



2026 IMPACT REPORT

Yorkshire's Largest Pride Festival





AT A GLANCE

HEADLINE IMPACT

35,000+

people attended York Pride 2026

150,000+

city-wide reach through Pride activity

£900,000+

direct attendee spending

£1.25m+

total economic impact

90.2%

rated Good or Excellent

£135,000+

cost to deliver the free event



THE EXECUTIVE STORY

90.2%

Good or Excellent

71.3%

returning visitors

York Pride 2026 welcomed 35,000+ people across a 2.4-mile city-centre parade and festival on the Knavesmire, confirming its position as Yorkshire's Largest Pride Festival and North Yorkshire's largest LGBT+ celebration. The event generated £900,000+ in direct attendee spending and £1.25m+ in total economic impact. Almost half travelled from outside York and half said they probably or definitely would not otherwise have visited. The free one-day offer included three stages, a dance tent, national artists, 125+ stalls and organisations, the Yorkshire's largest one-day fairground, family activity and extensive access, medical, security and welfare infrastructure.

Scale with purpose: a major festival rooted in equality, visibility and community.



YORKSHIRE'S LARGEST ONE DAY PRIDE FESTIVAL

One day

one city

Major-event

scale

York Pride's claim is supported by the combined scale of its audience, site, programme and infrastructure—not attendance alone.

The day begins in central York, where the parade assembles on Parliament Street before travelling 2.4 miles through the city to the Knavesmire.

At the festival site, 35,000+ attendees enter a full major-event environment: stages, fairground, community platform, family activity, food, bars, welfare, access and visitor infrastructure.

One day. One city. A festival delivered at major-event scale.





SCALE AND POSITION

THE SCALE BEHIND THE TITLE



Format

one-day parade and festival

City-wide reach

150,000+

Direct attendee spend

£900,000+

Festival offer

three stages + dance tent

Attendance

35,000+

Economic impact

£1.25m+

Event delivery cost

£135,000+

Community platform

125+ stalls and organisations



THE 2026 OFFER

A COMPLETE FESTIVAL OFFER

3

stages

1

dance tent

125+

stalls

York Pride combined entertainment, community access, family activity, visitor infrastructure and major-event operations.

The Main Stage delivered a national programme led by Nadine Coyle, Michael Marouli, Nicki French and Joe McElderry, alongside local performers, community groups and LGBT+ talent.

The Cabaret Stage, Family Stage and Dance Tent broadened the offer, creating distinct spaces for queer performance, family participation and live entertainment throughout the day.



“Please keep York Pride free and original. It’s the best Pride in the country because of this.”

THE PARADE BRINGS PRIDE THROUGH YORK

2.4 miles

parade route

60–90 mins

typical duration

The parade is both celebration and public statement: a march for equality and LGBT+ human rights through York city centre.

The route ran from Parliament Street through the city and along Bishopthorpe Road to the festival site at the Knavesmire.

At approximately 2.4 miles, it is one of the longest Pride parade routes in the country and gives York Pride a city-wide presence before the festival even reaches peak attendance.



“This was my first time at York Pride and I’ve attended many other Prides... this is one of the best overall experiences I have had at a Pride event.”

THE SITE WAS A CITY WITHIN THE CITY

Main Stage

Cabaret • Family • Dance

Fairground

bars • food • welfare

The Knavesmire site brought together performance, access, support, family activity, traders, bars, food, welfare, fairground and operational control in one full-day environment.

The official site plan included Main Stage, Cabaret Stage, Family Stage and Area, Dance Tent, accessible viewing, sensory quiet tent, York Pride HQ, bars and fairground.

This is the infrastructure of a major public event, not just a stage in a field.

“We came from Stoke to York Pride... because it’s easily the best Pride we’ve ever been to!”



ECONOMIC IMPACT

£900,000+

direct attendee
spending

£1.25m+

total economic impact

£9+

impact per £1 spent

York Pride generated £900,000+ in direct attendee spending across York and £1.25m+ in total economic impact.

The value is driven by attendance scale, visitors travelling from outside the city, day and overnight visitor spending, on-site activity and the wider circulation of income through York businesses and suppliers.

For every £1 spent delivering York Pride, the event generated more than £9 of total economic impact.

York Pride converts a volunteer-led free event into measurable value for York.



WHERE THE VALUE LANDS

50.0%

would probably/definitely not
otherwise have visited York

46.6%

travelled from outside York

- Hotels and accommodation through Pride-driven overnight stays.
- Bars, restaurants, cafés, food traders and York's evening economy.
- Independent retailers, festival traders and city-centre businesses.
- Public transport, taxis, parking and travel-related activity.
- Event production, staging, security, medical, sanitation and operational supply chains.



“An amazing time. My trans child has not left the house for 6 months, but has done so just to attend Pride... it was absolutely fantastic.”

A PRIDE WORTH TRAVELLING FOR

46.6%

outside York

40.3%

North Yorkshire /
Yorkshire & Humber

150,000+

city-wide reach

York Pride serves the city while attracting a substantial audience from North Yorkshire, the wider region and beyond.

York residents formed the largest single audience group, giving the event a strong local foundation. At the same time, almost half of survey respondents travelled from outside York.

This matters in North Yorkshire, where LGBT+ communities are spread across towns, villages and rural areas with fewer dedicated LGBT+ spaces.

“My daughter struggles emotionally & I have not seen her so happy in quite some time, so thank you for such an inclusive event.”



WHO YORK PRIDE REACHES

69.0%

LGBT+

27.0%

allies

71.3%returning
visitors**28.7%**first-time
visitors

York Pride remains firmly rooted in the communities it exists to serve while attracting a large ally audience.

The audience is multigenerational. Half were aged 25–44 and 34.5% were aged 45–64, showing that Pride serves people across life stages.

Pride is also overwhelmingly social: 90.2% attended with at least one other person, and almost one third attended in groups of five or more.

“I’m autistic... the atmosphere is so chilled and everyone so helpful... I love York Pride and thank everyone involved in making this a safe and joyous occasion for everyone to be themselves.”



PRIDE REMAINS THE REASON

34.5%

attended to support LGBT+ equality

27.0%

allies showing public support

Entertainment attracts a large audience; equality, visibility and community give the event its meaning.

Supporting LGBT+ equality was the leading reason people attended York Pride —selected more often than any stage, artist or attraction.

The parade carries that purpose directly through York. At the festival, visibility becomes connection through community organisations, health and wellbeing services, youth provision, charities, campaigns and support.

York Pride gives LGBT+ people, families and allies a public place to belong.



ACCESSIBILITY BUILT INTO THE JOURNEY

27.6%

accessibility need

500m

trackway

BSL

main stage all day

More than one in four attendees identified as disabled or having an accessibility need. Access provision therefore serves a substantial part of the audience and is core infrastructure.

The festival provided an accessible entrance ramp, 500 metres of trackway at key points and a route linking blue-badge parking to the viewing platform.

A raised, ramped viewing platform faced the Main Stage, supported by a large screen for increased visibility and BSL interpretation throughout the day, on the main stage.

“This was such a tremendous event, full of joy and unity... I will be back next year to support the LGBT+ community.”



ACCESSIBILITY INFRASTRUCTURE

Parade

bookable parade support services

Viewing

raised ramped platform facing Main Stage

Hearing access

BSL interpreters throughout the day

Quiet provision

quiet hour and sensory quiet tent

Movement

accessible ramp and key trackway routes

Visibility

large screens next to the Main Stage

Personal care

two staffed Mobiloos with bench and hoist

Medical

on-site medical teams and ambulance



A MAJOR PLATFORM FOR LGBT+ CULTURE

National

artists

Cabaret

queer performance

Family

activity

York Pride combines national recognition with local, regional and community talent.

The Main Stage operated at major outdoor-festival scale, while the Cabaret Stage created a distinct programme of drag, cabaret, comedy, hosting and queer performance.

The Family Stage widened participation further, offering age-appropriate entertainment and activity for children and multigenerational groups.

Artists and hosts were not appearing at the edge of the city's cultural life; they were placed at the centre of it.



125+ ROUTES INTO SUPPORT AND CIVIC LIFE

125+

stalls and organisations

35,000+

direct event audience

The festival's 125+ stalls formed a broad community and civic platform, not simply a retail offer.

Participants included LGBT+ groups, health and wellbeing services, charities, universities, cultural organisations, public services, campaign groups, youth provision and independent businesses.

For attendees, support, culture, campaigning, community and commerce were brought together in one visible, accessible place.

"Lovely to attend such a positive event. Such a tonic to today's world. Nice to be included as an ally, thank you."



HIGH SATISFACTION, WELCOMING EXPERIENCE

90.2%

Good or Excellent

64.4%

Excellent

5.7%

Poor or Very Poor

The scale of the event was matched by an overwhelmingly positive visitor response.

90.2% rated York Pride Good or Excellent, including 64.4% who selected Excellent. This is a strong result for a free outdoor event operating at major-event scale.

Positive comments repeatedly focused on atmosphere, welcome, belonging, volunteers, the Cabaret Stage, the range of activities and the importance of Pride remaining visible in York.



“What a fantastic day from start to finish. The atmosphere was incredible, the crowds were amazing, and everything ran so smoothly... Thank you for creating such a brilliant celebration for our city.”

THE INFRASTRUCTURE BEHIND ONE FREE DAY

£135,000+

delivery cost

100%

volunteer run

£9+

impact per £1 spent

The audience sees a festival. Delivery requires a complex major-event operation.

York Pride 2026 cost £135,000+ to deliver. The charity has no paid staff: governance, fundraising, sponsorship, programming, communications and much of the planning are delivered by volunteers.

The event required professional production and operational control across staging, sound, lighting, screens, security, medical cover, sanitation, accessibility, licensing and site management.

“York Pride was just the uplift and inspiration we needed... I was reminded that we’re part of a huge community... We shall be back next year, hopefully with our families in tow to celebrate life and love.”





DELIVERY

PARTNERSHIP FOOTPRINT

Free

at point of entry

Partners

across the city

York Pride’s impact is enabled by a partnership network across the public, private, education, transport, cultural and voluntary sectors.

In 2026 York Pride recieved support from the York and North Yorkshire Combined Authority, universities, housing organisations, transport providers, businesses, cultural venues and community partners.

Partnership support allows York Pride to remain free while operating at a scale that benefits the city and region.



PROTECTING AND STRENGTHENING SUCCESS

- Protect free access so Pride remains open regardless of income.
- Sustain the major-event infrastructure required for 35,000+ attendees.
- Deepen York Pride's role for LGBT+ communities across North Yorkshire.
- Increase visitor value through transport, accommodation, hospitality and city-centre partnerships.
- Continue accessibility investment across seating, shade, water, toilets and wayfinding.
- Strengthen impact measurement through business feedback, volunteer hours, supplier data and year-on-year trends.

The evidence does not point to reinvention. It points to protecting the features that make York Pride successful and strengthening the infrastructure around them.



YORK PRIDE 2026

One day. Lasting impact.

York Pride is Yorkshire’s Largest Pride Festival: a major visitor event, a platform for LGBT+ equality and culture, and a volunteer-led civic achievement delivering measurable value for York and North Yorkshire.

35,000+

attendees

150,000+

city-wide reach

£1.25m+

impact





EVIDENCE NOTES

Headline figures combine York Pride operational data, official event information and percentage-based visitor analysis.

35,000+ attendance is York Pride’s official estimate across the parade and festival. 150,000+ city-wide reach estimates wider exposure through the parade, festival, city-centre activity, businesses, partners, media and digital engagement.

Monetary totals are estimates and deliberately expressed as minimum or plus figures. They do not monetise volunteer time, social value, media value or long-term return visits.



DATA APPENDIX: AUDIENCE

25–34	25.9%
-------	-------

35–44	24.1%
-------	-------

45–54	16.7%
-------	-------

55–64	17.8%
-------	-------

LGBT+	69.0%
-------	-------

Ally	27.0%
------	-------

Woman	54.0%
-------	-------

Man	35.6%
-----	-------



DATA APPENDIX: ACCESS AND ORIGIN

Accessibility need: Yes **27.6%**

No accessibility need **68.4%**

York **53.4%**

North Yorkshire outside York **19.0%**

Yorkshire & Humber **21.3%**

Elsewhere in England **6.3%**

Local resident **51.7%**

Day visitor **39.7%**



DATA APPENDIX: SPEND AND ADDITIONALITY

Expected group spend £50+	50.0%	Expected group spend £100+	33.9%
Expected group spend £200+	14.9%	Definitely/probably would not have visited	50.0%
Probably/definitely would have visited	31.6%	Stayed overnight	8.6%
Returning visitors	71.3%	First-time visitors	28.7%



DATA APPENDIX: MOTIVATION AND EXPERIENCE

Supporting LGBT+ equality	34.5%	Pride Parade	16.1%
Main Stage entertainment	12.6%	Community atmosphere	10.9%
Cabaret Stage	9.8%	Excellent	64.4%
Good or Excellent	90.2%	Poor or Very Poor	5.7%