Company No. 10555864 Registered Charity No. 1173230

CROYDON PRIDE LTD ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

CROYDON PRIDE LTD FOR THE YEAR ENDED 31 AUGUST 2018

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CROYDON PRIDE LTD FOR THE YEAR ENDED 31 AUGUST 2018

COMPANY INFORMATION

Incorporated as a Company Limited by Guarantee on 10 January 2017

Company Registration No : 10555864

Directors and Board of Trustees

Chair : Paula Goodwin (Appointed 1 April 2017)

Treasurer : Steven Hartwell (Appointed 30 January 2019)

Directors : Mark Watson (Appointed 10 January 2017)

Fabio Schifano (Appointed 24 October 2017)

Ashley Leon Harbour (Appointed 26 November 2018)

Damien Tysoe (Appointed 26 November 2018)

Registered Office : Oval Tavern,

131 Oval Road,

Croydon CR0 6BR

Bankers : NatWest

Independent Examiner : Anthony Epton

Goldwins

Chartered Accountants 75 Maygrove Road London NW6 2EG

The trustees, who are also directors of the charitable company for the purposes of company law, submit their annual report and the financial statements of Croydon Pride Ltd for the year ended 31 August 2018. The trustees confirm that the annual report and financial statements of the company comply with current statutory requirements, the requirements of the company's governing document and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102).

STRUCTURE, GOVERNANCE AND MANAGEMENT

Croydon Pride is registered as a charity in England and Wales and incorporated as a company limited by guarantee. It governed by its memorandum and articles of association. The management of the company is the responsibility of the trustees who are elected and co-opted under the terms of the Articles. The trustees are elected at the Annual General Meeting (AGM); or maybe co-opted during the year and elected at the subsequent AGM.

PUBLIC BENEFIT

Croydon Pride's trustees have reviewed the Charity Commission guidance on public benefit and have prepared this report with that guidance in mind. The benefits provided by Croydon Pride clearly relate to its aims. No private benefits arise from its work.

OBJECTIVES AND ACTIVITIES

To promote equality and diversity for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity, including in particular but not exclusively by:

- raising the awareness of the public with regard to all aspects of discrimination in society and issues and difficulties affecting the lives of lesbian, gay, bisexual and transgender (LGBT) people;
- 2) cultivating a sentiment in favour of equality and diversity in particular through celebrating the achievements of LGBT people and the diversity of the LGBT community;
- 3) advancing education and raising awareness in equality and diversity whether by teaching, interaction, performance or producing and/or displaying artistic and other materials;
- 4) producing publications, lectures, media, promoting public events and exhibitions, public advocacy and other means of communication;
- 5) associating with voluntary organisations, and/or governmental, public and private bodies to develop and maximise the effectiveness of voluntary organisations run by and for LGBT people;
- 6) staging and promoting LGBT events and in particular an annual LGBT festival;
- 7) promoting and providing resources where necessary for providing equality of access for members of the LGBT community to sports, training, employment, business or similar opportunities, where there are barriers to equal access for the time being;
- 8) promoting activities to foster understanding between people from diverse backgrounds;
- 9) conducting or commissioning research on equality and diversity issues and publishing the results to the public.

CHAIR'S REPORT

ACHIEVEMENTS AND PERFORMANCE

On Sunday 28 August 2016 'Pride' returned to Croydon for the first time in decades. The event was a fantastic celebration of the local LGBT+ community with music, dance, food, drink and fun for everyone. The event included a parade down North End, led by 'Rainbows Across Borders'. Over 500 people took part in the Parade and a further 3000 at the street party, which included the legendary cabaret act, 'Topping and Butch', known for their Edinburgh Festival and Radio 4 appearances. The event was a great success and followed on from a similarly successful Gay PDA - its OK! (Public Display of Affection) event held in the town centre.

It was clear from these events that the LGBT+ communities in Croydon desperately wanted local events - not only to attend, but to acknowledge the large, but mostly invisible, LGBT+ community in Croydon and help change perceptions across the borough.

So, in May 2017, Croydon Pride was registered as a UK charity to promote equality and diversity and the elimination of discrimination on the grounds of sexual orientation or gender identity. The charity strives for LGBT+ tolerance and equality within Croydon's diverse communities by staging inclusive events, including organising the annual Croydon PrideFest event – London's second largest Pride Festival – which has firmly become marked in south London's LGBTQ+ calendar of events.

Our second Pridefest event took place in Queens Gardens on Saturday 15 July 2017. The parade through the town centre attracted even more people and an estimated 5000 people attended the festival.

Croydon Pride however is not just about the Pride Fest event - we organised a full programme of activities over the year, designed to support LGBT+ people in Croydon and help change perceptions on LGBT + issues throughout the borough. These included:

- 1 December 2017 World AIDS Day Event at Twilight
- 26 January 2018 AIG ERG Opening Event (Croydon LGBT Exhibition, including Croydon Pride)
- 1 February 2018 LGBT History Month Launch
- 21 March 2018 Call Me By Your Name film screening in collaboration with Screen25
- 28 March 2018 Mix and Mingle at The Spreadeagle Pub
- 17 May 2018 Mix and Mingle at The Oval Tavern (to mark IDAHOT)
- 19 May 2018 Trustee Fabio's Tramlink Charity Walk (fundraiser)
- 26th May Trustee Mark London to Brighton run (fundraiser)
- 26 June 2018 Mix and Mingle at Boxpark
- 27 June 2018 NatWest Boost LGBT Event
- 11 July 2018 120 Beats Per Minute film screening in collaboration with Screen25

On 14 July 2018 we organised our biggest Croydon PrideFest event - Queens Gardens was unsuitable for the numbers expected to attend, so we moved to Wandle Park, with a step change in the operations - which included better acts, a bigger stage, more stalls and a longer parade. Over 1500 people took

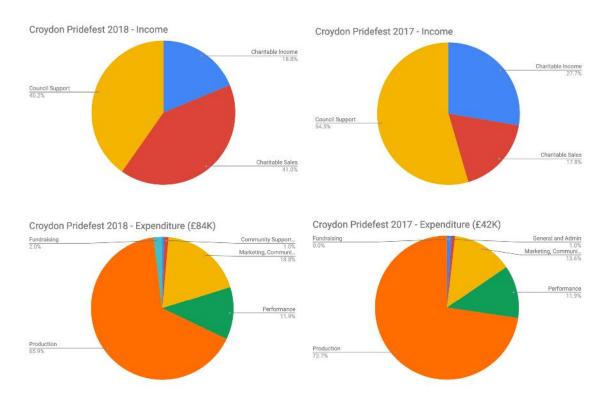
part in the parade with almost 10,000 people in the park over the day. The event was hosted by Asifa Lahore - Britain's first publicly out Muslim drag queen. Living in Croydon, Asifa is a prominent figure within the British LGBT+ community and has starred in Channel 4's Muslim Drag Queens. Performers included Chris Haul, Bugeye, Abalicious and Danny Beard. Speakers included all three local MPs and the Leader of the Council.

We are grateful for all the support we have received from the Council, local businesses who have sponsored the event, everyone who attended and the people of Croydon for helping make the events so friendly and inclusive.

TREASURER'S REPORT

The 2017 PrideFest event cost £41K to put on and we raised £45K from numerous sources, which meant we made a small surplus of £3K. The 2018 Pridefest was more expensive to produce, costing £84K to stage.

Although we significantly increased the amount raised through sponsorship (18% in 2017 to 41% in 2018) we only raised £79K overall, which meant that we made a small loss on the event in 2018.



In 2018 we shared some of the production costs with the Croydon Mela, which took place on the following day - this meant we made savings on the stage and infrastructure. However, the event was a considerably larger production than in previous years which resulted in the overall cost doubling.

Overall in our first 18 months of operation the charity made a slight loss of around £1K, however the charity is in a good position going forward - it has increased sponsorship income and reduced its reliance on the Council for support.

The trustees are incredibly grateful to Croydon Council for all its support - without this support the event simply wouldn't be able to take place. The Trustees are also clear that Croydon Pridefest should remain a free and inclusive event and are actively developing long term relationships with sponsors and diversifying its income streams.

However, the event is a large-scale event attracting thousands of Croydon residents, both LGBT+, their friends and families - but also many straight couples and families, who are unlikely to attend a ticketed event. It is therefore both reasonable and necessary for Croydon Council to continue supporting some of the costs in the foreseeable future. The aim is to reduce the council support to around 30%, with 40% coming from sponsors and the remainder from other charitable donations and grants.

The charity is also raising funds throughout the year to support its on going programme of outreach and support activities, including the mix and mingle events, GayPDA -it's OK, IDAHO, Trans Day of Remembrance, Coming out Day etc...

RESERVES POLICY AND RISK MANAGEMENT

The Trustees recognise that control and management of risks is of crucial importance in ensuring the organisation's future. The Trustees have deemed it prudent to have unrestricted funds (free reserves) held by the charity of at least three months of resources.

The charity has net liabilities as at year end. However, these financial statements are prepared on the going concern basis. The trustees have a reasonable expectation that the company will continue in operational existence for the foreseeable future. The trustees are confident that future will become available.

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

The trustees (who are also directors of charitable company for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

Select suitable accounting policies and then apply them consistently

Observe the methods and principles in the Charities SORP

Make judgements and estimates that are reasonable and prudent

State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements

Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees' annual report has been approved by the trustees and signed on their behalf by;

Paula Goodwin

CHAIR

24 May 2019

CROYDON PRIDE LTD

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CROYDON PRIDE LTD

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 August 2018.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

- 1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
- 2. the accounts do not accord with those records; or
- 3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination; or
- 4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Anthony Epton

24 May 2019

Anthony Epton BA FCA CTA FCIE Goldwins Chartered Accountants 75 Maygrove Road London NW6 2EG

			5	2018	2017
	Nata	Unrestricted	Restricted	Total	Total
lu como from	Note	£	£	£	£
Income from:	•	00.444		20.444	F 400
Donations and legacies	3	30,441	-	30,441	5,420
Charitable activities	4	45,139	-	45,139	37,680
Other trading activities	5	3,545	-	3,545	2,768
Total income		79,125		79,125	45,868
Expenditure on:	6				
Raising funds		1,694	-	1,694	7
Charitable activities		82,023	-	82,023	41,617
Others		1,391	-	1,391	430
Total expenditure		85,107		85,107	42,055
Net income / (expenditure) before net gains / (losses) on investments		(5,982)	-	(5,982)	3,813
Net gains / (losses) on investments			<u> </u>	<u> </u>	
Net income / (expenditure) for the year	7	(5,982)	<u>-</u>	(5,982)	3,813
Net income / (expenditure) before other recognised gains and losses		(5,982)		(5,982)	3,813
Reconciliation of funds:					
Total funds brought forward		3,813		3,813	
Total funds carried forward		(2,169)	<u> </u>	(2,169)	3,813

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

The attached notes form part of these financial statements.

	Note	2018 £	2018 £	2017 £	2017 £
Fixed assets:	14016	2	~	2	2
Tangible assets			-		-
-			-		-
Current assets:					
Debtors	9	1,060		4,921	
Cash at bank and in hand	-	12,298		292	
		13,358		5,213	
Liabilities:					
Creditors: amounts falling due within one year	10	15,526		1,400	
Net current assets / (liabilities)			(2,169)		3,813
Total assets less current liabilities			(2,169)		3,813
Creditors: amounts falling due after one year					
Total net assets / (liabilities)			(2,169)		3,813
The funds of the charity:	12				
Restricted funds			_		_
Unrestricted funds:					
General funds		(2,169)		3,813	
	-	(2,109)	(0.400)	3,013	0.040
Total unrestricted funds			(2,169)		3,813
Total charity funds			(2,169)		3,813

The Trustees consider that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 and members have not required the charitable company to obtain an audit for the year in question in accordance with section 476 of the Act.

The Trustees acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and for preparing financial statements.

The financial statements have 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 and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015).

and signed on their behalf by:

Paula Goodwin

Chair

Company registration no. 10555864

The attached notes form part of the financial statements.

Croydon Pride Ltd Notes to the financial statements For the year ended 31 August 2018

1 Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 - effective 1 January 2015) - (Charities SORP FRS 102) and the Companies Act 2006.

Croydon Pride Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Reconciliation with previously Generally Accepted Accounting Practice (GAAP)

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102.

c) Going concern

Even though the charity has net liabilities as at year end these financial statements are prepared on the going concern basis. The trustees have a reasonable expectation that the company will continue in operational existence for the foreseeable future. The trustees are confident that future funding will become available.

d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is a treated as a contingent asset and disclosed if material.

e) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g) Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

Croydon Pride Ltd Notes to the financial statements For the year ended 31 August 2018

1 Accounting policies (continued)

h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

Costs of raising funds comprise of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.

Expenditure on charitable activities includes the costs of delivering services undertaken to further the purposes of the charity and their associated support costs.

Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i) Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel and governance costs which support Tourism Concern's charitable activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 6.

j) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

k) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £200. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

I) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

m) Cash at bank and in hand

Cash at bank and cash in hand includes cash and bank deposit or similar account.

n) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

o) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

p) Pensions

The charity did not operate stakeholder pension schemes.

2 Detailed comparatives for the statement of financial activities

	2017 Unrestricted £	2017 Restricted £	2017 Total £
Income from:			
Donations and legacies	5,420	-	5,420
Charitable activities	37,680	-	37,680
Other trading activities	2,768	-	2,768
Total income	45,868		45,868
Expenditure on:			
Raising funds	7	-	7
Charitable activities	41,617	-	41,617
Others	430	-	430
Total expenditure	42,055		42,055
Net income / expenditure before gains / (losses) on investments	3,813	-	3,813
Net gains / (losses) on investments			
Net income / expenditure	3,813	-	3,813
Transfers between funds Net income / (expenditure) before other		<u> </u>	
recognised gains and losses	3,813	-	3,813
Net movement in funds			
Total funds brought forward			-
Total funds carried forward	3,813	-	3,813

3	Income from donations and legacies				
				2018	2017
		Unrestricted	Restricted	Total	Total
		£	£	£	£
	Donations	1,541	-	1,541	15
	PrideFest Sponsorship	28,600	-	28,600	5,405
	Other Event & Sponsorship	300		300	-
		30,441		30,441	5,420
4	Income from charitable activities				
				2018	2017
		Unrestricted	Restricted	Total	Total
		£	£	£	£
	Cllr Ward Budgets (Pride)	6,700	-	6,700	7,680
	Grant income				
	Croydon Council	-	-	-	5,000
	Awards for All	6,600	-	6,600	-
	Croydon Council Supports				
	Production Support	21,839	-	21,839	20,000
	Programming Support	10,000		10,000	5,000
		45,139	<u> </u>	45,139	37,680
5	Income from other trading activities				
				2018	2017
		Unrestricted	Restricted	Total	Total
		£	£	£	£
	Advertising	-	-	-	150
	Stall holder	3,545	-	3,545	1,925
	Others			<u> </u>	693
		3,545	<u> </u>	3,545	2,768

Croydon Pride Ltd Notes to the financial statements For the year ended 31 August 2018

6 Analysis of expenditure

	Cost of raising funds	Charitable activities	Support costs	2018 Total	2017 Total
	£	£	£	£	£
<u>Direct costs</u>					
Community Support	-	800	-	800	330
Croydon Pride Fest:					
Marketing & Fundraising	-	15,795	-	15,795	5,733
Performance	-	10,000	-	10,000	5,000
Production	-	55,428	-	55,428	30,555
Administration expenses					
Bank charges & Paypal fees	-	-	77	77	112
IT expenses	-	-	207	207	-
Legal & professional	-	-	49	49	-
Website	-	-	58	58	318
Independent examiner fees	-	-	1,000	1,000	-
Fundraising	1,694	<u> </u>	<u> </u>	1,694	7
2018 total	1,694	82,023	1,391	85,107 	42,055
2017 expenditure	7	41,617	430		

Of the total expenditure, £85,307 was unrestricted (2017: £42,055).

7 Net income / (expenditure) for the year

This is stated after charging / (crediting):	2018	2017
	£	£
Independent examiner fee	1,000	

8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

The charity did not employ staff during the year.

The trustees were not paid or received any other benefits from employment with the company in the year (2017: £nil). No trustees received payment for professional or other services supplied to the charity (2017: £nil).

9 Debtors

		2018	2017
		£	£
	Other debtors	1,060	4,921
		1,060	4,921
10	Creditors: amounts falling due within one year		
		2018	2017
		£	£
	Other creditors	14,526	1,400
	Accruals	1,000	
		15,526	1,400

11 Analysis of net assets between funds

	General			Total
	unrestricted	Designated	Restricted	funds
	£	£	£	£
Tangible fixed assets	-	-	-	-
Net current assets	(2,169)	-	-	(2,169)
Net assets at the end of the year	(2,169)	-		(2,169)

12	Movements in funds		Incoming	Outgoing		
		At the start of	resources &	resources &		At the end of
		the year	gains	losses	Transfers	the year
		£	£	£	£	£
	Unrestricted funds					
	General funds	3,813	79,125	(85,107)	-	(2,169)
	Total unrestricted funds	3,813	79,125	(85,107)	-	(2,169)

13 Operating lease commitments

The charity did not have future minimum lease payments under non-cancellable operating leases.

14 Related party transactions

The charity has no related party transactions during the year. (2017: Nil)