

Annual Report of the Trustees for the year ending 30th September 2024

“Read Easy has helped me find my voice.” (Reader, South West Region)

Overview

Vision: Every adult who wants to learn to read, can.

We help adults to transform their lives by learning to read. We do this by developing local groups and training volunteers to provide personalised, one-to-one reading coaching that is free and confidential, both in-person and online.

The past year has seen our services continue to grow dramatically.

Our developments, achievements, and impact in 2023-24

During the year we:

- Coached 1,618 Readers to learn to read, up by 26% from 1,283 the previous year.
- Enrolled 683 new Readers (+4%).
- Empowered 268 Readers who graduated or left having made significant progress (+24%).
- Supported 2,149 volunteers who together gave more than 335,000 hours of their time to support adults learn to read (an increase of 1%).
- Developed and sustained 90 volunteer groups across the country, a slight reduction on last year as groups have been encouraged to merge in some areas to cover a larger geographical area and leave fewer gaps in provision nationally.
- Recruited and trained 8% more Reading Coaches (currently 1,437 individuals).
- Increased our online and hybrid coaching offer for Readers, including a pilot project with a partner charity.
- Grew our local offer - one group has over 65 Readers and several other groups have 40+. We set a target for our established groups to coach 25-35+ and significant progress to meet or exceed this has been achieved across England.
- Delivered 7,387 hours of coach training to support volunteers to learn how to coach Readers (+10%).
- Developed our five-year strategy.
- Continued to work in partnership with other literacy charities, corporate organisations, and research institutions, to develop and improve our efficiency and share best practice.

Our Impact

The impact of these achievements is that:

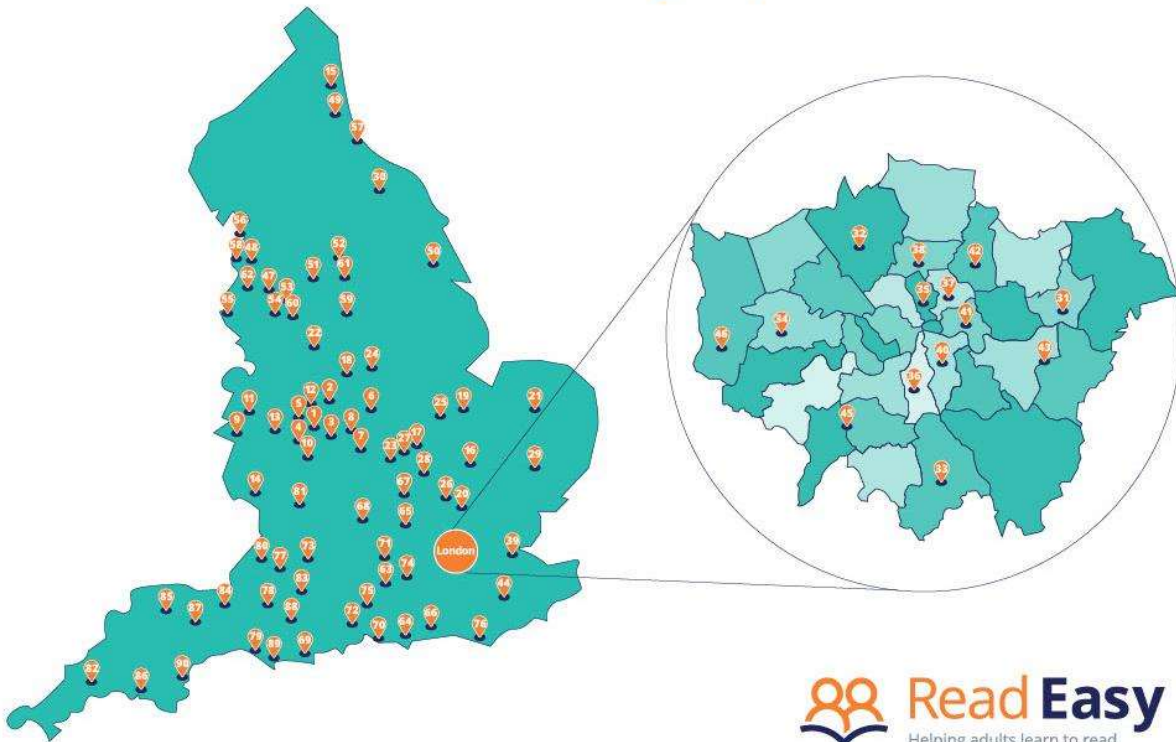
- 99% of Readers said they were more confident after learning to read - and 50% were ‘a lot more confident’!
- 82% of Readers were more likely to join in with social events and make new friends.
- Over 65% of Readers who have children or grandchildren said they were more likely to read stories with them.

“After coaching for six months I knew I wanted to change my career path. Now I am working full time with vulnerable adults as well as coaching. Read Easy has changed my life” (Volunteer Coach, London Region)



Our Reach

Communities where we have groups



| Central | |
|---------|---|
| 1 | Birmingham Central |
| 2 | Birmingham North, Tamworth & Lichfield |
| 3 | Birmingham SE & Solihull |
| 4 | Birmingham SW |
| 5 | Dudley & District |
| 6 | Leicester & District |
| 7 | Mid Warwickshire |
| 8 | North Warwickshire & Coventry |
| 9 | Shropshire Hills |
| 10 | South Worcestershire |
| 11 | Telford & Shropshire East |
| 12 | Wolverhampton |
| 13 | Wyre Forest & Bridgnorth |
| 14 | Herefordshire (Pioneer Group) |
| 15 | Northumberland (Out of area pioneering) |

| London and Kent | |
|-----------------|------------------------------------|
| 31 | Barking & Dagenham |
| 32 | Barnet |
| 33 | Croydon |
| 34 | Ealing |
| 35 | Islington |
| 36 | Lambeth |
| 37 | Hackney |
| 38 | Haringey |
| 39 | Medway |
| 40 | Southwark |
| 41 | Tower Hamlets |
| 42 | Waltham Forest |
| 43 | Greenwich & Bexley (Pioneer Group) |
| 44 | Kent (Pioneer Group) |
| 45 | Merton & Kingston (Pioneer Group) |
| 46 | West London (Pioneer Group) |

| South | |
|-------|--|
| 63 | Basingstoke |
| 64 | Chichester & Arun |
| 65 | Chilterns |
| 66 | East Sussex |
| 67 | Milton Keynes |
| 68 | Oxford |
| 69 | Poole & Bournemouth |
| 70 | Portsmouth |
| 71 | Reading & East Berkshire |
| 72 | Southampton & IOW |
| 73 | Swindon & West Berkshire |
| 74 | W Surrey and NE Hampshire |
| 75 | Winchester |
| 76 | South and Central Sussex (Pioneer Group) |

| East | |
|------|--|
| 16 | Cambridge |
| 17 | Corby & Kettering |
| 18 | Derby & District |
| 19 | Fenland |
| 20 | Harlow & Chelmsford |
| 21 | Norfolk |
| 22 | North Staffordshire |
| 23 | Northampton |
| 24 | Nottingham |
| 25 | Peterborough |
| 26 | Stevenage & North Herts |
| 27 | Wellingborough |
| 28 | Bedfordshire (Pioneer Group) |
| 29 | Suffolk (Pioneer Group) |
| 30 | North Yorkshire (Out of area pioneering) |

| North | |
|-------|------------------------------|
| 47 | Bolton & District |
| 48 | East Lancashire |
| 49 | Gateshead & South Tyneside |
| 50 | Hull & District |
| 51 | Kirklees and Calderdale |
| 52 | Leeds |
| 53 | Manchester Central & Salford |
| 54 | Manchester South & West |
| 55 | Merseyside |
| 56 | Morecombe Bay |
| 57 | Newcastle & North Tyneside |
| 58 | Preston |
| 59 | Sheffield |
| 60 | Stockport |
| 61 | Wakefield |
| 62 | Wigan Borough |

| South West | |
|------------|----------------------------|
| 77 | Bath |
| 78 | Blackmore Vale North |
| 79 | Bridport |
| 80 | Bristol |
| 81 | Cheltenham & Gloucester |
| 82 | Cornwall |
| 83 | North and West Wilts |
| 84 | North Somerset |
| 85 | North, East and West Devon |
| 86 | Plymouth |
| 87 | Somerset |
| 88 | South & East Wilts |
| 89 | South Dorset |
| 90 | Torbay & South Devon |

Affiliated Group
Pioneer Group
Out of area pioneering



Fundraising and finance

During the year, REUK managed to grow sustainably by attracting new income and receiving continued support from longer-term supporters. We have continued to develop corporate fundraising, albeit on a small scale, and have seen an increase in individual donations following a billboard campaign last year.

Results: Total income was up by 9.7% to £431,401 (2022-23: £393,039), all of which has been, or will be, used for the running and development of the charity.

Expenditure was down by 5% to £440,563 (2022-23: £465,540). This decrease was part of a planned expenditure review.

Overall, the Trustees consider financial performance during the year to have been a good outcome in a continuing cost of living crisis and other general circumstances, including phasing of grant income. The in-year deficit of £9,162 was a reduction of 87% from the previous year.

Volunteers: In addition to employing full and part time staff, REUK is reliant on the support of approximately 2,149 regular volunteers who help Readers in their local communities. The Trustees are hugely grateful for this support, without which the Charity could not function.

Donations: Income during the year was made up of grants from a range of trusts and foundations, individual donations, partnerships, Gift Aid and the annual subscriptions and training income from REUK's affiliated groups.

We are particularly grateful to the following supporters:

| | |
|---|---|
| The Adrian Swire Charitable Trust | Man Group PLC Charitable Trust |
| The Alice Ellen Cooper-Dean Charitable Foundation | Marsh Charitable Trust |
| Anonymous Donor Trust | The London Freemasons' Charity |
| The Astor Foundation | The Noble Charitable Trust |
| Dovedale Foundation | The Notgrove Trust |
| The Dulverton Trust | The Patrick and Helena Frost Foundation |
| Gledswood Charitable Trust | A. and R. Haigh |
| The Guinness Partnership | Schroder Charity Trust |
| Hadrian Trust | The Simon Gibson Charitable Trust |
| Hatmill Limited | The Souter Charitable Trust |
| Ideas Exchange | Susanna Peake Charitable Trust |
| The John Coates Charitable Trust | The T. S. Elliot Foundation |
| John Laing Charitable Trust | The Valentine Charitable Trust |
| The John Horseman Trust | The Vandervell Foundation |
| The Joicey Trust | The William Webster Charitable Trust |
| The Kathleen Hannay Memorial Charity | |

With additional thanks to all the local community groups and individuals who have supported adults to learn to read

Partnership working: We continue to work in partnership with Shannon Trust on two projects. The first is piloting their new technology, with a view to increased online delivery to people who are waiting for coaching. The second is a 'pathways project' that is developing a programme that supports adults leaving the criminal justice system to continue either being coached to read or being a volunteer coach in the community on release. We are in the early stages of this project but are excited about its potential.



Reserves policy: The Trustees have always ensured that the Charity has sufficient funds in reserve to withstand any shortfall in income or unforeseen expenditure, and this approach was maintained throughout the year. In addition, in view of our ambitious plans and the difficult economic climate, the Trustees monitored cashflow on a fortnightly basis in August and September. The Charity now holds sufficient cash to cover at least three months' operating costs and Trustees hope to increase this to six months' cover by 2026 by investment in fundraising.

Investment policy: The charity funds its activities on a regular basis and as such is not involved with investment activities. Reserves are placed in interest bearing accounts to provide maximum income but with easy access.

Public benefit: The Trustees note the Charity Commission's guidance on the need for charities to deliver a public benefit, and believe that the achievements outlined above, as well as our ambitious plans to help more adults learn to read in the years ahead, show how we are meeting this need.

Risk review: The Trustees have conducted a review of the major risks to which the charity is exposed at a national and local level and controls and policies have been established to manage these risks. All identified risks are monitored closely by the CEO and senior staff and are reviewed by Trustees on a quarterly basis.

"I couldn't have got into college without Read Easy" (Reader, Central Region)

Strategic Plan

In August and September 2024, the Trustees, CEO and senior team reviewed progress against the year's strategic plan. All the key goals for 2023/24 (as outlined in last year's annual report) had been met or exceeded. New targets were agreed alongside a new five-year plan.

The Read Easy Strategy 2024-2029 and a 2-page summary can be read here [Our Strategy - ReadEasy](#).

This strategy was developed with the input of many different stakeholders, and we are grateful to all of them for their wisdom, experience, frankness and insight.

Aims and ambitions

REUK has always been committed to delivering an excellent service to adults who want to learn to read, and that remains our top priority.

To build on our achievements, our newly developed strategic plan will guide our work through to 2029.

Our ten top targets for the next three years are to:

- Double the number of Readers we coach to 3,000 a year.
- Involve Readers in the continuing improvement of our service.
- Develop our online coaching for Readers who cannot access services locally.
- Help each of our local groups to coach 25-35+ Readers annually.
- Develop a quality assurance framework that will help groups to provide consistently excellent service.
- Improve the efficiency of our systems and processes.
- Strengthen our financial sustainability by diversifying income and carefully managing expenditure.



- Strengthen our gathering of data and other evidence, to better understand and demonstrate the impact of our work, both nationally and locally.
- Develop a clear communications plan to remove stigma and advertise our services.
- Prepare to work with more organisations and amplify our advocacy.

We look forward to continuing to thrive for the 2.4 million adults who could benefit from our coaching.

"Thank you for giving me the chance to face my fears, learn and grow"
(Reader, North Region)

Statement of Trustees' responsibilities

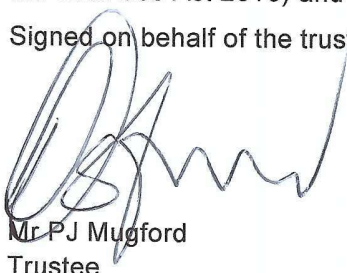
The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

- The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the charity and of the incoming resources and application of resources of the charity for that year. In preparing these financial statements the trustees are required to:
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2016 and the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The charity's Trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2016) and that an independent examination is required.

Signed on behalf of the trustees by:



Mr PJ Mugford
Trustee

Date:

02.06.25



Ms P Koulouri
Trustee

11.06.25

Read Easy UK

Financial statements

For the year ended 30 September 2024

Charity number 1151288

Read Easy UK

Legal and administrative information

| | |
|-----------------------------------|--|
| Registered charity number: | 1151288 |
| Principal address: | Kenton House Oxford Street Moreton-in-Marsh Gloucestershire GL56 0LA |
| Trustees: | Mr P Espinasse Mr CJ Bale Ms H Ayles Mr PJ Mugford Ms P Koulouri Ms C O'Connor Mrs E Hopes Ms S Erasmus |
| Chief Executive: | Mrs C Priddon |
| Bankers: | CAF Bank Limited 25 Kings Hill Avenue West Malling Kent ME19 4JC |
| Independent examiner: | Asad Noorani FCA Tayabali Tomlin Kenton House Oxford Street Moreton-in-Marsh Gloucestershire GL56 0LA |

Read Easy UK

Independent Examiner's Report to the Trustees of Read Easy UK

We report on the financial statements of the charity for the year ended 30 September 2024.

This report is made solely to the charity's trustees, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the charity's trustees that we have done so, and state those matters we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our work or for this report.

Respective responsibilities of the council members and reporting Accountants

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under section 144 of the Charities Act 2011 (the Act), and that an independent examination is needed.

It is our responsibility to:

- examine the accounts (under section 145 of the Act);
- to follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 145(5)(b) of the Act); and
- to state whether particular matters have come to our attention.

Basis of opinion

Our examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required for an audit, and consequently we do not express an audit opinion on the accounts.

Independent examiner's statement

In connection with our examination, no matter has come to our attention:

- 1 which gives us reasonable cause to believe that in, any material respect, the trustees have not met the requirements to ensure that:
 - proper accounting records are kept (in accordance with section 130 of the Act); and
 - accounts are prepared which agree with the accounting records and comply with the requirements of the Act; or
- 2 to which, in our opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Asad Noorani FCA
Tayabali Tomlin
Kenton House
Oxford Street
Moreton-in-Marsh
GL56 0LA

1 March 2025

Read Easy UK

Statement of Financial Activities

For the year ended 30 September 2024

| | Unrestricted fund | Restricted funds | 2024 Total funds | 2023 Total funds |
|---|----------------------|---------------------|---------------------|---------------------|
| Incoming resources | | | | |
| <i>Incoming resources from generated funds:</i> | | | | |
| Voluntary income | 314,468 | 58,007 | 372,475 | 346,006 |
| Affiliation fees and subscriptions | 22,180 | - | 22,180 | 18,104 |
| Investment income | 1,289 | - | 1,289 | 1,639 |
| Training income | 34,425 | - | 34,425 | 27,111 |
| Sundry income | 1,032 | - | 1,032 | 179 |
| Total incoming resources | 373,394 | 58,007 | 431,401 | 393,039 |
| Resources expended | | | | |
| Cost of generating funds: | | | | |
| Fundraising activities | (48,330) | - | (48,330) | (38,629) |
| Governance | (2,514) | (6,346) | (8,860) | (2,394) |
| Charitable activities: | | | | |
| Volunteer support costs | (268,583) | (71,877) | (340,460) | (390,252) |
| Administration costs | (42,913) | - | (42,913) | (34,265) |
| Total resources expended | (362,340) | (78,223) | (440,563) | (465,540) |
| Net movement in funds | 11,054 | (20,216) | (9,162) | (72,501) |
| Reconciliation of funds | | | | |
| Total funds brought forward | 36,287 | 55,063 | 91,350 | 163,851 |
| Total funds carried forward | 47,341 | 34,847 | 82,188 | 91,350 |

Read Easy UK

Balance Sheet


At 30 September 2024

| | Note | 2024 | 2023 |
|---|------|-----------------|-----------------|
| | | £ | £ |
| Tangible assets | 2 | 7,881 | 10,508 |
| Current assets | | | |
| Debtors | 3 | 4,604 | 7,230 |
| Cash at bank | | 80,481 | 85,377 |
| Creditors: amounts falling due within one year | 4 | <u>(10,778)</u> | <u>(11,765)</u> |
| Net current assets | | 74,307 | 80,842 |
| Total assets less current liabilities | | <u>82,188</u> | <u>91,350</u> |
| Represented by: | | | |
| General reserve | | | |
| Balance brought forward | | 91,350 | 163,851 |
| (Deficit) / Surplus for the year | | (9,162) | (72,501) |
| Balance carried forward | 5, 6 | <u>82,188</u> | <u>91,350</u> |

Signed on behalf of the trustees by:


Mr P Mugford
Trustee

Date: 02.06.25


Ms P Koulouri
Trustee

11.06.25

Read Easy UK

Notes to the Financial Statements

1 Accounting policies

Basis of preparation

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer and office equipment – 25% on reducing balance

Incoming resources

All incoming resources are included in the statement of financial activities when they are receivable and the amount can be quantified with reasonable accuracy.

Resources expended (note 9)

Resources expended are recognised in the period in which they are incurred. Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly and those of an indirect nature necessary to support them.

Investments

Investments are valued annually at market value. Gains or losses are taken to the Statement of Financial Activities. Investment income has been taken into account on an accruals basis.

Read Easy UK

Notes to the Financial Statements (continued)

For the year ended 30 September 2024

| | £ | £ |
|---|--|---------------|
| 2 Tangible fixed assets | | |
| | Computer & Office Equipment | Total |
| Cost | | |
| At 1 October 2023 | 26,809 | 26,809 |
| Additions | - | - |
| Disposals | - | - |
| At 30 September 2024 | <u>26,809</u> | <u>26,809</u> |
| Depreciation | | |
| At 1 October 2023 | 16,301 | 16,301 |
| Charge for year | 2,627 | 2,627 |
| Eliminated on disposal | - | - |
| At 30 September 2024 | <u>18,928</u> | <u>18,928</u> |
| Net book values | | |
| At 30 September 2024 | <u>7,881</u> | <u>7,881</u> |
| At 30 September 2023 | <u>10,508</u> | <u>10,508</u> |
| 3 Debtors: amounts falling due within one year | | |
| | 2024 | 2023 |
| | £ | £ |
| Other debtors | 4,604 | 7,230 |
| | <u>4,604</u> | <u>7,230</u> |

Read Easy UK

Notes to the Financial Statements (continued)

For the year ended 30 September 2024

4 Creditors: amounts falling due within one year

| | 2024 | 2023 |
|-----------------|---------------|---------------|
| | £ | £ |
| Other creditors | 10,778 | 11,765 |
| | <u>10,778</u> | <u>11,765</u> |

5 Unrestricted Funds

General unrestricted fund

| | £ |
|----------------------|---------------|
| At 1 October 2023 | <u>36,287</u> |
| Incoming resources | 373,394 |
| Outgoing resources | (362,340) |
| At 30 September 2024 | <u>47,341</u> |

6 Restricted Funds

General restricted fund

| | £ |
|----------------------|---------------|
| At 1 October 2023 | <u>3,420</u> |
| Incoming resources | 22,007 |
| Outgoing resources | (14,841) |
| At 30 September 2024 | <u>10,586</u> |

East of England

| | £ |
|----------------------|----------|
| At 1 October 2023 | <u>-</u> |
| Incoming resources | 5,000 |
| Outgoing resources | (5,000) |
| At 30 September 2024 | <u>-</u> |

Read Easy UK

Notes to the Financial Statements (continued)

For the year ended 30 September 2024

6 Restricted Funds (continued)

| | |
|--|---------------|
| <i>South Region</i> | £ |
| At 1 October 2023 | <u>12,613</u> |
| Incoming resources | 20,000 |
| Outgoing resources | (14,904) |
| At 30 September 2024 | <u>17,709</u> |
| <i>South West Region</i> | £ |
| At 1 October 2023 | <u>4,521</u> |
| Incoming resources | - |
| Outgoing resources | (4,521) |
| At 30 September 2024 | <u>-</u> |
| <i>London and Kent Region</i> | £ |
| At 1 October 2023 | <u>17,992</u> |
| Incoming resources | - |
| Outgoing resources | (17,992) |
| At 30 September 2024 | <u>-</u> |
| <i>North East and Yorkshire Region</i> | £ |
| At 1 October 2023 | <u>16,517</u> |
| Incoming resources | 11,000 |
| Outgoing resources | (20,965) |
| At 30 September 2024 | <u>6,552</u> |

Read Easy UK

Notes to the Financial Statements (continued)

For the year ended 30 September 2024

7 Employees

The average number of employees during the year was 14 (2023 - 15).

8 Trustees' expenses

During the year no payments were made to trustees except in respect of direct reimbursement of expenses in line with our expenses policy.

9 Resources expended

| | 2024 |
|----------------------------------|---------------|
| | £ |
| Cost of generating funds: | |
| Fundraising activities | 913 |
| Fundraising salary costs | 47,417 |
| | <hr/> |
| | 48,330 |

| | 2024 |
|-------------------------------|----------------|
| | £ |
| Charitable activities: | |
| Volunteer support costs | 40,171 |
| Administration costs | 42,913 |
| Salaries | 309,149 |
| | <hr/> |
| | 392,233 |

Read Easy UK

Detailed Profit and Loss Account

For the year ended 30 September 2024

| | 2024 | 2023 |
|---|----------------|-----------------|
| | £ | £ |
| Income | | |
| Donations income | 372,475 | 346,006 |
| Affiliation fees and subscriptions | 22,180 | 18,104 |
| Investment income | 1,289 | 1,639 |
| Training income | 34,425 | 27,111 |
| Sundry income | 1,032 | 179 |
| Total income | 431,401 | 393,039 |
| Expenditure | | |
| Fundraising | 913 | 5,726 |
| Office expenses | 6,489 | 5,795 |
| Post, printing and stationery | 5,356 | 12,007 |
| Telephone | 640 | 648 |
| Salaries | 356,566 | 346,506 |
| Sundry expenses | 272 | 808 |
| Training | 12,137 | 22,608 |
| Recruitment | 438 | 6,796 |
| Travel, accommodation and subsistence | 8,931 | 13,183 |
| Conferences and meetings | 722 | 9,130 |
| Advertising and website | 4,482 | 7,776 |
| Premises expenses | 16,406 | 18,698 |
| Insurance | 14,057 | 8,909 |
| Bank charges | 1,667 | 1,053 |
| Consulting | 6,346 | - |
| Accountancy | 2,514 | 2,394 |
| Total expenditure | 437,936 | 462,038 |
| Operating (deficit) / surplus | (6,535) | (68,999) |
| Less: Depreciation | 2,627 | 3,502 |
| Total (deficit) / surplus for the year | (9,162) | (72,501) |