The Queer Emporium Impact Report 2021-2022

Director’s Forward

Hello! Shwmae! My name is Yan and I am the director of The Queer Emporium. We have volunteered to write this report as we think it is key to understand our base, what we’re doing right and where we can improve in the future. We had over 200 people respond to our survey, which in itself is amazing, and the statistics and quotes that follow are derived from the information gathered through said survey. We’ve been overwhelmed with the outpouring of support and incredible testimonials, some of which we’re including here (they will be in a larger font, centred, italicised and in single quotation marks) . The quote below sums up how we feel as a team and how important it is to keep doing what we’ve been doing:

‘You can wholeheartedly know you're queer and part of the lgbtqia+ community and carry on with your day to day life. But, when you see yourself represented, supported and celebrated in a place like the queer emporium there's a sense of belonging and found family that just hits different. Thank you Queer Emporium.’

Statistics

We have now been open for one year, having opened on 1st June 2021. In the past year, we have served over 25,000 people with approximately 20 000 of those being new customers or visitors to the city. Each of these customers have contributed to our continuing work, helped us grow and expand, in order to do more for the city. Below, we have included some relevant statistics to demonstrate the impact we have had on the population of the city (statistics will be in a larger font, centred and in bold).

At least 1 in 10 of those customers are under 18, thought we believe the number to be much higher but due to a) the nature of surveys and b) those under 18 often being cautious about outing themselves we anticipated a lower response from that age group. We believe, based off observing customers, on a typical day, the number to be closer to 20%.

1 in 10 of our customers is under 18

40% of our customer base are young adults and 40% are aged between 26-35. 8% are aged between 36-45.

1 in 10 of our base has children or children under their care

This is an extraordinarily high statistic either way, probably due to us being one of only LGBTQ+ spaces that is accessible for under 18s. We are always looking to expand on this and open more events to younger audiences whilst ensuring safeguarding for those attendees. Training for our team includes a segment delivered by a NHS psychologist, in order to help them communicate with audiences that may have social anxiety which we find tends to be younger (though not always) customers. We hope to build and expand our audiences to encourage those age groups typically left out of the mainstream gay bars and alcohol centric venues.

'I'm an FTM teen and can't get into any gay bars or adult queer spaces so it was so nice to feel safe in a community. Everyone was so nice and I got an awesome binder that wasn't crazily expensive. They also gave me good advice and links to other trans friendly spaces in wales. I love this place and can't wait to go all the time when I move to Cardiff.'

The largest singular gender from our audience is women (36%) however we have an incredibly high proportion of non binary (30%) and genderfluid (11%) people.

Our audience consists of an incredibly high proportion of gender minority people, which is incredible to see. This disproportionally high amount of those communities represented shows the need for spaces like The Queer Emporium to exist where folks are able to be themselves without fear or worry of attack or aggressions.

'It was amazing to see a queer central shop in the place i grew up going to. I bought my first pronoun badge there and that even encouraged my mum to take a trip in and purchase her own pronoun badge as in her words "trans people aren't the only ones with pronouns, people shouldn't assume mine either". It was lovely seeing her in a queer centred place and having spaces like that encourage not only queer people to feel safer but encourage non queer people to educate and recognise that we are a part of these communities.'

13% of respondents identified as Global Majority

We recognise this is an area we need to work on! Whilst we ensure we don't have all white line-ups at The Queer Emporium and we have a QIPOC night for Global Majority performers and acts called 'You're Invited',which has become a part of our regular schedule of events, we do need to do more. Around 30% of our team is also Global Majority. We do though acknowledge this is a statistic that will be included in our strategy for 2023 to ensure we are more inclusive.

50% of our base customer base consider themselves to be disabled or have a long term health condition

We pride ourselves on being able to cater for a broad range of accessibility requirements at The Queer Emporium. We are hoping that, subject to funding, we are able to bring more signers in for our events to ensure they are accessible for British Sign Language users. The shop is accessible by wheelchair and the arcade events are too, provided that we know in advance. We are working on better heating for the arcade ahead of this winter.

75% of our audience said The Queer Emporium has had a significant impact on them*

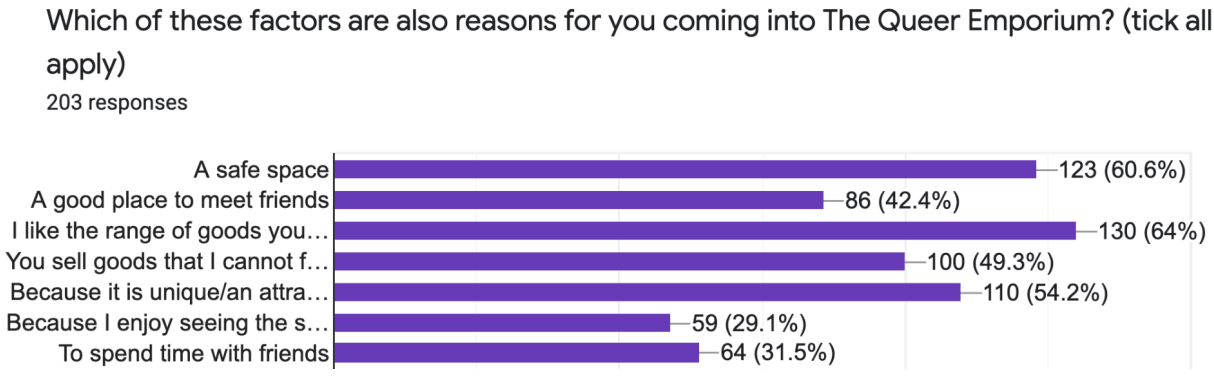
*'significant impact is a score of 7 or higher out of ten

'The Queer Emporium is an amazing space, it's helped me feel more at home in the area, bought me closer to my community and I know that if I ever felt unsafe when out, I could go there and feel immediately better.'

97% of those surveyed said that The Queer Emporium has had a significant impact on the local LGBTQ+ community. Over 50% scored a perfect 10/10.

As a team, we're incredibly proud of these statistics. We can always, and will strive, to do more and make our impact bigger year on year.

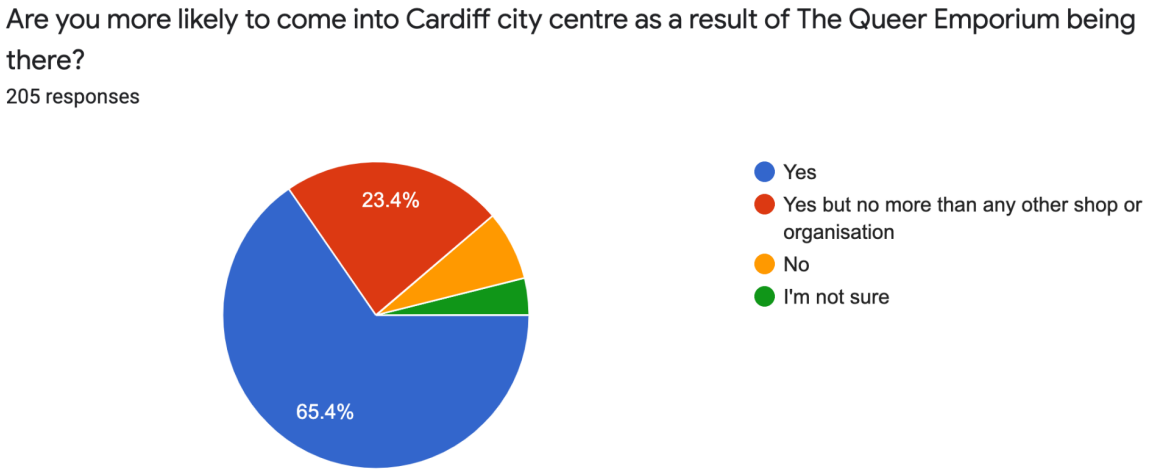
39% of our folk's primary reason for coming to The Queer Emporium was that we offer a safe space and for 60% of reposondants it was an important factor.



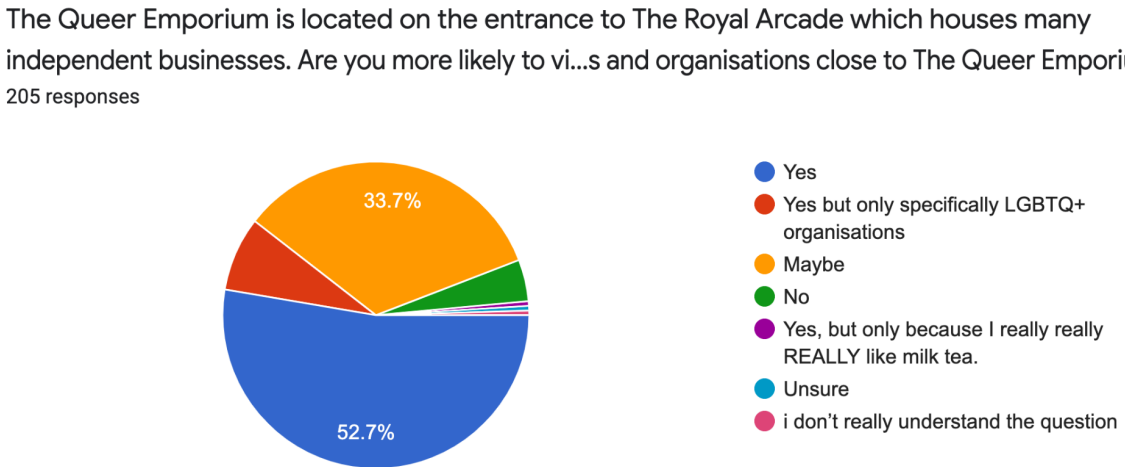
(I'm a late bloomer lesbian! Less than a year in now, and I come from a culture where being gay is not okay.) Having QE as a place to come to has meant a lot. ❤️'

'I love seeing it when I'm walking around, makes me feel safe even if I don't go in that day'

65% of those surveyed said they were more likely to visit the area due to The Queer Emporium being there.



53% of visitors are more likely to visit other independent shops close to the shop.



We are proving that not only are we helping sell products for the local LGBTQ+ vendors in store but we are even boosting the ripple effect in the arcades and for other independent businesses nearby. In a nutshell, we're helping the local community, providing a safe space and boosting the custom of those around us.

'It's a great place to go with friends, and even family. My partner and I always stop in for a coffee as the environment is always so welcoming and there aren't many LGBTQ+ venues that aren't exclusively alcohol based.'

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"There's not many blatant openly queer spaces in the UK so to have one in the middle of Cardiff really makes me feel like the world is progressing and people can be who they are in more safe spaces"