



HILARY SMITH

BACKGROUND

- About me - business owner in Holmfirth. Volunteer for 'Make in your Holmfirth' team & LGBTQIA+ ally
- In April 2025, a man in his 20s was violently assaulted in a homophobic hate crime in Holmfirth
- The attack left him with facial injuries and shocked the tight-knit inclusive Holmfirth community



THE RESPONSE

- Myself & another local business owner pulled together local businesses & the community to hold first Holmfirth Pride
- Organised in 6 weeks and delivered on £2500 .. and a lot of good will!
- Funded by Holme Valley Parish Council, Holme Valley Labour Party, Kirklees Council & local community group
- Aim – deliver strong message – your welcome in Holmfirth whoever you are & whoever you love. Inclusivity not hate



THE EVENT & ENGAGEMENT ACTIVITIES

- Key events round town : Rainbow scavenger hunt, drag bingo sessions, queer art & photo exhibitions, design a flag competition, rainbow arts, crystal bracelet & cookie making kids activities, Queer beer pouring, queer film showings
- Town-wide participation: 65 local businesses displayed bunting, window displays & stickers, Chalk the walk – passers by chalked positive messages on pavements throughout town
- Music & entertainment: drag queens & local bands, singers and DJ took to the stage



FEEDBACK

“First time at a pride and it was in my bf’s small hometown ... the support and turnout was just incredible ... the euphoria of seeing so much support was overwhelming.”

“Grateful to see families, friends, pets – everyone joining in in what was a fantastic inclusive event for the town”

“The turnout gave me chills – real community strength”

“So glad the whole town embraced rainbows and acceptance after such a horrible incident.”

“Holmfirth is above love and acceptance and welcomes everyone. We don’t want hate here and this event showcased that!”



IMPLICATIONS & LESSONS LEARNED

- Community resilience – adversity sparked a collective response. Engaged community visibly & emotionally
- Speedy Grassroots actions – small motivated team achieved large impact quickly
- Public/private partnership – External funding plus volunteer effort can bring small scale events to life
- Sustainability – strong community buy in – one off event to become a flagship annual festival



MAKE IT YOUR
HOLMFIRTH





HOLMFIRTH

2026

PRIDE

LOVE RESPECT FREEDOM ACCEPTANCE EQUALITY

SAVE THE DATE / SAT 25TH JULY - DAY & NIGHT

MORE INFO, EVENTS & VENUES TO FOLLOW

MAKE IT YOUR
HOLMFIRTH

See you
there!
Thank you