

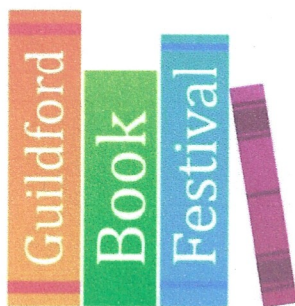
Guildford Book Festival

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 Philipppson (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	32,461	30,378
Creditors	2,573	2,023
NET ASSETS	29,888	28,355
Resources		
Unrestricted funds		
Resources as at 1 Jan	28,355	19,073
Net incoming resources	1,533	9,282
Restricted funds	-	-
TOTAL RESOURCES	29,888	28,355

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.

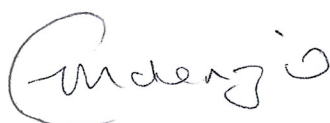
These accounts have been prepared in accordance with the provisions applicable to the companies subject to the small companies' regime.

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.		
	<u>58,665</u>	<u>49,690</u>

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.