

GUILDFORD BOOK FESTIVAL

England & Wales · Charity number 1158746

Details

Status Registered

Legal form Charitable company

Company number [08971550](#)

Registered 2014-10-01

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

Contact

Address 2 Hindmoor Manor
Hindhead Road
Hindhead
Surrey
GU26 6AX

Phone 07484 286473

Email director@guildfordbookfestival.co.uk

Website guildfordbookfestival.co.uk

Activities

Objects: TO ADVANCE EDUCATION FOR THE PUBLIC BENEFIT BY PROMOTING AND PROVIDING OPPORTUNITIES FOR THE APPRECIATION, UNDERSTANDING AND ENJOYMENT OF LITERATURE AND THE ARTS, IN PARTICULAR BY OPERATING AN ANNUAL LITERARY FESTIVAL.

Activities: Organisation and running of an annual book festival in Guildford, Surrey

Classification

- **How:** Provides Services
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

Geography

- Surrey

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£60,198	£58,665	-	-
2023-12-31	£58,972	£49,690	-	-
2022-12-31	£63,042	£77,504	-	-
2021-12-31	£67,638	£66,144	-	-
2020-12-31	£45,377	£56,955	-	-

Trustees

Name	Role	Appointed
Nikki Katrin Nelson-Smith	Chair	2023-01-09
Andrew Whitby-Collins		2023-01-09
Charmian Jane Purnell		2023-01-09
Christopher Wade		2023-01-09
Emma McKenzie		2024-09-09
GORDON JACKSON		2015-05-26
Michael John Hacon		2023-01-09
William Robert Salmon		2021-04-12

GUILDFORD BOOK FESTIVAL

England & Wales - Charity number 1158746

Accounts

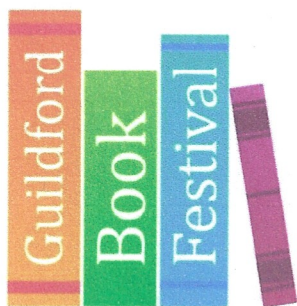
Guildford Book Festival

Registered Charity No. 1158746

Registered Company Number 8971550 (England & Wales)

ANNUAL REPORT AND FINANCIAL STATEMENTS

For the year ended 31 December 2024



www.guildfordbookfestival.co.uk

CHARITY OVERVIEW

Registered name: Guildford Book Festival

Registered Charity No: 1158746
Registered Company No: 8971550

Registered Office: Changed from 79 Binscombe Lane,
Godalming GU7 3QH to 2 Hindmoor
Manor, Hindhead Road, Hindhead GU26
6AX on 10.09.24.

Secretary John Thorp (resigned 29.07.24)
Emma McKenzie (appointed 09.09.24)

Trustees/Directors: Patricia Grayburn MBE DL
Linda Philippson (Chairman to 08.01.24; resigned as
trustee 10.06.24)
Nikki Nelson-Smith (appointed Chairman 08.01.24)
Gordon Jackson
John Thorp (resigned 29.07.24)
Will Salmon
Andrew Whitby-Collins
Christopher Wade
Jane Purnell
Michael Hacon
Susan Lea (appointed 09.09.24)
Emma McKenzie (appointed 09.09.24)

Festival Director: Alexandra Andrews

Treasurer: Michael Hacon

Independent examiner: Sue Reekie, CPFA

2024 SPONSORS

Festival funders:

Guildford Borough Council
Cressive DX
Martin Grant Homes
Simba Sleep
Old Dungate Press
Worshipful Co of Makers of Playing Cards
Arts for Impact
Angus Stovold

Festival supporters:

Waterstones
The Haslemere Bookshop
Patricia Grayburn

Media partners:

BBC Surrey
Round & About
The Guildford Magazine
Muddy Stilettos
Vantage Point
The Guildford Dragon

REPORT OF THE TRUSTEES

Constitution

Guildford Book Festival is a company limited by guarantee, formed on 1 April 2014, which was registered with the Charity Commission as a charity on 1 October 2014 and commenced trading in 2015. The company now runs the Guildford Book Festival previously run by an unincorporated charity No. 1131040.

Management

The Guildford Book Festival is managed by the Board of Trustees named on page 2.

The Trustees engage the services of an independent contractor, Alex Andrews, to act as Festival Director and to administer the day-to-day operations of the Guildford Book Festival.

The arrangement for marketing and sponsorship functions remained unchanged – the Festival Director worked closely with Wigwam PR.

Linda Philippon was Chairman from 12th December 2022 until 8th January 2024, on which date Nikki Nelson-Smith was appointed Chairman.

Charitable Objectives

To advance education for the public benefit by promoting and providing opportunities for the appreciation, understanding and enjoyment of literature and the arts, in particular by operating an annual literary Festival.

This key objective is achieved through the following subsidiary objectives:

- Deliver a financially sustainable Festival
- Raise awareness of the Festival
- Encourage a love of books and reading in young people
- Celebrate books and reading
- Ensure equality of access to all members of the local community
- Enable adults to develop creative writing skills
- Promote Guildford as an arts and cultural centre

Trustees

Trustees are elected under the terms of the Articles of Association. Regular reviews are held to identify any expertise gaps within the Board of Trustees and appointments made when required to strengthen the Board of Trustees, subject to all Trustees' approval. No other person or external body is entitled to appoint any Trustees of the charity.

The Trustees who served during the year and after the period end are shown on page 2.

Statement of Public benefit

The Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties.

ACTIVITIES OF THE CHARITY

The 2024 Festival was held from 6th to 20th October 2024, with a few events held just prior and after this period. The programme for schools ran throughout the year.

The Main Festival

Guildford Book Festival aims to encourage people to open books and to inspire a love of reading. Our main Festival this year curated 37 events over 20 days in 17 different venues. We hosted 54 authors and attracted 2,900 audience members. Each event encouraged audience participation and people could talk to each author afterwards as their book was being signed. Some events were outdoor walking events, some were creative events, some were partnership events that included music or were for specific groups of people. Each event celebrated books and encouraged both a love of reading and of discussion. Using different venues helped us to promote Guildford as an arts and cultural centre.

Events & Venues

We kicked off 2024 by welcoming back Spring Readers' Day to Grade 1 listed building West Horsley Place and a packed line-up of speakers including *Sunday Times* bestseller Elly Griffiths. The return was popular and gave us the opportunity to invite sponsors, authors, patrons and Festival supporters to showcase the event and invite them for a buffet lunch in the main house.

With continued high parking charges in Guildford town centre, West Horsley Place was once again also used for our most popular Festival events in the autumn: Readers' Day and History Day. The venue has continued to grow in popularity since it was used to film the BBC TV series *Ghosts* and with free parking and a line-up of excellent speakers both events were once again sold out. Guests were able to book separately for tours of the main house in their lunch break and either bring their own lunch or pre-order a packed lunch (included in the ticket) in the beautiful grounds.

We hosted a variety of events over three nights in The Electric Theatre with Festival favourite Kate Mosse, veteran China expert Michael Sheridan, award-winning writer and producer, Lynda La Plante, Great British Sewing Bee judge Patrick Grant and queen of Latin ballroom, Shirley Ballas.

History events proved more popular than ever, and we returned to Guildford's historic Guildhall where we welcomed Henry Hemming, Patrick Crowley, Kate Summerscale and Ava Glass.

This year we returned to St Mary's Church (the oldest building in Guildford) for fitting historical events with Amy Jeffs, Ana Sampson and highly acclaimed podcaster Paul Cooper.

We were delighted to return to the newly refurbished County Club in Guildford High Street for a Literary Dinner with Festival patron Adele Parks. This was another sell-out event with a large percentage of the audience buying books after the event. A two-course meal was included in the ticket.

One of our newest venues, Guildford Baptist Church welcomed worldwide master storyteller Alexander McCall Smith in conversation with Stephanie Merritt and he spoke about his two latest books.

Reaching and engaging with audiences

With the popularity of family events, and in particular a hugely popular event with Kes Gray, we saw more young children and families than ever before.

We built on our relationship with educator Activate Learning and used Guildford College to host events with Olympic medallist and former World Champion, Iwan Thomas who spoke passionately about his autobiography. We saw many new visitors attending this event and it attracted large numbers of higher education students.

This year we programmed an event with charity Books Beyond Words that co-create word-free stories for people with learning disabilities. This saw a large attendance from Surrey Choices members who had never before attended one of our events.

Working on *The Thousand Year Tree* project also enabled us to attract many new families to the Kes Gray *Oi Dinosaur!* Event, drawing an audience of over 300 at Guildford Baptist Church.

Two ROAR-some family events took place at newly renovated Leith Hill Place where palaeontologist Professor Anjali Goswami who works at the Natural History Museum in London brought along some real-life dinosaur bones from her travels.

Hugely popular illustrator and environmentalist Yuval Zommer lead a nature workshop in the grounds of Watts Gallery, where children created beautiful art using twigs, seed pods, petals and leaves from around the grounds of the main house.

Older children were invited to a free event and planted a tree with award-winning garden writer and broadcaster, Kate Bradbury. She spoke about her latest book - *One Garden Against the World* - and how even the smallest of garden spaces can make a positive impact on the environment and mental health.

Partnership Programme

The Festival once again collaborated with a number of local groups including Wey Poets, Guildford Jazz, Surrey Choices, Surrey Hills Society, Amnesty International and The Hive Community Centre. The event at The Hive was a free community event for 100 people with local author Emma Snow. This year's Amnesty International event welcomed Mathilda Della Torre who spoke passionately about her experience volunteering in the French port city of Calais and the thousands of displaced people whose voices are so often silenced or ignored. The event with Guildford Jazz was hugely popular with music and a talk from Alyn Shipton and a performance of Mulligan's music by a live quartet featuring Alan Barnes on baritone.

Tickets for the community events were advertised via our brochure and website and given out on a first-come-first-served basis to the general public. We then gave 50 free tickets to elderly patrons of The Hive who were able to listen to the author talk and then take part in lunch and activities inspired by the book on the history of the NHS.

Partnerships with the University of Surrey meant that highly knowledgeable lecturers such as Simon Curtis (Senior Lecturer in International Relations) were able to interview author/speakers, and we could offer their students free or significantly discounted tickets to events.

Book sales

Waterstones Guildford continued as the main festival bookseller - selling books at the majority of events and setting up a pop-up bookshop in the foyer of The Electric Theatre. During the Festival more than 700 books were sold, and publishers hold us up as having a good audience to book sales ratio.

Local independent bookshop The Haslemere Bookshop continued to supply books for the schools' programme throughout the year.

Volunteers

The role of volunteers continued to be invaluable, and the Trustees are grateful for this support. The Festival itself included a total of 68 'slots' which were supported by 27 volunteers (an average of over 2 events per volunteer). Each event had volunteers with a range of experience, with an acting team leader to guide and support newer members. Volunteers also assisted in the distribution of Festival brochures – a vital part of driving ticket sales - widening the reach outside Guildford to include Woking, Redhill, Haslemere, Chiddingfold, Grayshott, Milford, Hambledon, Farnham & Aldershot.

Schools' Programme

As mentioned in our introduction, the schools' programme happens throughout the year. The schools' programme continued to grow again in 2024 seeing pupils from over 18 local state schools and 5,000 children. Authors ranged from Ally Sherrick with her middle-grade historical fiction, to James Carter entertaining younger pupils with his hilarious poetry and music on Steve the Melodica. This year we enhanced the offering to secondary schools and held events surrounding *Shakespeare's Sisters* by Ramie Targoff and *Woman Up!* by Carrie Dunn.

We also worked on the creation of the Brilliant Book Awards with librarian Geraldine Tame from Holy Trinity Pewley Down School in Guildford and the West Surrey Partnership. The award aims to connect children to new authors and their books. Children from schools across Surrey were sent free copies of the shortlisted books and voted on their overall favourite book - the winner was *Wild Oak* by C.C. Harrington, who spoke to the children via video link from her home in the US. Children were invited along to the ceremony in June with host Jack Meggitt-Phillips who writes *The Beast and the Bethany series*.

In March 2024 we ran an Arts for Impact campaign with the Big Give and raised £5,500 for our schools' programme. This enabled us to give away hundreds of free books to pupil premium students and also run an illustration workshop for 30 children with bestselling author/illustrator Jonny Duddle. The workshop took place at Watts Gallery Artist's Village in their Clore studio. All pupils attending were able to participate in an exciting full day of illustration lessons with the illustrator. With the help of local schools, we were able to provide transport, lunch, a lunchtime tour of the stunning Grade-1 listed terracotta Chapel on site, and every child went home with a goody bag containing art supplies. We worked closely with teachers on selecting those pupils for these sessions that wouldn't usually get the opportunity for art lessons and such a valuable experience.

We collaborated with the Surrey Hills Society, Surrey Hills National Landscape, Surrey County Council, Surrey Libraries and introduced them to Old Dungate Press who package and printed *The Thousand Year Tree*. This stunning, 32-page paperback book was co-authored by a class of year 4 children who worked with an author and an illustrator during a series of indoor and on-site workshops. It celebrates and brings to life the ancient yew trees at Newlands Corner, introducing young readers to the thousand years of history

the trees have witnessed. The book was then published in October 2024 and the endpapers for the book were designed via a Surrey-wide competition, which attracted 542 entries across all 52 Surrey libraries. The winner of the competition was revealed by illustrator Kes Gray at a Guildford Book Festival event in the main Festival.

We are keen to highlight that even in leafy Surrey, there are people suffering high levels of deprivation – we worked closely with teachers and staff from local schools to bring authors and illustrators into schools in these areas. Guildford has two of the four most deprived wards in Surrey and we believe that author and illustrator visits to schools have a positive relationship on children and young people's reading, writing and drawing skills, and potentially on their longer-term aspirations.

Funding and Sponsorship

The Book Festival received grant funding from Guildford Borough Council. Sponsorship came from local and national businesses including Cressive DX, Martin Grant Homes, Angus Stovold, Simba Sleep and Old Dungate Press.

As already mentioned, we received funding from the Big Give and our successful Arts for Impact Campaign.

The Kingfisher Farm Shop in Abinger Hammer and Squires Garden Centre in Milford kindly provided 150 seed packets between them to distribute in the goody bags we provided at Spring Readers' Day.

Reserves Policy

The Trustees have adopted a reserves policy, which seeks to ensure that the Guildford Book Festival maintains a positive cash balance throughout the year and concludes each financial year with adequate reserves to ensure financial continuity into the following year and Festival season. Reserves at the end of this reporting year were £29,888.

Financial Performance

The Trustees are once again grateful for the support from Guildford Borough Council. This year funding was £5,000, compared to £8,000 in 2023. The Trustees are conscious of the financial pressures facing local government.

While considerable effort was made to source sponsorship income, 2024 proved to be a challenging year with the tightening of sponsors' budgets. Such income this year was £13,974, compared to £16,077 in 2023.

The addition of the Spring Readers' Day in 2024, together with a small ticket price increase introduced this year for the main Festival events, contributed to ticket income total of £37,324, an increase of £6,831 (representing 22%) compared to this income in 2023, £30,493.

Waterstones and The Haslemere Bookshop provided valuable support to the Festival by paying commission on sales of books at Guildford Book Festival events.

While every effort was made to manage expenditure, most costs increased. In particular, venue hire rose to £8,791 this year compared to £6,129 in 2023. This in part was due to the running of an additional event in 2024: Spring Readers' Day.

The overall consequence of the financial changes in 2024 meant that Guildford Book Festival delivered a net income of £1,533 for the year, compared to net income of £9,282 in 2023.

Festival Director

The Trustees are grateful to the Festival Director, Alex Andrews, for her valuable work and for organising a successful Festival.

Emma McKenzie
Director and Secretary

INDEPENDENT EXAMINER'S REPORT

To the Trustees of the Guildford Book Festival

I report on the financial statements for the period ended 31 December 2024, which are set out on pages 11 to 15.

Respective responsibilities of the Trustees and Independent examiner

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 Charities Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with the 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 in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

1. In connection with my examination, no material matter has come to my attention which gives me cause to believe that, in any material respect:
 - accounting records were not kept in accordance with s130 of the Charities Act; or
 - the accounts did not accord with the accounting records; or
 - the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.
2. I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report on order to enable a proper understanding of the accounts to be reached.

Signed: *S Reekie*

Date: 26 May 2025

GUILDFORD BOOK FESTIVAL

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December

		2024 £	2023 £
Incoming resources			
Unrestricted funds			
Incoming resources from generating funds:			
Voluntary income	3.1	19,656	25,001
Activities for generating funds	3.2	3,218	3,478
Incoming resources from charitable activities	3.3	37,324	30,493
Total incoming resources		60,198	58,972
Resources expended			
Costs of generating voluntary funds	4.1	4,413	4,002
Charitable activities	4.2	54,204	45,688
Governance	4.3	48	-
Total resources expended		58,665	49,690
Net incoming resources/(deficit)		1,533	9,282

BALANCE SHEET

AS AT 31 DECEMBER	2024	2023
	£	£
Fixed assets	-	-
Current assets		
Cash at bank	30,726	27,479
Debtors	1,735	2,899
Total assets	<u>32,461</u>	<u>30,378</u>
Creditors	2,573	2,023
NET ASSETS	<u>29,888</u>	<u>28,355</u>
Resources		
Unrestricted funds		
Resources as at 1 Jan	28,355	19,073
Net incoming resources	1,533	9,282
Restricted funds	-	-
TOTAL RESOURCES	<u>29,888</u>	<u>28,355</u>

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

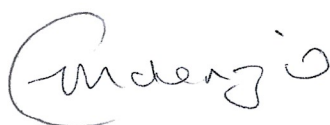
These accounts have been prepared in accordance with the provisions applicable to the companies subject to the small companies' regime.

Guildford Book Festival has opted not to deliver a copy of the profit and loss accounts.

Approved at a meeting of the Trustees on 09 June 2025

and signed on their behalf by EMMA MCKENZIE

Director and Secretary



NOTES TO THE FINANCIAL STATEMENTS

For the period ended 31 December 2022

1. Basis of preparation

1.1 Basis of accounting

These financial statements have been prepared on a historic cost basis and in accordance with:

- Accounting and Reporting by Charities – Statement of Recommended Practice
- Relevant Accounting Standards
- Charities Act 2011

2. Accounting policies

Incoming resources

1. Recognition of Incoming resources

These are included in the Statement of Financial Activities (SoFA) when:

- * the charity becomes entitled to the resources
- * the Trustees are virtually certain they will receive the resources; and
- * the monetary value can be measured with sufficient reliability

2. Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income), the incoming resources and related expenditure are reported gross in the SoFA.

3. Grants and donations

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

4. Gifts in kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

5. Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Expenditure and liabilities

6. Resources expended

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT, which cannot be recovered.

Assets

7. Tangible fixed assets for use by the charity

These are capitalised if they can be used for more than one year, and cost at least £1,000.

They are valued at cost or, if gifted, at the value to the charity on receipt.

Depreciation is assessed on a straight-line basis over the lifetime of the asset.

3. Incoming resources

	2024	2023
	£	£
3.1 Voluntary income:		
Guildford Borough Council	5,000	8,000
Other Sponsorship	13,974	16,077
Friends Membership	0	420
Other	682	504
	<u>19,656</u>	<u>25,001</u>
3.2 Activities for generating funds:		
Commission on book sales	2,318	3,128
Advertising	900	350
	<u>3,218</u>	<u>3,478</u>
3.3 Charitable activities:		
Ticket income	<u>37,324</u>	<u>30,493</u>
	<u>60,198</u>	<u>58,972</u>

4. Resources expended

	2024	2023
	£	£
4.1 Costs of generating voluntary funds:		
Festival Director	4,275	3,853
Administration & overheads	138	149
	<u>4,413</u>	<u>4,002</u>
4.2 Charitable activities:		
Festival Director	24,225	21,831
Author & other professional fees & expenses	6,340	4,481
Venue hire & expenses	8,791	6,129
Marketing	11,136	10,044
Books	1,380	1,600
Administration & overheads	2,332	1,603
	<u>54,204</u>	<u>45,688</u>
4.3 Governance:		
Strategy meeting	48	-

The Trustees, Treasurer and Independent Examiner provide their services without receiving any remuneration or expenses.

58,665

49,690

5. Donated services

The Guildford Book Festival relies heavily on its supporters and volunteers who donate their services for no remuneration. The value of these services cannot be reasonably quantified and so have not been reflected in these financial statements.

6. Related party transactions

There were no related party transactions for the reporting year.

GUILDFORD BOOK FESTIVAL

England & Wales - Charity number 1158746

Accounts

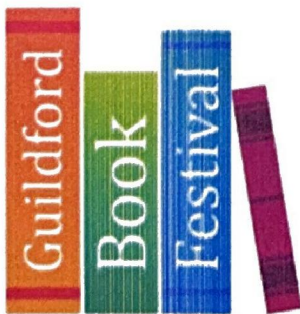
Guildford Book Festival

Registered Charity No. 1158746

Registered Company Number 8971550 (England & Wales)

ANNUAL REPORT AND FINANCIAL STATEMENTS

For the year ended 31 December 2023



www.guildfordbookfestival.co.uk

CHARITY OVERVIEW

Registered name: Guildford Book Festival

Registered Charity No: 1158746
Registered Company No: 8971550

Registered Office: 79 Binscombe Lane
Goldalming, GU7 3QH

Secretary: John Thorp

Trustees/Directors: Patricia Grayburn MBE DL
Linda Philippson (Chairman 12.12.22 to 08.01.24)
Nikki Nelson-Smith (appointed 09.01.23; appointed
Chairman 08.01.24)
Gordon Jackson
John Thorp
Susan Sturgeon (resigned 18.10.23)
Will Salmon
Andrew Whitby-Collins (appointed 09.01.23)
Christopher Wade (appointed 09.01.23)
Jane Purnell (appointed 09.01.23)
Michael Hacon (appointed 09.01.23)

Festival Director: Alexandra Andrews

Treasurer: Michael Hacon

Independent examiner: Sue Reekie, CPFA

2023 SPONSORS**Festival sponsors:**

Guildford Borough Council
Cressive DX
Martin Grant Homes
Simba Sleep
Experience Guildford
H2i Insurance Brokers
Charles Stanley
Old Dungate Press
University of Surrey
Stevens & Bolton
Activate Learning
Sofas & Stuff

Festival supporters:

Waterstones
Guildford Arts
Hatchlands Park
The Haslemere Bookshop
Patricia Grayburn

Media partners:

BBC Surrey
Round & About
The Guildford Magazine
Muddy Stilettos
Vantage Point

REPORT OF THE TRUSTEES

Constitution

Guildford Book Festival is a company limited by guarantee, formed on 1 April 2014, which was registered with the Charity Commission as a charity on 1 October 2014 and commenced trading in 2015. The company now runs the Guildford Book Festival previously run by an unincorporated charity No. 1131040.

Management

The Guildford Book Festival is managed by the Board of Trustees named on page 2.

The Guildford Book Festival was administered on a day-to-day basis during this reporting year by just one Festival Director, Alex Andrews.

The arrangement for marketing and sponsorship functions remained unchanged – the Festival Director worked closely with Wigwam PR.

Linda Philipppson was Chairman from 12th December 2022 until 8th January 2024, on which date Nikki Nelson-Smith was appointed Chairman.

Charitable Objectives

To advance education for the public benefit by promoting and providing opportunities for the appreciation, understanding and enjoyment of literature and the arts, in particular by operating an annual literary Festival.

This key objective is achieved through the following subsidiary objectives:

- Deliver a financially sustainable Festival
- Raise awareness of the Festival
- Encourage a love of books and reading in young people
- Celebrate books and reading
- Ensure equality of access to all members of the local community
- Enable adults to develop creative writing skills
- Promote Guildford as an arts and cultural centre

Trustees

Trustees are elected under the terms of the Articles of Association. Regular reviews are held to identify any expertise gaps within the Board of Trustees and appointments made when required to strengthen the Board of Trustees, subject to all Trustees' approval. No other person or external body is entitled to appoint any Trustees of the charity.

The Trustees who served during the year and after the period end are shown on page 2.

Statement of Public benefit

The Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties.

Activities of the Charity

The 2023 Festival was held from 1st to 18th October 2023. The programme for schools ran throughout the year.

2023 Activities

Schools Programme

Over the past 7 years the schools programme has grown by over 700% and this year we visited pupils from 17 local state schools and saw over 4,000 children. We saw pupils from the age of 4 years to 16 years old, and events ranged from magic shows with TV celebrity Stephen Mulhern, to discussions about immigration and refugees with award-winning World Book Day author, A.M. Dassu. International author and screenwriter, Dhionelle Clayton on tour from New York in the US also spoke to two of our larger schools about her latest book.

We are keen to highlight that, even in leafy Surrey, there are people suffering high levels of deprivation – we worked closely with teachers and staff from local schools to bring authors and illustrators into schools in these areas. Guildford has two of the four most deprived wards in Surrey. We believe that author and illustrator visits to schools have a positive relationship on children and young people's reading, writing and drawing skills, as research from the National Literacy Trust shows.

As well as the packed schedule of events taking place in schools, we also gave away over 75 free tickets to events in the main programme to schools and colleges. The highlight being a National Poetry Day event at the Electric Theatre with former children's laureate Chris Riddell and poet anthologist, Ana Sampson.

Events for Children

Family events were some of most popular and largest attended events during the Festival. With award-winning authors Rob Biddulph and MG Leonard performing to children of all ages in two of our largest churches in Guildford. Smaller, outdoor workshop events also took place at National Trust property Hatchlands Park, where author Moira Butterfield took families in the autumn sunshine on a nature treasure hunt through their ancient woodland and pastures.

Partnership Programme

The Festival once again collaborated with a number of local groups including Wey Poets and The Hive Community Centre.

The event at The Hive was a free community event for 100 people with local author Louise Morrish. Tickets were advertised via our brochure and website and given out on a 'first-come, first-served' basis to the general public. We then gave 50 free tickets to elderly patrons of The Hive, who were able to listen to the author talk and then take part in lunch and activities inspired by the book on World War II.

Venues

Over 8 venues across the borough were used for both daytime and evening events.

With parking charges increasing substantially in Guildford town centre, Grade 1 listed building West Horsley Place became the new home to the popular Readers' Day and for the second year running we used their newly refurbished barn for History Day. The venue has grown in popularity since it was used to film the BBC TV series *Ghosts* and with free parking and a line-up of excellent speakers both events sold out in record time. Guests were able to book separately for tours of the main house in their lunch break and eat the packed lunch (included in the ticket) in the beautiful grounds.

Large author tours such as Fane have become popular since COVID and the decision was made not to compete with these large budget tours. As a result, we didn't risk trying to fill larger venues such as the Yvonne Arnaud Theatre and G Live and looked to smaller venues with a capacity of between 100 and 400 people.

The Electric Theatre has capacity of 180 and remained our main hub hosting a variety of events from military history with James Holland to 'in conversation' events with renowned actor Timothy West who has been a Patron of the Festival for many years.

We also used a number of other local venues including local churches, The Hive local community centre, Guildford College, Hatchlands Park and popular beauty spot Newlands Corner.

Reaching and engaging with audiences

With the popularity of family events and in particular a sell-out event with Rob Biddulph, we saw more young children and families than ever.

We ensured a variety of styles of events, including 'presentation style' events, 'in conversation' events and walking tours to appeal to different audiences.

We initiated a new relationship with educator Activate Learning and used one of their sites at Guildford College to host bestselling author and international diplomacy expert, Tim Marshall. Tim explored the geopolitical realities of space and its impact on the global political landscape. We saw many new visitors attending this event and attracted large numbers of higher education students.

An event with Carrie Dunn enticed new audiences from many local schools and sports clubs as she discussed the long history of women's football from when it was effectively banned in 1921, right through to its glorious present, inspiring many young people and looking to its exciting future.

We explored new relationships with Surrey University, working with senior lecturers in both the English Language/Literature and Politics departments. Politician Chris Bryant spoke to a packed Electric Theatre audience with many students attending and volunteering for this event.

Environment events proved more popular than ever, and award-winning magazine journalist Oliver Franklin-Wallis took audiences on an eye-opening journey through the global waste industry.

Our aim for the coming year is to increase the diversity of our audiences and we have been in conversation with various minority communities to this end.

Festival Booksellers

Waterstones Guildford continued as the main Festival bookseller - selling books at the majority of events and setting up a pop-up bookshop in the foyer of the Electric Theatre. In addition, local independent bookshop Haslemere Bookshop was brought on board to supply books for the school's programme that ran throughout the year.

Sponsorship

The Book Festival benefited from sponsorship from Guildford Borough Council, and also from local and national businesses and other organisations including Cressive DX, Martin Grant Homes, Simba Sleep, Experience Guildford, Charles Stanley, Old Dungate Press, University of Surrey, Stevens & Bolton and Activate Learning.

Furniture supplier Sofas & Stuff provided stage furniture for events at the Electric Theatre and goodie bags for Readers' Day.

Volunteers

Throughout the year, the role of the volunteers was invaluable, and the Trustees are grateful for their support. Over the year there were 24 new volunteers. The Festival itself covered a total of 57 'slots' which were supported by 26 volunteers - 10 experienced and 16 new, thus creating a wider pool of experience. Volunteers also supported brochure distribution and 2 took on social media roles.

Reserves Policy

The Trustees have adopted a reserves policy, which seeks to ensure that the Guildford Book Festival maintains a positive cash balance throughout the year and concludes each financial year with adequate reserves to ensure financial continuity into the following year and Festival season. Reserves at the end of this reporting year were £28,355.

Financial Performance

At the beginning of the reporting year, the Trustees took the decision to reduce costs and to have just one director to manage the activities (compared to two directors in previous years), and to deliver a slimmed down version of the Festival. Nevertheless, income generated by the end of the year of £58,972 was only 6% lower than that for 2022 which totalled £63,042.

While ticket income fell this year to £30,493 compared to £38,553 in 2022, there were a smaller number of events organised in 2023. These events, however, generated a strong demand for tickets. Also, the focus on sponsorship continued to be of paramount importance and this year the generosity of corporate and other sponsors resulted in income of £16,077 compared to £6,835 in 2022.

Following the decision at the start of the year, expenditure was reduced significantly in 2023 and totalled £49,690 compared to £77,504 for the previous year, a fall of 36%. Reductions in director fees and also venue costs were the most notable contributors to this change.

The overall consequence of the financial changes in 2023 meant that Guildford Book Festival delivered a net income of £9,282 for the year compared to a loss of £14,462 in 2022.

The Trustees are once again grateful for the support from Guildford Borough Council, albeit the contribution has continued to reduce compared to previous years and will decrease further in 2024. The Trustees are conscious, however, of the financial pressure facing local government.

Waterstones and The Haslemere Bookshop provided significant support to the Festival by paying commission on sales of books at Guildford Book Festival events.

The Trustees are grateful to the Festival Director, Alex Andrews, for her valuable work and for organising an excellent Festival.

John Thorp
Director and Secretary

INDEPENDENT EXAMINER'S REPORT

To the Trustees of the Guildford Book Festival

I report on the financial statements for the period ended 31 December 2023, which are set out on pages 9 to 13.

Respective responsibilities of the Trustees and Independent examiner

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 Charities Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with the 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 in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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

1. which gives me reasonable cause to believe that in, any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: *S. Reskie*

Date: 28 March 2024

GUILDFORD BOOK FESTIVAL

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December

		2023		2022	
		£	£	£	£
Incoming resources					
Unrestricted funds					
Incoming resources from generating funds:					
Voluntary income	3.1	25,001		20,001	
Activities for generating funds	3.2	3,478		4,488	
Incoming resources from charitable activities	3.3	30,493		38,553	
Total incoming resources			58,972		63,042
Resources expended					
Costs of generating voluntary funds	4.1	4,002		6,841	
Charitable activities	4.2	45,688		70,663	
Governance					
Total resources expended			49,690		77,504
Net incoming resources/(deficit)			9,282		(14,462)

BALANCE SHEET

AS AT 31 DECEMBER	2023 £	2022 £
Fixed assets	-	-
Current assets		
Cash at bank	27,479	16,811
Debtors	2,899	4,400
Total assets	<u>30,378</u>	<u>21,211</u>
Creditors	2,023	2,138
NET ASSETS	<u>28,355</u>	<u>19,073</u>
Resources		
Unrestricted funds		
Resources as at 1 Jan	19,073	33,535
Net incoming resources	9,282	(14,462)
Restricted funds	-	-
TOTAL RESOURCES	<u>28,355</u>	<u>19,073</u>

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

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

Guildford Book Festival has opted not to deliver a copy of the profit and loss accounts.

Approved at a meeting of the Trustees on 8th April 2024

and signed on their behalf by JOHN THORP

Director and Secretary



NOTES TO THE FINANCIAL STATEMENTS

For the period ended 31 December 2022

1. Basis of preparation

1.1 Basis of accounting

These financial statements have been prepared on a historic cost basis and in accordance with:

- Accounting and Reporting by Charities – Statement of Recommended Practice
- Relevant Accounting Standards
- Charities Act 2011

2. Accounting policies

Incoming resources

1. Recognition of Incoming resources

These are included in the Statement of Financial Activities (SoFA) when:

- * the charity becomes entitled to the resources
- * the Trustees are virtually certain they will receive the resources; and
- * the monetary value can be measured with sufficient reliability

2. Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income), the incoming resources and related expenditure are reported gross in the SoFA.

3. Grants and donations

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

4. Gifts in kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

5. Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Expenditure and liabilities

6. Resources expended

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT, which cannot be recovered.

Assets

7. Tangible fixed assets for use by the charity

These are capitalised if they can be used for more than one year, and cost at least £1,000.

They are valued at cost or, if gifted, at the value to the charity on receipt.

Depreciation is assessed on a straight-line basis over the lifetime of the asset.

3. Incoming resources

	2023	2022
	£	£
3.1 Voluntary income:		
Guildford Borough Council	8,000	13,000
Other Sponsorship	16,077	6,835
Friends Membership	420	166
Other	504	0
	<u>25,001</u>	<u>20,001</u>
3.2 Activities for generating funds:		
Commission on book sales	3,128	3,188
Advertising	350	1,300
	<u>3,478</u>	<u>4,488</u>
3.3 Charitable activities:		
Ticket income	<u>30,493</u>	<u>38,553</u>
	<u>58,972</u>	<u>63,042</u>

4. Resources expended

	2023	2022
	£	£
4.1 Costs of generating voluntary funds:		
Festival Directors	3,853	6,290
Administration & overheads	149	551
	<u>4,002</u>	<u>6,841</u>
4.2 Charitable activities:		
Festival Directors	21,831	35,643
Author & other professional fees & expenses	4,481	7,061
Venue hire & expenses	6,129	12,840
Marketing	10,044	9,418
Box office commissions	0	180
Books	1,600	2,725
Administration & overheads	1,603	2,796
	<u>45,688</u>	<u>70,663</u>
	<u>49,690</u>	<u>77,504</u>

4.3 The Trustees, Treasurer and Independent Examiner provide their services without receiving any remuneration or expenses.

5. Donated services

The Guildford Book Festival relies heavily on its supporters and volunteers who donate their services for no remuneration. The value of these services cannot be reasonably quantified and so have not been reflected in these financial statements.

6. Related party transactions

Ms Susan Sturgeon held the following position with an organisation that provided sponsorship to the Festival:

- Chair of Activate Learning.

GUILDFORD BOOK FESTIVAL

England & Wales - Charity number 1158746

Accounts

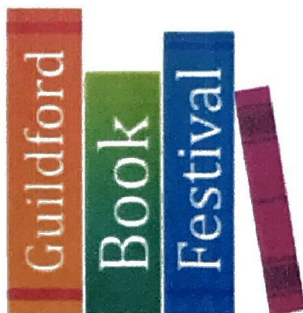
Guildford Book Festival

Registered Charity No. 1158746

Registered Company Number 8971550 (England & Wales)

ANNUAL REPORT AND FINANCIAL STATEMENTS

For the year ended 31 December 2022



www.guildfordbookfestival.co.uk

CHARITY OVERVIEW

Registered name: Guildford Book Festival

Registered Charity No: 1158746
Registered Company No: 8971550

Registered Office: 79 Binscombe Lane
Goldalming, GU7 3QH

Secretary John Thorp

Trustees/Directors: Patricia Grayburn MBE DL
Andrew Hodges (Chairman) (deceased 12.04.22)
Gordon Jackson (Chairman 12.04.22 to 12.12.22)
Jennifer Powell (resigned 12.12.22)
John Thorp
Susan Sturgeon
Will Salmon
Linda Philippson (appointed 18.03.22); (appointed
Chairman 12.12.22)
Andrew Whitby-Collins (appointed 09.01.23)
Christopher Wade (appointed 09.01.23)
Jane Purnell (appointed 09.01.23)
Nikki Nelson-Smith (appointed 09.01.23)
Michael Hacon (appointed 09.01.23)

Co-Festival Directors: Alexandra Andrews
Jane Beaton

Treasurer: Claire Morris, FCPFA

Independent examiner: Sue Reekie, CPFA

SPONSORS FOR 2022**Funded by:**

Guildford Borough Council

Festival sponsors:Cressive DX
Saxton Bampflyde
Guildford Arts
Experience Guildford
H2i Insurance Brokers
Charles Stanley
Harper Collins (Century Imprint)
Martin Grant Homes**Festival supporters:**Waterstones
Yvonne Arnaud Theatre
Hatchlands Park**Media partners:**BBC Surrey
Round & About
Surrey Life Magazine (ended July)
The Guildford Magazine
Muddy Stiletos
Vantage Point

REPORT OF THE TRUSTEES

Constitution

Guildford Book Festival is a company limited by guarantee formed on 1 April 2014 and registered with the Charity Commission as a charity on 1 October 2014 and commenced trading in 2015. The company now runs the Guildford Book Festival previously run by an unincorporated charity No. 1131040.

Management

The Guildford Book Festival is managed by the Board of Trustees named on page 2.

The Guildford Book Festival was administered on a day-to-day basis during the reporting year by the two Co-Festival Directors – Alex Andrews and Jane Beaton.

The arrangement for marketing and sponsorship functions remained unchanged – the Co-Festival Directors worked closely with Wigwam PR.

Andrew Hodges, appointed Chairman in April 2016, remained as Chairman until 12th April 2022 when he sadly passed away. Gordon Jackson took on the role as interim Chairman until Linda Philippon was appointed Chairman on 12th December 2022.

Charitable Objectives

To advance education for the public benefit by promoting and providing opportunities for the appreciation, understanding and enjoyment of literature and the arts, in particular by operating an annual literary festival.

This key objective is achieved through the following subsidiary objectives:

- Deliver a financially sustainable festival
- Raise awareness of the Festival
- Encourage a love of books and reading in young people
- Celebrate books and reading
- Ensure equality of access to all members of the local community
- Enable adults to develop creative writing skills
- Promote Guildford as an arts and cultural centre

Trustees

Trustees are elected under the terms of the Articles of Association. Regular reviews are held to identify any expertise gaps within the Board of Trustees and appointments made when required to strengthen the Board of Trustees, subject to all Trustees' approval. No other person or external body is entitled to appoint any Trustees of the charity.

The Trustees who served during the year and after the period end are shown on page 2.

Statement of Public benefit

The Trustees confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties.

Activities of the Charity

The 2022 Festival was held from 1st to 17th October 2022.

The 2022 programme

The main objective of the Festival was to offer a varied and inviting schedule of events encompassing a range of topics to attract new and diverse audiences, as well as appealing to existing Festival goers.

After two challenging years the Festival returned with a full programme of live events. To accommodate as many speakers as possible the Festival was extended into a second week and more than 40 authors were welcomed to the town.

Our most popular event, Readers' Day, returned, with award-winning debut author Bonnie Garamus closing the day and we introduced a brand new History Day to the programme, which was a huge success. Dan Jones, Joanne Paul, Anna Beer and Marc Morris all spoke at Grade I listed West Horsley Place.

Speakers included two of the nation's best-loved actors, Hugh Bonneville and Eileen Atkins, as well as former Spice Girl, Melanie C. International bestselling authors such as Robert Harris, Jeffrey Archer and Kate Mosse all had sell-out events. For history fans, Festival favourite, Alison Weir returned. Ben Macintyre told the incredible true story of Colditz prison and Mick Conefrey the dramatic account of the first climb to Everest.

To celebrate the Platinum Jubilee, Royal biographer, journalist and broadcaster, Robert Hardman provided an insight into the life of The Queen alongside Lisa Jewell at the Literary Lunch.

Other speakers included, Anna Keay, Katie Hickman, Benedict Allen, Peter Ricketts and Patrick Gale.

TV star, comedian Al Murray spoke with historian James Holland and political activist Bill Browder gave his extraordinary account of how he exposed the scale of corruption operated by Vladimir Putin and survived to tell the tale.

We continued to offer our Creative Writing course online, enabling us to reach as wide an audience as possible.

Events for children – Family events included hugely popular author Andy Griffiths, who was over from Australia on tour and Dr Maggie Alderin-Pocock returned with her latest book to answer more questions from young scientists. We also offered another free day of events for children in the bandstand in Guildford Castle Grounds.

Schools programme

The schools programme continues to go from strength to strength and in 2022 we were able to increase the number of schools visited by authors [Tim Collins, Rob Biddulph, M.G. Leonard, Cath Howe, Lindsay Galvin, Ally Sherrick, Lucy Reynolds and Louie Stowell] to 18, and children who participated in the programme to more than 2,500.

Our aim is to continue to expand our work in schools across Guildford and the surrounding area to engage even more children and inspire a love of books and reading, because the beneficial impact of, and need for, our programme, is clear.

Research by the National Literacy Trust shows that:

- More children and young people who had experienced an author visit told us that they enjoyed reading in their free time compared with their peers who hadn't experienced one (59% vs. 39%).

- Children on free school meals who had an author visit are much more likely to enjoy reading compared to those who didn't have one (59% vs 36%)
- Writing behaviours are positively affected too. More children who had an author visit told us that they enjoy writing in their free time (43% vs 32%)

The National Literacy Trust also tells us that one in 11 children grow up without any books at home, and last year more than half of children from disadvantaged backgrounds left primary school without reaching the expected standard in reading. There is a ten-month difference in the language development of 11-year-old children from a 'book rich' home compared with those from a 'book poor' home. We also know that children from disadvantaged communities experienced an even greater detrimental impact on their schooling because of Covid.

Over the coming years we hope to work with more schools and collaborate with other organisations. Despite being an affluent county Surrey has a number of areas of deprivation, including in Guildford which has two of the four most deprived wards in Surrey, so we are particularly keen to expand our reach into schools where not all the children have easy access to books at home.

To achieve our aims will require new sources of funding and notwithstanding the fundraising challenges that are only exacerbated by the cost of living crisis, we will be seeking to build new relationships to help fund this work over the next few years.

Partnership Programme

The Festival once again collaborated with the local branch of Amnesty International, the Wey Poets Society and the award-winning environmental community space Zero on events.

Venues

Events returned to the historic Guildford Guildhall, Guildford Harbour Hotel and the three main theatres in Guildford: the Electric Theatre, G Live and Yvonne Arnaud Theatre. The Broadwater Pavilion was used for a couple of events and History Day was held at West Horsley Place that proved extremely successful as a new venue with free parking.

Outdoor walking events proved popular once again and Hatchlands Park welcomed us back for a 7th year with two successful wildflower events.

Reaching and engaging with audiences

The Festival took part in the Queen's Jubilee celebrations in Guildford and held a stand in the Castle Grounds, providing fancy dress outfits for families, free books, colouring sheet and merchandise and commissioned a special pin the tail on the Queen's corgi.

We returned to printing our usual A5 brochure, which still proves hugely popular, in particular with our older audience. The brochure is distributed to all Surrey Libraries, venues, Surrey University, Guildford Cathedral, Watts Gallery, local supermarkets, cafes, businesses, schools and shops. We also handed it out at the Farmer's Market in Guildford High Street in September.

A3 posters were printed and circulated and displayed on all bins throughout Guildford town centre. A large banner was printed and on display above Guildford High Street for two weeks and A0 posters were displayed at key venues such as the Electric Theatre. We also advertised on banners and posters at key roads leading into the town.

Festival bookseller

Waterstones continued as Festival bookseller selling books at the majority of events and having a pop-up bookshop in the Electric Theatre foyer.

Funding and sponsorship

The Book Festival received its core funding from Guildford Borough Council and other sponsorship came from local and national businesses such as Cressive DX, Charles Stanley, Century, Experience Guildford, Guildford Arts, Saxton Bampfylde, H2i Insurance Brokers and others.

Volunteers

We recruited 6 new volunteers in 2022 and had 21 people of all ages, skills and interests supporting Alex Andrews and Jane Beaton. It is estimated that they contributed some 200 hours of unpaid work.

Reserves policy

The Trustees have adopted a reserves policy, which seeks to ensure that the Guildford Book Festival maintains a positive cash balance throughout each festival season and concludes each financial year with adequate reserves to ensure financial continuity into the following year and festival season. Reserves at the end of the reporting year were £19,073.

Financial performance

In 2017 the Trustees took a decision to continue to grow the size of the Festival over the forthcoming few years. As a consequence of this decision, since 2017 it has paid authors for hosting an event. For the first time in 2022 the festival sold its own tickets through Eventbrite rather than through the Guildford Tourist information centre. Ticket income increased substantially in 2022 partially as a result of selling our own tickets but also as the impact of the covid pandemic had finally passed and audiences returned to the festival.

The Trustees are grateful to the continued grant support from Guildford Borough Council but were disappointed that the grant has been reduced and will continue to reduce for 2023, however the Trustees are conscious of the financial pressure facing local government. The search for sponsor(s) to enable the festival to become fully self sufficient and reduce reliance on the Council for funding continues to be of paramount importance. Significant sponsors such as Cressive DX, Experience Guildford, Saxton Bampfylde, Charles Stanley and Guildford Arts continued to support the festival during 2022 for which we are grateful. The festival was pleased to continue working with the Yvonne Arnaud Theatre. Waterstones continued to provide significant support to the festival by providing a commission deal on sales of books.

In overall terms, income decreased by 7% from 2021 and is 30% below 2019 (pre-covid) levels. The decrease was mainly due to a 60% decrease in 2022 in sponsorship, grants and donations. In 2021, sponsorship income was exceptionally high compared to previous years (largely due to the generosity of Simba) which provided invaluable support during the post covid period. Ticket income, by contrast, increased 156% in 2022 but was still 19% below 2019 (pre-covid) levels.

This year, the Trustees agreed a more realistic allocation of costs between Costs of generating voluntary funds (4.1) and Charitable activities (4.2). The equivalent costs for 2021 were reallocated on the same basis.

Expenditure on Charitable Activities increased by 20% since 2021 principally due to hosting a greater number of live events and a corresponding increase in author fees and venue costs. The marketing costs also increased 113% from 2021 as a result of producing the festival brochure again (which the festival did not do in 2021) as well as focussing on on-line marketing, social media, posters and banners.

In summary, the Festival made a deficit of £14,462 compared to a surplus of £1,494 in 2021. In comparison, in 2020 the festival made a deficit of £10,778 and in 2019 the festival made a surplus of £4,324. The Trustees are very grateful to the Co-Festival Directors, Alex Andrew and Jane Beaton, for their continued performance in putting on an excellent Festival.

John Thorp
Director and Secretary

INDEPENDENT EXAMINERS' REPORT

To the Trustees of the Guildford Book Festival

I report on the financial statements for the period ended 31 December 2022, which are set out on pages 10 to 14.

Respective responsibilities of the Trustees and Independent examiner

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 Charities Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with the 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 in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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

1. which gives me reasonable cause to believe that in, any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

S. Reekie

11/9/23

GUILDFORD BOOK FESTIVAL

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December

		2022		2021
		£	£	£
Incoming resources				
Unrestricted funds				
Incoming resources from generating funds				
Voluntary income	3.1	20,001		50,186
Activities for generating funds	3.2	4,488		2,413
Incoming resources from charitable activities	3.3	38,553		15,039
Total incoming resources		<u>63,042</u>		<u>67,638</u>
Resources expended				
Costs of generating voluntary funds	4.1	6,841		7,152
Charitable activities	4.2	70,663		58,992
Governance				
Total resources expended		<u>77,504</u>		<u>66,144</u>
Prior year adjustment		0		0
Net incoming resources/(deficit)		<u>(14,462)</u>		<u>1,494</u>

BALANCE SHEET

AS AT 31 DECEMBER	2022 £	2021 £
Fixed assets	-	-
Current assets		
Cash at bank	16,811	34,636
Cash in hand	-	-
Debtors	4,400	2,200
Total assets	<u>21,211</u>	<u>36,836</u>
Creditors	2,138	3,301
NET ASSETS	<u>19,073</u>	<u>33,535</u>
Resources		
Unrestricted funds		
Resources as at 1 Jan	33,535	32,041
Net incoming resources	(14,462)	1,494
Restricted funds	-	-
TOTAL RESOURCES	<u>19,073</u>	<u>33,535</u>

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

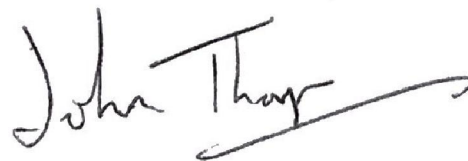
These accounts have been prepared in accordance with the provisions applicable to the companies subject to the small companies' regime.

Guildford Book festival has opted not to deliver a copy of the profit and loss accounts.

Approved at a meeting of the Trustees on 11th September 2023

and signed on their behalf by

Director and Secretary



JOHN THORP

NOTES TO THE FINANCIAL STATEMENTS

For the period ended 31 December 2022

1. Basis of preparation

1.1 Basis of accounting

These financial statements have been prepared on a historic cost basis and in accordance with:

- Accounting and Reporting by Charities – Statement of Recommended Practice
- Relevant Accounting Standards
- Charities Act 2011

2. Accounting policies

Incoming resources

1. Recognition of Incoming resources

These are included in the Statement of Financial Activities (SoFA) when:

- * the charity becomes entitled to the resources
- * the Trustees are virtually certain they will receive the resources; and
- * the monetary value can be measured with sufficient reliability

2. Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income), the incoming resources and related expenditure are reported gross in the SoFA.

3. Grants and donations

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

4. Gifts in kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

5. Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Expenditure and liabilities

6. Resources expended

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT, which cannot be recovered.

Assets

7. Tangible fixed assets for use by the charity

These are capitalised if they can be used for more than one year, and cost at least £1,000.

They are valued at cost or, if gifted, at the value to the charity on receipt.

Depreciation is assessed on a straight-line basis over the lifetime of the asset.

3. Incoming resources

	2022 £	2021 £
3.1 Voluntary income		
<i>Grants</i>		
Guildford Borough Council	13,000	17,500
	<u>13,000</u>	<u>17,500</u>
Sponsorship	6,835	31,118
Friends Membership	166	418
Other	0	1,150
	<u>20,001</u>	<u>50,186</u>
3.2 Activities for generating funds		
Commission on book sales	3,188	2,413
Advertising	1,300	0
	<u>4,488</u>	<u>2,413</u>
3.3 Charitable activities		
Ticket income	<u>38,553</u>	<u>15,039</u>
	<u>63,042</u>	<u>67,638</u>

4. Resources expended

	2022 £	2021 £
4.1 Costs of generating voluntary funds		
Co-Festival Directors	6,290	6,974
Administration and overheads	551	178
	<u>6,841</u>	<u>7,152</u>
4.2 Charitable activities		
Co-Festival Directors	35,643	39,520
Author & other professional fees & expenses	7,061	4,158
Venue hire and expenses	12,840	6,198
Marketing	9,418	4,431
Box office commissions	180	2,286
Books	2,725	1,396
Administration and overheads	2,796	1,003
	<u>70,663</u>	<u>58,992</u>
	<u>77,504</u>	<u>66,144</u>

4.3 The Trustees, Treasurer and Independent Examiner provide their services without receiving any remuneration of their expenses.

5. Donated services

The Guildford Book Festival relies heavily on its supporters and volunteers who donate their services for no remuneration. The value of these services cannot be reasonably quantified and so have not been reflected in these financial statements.

6. Related party transactions

Mr Gordon Jackson held the following position with an organisation that has provided sponsorship to the festival:

- Director of Elevate Guildford (resigned 25 October 2022).

GUILDFORD BOOK FESTIVAL

England & Wales - Charity number 1158746

Accounts

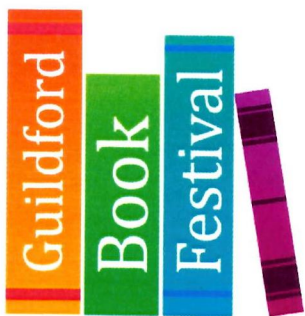
Guildford Book Festival

Registered Charity No. 1158746

Registered Company Number 8971550 (England & Wales)

ANNUAL REPORT AND FINANCIAL STATEMENTS

For the year ended 31 December 2021



www.guildfordbookfestival.co.uk

CHARITY OVERVIEW

Registered name: Guildford Book Festival

Registered Charity No: 1158746

Registered Company No: 8971550

Secretary John Thorp

Trustees/Directors: Patricia Grayburn MBE DL
Andrew Hodges (Chairman)
Gordon Jackson
Jennifer Powell
John Thorp
Susan Sturgeon
Will Salmon (appointed 07.04.21)
Ian Blyth (resigned 31.12.21)
Debbie Drury (resigned 21.05.21)

Co-Festival Directors: Alexandra Andrews
Jane Beaton

Treasurer: Claire Morris, FCPFA

Independent examiner: Sue Reekie, CPFA

SPONSORS FOR 2021

Funded by:

Guildford Borough Council
Community Foundation for Surrey

Festival sponsors:

Simba
Cressive DX
Guildford Arts
Experience Guildford
H2i Insurance Brokers
Charles Stanley
Quercus
Royal Grammar School, Guildford
Guildford Jazz
Investec International Music Festival
Green Team Interiors
Sofa Workshop
Artichoke Interior Designs

Festival supporters:

Waterstones
Hatchlands Park

Media partners:

BBC Surrey
Love Reading
Round & About
Surrey Life Magazine
The Guildford Magazine
Muddy Stilettos
Vantage Point

REPORT OF THE TRUSTEES

Constitution

Guildford Book Festival is a company limited by guarantee formed on 1 April 2014 and registered with the Charity Commission as a charity on 1 October 2014 and commenced trading in 2015. The company now runs the Guildford Book Festival previously run by an unincorporated charity No. 1131040.

Management

The Guildford Book Festival is managed by the Trustees named on page 3.

The Guildford Book Festival is administered on a day-to-day basis by the two Co-Festival Directors – Alex Andrews and Jane Beaton.

The arrangement for marketing and sponsorship functions remained unchanged – the Co-Festival Directors worked closely with Wigwam PR.

Andrew Hodges, appointed Chairman in April 2016, has remained as Chairman during 2021.

Charitable Objectives

To advance education for the public benefit by promoting and providing opportunities for the appreciation, understanding and enjoyment of literature and the arts, in particular by operating an annual literary festival.

This key objective is achieved through the following subsidiary objectives:

- Deliver a financially sustainable festival
- Raise awareness of the Festival
- Encourage a love of books and reading in young people
- Celebrate books and reading
- Ensure equality of access to all members of the local community
- Enable adults to develop creative writing skills
- Promote Guildford as an arts and cultural centre

Trustees

The trustees who served during the year are shown on page 3

Activities of the Charity

The 2021 Festival was held from 3 to 26 October 2021.

The 2021 programme

The main objective of the Festival was to offer a varied and inviting schedule of events encompassing a range of topics to attract new and diverse audiences, as well as appeal to existing Festival goers.

Held in the aftermath of Covid lockdown restrictions, and with audiences still showing some reluctance to attend live events, we kept the Festival smaller than in previous years and continued to allow extra time between events. Where possible we accommodated those wishing to maintain social distancing.

However, we did manage to host more than two dozen live events across 10 days in October including a return of Readers' Day and the Literary Lunch, two of the most popular elements of the festival in pre-Covid years. Highlights included events with actress, Hayley Mills; bestselling novelists, Kate Mosse, Tony Parsons and Deborah Moggach; sports star, Phil Tufnell; historians Max Hastings, Marc Morris and Alison Weir; politician, Vince Cable; comedian Mel Giedroyc; and ecological economist, Prof Tim Jackson from the University of Surrey.

We continued to offer some events online including our popular Creative Writing course to reach as wide an audience as possible.

Events for children – Family events were scheduled with TV stars Graeme Hall and Nadiya Hussain and a free family day took place in Guildford Castle Bandstand. This was sponsored by Simba and stories were read by various children's authors from a double bed in the bandstand with activities in the castle grounds for families.

Schools programme

This year we managed to re-start the schools programme in July with visits to a couple of small primary schools as Covid restrictions were gradually eased. A full programme of events then took place in September and October visiting 17 schools and seeing over 2,400 children.

Partnership Programme

The Festival once again collaborated with the local branch of Amnesty International. We also partnered with the INVESTEC International Music Festival for a Beethoven in Poetry and Music event, and with Guildford Jazz for an evening of words and music.

Venues

With COVID restrictions relaxed, we returned once again to venues all over Guildford. Daytime events took place at the historic Guildhall and Harbour Hotel and four full evenings were scheduled at the Electric Theatre. Larger events took place at the Yvonne Arnaud Theatre with Phil Tufnell and Hayley Mills.

Outdoor walking events proved popular and Hatchlands Park welcomed us back for a 6th year with two successful bird watching walks and a delightful evening of poetry and music to celebrate the 250th anniversary of the birth of Ludwig van Beethoven. This event had originally been scheduled for 2020 but was finally possible with restrictions lifted. We decided to offer two event times for this event, so that we could still maintain some social distancing. Other outdoor events included a gentle walk around Guildford's historic centre and along the river with mental health advocate, Jake Tyler.

Two new venues were added to this year's bill with a rugby event at Broadwater Pavilion and we took over opening night of the new ZERO hub. This is a community space set up to drive a community-led climate action plan and we welcomed Professor Tim Jackson in conversation with Molly Scott Cato.

Reaching and engaging with audiences

Due to continuing COVID restrictions we decided not to produce a physical brochure so the brochure existed as a downloadable PDF document on our website.

A four-page printout containing the schedule was printed and circulated via venues and the Tourist Information Centre to use in the Box Office. The PDF was sent to our full mailing list and to local schools, businesses and library contacts.

A3 posters were printed and circulated and displayed on all bins throughout Guildford town centre. A large banner was printed and on display above Guildford High Street for two weeks and A0 posters were displayed at key venues such as the Electric Theatre.

Festival bookseller

Waterstones continued as Festival bookseller selling books at the majority of events and having a pop-up bookshop in the Electric Theatre foyer. Masks were worn by all booksellers and staff.

Funding and sponsorship

The Book Festival received its core funding from sponsor Simba, Guildford Borough Council and grant funding from Community Foundation for Surrey. Other sponsorship came from local and national businesses such as Cressive DX, Charles Stanley, Quercus, Experience Guildford, Guildford Arts, Sofa Workshop, Artichoke Interior Design, Saxton Bampfylde, H2i Insurance Brokers, Green Team Interiors and others.

Volunteers

We recruited 3 new volunteers in 2021 and had 15 people of all ages, skills and interests supporting Alex Andrews and Jane Beaton. It is estimated that they contributed some 75 hours of unpaid work.

Reserves policy

The Trustees have adopted a reserves policy, which seeks to ensure that the Guildford Book Festival maintains a positive cash balance throughout each festival season and concludes each financial year with adequate reserves to ensure financial continuity into the following year and festival season.

Financial performance

In 2017 the trustees took a decision to continue to grow the size of the Festival over the forthcoming few years. As a consequence of this decision, since 2017 it has paid authors for hosting an event. Due to the on-going impact of the COVID-19 pandemic and the restrictions on our daily lives, ticket income / sales remained subdued and significantly below 2019 levels. Commission and Advertising Income also remained lower than previous years.

The festival trustees were pleased and grateful to attract a headline sponsor and supporter, Simba Sleep for 2021. Simba last supported the festival in 2019 and the trustees were pleased to re-establish the relationship. The Trustees are grateful to the

continued grant support from Guildford Borough Council but were disappointed that the grant has been reduced and will continue to reduce for 2022, however the Trustees are conscious of the financial pressure facing local government, the impact of COVID and the Council's on-going transformation programme to reduce expenditure. The festival was able to receive a further grant from the Council through the Covid-19 discretionary hardship fund which was very welcome. The search for further sponsor(s) to enable the festival to become fully self sufficient and reduce reliance on the Council for funding is therefore of paramount importance. Significant sponsors such as Cressive DX , Experience Guildford and Guildford Arts continued to support the festival during 2021 which we are grateful for. The festival was pleased to continue working with the Yvonne Arnaud Theatre. Waterstones continued to provide significant support to the festival by providing a commission deal on sales of books.

In overall terms, income increased by 49% from 2020 but remained 25% below 2019 levels. The increase was mainly due to a 56% increase in sponsorship, grants and donations. Ticket income increased 16% from 2020 but was still 68% below 2019 levels.

Expenditure on Charitable Activities increased by 19% since 2020 principally due to hosting a greater number of live events and a corresponding increase in author fees and venue costs.

The marketing costs reduced by 22% from 2020 and mainly focussed on on-line marketing, social media, posters and banners.

The administration and overheads increased by 21%.

In summary, the Festival made a small surplus of £1,494 compared to a deficit of £10,778 in 2020. In 2019 the festival made a surplus of £4,324. The trustees are very grateful to the Co-Festival Directors, Alex Andrew and Jane Beaton, for their continued performance in putting on an excellent Festival.

John Thorp
Director and Secretary

INDEPENDENT EXAMINERS' REPORT

To the Trustees of the Guildford Book Festival

I report on the financial statements for the period ended 31 December 2021, which are set out on pages 9 to 13.

Respective responsibilities of the Trustees and Independent examiner

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 Charities Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with the 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 in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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

1. which gives me reasonable cause to believe that in, any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

S. Reekie

30/6/22

GUILDFORD BOOK FESTIVAL

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December

		2021		2020
		£	£	£
Incoming resources				
Unrestricted funds				
Incoming resources from generating funds				
Voluntary income	3.1	50,186		32,142
Activities for generating funds	3.2	2,413		238
Incoming resources from charitable activities	3.3	15,039		12,997
Total incoming resources		<u>67,638</u>		<u>45,377</u>
Resources expended				
Costs of generating voluntary funds	4.1	52,106		45,193
Charitable activities	4.2	14,038		11,762
Governance				
Total resources expended	4.1	<u>66,144</u>		<u>56,955</u>
Prior year adjustment			0	800
Net incoming resources/deficit		<u>1,494</u>		<u>-10,778</u>

BALANCE SHEET

AS AT 31 DECEMBER	2021	2020
	£	£
Fixed assets	-	-
Current assets		
Cash at bank	34,636	31,174
Cash in hand	-	-
Debtors	2,200	867
Total assets	<u>36,836</u>	<u>32,041</u>
Creditors	3,301	0
NET ASSETS	<u>33,535</u>	<u>32,041</u>
Resources		
Unrestricted funds		
Resources as at 1 Jan	32,041	42,819
Net incoming resources	1,494	-10,778
Restricted funds	-	-
TOTAL RESOURCES	<u>33,535</u>	<u>32,041</u>

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

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

Guildford Book festival has opted not to deliver a copy of the profit and loss accounts.

Approved at a meeting of the Trustees on

11th July 2022

and signed on their behalf by

Director and Secretary

John Thorpe

NOTES TO THE FINANCIAL STATEMENTS

For the period ended 31 December 2021

1. Basis of preparation

1.1 Basis of accounting

These financial statements have been prepared on a historic cost basis and in accordance with:

- Accounting and Reporting by Charities – Statement of Recommended Practice
- Relevant Accounting Standards
- Charities Act 2011

2. Accounting policies

Incoming resources

1. Recognition of Incoming resources

These are included in the Statement of Financial Activities (SoFA) when:

- * the charity becomes entitled to the resources
- * the trustees are virtually certain they will receive the resources; and
- * the monetary value can be measured with sufficient reliability

2. Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income), the incoming resources and related expenditure are reported gross in the SoFA.

3. Grants and donations

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

4. Gifts in kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

5. Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Expenditure and liabilities

6. Resources expended

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT, which cannot be recovered.

Assets

7. Tangible fixed assets for use by the charity

These are capitalised if they can be used for more than one year, and cost at least £1,000.

They are valued at cost or, if gifted, at the value to the charity on receipt.

Depreciation is assessed on a straight-line basis over the lifetime of the asset.

3. Incoming resources

	2021	2020
	£	£
3.1 Voluntary income		
<i>Grants</i>		
Guildford Borough Council	17,500	22,840
	<u>17,500</u>	<u>22,840</u>
Sponsorship	31,118	7,273
Friends Membership	418	1,979
Other	1150	50
	<u>50,186</u>	<u>32,142</u>
3.2 Activities for generating funds		
Commission on book sales	2,413	238
Advertising	0	0
	<u>2,413</u>	<u>238</u>
3.3 Charitable activities		
Ticket income	<u>15,039</u>	<u>12,997</u>
	<u>67,638</u>	<u>45,377</u>

4. Resources expended

	2021	2020
	£	£
4.1 Costs of generating voluntary funds		
Marketing	4,431	5,709
Administration and overheads	47,675	39,484
	<u>52,106</u>	<u>45,193</u>
4.2 Charitable activities		
Author and other professional fees and expenses	4,158	2,928
Venue hire and expenses	6,198	8,523
Box office commissions	2,286	0
Books	1,396	311
	<u>14,038</u>	<u>11,762</u>
	<u>66,144</u>	<u>56,955</u>

4.3 The trustees, treasurer and independent examiner provide their services without receiving any remuneration of their expenses.

5. Donated services

The Guildford Book Festival relies heavily on its supporters and volunteers who donate their services for no remuneration. The value of these services cannot be reasonably quantified and so have not been reflected in these financial statements.

6. Related party transactions

Mr Gordon Jackson holds the following positions with organisations that have provided sponsorship to the festival:

- Director of Elevate Guildford

GUILDFORD BOOK FESTIVAL

England & Wales - Charity number 1158746

Accounts

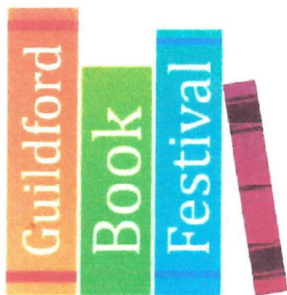
Guildford Book Festival

Registered Charity No. 1158746

Registered Company Number 8971550 (England & Wales)

ANNUAL REPORT AND FINANCIAL STATEMENTS

For the year ended 31 December 2020



www.guildfordbookfestival.co.uk

CHARITY OVERVIEW

Registered name: Guildford Book Festival

Registered Charity No: 1158746
Registered Company No: 8971550

Secretary: John Thorp

Trustees/Directors: Patricia Grayburn MBE DL
Andrew Hodges (Chairman)
Gordon Jackson
Jennifer Powell
John Thorp
Deborah Drury
Susan Sturgeon
Caroline Reeves (appointed June 2019)
Ian Blyth (appointed July 2019)

Co-Festival Directors: Alexandra Andrews
Jane Beaton

Treasurer: Claire Morris, FCPFA

Independent examiner: Sue Reekie, CPFA

SPONSORS FOR 2020**Funded by:****Guildford Borough Council****Festival sponsors:****Cressive DX
Roffe Swayne
Martin Grant Homes
Saxton Bampfylde
Mandira's Kitchen
Guildford Arts
Experience Guildford
Green Team Interiors
H2i Insurance Brokers
Softwood Self-Publishing
Albury Organic Vineyard****Festival supporters:****Waterstones
Yvonne Arnaud Theatre****Media partners:****BBC Surrey
Love Reading
Round & About
Surrey Life Magazine
The Guildford Magazine
Muddy Stilettos
Vantage Point**

REPORT OF THE TRUSTEES

Constitution

Guildford Book Festival is a company limited by guarantee formed on 1 April 2014 and registered with the Charity Commission as a charity on 1 October 2014 and commenced trading in 2015. The company now runs the Guildford Book Festival previously run by an unincorporated charity No. 1131040.

Management

The Guildford Book Festival is managed by the Trustees named on page 3.

The Guildford Book Festival is administered on a day-to-day basis by the two Co-Festival Directors – Alex Andrews and Jane Beaton.

The arrangement for marketing and sponsorship functions remained unchanged – the Co-Festival Directors worked closely with Wigwam PR.

Andrew Hodges, appointed Chairman in April 2016, has remained as Chairman during 2020.

Charitable Objectives

To advance education for the public benefit by promoting and providing opportunities for the appreciation, understanding and enjoyment of literature and the arts, in particular by operating an annual literary festival.

This key objective is achieved through the following subsidiary objectives:

- Deliver a financially sustainable festival
- Raise awareness of the Festival
- Encourage a love of books and reading in young people
- Celebrate books and reading
- Ensure equality of access to all members of the local community
- Enable adults to develop creative writing skills
- Promote Guildford as an arts and cultural centre

Trustees

The trustees who served during the year are shown on page 3

Activities of the Charity

The 2020 Festival was held from 4 to 11 October 2020.

The 2020 programme

The main objective of the Festival was to offer a varied and inviting schedule of events encompassing a range of topics to attract new and diverse audiences, as well as appeal to existing Festival goers, and ensure that all events were well attended.

2020 has been a rollercoaster year due to the COVID 19 pandemic but we were delighted that we could still run a festival in a new and different way through both live and virtual events.

A number of workshops aimed at developing writers and offering advice on being published sold well and moved online as virtual events via Zoom.

Other highlights included events with popular broadcaster and naturalist, Steve Backshall, actor David Suchet, historians Max Hastings, Dan Snow and Dán Jones, bestselling fiction writers Louis De Bernières and Sarah Perry, poets Carol Ann Duffy and Pam Ayres, and carbon-footprint expert, Mike Berners-Lee.

Events for children – A family event with scientist and Cbeebies presenter Dr Maggie Aderin-Pocock MBE was held at the Yvonne Arnaud Theatre and sold out.

Schools programme

The Festival had planned a full schools programme for July with a couple of events during the main Festival. Due to COVID restrictions for schools this had to be cancelled. The Festival hopes to run this rescheduled programme in July 2021.

Partnership Programme

The Festival once again collaborated with the local branch of Amnesty International. It also teamed up with Albury Organic Vineyards who sold local sparkling wine at the event with British wine writer and presenter Oz Clarke.

Venues

Due to COVID restrictions the Electric Theatre was closed for most of 202. This meant that all events were held at the Yvonne Arnaud Theatre. Due to its size and large capacity the Festival was able to welcome between about 100 and 130 people to events with COVID distancing restrictions in place. All 18 live events were held at the theatre and 10 virtual events including a five day workshop were held via the Zoom platform.

Reaching and engaging with audiences

Due to COVID restrictions we were unable to produce a physical brochure so the brochure existed as a downloadable PDF document on our website.

Two copies were printed and laminated (so that it was wipeable) for the Tourist Information Centre to use in the Box Office. The PDF was sent to our full mailing list and to local school and library contacts.

Festival bookseller

Waterstones continued as Festival bookseller selling books in the Yvonne Arnaud Theatre foyer. Books were available for pre-order before the event and were sold from behind a Perspex screen with socially distanced selling. Books were then signed either backstage before the event or on stage by the speaker from behind a screen and at a distance. Masks were worn by all booksellers and staff.

Funding and sponsorship

The Book Festival received its core funding from Guildford Borough Council and grant funding from Christin Beck Community Fund. Other sponsorship came from local and national businesses such as Cressive DX, Roffe Swayne, Martin Grant Homes, Experience Guildford, Guildford Arts, Saxton Bampfylde, Green Team Interiors, Mandira's Kitchen, Softwood Self Publishing and others.

Volunteers

We recruited 4 new volunteers in 2020 and had 20 people of all ages, skills and interests supporting the Yvonne Arnaud staff in PPE. It is estimated that they contributed some 300 hours of unpaid work.

Reserves policy

The Trustees have adopted a reserves policy, which seeks to ensure that the Guildford Book Festival maintains a positive cash balance throughout each festival season and concludes each financial year with adequate reserves to ensure financial continuity into the following year and festival season.

Financial performance

In 2017 the trustees took a decision to continue to grow the size of the Festival over the forthcoming few years. As a consequence of this decision, since 2017 it has paid authors for hosting an event. Due to the on-going impact of the COVID-19 pandemic and the restrictions on our daily lives, ticket income / sales reduced by around 73% compared with 2019. Commission and Advertising Income also reduced by 96% and sponsorship income by 33%.

Considerable efforts have been made to secure a Festival sponsor for a number of years however attracting and then retaining a main sponsor has proved difficult, particularly during the pandemic. The Trustees are grateful to the continued grant support from Guildford Borough Council without which the festival would probably not survive more than 12 months, however the Trustees are conscious of the financial pressure facing local government, the impact of COVID and the Council's on-going transformation programme to reduce expenditure. The search for main sponsor(s) to enable the festival to become fully self sufficient and reduce reliance on the Council for funding is therefore of paramount importance. Significant sponsors such as Cressive DX and Martin Grant Homes continued to support the festival during 2020 which we

are grateful for. Waterstones continued to provide significant support to the festival by providing a commission deal on sales of books. However, in overall terms, income decreased by 50% from 2019 mainly due to a reduction in sponsorship & advertising income.

Expenditure on Charitable Activities decreased by 56% since 2019 principally due to hosting a reduced number of events, having virtual rather than live events and corresponding savings on author fees and venue costs.

The marketing costs also reduced by 60% from 2019 mainly due to a decrease in marketing materials, posters and banners. During 2020 Guildford Borough Council continued to provide social media support to the festival to help advertise the events on line.

The administration and overheads decreased by 13% in the main due to reduced expenses and insurance costs.

In summary, the Festival made a deficit of £10,778 deficit (2019: £4,324 surplus). The trustees are very grateful to the Co-Festival Directors, Alex Andrew and Jane Beaton, for their continued performance in putting on an excellent Festival.

John Thorp
Director and Secretary

INDEPENDENT EXAMINERS' REPORT

To the Trustees of the Guildford Book Festival

I report on the financial statements for the period ended 31 December 2020, which are set out on pages 9 to 13.

Respective responsibilities of the Trustees and Independent examiner

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 Charities Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with the 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 in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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

1. which gives me reasonable cause to believe that in, any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

S. Reekie

19/4/21

GUILDFORD BOOK FESTIVAL

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December

		2020		2019	
		£	£	£	£
Incoming resources					
Unrestricted funds					
Incoming resources from generating funds					
Voluntary income	3.1	32,142		36,190	
Activities for generating funds	3.2	238		6,696	
Incoming resources from charitable activities	3.3	12,997		47,581	
Total incoming resources			<u>45,377</u>		<u>90,467</u>
Resources expended					
Costs of generating voluntary funds	4.1	45,193		59,583	
Charitable activities	4.2	11,762		26,560	
Governance					
Total resources expended	4.1		<u>56,955</u>		<u>86,143</u>
Prior year adjustment			800		0
Net incoming resources/deficit			<u>-10,778</u>		<u>4,324</u>

BALANCE SHEET

AS AT 31 DECEMBER	2020	2019
	£	£
Fixed assets	-	-
Current assets		
Cash at bank	31,174	47,712
Cash in hand	-	-
Debtors	867	8,536
Total assets	<u>32,041</u>	<u>56,248</u>
Creditors	0	13,429
NET ASSETS	<u>32,041</u>	<u>42,819</u>
Resources		
Unrestricted funds		
Resources as at 1 Jan	42,819	38,495
Net incoming resources	-10,778	4,324
Restricted funds	-	-
TOTAL RESOURCES	<u>32,041</u>	<u>42,819</u>

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

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

Guildford Book festival has opted not to deliver a copy of the profit and loss accounts.

Approved at a meeting of the Trustees on 12th May 2021

and signed on their behalf by JOHN THORP

Director and Secretary



NOTES TO THE FINANCIAL STATEMENTS

For the period ended 31 December 2020

1. Basis of preparation

1.1 Basis of accounting

These financial statements have been prepared on a historic cost basis and in accordance with:

- Accounting and Reporting by Charities – Statement of Recommended Practice
- Relevant Accounting Standards
- Charities Act 2011

2. Accounting policies

Incoming resources

1. Recognition of Incoming resources

These are included in the Statement of Financial Activities (SoFA) when:

- * the charity becomes entitled to the resources
- * the trustees are virtually certain they will receive the resources; and
- * the monetary value can be measured with sufficient reliability

2. Incoming resources with related expenditure

Where incoming resources have related expenditure (as with fundraising or contract income), the incoming resources and related expenditure are reported gross in the SoFA.

3. Grants and donations

Grants and donations are only included in the SoFA when the charity has unconditional entitlement to the resources.

4. Gifts in kind

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised.

Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity.

Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

5. Donated services and facilities

These are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received.

Expenditure and liabilities

6. Resources expended

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT, which cannot be recovered.

Assets

7. Tangible fixed assets for use by the charity

These are capitalised if they can be used for more than one year, and cost at least £1,000.

They are valued at cost or, if gifted, at the value to the charity on receipt.

Depreciation is assessed on a straight-line basis over the lifetime of the asset.

3. Incoming resources

	2020	2019
	£	£
3.1 Voluntary income		
<i>Grants</i>		
Guildford Borough Council	22,840	22,840
University of Surrey	0	0
Christim Beck	0	1,000
	<u>22,840</u>	<u>23,840</u>
Sponsorship	7,273	10,900
Friends Membership	1,979	950
Other	50	500
	<u>32,142</u>	<u>36,190</u>
3.2 Activities for generating funds		
Commission on book sales	238	4,686
Advertising	0	2,010
	<u>238</u>	<u>6,696</u>
3.3 Charitable activities		
Ticket income	<u>12,997</u>	<u>47,581</u>
	<u>45,377</u>	<u>90,467</u>

4. Resources expended

	2020	2019
	£	£
4.1 Costs of generating voluntary funds		
Marketing	5,709	14,290
Administration and overheads	39,484	45,293
	<u>45,193</u>	<u>59,583</u>
4.2 Charitable activities		
Author and other professional fees and expenses	2,928	8,595
Venue hire and expenses	8,523	9,969
Box office commissions	0	5,928
Books	311	2068
	<u>11,762</u>	<u>26,560</u>
	<u>56,955</u>	<u>86,143</u>

4.3 The trustees, treasurer and independent examiner provide their services without receiving any remuneration of their expenses.

5. Donated services

The Guildford Book Festival relies heavily on its supporters and volunteers who donate their services for no remuneration. The value of these services cannot be reasonably quantified and so have not been reflected in these financial statements.

6. Related party transactions

Mr Gordon Jackson holds the following positions with organisations that have provided sponsorship to the festival:

- Trustee of Guildford Arts
- Director of Elevate Guildford

Mrs Patricia Grayburn is a trustee of the Yvonne Arnaud Theatre which was used as the main venue for live events during the festival.