



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 Spandzyk, 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:

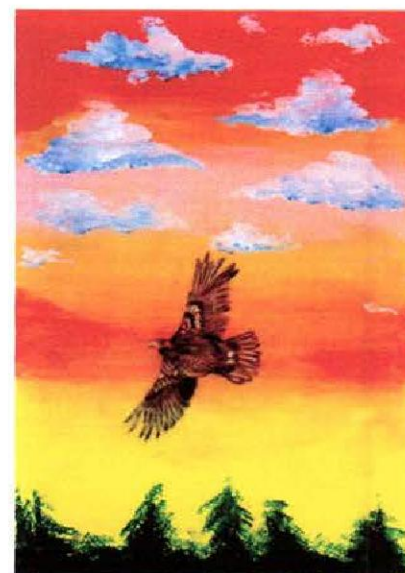
A record-breaking 600+ entries were received from 29 of the 39 primary schools. Children were invited to submit one picture illustrating a scene from one of the shortlisted books and could use any medium they chose except collage.

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.

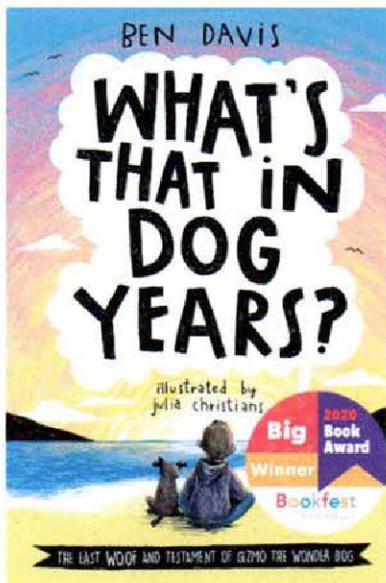
The full display of all school winners and runners-up can be viewed here www.shrewsburybookfest.co.uk/art-competition-2/ as well as on the [Shrewsbury Bookfest YouTube Channel](#)



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-oliUM](https://www.youtube.com/watch?v=Zl9PkkYm1q8&t=2065s)

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!* **Radbroke Primary School**

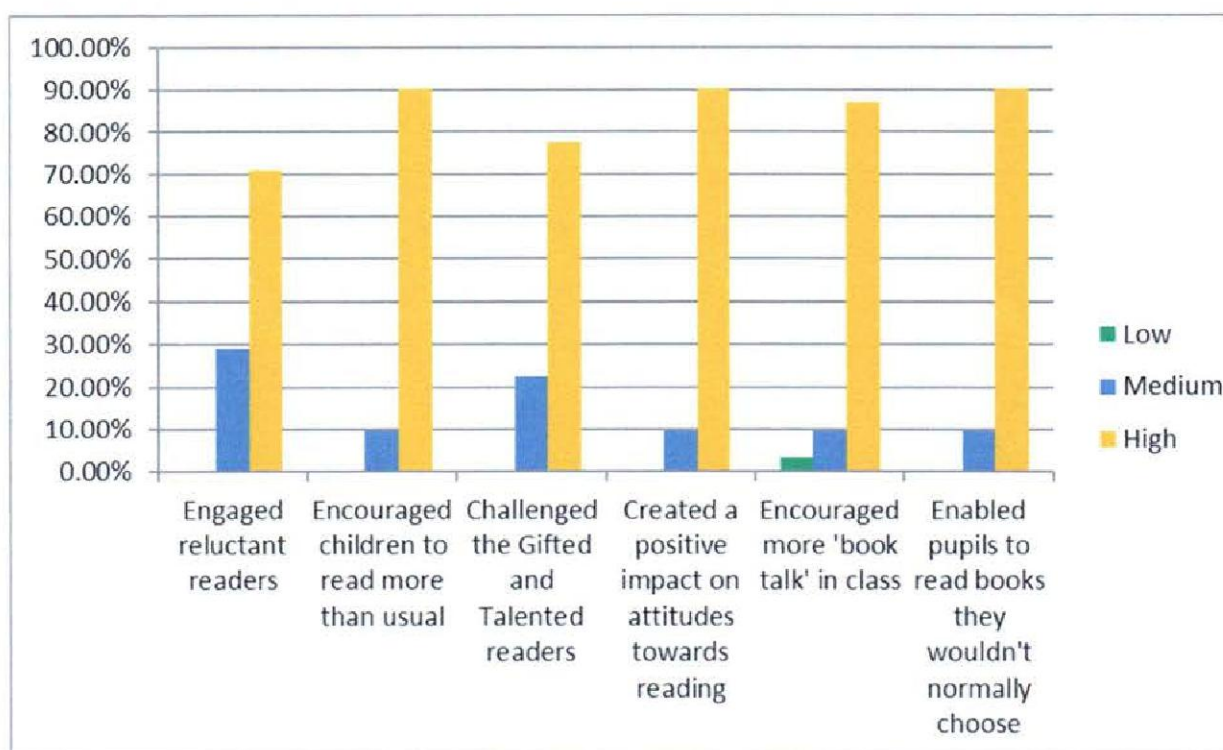
“ *We thoroughly enjoyed the Book Award Ceremony. Not quite as exciting as being at Severn Theatre in person but the next best thing. I watched it at school with one year 6 child who happened to be in school on Thursday. We socially distanced and watched together. Sara-Jane's poems were fantastic as 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:

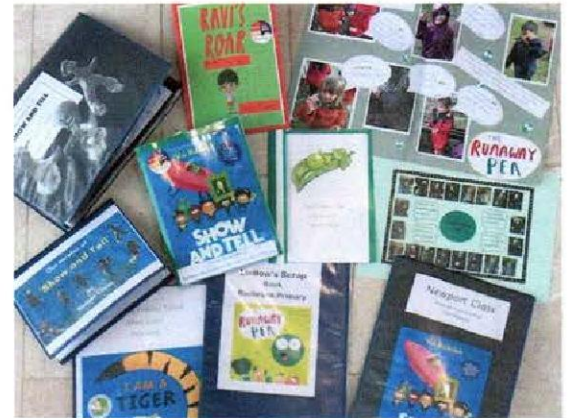
Pupils were invited to submit a picture illustrating a scene/character from one of the shortlisted books, using any medium including collage.

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-enaction 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:

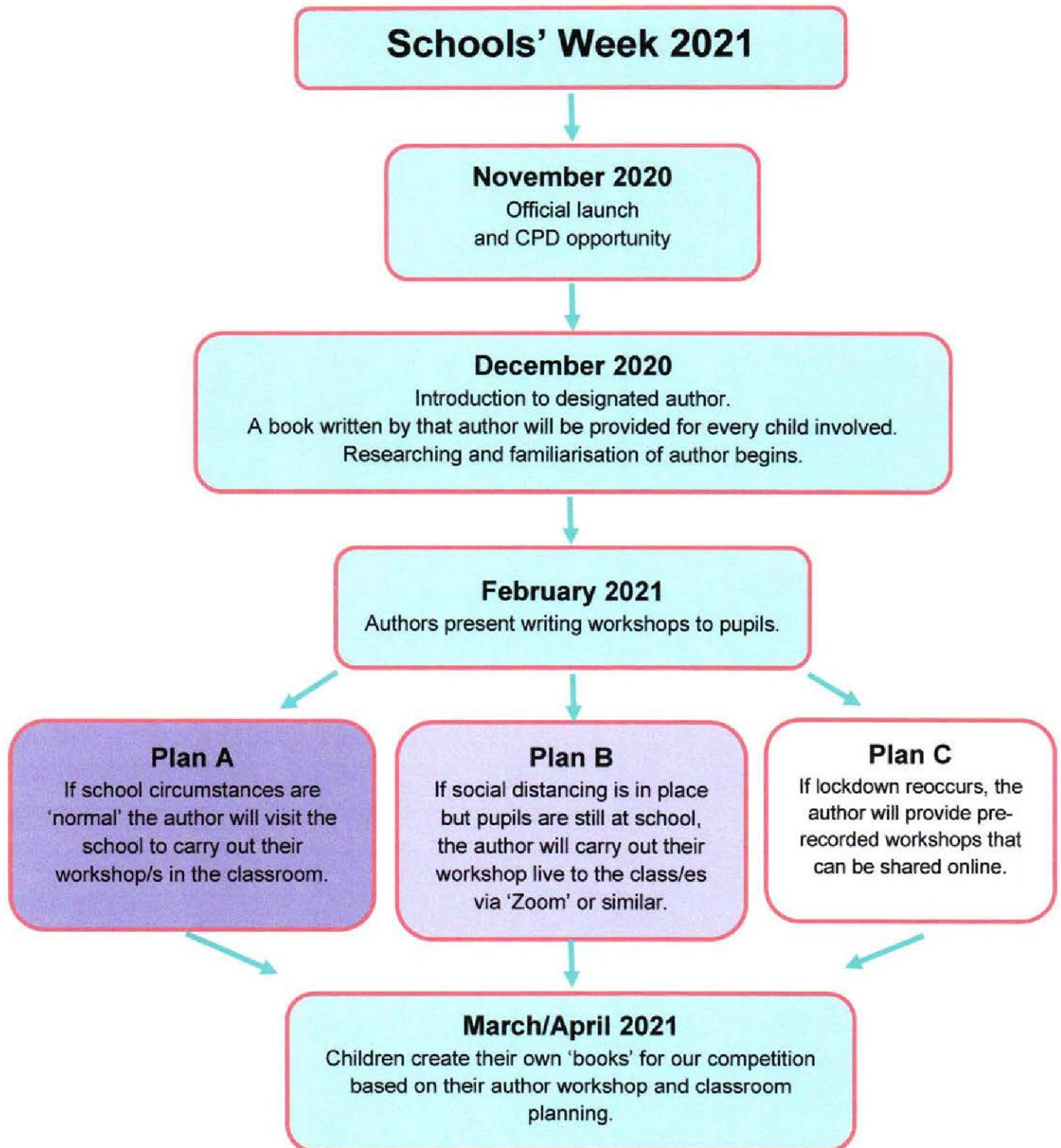
1. 16 out of 22 schools who took part in the Picture Book Award 2020 project responded to the survey (73%).
2. The age range of the pupils taking part in Picture Book Award was as follows:
 - 25% of the pupils taking part were from Year 1
 - 44% of the pupils taking part were from Year 2
 - 50% of the 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:

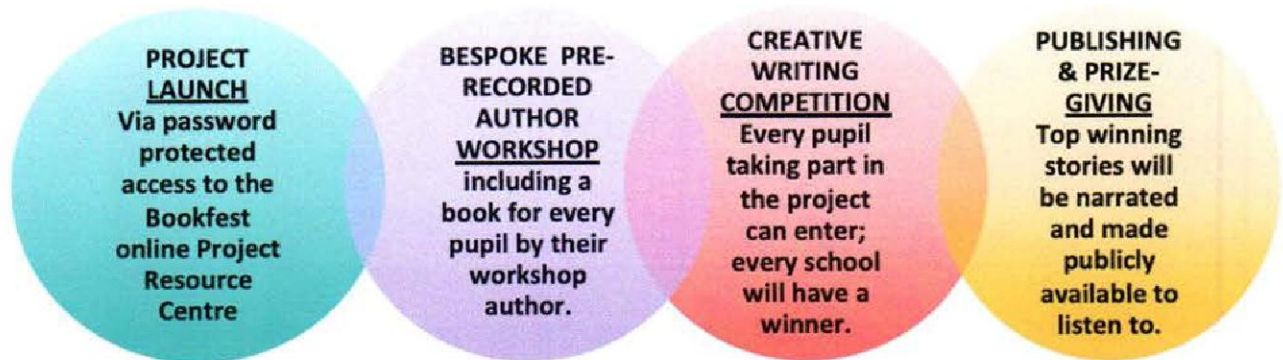
	Low	Medium	High
<i>Engaged reluctant readers</i>	0	25% (4)	75% (12)
<i>Encouraged children to read more than usual</i>	0	50% (8)	50% (8)
<i>Challenged the Gifted & Talented readers</i>	0	60% (9)	40% (6)
<i>Created a positive impact on attitudes towards reading</i>	0	0	100% (16)
<i>Encouraged more 'book 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

S. Peach

S. Marshall

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
ndries / 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			03/05/2021

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
to nearest £

Restricted funds
to nearest £

Endowment funds
to nearest £

B2 Other monetary assets

Details			
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

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

S. Peach
S. Marshall

SOPHIE PEACH

SIAN MARSHALL

06/05/2021

06/05/2021



CHARITY COMMISSION FOR ENGLAND AND WALES

Independent examiner's report on the accounts

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

Section B**Disclosure**

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