ANDOVER TOWN COUNCIL
Community and Events Committee Meeting

Andover Pride 2027 Working Group: Update Report

Committee	Community and Events Committee
Date of meeting	11 November 2026
Agenda item	9
Report author	Nikki Barber, Community & Events Officer
Purpose	For information

Purpose of Report

To update Members on progress made by the Andover Pride Working Group in planning and developing Andover Pride 2027.

Recommendations

That the Committee:

- **Note** the update on progress towards delivery of Andover Pride 2027.
- **Note** the sponsorship and funding activity underway.
- **Note** the accessibility and inclusion improvements being explored.
- **Support** ongoing recruitment of sponsors, volunteers and performers.
- **Approve** that any sponsorship secured for Pride 2027 be allocated to the Pride 2027 budget to enhance and expand the event, enabling the Council to improve the event offering year on year, subject to the Council's Financial Regulations.

Background

The Andover Pride Working Group met on Wednesday 21st October and Wednesday 4th November 2026 to begin planning for Andover Pride 2027. Cllr Katherine Bird was elected Chair of the Working Group.

Membership

The Working Group has been excited to broaden participation through invitations to representatives from Andover BID, Simplyhealth and Break Out Youth. Individuals who have supported the event on the day at previous Andover Prides have also agreed to join the working group and actively participate in its planning.

Sponsorship

Potential sponsors including ASDA, Twinings, Lloyds and Simplyhealth have been approached. Sponsorship packages have been reviewed and upgraded, including increasing the Exclusive Headline Sponsor package to £5,000 and the Gold Sponsor package to £1,500.

Any sponsorship secured for Pride 2027 be allocated to the Pride 2027 budget to enhance and expand the event, enabling the Council to improve the event offering year on year, subject to the Council's Financial Regulations.

Entertainment

A programme of returning performers is being developed including Kyle Finn, Elby, AMTC and DJ Ginge. A new act called PJ Taylor will be joining the line up and is confirmed to perform. The group has agreed to prioritise securing a headline tribute act for 2027 and Officers are working to secure the headline act as soon as possible.

Accessibility and inclusion
Feedback from Pride 2026 has been reviewed. Priorities include a wider range of food vendors, improved accessibility information, investigation of Makaton or BSL support, better management of cyclists and e-scooters in the Pocket Park, and additional opportunities for visitor feedback.

Site Layout and Infrastructure
Initial proposals have been developed for the layout of the Pocket Park, including dedicated zones for the stage, information point, food vendors and stalls. The working group has arranged for a site visit on Wednesday 18th November 2026 to review arrangements.

Security and Operations
Quotes are being sought from security providers and stage and sound providers to ensure best value to the Council. Discussions will continue regarding stewarding and volunteer support as planning progresses. Pink volunteer hi-vis vests and road closure hi-vis vests are also being explored as an option to ensure visitors to the park know who to direct their enquiries to.

Next Steps

The Working Group will continue developing sponsorship opportunities, booking entertainment, reviewing site layout proposals and progressing accessibility improvements ahead of Andover Pride 2027. The working group will report back periodically to the Community and Events Committee with progress updates.