



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From Period start date 06/04/2023 To Period end date 05/04/2024

Charity name: Gorton Imagination Library aka Manchester Imagination Library

Charity registration number: 1177483

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To promote early education for the public benefit in particular, but not exclusively, by the provision of free, high-quality books for children aged under 5 living in Manchester.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<ul style="list-style-type: none">- Providing free, high-quality books to all registered children under 5 years living in identified Super Output areas in Manchester- Providing financial support to local schools to enable them to register their Nursery children to receive free books until they are 5 years.- Support local families to access activities regarding early literacy, adult literacy and back to work guidance.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	All trustees have read and understood Charity Commission guidance regarding Public Benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	NA
Policy on social investment including program related investment	Para 1.38	NA
Contribution made by volunteers	Para 1.38	Volunteers offer their time free of charge and without claiming any expenses, to attend meetings, support the charity's activities and access funding opportunities. Imagination Library UK, to which we are affiliated, offers support and information.

Other		
-------	--	--

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>Since the charity was established in June 2015 the number of children registered for the book-gifting programme has increased from 27 to around 600 currently. Overall 1,729 children and their families have benefitted over the 7 years we have been running and almost 30,000 books have been gifted up to September 2024.</p> <p>Within this financial year we registered 233 new children, 150 graduated at age 5 and 6,261 books were gifted.</p> <p>Family Hubs Working with our partners SureStart, we have been identified as a value for money intervention by Manchester City Council and are working to register 2-year-olds not attending nursery provision from families across the Woodville, Cheetham Hill and Gorton, Sacred Heart new Family Hubs. We are using the funds to register families who SureStart have previously struggled to engage so that they can receive the monthly books and be invited to attend sessions at their local centre. This has been very successful at Woodville with 180 children registered and we are using this learning to ensure that the Gorton Hub is as effective when it launches. The funding only covers the costs for 2 years when children will either transfer to a school programme or we will seek additional funding to ensure that they continue to receive the books until graduation at age 5.</p> <p>This is our first commissioned project so we will be using the evidence of impact to support applications for further opportunities.</p> <p>Babies Need Books Project Fundraising to extend the reach and time scales focusing on newborns is going well and so far, we have registered approximately 100 children following projects delivered by our local partners e.g. reform Radio, MCC Baby Bag projects, SureStart sessions and Manchester Baby Week. Our next step is to offer registration to families when they come to register the birth of their newborn at local SureStart centres.</p> <p>Schools Lack of capacity has limited the number of new schools we have been able to include but 4 long-standing schools continue to make donations to support the registration of their Nursery children. We will continue to approach schools, particularly those that are part of the DfE Kickstarter programme aimed at improved standards at the end of Early Years as we know the staff find it very helpful for all their Nursery and Reception children to receive the same book at home.</p> <p><i>'As you can see (from the EYFS data) having the Imagination Library has helped enormously with our scores. The data shows that the children have progressed in all three areas (Listening, Attention and Understanding, Speaking and Word Reading. This is reflected through parents' comments...because it is addressed to them. We as practitioners can see first-hand the impact having books at home has when the child handles the book ...and during guided reading sessions.'</i> Gorton teacher.</p>

		<p>We know from feedback from families, data from schools and personal contacts that Imagination Library is a very effect support to families and, because of the Dollywood infrastructure, a very cost-effective programme; for £26 per year children receive a high-quality, age-appropriate book through the post every month. Our running costs are less than 5% meaning that 95% of funds raised goes towards providing the books.</p> <p>Recent research from Swansea University backs this up www.swansea.ac.uk/press-office/news-events/news/2022/09/children-given-books-from-dolly-partons-imagination-library-read-more-often-and-perform-better-in-school---new-research-.php</p> <ul style="list-style-type: none"> • Parents receiving IL books were 30% more likely to read daily with their child than parents outside the programme • Children in the IL for more than a year had a 40% increased chance of achieving the “Good Level of Development” standard, and a 54% increased chance of achieving the Early Learning Goal for reading, compared to children with similar characteristics who were not in the IL programme <p>Receiving the Queens Award for Voluntary Services in Summer 2021 has really raised our profile and reputation as a sustainable charity. We are now recognised by Manchester City Council as a key partner in delivering their Startwell Strategy. To access an increasing number of funding streams meaning from January 2024, we will change our working name to Manchester Imagination Library to reflect our growing reach.</p>
--	--	--

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	<p><i>Our ongoing objectives:</i></p> <ol style="list-style-type: none"> 1. Develop a targeted place-based approach focusing on new births and areas with high IDACI data 2. Develop a sustainable funding regime. 3. Strengthen the Board and further develop local partnerships particularly with commissioned groups across the city. <p>Our long-term aim is to register as many children as possible across priority Manchester Wards ie. those with IDACI scores. Gorton Imagination Library now extends into Clayton and Openshaw (57.1), Gorton and Abbey Hey (51.2), Cheetham (42.3) and Crumpsall (41.9)</p> <p>Recent fundraising has enabled us to increase the number of registrations to current numbers of over 600 children. We are reaching many more families in North Manchester through the Woodville Family Hub project.</p>
Performance of fundraising activities against objectives set	Para 1.41	<p>Our Fundraising Strategy and Business Plan is currently in development with support from Manchester Community Central www.macc.org.uk . This will enable us to set year on year targets for fundraising.</p> <p>Fundraising has been much more successful this year with several significant local grants to support our New Birth Pilot development. Successful partnership applications for government Family Hub funding has contributed approximately £16,000 targeted at families not previously engaged with SureStart and other local early years activities in areas with high levels of deprivation.</p> <p>We continue to be supported by donations from local schools and</p>

		Manchester City Council. We are recognised as providing an essential, value-for-money intervention by Manchester City Council and are known to have a sustainable model of delivery and funding due to our wider networks and track record of success.
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	Funding applications are currently on hold as had a very successful year 22/23 and have ring-fenced these funds held to ensure that most new registrations can be continued until these children reach 5 years. In order to grow further, having been volunteer-run so far, we need to commission some paid admin support to increase our capacity.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	As Dolly Parton and the Dollywood Foundation recommend that Imagination Libraries are a universal offer with children receiving the books until they are 5 years of age, we aim to build up reserves of at least £10K in order to provide a universal offer more widely. Current funds show we have sufficient funding to maintain all currently registered children until they are 5 years of age. This is likely to be an overestimate of funds needed as some children will progress onto schools' supported programmes when they start Nursery.
Amount of reserves held	Para 1.22	£3,000
Reasons for holding zero reserves	Para 1.22	The majority of our funds are allocated to future costs to enable us to continue registration for as many children as possible until they reach five years of age. Future call-outs for new registrations will only be issued once sufficient grants/reserves are held.
Details of fund materially in deficit	Para 1.24	
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of	Para 1.47	Our original funder continues to support MIL and has provided over £22K since we began in 2015. Government Family Hub funding for Woodville and Gorton Centres provides around £16K. We are often included in funding applications by local partners and have twice received We Love MCR grants.
------------------------------------	-----------	---

funds (including any fundraising)		<p>Other recent grants include Cardinal Maritime, BUPA, Skipton Building Society and the Duchy of Lancashire.</p> <p>Successful previous funding bids from Vinci Foundation, We Love MCR, The Charity Service and others enabled us to deliver our Books for Covid Babies project and we will approach them in future to extend the reach of our new Babies Need Books programme.</p> <p>Our main challenge now is to build relationships with local businesses and sponsors so that we can expand further.</p>
Investment policy and objectives including any social investment policy adopted	Para 1.46	NA
A description of the principal risks facing the charity	Para 1.46	<p>Our current financial forecast shows that we have sufficient funds to support all current registered groups but does not provide for wider reach. We need to access additional funds to provide casual admin support as our volunteers are reaching capacity. An ongoing risk is lack of diversity of funding but we are actively pursuing digital giving and business sponsorship to secure continuing income. We manage applications by families for their children to be registered so that we know we have sufficient reserves to ensure they continue receiving the books until they reach 5 years of age.</p>
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed , royal charter)	Para 1.25	Trust deed
How is the charity constituted? (e.g unincorporated association , CIO)	Para 1.25	CIO whose only voting members are trustees.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	<p>We select trustees from volunteers with an interest and areas of expertise related to early literacy and supporting families in deprived communities through our expanding local contacts and are in the process of setting up a parents' group to feed into trustee meetings. Where we find gaps in knowledge/experience we seek out additional trustees through Manchester Community Central</p> <p>www.macc.org.uk.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	<p>All new trustees are directed to the Charity Commission website to understand the expectations of the role. All are DBS checked and we have regular updates at trustees' meeting.</p>
--	-----------	--

The charity's organisational structure and any wider network with which the charity works	Para 1.51	We are affiliated to the Dollywood Foundation and supported by Imagination Library UK but are a standalone charity.
Relationship with any related parties	Para 1.51	We have mutually supportive partnerships with: Reform Radio Manchester City Council SureStart Read MCR and MCR Libraries Local Primary schools Manchester Community Central (MACC)
Other		

Reference and Administrative details

Charity name	Gorton Imagination Library
Other name the charity uses	Manchester Imagination Library (working name)
Registered charity number	1177843
Charity's principal address	Gorton Sure Start Centre Stelling Street Gorton Manchester M18 8LW

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Janet FitzGerald	Chair		
2	Janet Dexter	Trustee		
3	Joanne Farrell	Trustee		
4	Cheryl Pridgeon	Trustees Secretary		
5	Hannah Mahapatra	Trustees Vice Chair		
6	Cllr Julie Reid	Trustee		
7	Jenny Simpson	Trustee		
8	Joanne Harvey	Treasurer		

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	NA
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	NA

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

--

Exemptions from disclosure

Reason for non-disclosure of key personnel details

--

Other optional information

--

Declarations

The trustees declare that they have approved the trustees’ report above.

Signed on behalf of the charity’s trustees

Signature(s)	Janet FitzGerald	
--------------	------------------	--

Full name(s)	Janet FitzGerald	
--------------	------------------	--

Position (eg Secretary, Chair, etc)	Chair	
-------------------------------------	-------	--

Date	
------	--

BANK**Donations**

### Janet fitzgerald	10.00
### Amazon	5.00
### Cheryl	10.00
### Insightful	42.00
### Janet fitzgerald	10.00
Friday, May 19, 2023 Amazon	14.08
### Cheryl	10.00
### Insightful	42.00
### Janet fitzgerald	10.00
### Cheryl	10.00
### Insightful	42.00
### Janet fitzgerald	10.00
### Cheryl	10.00
### Insightful	42.00
### Janet fitzgerald	10.00
### Cheryl	10.00
### Insightful	42.00
### Janet fitzgerald	10.00
### Cheryl	10.00
### Insightful	42.00
### Cardinal Maritime	2,000.00
### Janet fitzgerald	10.00
### Cheryl	10.00
### Insightful	42.00
### Retailer	1,000.00
### Easy Fundraising	20.85
### Janet fitzgerald	10.00
### Cheryl	10.00
### Insightful	42.00
### Healthy Me	1,000.00
### Janet fitzgerald	10.00
### Bupa	2,950.00
### Cheryl	10.00
### Insightful	42.00
### Varna	676.00
### MCC	8,150.00
### Janet fitzgerald	10.00
### We LovE mcr	4,000.00
### Cheryl	10.00
### Insightful	42.00
### Skipton	1,300.00
### Janet fitzgerald	10.00
### Duchy Lcster	1,560.00

Books

6-Apr	1,051.89
9-May	1,095.80
8-Jun	1,128.34
26-Jul	1,062.68
8-Aug	1,248.37
8-Sep	962.94
6-Oct	1,256.85
9-Nov	1,144.04
6-Dec	1,131.48
8-Jan	1,189.57

11,271.96

### Cheryl	10.00
### Insightful	42.00
### Janet fitzgerald	10.00
### Cheryl	10.00
### Insightful	42.00

23,419.93

NON CASH ITEMS

Dullator	4,000.00
Joanne	500.00

Jan	192.40
Jan	1,194.57
Feb	1,042.05
March	1,279.76

Laptop

27,919.93

14,980.74

Restricted	
Cardinal Maritime	2,000.00
Retailer	1,000.00
Healthy Me	1,000.00
BUPA	2,950.00
MCC	8,150.00
We love MCR	4,000.00
Skipton	1,300.00
Duchy Of Lancaster	1,560.00
	<u>21,960.00</u>

5,959.93

Service chge	
30-Jun	18.00
30-Sep	18.00
31-Dec	18.00
31-Mar	18.00

Other payments	
5-Dec Website	185
14-Dec Insurance	392

0

72.00

577

500

1,077.00



No (if any)

CC16a

Period start date	4/6/2023
-------------------	----------

Period end date
4/5/2024

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	5,960	21,960	-	27,920	6,730
Schools Funding			-	-	
	-	-	-	-	-
	5,960	21,960	-	27,920	6,730
Sub total (Gross income for AR)					
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	5,960	21,960	-	27,920	6,730
A3 Payments					
Books		14,981	-	14,981	11,745
Other payments		1,077	-	1,077	300
Bank service charge		72	-	72	72
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	16,130	-	16,130	12,117
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	-	16,130	-	16,130	12,117
Net of receipts/(payments)	5,960	5,830	-	11,790	- 5,387
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end		24,142	-	24,142	29,529
Cash funds this year end	5,960	29,972	-	35,932	24,142

[illegible]

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval