

Shropshire Bookfest

England & Wales · Charity number 1120177

Details

Other names SHREWSBURY CHILDREN'S BOOKFEST

Status Registered

Legal form Other

Registered 2007-07-20

Register [View on the Charity Commission register](#)

Contact

Address Chaney Plough
Exfords Green
Longden
Shrewsbury
SY5 8HH

Phone 07962781270

Email info@shropshirebookfest.co.uk

Website www.shropshirebookfest.co.uk

Activities

Objects: TO ADVANCE THE EDUCATION OF CHILDREN IN ALL FORMS OF LITERARY AND CREATIVE ARTS, FOR THE BENEFIT OF THE PUBLIC, IN PARTICULAR BUT NOT EXCLUSIVELY BY ENCOURAGING AWARENESS OF AND DEVELOPING INTEREST IN ALL FORMS OF CHILDREN'S LITERATURE.

Activities: To advance the education of children in all forms of literary and creative arts, for the benefit of the public, in particular, but not exclusively by encouraging awareness of and developing interest in all forms of children's literature.

Classification

- **How:** Provides Human Resources
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** Children/young People

Geography

- **Area of benefit:** NOT DEFINED IN PRACTICE SHREWSBURY AND ATCHAM, SHROPSHIRE
- Shropshire

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£37,169	£41,143	-	-
2023-12-31	£55,135	£51,479	-	-
2022-12-31	£52,087	£50,225	-	-
2021-12-31	£34,382	£41,367	-	-
2020-12-31	£34,462	£32,306	-	-

Trustees

Name	Role	Appointed
Christopher Tay		2023-06-14
Corinne Davies-Griffith		2024-06-20
ELEANOR LOUISE WINTER		2016-01-11
Joanna Hughes		2025-06-24
LUCY MORRIS		
john stephen Halliday		2025-09-07
sian marshall		2019-09-16

Shropshire Bookfest

England & Wales - Charity number 1120177

Accounts



Annual Report

01.01.24 – 31.12.24

Shropshire Bookfest aims to inspire, encourage and nurture in primary school-aged children a love of reading for pleasure and creative writing.

Reference and Administration Details:

Shropshire Bookfest Registered Charity Number: 1120177

Principal Address: Chaney Plough, Exfords Green, Longden, Shrewsbury, SY5 8HH

Constitution adopted: 21st May 2007

Trustees:

Chris Tay, Sian Marshall, Elly Winter, Lucy Morris, Caroline Graham, Annabel Warburg (until June 2024), Corinne Davies-Griffith (from June 2024)

Officers appointed at Trustees' meeting (AGM) held on 2nd December 2024:

- Chair of Trustees: Chris Tay
- Treasurer: Sian Marshall
- Secretary: Caroline Graham

Structure, Governance and Management:

The charity continues to be operated by an elected committee of 6 Trustees, with two paid coordinators employed on a freelance basis to manage the day-to-day running of the charity and the organization, planning and delivery of projects in schools, with all major decisions agreed by the Trustees. A regular team of volunteers provide assistance and expertise.

Alison McGowan, Schools Coordinator for the last six years, resigned at the end of April 2024. And in August 2024, Joanna Hughes, Project and Marketing Coordinator from October 2012, also resigned, owing to additional demands from her other work. A group of 3 Trustees met to review thoroughly both job descriptions and establish the process for advertising and recruiting new members of staff. Both jobs were advertised together and interviews were carried out by the 3 Trustees.

The following were appointed:

- **Schools and Volunteers Coordinator:** Simone Goward (former primary school teacher with a special interest in Reading for Pleasure, who had been a champion of Bookfest projects for many years)
- **Project Manager:** Annabel Warburg (former Bookfest Trustee and volunteer since 2008)

The major operational risks to which the charity is exposed, as identified by the Trustees, have been reviewed and systems have been established to manage and mitigate those risks.

All events, projects and financial decisions are presented to the Board of Trustees for approval with estimated budgets.

Objectives:

The aims and objectives of the Shropshire Bookfest are to inspire, encourage and nurture in primary school-aged children a love of reading for pleasure and creative writing.

The main vehicle by which these objectives are achieved is through a structure of biennial classroom-based projects for Shropshire primary schools. In 2024 it was the turn of the Book Award project, first run in 2010, which aims to help and encourage all children to develop a love of reading and express their views on contemporary fiction, regardless of their reading ability.

Key objectives for the year were:

- To complete the successful delivery of **Book Award 2024**
- To launch **Readers to Writers 2025**
- To continue with the roll out of 'Leading in Reading' accreditation scheme.

Achievements and Performance

BOOK AWARD 2024

Key Facts and Statistics

The project is split into two age groups: **Big Book Award** for children in Years 5 & 6 (9–11-year-olds) and **Picture Book Award** for children in Reception, Years 1 & 2 (5–7-year-olds).

Both projects are designed to help and encourage all children to develop a love of reading and express their views about contemporary fiction - regardless of reading ability.

- Length of project: 8 months (Dec 2023* – July 2024)
- Number of paid Shrewsbury Bookfest project staff: 2
- Number of Shrewsbury Bookfest project volunteers: 12

"It remains a huge honour and privilege to be Patron of such a well-run, child centred and popular Book Award, that clearly has such an impact on reading, writing and literacy in general across the county."

*Piers Torday,
Shropshire Bookfest Patron
April 2024*

- Total number of primary schools signed up: 38
- Total number of pupils involved: 2,481
- Number of books by the shortlisted authors purchased by the project: 2,481
- Number of children's authors involved: 6 (Big Book Award) 4 (Picture Book Award)

**Schools signed up in Sep 2023; books were delivered to schools in Dec 2023*

Financial Summary

- Total Costs: £49,275
- Total Income: £51,588 (49% funded by Trusts & Foundations, 51% by participating schools)

Funding was received from the following Trusts and Foundations:

Hall Garth Charitable Trust

The Harold Hyam Wingate Foundation

Haystack Trust

The Hilton-Jones Charitable Trust

John Thaw Foundation

The Millichope Foundation

Pengwern Land

Project Timeline Overview

- Invitation to schools to sign up: September 2023
- Conference and CPD Training Day for all teachers taking part in Book Award: November 2023
- Big Book Award 2024 books delivered to schools: December 2023
- CPD Twilight Sessions for Year 5 & 6 teachers: January 2024
- Big Book Award 2024 competitions & voting deadline: March 2024
- Big Book Award 2024 Awards Ceremony: April 2024
- Launch of Picture Book Award 2022 into schools: May 2024
- CPD Twilight Sessions for Key Stage 1 teachers: May 2024
- Picture Book Award 2022 competitions & voting deadlines: June 2024
- Announcement of winners of Picture Book Award 2024: July 2024

Governance/Management

The project was overseen by Joanna Hughes (Project Coordinator - paid, freelance) Ali McGowan (School Coordinator - paid, freelance) and by Chris Tay (Chair of Trustees). They also had a number of schools each to manage as volunteer School Coordinators. There were an additional 4 volunteer School Co-ordinators who were assigned a number of schools each to manage throughout the delivery of the project. A further 5 volunteers provided advice, support and back-up throughout the project.

The Project

In September 2023, the Bookfest Book Award 2024 Steering Group contacted over 70 primary schools across Shropshire who had either asked to be on the database or who had taken part in Bookfest projects before, including some from Telford & Wrekin, to invite them to take part in Book Award 2024.

Following a record year in 2022, the total numbers of schools and pupils who took part in Book Award 2024 was in line with 2020 figures. (Budget restraints were reported as the major factor preventing some schools from taking part this year.)

Participation since Book Award started:

Year	Total Schools	Total Pupils	Big Book Award schools	Big Book Award pupils	Picture Book Award schools	Picture Book Award pupils
2010	15	600				
2012	23	700				
2014	27	964				
2016	28	1,076				
2018	32	1,876		1,243	17	633
2020	40	2,434		1,432	26	1,002
2022	46	3,066		1,780	26	1,286
2024	38	2,481	33	1,325	28	1,156

New for Big Book Award 2024

- 1) Having carefully looked at feedback from previous Book Award projects, the Bookfest team introduced a Poetry Competition for Big Book Award.
- 2) A shortlist book for every pupil. For example, a class of 30 pupils was provided with 30 shortlisted books – for both Big Book Award and Picture Book Award. This ensured a higher level of books being read as pupils did not have to wait for the ‘next book’ to become available.
- 3) Twilight CPD sessions were programmed and delivered by Chris Tay, Chair of Shropshire Bookfest, entitled “Applying performance-based approaches to reading in the primary classroom”. These workshops were specifically designed for teachers interested in developing children’s reading through active learning.

Big Book Award 2024 Cost Structure to Schools

Schools were offered two levels of investment - **£12** per pupil, which included attendance at the Awards Ceremony at Theatre Severn, or **£5** per pupil not including Awards Ceremony attendance. Each school was charged a one-off school registration fee of £180.

Both cost levels for Big Book Award 2024 gave every school and their pupils:

- A shortlisted book for every pupil - **NEW**
- A full Teacher’s Resource Pack of classroom activities
- A full day of CPD training for 2 teachers per class taking part in Book Award
- An art competition

- A creative writing competition
- A film trailer competition
- A poetry competition - **NEW**
- Access to free performance-based twilight CPD sessions for teachers – **NEW**
- Access to the Bookfest online resource centre
- A platform on the Bookfest website for pupils to share their views about the books
- Live streaming of the Awards Ceremony into classrooms, plus a shorter recorded version made available to all schools later.

Picture Book Award 2024 Cost Structure to Schools

Each school signing up to Picture Book Award 2024 paid a one-off school registration fee of £150 plus £5 for every pupil. This provided:

- Access to performance-based workshops for teachers - **NEW**
- A book for every pupil - **NEW**
- A full Teacher’s Resource Pack of classroom activities based on the shortlist books
- An art competition with a prize winner for each school
- A class response competition
- A platform on the Bookfest website for pupils to share their views about the books.

The Big Book Award Shortlist

Between them, pupils in 12 primary schools read and evaluated more than 70 titles submitted by publishers for the Big Book Award longlist. Based on the pupils’ comments and preferences, the following six books went forward onto the shortlist for Big Book Award 2024:

***The Piano at the Station* by Helen Rutter (published by Barrington Stoke)**

***Moon Flight* by Gill Lewis (published by David Fickling Press)**

***Lost on Gibbon Island* by Jess Butterworth (published by Hodder Children’s Books)**

***The Night Animals* by Sarah Ann Jukes (published by Simon & Schuster)**

***The Boss of Everyone!* by Danny Wallace (published by Simon & Schuster)**

***A Tricky Kind of Magic* by Nigel Baines (published by Hodder Children’s Books)**



‘Bookfest Bites’ Films

Once again, Ali McGowan, Schools Coordinator, put together a short series of films throughout January to March 2024 to share the work, displays, comments and thoughts of pupils as they moved through the Big Book Award project. Together with the Teacher Pack, this resource helped keep teachers and pupils fully immersed in the project and developed a county-wide community atmosphere. The films can be viewed on the Shropshire Bookfest YouTube Channel - [Shropshire Bookfest - YouTube](#).



Twilight CPD for teachers: Applying performance-based approaches to reading in the primary classroom

Two free workshops for KS2 teachers interested in developing children’s reading through active learning and performance-based techniques were scheduled during the Spring term of 2024 and hosted by the University Centre Shrewsbury. These sessions, delivered by Chris Tay, were designed for teachers from schools taking part in Big Book Award 2024, building on a workshop at the Teachers’ Conference/CPD Training Day in November 2023, which had been led by Sarah Finnigan of Pentabus Theatre. They were also equally accessible to those who had not attended the Conference, and indeed a few of those attending were from schools new to Bookfest, who were not taking part in the Book Award project.



Three key elements were covered:

- Managing the transition into an open space – exploring the use of simple circle games to support children into a new configuration for the learning space whilst sustaining classroom management;
- Developing confidence in gesture and voice for all – using rehearsal room techniques to help children to use gesture and voice to bring text alive;
- Exploring the world of the story – selecting key moments in the narrative to enable children to actively engage with character, setting and plot.

“Fun and engaging way of engaging a tricky text...”

“Lots of ideas to use and share with staff to incorporate into our teaching...”

“Great ideas to be used in the classroom...”

“Transferable skills that I can use in the classroom to access any text...”

Throughout the sessions there were activities based on the Big Book Award 2024 shortlisted book, *Moon Flight* by Gill Lewis, providing delegates with a set of active learning tasks to support access for all children to that particular text.

Big Book Award Competition & Voting Deadlines

The schedule to bring the Big Book Award 2024 to a close was as follows:

- Entries to competitions & voting deadline: **Friday 20th March 2024**
- Awards Ceremony at Theatre Severn, Shrewsbury: **Tuesday 30th April 2024**

Big Book Awards Ceremony

555 pupils and 57 teachers from 16 of the 33 schools taking part in Big Book Award 2024 attended the Awards Ceremony at Theatre Severn. The whole event was live streamed to **all** schools. A shortened, edited version of the two-hour event was also circulated the following morning and can be [viewed here](#)

Expertly and energetically presented by Schools Coordinator Ali McGowan, this event brought the house down and delivered on its aim to showcase and celebrate the shortlisted books and the work done throughout the project by pupils and teachers. All six authors of the shortlisted titles were present, on stage throughout the whole event. Bookfest Patrons Piers Torday and Martin Brown conducted interviews with each author, using questions submitted in advance by pupils.

The Competitions

As always, the competitions linked to the Big Book Award shortlist generated a huge number of creative responses from pupils.

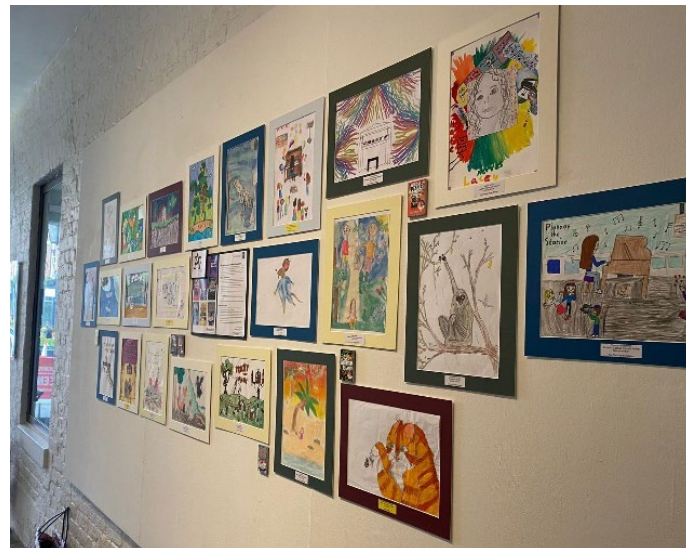
Film Trailer Competition: This competition gave children (and their teachers!) the opportunity to develop dramatic, film making and editorial skills in interpreting a story. Schools were invited to create a short film trailer that would inspire other children to read one of the shortlisted books.



Art Competition

Always a hugely popular competition and generously supported by the Arts Society Shrewsbury who formed the judging panel and supplied and presented the prizes. Children were asked to compose a picture illustrating a scene from any one of the shortlisted books. A winner was chosen from every school that entered, with the overall county winners selected from this list.

Please take a look [HERE](#) at this short film that highlights ALL the School Winners of the Art Competition. Top and School Winners were on public display in the Shrewsbury Museum & Art Gallery until May 2024.



Letter Writing Competition

Children were invited to write a letter giving a piece of advice from/to a character in any one of the shortlisted titles. Every school that entered had a school winner, and six 'top' winners were then selected from these and were brought onto the stage to receive their prizes and meet the authors of the books on which they'd based their writing.



Poetry Competition

Following on from the successful conference for teachers, 'The Sound of Reading', and inspired by Joseph Coelho's encouragement, the Bookfest team introduced this new competition. Pupils were asked to enter a poem/rap/limerick. Entries could be in a written or typed format or even a filmed version. Entries could be individual or as a group or as a class but had to be the pupils' own work.

Children rose to the challenge and submitted hundreds of pieces of quality work. Judges selected three top winners whose entries were read out by the authors whose books had inspired the poems.

Gill Lewis, author of *Moon Flight*, read the winning entry by Owen (West Felton Primary) in the style of a sea shanty. (It can be watched [HERE](#) at 1:45). Further, as a direct result, Owen's work has been picked up by a group of sea shanty singers from the Rona Sailing Project and will feature in their repertoire at the 2025 Festival of Sea Songs on the Isle of Wight.



Big Book Award 2024 Winner

With children having cast their votes in March, the votes carefully counted and recounted due to the very close result, the overall winner of the Big Book Award 2024 was revealed at the Awards Ceremony as being *Lost on Gibbon Island* by Jess Butterworth.



"This book is amazing. I think the description is great. I love the way it's set out. I would like to read this again. I could see the photos in my head." Elizabeth - Cheswardine Primary School

"This book was by far my favourite Bookfest book because it is very adventurous and has a great story line to it." Olivia - Castlefields Primary School Bridgnorth

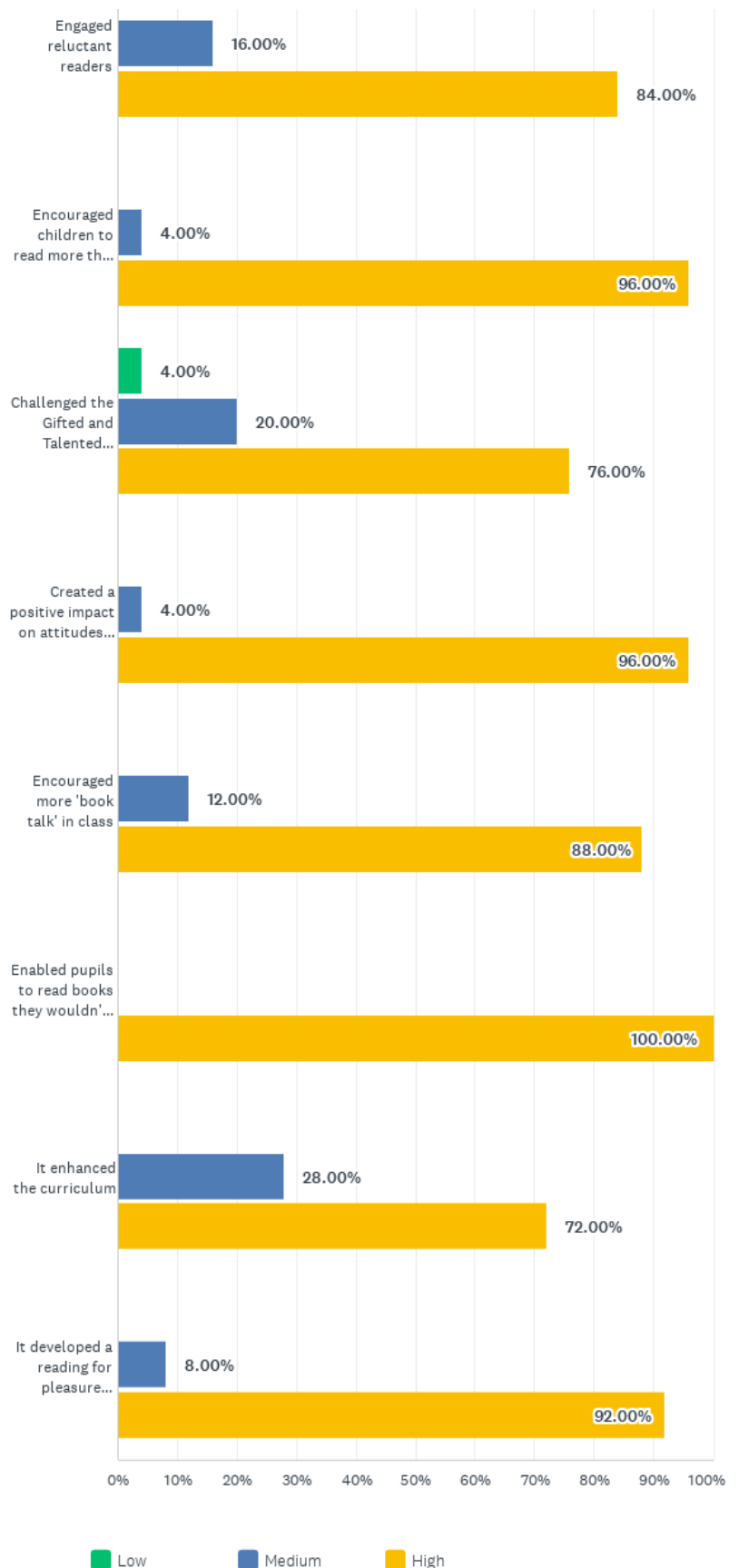


"Personally, this has to be the best book out of the shortlist. I loved the plot and all of the characters." Samuel - Longnor CE Primary School

Big Book Award Post-Project Feedback

At the close of the Big Book Award 2024, teachers were asked to complete a short feedback survey using Survey Monkey.

Please indicate the general effect the Big Book Award 2024 had on your pupils:



This is a snapshot of the survey's comments from teachers on the Big Book Award 2024 project:

Excellent **opportunity** for the children. Incredibly lucky to have.

Engaged readers of all levels.

We planned an English unit of work around one of the books which only **enticed** them more to read it as they had to know what happened!

It has given them the chance to read books of different genre, style and levels of difficulty, whilst also engage in in-depth, **enriching** book talk.

It's **invaluable** and **supports** our reading culture within school.

The books become part of the fabric of everyday lessons and we always look forward to installing the set in the **library** for the whole school to use following the event.

I can honestly say there is no other time in the school year when children are so

passionate about reading.

They enjoyed all the texts and produced some **wonderful** work linked to the texts.

Our year 6 children were quite negative about reading but they have been **devouring** the books!!

We are able to see reluctant readers **flourish** and join in conversations about reading that they may not have done previously.

We will ALWAYS take part because it is an incredible programme and positively affects our pupils' reading **outcomes** and their overall engagement and wellbeing.



"As ever, it has been a really positive experience both for pupils and staff, enabling us to plan interesting experiences around new books; introducing different authors and genres to the children."

"A truly inspiring project which exposed children to texts they may not otherwise have

"It is always great to have new material signposted as we both get so little time to source and read new children's books."



"Book Award helped us to focus on reading, widened the scope of pupils' reading and provided a springboard for cross-curricular projects."

"It's invaluable and supports our reading culture within school."

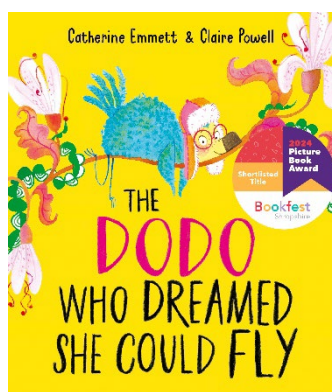
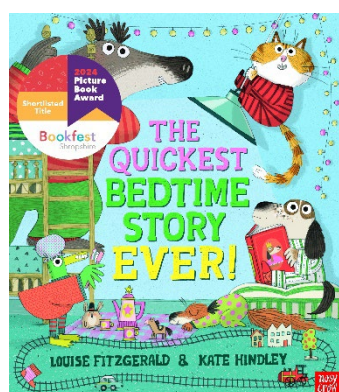
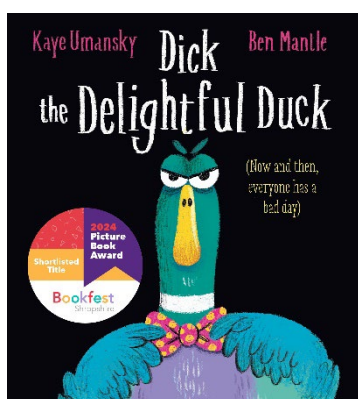


"It was great for the children to be able to vote and feel that their opinions were important."

Picture Book Award

In March 2024, over 50 picture books submitted by publishers to the longlist were shared between nine primary schools who were tasked with selecting a shortlist of four books. These were:

- ***Dick the Delightful Duck* by Kaye Umansky, illustrated by Ben Mantle (published by Scholastic)**
- ***The Quickest Bedtime Story Ever!* written by Louise Fitzgerald, illustrated by Kate Hindley (published by Nosy Crow)**
- ***The Dodo Who Dreamed She Could Fly* written and illustrated by Catherine Emmett and Claire Powell (published by Simon & Schuster)**
- ***Who Ate All the Bugs?* written and illustrated by Matty Long (published by Oxford University Press)**



Twilight CPD for teachers: Applying performance-based approaches to reading in the primary classroom

Following on from the success of these sessions for the KS2 teachers, it was the turn of the KS1 teachers to have the opportunity to take part in two twilight workshops, this time focusing on *Dick the Delightful Duck*. Delivered by Chris Tay and fully funded by Shropshire Bookfest, these two workshops held in May were full to capacity.

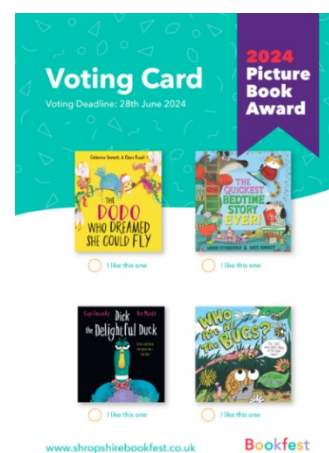
Voting

Pupils were given clear and easy guidance to use voting cards asking them to choose their favourite book from the shortlist. This part of the project really excited the children and was a useful practical method to link to current affairs and the General Election going on at the same time!

“Lots of ideas and ways to explore a story. Lots of ideas for encouraging oracy/fluency.”

“Practical experience - really valuable! Loved the opportunity for children's voice, acting; really energised by the approach.”

“Great ideas to use across all key stages, especially to develop oracy across the school through texts we use.”



Competitions

Art Competition

Pupils were invited to submit a picture illustrating a scene/character from one of the shortlisted books, using any medium including collage.

A winner was chosen from each school that entered. Their prize was an art box, certificate and their artwork presented back to them in a frame. Bookfest volunteer coordinators visited all the schools to present the prizes to the pupils.



Class Response Competition

Schools were encouraged to submit a response to any one of the shortlisted titles. This could take any format such as a class display, scrapbook, a collective piece of artwork, a song or a poem, a film or even a re-enaction using puppets or themselves.

The Bookfest team were amply rewarded with some wonderfully in-depth and creative entries:

Please take a look at the film entries that caught the attention of the judges to join Clive CE Primary School as top winners of the Class Response Competition:

[Class Poem by Castlefields Primary School Bridgnorth](#)

[Class Response by Prestfelde School](#)



Extracts from the Book Award Scrapbook by Clive CE Primary School

Picture Book Award 2024 Winner

With well over 1000 pupils from the 28 schools taking part casting their votes at the end of June, the winning book was announced early in July.

This news was shared by circulating a short, fun and celebratory film that highlighted the work the children had done and an acceptance speech from the very grateful winning author/illustrator, Matty Long:



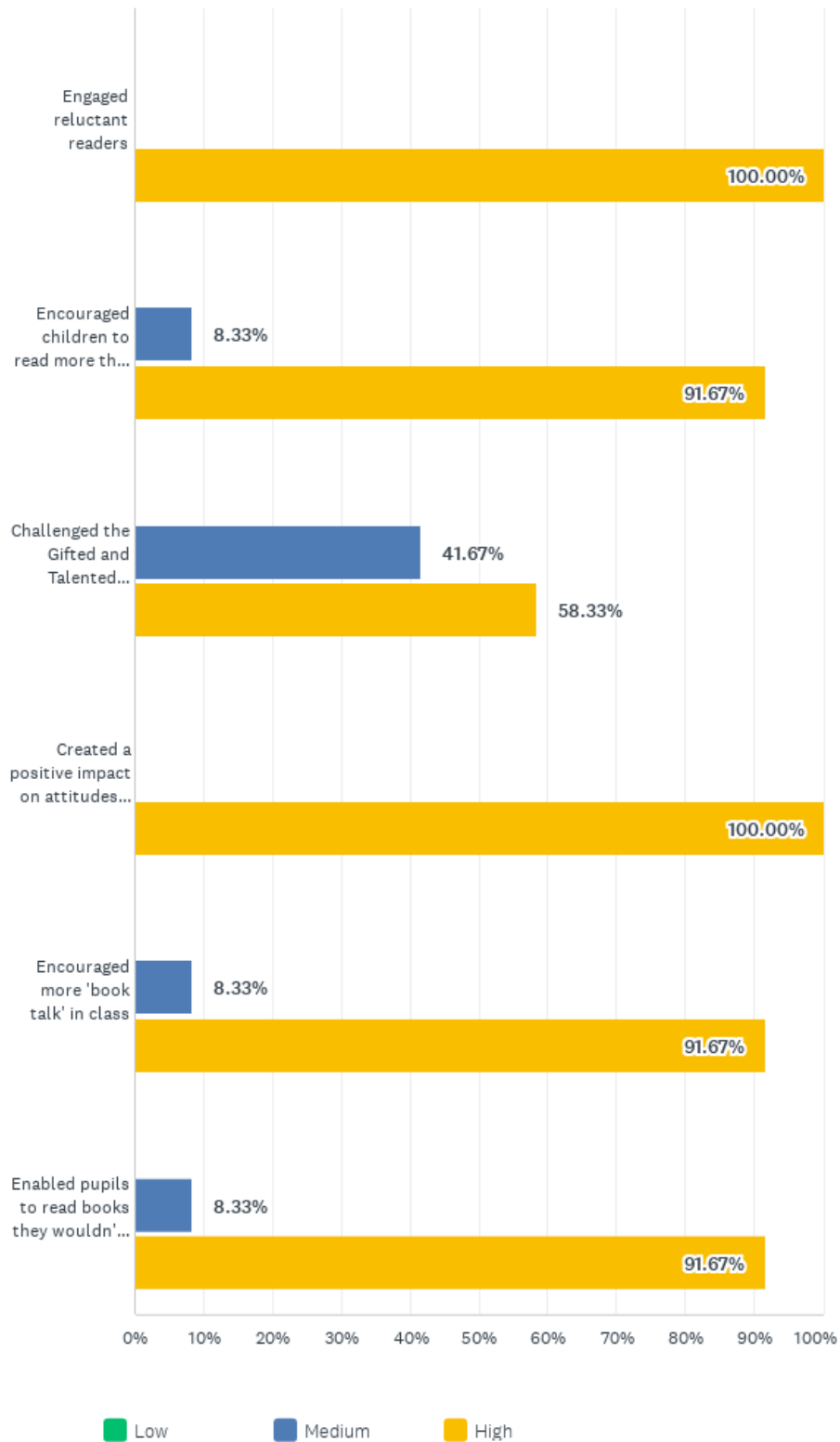
"The children loved the film, they were so excited by the countdown. It was also wonderful to see all the winning entries for the competitions."

"An excellent celebration of work from across the county followed by the big reveal!"

"Children really enjoyed the information shared and hearing about lots of other schools who have participated, they were excited to hear which book won!"

Picture Book Award Post-Project Feedback

At the close of the Picture Book Award project, schools who took part were sent a short feedback survey to complete. They were asked to indicate the effect that Picture Book Award 2024 had on their pupils:



Leading in Reading Accreditation

At the Big Book Awards Ceremony in Theatre Severn in April 2024, Prestfelde School was awarded the [Leading in Reading](#) accreditation award. This is an ambassador scheme designed by Shropshire Bookfest in partnership with University Centre Shrewsbury that recognises and highlights primary schools who embrace Shropshire Bookfest's school-based projects and demonstrate creativity, imagination and success in creating a culture of reading for pleasure for their pupils.

In Spring 2024 it was announced that University Centre Shrewsbury would close permanently in September 2024. The future of the Leading in Reading accreditation award is under discussion at Bookfest Trustees' meetings and an alternative award recognising individual teachers who champion reading for pleasure in their schools is being planned.



Readers to Writers project

Previously known as Schools' Week, Readers to Writers is run every two years, in alternate years to Book Award, and is for Key Stage 1 and Key Stage 2 pupils in Shropshire and Telford & Wrekin primary schools. Each class taking part is linked with an author and given a set of their books to read (one for every pupil). The author then delivers a bespoke creative writing workshop to each of their classes giving children ideas and inspiration to be able to go ahead and spend the rest of the Spring term writing their very own books. All the books are read by the Bookfest team, prizes are awarded, and the winning stories are published on the Bookfest website.

Readers to Writers Evaluation Report

Researchers from the University of Worcester undertook a ten-month long study exploring how pupils engaging in the Readers to Writers project perceive themselves as authors and the impact upon attitudes to creative writing. 301 pupils from Year 1 to Year 6 across ten primary schools produced storyboards or graphic organisers detailing their journey as a writer during the period of the project. In addition, 12 teachers from these schools were interviewed as part of four focus groups to explore their perceptions of the project and the impact they felt it had on their pupils in school. From the outset this project was framed using an interpretivist approach as the researchers sought to understand viewpoints from others concerning the Readers to Writers Bookfest Project. The result was the collection of qualitative data from both teachers and pupils which facilitated analysis and the drawing together of conclusions about an individual's view. In turn, this elicited overarching themes for further consideration:

1. Transformation – from pupil to author.
2. Context – what do teachers and pupils believe helped them to become authors.
3. Process – the writing experience and the finished product.

Summary of key findings

- Pupils and teachers valued time given to write creatively rather than as a mechanism for improving technical proficiency. However, it should be noted that, as a consequence of the project, technical proficiency improved in many cases.
- Levels of engagement with the writing process increased and pupils were more likely to choose to write for pleasure than prior to their participation in the project.
- When pupils have the freedom to exercise authorial choice, they are more likely to demonstrate a positive attitude to writing.
- Pupils are more confident to take risks in their writing when they have opportunities to write for pleasure.
- Writing for pleasure leads to greater confidence, enjoyment and engagement not only during the project but also beyond. All teachers responded positively on the impact on children's transcriptional and compositional skills.
- Author visits are pivotal in inspiring children to write creatively. The realisation that authors are 'real people' and face challenges themselves with the process is key. The visits and continued interaction support the writing process.
- Pupils felt a strong sense of writer identity when they were able to take ownership of the process and the end product. Support from family, friends, teachers, and the wider community contributed positively to this in most cases.
- Organisation of the Readers to Writers project was a contributing factor in the facilitation of the programme in schools with all teachers commenting positively on the support from colleagues at Bookfest and from the authors. This was perceived to be a key element in the motivation of pupils to write.

The full report is published on the Bookfest website:

[Shropshire Bookfest Readers to Writers: Impact Report](#)

Governance/Management of Readers to Writers 2025

The project is being overseen by Simone Goward (Bookfest Schools & Volunteers Coordinator - paid, freelance) and Annabel Warburg (Project Manager), who also have a number of schools each to manage as volunteer School Coordinators. There are an additional eight volunteer School Coordinators who have each been assigned a number of



Evaluation Report on the Shropshire Bookfest 'Readers to Writers' Project 2023

Suzanne Horton and Louise Beattie
University of Worcester



schools to manage throughout the delivery of the project. A further three volunteers are providing advice, support and back-up throughout the project.

Readers to Writers 2025 Budget Summary

- Total budgeted costs: £49,880
- Total income: £50,580 (£23,900 from trusts, foundations and sponsorship + £17,680 from schools + £10,000 carry forward)

Project Timeline Overview

- Invitation to schools to sign up: September 2024
- Teachers' Conference/CPD Training Day & Project Launch: November 2024
- *In-school author-led creative writing workshops: January 2025*
- *Entry deadline for creative writing competition: April 2025*
- *Announcement of school winners and overall winners: May 2025*
- *Publication of narrated and filmed winning entries on website: June 2025*

Key Statistics

- Length of project: 7 months (Dec 2024 – June 2025) (schools signed up in September 2024; books were delivered to schools in December 2024)
- Number of paid Shrewsbury Bookfest project staff: 2
- Number of Shrewsbury Bookfest project volunteers: 11
- Total number of primary schools signed up: 17
- Total number of pupils involved: 961
- Number of children's authors delivering in-school workshops: 8
- Number of in-school creative writing workshops: 41
- Number of books by workshop authors purchased by the project: 961

Cost Structure to Schools

- **£180** school registration fee, plus **£14 per pupil**.
- For example: For **one** class of 30 pupils, the total cost would be: **£600**
- For **two** classes of 30 pupils each, the total cost would be: **£1,020** (each class receives a separate workshop).

This provides schools with:

- A bespoke author workshop on creative writing, specific to age - KS1, KS2 - Years 3 & 4 and KS2 - Years 5 & 6
- A new book for every pupil by the class's assigned workshop author
- A full Teacher's Resource Pack of classroom activities
- A full day of CPD training for 2 teachers per class taking part in Book Award
- Access to the Bookfest online resource centre
- A blank writing book for every pupil and entry to the county-wide creative writing competition.

The Workshop Authors

Publishers and authors were contacted in July 2024 and asked to submit their proposals to deliver one-hour creative writing workshops for their preferred age group together with two or three suggested titles to support their content and on-going mentorship. It was made very clear that the focus of the workshops that would be delivered during the week 27th – 31st January 2025 was to be on giving pupils the relevant skills and inspiration to help them plan, write and edit their own story. Authors were guaranteed at least two days' work at a fee equivalent to a standard three in-school workshops per day structure.

The extensive longlist of submissions was carefully reviewed and researched by the Project Manager and the Schools & Volunteers Coordinator, and an eventual panel of eight children's authors were placed on the project - their skills and styles having been carefully matched with schools and classes. The eight authors selected were:

Justin Davies	Sarah Ann Juckes
Tori Kosara	Iszi Lawrence
Eva Wong Nava	Helen Peters
Ros Roberts	Helen Rutter

Project Launch – Teachers' Conference

Every school that signed up to the project could send two members of staff from every class that was booked to do the project to a whole day conference/CPD. This conference is the only one of its kind in Shropshire for primary school teachers and brings the county's teaching community together with a panel of nationally renowned speakers. The day focused on:

- Inspiring, informing and empowering teaching staff to develop their own creative writing teaching practice
- How teachers could be encouraged to immerse themselves and their pupils in Readers to Writers 2025
- Working as a community and to share ideas and experiences.

The conference was held on 16th November 2024 at the Trinity Centre, Meole Brace, Shrewsbury. It began with a discussion between teachers, led by Simone Goward, on how to make the most of the Readers to Writers project.

Suzanne Horton, Director of Learning and Teaching at the University of Worcester, presented the findings of her research into the impact of the Readers to Writers project, published in February 2024.

During the final part of the morning session, Chair of Trustees Chris Tay led a panel discussion with three children's authors, **Josh Davies, Sam Sedgman** and **Eva Wong Nava**. (Note: **Emma Carroll** had been due to attend but at the last minute was prevented from travelling to Shrewsbury due to flooding.)

Each of the authors led workshops during the afternoon focusing on how to support children with coming up with ideas for stories and with the process of turning their ideas into a book.

"Having been part of Bookfest for a while, the workshops always give me so much to take back and share."
Conference delegate

Finance

All financial decisions are presented to the Trustees for approval with detailed and accurate budgets being prepared for all elements of the year's events.

Shropshire Bookfest completed the year with a total balance of £38,209.

Ring-fenced for a reserve account with CAF Bank was the amount of £14,151. This had been set aside to cover the costs of a five-yearly website upgrade and to cover budgeted cancellation costs in the event that a project had to be cancelled part-way through delivery.

The accounts for 2024 have been submitted to a registered independent Financial Examiner.

Reserves Policy

Shropshire Bookfest is a registered charity set up in 2007. It operates across the county of Shropshire and has an annual income of around £52,000. Of this £52,000, approximately £25,000 comes from local primary schools. The charity has no fixed assets and all projects are overseen by two part-time, self-employed coordinators who work on an annual rolling 'agreement'. Each year the charity provides one significant project for Shropshire primary schools focused on providing a creative initiative to help support teachers in encouraging children to develop a love of reading and writing for pleasure. Shropshire Bookfest has reserves of £14,151.

The Trustees discussed the following factors in arriving at their reserves policy:

- Money should only be kept in reserve for specific reasons – Trustees acknowledge that money should not be hoarded. It is also clear that sensible planning for known events should be catered for.
- The Board of Trustees agreed that the main investment that reoccurs every five years is the revamp of the website. Therefore £5k has been set aside for this cost. The idea of a website redesign was discussed in 2024, but it was decided that as there had been several significant changes to staff, no major work would be done on this for the time being. This will be revisited on an annual basis.
- Shropshire Bookfest has no fixed overheads but based on an average month it was felt appropriate to keep two months' running costs in reserve (£6k)

Policy: it is the policy of Shropshire Bookfest to keep the five-yearly website update costs and two months running costs in reserve to cover unforeseen emergencies. Therefore the reserves account now has a balance of £14,151k.

The Trustees declare that they have approved the Trustees' Report above.

Signed on behalf of the Charity's Trustees:



NAME SIAN MARSHALL
POSITION Treasurer



CHRIS TAY
Chair of Trustees



CHARITY COMMISSION
FOR ENGLAND AND WALES

Shropshire Bookfest

1120177

Receipts and payments accounts

CC16a

For the period from	Period start date	To	Period end date
	01/01/2024		31/12/2024

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	20,400	-	-	20,400	26,900
Sponsorship	2,500	-	-	2,500	2,500
Ticket sales	139	-	-	139	124
Schools Income - Readers to Writers	13,466	-	-	13,466	14
Schools Income - Book Award	575	-	-	575	25,525
Interest / other	89	-	-	89	72
Sub total (Gross income for AR)	37,169	-	-	37,169	55,135
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	37,169	-	-	37,169	55,135
A3 Payments					
Fees artist	2,700	-	-	2,700	12,470
Fees coordinator	15,406	-	-	15,406	12,207
Venue hire	3,164	-	-	3,164	-
Travel/Entertainment/Accommodation	4,160	-	-	4,160	6,714
Publicity/advertising	352	-	-	352	470
Checks / insurance	608	-	-	608	501
Stationery	53	-	-	53	30
Events materials	3,071	-	-	3,071	-
IT	1,193	-	-	1,193	850
Film	1,435	-	-	1,435	1,310
Book purchases	6,551	-	-	6,551	14,553
Prizes/Sundry	2,450	-	-	2,450	2,374
Sub total	41,143	-	-	41,143	51,479
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	41,143	-	-	41,143	51,479
Net of receipts/(payments)	- 3,974	-	-	- 3,974	3,656
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	56,335	-	-	56,335	52,679
Cash funds this year end	52,361	-	-	52,361	56,335

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Main account	38,210	-	-
	Reserve account	14,151	-	-
			-	-
			-	-
	Total cash funds		52,361	-

(agree balances with receipts and payments account(s))

OK OK OK


Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature 	Print Name CHRISTOPHER TAY SIAN MARSHALL	Date of approval 29.7.25 11.2.25
--	--	--



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
Shropshire Bookfest

**On accounts for the year
ended**

31 December 2024

**Charity no
(if any)**

1120177

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2024.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

C Moelwyn-Williams

Date:

22-8-25

Name:

C Moelwyn-Williams

**Relevant professional
qualification(s) or body
(if any):**

BSc FCA

Address:

TCA Accountants, Third Floor, 21 St Mary's Street, Shrewsbury, SY1 1ED

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

No matters noted

Shropshire Bookfest

England & Wales - Charity number 1120177

Accounts



Annual Report

01.01.23– 31.12.23

Shropshire Bookfest aims to inspire, encourage and nurture in primary school-aged children a love of reading for pleasure and creative writing.

Reference and Administration Details:

Shropshire Bookfest Registered Charity Number: 1120177

Principal Address: Chaney Plough, Exfords Green, Longden, Shrewsbury, SY5 8HH

Constitution adopted: 21st May 2007

Trustees:

Jane Payton. (Acting Chair from Jan 2023) Sian Marshall (Treasurer), Elly Winter, Lucy Morris, Annabel Warburg (Secretary),

Officers nominated at Trustees' meeting (AGM) held 8th December 2023:

- Treasurer: Sian Marshall – term of office: up to 3 years with 6 months' notice (3 years have already now been served)
- Secretary: Annabel Warburg – for the next 12 months
- Chair: Jane Payton is Acting Chair until permanent replacement found.

Christopher Tay joined 14th June 2023

Caroline Graham joined 27th September 2023

Additional Committee Members:

Joanna Hughes (Co-ordinator for Book Award and Readers to Writers from 01.10.12), Alison McGowan (School Co-ordinator), Nelia Byers, Jo Prosser, Jackie Hampson, Julie Holmwood, Jan Elms, and Val Green

Structure, Governance and Management:

The charity continues to be operated by an elected committee of 7 Trustees, with non-trustee members providing additional assistance and expertise.

A self-employed coordinator, Joanna Hughes, continued in her position as Project and Marketing Coordinator, responsible for the organisation and planning of school-based projects, with major decisions agreed by the Trustees.

Alison McGowan completed her sixth full year in the post of School Coordinator (self-employed) and continues to work alongside Joanna, providing child-centred materials suitable for use in the classroom.

All events/financial decisions are presented to the Board of Trustees for approval with estimated budgets.

Objectives:

In pursuit of the charity's aims and objectives, Shropshire Bookfest works with teachers, literacy coordinators, children, authors and specialists in reading, drama and art to support and enhance the literacy curriculum in primary schools by developing, running and promoting creative projects that support and extend children skills and enjoyment in reading and creative writing. These projects shall be open to all, irrespective of academic ability, nationality, religious opinion, political party, race, colour, gender or sexual orientation.

The main vehicle by which these objectives are achieved is through a structure of biennial classroom-based projects for Shropshire primary schools. In 2023 it was the turn of Readers to Writers aim to help and encourage all children to develop a love of reading and writing - regardless of reading ability.

Key objectives for the year were:

- To complete the successful delivery of *Readers to Writers 2023*.
- To continue with the roll out of '*Leading in Reading*' accreditation scheme.
- To launch *Big Book Award and Picture Book Award 2024*.

Chair Report December 2023

Since the last AGM there have been some changes to the Shropshire Bookfest Team. It was a huge shock to receive the news that Huw Peach, Sophie's husband, had been taken ill and then died on 7th March, just nine weeks after he was diagnosed..

As a result Sophie Peach asked me to take on the role on Acting Chair in the interim. Sophie has since decided to resign as Shropshire Bookfest's Chair of Trustees .

She has been part of Bookfest for over 20 years, almost since it first began in 1999. She moved very quickly from bringing her children to Bookfest events, to volunteering, to becoming a Trustee and then, in around 2005, to being asked by Caroline Thewles to take on the role of Chair. Sophie has a very rare blend of skills and talents: a clear sense of vision, professionalism combined with warmth, diplomacy, the ability to draw people together and bring out the best of them, to spot opportunities and potential allies, and to take a strong lead. These have been absolutely fundamental to the flourishing of Bookfest, including the winning of a Queen's Award back in 2010.

She has told us that Bookfest will always have a special place in her heart, and we hope that she will come back as a volunteer when she is ready. But in the meantime, we will miss her enormously. And we are incredibly grateful to her for the hundreds of hours of hard work and expertise she has put into Bookfest over the years - and for everything she has done to bring us to where we are today.

Trustees

The Shropshire Bookfest Team has worked hard to keep everything on track since December. They met a few times over the spring and summer to review roles and responsibilities of the team. The Safeguarding Policy and Privacy Policy were reviewed. Following guidance from the Charities Commission , a checklist for reviewing a charity's internal financial controls was completed.

Two new trustees, Chris Tay and Caroline Graham have been appointed.

Cath Hammond is a new school coordinator.

The trustees are working on a new way of working to ensure everyone is able to share the responsibilities.

Funding

Two new funding sources have accepted our applications for support-The Harold Hyam Wingate Foundation and the Lintel Trust.

This brings the list of current funders to:

Hall Garth Charitable Trust

1.

Harold Hyam Wingate

The Haystack Trust

Hilton Jones Charitable Trust

John Thaw Foundation

Lintel Trust

Millichope

Pengwern Land

William Cadbury Charitable Trust

Arts Society Shrewsbury for the Book Award 2024 Art Competition prizes

Weston Charity Awards - PilotLight:

Further to discussions at the June Trustees' meeting, it was agreed that we would not take part in the Pilotlight Insight programme - the mentor-ship style project taking place over a period of 8 weeks from September 2023, no financial support is offered with this initiative. We discussed this decision with PilotLight and we have agreed to contact with them again in April/May 2024 to update them with all the developments and changes at Trustee and volunteer level that Bookfest was undergoing during 2023 and to ascertain what support from PilotLight might be best suited based on this.

Readers to Writers

My Shrewsbury magazine's editor, Katy Rink, produced an excellent in-depth piece on the impact and journey of the current Readers to Writers 2023 project in March's issue of the magazine

1,500 pupils at the 29 primary schools in Shropshire doing the Readers to Writers 2023 project worked on their own books after they had their fantastic, in-class creative writing workshops from the team of 9 children's authors.

The authors were chauffeured by 10 Bookfest people to 29 primary schools across Shropshire to deliver 58 creative writing workshops to nearly 1,500 children.

The reception by all the schools and teachers and the response to the authors by the pupils was fantastic and it was clear that teachers had spent a lot of time familiarising their classes with the books by their creative writing workshop leaders. All the pupils have been given blank books in which to write their story, illustrate and design covers to make them look like any other children's book found on the shelves of bookshops and libraries!

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The authors involved were:

Peter Bently
Tracey Corderoy
Gareth P Jones
Josh Lacey
Jack Meggitt-Phillips
Ross Montgomery
Sam Sedgman
Eloise Williams
Jenny McLachlan

Ali McGowan, School Co-ordinator, produced inspiring short films which were circulated to all the schools encouraging their pupils and keeping up the momentum and enthusiasm.

Key Statistics:

- Length of project: 8 months (Nov 2022 – June 2023) (schools signed up in September 2022)
- Number of paid Shropshire Bookfest project contractors: 2
- Number of Shropshire Bookfest project volunteers: 9
- Total number of primary schools signed up: 29
- Total number of pupils involved: 1,442
- Number of children's authors delivering in-school workshops: 9 • Number of in-school creative writing workshops: 58
- Number of books by workshop authors purchased by the project: 1,442

Huge thanks to the team of judges who spent Easter carefully reading and reviewing every single one to come up with nine top stories. The competition was split into three age groups - **Key Stage 1** (5-7 year olds); **Lower Key Stage 2** (7-9 year olds) and **Upper Key Stage 2** (9-11 year olds) with 1st - 3rd and two Highly Commended being awarded in each group. This ensured a fair competition with the best stories from each age range.

The project volunteers then went back to the schools to deliver the prizes to the pupils.

Ali McGowan made superb short films, suitably dressed, of the winning stories and these are found on the Bookfest website

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University of Worcester Research Study

The University of Worcester conducted research into the perceptions of staff and children involved in the [Readers to Writers 2023](#) project. The study aimed to explore how 'Readers to Writers', contributes to the quality of and engagement with the writing process for pupils of primary school age. The researchers were seeking to explore opinions on 'writing for pleasure'.

The reason to conduct this research was to formally evidence the impact of Bookfest's work with primary schools so that we can contribute to national conversations surrounding children's attitudes to reading and writing with fully endorsed data.

[10 primary schools](#) came forward to take part in this study. At the start of the summer term, pupils were given a class activity to complete and their teachers came together for an online discussion with the University's researchers.

Both the University of Worcester and Bookfest will meet shortly to discuss the publication and sharing of this report in the New Year to ensure that the report is circulated nationally as well as locally.

For now, this summary paragraph goes some way to summing up the overwhelmingly positive outcome of the research study

This evaluation report has one golden thread running throughout the presentation of the findings and that is the voice of the children who have taken part in this project during the academic year of 2022 to 2023.

Their voices have led to the sub themes of this report; namely, transformation (affective and academic), context (support from family, authors, the effect of the environment, practical strategies) and process (empowerment, autonomy, ownership of a product and self-growth). This, in itself, speaks volumes about the reasons why schools continue to sign up to Bookfest – the journey of young readers into young writers

Waterstones/BookTrust Children's Laureate 2024/2026 Nominations:

Once again, Bookfest was invited by BookTrust to submit nominations (one for a children's author and one for a children's illustrator) for the Children's Laureate 2024/2026. Thanks to Ali McGowan, Joanna Hughes and Chris Tay for their help, advice and knowledge in discussing and confirming the Bookfest nominations.

The selected Children's Laureate will be told at the end of 2023 – but the news of their appointment will remain confidential until the official appointment held on 2 July 2024.

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Children's Big Book Award and Picture Award 2023/24

Over the summer publishers were invited to submit up to five of their best titles for 9 to 11 year olds, published between 1st August 2022 and 31st July 2023 to the longlist for the Big Book Award 2024. A huge thanks to Joanna (and her postman) who received the books and provided the link to the publishers.

A steering group met to plan for the project. This time, Bookfest is able to provide every pupil with a copy of a shortlisted book, for both BIG Book Award and PICTURE Book Award - this is a huge boost for schools, making their libraries and bookshelves full to brimming with contemporary, peer-reviewed books. At the start of term around 11-12 primary schools put forward their best readers from Year 5 and 6 to read through this longlist and their feedback, thoughts and comments were analysed by the Bookfest Book Award 2024 Steering Group to identify the six books that went to form the shortlist for the Big Book Award 2024.

BOOK AWARD TOTAL (Big and Picture), the figures are: 38 schools and 2,426 pupils from Shropshire and Telford and Wrekin are taking part.

Breakdown is:

BIG Book Award: 33 schools and 1,325 pupils

PICTURE Book Award: 26 schools and 1,101 pupils

The shortlisted books are:

The Boss of Everyone by Danny Wallace, published by Simon & Schuster. Put forward by St John's Catholic Primary School

The Night Animals by Sally Ann Jukes, published by Simon & Schuster. Put forward by West Felton Primary School

A Tricky Kind of Magic by Nigel Baines, published by Hachette Children's. Put forward by St Mary's Catholic Primary School

Lost on Gibbon Island by Jess Butterworth, published by Hachette Children's. Put forward by St Leonard's Primary School

Moon Flight by Gill Lewis, published by David Fickling Books. Put forward by Packwood Haugh School

The Piano at the Station by Helen Rutter, published by Barrington Stoke. Put forward by Cheswardine Primary School

Sound of Reading Conference

The importance of developing the spoken word around reading has been receiving much attention recently. This year's conference, titled **The Sound of Reading**, brought together advice from authors, practitioners and academics on the important

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social aspects of reading and other ways in which the printed word is brought alive for the young reader.

The Conference was held on 15th November. The University of ^{Chester} ~~Worcester~~ kindly allowed us to use their building as a venue..

75 teachers from the primary schools taking part in Book Award 2024 joined together on 15th November at the University Centre Shrewsbury for the Bookfest conference.

Three workshop leaders gave excellent workshops to inspire the teachers ready for the Big Book Award and Picture Book Award

Joseph Coelho- Waterstones Children's Laureate and an award-winning performance poet, playwright and children's author based in Kent. He brought a special blend of Poetry Prompts and demonstrated different approaches to using poetry in the classroom in fun and accessible ways.

Rachel Clarke is the Director of Primary English Education Consultancy Limited She promotes Reading for Pleasure through Book Talk: She led workshops entitled: Promoting Reading for Pleasure through Book Talk. The workshops looked at oracy – the art of teaching children how to speak and how to learn through talk – which is currently making headlines in primary education.

Sarah Finigan is an actor and education practitioner. As an actor Sarah has worked widely across theatre, TV and film. She works with Pentabus Theatre Group.

She delivered sessions bringing together research-focused knowledge about reading development and her expertise to support teachers in using performance-based approaches to reading in their own classrooms

Chris Tay has secured a room at the University of Shrewsbury to host three twilight sessions to build on the Pentabus workshop delivered at the Bookfest Conference. The focus is on performance-based approaches to reading and will offer support and training to Y5/6 teachers wishing to implement the ideas explored at the conference and, specifically, to implement a performance-based approach to reading in their classes.

Q.

Shropshire Bookfest Leading in Reading Award

The *Leading in Reading* accreditation scheme has been developed by Shropshire Bookfest in partnership with the University Centre Shrewsbury to recognise the real commitment shown by schools across the county in promoting reading for pleasure.

In the Autumn term Ali McGowan and Jane Payton visited Cheswardine Primary School. They had submitted an application to become a Leading in Reading school.

Shropshire Bookfest were delighted to verify the evidence that the school deserved the award.

Further, the school was inspected by Ofsted in October 2023 and was awarded a 'Good' rating with the Ofsted inspector Chris Wright saying "Leaders prioritise pupils' personal development. Despite being a small, rural school, staff work hard to ensure that pupils get meaningful opportunities to deepen their learning and to try new things. The Shropshire Star also highlighted this and the school's Leading in Reading Award.

Danielle Battams , English Lead teacher at the school, talked through her past experience of Big Book Award and Picture Book Award .

She was then awarded the Leading in Reading Award by Julie Holmwood Senior Lecturer In Primary Education at the University of Shrewsbury. Thank you to the university for supporting the accreditation.

Shortlisted Books

A highlight of the conference was the unveiling of the shortlist for Big Book Award 2024!

Ali Mc Gowan explained to the teachers the process of the project .

The shortlisted books, a copy for each child, are being delivered by the volunteers to schools before the Christmas holidays. Teachers will be provided with Teacher Pack which includes teaching ideas and resources related to each shortlist book. Thank you to Ali McGowan for producing this. There will also be Voting Cards, a voting box and posters for each school.

The Arts Society Shrewsbury has generously offered their expertise and judges for the Big Book Award 2024 Art Competition. This competition offers pupils the opportunity to express their thoughts by way of painting or drawing a scene from any one of the shortlisted books They has also offered to donate the prizes to each school winner and top winners. We are hugely grateful for their experience and advice throughout this competition



Christmas Tree Festival – St Chad's:

We have been invited again to sponsor and decorate a Christmas tree in St Chad's Church Shrewsbury at a cost of £50.. This is a public place to showcase what Bookfest is currently doing in the county. Thanks to the efforts of Lucy Morris' design skills.

Jane Payton

Acting Chair Shropshire Bookfest

Finance

All financial decisions are presented to the Trustees for approval with detailed and accurate budgets being prepared for all elements of the year's events.

Shropshire Bookfest completed the year with a total balance of £56,335.29

The accounts for 2023 will be submitted to a registered independent Financial Examiner.

Reserves Policy

Shropshire Bookfest is a registered charity set up in 2007. It operates across the county of Shropshire and has an annual income of around £52,000. Of this £52,000, approximately £25,000 comes from local primary schools. The charity has no fixed assets and all projects are overseen by two part-time, self-employed coordinators who work on an annual rolling 'agreement'. Each year the charity provides one significant project for Shropshire primary schools focused on providing a creative initiative to help support teachers in encouraging children to develop a love of reading and writing for pleasure. Shropshire Bookfest has reserves of £14,062.29.

The Trustees discussed the following factors in arriving at their reserves policy:

- Money should only be kept in reserve for specific reasons. Trustees acknowledge that money should not be hoarded; it is also clear that sensible planning for known events should be catered for.
- The Board of Trustees agreed that the main investment that recurs every five years is the revamp of the website. Therefore £5k has been set aside for this cost. The idea of a website redesign will be revisited on an annual basis.
- Shropshire Bookfest has no fixed overheads, but based on an average month it was felt appropriate to keep a minimum of two months' running costs in reserve

Policy: it is the policy of Shropshire Bookfest to keep the five-yearly website update costs and two months' running costs in reserve to cover unforeseen emergencies. Therefore the reserves



account now has a balance of £14k. The Trustees declare that they have approved the Trustees' Report above.

Signed on behalf of the Charity's Trustees:

NAME SIAN MARSHALL

CHRIS TAY



SIGNATURE



Original signed

Original Signed

POSITION Treasurer

Chair at time of signing





CHARITY COMMISSION
FOR ENGLAND AND WALES

Shropshire Scoutnet

1120177

Receipts and payments accounts

CC16a

For the period from	Period start date 01/01/2023	To	Period end date 31/12/2023
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	26,900	-	-	26,900	25,000
Sponsorship	2,500	-	-	2,500	-
Ticket sales	124	-	-	124	185
Schools Income - Readers to Writers	14	-	-	14	25,366
Schools Income - Book Award	25,525	-	-	25,525	1,536
Interest / other	72	-	-	72	-
Sub total (Gross income for AR)	55,135	-	-	55,135	52,087
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	55,135	-	-	55,135	52,087
A3 Payments					
Fees artist	12,470	-	-	12,470	2,410
Fees coordinator	12,207	-	-	12,207	15,848
Venue hire	-	-	-	-	2,391
Travel/Entertainment/Accommodation	6,714	-	-	6,714	3,281
Publicity/advertising	470	-	-	470	638
Checks / insurance	501	-	-	501	477
Postage	-	-	-	-	27
Stationery	30	-	-	30	33
Events materials	-	-	-	-	638
IT	850	-	-	850	1,694
Film	1,310	-	-	1,310	2,225
Book purchases	14,553	-	-	14,553	12,632
Prizes/Sundry	2,374	-	-	2,374	7,931
Sub total	51,479	-	-	51,479	50,225
A4 Asset and investment purchases. (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	51,479	-	-	51,479	50,225
Net of receipts/(payments)	3,656	-	-	3,656	1,862
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	52,679	-	-	52,679	50,817
Cash funds this year end	56,335	-	-	56,335	52,679

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Main account	42,273	-	-
	Reserve account	14,062	-	-
			-	-
			-	-
Total cash funds		56,335	-	-

(agree balances with receipts and payments account(s))


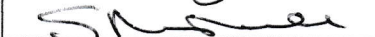
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	CHRISTOPHER TAY	27.3.24
	SIAN MARSHALL	27.3.24



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
Shropshire Bookfest

**On accounts for the year
ended**

31 December 2023

**Charity no
(if any)**

1120177

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2023.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

C Moelwyn-Williams

Date:

8/5/2024

Name:

C Moelwyn-Williams

**Relevant professional
qualification(s) or body
(if any):**

BSc FCA

Address:

TCA Accountants, Third Floor, 21 St Mary's Street, Shrewsbury, SY1 1ED

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

No matters noted

Shropshire Bookfest

England & Wales - Charity number 1120177

Accounts



Annual Report

01.01.22– 31.12.22

Shropshire Bookfest aims to inspire, encourage and nurture in primary school-aged children a love of reading for pleasure and creative writing.

Reference and Administration Details:

Shropshire Bookfest Registered Charity Number: 1120177

Principal Address: Chaney Plough, Exfords Green, Longden, Shrewsbury, SY5 8HH

Constitution adopted: 21st May 2007

Trustees:

Sophie Peach (Chair), Jane Payton.(Acting Chair from Jan 2023) Sian Marshall (Treasurer), Elly Winter, Lucy Morris, Katy Rink, Annabel Warburg (Secretary), Paul Kirkbright

Officers nominated at Trustees' meeting (AGM) held 8th December 2022:

- Treasurer: Sian Marshall – term of office: up to 3 years with 6 months' notice (3 years have already now been served)
- Secretary: Annabel Warburg – for the next 12 months
- Chair: Sophie Peach – for the next 12 months

Katy Rink resigned March 2023

Paul Kirkbright resigned June 2022

Additional Committee Members:

Joanna Hughes (Co-ordinator for Book Award and Readers to Writers from 01.10.12), Alison McGowan (School Co-ordinator), Nelia Byers, Jo Prosser, Ann Spandrzyk, Jackie Hampson, Julie Holmwood, Jan Elms, and Val Green

Structure, Governance and Management:

The charity continues to be operated by an elected committee of 7 Trustees, with non-trustee members providing additional assistance and expertise.

A self-employed coordinator, Joanna Hughes, continued in her position as Project and Marketing Coordinator, responsible for the organisation and planning of school-based projects, with major decisions agreed by the Trustees.

Alison McGowan completed her fifth full year in the post of School Coordinator (self-employed) and continues to work alongside Joanna, providing child-centred materials suitable for use in the classroom.

The major operational risks to which the charity is exposed, as identified by the Trustees, have been reviewed and systems have been established to manage and mitigate those risks. A full Covid-19 policy to protect volunteers and schools was drawn up and circulated to all members of Bookfest.

All events/financial decisions are presented to the Board of Trustees for approval with estimated budgets.

Objectives:

In pursuit of the charity's aims and objectives, Shropshire Bookfest works with teachers, literacy coordinators, children, authors and specialists in reading, drama and art to support and enhance the literacy curriculum in primary schools by developing, running and promoting creative projects that support and extend children skills and enjoyment in reading and creative writing. These projects shall be open to all, irrespective of academic ability, nationality, religious opinion, political party, race, colour, gender or sexual orientation.

The main vehicle by which these objectives are achieved is through a structure of biennial classroom-based projects for Shropshire primary schools. In 2022 it was the turn of Book Award and Picture Book Award that aim to help and encourage all children to develop a love of reading and express their views on contemporary fiction - regardless of reading ability.

Key objectives for the year were:

- To complete the successful delivery of **Book Award 2022**.
- To continue with the roll out of '**Leading in Reading**' accreditation scheme.
- To launch **Readers to Writers 2023**.

Achievements and Performance:

Book Award 2022

"I wish everyone could do this, in counties all across the country. They could do worse than see what Shropshire Bookfest has achieved."

*Martin Brown,
Shropshire Bookfest Patron
April 2022*

"It brings together ...primary schools, their staff, children and families and engages them on this mass project..."

*Piers Torday,
Shropshire Bookfest Patron
April 2022*

Financial Summary:

- Total Costs: £42,000 • Total Income: £43,000

Project Timeline Overview:

- Invitation to schools to sign up: September 2021
- Big Book Award 2022 launch into schools: December 2021
- Art CPD for teachers: February 2022
- Pentabus Theatre workshops: February 2022
- Big Book Award 2022 competitions & voting: March 2022
- Big Book Award 2022 Awards Ceremony: April 2022
- Launch of Picture Book Award 2022 into schools: July 2022
- Picture Book Award 2022 competitions & voting: July 2022
- Announcement of winners of Picture Book Award 2022: July 2022

Key Statistics:

- Length of project: 8 months (Dec 2021* – July 2022)
- Number of paid Shrewsbury Bookfest project staff: 2
- Number of Shrewsbury Bookfest project volunteers: 12
- Total number of primary schools signed up: 46
- Total number of pupils involved: 3,066
- Number of children's authors involved: 6 (Big Book Award) 4 (Picture Book Award)
- Number of books by the shortlisted authors purchased by the project: 2,326
- Number of Creative Writing Competition entries: 600

*Schools signed up in September 2021, project was launched to teachers in December 2021

The Project:

Book Award is run every two years, in alternate years to the Readers to Writers project.

It is aimed at Key Stage 1 and Key Stage 2 pupils in Shropshire and Telford & Wrekin primary schools.

In September 2021, the Bookfest Book Award 2022 Steering Group contacted over 70 primary schools across Shropshire who either asked to be on the database or who have taken part in Bookfest projects before, including some from Telford & Wrekin, to invite them to take part in Book Award 2022.

The uptake in Book Award 2022 was the highest yet:

Year	Total Schools	Total Pupils
2010	15	600
2012	23	700
2014	27	964
2016	28	1076
2018	32	1876 (incl 17 schools - 633 pupils from Picture Book Award)
2020	40	2434 (incl 26 schools - 1002 pupils from Picture Book Award)
2022	46	3066 (including 26 schools - 1286 pupils from Picture Book Award 2022)

Governance/Management:

The project was overseen by Chair of Trustees, Sophie Peach, Ali McGowan (Bookfest School Co-ordinator - paid, freelance) and Joanna Hughes (Marketing Co-ordinator - paid, freelance) and also by Jane Payton (Trustee - volunteer) - these 4 people also had a number of schools each to manage as volunteer School Co-ordinators. There were an additional 4 volunteer School Co-ordinators who were assigned a number of schools each to manage throughout the delivery of the project. A further 5 volunteers provided advice, support and back up throughout the project.

New for Big Book Award 2022:

Following consultation with primary school teachers and with contacts at OFSTED who highlighted the focus on the spoken language within the national curriculum, Bookfest introduced a new strand to Big Book Award. In partnering up with Pentabus Theatre – the nation’s leading rural touring theatre company based in Shropshire - a wide-ranging competition was devised for children to encourage them onto a stage, behind a microphone or in front of the camera to talk about the Book Award 2022 shortlisted books for *The Creative Response Competition*. Bespoke workshops were produced by Pentabus for teachers and pupils to access and learn these new skills.

Big Book Award 2022 Cost Structure to Schools:

To ensure access to the Book Award 2022 project for any sized primary school was as fair and as accessible as possible, the cost to schools remained unchanged (at the same level for Book Award

Both cost levels for Big Book Award 2022 gave every school and their pupils:

- 4 copies of each of the 6 shortlist titles for their class/school library per class of 30.
- A full pack of classroom activities.
- Art competition.
- A creative writing competition.
- A creative response competition **NEW**.
- Access to bespoke digital drama workshops by Pentabus Theatre Company **NEW**.

2018) with two levels of investment: **£10** per pupil which included attendance at the Awards Ceremony at Theatre Severn or **£4** per pupil not including awards ceremony attendance. Each school was charged a one-off school registration fee of £150.

Picture Book Award 2022 Cost Structure to Schools:

Again keeping costs unchanged since 2018, each school signing up to Picture Book Award 2022 paid a one-off school registration fee of £125 plus £4 for every pupil. This provided:

- 4 copies of each of the 4 shortlist picture book titles for their class/school library per class of 30 pupils.
- A full pack of classroom activities based on the shortlist books.
- An art competition with a prize winner for each school.
- A platform for pupils to share their views about the books through the Bookfest website.

Big Book Award 2022 Project Launch:

Owing to the ongoing uncertainty and anxiety surrounding Covid-19 relating to public safety within large gatherings of people, government restrictions on seating and safe spaces in venues such as theatres, cinemas and lecture halls in 2021, it was decided not to run the conference for teachers in November 2021 at the University Centre Shrewsbury to launch the project and distribute the materials to the teachers.

Instead, Ali McGowan – Schools Co-ordinator – delivered two films in December 2021 for teachers to access and prepare for the start of term in January 2022:



How to Make the Most Out of Book Award 2022

launch FOR TEACHERS and *Big Book Award 2022 launch FOR PUPILS*, to launch the project, reveal the shortlisted books and highlight the support and expertise readily on hand from Bookfest throughout the following months.

In December 2021, the volunteers from the Book Award Steering Group took to the road and personally delivered over 1,300 copies of the shortlisted books and all the support materials for the teachers to every one of the 42 primary schools across the county who were taking part in Big Book Award 2022. Together with the launch films, this enabled teachers to prepare lesson plans based on the project ahead of the start of term in January 2022.

‘Bites’ Films

Based on the successful and positive feedback from schools during Schools’ Week 2021 where communication and motivation to teachers and pupils was conveyed by a series of short and informative and fun films called ‘Bookfest Bites’, it was decided to repeat the format for Big Book Award 2022.

Again, Ali McGowan put together a series of films throughout January to March to share the work, displays, comments, thoughts of pupils as they moved through the project. Together with the Teacher Pack, this resource helped keep teachers and pupils fully immersed in the project and developed a county-wide community spirit to the project. The films can be viewed on the Shropshire Bookfest YouTube Channel - Shropshire Bookfest – YouTube

Art CPD:

Reflecting on the effectiveness and positive feedback from previous Art CPD sessions delivered by Bookfest, this was again made available for teachers. Covid-19 infections sadly prevented full attendance. However, those that were able to attend found the 2-hour session from 4pm on 15th February 2022 led by Sasha Morris-Bhatia offered teachers support, encouragement and practical ideas to take back to the classroom for children to implement when preparing their art competition entries.

Pentabus Theatre Workshops:

Thanks to some energetic fundraising, Bookfest was able to offer support to teachers and their pupils by way of specially designed drama workshops by Pentabus Theatre. These filmed, bite-sized workshops were devised by industry-leading theatre practitioners, which provided a range of ideas to help children improvise, devise and script drama in response to the six shortlisted books and enter their work into the 'Creative Response Competition'. Schools were able to access this resource throughout the Spring Term.

The films, which can be accessed here [Bookfest \(shropshirebookfest.co.uk\)](https://www.shropshirebookfest.co.uk), by Pentabus Theatre covered:

- How to write and perform a soliloquy inspired by a book.
- Condensing a book into a three-minute whistle-stop narrative.
- Adapting for radio drama.
- Creating a film trailer.
- Scriptwriting and performing dialogue inspired by two characters from the book.

Pentabus Theatre also offered all Book Award 2022 participating schools the opportunity for one of their industry professionals to come into the classroom to deliver a choice of bespoke, 1 - hour workshops with their pupils. These sessions were offered exclusively to Book Award 2022 schools at £150 per session.

Big Book Award Awards Ceremony:

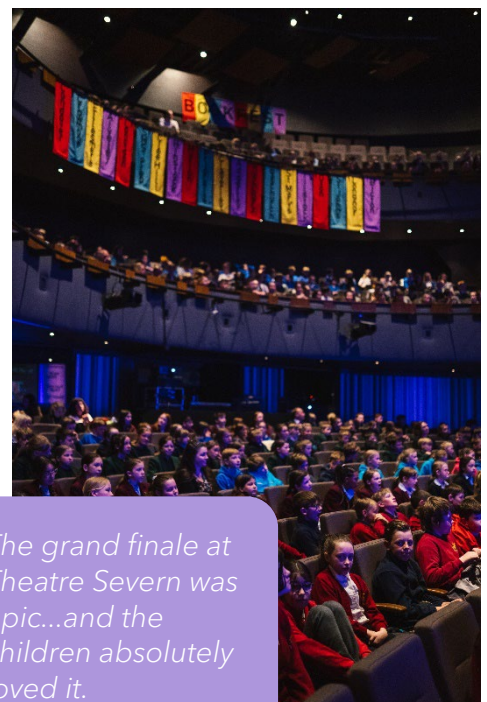
560 pupils and 42 teachers from 17 of the 42 schools taking part in Big Book Award 2022 attended the Awards Ceremony at Theatre Severn on Thursday 28th April 2022. The whole event was live streamed to **all** schools, with many classes choosing to make the morning into an Oscars-styled event with popcorn and balloons.

Bookfest volunteers, led by Trustee Lucy Morris, produced a banner for every one of the 42 schools that took part which were hung around the auditorium, giving the space a very welcoming feel to all the schools attending and watching online.

Mari Izzard, who had delivered one of the Pentabus online drama workshops, was co-presenter on stage with Bookfest's Ali McGowan and together they formed a formidable, high energy and slick presenting team during the two-hour event. Mari also delivered six short pieces of drama linked to each of



We paid for a Pentabus workshop in school which the children absolutely loved and proved extremely helpful with regards to our creative response movie trailer.
Hinstock Primary School.



The grand finale at Theatre Severn was epic...and the children absolutely loved it.

the six shortlisted books, some with audience participation and props.

Sadly, due to immovable prior engagements, illness and unforeseen circumstances, three of the shortlisted authors were unable to be present on stage at the event. However, two of them (Nizrana Farook – *The Boy Who Met a Whale* and Lisa Thompson – *The Small Things*) managed in a very short space of time to submit excellently executed pre-recorded pieces to camera, including answers to questions that had been sent from pupils. This gave a welcome change of pace during the event.

Patron Martin Brown was guest presenter on stage to hand out the prizes to the Art Competition and gave a hugely positive and joyful speech about the importance of illustration in stories:

<https://youtu.be/jQshBC2vUNg>

Creative Response Competition:

Linking with the Pentabus Theatre online drama workshops, the criteria for this competition had evolved from previously simply a film trailer competition to a piece of work in the form of any one of the following based on any one of the six shortlisted books:

1. A soliloquy
2. A three-minute whistle-stop narrative
3. A radio drama
4. A dialogue
5. An additional scene

Whilst several classes did venture into the newer forms of creative responses, it was clear that pupils felt most comfortable producing film trailer entries. Nevertheless, the quality of all the entries (33 entries from 13 schools) was extremely high. Drama professionals from Pentabus Theatre made the final judging decision and the company's Artistic Director, Elle While, awarded the prizes as follows:

Winner: Indigo Exham, Carly Stewart and Isla Metliss from Longden CE Primary School: *The Small Things*

Runner Up #1: Class 3 from Cheswardine Primary School: *SkyWake Invasion*

Runner Up #2: Hay-Yee Hilton from Packwood Haugh School: *Twitch*

Runner Up #3: Jack Kinnersley, Lottie Frith, Emily Wootton and Laila Beech from Castlefields Primary School, Bridgnorth: *The Boy Who Met a Whale*



These films can be viewed here: [Bookfest \(shropshirebookfest.co.uk\)](http://shropshirebookfest.co.uk)

Letter Writing Competition:

22 schools sent nearly 600 entries into this competition where children wrote a letter giving a piece of advice from/to a character in any one



of the shortlisted titles. Every school that entered had a school winner and six 'top' winners were then selected from these. The winning letter, by Erin Hogan, was read out by author Tim Tilley, much to the obvious joy of the winner! The winning letters were:

Overall Winner: Erin Hogan from St Winefride's School based on *Harklights*

Runners Up: Nathaniel Hale from Lilleshall based on *The Boy who Met a Whale*
Grace Fellowes from St John's Catholic Primary School based on *The Small Things*
Rosie Cashmore from Rushbury CE Primary School based on *SkyWake Invasion*
Georgia Davison from Shrewsbury High Prep School based on *No Country*
Eddie Bell from Prestfelde School based on *Twitch*

Art Competition:

24 schools submitted entries to this, where children had been asked to produce a picture illustrating a scene from one of the shortlisted books. The judging panel included Sasha Morris-Bhatia, Art CPD instructor.

Overall Winner: Emily Wootton from Castlefields Primary School Bridgnorth – *Twitch*

2nd Place: Indigo Exham from Longden CE Primary School – *Harklights*

3rd Place: Erin Jones from St Winefride's School – *The Small Things*

4th Place: Libby Drury-Scott from Lilleshall Primary School – *SkyWake Invasion*

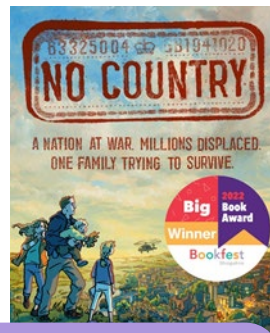


Voting:

With children having cast their votes in March, the overall winner of the Big Book Award 2022 was *No Country* by Joe Brady and Patrice Aggs. This was a first for Shropshire Bookfest in that a graphic novel not only featured in the shortlist but also won. *No Country* is set in a future Britain where civil war rages and democracy is dead, with a powerful message as it follows one family as they try to find safety and a new home. It is clear that the children have been and continue to be touched by crisis situations raging in areas of conflict across the world such as Ukraine, and this book has offered them a channel to express their understanding of this.

Joe Brady gave an impassioned acceptance speech at the Awards Ceremony, acknowledging the empathy, understanding and creativity shown by all the children who took part in the project. The speech can be viewed here:

<https://youtu.be/wODGHQegEv8>



...it's like Ukraine so we can support the book (really well done). Henry Bell, Longnor CE Primary School

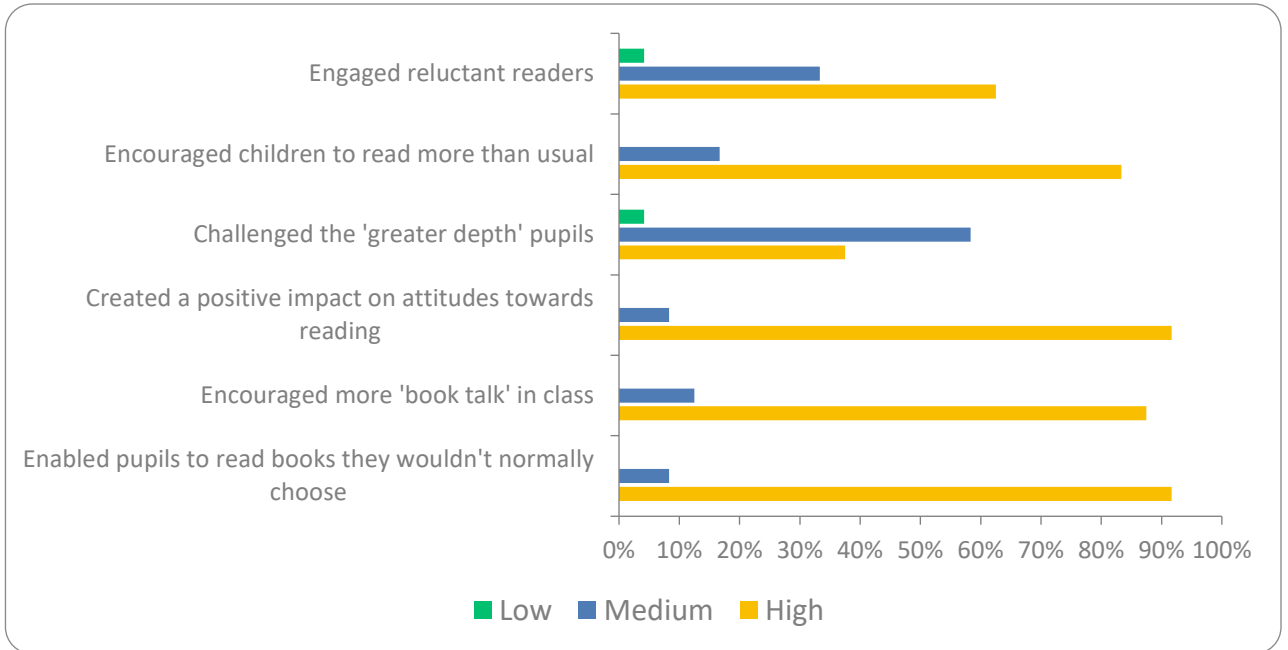
No Country is an incredible story full of heart stopping moments. I was dragged into it and I could not stop reading it. Arabella Windsor - Packwood Haugh School



Big Book Award Post-Project Feedback:

During the last week of April 2022, all 42 schools who took part in Big Book Award 2022 were sent a short feedback survey to complete using Survey Monkey. 24 schools responded, giving an excellent source of feedback data on the effectiveness of the project.

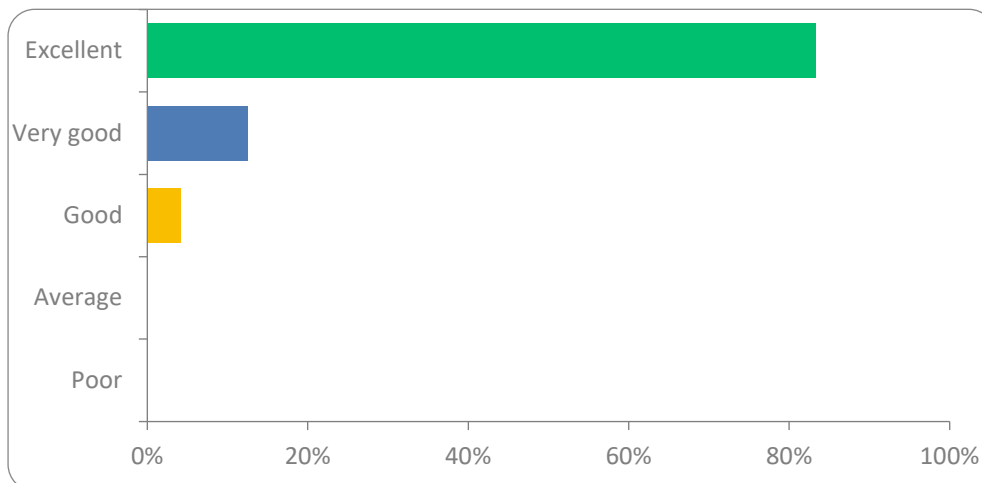
1. Please indicate the general effect the Big Book Award 2022 had on your pupils:



2. Would you recommend Big Book Award to other primary school teachers?

- **Yes** 23
- **Maybe** 1

3. Overall how would you rate the Big Book Award project for your pupils



Picture Book Award:

At the beginning of March 2022, 46 picture books submitted by publishers to the longlist were shared between 8 primary schools, who were tasked with selecting a shortlist of 4 books:

Art Competition:

Pupils were invited to submit a picture illustrating a scene/character from one of the shortlisted books, using any medium including collage.



424 entries from 12 schools were received. A winner was chosen from each school that entered. Their prize was an art box, certificate and their artwork presented back to them in a frame. Bookfest coordinators visited all these schools to help present the prizes to the pupils.

Class Response Competition:

Schools were encouraged to submit a response to any one of the shortlisted titles. This could take any format such as a class display, scrapbook, a collective piece of artwork, a song or a poem, a film or even a re-enactment of the story using puppets or themselves.



Longnor CE Primary School class display

Voting:

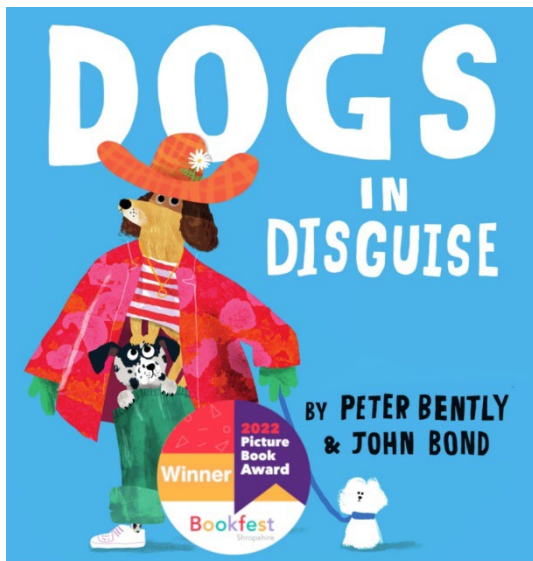
Pupils were given clear and easy to use voting forms asking them to choose their favourite book from the shortlist.



Picture Book Award 2022 Winner

With over 1000 pupils from the 26 schools taking part casting their votes on 1st July, the winning book was announced on 6th July. The author and illustrator sent in a gently chaotic and grateful acceptance speech:

<https://youtu.be/sIpIIA64HdM>



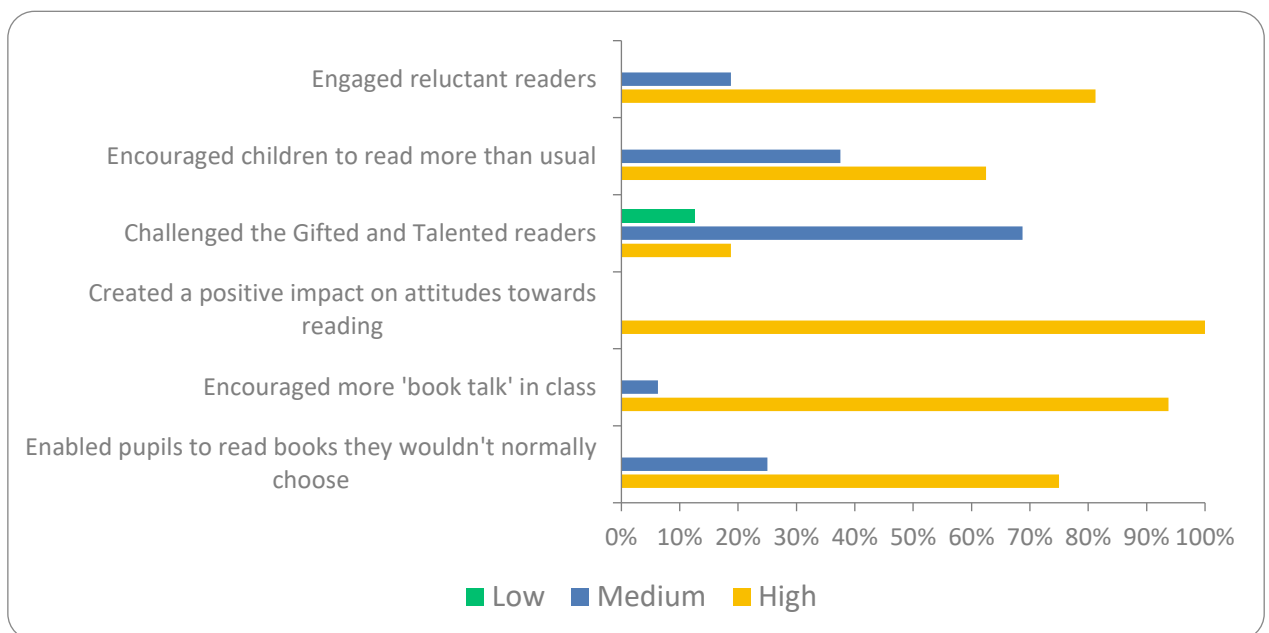
It was lovely for the children to see both the author and illustrator in person, to be able to put a face to the name.

We really liked hearing from the author and there was much excitement when waiting for the big reveal.

Picture Book Award Post-Project Feedback

At the close of the Picture Book Award project, all 26 schools who took part in Picture Book Award 2022 were sent a short feedback survey to complete, with 16 responding.

1. Please indicate the effect that Picture Book Award 2022 had on your pupils:



2. Would your school consider taking part again in Picture Book Award (2024)?

Yes – 100%

Full list of participating schools in Book Award 2022

	School	Big Book Award (Years 5, 6)	Picture Book Award (R, Years 1, 2)
1	Adderley C/E Primary School	√	
2	Alveley Primary School	√	
3	Baschurch C/E Primary School	√	√
4	Bicton C/E Primary School	√	
5	Castlefields Primary School, Bridgnorth	√	√
6	Cheswardine Primary School	√	√
7	Claverley C/E Primary School	√	
8	Clee Hill Academy	√	
9	Condover C/E Primary School	√	
10	Crowmoor Primary School	√	√
11	Ellesmere Primary School	√	
12	Gobowen Primary School		√
13	Greenacres Primary School	√	√
14	Greenfields Primary School	√	√
15	Harlescott Junior School	√	
16	Hinstock Primary School	√	√
17	Lilleshall Primary School	√	√
18	Longden C/E Primary School	√	√
19	Longnor C/E Primary School	√	√
20	Lower Heath C/E Primary School	√	√
21	Martin Wilson Primary School	√	√
22	Meole Brace C/E Primary School	√	√
23	Mereside C/E Primary School		√
24	Moreton Say C/E Primary School	√	
25	Mount Pleasant Primary School	√	√
26	Muxton Primary School	√	
27	Norton-in-Hales C/E Primary School		√
28	Oxon C/E Primary School	√	
29	Packwood Haugh School	√	
30	Prestfelde School	√	√
31	Priorslee Academy	√	√
32	Rushbury C/E Primary School	√	√
33	Shrewsbury High Prep School	√	
34	St Andrew's C/E Primary School, Nesscliffe	√	
35	St Edward's C/E Primary School	√	
36	St John's Catholic Primary School, Bridgnorth	√	
37	St Laurence's C/E Primary School Ludlow	√	√
38	St Lawrence C/E Primary School Church Stretton	√	√
39	St Leonards C/E Primary School, Bridgnorth	√	
40	St Mary's Catholic Primary School, Madeley	√	√
41	St Mary's C/E Primary School (Shawbury)		√

42	St. Winefride's School	√	
43	Tilstock C/E Primary School	√	
44	The Wilfred Owen School	√	√
45	West Felton C/E Primary School	√	
46	Severndale Specialist Academy	√	√

Leading in Reading:

Leading in Reading is an ambassador scheme designed by Shropshire Bookfest, in partnership with the University Centre Shrewsbury. The aim of the scheme is to recognise and showcase primary schools who embrace Shropshire Bookfest's school-based projects and demonstrate creativity, imagination and success in harnessing a culture of reading for pleasure in their pupils. Three more primary schools were accredited as Leading in Reading schools in 2022. They were awarded their accreditation by Patron Piers Torday during the Big Book Award 2022 awards ceremony. Piers also gave a thought-provoking speech - <https://youtu.be/o5-8P-2wAW0>



The three schools who had been successful in their applications earlier in the year for the accreditation were:

[Hinstock Primary School](#)

[Mount Pleasant Primary School](#)

[Packwood Haugh School](#)

Readers to Writers 2023:

Budget Summary:

- Total Costs: £51,300
- Total Income: £54,670

Project Timeline Overview:

- Invitation to schools to sign up: September 2022
- Teacher Conference & Project Launch: November 2022
- *In-school author-led creative writing workshops: January/February 2023*
- *Entry deadline for creative writing competition: End March 2023*
- *Announcement of school winners and overall winners: Early May 2023*
- *Publication of narrated and filmed winning entries on website: May 2023*

Key Statistics:

- Length of project: months (Nov 2022 – June 2023) (schools signed up in September 2022)

- Number of paid Shrewsbury Bookfest project staff: 2
- Number of Shrewsbury Bookfest project volunteers: 9
- Total number of primary schools signed up: 29
- Total number of pupils involved: 1,442
- Number of children's authors delivering in-school workshops: 9
- Number of in-school creative writing workshops: 58
- Number of books by workshop authors purchased by the project: 1,442
- Number of Creative Writing Competition entries: TBC

The Project:

Previously known as Schools' Week, Readers to Writers is run every two years, in alternate years to Book Award.

Readers to Writers is an eight-month long project taking place between November and June and is aimed at Key Stage 1 and Key Stage 2 pupils in Shropshire and Telford & Wrekin primary schools. Drawing on the unique skills, experience and insight of children's authors, who deliver special writing workshops to each class taking part, the project focuses on helping teachers support children in the classroom with their creative writing skills. By the end of the project, every pupil will have written their very own book! Everyone is encouraged to enter their book into a Shropshire-wide creative writing competition.

Governance/Management:

The project is being overseen by Chair of Trustees, Sophie Peach and acting Chair of Trustees, Jane Payton), Ali McGowan (Bookfest School Co-ordinator - paid, freelance) and Joanna Hughes (Marketing Co-ordinator - paid, freelance); these 4 people also had a number of schools each to manage as volunteer School Co-ordinators. There were an additional 4 volunteer School Co-ordinators who were assigned a number of schools each to manage throughout the delivery of the project. A further 5 volunteers provided advice, support and back-up throughout the project.

Cost Structure to Schools:

- **£180** school registration fee, plus **£14 per pupil**.
- For example: For **one** class of 30 pupils, the total cost would be: **£600**.
- For **two** classes of 30 pupils each, the total cost would be: **£1,020** (each class receives an author workshop).

This provides schools with:

- A bespoke author workshop on creative writing, specific to age - KS1, KS2 - Years 3 & 4 and KS2 - Years 5 & 6;
- A new book for every pupil by the class's assigned workshop author;
- Access to the Bookfest online resource centre;
- A blank writing book for every pupil and entry to the county-wide creative writing competition.

The Workshop Authors:

Publishers, authors and agents were contacted in July 2022 and asked to submit their proposals to deliver one-hour creative writing workshops for their preferred age group (KS1, KS2 - Years 3 & 4 and/or KS2 - Years 5 & 6) together with two or three suggested titles to support their content and on-going mentorship. It was made very clear that the focus of the workshops that would be delivered during the week 30th January – 3rd February 2023 was to be on giving pupils the relevant skills and inspiration to help them prepare and create their own story for the competition. Authors were guaranteed at least

two days' work at a fee equivalent to a standard three in-school workshops per day structure - whether the workshops would be in the classroom, live via Zoom or pre-recorded.

The extensive longlist of submissions was carefully reviewed and researched by Joanna, Ali and Jane and an eventual panel of nine children's authors were placed on the project, their skills and styles having been carefully matched with schools and classes. It was useful that Bookfest has a good understanding of so many schools in the county, which allows for such bespoke and personal management of this aspect of the project, and that the authors responded to their brief with clarity and honesty. The nine authors selected were:

Peter Bently	Jack Meggitt-Phillips
Tracey Corderoy	Ross Montgomery
Gareth P Jones	Sam Sedgman
Josh Lacey	Eloise Williams
Jenny McLachlan	

Project Launch – Teachers' Conference:

Every school that signed up to the project could send one teacher from every class that was booked to do the project to a whole-day conference/CPD.

This conference is the only one of its kind in Shropshire for primary school teachers and brings the county's teaching community together with a panel of nationally renowned speakers. The day focused on:

- Inspiring, informing and empowering teaching staff to develop their own creative writing teaching practice
- How teachers could be encouraged to immerse themselves and their pupils in Readers to Writers 2023
- Working as a community and to share ideas and experiences.

The conference was held on 16th November 2022 and was generously hosted by the University Centre Shrewsbury.

The following three leaders in children's literature led workshops throughout the day which meant that every delegate could attend each session, giving them a wholly rounded day of pedagogy:

MARTIN BROWN:

Patron of Shropshire Bookfest, Martin Brown is probably best known for being the illustrator of the phenomenally successful Horrible Histories series – still going after nearly 30 years, it has sold over 30 million copies.

In Martin's workshops he talked about how the distinction between text and image is an artificial one and how images can be used to write stories, not just illustrate them. He shared how illustrators 'author' their pictures – or rather, how everybody does. How imagery alone has been used as the storyteller for centuries. How today some narrative books have no text at all. And how editorial cartoons use imagery as a way to avoid spelling out those thousand long-winded words. Then he guided teachers in investigating how kids use pictures to tell stories and how they might use the pictures in their heads to write a narrative in sentences and how to use those pictures in their heads as illustrations for those written narratives.

"Good to refresh one's ideas and network - other teachers also have experience one can learn from and have good contacts. It has become increasingly difficult with train strikes and increased fuel prices to meet authors and others who are interested in fostering creative writing."
Conference delegate

NICOLA DAVIES:

Nicola Davies is the author of more than 80 books for children, picture books, fiction, non-fiction and poetry, many of which have been published in more than 12 different languages. Her work focuses on the natural world and our relationship to it.

In Nicola's workshop, delegates took part in tasks that encouraged a playful approach to words. They were asked to put ideas of right and wrong, of good grammar and good sense, to one side. No-one could say what the 'outcomes' of this were going to be, because that's another feature of creative work: its results are, and should be, entirely unpredictable. Poems were written, collaborations made with a neighbour and shared pieces that celebrated the value of play, invention and pleasure – key components of any creative endeavour – were produced.

ADAM GUILLAIN:

Adam started his teaching career working in primary schools in London before travelling to Tanzania to work on a teacher training programme with Voluntary Services Overseas. On returning to the UK, he started writing and has gone on to write over 200 books for children. Adam is a former writer-in-residence at The Roald Dahl Museum and Story Centre and is the co-founder of Storytelling Schools.

In this session, Adam got the whole room moving about, collaborating on a shared story and offered a wealth of ideas, top tips, prompts and practical activities that teachers were thrilled that they could use in classrooms across all the age ranges.

The day offered plenty of opportunity for peer-to-peer chat and discussions with the speakers. Hinstock Primary School (a Leading in Reading school) showcased examples of how this project had in the past transformed the attitudes to writing for pleasure in their pupils. Ali McGowan gave inspirational motivation to the teachers about how Bookfest could support them and their pupils, together with the upcoming programme of in-school author-led workshops throughout the project.

School Bookings:

It was hugely exciting to realise that any concerns about schools being able to embrace this project due to post-Covid fatigue and pressure on budgets were quickly dispelled, as 29 primary schools signed up to the project well ahead of the deadline of October 2022. The project has a limited capacity based on the number of workshops/classes Bookfest is able to service during the five days in January/February 2023, given the large geographical size of the county. These are the primary schools who are taking part:

	R/Year1/Year 2	Years 3/4	Years 5/6
1. Alveley Primary School			√
2. Baschurch CE Primary School			√
3. Castlefields Primary School, Bridgnorth			√
4. Cheswardine Primary & Nursery School	√	√	√
5. Condover CE Primary School		√	
6. Gobowen Primary School	√	√	

7.	Greenfields Primary School		√	
8.	Hadnall CE Primary School		√	
9.	Hinstock Primary School	√	√	√
10.	Hodnet Primary School			√
11.	John Wilkinson Primary & Nursery School		√	
12.	Lilleshall Primary School	√		√
13.	Longden CE Primary School		√	√
14.	Mount Pleasant Primary School		√	
15.	Muxton Primary School			√
16.	Norton in Hales Primary School		√	√
17.	Oxon Primary School			√
18.	Packwood Haugh School			√
19.	Prees CE Primary School		√	
20.	Priorslee Academy		√	
21.	Rushbury CE Primary School	√	√	√
22.	Shortwood Primary School		√	√
23.	Shrewsbury High Junior School			√
24.	St Lawrence Primary School Ch Stretton	√		
25.	St Leonard's Primary School, Bridgnorth			√
26.	St Mary's Catholic Primary School		√	
27.	St Winefride's School		√	
28.	Weston Rhyn Primary School	√	√	
29.	Whixall CE Primary School	√		

Materials into Schools:

In December 2022, Bookfest volunteers personally delivered all the books for every pupil by the authors assigned to the classes, background information on the format of the author workshops, the blank books for the competition entries and printed Teacher Pack booklets, thus giving teachers a head start in preparing their pupils ahead of the author-led workshops in January/February 2023.

Teacher Resource Centre:

This facility on the website was set up and ready in December 2022 and holds the following information for teachers to access throughout the duration of the project:

- Teacher Pack: Downloadable step-by-step guide on how Readers to Writers works – competition guidelines, tips, advice
- Teacher Forum: Place where teachers could share class displays, discussions, ideas
- Resource Guides & Films: Short, fun and engaging films for pupils and teachers alike on...

[Planning](#)

[Settings](#)

[Characters](#)

[Illustrations](#)

[Editing](#)



Finance

All financial decisions are presented to the Trustees for approval with detailed and accurate budgets being prepared for all elements of the year's events.

Shropshire Bookfest completed the year with a total balance of £52,679.

Ring-fenced for a reserve account that had been applied for with CAF Bank was the amount of £11,000. This had been set aside to cover the costs of a five-yearly website upgrade and to cover budgeted cancellation costs in the event that a project had to be cancelled part-way through delivery.

The accounts for 2022 will be submitted to a registered independent Financial Examiner.

Reserves Policy

Shropshire Bookfest is a registered charity set up in 2007. It operates across the county of Shropshire and has an annual income of around £52,000. Of this £52,000, approximately £25,000 comes from local primary schools. The charity has no fixed assets and all projects are overseen by two part-time, self-employed coordinators who work on an annual rolling 'agreement'. Each year the charity provides one significant project for Shropshire primary schools focused on providing a creative initiative to help support teachers in encouraging children to develop a love of reading and writing for pleasure. Shropshire Bookfest has reserves of £11,000.

The Trustees discussed the following factors in arriving at their reserves policy:

- Money should only be kept in reserve for specific reasons. Trustees acknowledge that money should not be hoarded; it is also clear that sensible planning for known events should be catered for.
- The Board of Trustees agreed that the main investment that recurs every five years is the revamp of the website. Therefore £5k has been set aside for this cost. The idea of a website redesign was discussed in 2022 and it was decided that no major overhaul was necessary. This will be revisited on an annual basis.
- Shropshire Bookfest has no fixed overheads, but based on an average month it was felt appropriate to keep two months' running costs in reserve (£6k)

Policy: it is the policy of Shropshire Bookfest to keep the five-yearly website update costs and two months' running costs in reserve to cover unforeseen emergencies. Therefore the reserves account now has a balance of £11k.

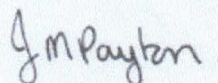
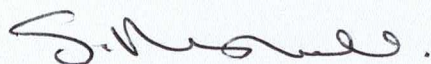
The Trustees declare that they have approved the Trustees' Report above.

Signed on behalf of the Charity's Trustees:

NAME SIAN MARSHALL

JANE PAYTON

SIGNATURE



Original signed

24.3.2023.

Original Signed

23/3/2023

POSITION

Treasurer

Acting Chair



CHARITY COMMISSION
FOR ENGLAND AND WALES

140177

Receipts and payments accounts

CC16a

For the period from 01/01/2022 To 31/12/2022

Section A Receipts and payments

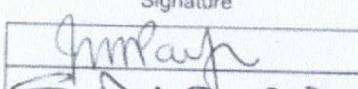
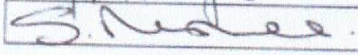
	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	25,000	-	-	25,000	8,000
Sponsorship	-	-	-	-	-
Ticket sales	185	-	-	185	-
Schools Income - Readers to Writers	25,366	-	-	25,366	-
Schools Income - Book Award	1,536	-	-	1,536	23,118
Income from Fundraising Activities	-	-	-	-	3,261
Interest / other	-	-	-	-	3
Sub total (Gross income for AR)	52,087	-	-	52,087	34,382
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	52,087	-	-	52,087	34,382
A3 Payments					
Fees artist	2,410	-	-	2,410	8,910
Fees coordinator	15,848	-	-	15,848	11,712
Venue hire	2,391	-	-	2,391	-
Travel/Entertainment/Accommodation	3,281	-	-	3,281	60
Publicity/advertising	638	-	-	638	94
Publicity long term investment	-	-	-	-	-
Checks / insurance	477	-	-	477	477
Postage	27	-	-	27	20
Stationery	33	-	-	33	5
Events materials	638	-	-	638	2,687
IT	1,694	-	-	1,694	8,580
Film	2,225	-	-	2,225	-
Book purchases	12,632	-	-	12,632	7,637
Prizes/Sundry	7,931	-	-	7,931	1,185
Sub total	50,225	-	-	50,225	41,367
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	50,225	-	-	50,225	41,367
Net of receipts/(payments)	1,862	-	-	1,862	6,985
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	50,817	-	-	50,817	57,802
Cash funds this year end	52,679	-	-	52,679	50,817

SM 15.3.23

Amr 15/3/2023

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Main account	41,679	-	-
	Reserve account	11,000	-	-
			-	-
			-	-
	Total cash funds		52,679	-
(agree balances with receipts and payments account(s))				
B2 Other monetary assets	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B4 Assets retained for the charity's own use	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B5 Liabilities	Details	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
	 	JANE PAYTON SIAN MARSHALL	15.3.23 15.3.23



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
Shropshire Bookfest

**On accounts for the year
ended**

31 December 2022

**Charity no
(if any)**

1120177

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2021.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed: C Moelwyn-Williams

Date: 17/4/2023

Name: C Moelwyn-Williams

**Relevant professional
qualification(s) or body
(if any):**

BSc FCA

Address:

TCA Accountants, Third Floor, 21 St Mary's Street, Shrewsbury, SY1 1ED

Shropshire Bookfest

England & Wales - Charity number 1120177

Accounts



Annual Report

01.01.21- 31.12.21

Shropshire Bookfest aims to enthuse and inspire children through literature and the arts.

Reference and Administration Details:

Shropshire Bookfest Registered Charity Number: 1120177

Principal Address: Chaney Plough, Exfords Green, Longden, Shrewsbury, SY5 8HH

Constitution adopted: 21st May 2007

Trustees:

Sophie Peach (Chair), Sian Marshall (Treasurer), Elly Winter, Lucy Morris, Annabel Warburg (Secretary), Paul Kirkbright & Jane Payton.

Officers nominated at Trustees' meeting (AGM) held via Zoom on 3rd December 2020:

- Treasurer: Sian Marshall - term of office: up to 3 years with 6 months' notice (2 years have already now been served)
- Secretary: Annabel Warburg - for the next 12 months
- Chair: Sophie Peach - for the next 12 months

Additional Committee Members:

Joanna Hughes (Co-ordinator for May Festival/ Book Award from 01.10.12), Alison McGowan (School Co-ordinator), Nelia Byers, Jo Prosser, Ann Spandrzyk, Jackie Hampson and Julie Holmwood.

Structure, Governance and Management:

The charity continues to be operated by an elected committee of 7 Trustees, with non-trustee members providing additional assistance and expertise.

A self-employed coordinator, Joanna Hughes, continued in her position as Project and Marketing Coordinator, responsible for the organisation and planning of school-based projects, with major decisions agreed by the Trustees.

Alison McGowan completed her fourth full year in the post of School Coordinator (self-employed) and continues to work alongside Joanna, providing child-centred materials suitable for use in the classroom.

The major operational risks to which the charity is exposed, as identified by the Trustees, have been reviewed and systems have been established to manage and mitigate those risks. A full Covid-19 policy to protect volunteers and schools was drawn up and circulated to all Trustees and volunteers.

All events/financial decisions are presented to the Board of Trustees for approval with estimated budgets.

Objectives:

The aims and objectives of the Shropshire Bookfest are to encourage children to develop a love of both reading and writing for pleasure.

The main vehicle by which these objectives are achieved is through a structure of two biennial classroom-based projects for Shropshire primary schools. In 2021 it was the turn of Schools Week that aims to take children on the journey from readers to developing their own writing ability.

Key objectives for the year were:

- To complete the successful delivery of **Schools' Week 2021**.
- To **rebrand** the organization to reflect geographical coverage.
- To continue with the roll out of '**Leading in Reading**' accreditation scheme.
- To launch **Book Award 2022**.

Achievements and Performance:

Schools' Week 2021

Financial Summary:

- Total Costs: £37,630
- Total Income: £39,920

Project Timeline Overview:

- Schools sign up to project - September 2020
- Project launch into schools - December 2020:
- Authors/illustrator workshops - February 2021:
- Creative Writing Competition - announcement and narrations - June 2021

Key Statistics:

- Length of project 9 months (Dec '20 – July '21)
- Number of paid Shrewsbury Bookfest project staff: 2
- Number of Shrewsbury Bookfest project volunteers: 11
- Total number of primary schools signed up: 22
- Total number of pupils involved: 1,337
- Number of filmed creative writing workshops: 58
- Number of authors: 9
- Number of books purchased to support in-school workshops: 1,337
- Number of Creative Writing Competition entries: 1,300

The Project

Schools' Week is run every two years, in alternate years to Book Award.

It is aimed at Key Stage 1 and Key Stage 2 pupils in Shropshire and Telford & Wrekin primary schools. Each class was assigned an author who delivered bespoke workshop focussing on helping teachers support children in the classroom with their creative writing skills. By the end of the project, every pupil had the opportunity to have written their very own book and enter into a creative writing competition.

Feedback from teachers following Schools' Week 2021 found that this project:

1. Encouraged children to write more than usual.
2. Created a positive impact on attitudes to writing.

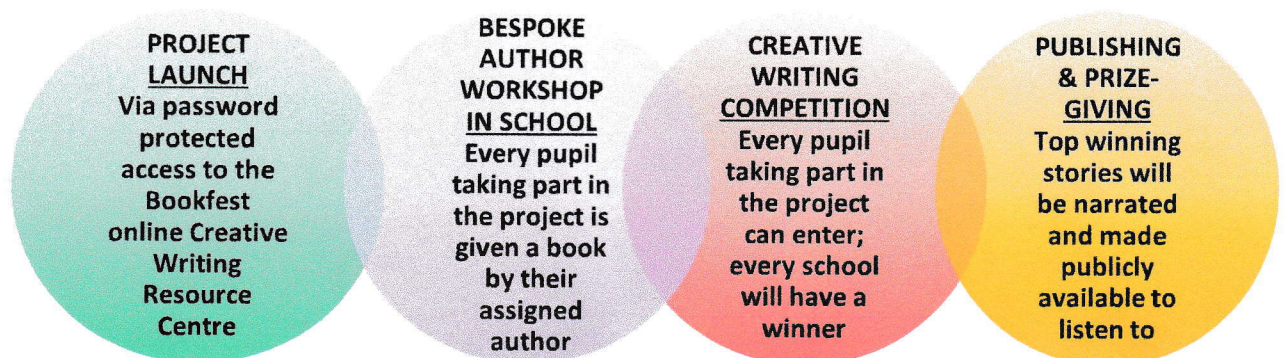
Within my UKS2 class, I have a group of very reluctant writers. As a result of the project, all these children not only wrote a story, but developed writing that was individual; that they were proud of; and that they took care and pride in.

Schools' Week 2021 Objectives:

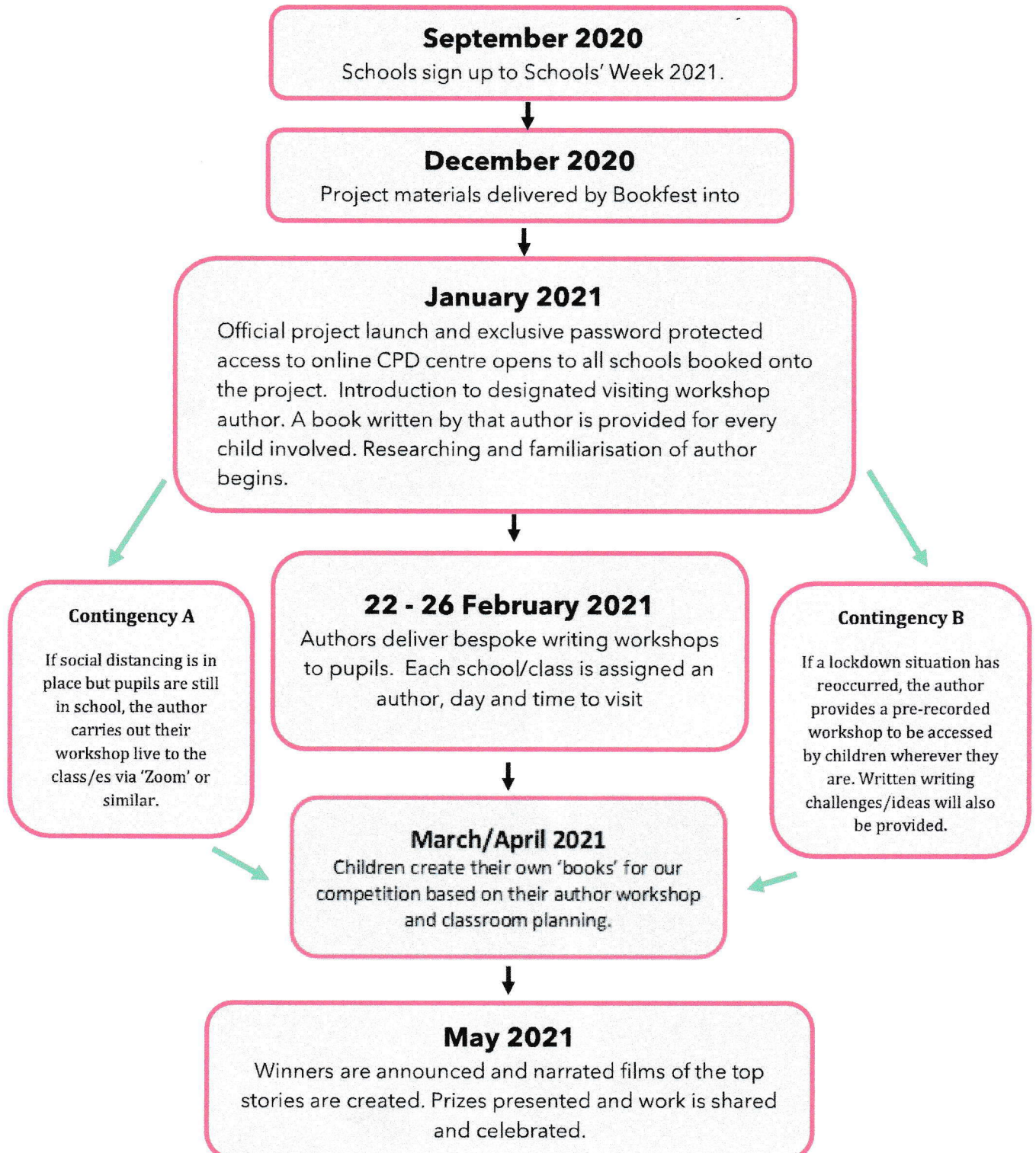
Covid-19 caused (and continues to cause) a level of restriction that altered every day and affected the daily routine of school life during the cycle of Schools' Week 2021. Therefore this project needed to have the ability to pivot at a moment's notice as the pandemic circumstances dictated but also maintain the ability to remain on track to deliver the project outcomes without lessening the quality or experience of that delivery. After consulting with a number of schools in September prior to launching Schools' Week 2021, it was clear that teachers wanted this project to run, no matter what the pandemic threw in the way!

With that in mind, for the first time ever, Shropshire Bookfest ensured that **every child** involved in Schools' Week 2021 received their own copy of a book eveyb their assigned author delivering the bespoke workshop as part of the project. This was to ensure that any restrictions on the sharing of materials did not affect pupils' access to books.

At the initial planning stage for the project, it was quickly realised that there could be no guarantee that a live conference in November for teachers to launch the project and offer CPD could take place due to uncertainty as to how the pandemic would affect public events. It was important that the project should run with total certainty and confidence at all times and therefore the following objectives were set:



To ensure smooth delivery, Bookfest drew up a clear plan according to what the Covid-19 pandemic would allow, with corresponding budgets:



Governance/Management:

The project was overseen by Chair of Trustees, Sophie Peach and managed by Jane Payton (Trustee - volunteer), Ali McGowan (Bookfest School Co-ordinator - paid, freelance) and Joanna Hughes (Marketing Co-ordinator - paid, freelance); these 4 people also had a number of schools each to manage as volunteer School Co-ordinators. There were an additional 4 volunteer School Co-ordinators who were assigned a number of schools each to manage throughout the delivery of the project. A further 5 volunteers provided advice, support and back-up throughout the project.

Cost Structure to Schools:

- **£150** school registration fee, plus **£10 per pupil**.
- For example: For **one** class of 30 pupils, the total cost would be: **£450**
For **two** classes of 30 pupils each, the total cost would be: **£750**
(each class receives an author workshop).

This provided schools with:

- A bespoke author workshop on creative writing, specific to age - KS1, KS2 - Years 3 & 4 and KS2 - Years 5 & 6;
- A new book for every pupil by the assigned workshop author;
- Password protected access to the Bookfest online resource centre;
- A blank writing book for every pupil and entry to the county-wide creative writing competition.

The Workshop Authors:

Publishers, authors, agents were contacted in July 2020 and asked to submit their proposals to deliver one-hour creative writing workshops for their preferred age group (KS1, KS2 - Years 3 & 4 and/or KS2 - Years 5 & 6) together with two or three suggested titles to support their content and on-going mentorship. It was made very clear that the focus of the workshops was to be on giving pupils the relevant skills and inspiration to help them prepare and create their own story for the competition. Authors were guaranteed at least two days' work at a fee equivalent to a standard 3 in-school workshops per day structure - whether the workshops would be in the classroom, live via Zoom or pre-recorded.

Very proud to be part of Shrewsbury Bookfest this year. Once again they have created something BRILLIANT for local schools!

Emma Carroll - author

The extensive longlist of submissions was carefully reviewed and researched by Joanna, Ali and Jane and an eventual panel of 9 children's authors were placed on the project - their skills and styles having been carefully matched with schools and classes. It was useful that Bookfest has a good understanding of so many schools in the county which allows for such bespoke and personal management of this aspect of the project and

that the authors responded to their brief with clarity and honesty. The nine authors were: **Emma Carroll , Tom McLaughlin, Frank Cottrell-Boyce, Mo O'Hara, Ben Davis, Tom Percival, Pippa Goodhart, Lisa Thompson, Ross Montgomery**

School Bookings:

It was apparent very quickly that schools were keen to join this project as soon as bookings opened in September 2021. With a careful eye on the effects that changing Covid-19 related restrictions and possible lockdowns might have on the project administration workload whilst ensuring financial viability, the project was limited to the first 22 schools who applied - 1,375 pupils. These are the primary schools who took part:

Castlefields Primary School Bridgnorth	Prees C/E Primary School
Cheswardine Primary & Nursery School	Rushbury C/E Primary School
Clive C/E Primary School	Shrewsbury High Prep School
Conover C/E Primary School	St Edwards C/E Primary School
Gobowen Primary School	St John's Catholic Primary School
Greenacres Primary School	St Lawrence C/E Primary School
Hinstock Primary School	St Leonard's Primary School
Longden C/E Primary School	St Mary's Catholic Primary School
Meole Brace C/E Primary School	St Winefride's RC School
Muxton Primary School	West Felton C/E Primary School
Packwood Haugh School	Whixall C/E Primary School

Project Launch to Schools:

Without the conference for teachers providing the platform to launch the project to the schools and offering a programme of speakers to give tips, advice and pedagogy in the art of delivering creative writing inspiration in the classroom, it was decided that the Teacher Resource Centre on the Shropshire Bookfest website would hold all the information teachers and pupils would need to run the project in a creative and exciting format. This resource centre was password protected - passwords were given to the schools who had booked to ensure that only they could access and benefit from the resources.

A monthly newsletter was also set up whereby all class teachers were sent reminders on how to access their resources, any news and tips, flagging up of upcoming dates and deadlines etc.

Materials into Schools:

With lockdown again looming in December 2020, Bookfest volunteers personally delivered the books for every pupil by the authors assigned to the classes, background information on the format of the author workshops, the blank books for the competition entries and printed Teacher Pack booklets, thus giving schools a chance to prepare to run the project remotely in the following term.



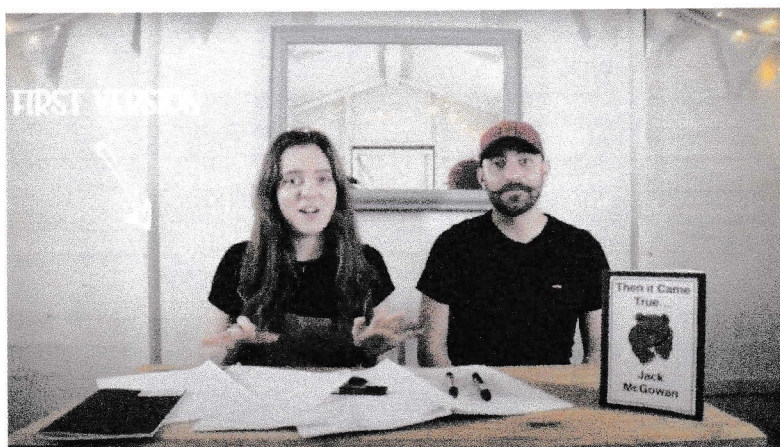
Teacher Resource Centre:

This password protected facility held the following information:

- Teacher Pack Downloadable step by step guide on how Schools' Week 2021 worked - competition guidelines, tips, advice.
- Teacher Forum Place where teachers could share class displays, discussions, ideas

Guides & Films: Using *Painted Life Productions*, who have an excellent understanding of the Shrewsbury Bookfest ethos, the following topics were imaginatively and sympathetically addressed in a short film format. Bookfest also carefully researched and found suitable and relevant links, activities and guides to accompany each of these topic films:

- [Planning](#)
- [Settings](#)
- [Characters](#)
- [Illustrations](#)
- [Editing](#)



A further short film, [Project Overview](#), was a visually digestible form of the Teacher Guide and was useful for teachers and pupils to watch together and/or pupils to watch at home with their parents.

Feedback from teachers has demonstrated that these films were useful to have to hand throughout the whole project.

These films have been viewed 405 times (as at end July 2021)

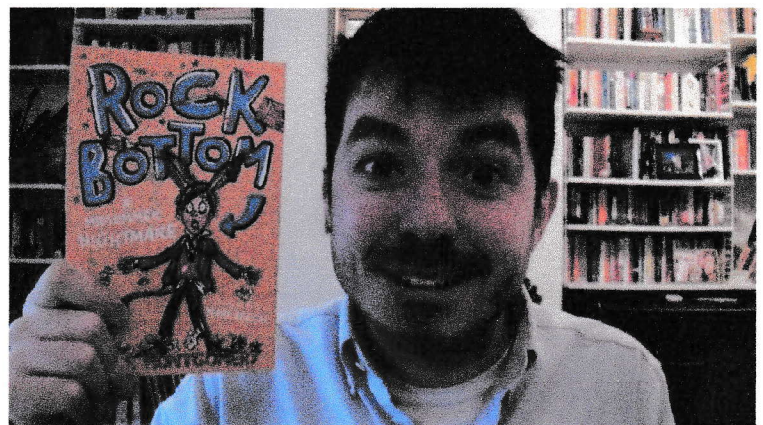
Author Workshops:

By December 2020 it had become clear that live, in-school author workshops were not going to be possible in February 2021 due to lockdown restrictions.

This meant that also the live streamed format (Contingency Plan B) would also not be possible, owing to the fact that children would still be at home, and so the logistics of ensuring every pupil was online at a certain time to watch their live stream workshop would be unsurmountable.



Therefore, the project swiftly pivoted to Contingency Plan C - implementing pre-recorded workshops by the authors. All 9 authors were advised that they should approach the task and deliver the workshop to camera as if they were in front of a class. All classes were given the opportunity to email in questions for their assigned author which the author answered at the end of their recording. Authors also recorded personal greetings for each and every class's workshop which ensured a truly bespoke and personal feel to the films.



Cameras and sound equipment were hired by Shrewsbury Bookfest and couriered to each of the authors to ensure as consistently high a quality of film as possible. Detailed guidelines and advice on sound, lighting, setting and checking were also issued to every author to support them. The resulting workshop films were edited by Painted Life

Productions and a 'Bookfest themed' introduction and ending stitched onto each one. These films were then uploaded to the Bookfest website for schools to access.

Thanks to the commitment and clear understanding of the project by the 9 authors and efficient editing skills by Painted Life Productions, it was possible to produce some 58 bespoke pre-recorded creative writing films ready for schools to access on 22nd February 2021 - the same date as the originally planned live in-school author workshops. Schools were then able to share the films with their pupils throughout lockdown during the spring term. To protect the authors' rights, the films were available until 7th June 2021. This proved a very valuable resource for teachers and pupils, as they could revisit their authors' workshop as much as they liked as they prepared their competition entries.

In total, the author workshop films have been viewed 489 times (as at end July 2021).

Parents really enjoyed having access at home and were able to support their children using the resources.

Bookfest Bites

In January 2021, as lockdown descended once more across the country and classrooms emptied, it was important to keep everyone's spirits up and the children and teachers fizzing and buzzing about their creative writing project. Ali McGowan devised and presented a series of hugely successful short films with accompanying worksheets that were released to every teacher on the project on a weekly basis throughout the spring term.

Week 1: [Getting to Know Your Author](#)

Week 2: [Your Favourite Books](#)

Week 3: [Looking Closely at Book Covers](#)

Week 4: [Favourite Front Covers](#)

Week 5: [Writing Your Own Author Biography](#)

Week 6: [Planning Your Story](#)

Week 7: [How to Make a Mini Book](#)

Week 8: [Ideas for Writing the Blurb](#)



Super films from Ali. The children were really excited for each new film - they were brilliant and gave the children lots of ideas.

These Bookfest Bites films have been viewed 812 times (as at end July 2021)

February to June 2020: The Creative Writing Competition:

Pupils were encouraged to enter the creative writing competition. A5 sized blank 'books' had been provided for all pupils in which they could create their own story. The Teacher Resource Centre, the author workshops and Bookfest Bites films had offered a wealth of information, advice and suggestions as to the freedom of expression for this element of the project – pupils could illustrate their stories, design the books so as to look like real life, published books, write on any genre/topic they liked. Line guides and recommendations on removing pages for younger readers was given.

Due to the lockdown at the start of 2021, it was decided to extend the deadline for submitting entries to 11th June so as to give schools the maximum opportunity to immerse the pupils in their work. This was warmly received and resulted in over 1300 entries from all 22 schools.

Between 11th and 21st June School Co-ordinators were given the task of selecting a top winner from Key Stage 1 and from Key Stage 2 in the schools that they were looking after. Guidelines on how to select the top story(ies) were given to all School Co-ordinators.

These 'school winners' were then judged by Ali McGowan, Jane Payton (Trustee) and Jackie Hampson (volunteer, ex-head teacher Castlefields Primary School Bridgnorth) and the top 10 stories selected (1st to 3rd and two Highly Commendeds for Key Stage 1 and for Key Stage 2).

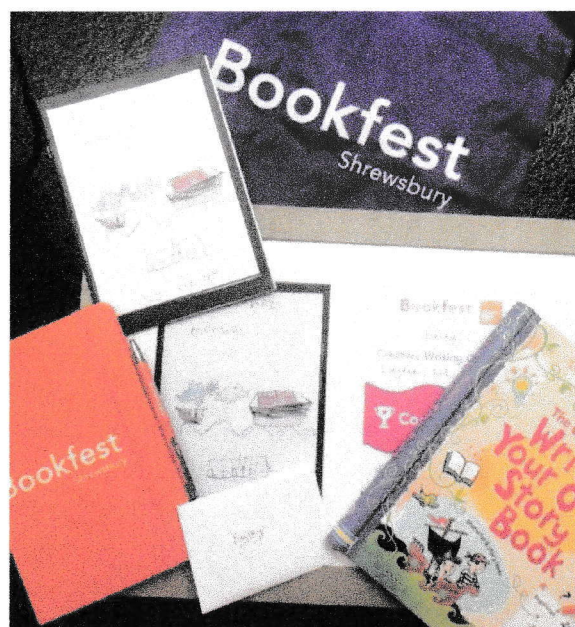
Once again, the Schools' Week project was a highlight for both children and staff at school. There was a buzz around school for writing, for sharing stories and for celebrating the creation of children's very own stories.

As a school, it meant we could facilitate English lessons with a focus on story writing and story development.

Publishing & Prize Giving

As it was not possible to deliver a public prize giving event, the announcement of the winners was launched on Wednesday 30th June by way of a film shared far and wide on the website and social media.

The 10 top winning stories were narrated by Ali McGowan, filmed and publicised on the Bookfest website for all to enjoy - at home or together in the classroom and further afield.



[Click here](#) to view the announcement film and narrated stories. These films have been viewed 509 times (as at end July 2021).

Winners received a goody bag of prizes including books on furthering their skills as writers and vouchers for Waterstones Bookshop.

We were blown away by the books that the children produced. The children loved the process and were very proud of the finished item. All enjoyed it. All very proud of their book.

The winners were:

KEY STAGE 1: 1st Place: Ryan's Winter Side by Rhea Cross, Whixall C/E Primary School

2nd Place: Perfectly Meika by Meika Scott, Greenacres Primary School

3rd Place: Time Travel by Nala, Gobowen Primary School

Highly Commended: Ginger Finn & The Three Crabs by Aaron Gibson, Hinstock Primary School

Highly Commended: Ivy Palm & The Secrets of East Stones by Merryn Simms, Clive C/E Primary School

KEY STAGE 2: 1st Place: The Ring by Nella Devereaux, Castlefields Primary School, Bridgnorth

2nd Place: Badger Girl by Tabitha Bishop from St Winefride's School

3rd Place: Scroll of Secrets by Fuchsia Tapley, Cheswardine Primary School

Highly Commended: Squeaky The Mechanic by Monty Watkins, Clive C/E Primary School

Highly Commended: The Sabre's Whistle by Sabre Mason-Beddows from Rushbury C/E Primary School

SCHOOL WINNERS:

Cheswardine Primary & Nursery School: Ted Redall - KS1

Conover C/E Primary School: Eva May Hart - KS2

Greenacres Primary School: Lara Styles - KS2

Hinstock Primary School: Alice Stokes - KS2

Longden C/E Primary School: Ruby Metliss - KS2

Longden C/E Primary School: Finlay - KS1

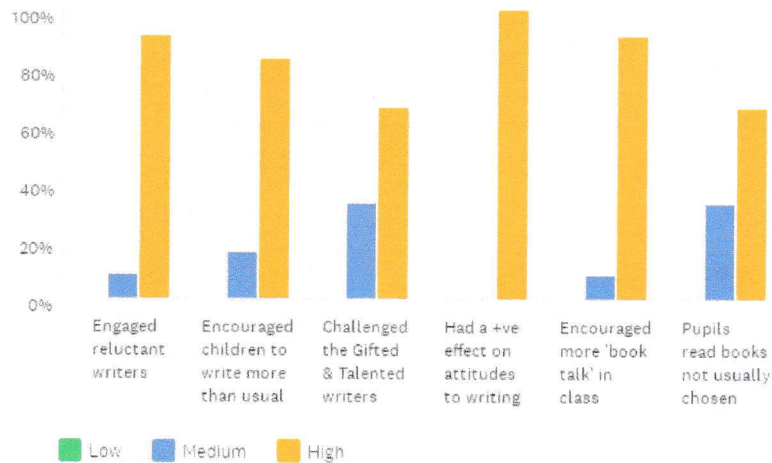
Meole Brace Primary School: Daniel McLeod - KS2

Muxton Primary School:	Oscar Poole - KS2
Packwood Haugh School:	Holly Martin - KS2
Prees C/E Primary School:	Lily - KS1
Rushbury C/E Primary School:	Benji - KS1
Shrewsbury High Prep School:	Jack Jepson - KS2
St Edward's C/E Primary School:	N Rares - KS2
St John's Catholic Primary School:	Nicholas Ainge- KS1
St Lawrence C/E Primary School:	Niamh Prosser - KS2
St Leonard's Primary School:	Tess Dainty - KS2
St Mary's Catholic Primary School:	Bindiya Aujila - KS2
West Felton C/E Primary School:	Eliza Simpson - KS2
Whixall C/E Primary School:	Lily Peile - KS2

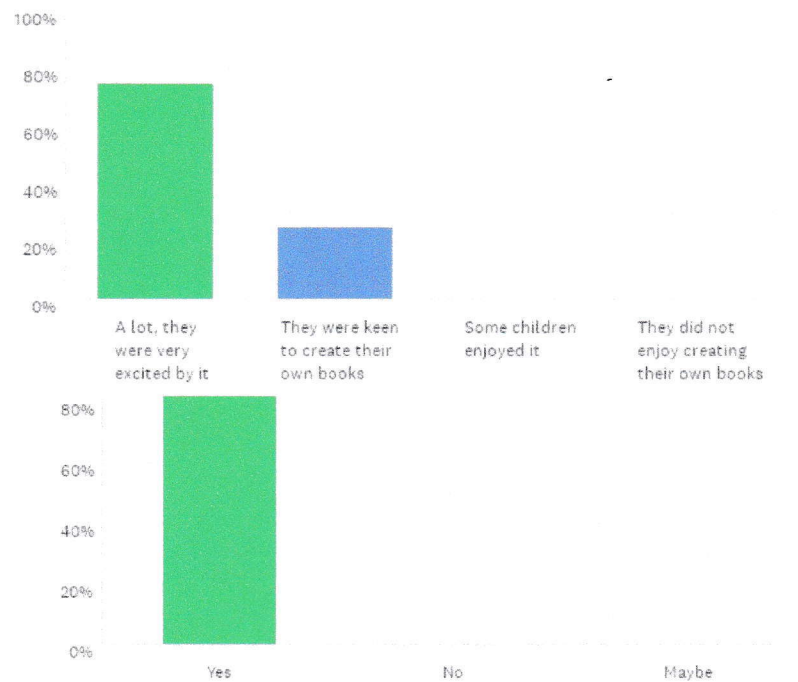
End of Project Survey:

Teachers were asked to complete a short survey at the completion of the project:

What overall effect did the Schools' Week 2021 project have on your pupils?



How do you feel the writing competition supported and inspired your pupils?



End of Project Case Stories:

The Bookfest project has been a tremendous inspiration to the children in my class; valuable beyond measure for one simple reason, that now they believe themselves to be writers. For one child in particular, the whole process; the books and interview with Frank Cottrell-Boyce, and the subsequent focus on story writing, has been transformative. An extremely reluctant writer beforehand, who found constructing a few sentences tedious, became one the most enthusiastic of the budding authors in our class. He worked with such enthusiasm to create an exciting and unique narrative, clearly structured with a coherent plot line. He loved developing the skills to bring characters to life through action, description and dialogue and greatly appreciated the magic of taking the reader to places, setting scenes which were gritty and atmospheric. It was such a pleasure to see a pupil become so enthralled by writing, a boy who has always had interesting ideas, but never wanted to share them, now thrilled at the idea of painting pictures with words, vivid enough, to transport others to a different world. **Year 5 Teacher - St Winefride's School, Shrewsbury**

(*Child's name*) has benefitted so much from this project. She has, in the past, been a reluctant writer - full of imaginative ideas, but it has been challenging to transpose these wonderful ideas onto paper! Through the project, (*Child's name*)

produced a fantastic story that had much more purpose and structure than anything she had written before. She took great care and pride in her work and was enthusiastic throughout.

The children absolutely loved this writing project and all it had to offer. I had reluctant writers writing pages and pages and they really took pride in the book they produced. **Year 5 Teacher - St Winefride's Convent School, Shrewsbury**

For me (*Child's name*) who really struggles with writing did a fantastic job of creating his book, he said he has never written so much in his life which is sweet. Additionally, (*Child's name*) from my class is a high achieving boy but has been a reluctant writer all through Year 5, this project opened him up and he was so excited to write and illustrate his book. I think this writing project has been amazing, I have enjoyed teaching it, the steps were easy to follow and informative, the whole thing installed passion in my class to become successful writers. **Alice Carver - St Mary's Catholic Primary School**

Could I please flag up (*Child's name*) and (*Child's name*), neither child started year 2 seeing themselves as a writer for very different reasons. Both got so much out of the project and whilst (*Child's name*) will always struggle with writing he is now so happy to write and asks to most days and (*Child's name*) couldn't really put pen to paper when he first came to us and has loved the project so much that now he's writing all the time, he's made two years of progress in just six months. A truly invaluable project, thank you very much. **Becky Johnson - Teacher - Prees C/E Primary School**

Rebrand of the organisation

By 2021 Shropshire Bookfest had an active database of nearly 50 Shropshire & Telford & Wrekin Primary schools. With the main growth coming from schools in South Shropshire and Telford, Trustees therefore decided that the name 'Shrewsbury Bookfest' no longer reflected the geographical reach of projects it delivered, or was suitable for the strategic aim of working with as many primary schools as possible across the county. The decision was therefore taken to rename the organization 'Shropshire Bookfest', recognizing the need to still give the organization a geographical identity.

Book Award 2022

An established part of the Shropshire Bookfest offering to schools and now being run for the 7th time, the Book Award project was launched to schools in September 2021. Big Book Award (BBA) is aimed at upper KS2 and Picture Book Award (PBA) is for KS1. Covid-19 still presented schools with challenges and after consultation with a number of teachers, the decision was taken NOT to hold the teachers conference at University Centre Shrewsbury. This has historically been a 'launch' event for the project, important for networking and really kickstarting the project with thought-provoking, relevant, class-based content.

Book Award 2022



September 2021

Email launch to all schools
Pupils read longlist books for BBA



November 2021

Based on pupil feedback, BBA shortlist agreed.



December 2021

BBA shortlist books and supporting
materials distributed to schools



January to March 2022

Pupils read shortlist and vote for their favourite.
Competition entries submitted for Letter writing, Creative response and Art



April 2022

Awards Ceremony at Theatre Severn for BBA.
Impact assessment and delivery of prizes to schools
Pupils read longlist for PBA



May 2022

Awards Ceremony at Theatre Severn for BBA.
Based on pupil feedback, shortlist agreed for PBA



June 2022

PBA shortlist books and support materials delivered
to schools.
Votes for favourite and competition entries

Leading in Reading - 2021

Following the launch of the ambassador scheme 'Leading in Reading' in partnership with University Centre Shrewsbury, an accreditation scheme to recognize schools that are offering outstanding work to support the development of a love of reading for pleasure, Covid-19 continued to present challenges. School visits were not possible to arrange so a decision was made to defer further applications until 2022.

Finance

All financial decisions are presented to the Trustees for approval, with detailed and accurate budgets being prepared for all elements of the year's events.

Shropshire Bookfest completed the year with a total balance of £50,816.90

Ring-fenced for a reserve account that had been applied for with CAF Bank was the amount of £11,000. This had been set aside to cover the costs of a 5 yearly, website upgrade and to cover budgeted cancellation costs in the event that a project had to be cancelled part-way through delivery.

The accounts for 2021 will be submitted to a registered independent Financial Examiner.

Reserves Policy

Shropshire Bookfest is a registered charity set up in 2007. It operates across the county of Shropshire and has an annual income of £50,800. Of this £50,800, approximately £16,000 comes from local primary schools. The charity has no fixed assets and all projects are overseen by two part-time, self-employed coordinators who work on an annual rolling 'agreement'. Each year the charity provides one significant project for Shropshire primary schools, focused on providing a creative initiative to help support teachers in encouraging children to develop a love of reading and writing for pleasure. Shropshire Bookfest has reserves of £11,000.



The Trustees discussed the following factors in arriving at their reserves policy:

- Money should only be kept in reserve for specific reasons. Trustees acknowledge that money should not be hoarded, it is also clear that sensible planning for known events should be catered for.
- The Board of Trustees agreed that the main investment that reoccurs every 5 years is the revamp of the website, therefore £5k has been set aside for this cost. The idea of a website redesign was discussed in 2021 and it was decided that no major overhaul was necessary. This will be revisited on an annual basis.
- Shropshire Bookfest has no fixed overheads but based on an average month it was felt appropriate to keep two month's running costs in reserve (£6k)

Policy: it is the policy of Shropshire Bookfest to keep the 5-yearly website update costs and two months running costs in reserve to cover unforeseen emergencies. Therefore the reserves account now has a balance of £11k.

The Trustees declare that they have approved the Trustees' Report above.

Signed on behalf of the Charity's Trustees:

NAME	SIAN MARSHALL	SOPHIE PEACH
SIGNATURE		
POSITION	Treasurer	Chair

President: David Jackson (2014-15)
Patrons: Nicola Pughon, Peter Lee & Les Whitmore

www.shropshirebookfest.co.uk
Reg Charity No: 1147117





CHARITY COMMISSION
FOR ENGLAND AND WALES

Shropshire Bookfest 1120177

Receipts and payments accounts

CC16a

For the period from	01/01/2021	To	31/12/2021
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds - to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	8,000	-	-	8,000	18,450
Sponsorship	-	-	-	-	1,000
Ticket sales	-	-	-	-	578
schools income - schools week	-	-	-	-	14,301
schools income - book award	23,118	-	-	23,118	-
Income from Fundraising Activities	3,261	-	-	3,261	-
interest / other	3	-	-	3	133
	-	-	-	-	-
Sub total (Gross income for AR)	34,382	-	-	34,382	34,462
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	34,382	-	-	34,382	34,462
A3 Payments					
Fees artist	8,910	-	-	8,910	850
fees coordinator	11,712	-	-	11,712	11,478
venue hire	-	-	-	-	145
travel/entertainment/accommodation	60	-	-	60	88
Publicity/advertising	94	-	-	94	393
Publicity long term investment	-	-	-	-	-
checks / insurance	477	-	-	477	472
postage	20	-	-	20	7
stationery	5	-	-	5	73
Events materials	2,687	-	-	2,687	1,938
IT	8,580	-	-	8,580	4,318
Sundries / other subscriptions	-	-	-	-	580
sundries / book purchases/ prizes	8,822	-	-	8,822	11,964
Sub total	41,367	-	-	41,367	32,306
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	41,367	-	-	41,367	32,306
Net of receipts/(payments)	- 6,985	-	-	- 6,985	2,156
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	57,802	-	-	57,802	57,802
Cash funds this year end	50,817	-	-	50,817	59,958

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Main account	50,817	-	-
	Reserve account	-	-	-
Total cash funds		50,817	-	-

(agree balances with receipts and payments account(s))



Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	SOPHIE PEACH	7/6/22
	SIAN MARSHALL	7/6/22



CHARITY COMMISSION
FOR ENGLAND AND WALES

Shropshire Bookfest 1120177

Receipts and payments accounts

CC16a

For the period from	01/01/2021	To	31/12/2021
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Publicity/advertising	94	-	-	94	393
Publicity long term investment	-	-	-	-	-
checks / insurance	477	-	-	477	472
postage	20	-	-	20	7
stationery	5	-	-	5	73
Events materials	2,687	-	-	2,687	1,938
IT	8,580	-	-	8,580	4,318
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	Reserve account	-	-	-
Total cash funds		50,817	-	-

(agree balances with receipts and payments account(s))



Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	SOPHIE PEACH	7/6/22
	SIAN MARSHALL	7/6/22



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
Shrewsbury Children's Bookfest

**On accounts for the year
ended**

31 December 2021 **Charity no
(if any)** 1120177

Set out on pages

1-2
(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2021.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed: **Date:**

Name:

**Relevant professional
qualification(s) or body
(if any):**

BSc FCA

Address:

TCA Accountants, Third Floor, 21 St Mary's Street, Shrewsbury, SY1 1ED

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

No matters noted

Shropshire Bookfest

England & Wales - Charity number 1120177

Accounts



Annual Report

01.01.19 – 31.12.20

Shrewsbury Bookfest aims to entertain, enthuse and inspire children through literature and the arts.

Reference and Administration Details:

Shrewsbury Bookfest  Registered Charity Number: 1120177

Principal Address: Chaney Plough, Exfords Green, Longden, Shrewsbury, SY5 8HH

Constitution adopted: 21st May 2007

Trustees:

Sophie Peach (Chair), Sian Marshall (Treasurer), Elly Winter, Lucy Morris, Annabel Warburg (Secretary), Paul Kirkbright & Jane Payton.

Officers nominated at Trustees' meeting (AGM) held via Zoom on 3rd December 2020:

- Treasurer: Sian Marshall – term of office: up to 3 years with 6 months' notice (1 year has already now been served)
- Secretary: Annabel Warburg – for the next 12 months
- Chair: Sophie Peach – for the next 12 months

Additional Committee Members:

Joanna Hughes (Co-ordinator for May Festival/ Book Award from 01.10.12), Alison McGowan (School Co-ordinator), Nelia Byers, Jo Prosser, Ann Spandryk, Julie Holmwood.

President: Dame Jacqueline Wilson
Patrons: Martin Brown, Piers Torday & Ian Whybrow

www.shrewsburybookfest.co.uk
Reg: Charity No. 1120177



Structure, Governance and Management:

In December 2019 Trustees took the difficult decision to no longer run the May Festival. There was a consensus of opinion that the 'need' for this type of activity no longer exists in Shropshire. Focus would now solely be directed to supporting Shropshire primary schools through a couple of rolling and now well-established projects:

- Book Award: reading development
- Schools' Week: creative writing

The charity continues to be operated by an elected committee of 7 Trustees, with non-trustee members providing additional assistance and expertise.

A self-employed coordinator, Joanna Hughes, continued in her position as Project and Marketing Coordinator, responsible for the organisation and planning of school-based projects, with major decisions agreed by the Trustees.

Alison McGowan completed her third full year in the post of School Coordinator (self-employed) and continues to work alongside Joanna, providing child-centred materials suitable for use in the classroom.

The major operational risks to which the charity is exposed, as identified by the Trustees, have been reviewed and systems have been established to manage and mitigate those risks. A full Covid-19 policy to protect volunteers and schools was drawn up and circulated to all members of Bookfest.

All events/financial decisions are presented to the Board of Trustees for approval with estimated budgets.

Objectives:

The aims and objectives of the Shrewsbury Bookfest are to advance the education of children in all forms of literary and creative arts, in particular but not exclusively by encouraging awareness of and developing interest in all forms of children's literature.

The main vehicle by which these objectives are achieved is through a structure of biennial classroom-based projects for Shropshire primary schools. In 2020 it was the turn of Book Award to help create the spark in the classroom that gets children reading.

Key objectives for the year were:

- To assess the impact on Shrewsbury Bookfest of the move away from running ***The May Festival***.
- To complete the successful delivery of ***Book Award 2020***.
- To continue with the roll out of '***Leading in Reading***' accreditation scheme.
- To launch ***Schools Week 2021***.

Achievements and Performance:

May Festival

It was agreed by all Trustees that the absence of the May Festival has had no adverse effect on Shrewsbury Bookfest. In the end it has proven to be fortuitous that the decision to pull out of the public festival had already been made in June 2019, as huge restrictions were placed on any public gatherings during most of 2020 due to Covid-19.

Book Award 2020

Financial Summary:

- Total Costs: £37,420
- Total Income: £38,704

Project Timeline Overview:

- Invitation to schools to sign up: September 2019
- Unlocking the Power of Stories Conference: 20th November 2019
- Art CPD: 14th & 22nd January 2020
- Big Book Award competition & voting deadline: 23rd March 2020
- Announcement of winners of Big Book Award 2020: 23rd April 2020
- Launch of Picture Book Award into schools: 7th September 2020
- Picture Book award competition & voting deadline: 25th September 2020
- Announcement of winners of Picture Book Award 2020: 6th October 2020

Key Statistics:

- *Length of project: **11 months (November 2019 - September 2020)**
- Number of paid freelancers (self-employed): **2**
- Number of Shrewsbury Bookfest project volunteers: **12**
- Total number of primary schools signed up: **40** (*Big Book Award: 39; Picture Book Award: 26*)
- Total number of pupils involved: **2,464** (*Big Book Award: 1,462; Picture Book Award: 1,002*)
- Number of delegates at Conference: **96**
- Number of copies of shortlisted books: **1960** (*Big Book Award: 1160; Picture Book Award: 800*)

* *This project was scheduled to end in July but was postponed due to Covid-19 and completed in October 2020.*

Book Award 2020 Structure:

Book Award was structured as follows:

1. **CPD for teachers (Nov 2019 & Jan 2020)**

Two separate events allowed teachers to immerse themselves in a series of interactive workshops centred around reading and art, designed to help them develop their knowledge and skills for the classroom.

2. **Big Book Award (Jan-Apr 2020)**

Suitable for children aged between 9 to 11 years; multiple copies of a shortlist of 6 titles, selected by pupils in Shropshire primary schools, were made available for all pupils to read and then vote for their favourite. Three competitions for both individual and group work ran alongside the reading:

- Letter Writing Competition
- Film Trailer Competition
- Art Competition

The project normally culminates in an Awards Ceremony held at Theatre Severn, Shrewsbury, which is used to celebrate all the children's work. Due to lockdown caused by Covid-19, the live Awards Ceremony was cancelled and replaced with a virtual event of similar content.

3. **Picture Book Award (Scheduled for May/June 2020, Postponed to September 2020)**

Suitable for pupils aged between 5 to 7 years; multiple copies of a shortlist of 4 titles, selected by pupils in Shropshire primary schools children, were made available for all pupils to read and vote for their favourite. An Art Competition ran alongside and a winner was chosen from each class.

Book Award 2020 Cost Structure to Schools:

In order to make access to the Book Award 2020 project as fair and as accessible as possible for any size of primary school, the cost structure was as follows:

Big Book Award:

For one class of 30 pupils (Years 5-6) to be involved in **every** part of ***Big Book Award*** :

One-off school registration fee:	£150
£10 per pupil:	<u>£300</u>
Total cost:	<u>£450</u>

For this, schools received:

- Two tickets per class booked to the '*Unlocking the Power of Stories*' conference on 20th November 2019.
- 4 copies of each of the 6 shortlisted titles for their class/school library.
- A full pack of classroom activities based on the shortlisted books.
- Access to an art competition with winning entries being exhibited online.
- Access to a creative writing competition for all participating pupils.
- A platform for pupils to share their views about the books through the Bookfest website.
- Tickets to the Awards Ceremony at Theatre Severn on 23rd April 2020*.

For one class of 30 pupils (Years 5-6) to be involved in all the above, **minus attendance at the Awards Ceremony:**

One-off school registration fee:	£150
£4 per pupil:	<u>£120</u>
Total Cost:	<u>£270</u>

Picture Book Award:

For one class of 30 pupils to take part in the **Picture Book Award** (Reception, Years 1 & 2)

One-off school registration fee:	£150
£4 per pupil:	<u>£120</u>
Total Cost:	<u>£270</u>

For this, schools received:

- Two tickets per class booked to the 'Unlocking the Power of Stories' conference in November 2019.
- 4 copies of each of the 4 shortlisted picture book titles for their class/school library.
- A full pack of classroom activities based on the shortlisted books.
- An art competition with a prize winner for each school.
- A platform for pupils to share their views about the books through the Bookfest website.

* *Due to the Coronavirus Covid-19 pandemic, the Awards Ceremony event at Theatre Severn was cancelled. All schools who had paid the £10 rate per pupil, which included attendance at this event, were offered a refund of £6 per pupil. A total of £3300 was credited back to the schools.*

Unlocking the Power of Stories, November 2019

Book Award 2020 was officially launched at a one-day conference for teachers, held at University Centre Shrewsbury on Wednesday 20th November 2019. This was Bookfest's third conference for teachers, librarians and others involved in reading for pleasure within the primary school sector.

The conference title was "*Unlocking the Power of Stories*" and the underlying theme was of 'Empathy' and how teachers can learn to pick out and explore texts, how stories are an incredibly powerful medium for teaching social skills, empathy, resilience, reflection and diversity.

The maximum capacity for the conference was 100 delegates; every school that signed up to Book Award 2020 was entitled to send up to **two** teachers per class booked onto the project. The deadline for bookings was 18th October 2019. After this date, any remaining places went on general sale to the public at £95 per seat.

The Conference was headlined by keynote speaker and workshop leader, **Prue Goodwin**. Prue is a freelance lecturer in literacy learning and children's books.

Jon Biddle is a senior teacher at Moorlands Primary Academy in Norfolk and is the winner of the 2018 Egmont Reading for Pleasure Teacher Award.



Jo Cotterill was a Book Award 2018 shortlisted author and also featured on the Bookfest Schools' Week 2019 *Workshops in Schools* programme.

Sara Stanley specialises in creating philosophical worlds in the classroom. Using a year long story curriculum she entices the children to create their own journey through one story, many books and even more dialogues and enquiries based on their everyday play, language and storytelling.

The conference featured a schedule of four workshops by these speakers in both the morning and the afternoon sessions; delegates chose one workshop per session. The workshop leaders were carefully selected for their expertise in the areas of:

1. The role of children's literature in fantasy play and the creation of story world; how to use quality picture books to help children make playful connections with their increasingly philosophical world. (Sara Stanley)
2. Using empathetic responses to deepen and encourage children's engagement with texts. (Jo Cotterill)
3. Encouraging the reluctant reader and empathy-building in pupils (Prue Goodwin)
4. Strategies for developing reading for pleasure in the classroom, the use of high-quality books, guide for reading with empathy. (Jon Biddle)



Leading in Reading: During the Conference, four primary schools (Castlefields Bridgnorth, Greenacres, Longden C/E and Rushbury C/E) were each presented with the Leading in Reading Ambassador Award for their outstanding commitment to developing a culture of reading for pleasure in their schools. This new initiative has been developed by Bookfest in partnership with University Centre Shrewsbury.



Leading in Reading
Ambassador


Jackie Hampson and Becky Lee from Castlefields Primary School (Bridgnorth) then talked to the conference on the positive impact that Book Award has had in the past on their pupils.

Following the afternoon workshops, the shortlisted books for the Big Book Award project were revealed to the conference with a short description of each title together with review comments from the shortlisting schools.



1. *Armistice Runner* by Tom Palmer, published by Barrington Stoke.
2. *Eagle Warrior* by Gill Lewis, published by Barrington Stoke.
3. *Malamander* by Thomas Taylor, published by Walker Books.
4. *My Parents Cancelled My Birthday* by Jo Simmons, published by Bloomsbury
5. *Slick* by MM Vaughan, published by Alma Books.
6. *What's That in Dog Years?* by Ben Davis, published by Oxford University Press.

The conference closed with a Q&A session followed by the teachers collecting their Book Award materials: *Teacher's Pack* (a 'handbook' for teachers to refer to during the delivery of the project to their pupils during the Spring Term 2020); competition materials; and the shortlisted titles for each school.

 *Thank you once again for putting together a fantastic Book Award launch - can't wait to get started."*

Conference Statistics and Questionnaire Feedback Summary:

- A total of 96 delegates attended the conference (max capacity: 100).
- This included 6 staff/students from University Centre Shrewsbury who attended free of charge.
- 38 out of the 40 schools who had signed up to Book Award 2020 sent staff to the conference.
- 5 places (of the 96) were purchased by 3 schools who were not signed up to the project. Delegate places cost £95 each.

Would you recommend this conference to others and why?

- All 56 questionnaire respondents answered this question.
- 100% of respondents said 'yes, they would recommend this conference to others'.

Would you like to attend this type of conference again, and why?

- 54 out of the 56 respondents answered this question.
- 100% of respondents said 'yes, they would like to attend this type of conference again'.

Books for the schools:

The allocation of books to schools is based on 24 books (four copies of each of the six shortlisted titles) per class of 30 pupils, or 0.8 books per pupil booked. This is to generate a sense of urgency when children are reading the shortlist and to keep copies moving around the classrooms.

Total no. of shortlisted books ordered: 1,160

Art CPD

To support teachers in the production of entries to the Book Award 2020 Art Competition, Bookfest ran two Art CPD sessions at Shrewsbury Museum and Art Gallery on 14th and 21st January 2020, from 4pm until 6pm.

The workshops, led by Sasha Morris-Bhatia, were fun, practical, inspiring sessions encouraging the use of a range of media in response to the shortlisted books.

Sasha is a secondary trained art teacher with extensive experience teaching in primary schools, both in London and Shropshire. She currently works as a primary art advisor and educator for Shrewsbury Museum & Art Gallery.

The sessions were kindly subsidised by the Arts Society Shrewsbury and kindly hosted by the Shrewsbury Museum & Art Gallery.

The sessions had a maximum capacity of 20 each and were charged at £20 per delegate. In total, 31 teachers took part from 22 schools (of a total of 40 signed up to Book Award 2020).

“ Some really good ideas on how to teach art from the kids' point of view – preparation for the competition before beginning entry.

“ Absolutely fantastic CPD. I went home and planned the next 8 weeks' work around it.

Big Book Award Competition & Voting Deadlines

The original schedule to bring the Big Book Award 2020 to a close was as follows:

Competition entry & voting deadline:	Friday 20th March 2020
Awards Ceremony at Theatre Severn, Shrewsbury:	Thursday 23rd April 2020

However, due to the Covid-19 pandemic, the UK Government ordered that all public venues, schools and universities should be closed as of Monday 23rd March 2020 until further notice. Thanks to the efforts by the Steering Group volunteers, all participating schools and teachers managed to send in all their votes and competition entries before



the lockdown began.

Bookfest was determined that the brilliant work by teachers and pupils surrounding the Book Award project and the sharing of the films, photos, letters and artwork would still be showcased and celebrated.

From the end of March until mid-April, the competition judging teams met via online hook-ups to assess all the competition entries.

Big Book Award Film Trailer

Competition:

Schools could submit up to 3 films, no longer than 3 minutes long, based on any of the shortlisted titles. 33 films from 13 schools were received. All were of an excellent standard. The judges were Aaron Child (Painted Life Productions), Lucy Morris (Shrewsbury Bookfest Trustee) and Joanna Hughes (Shrewsbury Bookfest Project Co-ordinator).

All the children involved in making the winning films received a signed certificate and a replica 'Oscar' statue. All films can be viewed here www.shrewsburybookfest.co.uk/film-trailer-competition-2/ as well as on the [Shrewsbury Bookfest YouTube Channel](#).

Big Book Award Letter Writing Competition:

468 entries from 23 schools were received. Children were asked to write a letter giving a piece of advice from/to a character in any one of the shortlisted titles. The judges were Jane Payton (Shrewsbury Bookfest Trustee) and Ali McGowan (Shrewsbury Bookfest Schools Co-ordinator). Six top winning letters from each of the shortlisted books were selected. The authors of the shortlisted books were sent these letters and filmed themselves reading them out and giving a short comment. These films are available here www.shrewsburybookfest.co.uk/2020-letter-writing-competition/ and via the [Shrewsbury Bookfest YouTube channel](#).

Big Book Award Art Competition:

A record-breaking 600+ entries were received from 29 of the 39 primary schools. Children were invited to submit one picture illustrating a scene from one of the shortlisted books and could use any medium they chose except collage.

This competition was sponsored by the Arts Society Shrewsbury as part of their Young Arts Programme, managed by Jerry Wallace. The judges were Jerry Wallace and his team from the Arts Society, Lucy Morris (Trustee - Shrewsbury Bookfest) and Sasha Morris-Bhatia from Heyday Arts (workshop leader at the Art CPD).

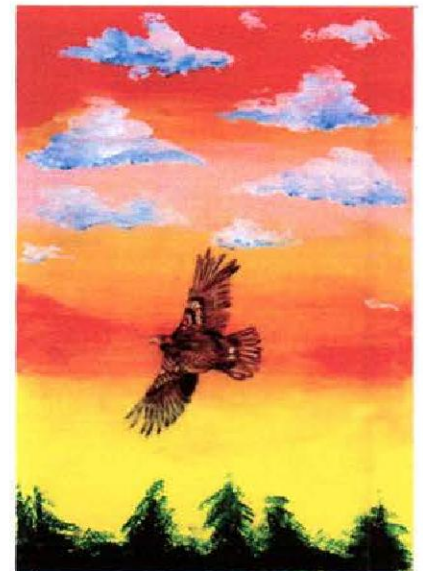
It is of note that the top winners from the competition all came from schools that had sent their teachers to the Art CPD event.

A winner was selected from every school that entered, and sometimes also a runner-up. Each awardee received a comprehensive art kit/box and the top winners a cash prize, funded by the Arts Society Shrewsbury.

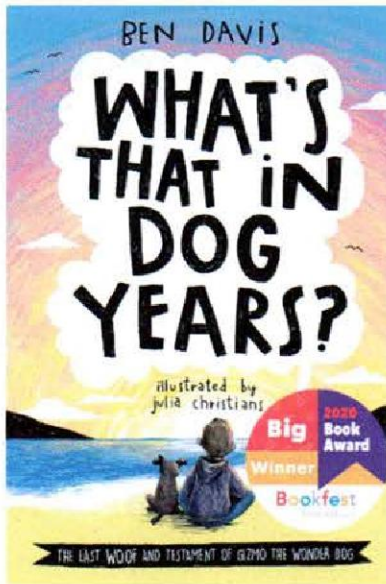
The full display of all school winners and runners-up can be viewed here www.shrewsburybookfest.co.uk/art-competition-2/ as well as on the [Shrewsbury Bookfest YouTube Channel](#)

Big Book Award Voting:

All schools in the Big Book Award project had been given voting cards with instructions. In order to be eligible to vote, children had to have read more than one book on the shortlist, and as many as they could. A point was accrued for every book read and children could then cast these points to one or as many books on the shortlist as they saw fit. The book with the most points won.



In a close-run count, the overall winner was *What's That in Dog Years?* by Ben Davis. This book attracted comments and reviews to the [Bookfest review section of the website](#) such as:



*I think that *What's That in Dog Years?* by Ben Davis was a great book, jam-packed with amazing events to read about. I really enjoyed reading it and it is one of my favourite books out of the Bookfest selection.*

WOW! This book is phenomenal, but at moments very heartbreaking. Also, it is very addictive and you never want to put the book down. Overall, this book is amazing.

*The storyline was amazing...
It blew my head off.*



The author, Ben Davis, also sent in an

enthusiastic and heartfelt acceptance speech - [youtube/ICP-S-0IIUM](https://www.youtube.com/watch?v=ICP-S-0IIUM)

Big Book Award 2020 Awards Ceremony

Due to the nationwide lockdown imposed because of the Coronavirus pandemic, the Awards Ceremony at Theatre Severn on 23rd April had to be cancelled.

However, in order to bring this project to a full and proper close and to showcase all the work by the children and schools involved, the Bookfest team decided to produce a *Virtual* Awards Ceremony by way of a film that could be shared online.

Aaron Child from Painted Life Productions was engaged to edit and illustrate the basic framework of the Awards Ceremony content and produce a film. All schools were alerted during the preceding week of the film's release at 10am on 23rd April via the Bookfest website. An accompanying activities file was sent to teachers giving suggested creative activities that children could complete as part of their home-school work, based on the film's content.

It remains on the Shrewsbury Bookfest website and can also be viewed on YouTube - www.youtube.com/watch?v=Zl9PkkYm1q8&t=2065s

All parts of the film (poetry readings, author clips, film trailers, art competition winners, extreme reading etc.) are available as separate film files on the [Shrewsbury Bookfest YouTube channel](#) as well.

The six shortlisted authors were asked to prepare and send in two short films each:

- About themselves, their shortlisted book and to answer three prepared questions.
- To read one of the top winning letters in the letter writing competition.

Big Book Award Poetry

Sara-Jane Arbury, performance poet, was originally engaged as the main presenter for the Awards Ceremony at the theatre. She also had created poems on each of the shortlisted books for this event. She was asked to deliver her poems instead by way of films which were also included in the 'Virtual' Awards Ceremony film. This has also proved to be of excellent value as these pieces of filmed poetry reading are now available to all to view for the future - www.shrewsburybookfest.co.uk/2020-poetry-by-sara-jane-arbury/ and on the [Shrewsbury Bookfest YouTube Channel](#)

The overall response from schools was extremely positive and they were pleased and grateful that a public celebration, albeit remotely and online, was made possible for all the children who by now were at home, on lockdown. Jane Payton (Shrewsbury Bookfest Trustee) and Ali McGowan (Shrewsbury Bookfest Co-ordinator) produced accompanying teacher resources to share with their pupils to help them discuss and engage with the Awards Ceremony.

“ *I wanted to send you a HUGE CONGRATULATIONS on the Virtual Bookfest Awards Ceremony 2020. What you managed to put together in the face of everything that is going on at the moment is incredible, the result of a huge amount of hard work and love. Our children were thrilled to log in to our ZOOM call and watch it together. I'm hoping my colleague was able to get a recording of their reaction to our film trailer win and to the winning book!* **Prestfelde School**

“ *I would just like to say a HUGE thank you to you and everybody involved in creating such a fantastic virtual ceremony. Feedback from the children is that they loved how it was all put together - especially the magic books and were gripped from start to finish.* **Longden C/E Primary School**

“ *I was so proud of all the children, I cried when Ben was reading the letter from Rhyd! It was a great way to end Book Award in the current situation. We had sent out a letter and popped a post on our Facebook page so I'm hoping lots of the children have watched it. One child in my class I know will be over the moon with the winning book as he was routing for it the whole way through!* **Radbrook Primary School**

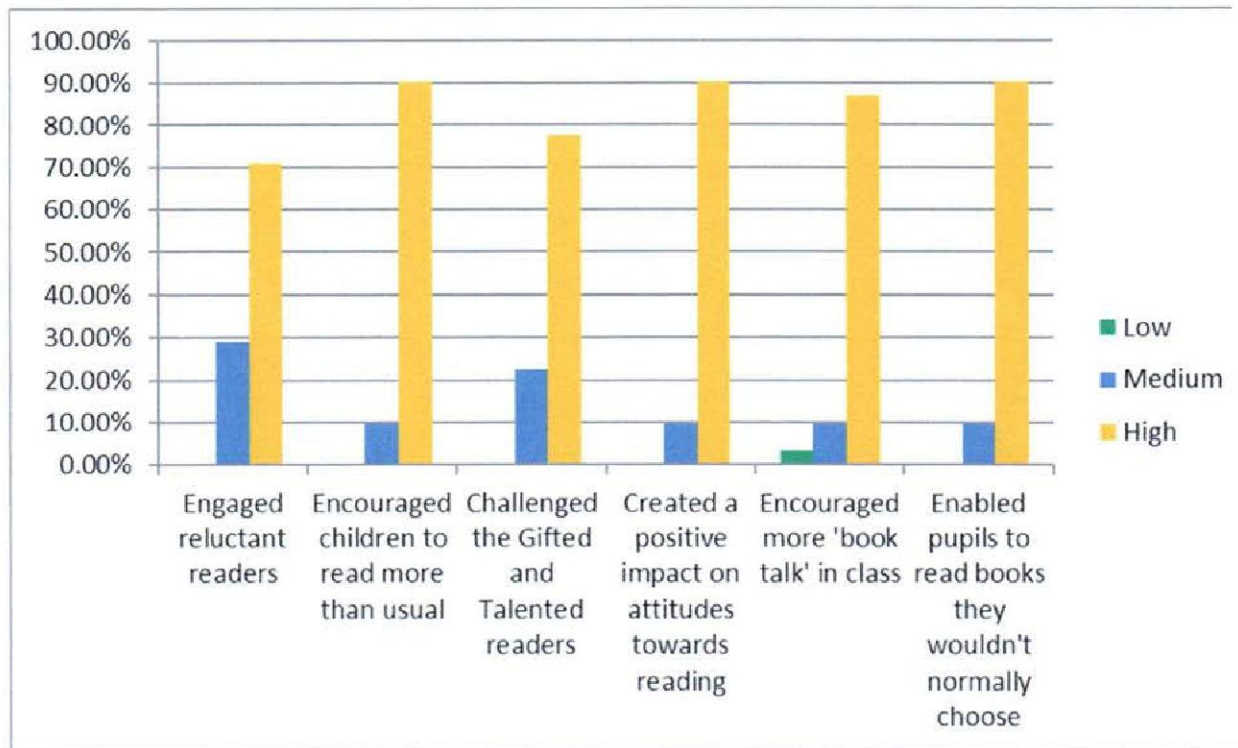
“ *We thoroughly enjoyed the Book Award Ceremony. Not quite as exciting as being at Severn Theatre in person but the next best thing. I watched it at school with one year 6 child who happened to be in school on Thursday. We socially distanced and watched together. Sara-Jane's poems were fantastic as always and the standard of letters, artwork and film trailers was brilliant. Thank you to the whole Bookfest team for all your hard work and enthusiasm.* **Castlefields Primary School**

“ Thank you for your support with the Book Awards. It was a fantastic selection of books and the children really enjoyed reading them. Even in lockdown, they are emailing each other about the Virtual Award Ceremony and talking about the winner. Thank you to the whole team on another wonderful Bookfest. I can't wait for the next! **Hinstock Primary School** ”

Big Book Award Post-Project Feedback

During the last week of April 2020, all 39 schools who took part in Big Book Award 2020 were sent a short feedback survey to complete using Survey Monkey. 31 schools responded, giving an excellent source of feedback data on the effectiveness of the project.

1. Please indicate the general effect the Big Book Award 2020 had on your pupils:



2. Would your school consider taking part in the Big Book Award project again (in 2022)?

- **Yes 97%** (30 schools)

3. Overall how would you rate the Big Book Award project for your pupils?



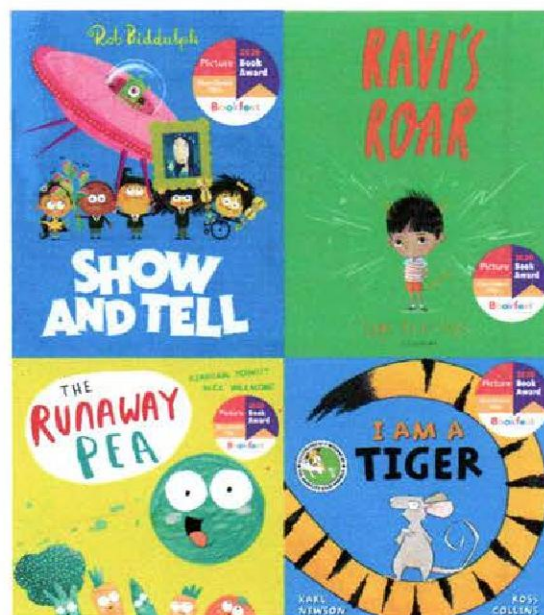
Picture Book Award 2020

At the beginning of March 2020, 61 picture books on the longlist were shared between the following primary schools who were tasked with putting forward a book towards the shortlist:

1. Coalbrookdale & Ironbridge C/E Primary School
2. Gobowen Primary School
3. Longden C/E Primary School
4. Martin Wilson School
5. Prestfelde School
6. Rushbury C/E Primary School
7. St Lawrence C/E Primary School
8. St Mary's Catholic Primary School
9. West Felton C/E Primary School

The Steering Group then discussed these recommendations and the following four books were put on the shortlist for the Picture Book Award 2020:

1. *I am a Tiger* by Karl Newson, illustrated by Ross Collins and published by Macmillan Children's Books
2. *Ravi's Roar*, written and illustrated by Tom Percival and published by Bloomsbury
3. *Show & Tell*, written and illustrated by Rob Biddulph and published by HarperCollins
4. *The Runaway Pea* by Kjartan Poskitt, illustrated by Alex Willmore and published by Simon & Schuster



Despite the disruption caused by the Coronavirus pandemic, it was agreed that in view of the overwhelming support from the schools Bookfest spoke to, the Picture Book Award project should still go ahead.

However, it was agreed in May that to ensure all participating 26 schools would be able to make full use of this project, delivery should be delayed from June until the start of the Autumn Term, Monday 7th September.

Whilst the decision to postpone was certainly not ideal, it was important to make sure that every part of the project ran smoothly, that we had all the materials required and that all children had the opportunity to fully participate.

The Teacher Pack, containing all the information on suggested classroom activities based on the shortlist and details of the art and class response competitions, was circulated to all the teachers from the participating schools in June 2020. The consignments of shortlisted books were delivered into schools at the start of term in September.

Picture Book Award Art Competition:

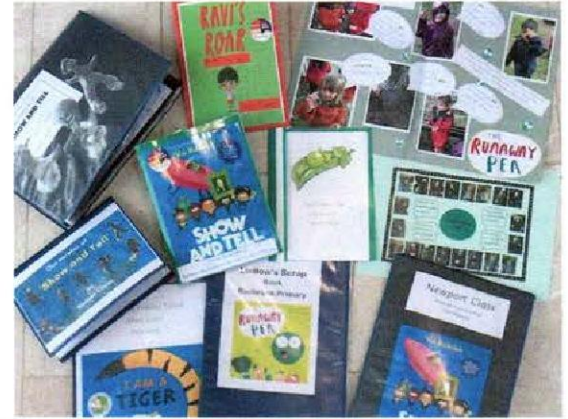
Pupils were invited to submit a picture illustrating a scene/character from one of the shortlisted books, using any medium including collage.

A total of 320 entries from 12 schools were received. A winner was chosen from each school that entered. Their prize was an art box, certificate and their artwork presented back to them in a frame.

Picture Book Award Class Response Competition:

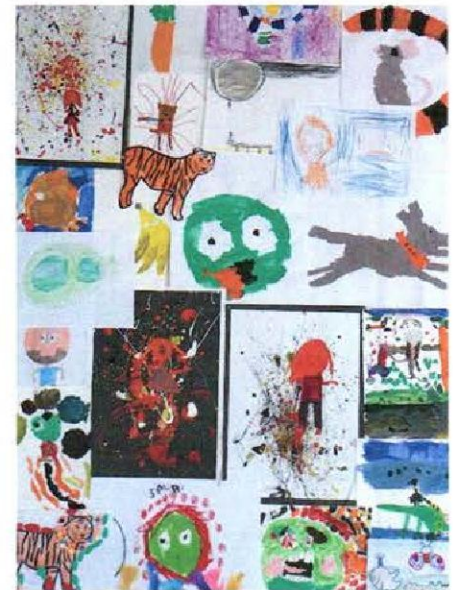
A new competition invited classes to submit a response to any one of the shortlisted titles. This could be in any format such as a class display, scrapbook, a collective piece of artwork, a song or a poem, a film or even a re-enactment using puppets or themselves! Just as long as it celebrated the story and how much the children had enjoyed reading it. Despite the time restrictions imposed by the delay of the project, a total of 10 entries from 6 schools were received.

Three top entries were selected; the pupils all received pea seeds so they could grow their own plant, and their classroom was given a set of four beanbags to use as seating for their reading corners.



Picture Book Award 2020 'Awards Ceremony'

Previously, the celebration of the winning book and the artwork competition took the form of assemblies in each school, where Bookfest School Co-ordinators visited the pupils to share in the excitement and hand out the competition prizes. Due to the various restrictions imposed because of the Coronavirus pandemic, it was decided to produce an awards *film* in partnership with Painted Life Productions. All the shortlisted authors and illustrators had been contacted over the summer and were asked to send in short pieces to camera, addressing the pupils, and to talk about their books. These films were put with films of the winning artwork and class response entries to produce a short 18-minute digital celebration of the project, with Painted Life Productions animating and presenting the whole piece.



The film - [click here](#) - was released on 6th October 2020 via the Bookfest website. All participating schools had been contacted in advance so they could put some time aside for their pupils to gather and watch.

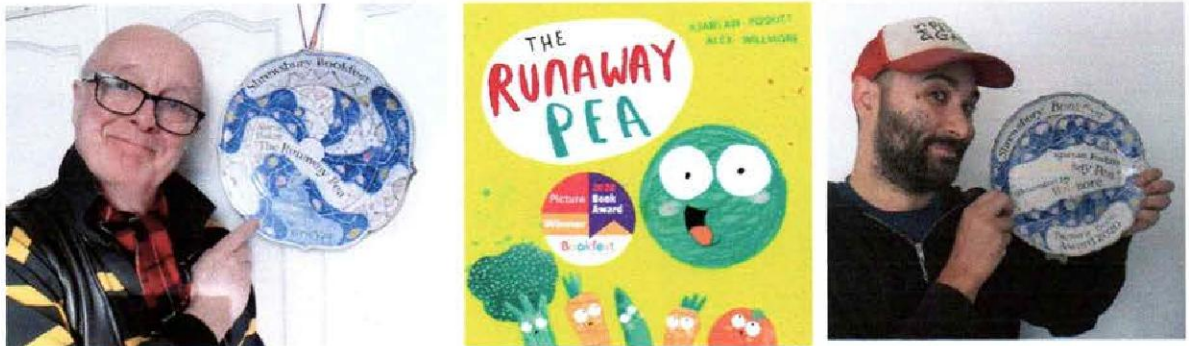


I've just heard the most enormous racket coming from KS1. There was clapping and cheering so I went to investigate. I should have known

they were watching the Awards and what a fantastic ceremony Bookfest put on.

Greenacres Primary School

In a close-run vote, the overall winner of the Picture Book Award 2020 was *The Runaway Pea* by Kjartan Poskitt and illustrated by Alex Willmore.



Picture Book Award Post-Project Feedback

At the end of September 2020, all 22 schools who took part in Picture Book Award 2020 were sent a short feedback survey to complete using Survey Monkey. 16 schools responded, giving an excellent source of feedback data on the effectiveness of the project:

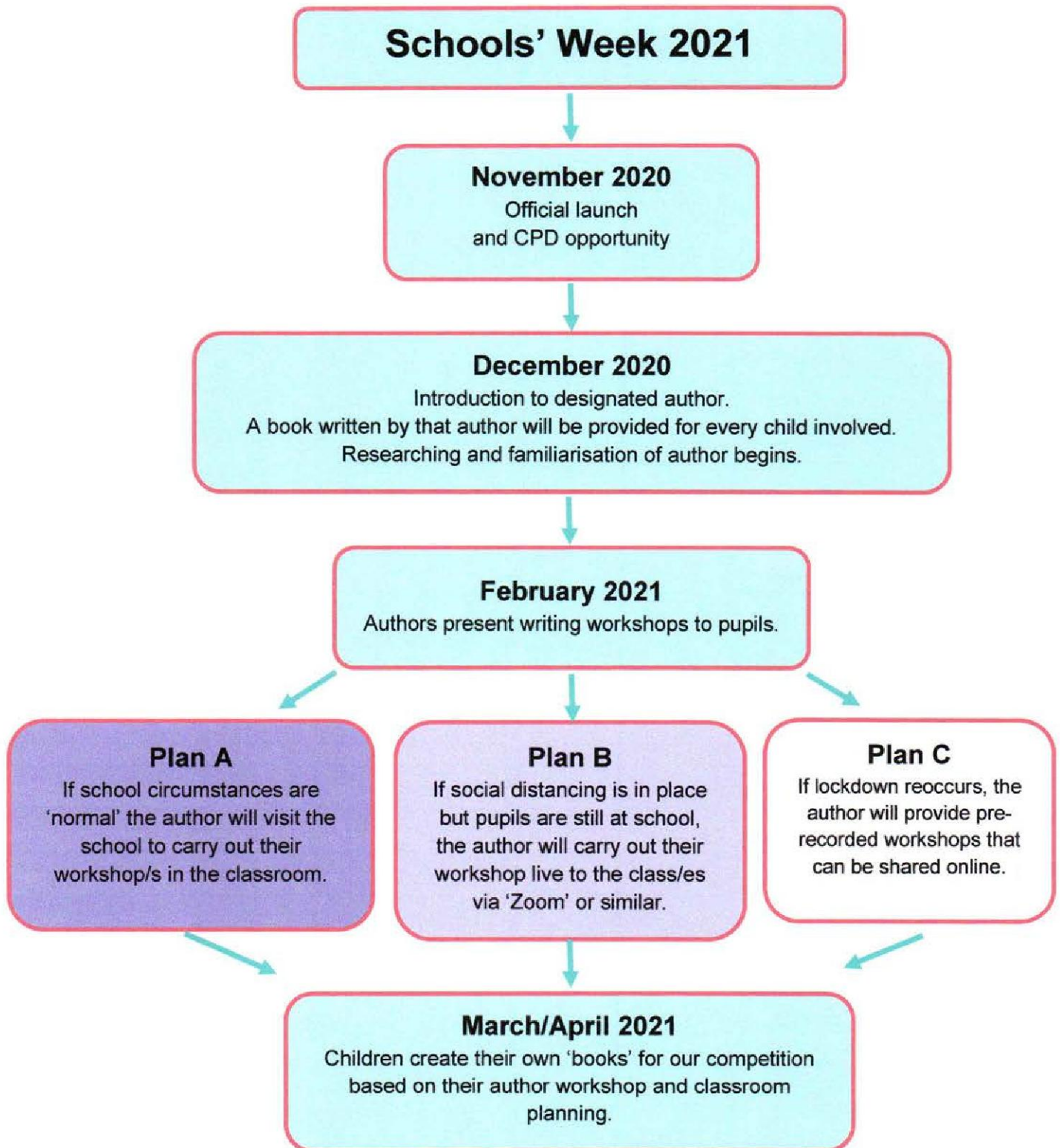
1. 16 out of 22 schools who took part in the Picture Book Award 2020 project responded to the survey (73%).
2. The age range of the pupils taking part in Picture Book Award was as follows:
 - 25% of the pupils taking part were from Year 1
 - 44% of the pupils taking part were from Year 2
 - 50% of the pupils taking part were in mixed classes of Year 1 and 2
3. Respondents were asked which option best summarised the pupils who took part:
 - Gifted & talented: 0%
 - Volunteer/reading group: 0%
 - Whole class/year group: 100%

4. Respondents were asked about the overall effect of Picture Book Award 2020 on their pupils:

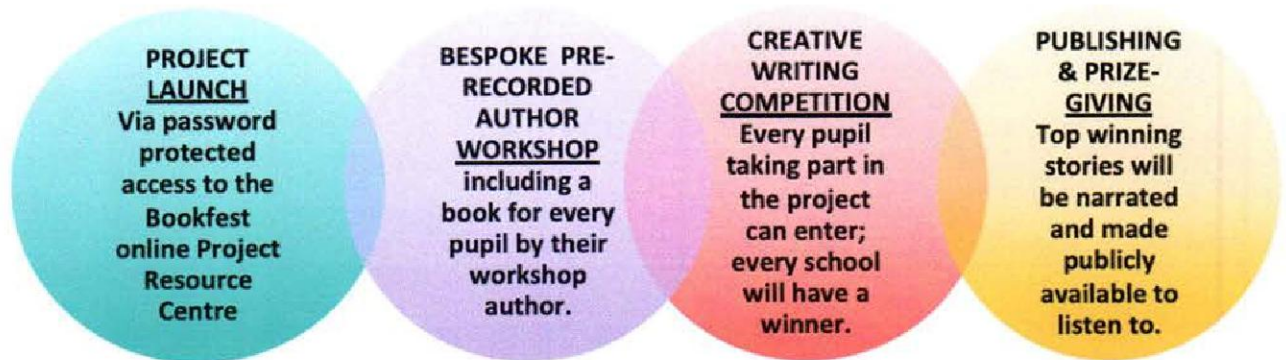
	Low	Medium	High
<i>Engaged reluctant readers</i>	0	25% (4)	75% (12)
<i>Encouraged children to read more than usual</i>	0	50% (8)	50% (8)
<i>Challenged the Gifted & Talented readers</i>	0	60% (9)	40% (6)
<i>Created a positive impact on attitudes towards reading</i>	0	0	100% (16)
<i>Encouraged more 'book talk' in class</i>	0	0	100% (16)
<i>Enabled children to read books they wouldn't normally choose</i>	0	31% (11)	69% (5)

Schools' Week 2021

Building on the success of Schools' Week 2019, this project was launched in September 2020. Mindful of now operating in a much more uncertain environment due to Covid-19, three separate scenarios were mapped out so that regardless of whether Government restrictions were in place, the project could still be delivered.



The project comprises of **four** elements, each with clearly defined objectives, however unlike in recent years, once again, and due to Covid restrictions, the project could not be launched at University Centre Shrewsbury through a CPD day but instead a password protected, virtual library of online support materials was created. The key components of the project are as follows:



Leading in Reading – 2020

Objectives

Following the launch of the ambassador scheme 'Leading in Reading' in partnership with University Centre Shrewsbury, the plan had been to make new awards at the annual CPD day to mark the launch of Schools' Week 2020. However, due to Covid restrictions still being in place, it was not possible to make the necessary visits to assess schools or host the conference where awards should have been presented.

It was agreed with the new Provost of University Centre Shrewsbury that this scheme would be reviewed in Spring 2021 to determine the best time to invite new applicants to submit their details.

Finance

All financial decisions are presented to the Trustees for approval with detailed and accurate budgets being prepared for all elements of the year's events.

Shrewsbury Bookfest completed the year with a total balance of £49,944.49.

The reserve account is held as a contingency/emergency fund; the charity aims to run all events without recourse to these funds (£7865.97).

The accounts for 2020 will be submitted to a registered independent Financial Examiner.

Reserves Policy

Shrewsbury Bookfest is a registered charity set up in 2007. It operates across county of Shropshire and has an annual income of around £58,000. Of this £58,000, approximately £16,000 comes from local primary schools. The charity has no fixed assets and all projects are overseen by two part-time, self-employed coordinators who work on an annual rolling 'agreement'. Each year the charity provides one significant project for Shropshire primary schools focused on providing a creative initiative to help support teachers in encouraging children to develop a love of reading and writing for pleasure. Shrewsbury Bookfest has reserves of £7,865.67.

The Trustees discussed the following factors in arriving at their reserves policy:

- Money should only be kept in reserve for specific reasons – Trustees acknowledge that money should not be hoarded, it is also clear that sensible planning for known events should be catered for.
- The Board of Trustees agreed that the main investment that reoccurs every 5 years is the revamp of the website. It was agreed to allocate £5k of the reserves towards a website update which will be scheduled to take place in 2021.
- Shrewsbury Bookfest has no fixed overheads but based on an average month it was felt appropriate to keep two months running costs in reserve (£6k)

Policy: it is the policy of Shrewsbury Bookfest to keep the 5 yearly website update costs and two months running costs in reserve to cover unforeseen emergencies. Based on the points discussed it was agreed to add a further £4k to the reserves account. This policy will be reviewed again at the AGM in 2021.

The Trustees declare that they have approved the Trustees' Report above.

Signed on behalf of the Charity's Trustees:

NAME

SIAN MARSHALL, SOPHIE PEACH

SIGNATURE

Original signed Original Signed

POSITION

Treasurer, Chair



President: Dame Jacqueline Wilson
Patrons: Martin Brown, Piers Torday & Ian Whybrow

www.shrewsburybookfest.co.uk
Reg Charity No. 1120177





Receipts and payments accounts

CC16a

For the period from	Period start date	To	Period end date
	01/01/2020		31/12/2020

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	18,450	-	-	18,450	18,423
Sponsorship	1,000	-	-	1,000	1,000
Ticket sales	578	-	-	578	4,106
schools income - schools week	14,301	-	-	14,301	5,141
schools income - book award	-	-	-	-	21,204
interest / other	133	-	-	133	1,169
	-	-	-	-	-
Sub total (Gross income for AR)	34,462	-	-	34,462	51,043
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	34,462	-	-	34,462	51,043
A3 Payments					
Fees artist	850	-	-	850	13,748
fees coordinator	11,478	-	-	11,478	13,125
venue hire	145	-	-	145	920
travel/entertainment/accommodation	88	-	-	88	5,941
Publicity/advertising	393	-	-	393	2,593
Publicity long term investment	-	-	-	-	-
checks / insurance	472	-	-	472	796
postage	7	-	-	7	81
stationery	73	-	-	73	8
Events materials	1,938	-	-	1,938	-
IT	4,318	-	-	4,318	-
ndries / other subscriptions	580	-	-	580	926
undries / book purchases/ prizes	11,964	-	-	11,964	2,737
Sub total	32,306	-	-	32,306	40,875
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	32,306	-	-	32,306	40,875
Net of receipts/(payments)	2,156	-	-	2,156	10,168
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	55,646	-	-	55,646	45,478
Cash funds this year end	57,802	-	-	57,802	55,646

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
CCXX R1 accounts (SS)	1			03/06/2021

B1 Cash funds

Main account	49,944	-	-
Reserve account	7,858	-	-
Total cash funds	57,802	-	-

(agree balances with receipts and payments account(s))

OK	OK	OK
Unrestricted funds	Restricted funds	Endowment funds
to nearest £	to nearest £	to nearest £

B2 Other monetary assets

Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-



B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	SOPHIE PEACH	06/05/2021
	SIAN MARSHALL	06/05/2021



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
Shrewsbury Children's Bookfest

**On accounts for the year
ended**

31 December 2020

**Charity no
(if any)**

1120177

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2020.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (~~other than that disclosed below~~ *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed: C Moelwyn-Williams

Date: 17/5/2021

Name: C Moelwyn-Williams

**Relevant professional
qualification(s) or body
(if any):**

BSc FCA

Address: TCA Accountants, 4 Claremont Bank, Shrewsbury, SY1 1RW

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

No matters noted