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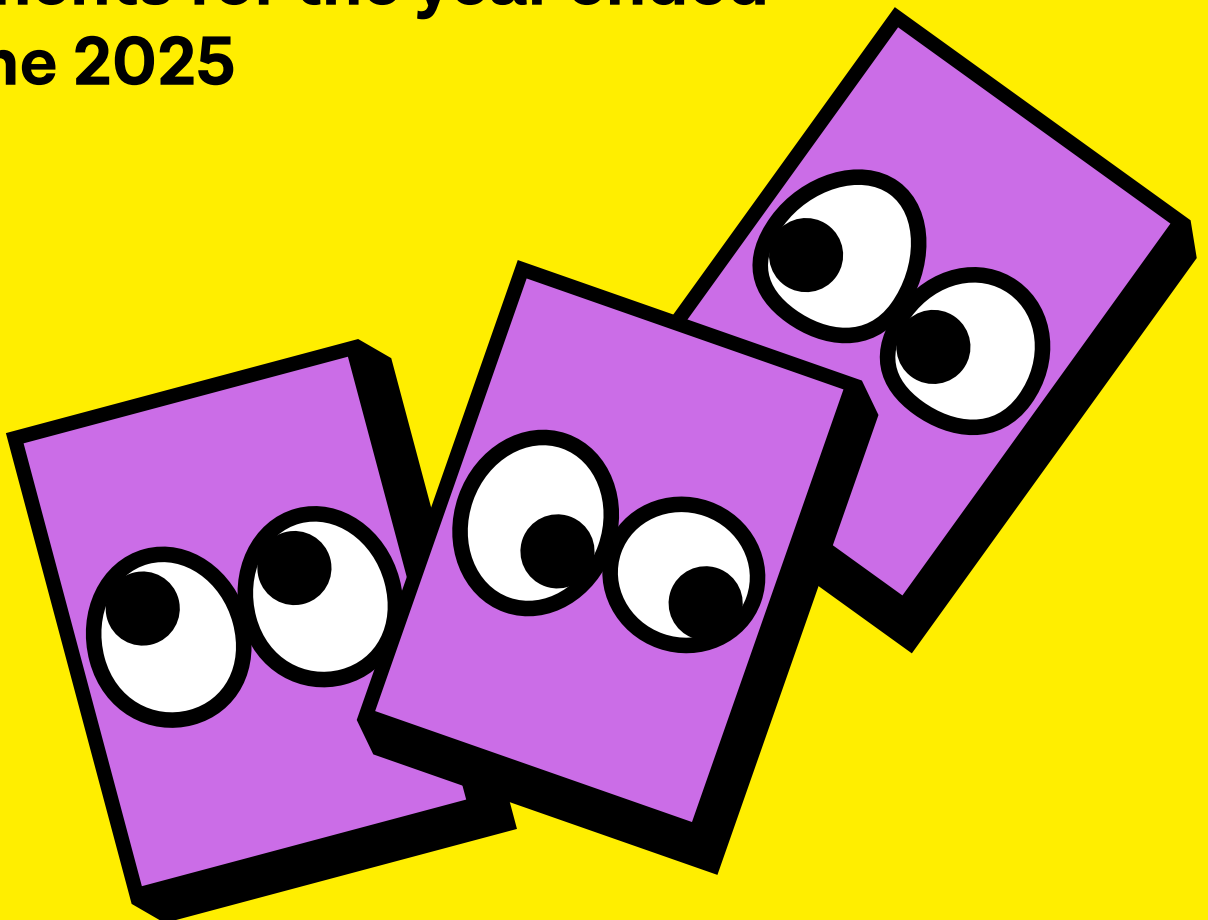


**The reading for fun charity**

# **World Book Day** **Limited**

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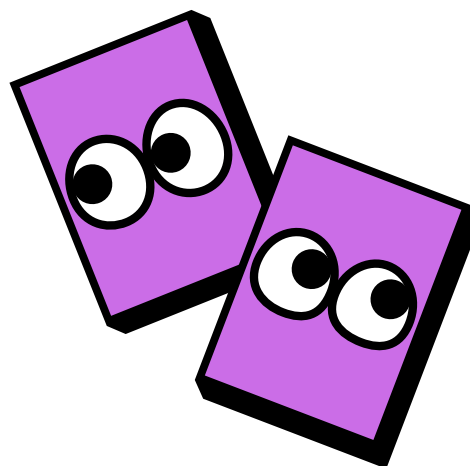
**Report and audited financial  
statements for the year ended  
30 June 2025**



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## Reference and administrative information

**Company number** 03783095  
**Country of incorporation** United Kingdom  
**Charity number** 1079257  
**Country of registration** England and Wales

**Registered office and operational address** 6 Bell Yard, London WC2A 2JR

**Trustees** Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

A Bond	Chair	
N Bottomley		<i>Appointed 15 September 2025</i>
H Broadfoot		<i>Resigned 6 June 2025</i>
R Calderon		
D Conway		
K Davis	Vice Chair	<i>Appointed 24 January 2025</i>
J Douglas		<i>Resigned 11 November 2024</i>
R Flint		
M Halls		<i>Resigned 15 September 2025</i>
S Mahal		
W Obbard	Treasurer	
E Scott	Chair	<i>Resigned 19 November 2025</i>
R Sinclair		
R Dampare Smartt		<i>Appointed 15 September 2025</i>
N Vanderbilt		

<b>Key Management Personnel</b>	Fiona Hickley	Executive Director
	Amy Birch	Head of Finance and Operations, and Company Secretary
	Emma Pritchard	Head of World Book Day Campaign
	Maya Maraj	Head of Commercial Partnerships

**Bankers** HSBC  
 Church Street  
 Weybridge  
 KT13 8DF

**Solicitor** Bristows  
 1st Floor  
 100 Victoria Embankment  
 London EC4Y 0DH

**Auditor** Godfrey Wilson Limited  
 Chartered accountants and statutory auditors  
 5th Floor Mariner House  
 62 Prince Street  
 Bristol  
 BS1 4QD

## Trustees' annual report

**The trustees present their report and the audited financial statements for the year ended 30 June 2025.**

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice – Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

## Objectives and activities

The objective of the charity is the promotion and encouragement of reading. Its beneficiaries are children and young people.

Through our annual event in March with its joy, celebration and fun, we encourage more children to read and raise awareness of the difference reading makes to their lives. Through our year-round activities, we support families, schools, libraries, booksellers and communities to help children love reading.



# World Book Day's Vision and Mission

**We champion reading for fun. That's because it seriously improves lives. In fact, it's the biggest indicator that a child will grow up to enjoy a happier and more successful future. Today, only one in three children likes reading. By changing this, we'll transform lives.**

Young people are more likely to read if they see it as a fun, entertaining and social thing to do. That's what our work is all about; inspiring them to see reading differently. We'll next be celebrating World Book Day on 5th March 2026. It's going to be amazing! Join us, and let's help every child enjoy the life-changing benefits of reading for fun.





## **A note from World Book Day's Chair and Executive Director**

**Encouraging engaged, happy readers takes collaboration, commitment and creativity. Thank you to everyone – from partners and educators to families and supporters who worked with World Book Day in 2025 to reach more children with the life-changing benefits of choosing reading.**

With the help of libraries, publishers, booksellers, schools and our partners, we distributed 169,000 books into underserved communities, reaching children who might otherwise have missed out on using their token and getting a World Book Day £1/€1.50 book. This year, World Book Day's fun-filled reading events reached communities and children across the country, with an emphasis in rural areas.

In addition, our partnership with Rubies, Every Child Deserves to Dream and Parentkind, meant that 100,000 costumes were donated to 1,600 schools in disadvantaged areas so that even more children could take part in the World Book Day celebrations.



**Fiona Hickley**  
Executive Director

**The ongoing decline in children and young people choosing to read is a serious societal issue.**

When children don't find reading fun they stop doing it and it is proven that they then risk missing out on a wide range of positive life outcomes. We are on a mission to reverse this trend.

We want World Book Day to resonate and connect with children, as well as their families and carers and the educators, librarians, booksellers and others who support them.

We are here as the reading for fun charity, to unlock the joy of reading for as many children as we can.

Thank you to all our partners for your ongoing commitment, support and belief in the positive impact of reading for fun.



**Anna Bond**  
Chair

## Purposes and aims

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help.

The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

The trustees have complied with the duty in section 4 of the 2006 Charities Act to have due regard to guidance published by the Charity Commission. In particular, the trustees refer to the Charity Commission's general guidance on public benefit both when reviewing how well past activities have satisfied the charity's stated objective, and when planning how future activities may best continue to do so.

The main means through which the charity's objective is met is the organisation and promotion each year of a series of events designed to encourage reading by the public surrounding a designated day (in 2025, it was 6 March) known as World Book Day.

## Our Activities

World Book Day's activities and who it tries to help are described below. All its charitable activities focus on the promotion of reading, especially to children and young people and their families, and are undertaken to further World Book Day Limited's charitable purposes for the public benefit.

### 1. Offering every child and young person the opportunity to have a book of their own.

- Working with publishers, World Book Day presents a selection of specially produced £1/€1.50 books for children and young people.
- World Book Day produces and distributes £1 book tokens (€1.50 in Ireland) to school and preschool aged children throughout the UK and Ireland. Children and young people can take their token to participating bookshops or retailers to swap it for one of the £1 World Book Day books. Or the token can be used to get £1 off any full price book (€1.50 in Ireland) or audiobook costing at least £2.99 (or €3.99 in Ireland).

### 2. Promote and encourage reading for pleasure

- World Book Day continued its work to promote and encourage reading for pleasure to children and families across the UK and Ireland. This includes delivery of the World Book Day events and supporting activities.
- World Book Day also conducts research to understand its impact and how it may improve its reach to beneficiaries.

### 3. Produce resources that support the development of reading for pleasure

World Book Day produces resources to encourage and support reading for pleasure. This includes resource packs for schools and school children throughout the UK and Ireland and a wide range of activities to support reading available through the World Book Day website.



# Read Your Way: The 2025 campaign

Reading for Pleasure is the single biggest indicator of a child's future success – more than family circumstances, parental education, or income (OECD). Its benefits are wide-ranging: from improved wellbeing and brain development to better learning outcomes, empathy, and creativity.

*"I think World Book Day is doing a great job - my daughter has an intellectual disability and struggles to read as she thinks she can't do it but with the token she picked a free book and allowed me to read other books to her"*

**Parent**

But, we face a crisis with serious implications. The number of children who enjoy reading is at its lowest since 2005, with only 1 in 3 saying they read for pleasure (National Literacy Trust, 2025).

And, it's becoming a generational problem. Many Gen Z parents view reading as a subject to learn, rather than an enjoyable activity to choose. Around 1 million children don't own a book – rising to 1 in 8 for those on free school meals (National Literacy Trust). Less than half of parents frequently read to their young children, and just 40% say they enjoy doing so (NielsenIQ BookData's 2024 Understanding the Children's Book Consumer survey).

*"World Book Day and its mantra 'Read Your Way' is helping children all over the UK to have the empowerment to pick up some reading material and read."*

**Emma Boone, Children and Families Development Officer, Halton Libraries**

Children tell us at World Book Day that they feel pressured about reading. They see it as something they have to do, rather than choose to do.

World Book Day's response is a behaviourally informed campaign tackling the motivation gap. We're reframing reading as something fun, personal, and full of possibility.

At World Book Day we celebrate all kinds of reading – from comics to audiobooks – and we focus on choice, relevance, and enjoyment. We encourage reading that reflects children's interests and passions, showing that every way of reading counts.

And it's making a difference. 1 in 4 children receiving free school meals said their £1 World Book Day book was their first. 43% say they now make more time to read, and 48% find reading more fun (NLT ALS 2025).

These results show what is possible when children find reading that feels fun, relevant and truly their own.

*"Loved the theme of Read your way."*  
**Librarian 2025**





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**23%** of pupils receiving Free School Meals said the £1 book they 'bought' with their £1 token was the first book of their own.

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**91%** of 5–8-year-olds and **75%** of 8–16-year-olds took part in a World Book Day event.

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**42%** of children make more time to read as a result of World Book Day.

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**47%** of children find reading more fun as a result of World Book Day.

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**95%** of children have heard of World Book Day.

Source: National Literacy Trust, Annual Literacy Survey 2025



Photo: Suzi Corker

## Achievements and performance

The charity's campaign set out to encourage all families and children to see reading as part of their lives, using its '6 principles' as a framework for campaign messaging and activity. The charity's work to reach children and families in areas of high deprivation and low-literacy continued, in partnership with the National Literacy Trust and distributing copies of the £1 books – made possible by donations from publishers.

### Highlights of 2025

# c.2 million

£1/€1.50 books gifted by booksellers and publishers gave children 15 exciting books to choose from and own.



# 360

children involved in choosing the £1 books



Over  

# 23.5m

book tokens distributed through schools, magazines and partnerships, including on Happy Meal® boxes



# 227m

reach on social media from posts mentioning World Book Day (w/c 03.03.2025)

Over  

# 4,000

booksellers played a vital role in championing reading for fun in their communities, hosting events, visiting schools, and creating brilliant displays to inspire a love of books and reading



Our £1/€1.50 book authors and illustrators joined in the celebrations with the World Book Day Bookshop Tour



Photo: Nick Andrews

# 80

World Book Day celebrations at National Trust properties



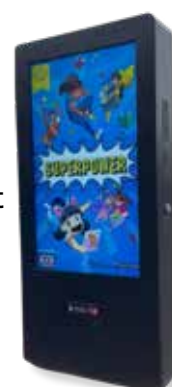
# 147k

resource pack downloads including our low-cost dressing up pack



# 6.9m

motorists reached through digital display advertising at motorway stations thanks to free digital advertising space from i-media



**23k** listens

on our World of Stories free audiobooks hub thanks to publishers and our official audio partner Yoto. Plus a competition on the £1 book token to win Yoto Players and audio cards.



Reception at 10 Downing Street and cross-party support from over

**100** MPs



**1,400**

libraries joined in with events, displays and activities, sharing the joy of reading, choosing and book discovery in their communities.

**169k**

£1/€1.50 books distributed to community projects including to every UK prison, National Literacy Trust programmes, libraries, the Scottish Book Trust, Magic Breakfast schools and the Black British Book Festival

**72.5k**

mentions of World Book Day across online and print media with positive sentiment rising to 60.1%



Photo: Every Child Deserves to Dream Collective, supported by Rubies

Rubies and Every Child Deserves to Dream in partnership with Parentkind donated 100k costumes to 1600 schools in disadvantaged areas ensuring children could dress-up and feel part of the celebrations.



Change your story

Over a million children and young people took part in our online events with £1/€1.50 book author Benjamin Dean, and The Great World Book Day Footy and Booky Quiz, in partnership with the National Literacy Trust. Schools across the country tuned in to the World Book Day BBC Live Lesson and Pobble's live writing session.

**49k**

£1 books gifted to 40 libraries to act as community exchange hubs, thanks to support from Arts Council England, the Catherine Cookson Trust, the Foyle Foundation and the Julia Rausing Trust

**1.3k**

accessible copies of the £1/€1.50 books given to children through our partners



See differently



the new name for NCBI



**46.5k**

£1/€1.50 token packs sent to schools and nurseries

**342k** books gifted

and 10.2 million World Book Day tokens on Happy Meal boxes via our partnership with McDonalds





# Strategy and impact

## 1. Increase the reach and impact of the World Book Day annual campaign: giving every child the opportunity to be a reader by increasing reach and addressing behavioural and economic barriers.

**World Book Day 2025 was our most ambitious campaign yet. We reached more children, families and communities, and deepened understanding of why reading for fun matters.**

We placed children at the heart of our campaign, increasing our impact by letting their voices tell the story. A broadcast-first media strategy delivered widespread and resonant coverage, with World Book Day omnipresent across TV, radio, print, and online. From a BBC Breakfast feature and BBC News coverage to a Radio 2 takeover, children's media were central to the strategy, including a BBC Live Lesson and Sky Kids segment, helping make reading feel joyful, sociable and relevant.

We secured 2,540 pieces of on-message coverage, including over 35 broadcast features and 25 children's media partnerships. Partnerships with publications like *The Week Junior* and *Beano*, and influencers with a combined organic reach of 6 million, helped reach new audiences, especially digitally.

*"I used to dislike reading but when World Book Day happened, I LOVED IT."*

### Young participant

Our message – that every child should be encouraged to read their way – was amplified through high-profile partnerships and events. From the National Trust's family events to costume donations via Rubies and Parentkind, and a special initiative with Magic Breakfast in Salford, we brought books and reading joy to underserved communities.

Our social media strategy evolved too, with over 300 influencers engaged and 277 million combined reach across platforms. Toolkits helped partners, authors and illustrators create on-message content,



while social listening confirmed increasing positive sentiment and growing understanding of our mission.

We also delivered resonant real-life experiences – with author tours, school visits, and our Downing Street reception all helping spark connection and conversation. A *Harry Potter and the Cursed Child* school event, and our partnership with BBC Tiny Happy People in Liverpool, brought the fun of reading into special and everyday spaces.

Together, this integrated approach helped us increase reach, shift attitudes, and strengthen World Book Day's position as a powerful force for change – making reading for fun a reality for more children than ever before.

## 2. Improve life chances for children through reading: activities meet the charity's purpose and the needs of beneficiaries – particularly those from lower socio-economic groups.

### World Book Day's mission to change children's lives through reading continues to grow through deepening our engagement with libraries and communities.

In 2025, we supported 40 libraries to deliver World Book Day community reading festivals in areas where access to books is limited and book ownership is low. These libraries became vibrant hubs for celebrating books and reading, using our tried-and-tested model. We provided each library with £1 books, resources and training, enabling them to run inclusive events with author visits, family activities and book token exchanges.

The programme reached thousands of children who might otherwise have missed out on the World Book Day offer – helping many receive their first ever owned book, boosting library membership, and creating lasting connections between libraries, schools and families.

*"We have given lots of children their very first book that is theirs... it's their very own to keep, forever."*

**Redcar & Cleveland Library Service**

Libraries reported strong impact: 93% of staff said the £1 books and tokens were extremely or very effective at engaging children and families. Nearly half welcomed new families into the library, many for the first time.

They also saw increased footfall, new junior members, and stronger relationships with local schools. Feedback from children and teachers

showed that the experience sparked greater enthusiasm for reading – building momentum that continues well beyond World Book Day itself.

We also partnered with all UK prisons, distributing 24,000 books for parents to gift to their children during family visits. The books created important shared reading moments.

*"The men are always very grateful to receive their books on visits – it encourages dads to sit and read with their children."*

**Prison Liaison Lead**

*"...my daughter stopped going to school because of bullying so she didn't get one of them things from the school like everyone else... so when you gives me one I was proper chuffed because it's made me the coolest dad ever. I didn't get nothing like this when I was at school... but then again, I did leave at fourteen like, so thank you."*

**Prison Inmate, HMP Maidstone**





We continued to extend into harder-to-reach communities, working with the National Literacy Trust and Premier League players who supported World Book Day by sharing their love of reading via social media, helping raise the profile of reading for pleasure with under-served audiences. Working with Book Trust Scotland, we reached children in some of the UK's most remote communities. And in Ireland, An Post supported the distribution of 42,000 World Book Day books directly to families, helping more children experience the joy of owning a book.

**World Book Day acts as a catalyst – setting a tone of fun and excitement that encourages children to choose books that reflect their interests, and choose to keep reading.**

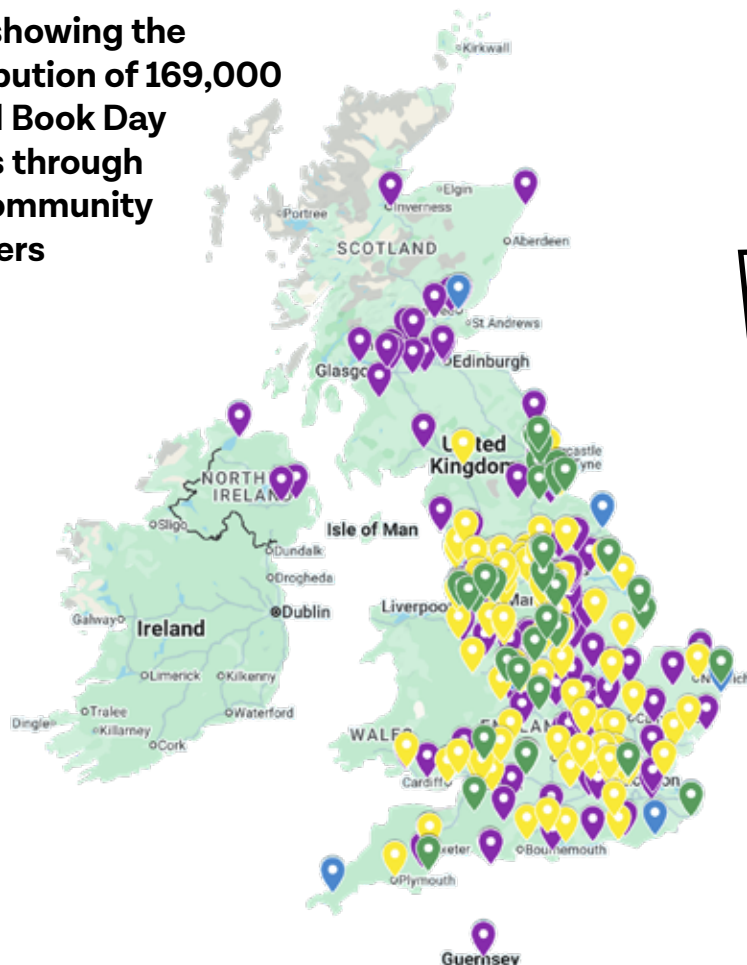
We know that for 77% of schools, World Book Day is effective as one of several moments in the year where reading for pleasure is highlighted.





**Together with our partners, we're creating joyful reading experiences that inspire children to be readers, and improve life chances.**



*"World Book Day fun sets the tone – then finding the right book for the child sustains it all year round."*  
**Teacher**

**Map showing the distribution of 169,000 World Book Day books through our community partners**

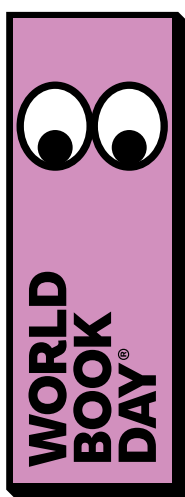
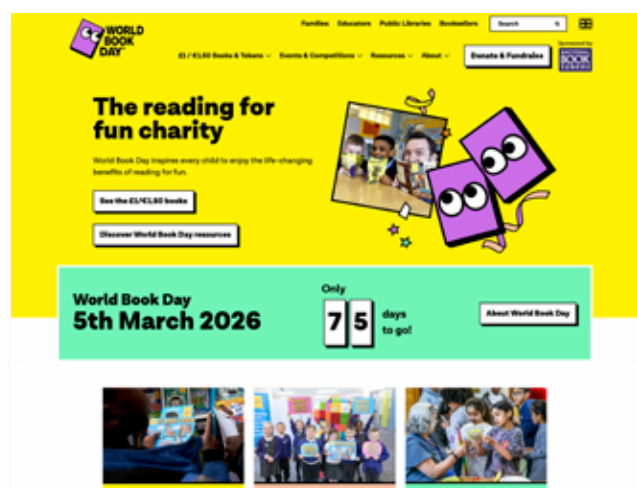
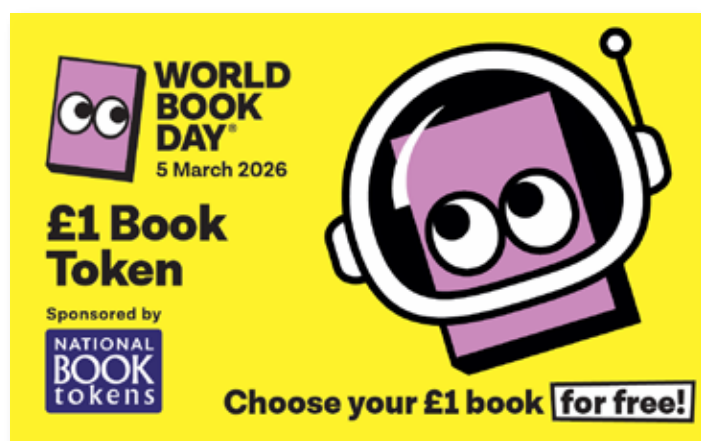
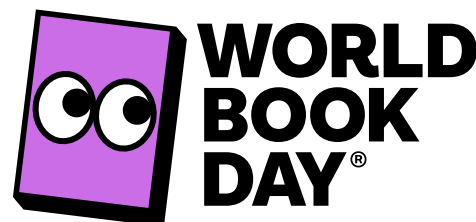


-  Prisons
-  NLT/PL
-  Libraries
-  NLT/HUBS

### 3. Nurture and strengthen the World Book Day brand for the long-term benefit of our beneficiaries, stakeholders and partners.

Late in 2025, ready for World Book Day 2026, we refreshed World Book Day's brand positioning and identity as the reading for fun charity, to resonate and connect with children and families, as well as the educators, librarians, booksellers and others who support them to enjoy reading. This work has clarified World Book Day's vision and mission and proudly identifies our charitable status and place in the UK literacy ecosystem.

Our new look reflects our core values, of driving behaviour change, motivating children and inviting everyone to be part of the reading for fun movement.

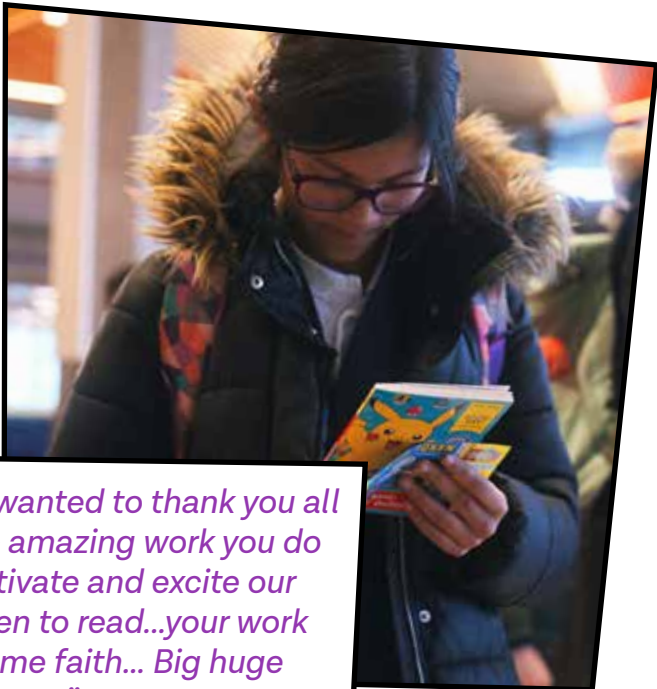


4. Build operational capacity and revenue to support the development of the charity

We continue to grow World Book Day’s income to support our mission. Since 2021, revenue has increased by 71%, with a greater diversity of income sources contributing to long-term sustainability.

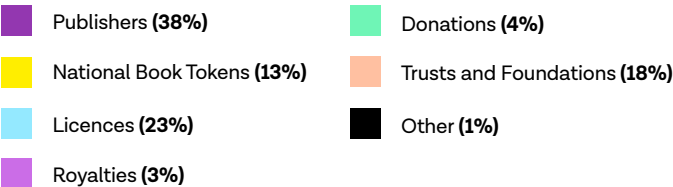
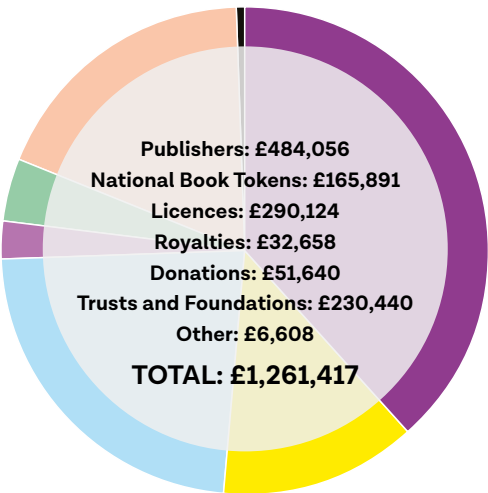
This year we launched new partnerships with the National Trust and Harry Potter and the Cursed Child, helping us reach new audiences through shared activity and storytelling. We also introduced a sustainable merchandise shop on Teemill, with proceeds supporting our work to improve children’s access to books and reading for pleasure.

We are investing in systems, data, and team capacity to deliver greater reach and impact year-round.

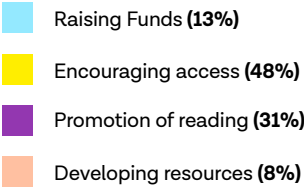
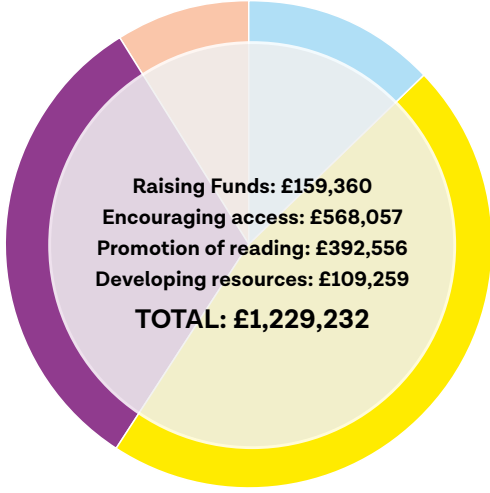


*“I just wanted to thank you all for the amazing work you do to motivate and excite our children to read...your work gives me faith... Big huge thank you.”*  
**School Librarian**

How World Book Day was funded in 2024/25



How funds were spent





# Governance

World Book Day is a registered charity (no. 1079257) and a company limited by guarantee (no. 03783095). It has two Founder Members (Booksellers Association and Publishers Association) who are each entitled to nominate one individual or organisation as an additional member and have duly exercised this right. There are currently four members. There are currently eleven Trustees, made up of three people appointed by the BA as a Founder Member, three people appointed by the PA as a Founder Member and five others appointed by the Board. In November 2025 Emma Scott stood down as Chair, and existing Trustee Anna Bond, took up this position.

The role of World Book Day's Trustees is to govern the organisation and provide overall direction to achieve the charity's aims. Trustees have legal responsibility for the charity's management and administration.

## In 2024/2025 we:

- Appointed an additional Trustee as our Vice Chair; Kathryn Davis
- Renewed the charity's brand positioning and visual identity through a brand development project to clarify our charity's purpose, values, and impact.
- Further developed Trustee leadership and engagement on income generation.
- Engaged positively with our beneficiaries, audiences and stakeholders.



Photo: Harry Potter and the Cursed Child

# Financial review

The charity continued to attract sponsorship, licence fee income and other income associated with its charitable activities from companies within the publishing and bookselling industry as well as developing new commercial partnerships throughout the year ended 30 June 2025.

Additional grant funding was awarded by Arts Council England and the J H Rausing Foundation to continue developing the libraries programme, enabling the charity to increase the number of libraries it worked with from 24 to 40 during the year. The programme uses the World Book Day brand to encourage greater levels of reading for pleasure for children, in particular those in underserved communities where there are fewer bookshops.

During the year the Charity was also awarded grant funding from the Bloomberg Philanthropies Digital Accelerator Programme. The Digital Accelerator Programme helps cultural organizations strengthen technology and management practices to improve operations, drive revenue, increase fundraising, engage broader audiences, and deliver dynamic programming. Since 2021, Bloomberg Philanthropies has invested \$128 million in the Digital Accelerator Program to support nearly 350 cultural institutions in the U.S. and U.K. Impacts for the 40 institutions in the initial cohort of the program include more than \$20 million in new revenue, over 1 million new audience members reached, and 4,000 new artists and partners engaged. The funding is being used to advance the charity's digital strategy and capacity through the creation of a new website showcasing its refreshed brand positioning and identity as the reading for fun charity.

The net movement of funds for the year was a net increase of £32,185 (2024: £17,768) The increase in funds comprised of a reduction of £11,779 in unrestricted funds and an increase of £43,964 in restricted funds. Overall, the Charity's funds increased to £319,198 from £287,013 in 2024, of which £252,734 (2024: £264,513) was unrestricted.

Unrestricted income increased to £1,023,753 from £943,958 in 2024, unrestricted expenditure increased to £1,035,532 from £928,690 in 2024. The charity continued to focus expenditure on encouraging access and the promotion of reading. Areas of increased expenditure included governance costs relating to brand repositioning, website and media, printing and distribution.

## Principal risks and uncertainties

The charity reviews its strategic and operational risks regularly. The financial and operational effect of loss of income from sponsors and funders has been considered by trustees. It is believed that all major sources of income will remain stable.

World Book Day's strategy for 2023-27 addresses the broad socio-economic context and the impact of the rising cost of living on children's engagement with reading.

## Risk management

The trustees have examined the major strategic, business and operational risks which the charity faces and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to minimise these risks. The trustees have taken steps to ensure that all child protection issues are properly addressed. A key element in the management of financial risk is the setting of a reserves policy and its regular review by trustees.

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company and are satisfied that systems and procedures are in place to mitigate our exposure to the major risks.



## **Investment powers and policy**

Under the Memorandum of Association, the trustees have the power to deposit or invest funds in any manner they think fit, providing that they first obtain independent expert financial advice. In practice, any surplus funds are held on ordinary bank deposit and are likely to be so in the foreseeable future.

## **Reserves policy and going concern**

It is the policy of the charity to aim to establish and maintain unrestricted funds at a level which equates to approximately 25% of the following year's estimated operational budget (for example, including staff costs and committed campaign expenditure, but not restricted income). In addition to this the charity aims to maintain a positive cash balance of not less than £100,000 throughout the year. This provides sufficient funds to maintain, at least in the short term, the quality and effectiveness, of the annual World Book Day campaign in the event of there being a reduction in incoming resources whilst also ensuring the strategic objectives for 2023-2027 can be met.

The charity's free reserves at 30 June 2025 were £252,734 (2024: 264,513) which equates to 22% (2024: 26%) of the total estimated unrestricted resources for the following year. The Trustees acknowledge that whilst this is below the desired policy level, the Charity will continue to invest its resources to grow the Charity and increase its income and expenditure to further meet beneficiary need.

After making appropriate enquiries, the trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements.

## **Fundraising**

World Book Day's approach to fundraising is intended to protect its reputation and encourage public trust and confidence in the charity.

World Book Day adheres to recognised standards, including the Charity Commission's six principles for trustees to take responsibility for fundraising and the Fundraising Regulator's Code of Fundraising Practice. World Book Day is registered with the Fundraising Regulator.

World Book Day did not work with professional fundraisers or third parties during the year. During the year World Book Day received no complaints.

World Book Day contacts the majority of current and potential donors directly by email and in-person. These donors are commercial organisations or schools.

In 2025 World Book Day encouraged donations by individuals via Just Giving, Supported Giving, and through a fundraising pack available to interested organisations or individuals.

World Book Day ensures that its staff always treat people fairly and with respect, including as part of fundraising activities. Our fundraising materials are reviewed annually to ensure they explain our cause clearly and are sensitive to people who may be in vulnerable circumstances.

## **Plans for the future**

In 2022/23 World Book Day's trustees reviewed the charity's strategy and business plan and approved their intention to deliver greater reach and impact to promote and encourage children's reading for pleasure, building on the reputation and recognition of the World Book Day annual campaign and brand.

World Book Day's strategy for 2023-27 sets out how the charity will:

1. Increase the reach and impact of the World Book Day charitable campaign: giving every child the opportunity to be a reader by increasing reach and addressing behavioural and economic barriers.
2. Improve life chances for children through reading: ensuring our activities meet the charity's purpose and the needs of beneficiaries – particularly those from lower socio-economic groups.

3. Nurture and strengthen the World Book Day brand for the long-term benefit of our beneficiaries, stakeholders and partners.
4. Build operational capacity and revenue generating capability to support the secure and effective development of the charity and its strategy.

As part of the delivery of the strategy World Book Day will review its content and mechanisms to ensure they are linked to its outcomes and impacts and meet the charity's purpose and needs of beneficiaries.

World Book Day is operationally lean and agile, with low fixed costs. It has been able to adapt to the rises in operational costs and inflation with no significant financial impact. There have been no changes to the value of the charities' assets and liabilities and investments during the year.

World Book Day's business plan for 2023-27 sets out how the charity aims to improve its income levels and diversify income sources. Additional income will support World Book Day's engagement activities and content, its work to support life-changing reading habits with children and families experiencing disadvantage and inequality, and organisational development to ensure World Book Day can meet current needs and realise opportunities to make a greater impact.

The charity is seeking to secure long-term funding agreements, maintaining a transparent funding structure from a broad range of income sources. These measures will allow it to adapt successfully to any changes in future context.

The charity's reserves policy aims to ensure it provides sufficient funds to maintain, at least in the short term, the quality and effectiveness, of the annual World Book Day campaign in the event of there being a reduction in incoming resources whilst also ensuring the strategic objectives for 2023-2027 can be met.

World Book Day believes that in the context of widening educational and economic disparity its work to encourage all children to develop a life-long habit of reading for pleasure, leading to improved life chances, will remain relevant.

## **Structure, governance and management**

The organisation is a charitable company limited by guarantee, incorporated on 7 June 1999 and registered as a charity on 4 February 2000.

The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association.

All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 8 to the accounts.

## **Appointment of members**

Under the terms of the charity's Articles of Association (approved September 2020) there shall be four members, of whom two shall be the Founder Members the Booksellers' Association (BA) and the Publishers' Association (PA). Each Founder Member may also nominate one individual or organisation to be admitted as an additional Member.

## **Method of nominating: members**

Membership of the Charity is open to any individual or organisation interested in promoting the Objects who is nominated by either the BA or the PA and signs the register of members or consents in writing to become a member either personally or (in the case of a member organisation) through an authorised representative.

## **Appointment of trustees**

Under the terms of the charity's Articles of Association there shall be no more than 12 trustees at any one time.

The trustees shall comprise of up to three eligible persons appointed by each of the BA and PA and up to an additional six eligible persons.

The Chair will be appointed by the Trustees from among those of their number for a term of office of three years and may be reappointed for two consecutive terms.

## **Method of nominating: trustees**

The method of recruiting BA and PA appointed trustees is set out in the Articles, supported by a process run by the BA and PA respectively; each seek names of potential appointees from colleagues and others involved in the book trade and the world of reading. The charity utilises an open recruitment process, using its recruitment policy, to appoint its non-industry trustees.

## **Trustee induction and training**

New trustees are provided with a Trustee Handbook outlining their legal obligations under charity and company law and are made aware of the content of the Articles of Association, the decision making process and the financial performance and plans of the charity.

## **Organisation**

The trustees are responsible for the overall administration of the charity and for making strategic decisions. Under the terms of the Articles of Association, the trustees must meet at least four times a year.

The implementation of strategic plans is carried out by the Executive, which includes the Executive Director, Head of World Book Day Campaign, Head of Finance and Operations, Head of Corporate Partnerships, Project and Operations Officer and Education and Evaluation Specialist.

World Book Day also contracts with freelance contractors and service providers to assist in the delivery of its programme. A leading public relations company is employed on a contract basis to promote the charity's activities. Staff employed by the BA and the PA provide additional support and administration, free of charge to the charity.

## **Related parties and relationships with other organisations**

The charity has a close relationship with both the BA and PA.

The BA and PA are Founder Members of World Book Day and appoint under the terms of the company's current articles of association two members to represent the BA and the PA.

The charity received administrative assistance free of charge from both the BA and the PA. The charity has estimated this at £9,050 (2024: £8,000) and it is included within the donated services in the year.

Throughout the year the charity's Board included trustees holding senior positions at companies or organisations within the publishing and bookselling industries that provided financial donations.

The charity is sponsored by National Book Tokens, a subsidiary of the BA.

The charity's Board also included a trustee holding a senior position at a literacy charity, The National Literacy Trust, with whom World Book Day works on research and evaluation, and as a partner on the achievement of its charitable objectives.

Amounts received and paid during the year are detailed in the financial statements.

## Remuneration policy for key management personnel

The executive Director's salary is set by the trustees and reviewed annually, referring to benchmarking information to confirm that the salary is reasonable and in line with the market. A performance and salary review is normally carried out at least once in each year for all key management personnel.

## Statement of responsibilities of the trustees

The trustees (who are also directors of World Book Day Limited for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity promise to pay up to £1 towards the assets of the charity in the event of winding up. The total number of such guarantees at 30 June 2025 was 4 (2024: 4).

Two of the trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

### **Auditor**

Godfrey Wilson Limited was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The trustees' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

The trustees' annual report has been approved by the trustees on 28 January 2026 and signed on their behalf by

*Anna Bond*

**Anna Bond**  
**Chair and Trustee**



# Independent auditor's report

## To the members of World Book Day Limited

### Opinion

We have audited the financial statements of World Book Day Limited (the 'charity') for the year ended 30 June 2025 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 30 June 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

## Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

## Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

## Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

## Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

1. We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.
2. We reviewed the charity's policies and procedures in relation to:
  - identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
  - detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
  - designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.
3. We inspected the minutes of trustee meetings.
4. We enquired about any non-routine communication with regulators and reviewed any reports made to them.
5. We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.
6. We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.
7. We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:
  - testing the appropriateness of journal entries;
  - assessing judgements and accounting estimates for potential bias;
  - reviewing related party transactions; and
  - testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Use of our report**

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

*William Guy Blake*

Date: **28 January 2026**

**William Guy Blake ACA**  
**(Senior Statutory Auditor)**

For and on behalf of:

**GODFREY WILSON LIMITED**  
**Chartered accountants and statutory auditors**  
**5th Floor Mariner House**  
**62 Prince Street**  
**Bristol**  
**BS1 4QD**

**Statement of financial activities** (incorporating an income and expenditure account)

		Restricted	Unrestricted	2025 Total	2024 Total
	Note	£	£	£	£
<b>Income from:</b>					
Donations and legacies	3	237,664	44,416	<b>282,080</b>	183,845
Charitable activities					
Encouraging access	4	-	145,062	<b>145,062</b>	111,449
Promotion of reading	4	-	795,009	<b>795,009</b>	742,345
Other trading activities	5	-	32,658	<b>32,658</b>	19,949
Other		-	6,608	<b>6,608</b>	5,911
<b>Total income</b>		237,664	1,023,753	<b>1,261,417</b>	1,063,499
<b>Expenditure on:</b>					
Raising funds		12,804	146,556	<b>159,360</b>	163,994
Charitable activities					
Encouraging access		20,656	547,401	<b>568,057</b>	503,390
Promotion of reading		108,644	283,912	<b>392,556</b>	295,948
Developing resources		51,596	57,663	<b>109,259</b>	82,399
<b>Total expenditure</b>	7	193,700	1,035,532	<b>1,229,232</b>	1,045,731
<b>Net income and net movement in funds</b>	8	43,964	(11,779)	<b>32,185</b>	17,768
<b>Reconciliation of funds:</b>					
Total funds brought forward		22,500	264,513	<b>287,013</b>	269,245
<b>Total funds carried forward</b>		66,464	252,734	<b>319,198</b>	287,013

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 16 to the accounts.



**Balance sheet** (Company no. 03783095)

	Note	£	2025 £	2024 £
<b>Fixed assets</b>				
Tangible assets	11		<u>1,344</u>	<u>1,550</u>
<b>Current assets</b>				
Debtors	12	65,218		84,469
Cash at bank and in hand		<u>355,572</u>		<u>318,758</u>
		420,790		403,227
<b>Liabilities</b>				
Creditors: amounts falling due within 1 year	13	<u>(102,936)</u>		<u>(117,764)</u>
<b>Net current assets</b>			<u>317,854</u>	<u>285,463</u>
<b>Net assets</b>	15		<u>319,198</u>	<u>287,013</u>
<b>Funds</b>	16			
Restricted funds			66,464	22,500
Unrestricted funds				
Designated funds			-	17,500
General funds			<u>252,734</u>	<u>247,013</u>
<b>Total charity funds</b>			<u>319,198</u>	<u>287,013</u>

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the trustees on 28 January 2026 and signed on their behalf by

*Anna Bond*

**Anna Bond**  
**Chair**

## Statement of cash flows

	2025 £	2024 £
<b>Cash used in operating activities:</b>		
Net movement in funds	32,185	17,768
Adjustments for:		
Depreciation charges	901	1,506
Disposal of fixed assets	210	-
Decrease in debtors	19,251	23,168
(Decrease) / increase in creditors	(14,828)	71,434
<b>Net cash provided by operating activities</b>	<b>37,719</b>	<b>113,876</b>
<b>Cash flows from investing activities:</b>		
Purchase of tangible fixed assets	(905)	(523)
<b>Net cash used in investing activities</b>	<b>(905)</b>	<b>(523)</b>
<b>Increase in cash and cash equivalents in the year</b>	<b>36,814</b>	<b>113,353</b>
Cash and cash equivalents at the beginning of the year	318,758	205,405
<b>Cash and cash equivalents at the end of the year</b>	<b>355,572</b>	<b>318,758</b>

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

## Notes to the financial statements

### 1 Accounting policies

#### a) Basis of preparation

World Book Day Limited is a charitable company limited by guarantee registered in England and Wales. The registered office address is 6 Bell Yard, London, WC2A 2JR.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

World Book Day Limited meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

#### b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

#### c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of a specified service is deferred until criteria for income recognition are met.

#### d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

World Book Day continues to receive support in our distribution of book tokens. See note 3 for additional information on the policy used in accounting for this support.

#### e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

#### f) Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

#### g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**h) Allocation of support and governance costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the proportion of the cost of each activity as follows:

	2025	2024
Raising funds	13%	16%
Charitable activities:		
Encouraging access	48%	51%
Promotion of reading	31%	29%
Developing resources	8%	4%

**i) Tangible fixed assets**

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Computer equipment	2 years
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Items of equipment are capitalised where the purchase price exceeds £500.

**j) Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**k) Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**l) Creditors**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**m) Financial instruments**

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently recognised at amortised cost using the effective interest method.

**n) Pension costs**

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

**o) Foreign currency transactions**

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the year end.

**p) Accounting estimates and key judgements**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy above.

**2 Prior period comparatives: statement of financial activities**

	Restricted	Unrestricted	2024 Total
	£	£	£
<b>Income from:</b>			
Donations and legacies	119,541	64,304	183,845
Charitable activities			
Encouraging access	-	111,449	111,449
Promotion of reading	-	742,345	742,345
Other trading activities	-	19,949	19,949
Other	-	5,911	5,911
<b>Total income</b>	<b>119,541</b>	<b>943,958</b>	<b>1,063,499</b>
<b>Expenditure on:</b>			
Raising funds	6,097	157,897	163,994
Charitable activities			
Encouraging access	12,889	490,501	503,390
Promotion of reading	26,187	269,761	295,948
Developing resources	71,868	10,531	82,399
<b>Total expenditure</b>	<b>117,041</b>	<b>928,690</b>	<b>1,045,731</b>
<b>Net income and net movement in funds</b>	<b>2,500</b>	<b>15,268</b>	<b>17,768</b>



**3 Income from donations and legacies**

	Restricted	Unrestricted	2025 Total £
	£	£	
Grants	227,940	2,500	<b>230,440</b>
Donated services and facilities	-	15,250	<b>15,250</b>
Other donations	9,724	26,666	<b>36,390</b>
<b>Total income from donations and legacies</b>	<b>237,664</b>	<b>44,416</b>	<b>282,080</b>
<b>Prior period comparative</b>			
	Restricted	Unrestricted	2024 Total £
	£	£	
Grants	119,541	2,500	122,041
Donated services and facilities	-	15,250	15,250
Other donations	-	46,554	46,554
<b>Total income from donations and legacies</b>	<b>119,541</b>	<b>64,304</b>	<b>183,845</b>

As detailed in the trustees' annual report, the charity distributes over 23.5 million World Book Day £1 Tokens each year.

World Book Day pays to produce and distribute the physical token each year, but the tokens have no onward redeemable value to the booksellers, once they have been redeemed by the children and young people.

The publishers produce the £1 titles (WBD books) at no cost to World Book Day. The booksellers purchase the books from the publishers at a cost of 10p per book.

The above are not recognised as a donated service on the grounds that the benefit provided to the charity cannot be measured accurately.

Income from donated services and facilities relate to support received from the Booksellers' Association and Publishers' Association in the form of office space, equipment and administrative support to World Book Day.

**4 Income from charitable activities**

	2025	2024
	£	£
<i>Encouraging access:</i>		
Licence fees	145,062	111,449
<i>Promotion of reading:</i>		
Publisher sponsorship	555,570	537,680
Licence fees	145,062	111,449
Income from promotional activities	94,377	93,216
	795,009	742,345
<b>Total income from charitable activities</b>	<b>940,071</b>	<b>853,794</b>

All income from charitable activities in the current and prior year was unrestricted.

**5 Income from other trading activities**

	2025	2024
	£	£
Royalties	32,658	19,949

All income from other trading activities in the current and prior year was unrestricted.

**6 Government grants**

The charitable company received a government grant, defined as funding from Arts Council England to fund charitable activities. The total value of such grant in the period ending 30 June 2025 was £29,440 (2024: £20,561). There were no unfulfilled conditions or contingencies attaching to this grant in 2024/25.

## 7 Total expenditure

	Raising funds	Charitable activities					2025 Total
		Encouraging access	Promotion of reading	Developing resources	Governance costs	Support costs	
Staff costs (note 9)	102,132	-	-	42,859	-	214,838	359,829
Event costs	-	-	55,636	-	-	-	55,636
Printing costs	-	63,834	-	-	-	-	63,834
Distribution costs	-	204,005	-	-	-	-	204,005
Public relations	-	-	91,460	-	-	-	91,460
Delivering WBD in communities	-	16,775	-	-	-	-	16,775
Donated services	-	-	-	-	-	15,250	15,250
Website, apps and social media costs	-	-	60,421	-	-	-	60,421
Project co-ordination	-	-	-	-	-	145,264	145,264
Artwork and design	-	-	52,029	2,120	-	-	54,149
Research and data	-	-	-	29,465	-	-	29,465
Point-of-sale materials	-	76,867	-	-	-	-	76,867
Audit and accountancy	-	-	-	-	7,200	3,231	10,431
Bank charges	-	-	-	-	-	2,162	2,162
Legal and professional	-	-	-	-	23,232	4,568	27,800
Irrecoverable VAT	-	-	-	-	-	5,118	5,118
Sundry expenses	-	-	-	-	-	10,766	10,766
<b>Sub-total</b>	102,132	361,481	259,546	74,444	30,432	401,197	1,229,232
Allocation of support and governance costs	57,228	206,576	133,010	34,815	(30,432)	(401,197)	-
<b>Total expenditure</b>	159,360	568,057	392,556	109,259	-	-	1,229,232

## 7 Total expenditure (continued)

### Prior period comparative

	Raising funds	Charitable activities				Support costs	2024 Total
		Encouraging access	Promotion of reading	Developing resources	Governance costs		
Staff costs (note 9)	99,132	-	-	44,885	-	187,137	331,154
Event costs	-	-	32,512	-	-	-	32,512
Printing costs	-	66,396	-	-	-	-	66,396
Distribution costs	-	162,155	-	-	-	-	162,155
Public relations	-	-	93,234	-	-	-	93,234
Delivering WBD in communities	-	19,997	-	-	-	-	19,997
Donated services	-	-	-	-	-	15,250	15,250
Website, apps and social media costs	-	-	33,375	-	-	-	33,375
Project co-ordination	-	-	-	-	-	76,236	76,236
Artwork and design	-	-	39,471	4,516	-	-	43,987
Research and data	-	-	-	18,505	-	-	18,505
Evaluation	-	-	-	(500)	-	-	(500)
Point-of-sale materials	-	83,308	-	-	-	-	83,308
Audit and accountancy	-	-	-	-	7,200	10,800	18,000
Bank charges	-	-	-	-	-	1,539	1,539
Legal and professional	9,336	-	-	-	8,723	8,156	26,215
Irrecoverable VAT	-	-	-	-	-	8,624	8,624
Sundry expenses	-	-	-	-	-	15,744	15,744
<b>Sub-total</b>	108,468	331,856	198,592	67,406	15,923	323,486	1,045,731
Allocation of support and governance costs	55,526	171,534	97,356	14,993	(15,923)	(323,486)	-
<b>Total expenditure</b>	163,994	503,390	295,948	82,399	-	-	1,045,731

## 8 Net movement in funds

This is stated after charging:

	2025	2024
	£	£
Depreciation	901	1,506
Trustees' remuneration (excluding VAT):	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Auditors' remuneration: Statutory audit (excluding VAT)	7,600	7,200

## 9 Staff costs and numbers

Staff costs were as follows:

	2025	2024
	£	£
Salaries and wages	317,558	292,164
Social security costs	26,769	25,315
Pension costs	15,502	13,675
	359,829	331,154

A termination payment of £250 is included in staff costs in the current year.

The number of employees who earned more than £60,000 during the year were as follows:

	2025	2024
	No.	No.
£80,001 - £90,000	-	1
£90,001 - £100,000	1	-

The key management personnel of the charitable company comprise the Trustees and Senior Leadership Team.  
The total employee benefits of the key management personnel were £318,696 (2024: £291,403)

	2025	2024
	No.	No.
Average head count	6	6

## 10 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.



**11 Tangible fixed assets**

	Computer equipment £
<b>Cost</b>	
At 1 July 2024	5,514
Additions in year	905
Disposals	(1,907)
At 30 June 2025	4,512
<b>Depreciation</b>	
At 1 July 2024	3,964
Charge for the year	901
On disposals	(1,697)
At 30 June 2025	3,168
<b>Net book value</b>	
<b>At 30 June 2025</b>	<b>1,344</b>
At 30 June 2024	1,550

**12 Debtors**

	2025	2024
	£	£
Trade debtors	58,413	82,032
Prepayments	877	1,975
Other debtors	5,928	462
	<b>65,218</b>	<b>84,469</b>

**13 Creditors : amounts due within 1 year**

	2025	2024
	£	£
Trade creditors	12,421	7,992
Other taxation and social security	5,815	7,819
Accruals	56,581	26,011
Deferred income (note 14)	-	67,300
Other creditors	28,119	8,642
	<b>102,936</b>	<b>117,764</b>

**14 Deferred income**

	2025	2024
	£	£
At 1 July 2024	<b>67,300</b>	-
Deferred during the year	-	67,300
Released during the year	<b>(67,300)</b>	-
At 30 June 2025	-	67,300

In the prior year, deferred income relates to sponsorship paid in advance for World Book Day 2025.

**15 Analysis of net assets between funds**

	Restricted funds	Designated funds	General funds	Total funds
	£	£	£	£
Tangible fixed assets	-	-	1,344	<b>1,344</b>
Current assets	88,257	-	332,533	<b>420,790</b>
Current liabilities	(21,793)	-	(81,143)	<b>(102,936)</b>
<b>Net assets at 30 June 2025</b>	<b>66,464</b>	-	<b>252,734</b>	<b>319,198</b>

Prior period comparative	Restricted funds	Designated funds	General funds	Total funds
	£	£	£	£
Tangible fixed assets	-	-	1,550	1,550
Current assets	27,559	17,500	358,168	403,227
Current liabilities	(5,059)	-	(112,705)	(117,764)
<b>Net assets at 30 June 2024</b>	<b>22,500</b>	<b>17,500</b>	<b>247,013</b>	<b>287,013</b>

## 16 Movements in funds

	At 1 July 2024	Income	Expenditure	Transfers between funds	At 30 June 2025
	£	£	£	£	£
<b>Restricted funds</b>					
The Foyle Foundation	-	32,500	(32,500)	-	-
Arts Council England	-	29,440	(29,440)	-	-
Charity of Sir Richard Whittington	22,500	-	(22,500)	-	-
J H Rausing	-	40,000	(40,000)	-	-
Bloomberg	-	125,000	(68,260)	-	56,740
Other donations	-	10,724	(1,000)	-	9,724
<b>Total restricted funds</b>	22,500	237,664	(193,700)	-	66,464
<b>Unrestricted funds</b>					
<i>Designated funds:</i>					
Brand and values project	17,500	-	(17,500)	-	-
<i>Total designated funds</i>	17,500	-	(17,500)	-	-
General funds	247,013	1,023,753	(1,018,032)	-	252,734
<b>Total unrestricted funds</b>	264,513	1,023,753	(1,035,532)	-	252,734
<b>Total funds</b>	287,013	1,261,417	(1,229,232)	-	319,198

**Purposes of restricted funds**

The Foyle Foundation - funding was used to support the transition of World Book Day from a day's celebration into a year round charitable cause - a reading movement, changing attitudes and behaviours to encourage reading for pleasure.

Arts Council England - funding was used to explore and improve the role that reading plays in the lives of children, to reach less engaged readers and disadvantaged communities through 4 events held in libraries across the country to encourage reading and access to books.

Charity of Sir Richard Whittington - funding was used to employ a full time education manager to develop and provide evidence-based reading for pleasure teaching resources.

J H Rausing - funding was used to explore and improve the role that reading plays in the lives of children, reaching less engaged readers and disadvantaged communities by partnering libraries with schools and creating events across the country to encourage reading and access to books with the World Book Day in a Box offering.

Bloomberg Philanthropies - funding has been awarded as part of the Digital Accelerator programme. The funding will be used to advance the organisation's digital strategy and capacity through the creation of a new website and rebrand.

**16 Movements in funds (continued)****Purposes of restricted funds (continued)**

Other donations is made up of:

Catherine Cookson - £1,000 funding was used to support World Book Day library events in the North East. Donations of £9,724 were raised through Big Give Arts for Impact 2025 campaign which will be used for the 2026 campaign.

**Purposes of designated funds**

The designated fund was used to enable a brand and values project developing brand positioning, language and tone of voice for the charity.

	At 1 July 2023	Income	Expenditure	Transfers between funds	At 30 June 2024
	£	£	£	£	£
<b>Restricted funds</b>					
Charity of Sir Richard Whittington	-	45,000	(22,500)	-	<b>22,500</b>
Arts Council England	-	20,561	(20,561)	-	-
The Foyle Foundation	20,000	-	(20,000)	-	-
J H Rausing	-	45,027	(45,027)	-	-
Other donations	-	8,953	(8,953)	-	-
<b>Total restricted funds</b>	<b>20,000</b>	<b>119,541</b>	<b>(117,041)</b>	<b>-</b>	<b>22,500</b>
<b>Unrestricted funds</b>					
<i>Designated funds:</i>					
Brand and values project	-	-	-	17,500	<b>17,500</b>
<i>Total designated funds</i>	-	-	-	17,500	<b>17,500</b>
General funds	249,245	943,958	(928,690)	(17,500)	<b>247,013</b>
<b>Total unrestricted funds</b>	<b>249,245</b>	<b>943,958</b>	<b>(928,690)</b>	<b>-</b>	<b>264,513</b>
<b>Total funds</b>	<b>269,245</b>	<b>1,063,499</b>	<b>(1,045,731)</b>	<b>-</b>	<b>287,013</b>

## 17 Related party transactions

The charity is supported by The Booksellers Association (BA) and The Publishers Association (PA). Both the BA & PA have three members each appointed as trustees of the charity during the year.

The charity received administrative assistance free of charge from both the BA and the PA. The charity has estimated this at £15,250 (2024: £15,250), and is included within the donated services in the year.

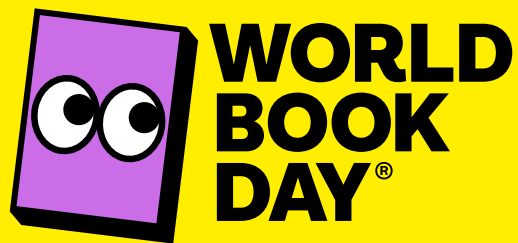
During the year, the charity received sponsorship income of £165,891 (2024: £165,891) from Book Tokens Limited, a wholly owned subsidiary of BA. As at 30 June 2025, no amounts (2024: £Nil) were outstanding between the charity and Book Tokens Limited.

During the year, the charity received sponsorship income of £18,280 (2024: £86,912) from Hachette UK, a company of which the Chair A Bond is a director. As at 30 June 2025, £864 (2024: £Nil) were outstanding between the charity and Hachette UK.

During the year, the charity received sponsorship income of £94,535 (2024: £94,316) from Penguin Random House, a company of which the trustee R Sinclair is a director. As at 30 June 2025, £864 (2024: £1,468) was outstanding between the charity and Penguin Random House.

During the year, the charity received sponsorship income of £Nil (2024: £8,798) from Merlin Attractions Operations Ltd, a company of which the trustee W Obbard was a director. As at 30 June 2025, £Nil (2024: £10,588) was outstanding between the charity and Merlin Attractions Operations Ltd.





**The reading for fun charity**