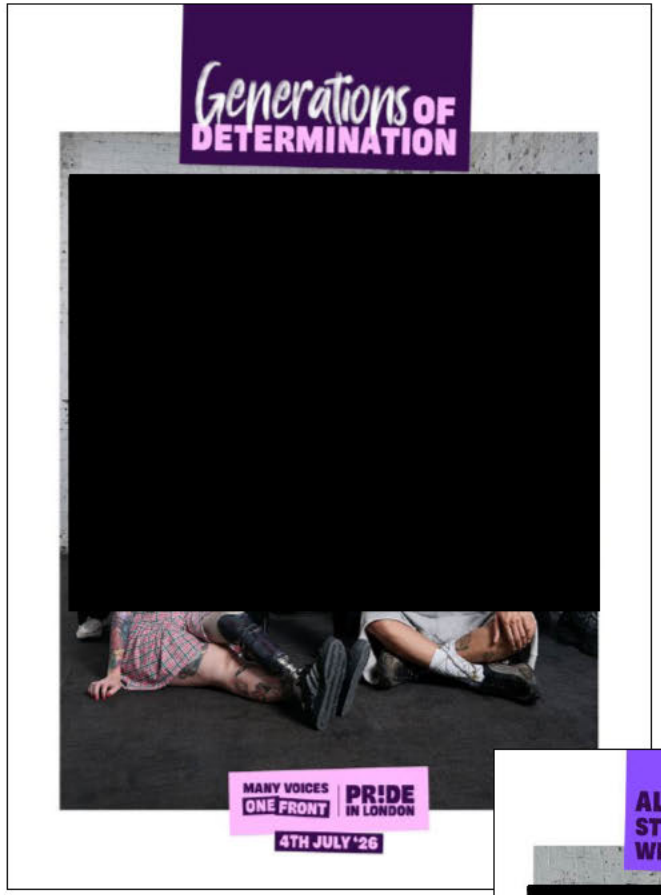


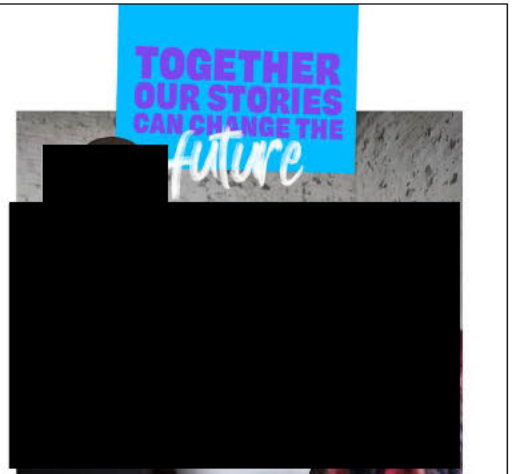
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OUR 2026 CAMPAIGN

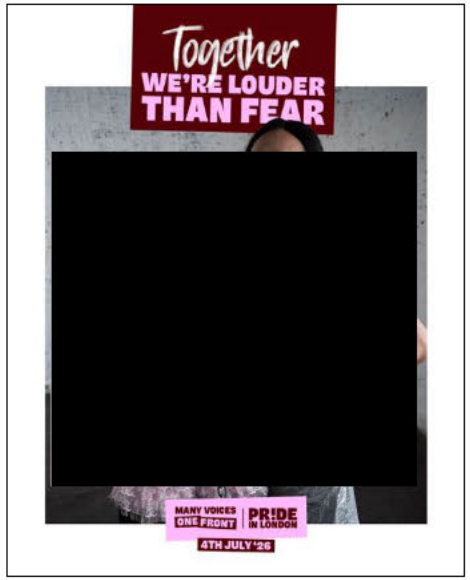
WAS BUILT AROUND A SIMPLE IDEA: LGBTQIA+ COMMUNITIES CONTAIN MANY DIFFERENT IDENTITIES, HISTORIES, EXPERIENCES AND PERSPECTIVES,
BUT PROGRESS DEPENDS ON STANDING TOGETHER











EARNED IMPACT

390
pieces of earned media coverage year to date

2.6B
estimated earned media reach

Media relationships and partnerships included editorial and content collaborations with organisations including **TimeOut**, **The Independent, Reach PLC** and **Gaydio,** while broader media delivery involved organisations including **Ocean Outdoor**, **Outernet**, **Global**, **JCDecaux**, **1Football** and **Pride Life Magazine**.

SOCIAL IMPACT

4.1M
reach

3.4M
video views

4,209
followers gained

110K
social interactions

2.68%
Engagement rate

4% ↑
Follower increase over 3 months

The purpose of the campaign was not simply to generate impressions. It was to connect Pride's visibility to a broader idea of solidarity, while creating opportunities to amplify community organisations, performers and LGBTQIA+ voices.

The campaign also provided a platform for Pride to respond to moments affecting the wider community. Following the attack at Berlin CSD, Pride in London supported a public statement and community vigil in partnership with Stonewall.

THE UNITY FUND

The Unity Fund received 108 applications from 102 organisations.

£100,000 GRANTS AWARDED

26 GRANTS
of £500

19 GRANTS
of up to £5,000

The number of applications demonstrates significant demand for support from grassroots LGBTQIA
organisations. But the real measure of the Unity Fund is what those organisations are then able to

Case Study – IBikeLondon Pride Ride

The need
Support to grow participation, reach new audiences and strengthen LGBTQIA+ cycling partnerships.

The support
A **£3,500 Unity Fund grant** funded promotion, partnership development, inclusive cycling support and event communications.

The impact
- **328 sign-ups** and approximately **300 attendees**
- **47,842 Instagram views** across 16 post
- **Almost 10,000 views** for an influencer
- Coverage on the **ITV News 7:30pm bu**
- New partnerships with TfL, cycling organisations and LGBTQIA+ community groups

"Huge thanks to Pride in London for the show of support in Pride Ride. Having organised this ride for 11 years now, IBikeLondon are extremely grateful to be recognised for their contribution to the LGBTQ+ community & for the clear and consistent communication shown by Pride in London this year."

Adam Bone, Director, Ibike London

CREATING SPACES TO CONNECT

Community Roundtables

THREE PLANNED ACROSS NOVEMBER

incl. one in-person and two online sessions.

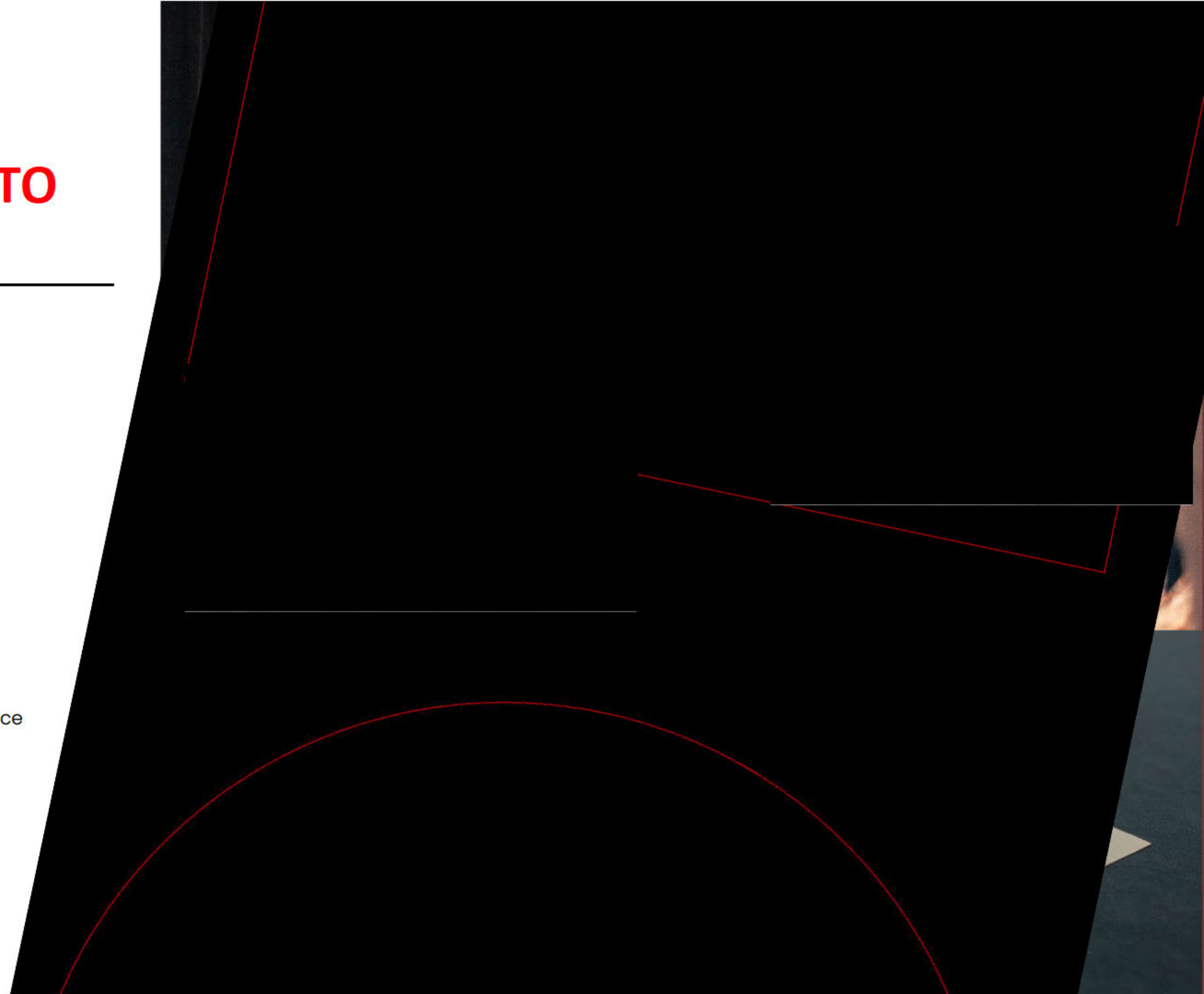
Human Rights Forum

RECEIVED 186 REGISTRATIONS AND 155 ATTENDEES

against an original attendance target of 100.

↑ representing a 103.95% increase in attendance from the previous year.

These activities give Pride in London an opportunity to listen as well as speak.



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PRIDE IN THE CITY

Pride in the City is Pride in London's business-focused membership, now 76 members strong, created to strengthen the connection between the corporate world and its LGBTQIA+ people.

An inclusive workplace is far more than a box to tick. Membership gives your organisation a meaningful, visible way to support and engage with the LGBTQIA+ community 365 days of the year, not just one weekend in July.

83% of consumers say diversity and inclusion matter when choosing products or services.

40% of employees still hide their identity at work.

56% of the UK want organisations to maintain or grow their DEI efforts. (Stonewall)

Pride in the City members receive these benefits:

TRAINING AND DEVELOPMENT

Access to two training sessions annually.

DISCOUNTED SERVICES

25% discount on additional training sessions beyond your annual allotment.

ONLINE EVENT ACCESS

Free access to exclusive online events.

PRIDE IN THE CITY EVENT DISCOUNTS

Get 5 free tickets to in-person Pride in the City events.

ADVERTISING OPPORTUNITIES

Benefit from special advertising rates for our annual Magazine.

BRAND VISIBILITY

Showcase your organisation's logo on our Pride in the City webpage.

QUALIFY FOR PRIDE IN LONDON PARADE

Opportunity to register for the highly anticipated Pride in London Parade.

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WHO VOLUNTEERS?

Pride in London is substantially powered by volunteers.

750 VOLUNTEERS

- **~130 CORE VOLUNTEERS**
- **~600 ON-THE-DAY VOLUNTEERS**

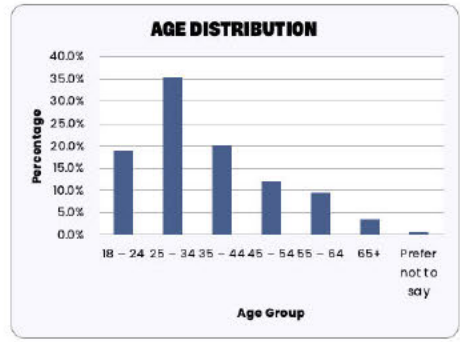
Around 1,900 volunteer applications were received.

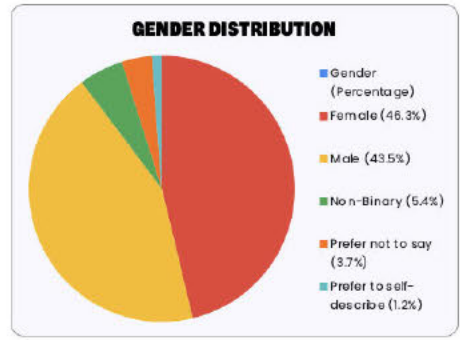
109 SUPERVISORS

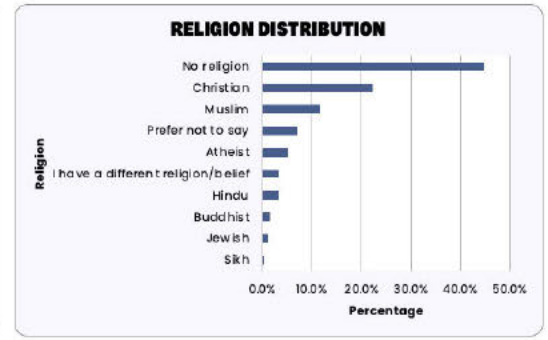
recruited and trained across the event footprint, including returning volunteers who progressed into more senior positions.

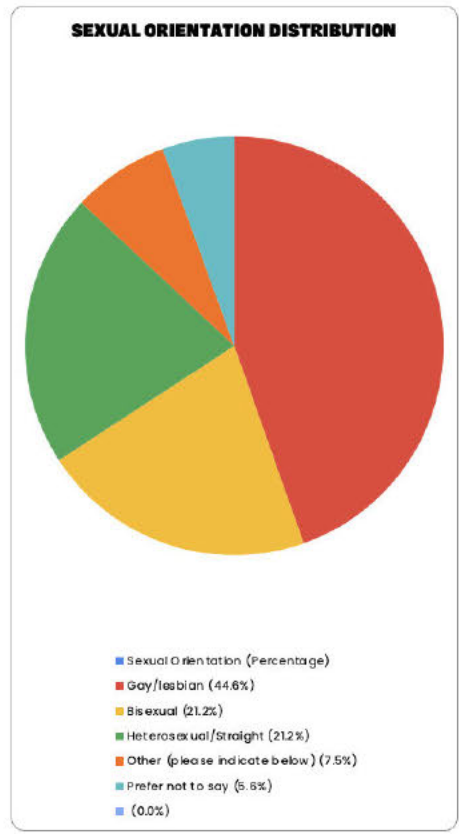
"I wanted to contribute my skills, energy and lived experience to help ensure Pride continues to be a platform that uplifts all voices across our wonderfully diverse LGBTQIA+ community. Volunteering for Pride in London feels like an opportunity to give back to a community that has created hope and solidarity for so many people, including myself."

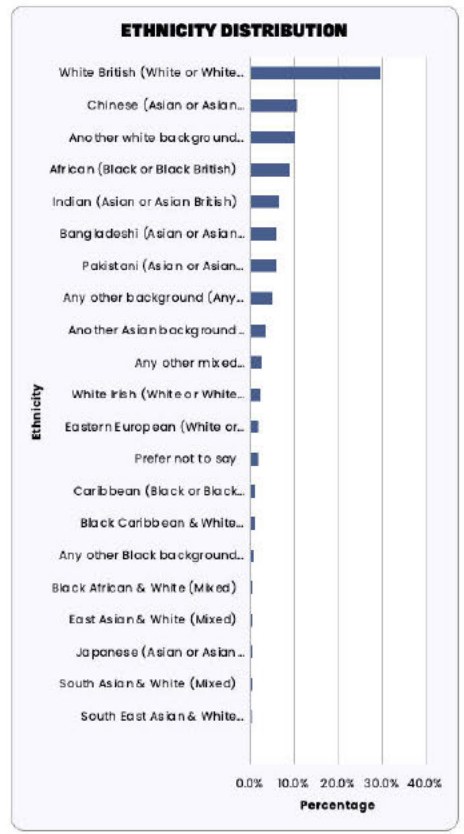
Dr Kavita Powley, volunteer co-head of DE&I

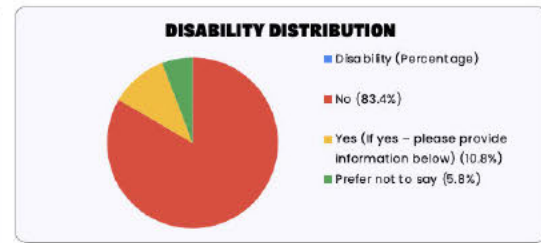


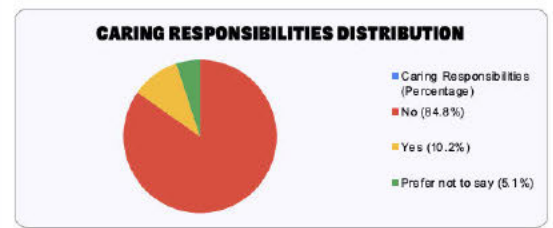


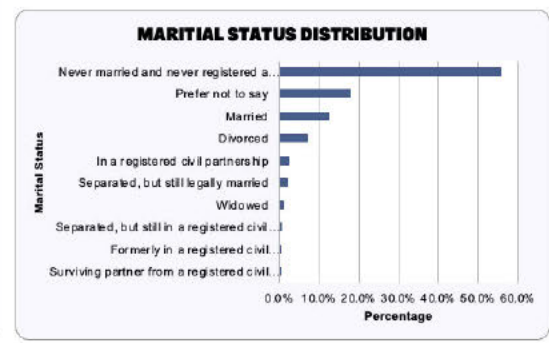












ACCESS AT PRIDE

32 BSL STAFF & 28 INTERPRETERS

working directly with the public.

What we provide:

- BSL INTERPRETERS
- PICK-UP & SHUTTLE BUS
- VIEWING PLATORMS
- REST AREA/QUIET SPACE
- QUIET PRIDE
- **SPEECH TO TEXT ON SCREENS**
- PARADE SAFE SPACES
- **ACCESSIBLE PORT-A-LOOS**
- **WHEELCHAIR CHARGING POINT**
- ASSISTANT DOG REST AREA

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BMISSION REPORTS



HOW WE ARE RUN

GOVERNANCE, PEOPLE AND INCLUSION

Impact depends on how an organisation operates as much as what it delivers.

INCLUSION

The volunteer demographic data provides an important baseline for understanding who is participating in the organisation.

Where we look

Inclusion should not be understood purely through workforce demographics. It also means examining:

- WHO HAS INFLUENCE
- **WHO PROGRESSES INTO LEADERSHIP**
- WHOSE VOICES ARE REPRESENTED
- **WHO FEELS WELCOME**

Our DEI STRATEGY

...and where barriers remain. That becomes an important part of Pride in London's longer-term accountability:

2026: INTRODUCED EQUALITY MONITORING FORM

Providing us with a clearer understanding of the diversity of our volunteer teams and enabling us to identify areas of underrepresentation and inform targeted action.

2027: LAUNCH PRIDE 'S FIRST DEDICATED DEI STRATEGY

Establishing a clear strategic direction for diversity, equity and inclusion across the organisation and embedding DEI more firmly within our wider organisational priorities.

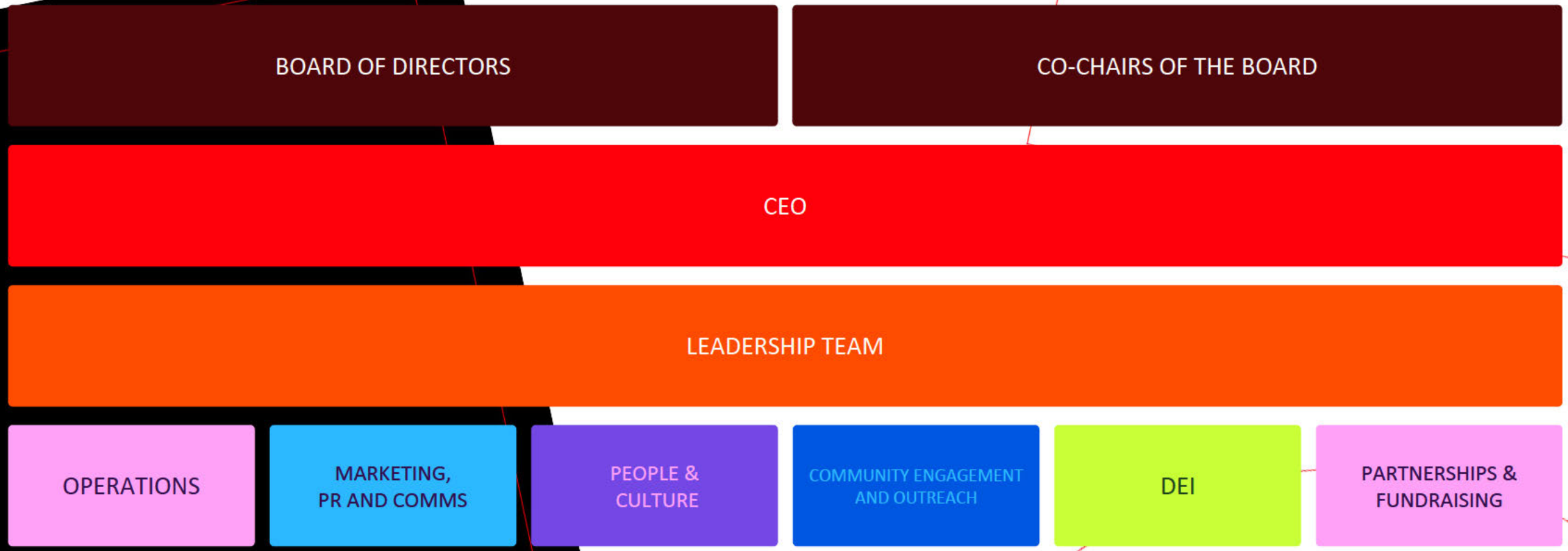
LOOKING AHEAD

Our plans also include expanding the DEI team, strengthening collaboration with teams across Pride in London, and developing a more comprehensive DEI learning offer, including Inclusive Leadership training.

Together, these developments will strengthen our organisational approach to DEI and support greater ownership of inclusion across Pride in London

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GOVERNANCE


BOARD OF DIRECTORS
CO-CHAIRS OF THE BOARD
CEO
LEADERSHIP TEAM
OPERATIONS
MARKETING, PR AND COMMS
PEOPLE & CULTURE
COMMUNITY ENGAGEMENT AND OUTREACH
DEI
PARTNERSHIPS & FUNDRAISING

OUR AMBITIONS FOR 2027

MEASURABLE YEAR-ROUND IMPACT FOR LGBTQIA+ PEOPLE

e foundations to delivering the three strategic pillars
y connection and organisational resilience.

CHAMPION LGBTQIA+ VISIBILITY

STRENGTHEN OUR COMMUNITIES

Strengthen London's LGBTQIA+ communities through investment, collaboration, advocacy and shared impact.

BUILD A STRONGER PRIDE

build a resilient, trusted and financially sustainable Pride in London, equipped to serve our communities and deliver lasting impact..

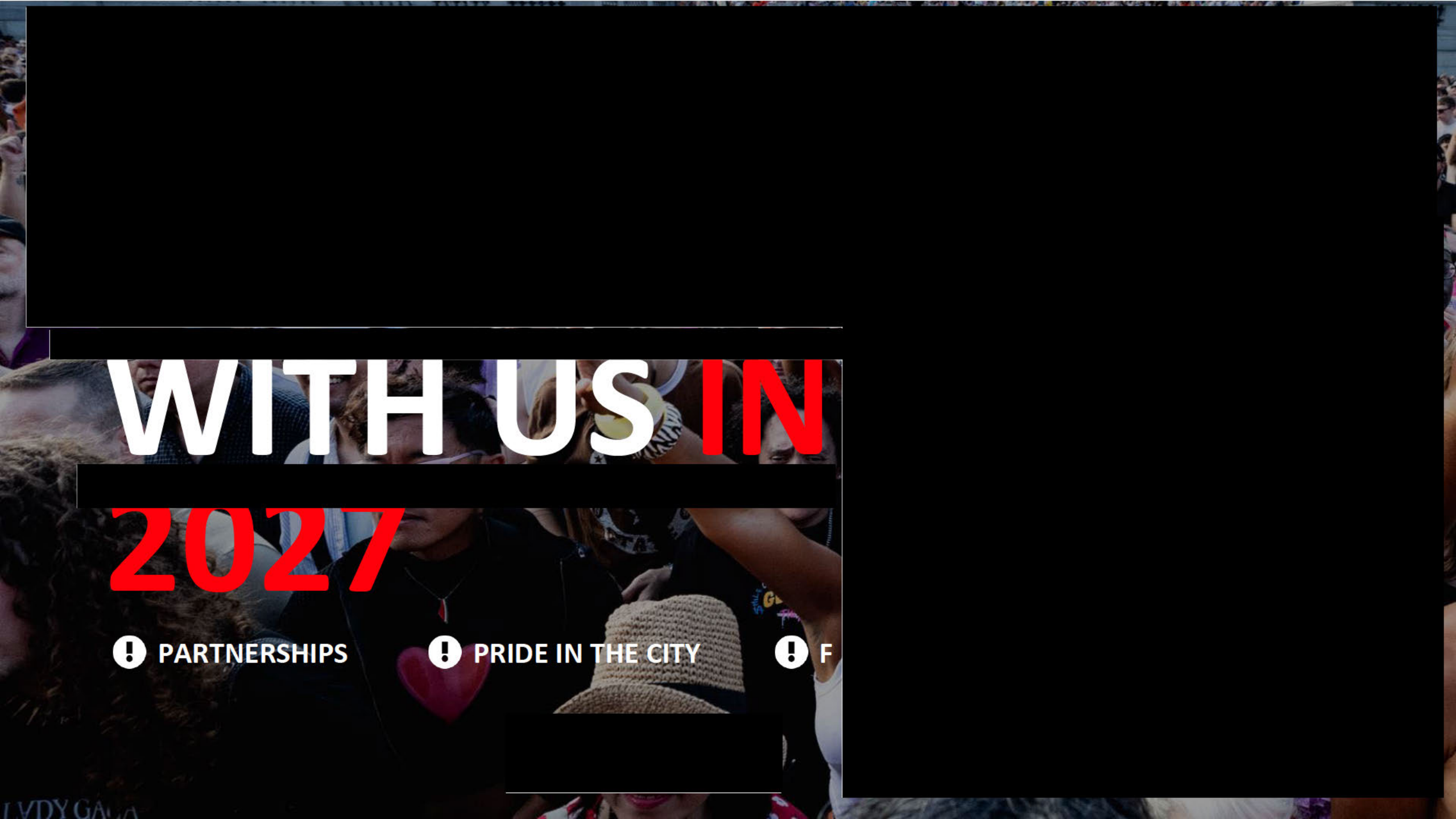
2026
ESTABLISH THE FOUNDATIONS

→

2027
DELIVER AND DEMONSTRATE MORE IMPACT

→

2028
CONSOLIDATE AND PREPARE FOR WORLDPRIDE 2032


WITH US IN
2027
PARTNERSHIPS
PRIDE IN THE CITY
F

PRIDE IN LONDON

With our communities, for what comes next

Pride in London Impact Report Review 2026

Objective	Competed?	Evidence
Open Community and Stakeholder Engagement		
Maintain and develop good community relationships	Yes	97% of those surveyed rated their experience good or very good. The Unity Fund provided £100,000 in grants across the community. Supported and advised on the Mayor's Pride Reception. DEI strategy: introduced equality monitoring form and have plans to increase and improve DEI strategy in future years. 750 volunteers recruited and trained across the event footprint, including returning volunteers who progressed to more senior positions. 32 BSl staff and 28 interpreters working directly with the public. Speech to text on screens Pick-up and suttle buses Viewing platforms Rest area/quiet spaces Quiet pride Parade safe spaces Accessible port-a-loos Wheelchair charging points Assistant dog rest area.
Actively consult across the LGBTQI+ community on plans for the Pride event and demonstrate the impact of this engagement.	Yes	Community roundtables held in person and online with 103.95% increase in attendance on last year. Pride in the City, Pride in London's business focused membership has grown to 76 members, strengthening the connetion between the corporate world and its LGBTQIA+ people. Board recruited through a transparent process based on identified skills and experience and information of board can be found on the Pride in London website.
Operational Planning & Delivery		
Procure an experienced Event Production Company	Yes	LS Events contracted by Pride in London through a procurement process.
Organise and deliver the Pride Parade in central London	Yes	Parade delivered safely and successfully. Event plans produced and submitted to SAG. Code of conduct produced and circulated to all parade participants. Parade breifings held Volunteers recruited to supoprt delivery of parade. Parade form-up, route and dispersal managed successfully. Access arrangements and safe sapces provided across sites. Post-event impact report produced.
Organise and deliver events and a programme of entertainment following the Pride Parade. Current locations include Trafalgar Square, Leicester Square, Golden Square, Soho and St Giles Churchyard* (*NB. exact locations may be subject to change over the course of the period and a subject to landowner approvals)	Yes	Events and programme of entertainment delivered safely and successfully. Event management plans produced and submitted to SAG and GLA. Access arrangements provided across sites. Diverse programmes and creative content across sites. Waste management post event was delivered and supported successfully. Post event evaluation report provided including visitor data and experiences. **Trafalgar Square** A flagship stage combining high-profile performers and speakers, reinforcing Pride's visibility and national platform. **Leicester Square** LGBTQIA+ Women & Non-Binary Stage A dedicated space fostering belonging and representation for LGBTQIA+ women and non-binary people. **Soho Square** Trans & Non-Binary Stage A trans-led space amplifying trans and non-binary voices, alongside practical community support such as the Trans Legal Clinic. **Golden Square** Global Majority Stage Programming celebrating Global Majority LGBTQIA+ talent and culture **Dean Street** Cabaret Stage: A celebration of queer nightlife, drag culture, and visual storytelling. **Victoria Embankment** Family Area A welcoming space for LGBTQIA+ families, offering age-appropriate performances and activities.
Ensure regular liaison with, and updates to key stakeholders including but not limited to GLA, Met Police, London Fire Brigade, TfL, London Ambulance Service Westminster City Council and The Royal Parks. Including seeking comment and agreement from relevant safety planning groups	Yes	Regular participation in SAGs (formerly LOSPGs) Event plans presented regularly from 6 months ahead of the event. Letter of no objection granted by SAG and necessary approvals granted by WCC and Trafalgaar Square teams
Strategic Communication Planning		
Build and champion London's Pride reputation as a leading LGBTQI+ event in London, the UK and beyond, recognised for its excellence, creativity, diversity and inclusion.	Yes	Crisis communication plan created and shared amongst partners. Many Voices, One Front campaign across London provided the narrative that connected Pride in London's community voices, performers, partners and event activity in the build-up to Pride. Media and social media coverage documented. Feedback collated from attendees
Governance and Staffing		
Ensure transparent reporting of London's Pride activities	Yes	Annual report created and shared on Pride in London website.
Demonstrate an understanding of the recruitment processes and policies in order to attract a diverse volunteer base at all levels.	Yes	Open and transparent recruitment processes are run by the organisation.
Financial Management and Sponsorship		
Demonstrate financial accountability	Yes	Event budget, interim accounts showing expenditure and income provided tot he GLA. Clear governance structure published within the impact report.
Sponsorship and funding	Yes	Sponsorship and funding strategy developed for current and future years.

Equalities Impact Assessment

If you have previously completed an Equalities Impact Assessment for this decision in another form there is no need to complete this form, but please give a link or reference to the EQIA completed that will be used for this decision:		

Background	For your information	
What is an Equality Impact Assessment?	An EqIA is the most recognised way of assessing the potential impact a decision may have on different protected groups and taking steps to address any negative impacts identified. (Mitigation).	
Do I have to do one?	Yes, almost always. The Public Sector Equality Duty (PSED) outlined in the Equality Act 2010, requires that public bodies, including the GLA, robustly considers how its policies and practices affect people with different protected characteristics and to take steps to eliminate discrimination and advance equality.	
Why do we do them?	In accordance with the Equality Act 2010, the Greater London Authority is required to have due regard for the need to: • Eliminate unlawful discrimination, harassment and victimisation. • Advance equality of opportunity between persons who share a relevant protected characteristic, and persons who do not share it. • Foster good relations between those who have a relevant protected characteristic and those who don't. Having due regard includes to: • Remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; • Take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of the persons who do not share it; • Encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.	
When do I complete one?	When planning or developing a new service, policy or strategy When reviewing an existing service, policy or strategy When ending or substantially changing a service, policy or strategy When there is an important change in the service, policy or strategy, or in London (e.g. a change in population), or at a national level (e.g. a change of legislation)	
What are the 9 protected characteristics?	"Relevant protected characteristics" are age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation and marriage and civil partnership.	

Section 1		
Questions	**Response**	
Name of policy/service/strategy to be impact assessed*	Pride in London Event July 2026	
Corporate objective or Mayoral Manifesto Pledge being addressed*	The Mayor's Equality, Diversity and Inclusion Strategy sets out how he will work to create a fairer, more equal, integrated city where all people feel welcome and able to fulfil their potential. MD3392 Delivery Plan – Supporting community, cultural and sporting events in London	
Department/Unit/Team carrying out the assessment*	External Relations	
Who is responsible for the implementation of the policy/service/strategy (Department/Unit/Team)*	Events for London	
What are the aims/objectives of the policy/service/strategy?	To support the safe and successful delivery of London Pride through funding and strategic stakeholder support.	
Who is intended to benefit from the policy/service/strategy?	Everyone including the LGBTQIA+ community.	
What are the main outcomes of the policy/service/strategy (this is key to being able to identify what monitoring is needed)?	To support the safe and successful delivery of London Pride through funding and strategic stakeholder support.	
Is the policy/service/strategy for external or internal purposes?	External	
Are other organisations/stakeholders involved in the delivery?	Pride in London as the event organisers	
What information/evidence do we have to ensure an informed evidence based assessment is made? This can be supporting information for a similar policy/service/strategy and what did this information tell us? Supporting information can be demographic data (e.g. census findings, research findings, comparisons between similar policies/services/strategies at the GLA or other partners, survey data, equality monitoring data, desk top data gathering exercises)	Review of Pride in London event management plans including Safeguarding Management plans, Accessibility Management plans and other relevent documentation.	
How will information be collected regarding the poitive/negative impact of the policy /service/strategy etc?	Comments will be captured through feedback to the event organisers during the event and via the debrief process after the event. We will also review feedback via the formal GLA complaints process.	
Date of policy/service/strategy/review*	Jun-27	

Section 2		
Protected Characteristics	**Impacts Identified**	**Mitigations/ Justifications Considered**
Age	No impact. The Pride in London event is free and open to all.	
Disability	No impact. The Pride in London event is free and open to all.	
Gender	No impact. The Pride in London event is free and open to all.	
Race	No impact. The Pride in London event is free and open to all.	

Religion and Belief (including no belief)	Some individuals and faith groups may hold religious or philosophical beliefs that do not support LGBTQIA+ identities or same-sex relationships. Supporting Pride in London does not require individuals to change or abandon those beliefs. Rather, it reflects the GLA's commitment to equality, inclusion and the rights of all protected groups, while encouraging respectful coexistence and mutual understanding between people with differing views and beliefs. Participation in the event is voluntary and the programme is intended to foster good relations between communities across London.	A space is made available for peaceful protests.
Sexual Orientation	No impact. The Pride in London event is free and open to all . Pride in London is a celebration of the LGBTQI+ community in London.	
Gender reassignment	No impact. The Pride in London event is free and open to all . Pride in London is a celebration of the LGBTQI+ community in London.	
Pregnancy and Maternity	No impact. The Pride in London event is free and open to all .	
Marriage and Civil Partnership	No impact. The Pride in London event is free and open to all .	
Does the policy/service/strategy address socio-economic disadvantage (including those with lower income or carers, ex-offenders and armed forces veterans)?	The Pride in London event is free and open to all.	
Does the policy/service/strategy address structural inequality?	The Pride in London event is free and open to all. Specifically, it provides an opportunity for the LGBTQIA+ community to come together to protest and celebrate this important date.	

Section 3		
Meetings and discussions	**Public engagement activities**	
Include who was involved	Include who was involved	
GLA Events for London Team		
Pride In London - event organisers		

Section 4		
Links to climate impacts	**Key considerations**	
Look back over your results in the climate tabs, and consider whether there are any additional equalities considerations linked to these themes that you haven't already covered. Record these in this box. You can use column F, in the Guidance tab, to help you.	N/A	

Section 5	

Summary thoughts		
This box will be pulled through to the Results Table and included on the Decision Form. Please summarise key things for decision-makers to be aware of in relation to this EqIA	The proposed funding and strategic support for the Pride in London event is expected to have an overall positive impact in advancing equality of opportunity, fostering good relations and supporting inclusion across London. The event is free and open to all, providing an opportunity for London's LGBTQIA+ communities to celebrate their identities, raise awareness of equality issues and participate in public life. No adverse impacts have been identified in relation to the protected characteristics. Particular consideration has been given to religion and belief. While some individuals may hold religious or philosophical beliefs that do not support LGBTQIA+ identities or same-sex relationships, support for Pride in London does not diminish or restrict those beliefs. Rather, it reflects the GLA's responsibility to support equality, inclusion and the rights of all Londoners, while encouraging respectful coexistence and mutual understanding between people with differing views and beliefs. The event organisers have developed safeguarding, accessibility and other operational plans to support inclusive participation, and feedback mechanisms are in place to identify and address any issues arising during or after the event. On balance, the assessment concludes that the proposal supports the Mayor's equality objectives and presents no disproportionate negative impacts on any protected group	