



# Andover Town Council

Item No.

11

- To **receive** and **note** the report.

**To:** Community and Events

**From:** Town Clerk

**Date of Report:** 18 June 2026

## Purpose of the Report

To deliver an update to members on Pride 2026 ahead of the day on Saturday 20<sup>th</sup> June.

## Andover Pride 2026 Update

The countdown is on for Andover Pride 2026, taking place on Saturday 20 June from 12:00pm to 6:00pm, and excitement is building across the town as we prepare for what promises to be another fantastic celebration of inclusion, diversity and community spirit. Preparations are now complete, all performers and infrastructure are confirmed, and a robust operational plan is in place to ensure a safe, welcoming and enjoyable event for everyone attending.

This year's event has been made possible through the generous support of Twinings (£3,000) and an anonymous donation (£250), alongside Andover Town Council's investment. Careful budget management has enabled the Working Group to deliver a high-quality event programme while maintaining a positive financial position.

The marketing campaign has also exceeded expectations. Of the £500 allocated marketing budget, £250 has been invested in Meta advertising, with a further £250 remaining available. The Community and Events Officer has been supported by The Local Marketing Company, which has provided professional expertise their support has helped streamline and strengthen the delivery of the campaign, ensuring promotional activities have been coordinated effectively and targeted to the right audiences. This collaborative approach has significantly increased traffic to the Andover Pride event page and generated engagement levels well beyond those achieved in previous years. Full campaign statistics will be available following the event.

Feedback from performers, stallholders and event partners has been overwhelmingly positive, with many commenting on how well organised and professionally coordinated this year's event appears. The clear communication, detailed planning and strong operational arrangements have been particularly well received, giving participants confidence that Andover Pride 2026 will be a successful and enjoyable event for all involved. This positive feedback reflects the significant work undertaken by the Pride Working Group, volunteers and officers in preparing for the event.

The Working Group is particularly pleased with the response from the community. An excellent pool of volunteers has come forward to support the day, and a comprehensive volunteer plan is in place to ensure the event runs smoothly. Their enthusiasm and commitment demonstrate the strong community support that Andover Pride continues to enjoy.

## Pride 2026 Stage Schedule

12:00 – Hosts, Mayor's Welcome & Twinings

12:10 – Georgie Amelia (InColour)

12:40 – Hosts

12:45 – Elby

1:20 – Hosts

1:30 – Andover Musical Theatre Company (AMTC)

2:00 – Hosts

2:10 – Jamie Walsh

2:45 – Hosts

2:50 – Andover Musical Theatre Company (AMTC)

3:20 – Hosts

3:30 – Ginge DJ Set

3:55 – Hosts

4:00 – Gemma Nelson as Shania Twain

5:00 – Hosts

5:10 – Kyle Finn

5:45 – Hosts and Mayor's Closing Remarks, followed by a Ginge DJ set to close the event

### **Walkabout Entertainment**

In addition to the main stage programme, visitors can enjoy a fantastic programme of roaming entertainment throughout the day, including stilt walkers, fairies and a bubble performer. Entertainment will take place across the event site from 12:30pm onwards, creating a vibrant and inclusive festival atmosphere for all ages.

The Working Group would like to place on record its thanks to all volunteers, sponsors, performers, officers, partners and Councillors who have contributed to making Pride 2026 possible. We are incredibly proud of the event that has been created for the town and are looking forward to welcoming residents and visitors alike.

Members are warmly encouraged to attend on the day. Whether you are volunteering or simply popping in to show your support, it would be wonderful to see as many Members as possible at this year's event.

 **We look forward to seeing you all at Andover Pride 2026 on Saturday 20 June, from 12pm to 6pm.** 

### **Recommendation**

- To **receive** and **note** the report.