

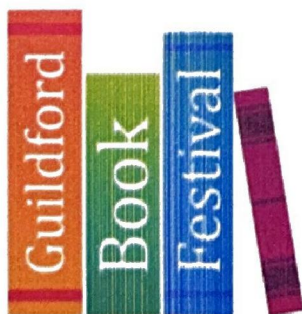
# **Guildford Book Festival**

**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](http://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 Philippon (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 12<sup>th</sup> December 2022 until 8<sup>th</sup> 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. Reekie*

Date: 28 March 2024



# GUILDFORD BOOK FESTIVAL

## STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 December

		2023	2022
		£	£
<b>Incoming resources</b>			
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
<b>Total incoming resources</b>		<b>58,972</b>	<b>63,042</b>
<b>Resources expended</b>			
Costs of generating voluntary funds	4.1	4,002	6,841
Charitable activities	4.2	45,688	70,663
Governance			
<b>Total resources expended</b>		<b>49,690</b>	<b>77,504</b>
<b>Net incoming resources/(deficit)</b>		<b>9,282</b>	<b>(14,462)</b>

**BALANCE SHEET**

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

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 THARP

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

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
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><b>58,972</b></u>	<u><b>63,042</b></u>

## 4. Resources expended

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
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><b>49,690</b></u>	<u><b>77,504</b></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.