

**Stockport**



**Pride**

**OUR BRAND**



## **OUR BRAND**

- **Background**

**Stockport Pride was created from a local LGBTQ+ community group that held their first Pride event in 2017. Stockport Pride became a registered charity in March 2020.**

**We are registered in England as a Charitable Incorporated Organisation - Registered Charity Number 1188841.**

- **Our Mission**

**We promote positive and progressive attitudes of inclusivity and pride across the Stockport community, to provide a platform of awareness of the LGBTQ+ community and its advocates.**

- **Our Vision**

**We hope to foster a local community that values the ideology and principles of pride and actively advocates for the promotion of equality and inclusion for the LGBTQ+ community.**

- **Our Values**

**Our Values are Progressive, Passionate and Inclusive.**

**Progressive**

**We dedicate ourselves to continuing the progress our predecessors have made since the first Pride march in 1970. Everything we do is focussed on ensuring we continue the conversation and create more opportunities of exposure for the LGBTQ+ community.**

**Passionate**

**We love what we do, and we approach everything with a dedication and determination to make positive change. We are advocates for the LGBTQ+ community and conduct ourselves with love and care in everything we undertake.**

**Inclusive**

**We feel that everybody has a part to play in society regardless of their individual characteristics; we believe that everybody should be equal regardless of gender identity, ethnicity or sexual orientation.**

**We know that the LGBTQ+ community is made up of people from different walks of life, backgrounds and beliefs.**



- **Our Tone of Voice**

**Our Tone of Voice is Colourful, Understanding and Honest**

**Colourful**

**We communicate with vibrancy and with every colour in the colouring book. We all have different experiences and therefore all bring something different to the table.**

**Understanding**

**We communicate with understanding. We understand not everyone is confident talking about the LGBTQ+ community and therefore we always communicate in a way that is free from judgement.**

**Honest**

**We will always be true to our word. We will educate and feedback in an honest and open way, ensuring those that do speak to us feel they can be honest to.**

- **Our Promise**

**We promise to support the LGBTQ+ community in Stockport and educate local people and businesses across the area to become advocates for Stockport Pride.**

- **Our Goals**

**It is our goal to push forward positive change and support options for the LGBTQ+ community in Stockport through our annual Stockport Pride event and other events within the local area.**

**We aim to support and represent the LGBTQ+ community and create an inclusive environment actively promoting the value of the LGBTQ+ community.**

**We stand strong against discrimination and exclusion and do this through online and offline campaigns, events and social media. We strive to create supportive and collaborative links nationally through education and networking with other related community projects and organisations.**