

Aims and Purposes

The object of the School is to advance the education of the public in the art of writing, including tuition for writers and prospective writers.

Objects and Activities

The School is committed to running an annual residential conference for writers for one week during each summer. The programme aims to provide writers and potential writers with a range of courses, speakers and other activities intended to inspire and develop their writing in a friendly and supportive environment, allowing them to network and share experiences.

While planning the programme for the conference, the Trustees consider the Commission's guidance on public benefit and in particular, seek to enable as many writers and potential writers as possible to benefit from the opportunities the School has to offer, which are:

- A comprehensive programme of courses across as many genres as possible
- Opportunities for mentorship
- Communication throughout the year to maintain the spirit of the School
- Assisted places for writers who would otherwise be unable to attend.

Achievements and Performance

Special Circumstances Note

As explained in the Charity Commission Report for 2020, this School was essentially the 2020 School rolled over to 2021 following the cancellation in 2020 due to the covid 19 pandemic. Inevitably, given the still ongoing covid situation surrounding the time of the School, there were numerous cancellations by delegates and tutors, especially those travelling from abroad. Despite reducing room numbers to 200 (without penalty, per our agreement with the Hayes) to lower any potential further loss to the School, a loss was still incurred due to not quite reaching the quota. However, when taken over years 2020/2021, the overall loss was less and was offset by income from the Raffle and the Book Room as well as general donations.

Programme

This year, the programme comprised five Specialist courses, twenty Short courses, covering Historical, Romantic and Flash Fiction, Crime, Article writing, Time Travel and describing environment through Poetry, Research Skills, Scriptwriting, working as a Community Writer, Characterisation, Series Writing, Memoir, Writing for Children (5-7 & 8-12) Creating LGBTQ+ Characters and using songs as an inspiration for writing. Ten One hour sessions included Confidence Building for the Spoken Word, Worldbuilding, Crowdfunding a Book, The Comic Poem, Creating suspense, and Location, as well as the Page to Stage Briefing and Prize Winning Readings. Two courses were dropped due to the tutor being unwell (one at the last minute) and unable to attend.

As in previous years, opportunities were provided to write or develop work; for creativity through 'Lift Up Your Pens', 'Just Write' and 'Page to Stage'; and for reflection and relaxation through 'Lift Up Your Hearts', and 'Unwind Your Mind'. These elements of the programme are provided by delegates themselves and supported by the Committee on behalf of the School and due to cancellations, some usual events had to be dropped or the facilitator substituted. Again, as a token of thanks, "Goody Bags" comprising a Swanwick tote bag, notebook & pen, highlighter and set of postcards were given to all programme participants who are not paid a fee.

As well as the daytime programme, a full range of entertainment was provided in the evenings, encouraging more participation from delegates and opportunities to meet and socialise with other writers. The 'Ice-Breaker', 'The Daniel Jazz'-a Nod to the Roaring Twenties, fun with words, beats and rhythms; "Birds of a Feather", offering an opportunity to meet with other writers sharing genre interests which ran on Saturday evening were well attended by new and veteran delegates. Other evening events included a General Knowledge and a Literary Quiz, a fancy dress evening on the theme of 'The Roaring Twenties' (delegates were free to dress up from dinner onwards) ending with a disco, poetry and prose open mics, a buskers' night (all well attended). Page to Stage performances were given the Speaker slot in the allowing participants to enjoy the later part of the evening.

Speakers included Toby Faber talking about 'Faber & Faber: The Untold Story', a book he edited in celebration of the 90th birthday of his grandfather, the founder of the literary publisher; Julian Unthank, screenwriter on shows such as 'New Tricks', 'Robin Hood', 'The Bill' and 'Doc Martin', on how he made his career despite dyslexia; Helen Mort, five times winner of the Foyle Young Poets of the Year Competition and a Fellow of the Royal Society for Literature, on her poetry collections and Creative writing work; and Sarah Ward, author of four DC Childs novels set in the Derbyshire Peak

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District talking about her new novel, 'The Quickening' (under the name Rhiannon Ward) and why we all love a ghost story.

This year, the School attracted 42 first-time attendees, almost half of those in 2019. The School's popularity continued but at a much slower pace and cancellations due to covid 19 still being an issue. Contract numbers were not at capacity due to cancellations and the ongoing covid anxiety so there was no waiting list in operation. There was only one Part-Time attendee and four Day-Visitors who travelled to the venue each day. Part-time availability was restricted to rooms free on the 1st June 2021 so without the waiting list, allocations could be decided easily. 211 people in total were in attendance, including eight Committee Members, one Host, three Competition winners, the raffle winner from 2019 (the 2020 School having been cancelled), nine TopWrite recipients, three Assisted Places; five 4-Part course tutors (four guest tutors), thirteen 2-Part courses (six guest tutors), four guests speakers, one external Workshop Session Leader, and 163 delegates.

A Welcome Reception for 'White Badgers' (first time attendees) was held on the first evening to help put new people at ease, and a mid-week Afternoon Tea session was held to collect valuable feedback on how the programme was being received. Ambassadors were in place to provide additional support and help with collecting the information. The committee are not involved in this session which is usually co-ordinated by the Hostess and Ambassadors (this year, as the Hostess was not in attendance, the Host took her place).

Mentorship

Nineteen tutors provided a total of 79 one to one sessions (of which 39 were used) covering a wide range of genres and subject matter for delegates seeking specific advice and direction for their work. These included fiction, non-fiction, forensic advice, characterisation, competitions, story structure, screenwriting, poetry and dialogue & plot, children's writing and poetic authenticity.

Communication

Again, the School's Facebook Closed Group page and Twitter feed were provided with a wide selection of flyers and up-to-date information throughout the year which helped to raise the School's online profile through links to various pages on the website and, delegates reposting and retweeting them. Allowing tutors and speakers to promote their work at the School using social

media helps maintain the visibility of the School and attracts new people from a wider range of areas. This drives traffic to the website which helps to maintain online visibility.

The bi-monthly newsletter was maintained dispensing updates and information to those who subscribe and providing a forum for delegates to share their writing successes. Updates between newsletters were posted on Facebook and Twitter and circulated by the membership. The School continued to enhance its website and maintain a Wikipedia page.

TopWrite/Assisted Places

Regular and one-off donations to the Friends of Swanwick fund (including a cancelled place, the value of which was £595) provided subsidised places for nine creative writing students through its TopWrite Scheme. There were three cancellations out of twelve places awarded but this year, those places could not be filled due to TopWrite places being carried forward from 2020. The cost to students was maintained at £125 for another year.

Through the School's Assisted Places Scheme, also funded by Friends of Swanwick, three partial places were provided for individuals on a low income and/or receiving benefits. A further donation from Amazon Literary Partnership allowed the place allocated to both schemes to be covered more easily leaving a substantial remainder going forward.

Financial Review

Despite the School's ongoing popularity and brisk, no waiting list was started in 2021. Many cancellations due to the still-present covid, and travel difficulties because of localised covid restrictions prevented the School from achieving its intended numbers. The drop-off in delegates led to the Committee making a strategic reduction in the contract numbers to 200 as soon as possible but avoiding crippling penalties.

Part-time availability was again restricted to room availability from 1st June. This generated few bookings but meant that the School could gain additional income without adding rooms.

The sale of one to one sessions – a total of 37 sessions including those rolled over from 2020 bookings - brought in a surplus of £675. The raffle was an unexpected success, taking in £1,217. At the end of the year, the loss showing on the School's accounting document (excluding Friends of

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Swanwick donations) was £775 with both the deposit for the 2022 School (£9,840) and the holding fee for 2023 dates (£500) paid. This only shows the Income & Expenditure for the year and does not take into account the booking income from 2020 which was transferred to 2021 and held in the School's surplus account. When added, that income results in a small profit for 2021, and reduces the loss made in 2020. The Hayes' invoice (£84,141) was still outstanding by year end but was met by the funds held in the surplus account (£113,086 as at 30th September 2021). The School continued to attract delegates from home and abroad - although most overseas delegates were forced to cancel due to covid travel restrictions - and a much lower than expected number of first-time attendees (42).

Funds raised through the 'Friends of Swanwick' are treated as restricted reserves and are identified separately in the School's accounts to provide more transparency of purpose. The fund has continued to be essential in maintaining finance for the TopWrite and Assisted Places schemes through regular and one-off donations alike. This scheme continues to be very popular due to efficient handling by the committee's TopWrite liaison and applications have increased greatly. The fund continues to support TopWrite and Assisted Places due mainly to generous donations from 'Friends', both regular and one-off, but bolstered by a fourth donation from Amazon Literary Partnership (UK) (£2,000). The number of regular donors to 'Friends of Swanwick' fluctuates each year but one-off donations appear to be on the increase, especially in January when the Friends of Swanwick Priority Booking period opens (1st January). The School has not contributed further to Friends of Swanwick due to donations maintaining a workable level of funds and the annual injection of a large sum from ALP which has varied but this year was £2,000. After all payments were made for places funded at the 2021 School, the fund stood at £7,770.

The online booking system produced the highest proportion of bookings received and is becoming the most popular method of booking. Payments by cheque(s), though significantly fewer than card payments, were the next in popularity, followed by bank transfers and standing orders and card payments using the PayByLink facility being popular for people wishing to pay in instalments or for bookings not served easily through the online form.

The new card payment system (tablet & reader) set up in 2019, failed to operate despite the efforts of the Treasurer and had to be abandoned in favour of manual card payments in the Book Room. This was significantly slower than using the reader which was frustrating for all involved. A more up to date and reliable system is being discussed for use going forward.

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The online banking facilities provided by the CAF Bank, Ltd. continued to reduce the need for writing cheques and made payment of invoices much easier, however, higher existing charges and new charges hitherto not employed, plus a significantly lower interest rate exercised by CAF Bank, has had an impact on running costs.

The School's social networking continued with the bi-monthly electronic newsletter, regular updates on Facebook and Twitter and ongoing review of content on the website. The advertising budget remained unchanged from last year but the commitment to conventional advertising with *Writing Magazine* continued, maintaining the School's long-standing relationship with Warner Group Publications who provide a competition prize place and administrate all three annual competitions.

The close association with the Christian Conference Trust through their management and provision of the facilities at the Hayes at Swanwick saw the 73rd Writers' Summer School held there. The Hayes management continued to provide efficient and reciprocal support for the committee and the School in general, although there were some issues with food and room card keys and with changing contractual details. Despite this and the continuing improvements taking place at the venue, the strong relationship with staff and management and the School's officers and committee continued, for the increased benefit of the delegates.

Reserves Policy

The School faces a number of financial risks and liabilities:

- i. The Hayes requires a substantial deposit a year in advance of each School (since 2016) which is 10% of the expected overall cost.
- ii. The number of members varies each year and Trustees are reminded that the lowest number achieved in the last ten years resulted in the loss of £20,000.
- iii. Some expenditure, e.g. advertising, honoraria, advance fees for the Hayes (the School commits a number of years in advance), are incurred before any payment is received for places, requiring a minimum reserve of £7,500.
- iv. There are a number of opportunities within the School that, if pursued, would require further funds to be held in the order of £10,000. These will not be considered until sufficient reserves have been established.

A combination of all these events arising would require a reserve of £45,000 but the School acknowledges that this level of reserve is unlikely to be required. Its aim, therefore, is to maintain a

minimum reserve of £25,000 in undesignated funds (i.e. not dedicated to specific purposes) and review requirements and possibilities year on year.

Note: given the financial losses incurred by the cancellation of the 2020 School, the level of reserve funds may be required to be reviewed going forward. Also, the contractual changes that CCT has put in place may mean that the school must commit to paying a higher deposit much earlier than normal, plus an additional fee for securing dates in subsequent years. Negotiations with CCT regarding this are ongoing.

Structure, Governance and Management

The method of appointing trustees is set out in the School's constitution. Members of the Writers' Summer School Committee are elected each year and act as the School's trustees. The Committee is responsible for making decisions on all matters of general concern and importance to the School and for deciding on the allocation of the School's resources.

This year, the Committee met five times: three times during the School week (at the beginning, middle and end); one meeting in the Autumn of 2020; and another in the Spring of 2021, all via Zoom as travel was still restricted and problematic throughout the year due to covid so face to face meetings were impossible.

With the exception of the honoraria paid to the Treasurer and Secretary (set out in the constitution), no committee member received remuneration. Committee members were reimbursed for their expenses, where claimed. Officers were reimbursed 100% of the cost of their accommodation at the School and ordinary committee members were reimbursed 50% of that cost, reflecting the out of pocket costs of running the School week.

Administrative Information

The Writers' Summer School has no permanent premises. Details of the School's registered address are held on the Charity Commission website. The School is held at The Hayes Conference Centre. Hayes Lane, Swanwick, Alfreton, Derbyshire, DE55 1AU.

Committee members who served during the financial year were:

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Chairman	Cathy Grimmer
Vice-Chairman	Maria Hennings-Hunt
Secretary	Ingrid Jendzrejewski
Treasurer	Lesley Deschner
Committee Members:	Sharon Payne
	Leonie Martin
	Andy Roberts
	Maria Dorman

The Writers' Summer School
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ACCOUNTS

FOR THE YEAR ENDED 30 SEPTEMBER 2021

ADDRESS

103 Jean Armour Drive
Mauchline
KA5 6DP

TRUSTEES

C Grimmer - chairperson
M Hennings-Hunt
I Jendrzewski
L Deschner
J Higgs - resigned 12th August 2021
L Mitchell - resigned 12th August 2021
S Payne
A McDermott - resigned 12th August 2021
M Dorman - appointed 12th August 2021
A Roberts - appointed 12th August 2021
L Martin - appointed 12th August 2021

INDEPENDENT EXAMINERS

Leon Stephens FCA
Brookes Stephens Chartered Accountants
New Media House
Davidson Road
Lichfield
Staffordshire
WS14 9DZ

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The Writers' Summer School
Charity No. 1168531

Statement of Financial Activities
for the year ended 30 September 2021

	30.9.21			30.9.20
	Unrestricted Fund	Restricted Fund	Total Funds	Total Funds
	£			£
INCOME				
Accommodation	170,254		170,254	-
Bookroom Sales	3,095		3,095	100
Donations	3,515	6,899	10,414	3,700
Misc	2,384		2,384	1,221
	179,248	6,899	186,147	5,021
OTHER INCOME				
Bank Int Received	11	-	11	73
TOTAL INCOME	179,259	6,899	186,158	5,094
LESS: EXPENDITURE				
Hayes Conference Centre	96,451		96,451	-
Fees and Management Costs	8,178		8,178	948
Honoraria	7,000		7,000	7,000
Topwrite Expenses	4,230		4,230	-
Assisted Places	1,110		1,110	-
Advertising	2,385		2,385	2,385
Bookroom Sales	2,612		2,612	-
Prizes	30		30	-
Refunds	53,217		53,217	-
Printing/Postage	335		335	1
Travel	395		395	(35)
Accountancy	415		415	405
Miscellaneous	647		647	(35)
Bank Charges	1,064		1,064	1,650
Depreciation	13		13	17
	178,082	-	178,082	12,335
NET INCOME	1,177	6,899	8,076	(7,241)
Reconciliation of funds				
Transfer between funds	5,340	(5,340)	0	
Total funds brought forward	37,812	6,211	44,023	51,264
Total funds carried forward to 1st October 2021	44,329	7,770	52,099	44,023

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Statement of Financial Position
for the year ended 30 September 2021

	30.9.21			30.9.20
	Unrestricted fund	Restricted fund	Total funds	Total funds
	£	£	£	£
Fixed Assets				
Tangible assets	38	-	38	51
Current assets				
Prepayments and accrued income	16,761	-	16,761	12,517
Cash at bank and in hand	113,086	13,110	126,196	122,073
	<u>129,847</u>	<u>13,110</u>	<u>142,957</u>	<u>134,590</u>
Creditors				
Amounts falling due within one year	(85,556)	(5,340)	(90,896)	(90,618)
Net Assets	<u>44,329</u>	<u>7,770</u>	<u>52,099</u>	<u>44,023</u>

	2021	2020
	£	£
Funds		
Unrestricted funds	44,329	37,812
Restricted funds	7,770	6,211
	<u>52,099</u>	<u>44,023</u>

The financial statements were approved by the Board of Trustees and authorised for issue on
and were signed on its behalf by:


.....

.....

Print name LEVAN Z. DESCHNEK
Treasurer

Print name CATHY A. GRIMMER
Chairman

The Writers' Summer School
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1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to that category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

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

Office Equipment	25% on reducing balance
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Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Friends of Swanwick has been set up to provide support for younger writers through the Topwrite Scheme and to provide assisted places for those in financial difficulty.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Donated goods

Donated goods are recognised at fair value with the corresponding amount being recognised as income in the period in which they are donated.

2. **INDEPENDENT EXAMINERS' REMUNERATION**

	2021	2020
	£	£
Independent examination fees	415	405

3. **TRUSTEES' REMUNERATION AND BENEFITS**

The following honoraria have been paid to trustees of the school as allowed by section 13 of the Constitution:-

		2021	2020
		£	£
Treasurer:	L Deschner	3,500	3,500
Secretary:	I Jendrzewski	3,500	3,500

Trustees' expenses

There were trustees' expenses paid of £1,240 (2020 £nil) for the year ended 30 September 2021. Of the total amount paid, £261 related to reimbursed costs and £979 related to fees and book room sales paid to trustees. In total, 7 trustees were reimbursed expenses.

4. **STAFF COSTS**

The average number of employees during the year was nil (2020 nil).

5. **TANGIBLE FIXED ASSETS**

	Office Equipment £
COST	
At 1 October 2020	90
At 30 September 2021	90
DEPRECIATION	
At 1 October 2020	39
Charge for the year	13
At 30 September 2021	52
NET BOOK VALUE	
At 30 September 2021	51
At 30 September 2020	38

6. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2021	2020
	£	£
Prepayments and accrued income	16,761	12,517

7. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2021	2020
	£	£
Other creditors	90,896	90,618

8. **DEFERRED INCOME**

During the year to 30 September 2020, net income totalling £89,613 was deferred to 30 September 2021. This was due to the cancellation of the school in 2020 due to the ongoing Covid-19 pandemic.

9. **RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 September 2021.

Independent Examiner's Report to the Trustees of The Writers' Summer School

I report to the charity trustees on my examination of the accounts of the charity for the year ended 30th September 2021.

Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.

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 in order to enable a proper understanding of the accounts to be reached.

Signed.....



Date... 2 AUGUST 2022

Leon Stephens FCA
Brookes Stephens Chartered Accountants
New Media House
Davidson Road
Lichfield
Staffordshire
WS14 9DZ

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Signed.....

Leon Stephens FCA
Brookes Stephens Chartered Accountants
New Media House
Davidson Road
Lichfield
Staffordshire
WS14 9DZ

Date.....

2 August 2022