

MSLEXIA PUBLICATIONS LIMITED
COMPANY LIMITED BY GUARANTEE
TRUSTEES' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2021

Company number 03374941

Charity number 1183410

MSLEXIA PUBLICATIONS LIMITED
REFERENCE AND ADMINISTRATIVE INFORMATION
FOR THE YEAR ENDED 31 MAY 2021

Trustees

The trustees serving during the year and since the year end were as follows:

Jeanette Adams – Resigned 12 October 2020 - Reappointed 30 June 2021
Victoria Bazin
Laure Brooks
Margaret Cook – Resigned 30 September 2020
Miriam Harte – Treasurer – Resigned 14 August 2021
Audrey Macnaughton – Chair
Fiona Newborough
Sophie O’Neil
Lucy Smyth – Treasurer – Appointed 14 August 2021
Debbie Taylor
Alexandra Westwood

Key management personnel	Isabel Smales – Finance Director Debbie Taylor – Editorial Director
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Company number	03374941
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Charity number	1183410
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Registered office	Clarke’s Chartered Accountants 176 Portland Road Jesmond Newcastle upon Tyne Tyne and Wear NE2 1DJ
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Principal place of business	Mslexia Publications Limited 3 Ellison Terrace Ellison Place Newcastle upon Tyne NE1 8ST
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Independent Examiner	Clarke’s Chartered Accountants 176 Portland Road Jesmond Newcastle Upon Tyne NE2 1DJ
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Bankers	Co-operative Bank Limited 1 Balloon Street Manchester M60 4EP
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MSLEXIA PUBLICATIONS
TRUSTEES' REPORT AND INCORPORATED STRATEGIC REPORT
FOR THE YEAR ENDED 31 MAY 2021

The trustees, who are also directors for the purposes of company law, have pleasure in presenting their report and the unaudited financial statements of the charity for the year ended 31 May 2021.

INTRODUCTION

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charities Act 2011, the Companies Act 2006 and the requirements of 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 (FRS 102).

The Charity's full name is Mslexia Publications Limited, within this report it will be referred to as just 'Mslexia'.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Mslexia is a company limited by guarantee (number 03374941), incorporated on 22 May 1997, and is governed by its articles. It is also a registered charity (number 1183410).

Organisation: The charity is managed by the trustees, who meet approximately four times a year. Two trustees, or a third of the number of trustees (whichever is the greater), are needed for a quorum. The trustees who have served during the year are set out on page 1. The day-to-day operations of the charity are managed by the Editorial Director and the Finance Director.

Risk management: The trustees have overall responsibility for risk management. The Chair and Treasurer oversee the process, monitoring its scope and effectiveness. Day to day responsibility for risk management is taken by the Editorial Director and the Finance Director and procedures are reviewed annually. Risk is discussed during trustee meetings and with staff on a regular basis.

The Board of Trustees conducts an annual 'skills audit' of trustees to determine whether the cumulative expertise of members continues to fulfil the changing needs of the charity. New trustees are recruited when an existing trustee resigns or when a new need for expertise arises. Potential trustees are recruited according to criteria discussed and agreed at board meetings, to fulfil a need for a specific expertise and/or experience. Those who fulfil the criteria at that time are interviewed by the whole board prior to being appointed.

REFERENCE AND ADMINISTRATION DETAILS

Reference and administrative details are set out on page 1 and form part of this report.

OBJECTIVES OF THE CHARITY

To advance the education of the public in the subject of the literary arts. To promote equality and diversity for the public benefit by advancing gender equality within the literary field. Mslexia publishes educational materials on-line and in paper format, organises workshops, seminars, surgeries and lectures.

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PUBLIC BENEFIT

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the Charity.

The Charity Commission in its "Charities and Public Benefit" Guidance states that there are two key principles to be met in order to show that an organisation's aims are for the public benefit: first there must be an identifiable benefit and, secondly, that the benefit must be to the public or to a section of the public. The trustees are satisfied that the aims and objectives of the charity, and the activities reported on above to achieve those aims, meet these principles.

STRATEGIC REPORT

REVIEW OF ACTIVITIES

Publications

The charity published four editions of *Mslexia* magazine during the year (in June 2020, September 2020, December 2020 and March 2021) and eight editions of the *Little Ms* email supplement (at the beginning of each intervening month).

The magazine and all associated print materials were redesigned during the year and the new design launched with the publication of the September 2020 edition of the magazine. The magazine redesign involved a complete overhaul of the contents as well as the look of the publication.

Decisions about new articles, submission slots and regular contributors were made in order to maximise reader engagement, to reflect changes in the literary landscape, and to extend the charity's ongoing commitment to equality and diversity.

Subscriber levels remained steady, despite a general decrease in the magazine subscription sector generally. However, there was a discernible increase in the final quarter, following the launch of a new website.

The charity's eBook portfolio was increased during the year by the publication of *How to Writing Fiction for Children*, which was issued as a guide for potential entrants to the Mslexia Children's Novel Competition. Mslexia's Fiction Competition 2021 was launched in March 2021. The competition has three categories: Novel, Short Story and Flash Fiction. A completely new eBook publication, *Best Women's Short Fiction 2021*, was included in the competition announcement. Due for publication in December 2021, the eBook will contain the finalists from the Short Story and Flash Fiction competitions and serve as a further showcase for emerging women writers.

The planned production of the fourth edition of the *Indie Press Guide*, a directory of independent publishers and literary magazine, was delayed for a year. This is because of upheavals in the small-press sector resulting from Covid lockdowns, which made it impossible to acquire accurate information.

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Writing opportunities

Mslexia's portfolio of writing opportunities was revised and expanded in tandem with the redesign of the magazine. This resulted in an increase in the number of autobiographical slots, as well as very short slots, in order to further encourage less experienced writers to submit their work. Following this revision, the number of free opportunities to submit to the magazine increased from 18 to 23, and included 10 completely new submissions slots. Submission slots ranged from a four-line poem or 100-word piece of 'flash' fiction, to a 2,200-word short story or 3,000-word lead article. Over 80 different women were published in every issue. In addition, the charity ran six different national poetry and prose competitions for women writers during the year, with entry fees starting at £5 and a 'sponsor an entry' scheme to encourage submissions from low-income writers.

Events and outreach

The Covid lockdown in March 2020 meant the charity was forced to cancel its planned second Mslexicon Women's Writing Weekend, which was due to take place in Leeds in July 2020. This meant losing the benefit of all the work that had been done in preparation for the event, including paying an Events Manager, commissioning artwork, setting up ticketing facilities, venue deposit, and booking over 50 guest speakers. The estimated loss sustained was around £10,000. It was not possible at such short notice to migrate the Mslexicon programme online. However, the charity did run a series of online surgeries in the Mslexia Max area of the Mslexia website (see below) throughout the year, which were much appreciated by writers unable to attend real-life events.

The charity's social media activities gained momentum during the year, as the charity's reach stretched further beyond the subscriber base. At the year end, Twitter followers numbered 29,239; Facebook 15,021; and Instagram (a relatively new platform for the charity) 4,442. Social media content focuses mainly on inspiration, encouragement, advocacy and links with other literary organisations' material, with a small proportion (20 per cent) of messages aimed at marketing the charity's publications and competitions. Therefore, these platforms extend the core educational aims of the charity, as well as helping to generate sales income.

Online community

Membership of Mslexia's online community, Mslexia Max, continued to grow at a modest rate, as magazine subscribers opted to 'upgrade' their subscriptions to include Mslexia Max membership and as new subscribers chose to subscribe at the higher tier that included Mslexia Max membership. At the year's end membership had risen to 1,213.

Mslexia Max membership costs £12 a year, and allows access free of charge to all of the charity's online events, as well as to a wealth of writing resources and a forum where subscribers can interact with other Mslexia Max members. The additional income from 'super-subscriptions' that include Mslexia Max membership have increased the average income to the charity from subscriptions.

Towards the end of the year in question, the community area of the website was completely reconfigured as part of the redesign of the Mslexia website. The name 'Mslexia Max' was changed to 'Mslexia Salon' to better reflect the activities taking place, and the forum facility was improved to make it more user-friendly. In addition, a number of 'Rooms' were created, following an ice-breaker model developed at the Mslexicon Women's Writing Weekend in 2019, where Salon members can interact according to the kind of writing they do, and/or the social and inclusion issues they encounter.

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Website

Following competitive tendering, a new website was commissioned during the year 2019/20, informed by a user survey conducted in March 2020. Work on the site involved the entire Mslexia team and continued throughout much of the following year. The new website was eventually soft-launched at the beginning of April 2021. The new design involved improvements in the customer journey for both sales and submissions. A revived Blog ensures there is always fresh material on the site. Visitor numbers, page views, time on the site, sales and submissions, increased almost immediately. By the end of May 2021, visitor numbers were up by 30 per cent, page views by 32 per cent, session duration by three per cent, compared to equivalent figures before the launch.

Fundraising

As noted in the previous year's report, the charity was awarded a £90,000 grant by Arts Council England in 2018 to be spread over the two years surrounding the magazine's 20th Anniversary in March 2019. Following lockdown at the end of March 2020, many of the literary events planned as part of the award were initially delayed, then subsequently cancelled completely, because the recurrence of Covid lockdowns made it impossible to predict future conditions. ACE initially extended the duration of the grant period to allow for the remaining activities to take place, but has since agreed to changes in the activities themselves, within the spirit of the original award.

REVIEW OF DEVELOPMENTS AND ACHIEVEMENTS

Encouraging submissions

Mslexia experienced a dramatic increase in submissions during the year in question. While this increased the amount of work required by staff processing the work, it was a welcome development because it confirmed that the charity is continuing to fulfil one of its key aims, which is to address the well-documented reluctance of women writers, compared with men, to offer their writing for publication. Mslexia is one of the only literary magazines to actively encourage free submissions in this way.

During the year in question we received a total of 4,021 individual submissions to the magazine, an increase of 18 per cent on the previous year. There is no submission fee for these slots, and 21 of the new set of 23 are open to any woman writer, regardless of whether they subscribe to *Mslexia*. This means that income need not be a barrier to the vast majority of opportunities for publication in *Mslexia*.

The increase in submissions was due both to the refreshed portfolio of different submission slots in the magazine (which encouraged a wider range of writers to submit work) and to the simplified and clarified new submissions procedure on the redesigned website. Also of relevance is the large number of individual women writers published in every edition of the magazine.

As well as submissions to the magazine, we also received 5,116 entries for our two poetry competitions – an increase of 26 per cent compared with the previous year – and 3,520 entries for our combined Fiction and Memoir Competition, a decrease of 16 per cent. A subsequent research project into the effects of the Covid lockdown on women writers revealed that longer writing projects were a major causality of the greater pressures on women during lockdown – hence the reduction in entries for the book-length categories of the Fiction and Memoir Competitions.

We also offer a special prize for an unpublished poet in our main poetry competition, in order to encourage debut submissions (again to address the fact that many talented women writers are reluctant to submit their work). In the year in question 620 poets took advantage of this opportunity, equivalent to 40 per cent of entrants.

In total during the year in question, we received, read, processed and responded to 12,657 writing submissions, an increase of 11 per cent on the previous year.

Also during the year a new diversity monitoring form was produced, and monitoring extended (within GDPR rules) to apply to all writers published in the magazine. Previously this was only applied to writers published in the Showcase section. This was part of a closer focus on diversity, impelled by the Black Lives Matter movement at the start of the year in question, that has led to an overhaul of Mslexia's commissioning, illustration, recruitment and governance procedures. Another innovation during the year in question was the launch of a new free monthly *Writing Opportunities* newsletter, which has grown rapidly in popularity and now reaches over 25,000 women writers. The newsletter lists competitions and calls for submissions from other literary organisations and publications, alongside details of selected opportunities in *Mslexia* itself.

Help for low-income writers

During the year in question we continued our 'sponsored entry' scheme for low-income writers, inviting donations from our constituency to enable others to enter our portfolio of fiction and memoir competitions. 123 women writers were able to take advantage of this opportunity. Eligibility for sponsorship is determined by a simple and non-intrusive self-certification form.

We continued to offer digital subscriptions, via Exact Editions, as a cheaper alternative to print subscriptions for low-income women. Having remained steady at between 450 and 500 for many years, digital subscriptions began to climb following the launch of the new website, as a result of the simplified customer journey for subscription sales. At the year end, digital sales numbered 631, an increase of 28 per cent compared with the previous year.

Career enhancement for women writers

Our high-status competitions involve household-name judges and generous cash prizes. In addition to cash prizes, the charity also offers career-enhancing opportunities for the winners and finalists, including manuscript feedback, submission workshops and personal introductions to literary agents and editors. Winning entries are also published or (in the case of book-length manuscripts) excerpted in the magazine.

For the 2021 Fiction Competition, launched in March 2021, the lead judge of the Novel Competition category is Dame Hilary Mantel. The judge of the Short Story Competition is A L Kennedy. As reported earlier, career enhancement for finalists of the Short Story and Flash Fiction categories of the Fiction Competition will be increased by the publication of their work in a new anthology, *Best Women's Short Fiction 2021*.

Entrants who reach the longlists and shortlists for all competitions are notified about their achievement and named on the website. Though these women writers are not selected as actual winners, there is evidence that knowing they were longlisted results in a marked uplift in their confidence and status. This acknowledgment, along with manuscript feedback and professional introductions offered as part of their prize, resulted in many of our finalists achieving agent representation and/or publication during the year. Notable achievements are listed in the 'What happened next' page on the Mslexia website.

Sales of the third edition of the *Indie Press Guide* continued at a steady level throughout the year, boosted by a partnership with Peepal Tree Press. The *Guide* is designed to provide women writers with the information they need to take the first steps on the literary career ladder. The information it

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contains (on genre, content, fees, submission requirements, etc.) is normally scattered in over 600 different websites; the *Indie Press Guide* is the only publication that gathers it together in an easily-searched format. Many purchasers during the year contacted us to say that the *Guide* had been instrumental in their achieving a publishing deal.

Community development

Membership of our online community at Mslexia Max increased modestly throughout the year to 1,240, with many members benefiting from online Q&As and writing 'surgeries'. The community area was renamed the Mslexia Salon on the redesigned website (see above). Following the website redesign it is much easier for members to interact with one another, and with guest experts. A fortnightly programme of events continued throughout the year in question. A part-time Outreach Co-ordinator was recruited in the autumn of 2021, to develop the charity's capacity for a greater variety of online events, to manage a new online events programme, to investigate best practice for inclusion and engagement in online events, and to curate and manage the new community 'Rooms' in the Mslexia Salon. It is hoped that this will improve the experience of members and encourage further engagement.

Societal benefits

The redesigned magazine included a new section on writing for wellbeing, reflecting an increasing focus of the organisation on mental health, and three new submission slots relating to the challenges women face in their writing careers. This lifestyle focus will be strengthened in the coming year with research into and campaigns relating to the conditions in which women writers work.

Another innovation was the highly popular 'Eyeverse' submission slot, inviting short poems accompanied by original illustration, to reach out to a generation of women writers exploring the online phenomenon of so-called 'Insta-poetry'.

Several articles published in the magazine sparked wider discussion beyond its pages, including lead pieces on the impact of the first Covid lockdown on women writers, how writers are responding to the climate emergency, why women read romance literature, and whether authors are more likely to 'lean left' politically.

As mentioned earlier, there was a steady increase in followers on all three of the charity's social media platforms (Twitter, Facebook and Instagram), which allowed the charity to communicate its gender equality principles and welcoming ethos to the wider population of people who do not subscribe to the magazine. By the end of the year to 31 May 2021, followers had increased by around 14 per cent to 29,239 (Twitter), by 10 per cent to 15,021 (Facebook) and by an encouraging 45 per cent to 4,442 (Instagram).

Mslexia's usual programme of speaking engagements, panel discussions and teaching sessions was almost completely undermined by Covid, with the editor and other team members taking part in a fraction of their usual events.

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Future prospects

The operations of the charity were severely impacted by the Covid pandemic throughout the year in question. Staff began working from home from 23 March 2020 and were still working from home at the year end of 31 May 2021. During that time the charity navigated upheavals in every aspect of its operation.

Falling advertising and product income due to Covid were addressed by a fundraising effort and a renewed emphasis on sales. The outdated website was replaced, repopulated with fresh material, and its customer journeys clarified. The look and content of the magazine was redesigned and rethought, with a raft of fresh content and submission slots. A thorough review of staffing roles and requirements led to the reconfiguring of the editorial and marketing departments to prioritise outreach (in the editorial department) and sales (in the marketing department).

Priority actions for the coming year include the following:

- Investment in and implementation of a hybrid model of working that will combine working from home with office working, to improve staff productivity, interaction and quality of life.
- Data gathering and publication of the delayed fourth edition of the *Indie Press Guide*.
- Programming of a new Mslexicon Women's Writing Weekend, with a substantial new online aspect in addition to live in-person events.
- Launch of a new online events programme in the Mslexia Salon area of the website, along with the facilitation of genre- and issue-based interactions in the Salon's 'Rooms', managed by a new Outreach Co-ordinator.
- Launch of a new motivational monthly *Eleven* newsletter, free of sales pitches and advertising, to complement the more career oriented *Writing Opportunities* newsletter that was launched in April 2021.
- Launch of the inaugural eBook anthology *Best Women's Short Fiction 2021* as a pilot for the possible annual publication of a print and digital publication, containing the finalists from the Short Story and Flash Fiction Competitions in 2021.
- A project to research writers' experience of submission and rejection, and establish best practice for literary organisations dealing with submitted work, in partnerships with The Literary Consultancy and the Society of Authors.
- An application to Arts Council England for National Portfolio funding, which would allow for the expansion of the charity's work with marginalised writers.

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FINANCIAL REVIEW

The statement of financial activities on page 12 shows a net surplus of £68,677.

The trustees are satisfied with the performance of the charity during the year, and the position at 31 May 2021. Despite the challenges of the pandemic, the charity has taken appropriate steps to maintain its operations and replace any lost income.

In addition, a review of previous grant receipts from earlier years, led to a release of funds that had been signed off by the grant-awarding bodies. These residual funds had been carried forward on the balance sheet as deferred income.

As a result, the trustees consider that the charity continues to be in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

The board of trustees is satisfied that the charity's assets in each fund are available and adequate to fulfil its obligations in respect of each fund.

Reserves

Reserves are that part of the charity's unrestricted funds that are freely available to spend on any of the charity's purposes. They exclude restricted income funds.

The trustees have considered the need for reserves to be maintained by the charity. The trustees maintain sufficient reserves so that all liabilities would be met in the unlikely event that Mslexia was dissolved.

Going concern

The trustees are satisfied that the charity is able to operate for the foreseeable future, on the basis of known and reasonable projected resources, and that there are no material uncertainties in respect of the charity's ability to continue as a going concern. Although the nature of donations and grants can be difficult to forecast, the trustees believe there is sufficient support for the charity to enable the charity to continue to meet its liabilities as they fall due.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of 'Mslexia Publications Limited' for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing the financial statements, the trustees are required to:

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- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

INDEPENDENT EXAMINER

The trustees have agreed to appoint Clarke's Chartered Accountants as the Independent Examiner.

By order of the Board

A handwritten signature in blue ink, consisting of a stylized 'D' and 'T' followed by a long horizontal stroke.

Debbie Taylor

Trustee

Approved by the Board on 2nd February 2022

MSLEXIA PUBLICATIONS
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FOR THE YEAR ENDED 31 MAY 2021

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
MSLEXIA PUBLICATIONS LIMITED**

I report to the charity trustees on my examination of the accounts of the company for the year ended 31 May 2021 which are set out on pages 12 to 22.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no 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 company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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:



Pamela M Clarke

Relevant Professional body: ICAEW
on behalf of Clarke's Chartered Accountants
176 Portland Road, Jesmond, Newcastle upon Tyne, NE2 1DJ

Date: 23 February 2022

MSLEXIA PUBLICATIONS LIMITED

STATEMENT OF FINANCIAL ACTIVITIES (Incorporating Income and Expenditure Account)

FOR THE YEAR ENDED 31 MAY 2021

	Notes	Unrestricted funds	Restricted funds	31 May 2021 Total	31 May 2020 Total
		£	£	£	£
INCOME FROM:					
Donations and legacies	2	576	-	576	537
Charitable activities	3	311,818	-	311,818	328,944
Other trading activities	4	86,416	-	86,416	79,731
Interest receivable		<u>1,292</u>	<u>-</u>	<u>1,292</u>	<u>2,454</u>
Total income		<u>400,102</u>	<u>-</u>	<u>400,102</u>	<u>411,666</u>
EXPENDITURE ON:					
Charitable activities	5	<u>312,024</u>	<u>19,401</u>	<u>331,425</u>	<u>403,242</u>
Total expenditure		<u>312,024</u>	<u>19,401</u>	<u>331,425</u>	<u>403,242</u>
Net income/(expenditure)	6	88,078	(19,401)	68,677	8,424
Total funds brought forward		<u>110,132</u>	<u>24,401</u>	<u>134,533</u>	<u>126,109</u>
Total funds carried forward	12	<u>198,210</u>	<u>5,000</u>	<u>203,210</u>	<u>134,533</u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure relates to continuing activities.

BALANCE SHEET

AS AT 31 MAY 2021

	Notes	2021 £	2020 £
Fixed assets	8	<u>20,455</u>	<u>4,585</u>
Current assets			
Debtors	9	11,963	20,080
Stock		200	1,000
Cash at bank and in hand		<u>314,391</u>	<u>318,496</u>
		326,554	339,576
Creditors: amounts falling due within one year	10	<u>(143,799)</u>	<u>(209,628)</u>
Net current assets		<u>182,755</u>	<u>129,948</u>
Net assets	13	<u>203,210</u>	<u>134,533</u>
The funds of the charity			
Restricted funds	12	5,000	24,401
Unrestricted funds	12	<u>198,210</u>	<u>110,132</u>
Total charity funds		<u>203,210</u>	<u>134,533</u>

For the year ended 31 May 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies and its members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements were approved by the members of the committee and authorised for issue on and are signed on their behalf by:



Debbie Taylor
Trustee

2/2/2022

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2021

1. Accounting policies

Basis of preparation

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS 102), charities SORP (FRS 102) and the Companies Act 2006.

Mslexia Publications Limited is a Charitable Company limited by Guarantee, registered in England. The charity meets the definition of public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost of transaction value unless otherwise stated in the relevant accounting policy note.

In accordance with FRS 102 (as revised by Update Bulletin 1) the charity has not presented a statement of cash flows, as the charity is small.

The financial statements are presented in sterling which is also the functional currency of the Charitable Company. The monetary amounts in these financial statements are rounded to the nearest £, except where otherwise indicated.

Going concern

Financial Reporting Standard 102 requires, if appropriate, the charity's financial statements are prepared on the going concern basis, which means that the charity is able to operate for the foreseeable future on the basis of known and reasonable projected resources. There are no material uncertainties in respect of the charity's ability to continue as a going concern. Although the nature of donations and grants can be difficult to forecast, the trustees believe there is sufficient support to the charity to enable the charity to continue to meet its liabilities as they fall due. As a result the going concern basis of accounting is appropriate.

Income

Income is recognised in the period in which the charitable company has entitlement to the funds, any conditions attached to the income have been met, it is probable that the income will be received, and the amount can be measured reliably.

Donations and grants

Income from donations and grants, including capital grants, is included in income when these are receivable, except as follows:

- When the donors specify that donations and grants given to the charity must be used in future accounting periods, the income is deferred until those periods.
- When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.
- When donors specify that donations and grants, including capital grants, are for particular restricted purposes, which do not amount to pre-conditions regarding entitlement, this income is included in income of restricted funds when receivable.

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2021

1. Accounting policies *(continued)*

Income from charitable activities

Income from charitable activities is recognised in the Statement of Financial Activities as received.

Investment income

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Expenditure

Expenditure is all considered as expenditure on charitable activities. Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party; it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Resources expended are included in the Statement of Financial Activities on an accruals basis, exclusive of VAT. They include:

- Charitable expenditure which comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries.
- Governance costs are those costs associated with meeting the constitutional and statutory requirements of the charity and include the costs linked to the strategic management of the charity.

All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of resources.

Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless these costs are required to be capitalised as an intangible or tangible fixed asset.

Certain employees are entitled to carry forward unused holiday entitlement at the reporting date. The cost of any unused entitlement is recognised in the period in which the employee's services are required.

Retirement benefits

For defined contribution schemes the amount charged to income and expenditure is the contributions payable in the year. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments.

Fund accounting

Restricted funds

Restricted funds have been provided to the charity for particular purposes. The trustees carefully monitor the application of these funds in accordance with the restriction placed upon them.

Unrestricted funds

The charity maintains a general unrestricted fund which represents funds which are expended at the discretion of the trustees in furtherance of the objectives of the charity.

Financial instruments

All of the charity's financial assets and financial liabilities qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2021

1. Accounting policies (continued)

Cash at bank and in hand

Cash at bank and in hand includes cash and fixed term investments with a maturity of one year or less from the opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of all funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount.

Critical accounting estimates and areas of judgment

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectation of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions

The charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results.

2. Donations and legacies

	Unrestricted funds	Restricted funds	31 May 2021	31 May 2020
	£	£	£	£
Donations	<u>576</u>	<u>-</u>	<u>576</u>	<u>537</u>

3. Income from charitable activities

	Unrestricted funds	Restricted funds	31 May 2021	31 May 2020
	£	£	£	£
Grants	83,190	-	83,190	28,500
Subscriptions	199,903	-	199,903	202,499
Advertising Revenue	28,725	-	28,725	24,357
Mslexicon	<u>-</u>	<u>-</u>	<u>-</u>	<u>73,588</u>
	<u>311,818</u>	<u>-</u>	<u>311,818</u>	<u>328,944</u>

4. Income from other trading activities

	Unrestricted funds	Restricted funds	31 May 2021	31 May 2020
	£	£	£	£
Royalties	516	-	516	409
Special Project Income	85,900	-	85,900	79,202
Other Income	<u>-</u>	<u>-</u>	<u>-</u>	<u>120</u>
	<u>86,416</u>	<u>-</u>	<u>86,416</u>	<u>79,731</u>

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2021

5. Expenditure on charitable activities

	Direct costs £	Support costs £	31 May 2021 £	31 May 2020 £
Funding to advance the education of the public in the subject of the literary arts	182,428	144,244	326,672	398,190
Governance costs	-	4,753	4,753	5,052
	182,428	148,997	331,425	403,242

Expenditure on charitable activities was £331,425 (2020: £403,242) of which £312,024 (2020: £325,555) was unrestricted and £19,401 (2020: £77,687) was restricted.

Support costs are made up of:

	31 May 2021 £	31 May 2020 £
Support staff costs	99,881	118,581
Rent	5,143	6,497
Bank charges	5,046	3,357
Advertising and marketing	14,167	15,266
Insurance	704	720
Computer maintenance	8,098	9,064
Printing, postage & stationery	307	420
Telephone & internet costs	620	467
Other support costs	1,327	1,586
Website maintenance	5,092	3,836
Depreciation	2,807	2,923
Corporation tax charged	203	468
Governance costs	4,753	5,052
Provision for doubtful debts	849	-
	148,997	168,234

Governance costs are made up as follows:

	31 May 2021 £	31 May 2020 £
Accountancy services	3,240	3,039
Independent examination	1,500	1,500
Consultancy fees	-	500
Companies House filing fees	13	13
	4,753	5,052

The notes on pages 14 to 22 form part of these financial statements.

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2021

6. Net outgoing resources

	31 May 2021 £	31 May 2020 £
The net outgoing resources for the year is stated after charging:		
Clarke's fees:		
Independent examination	1,500	1,500
	<u>1,500</u>	<u>1,500</u>

7. Staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs

	31 May 2021 £	31 May 2020 £
Wages and salaries	95,200	110,551
Social security costs	2,952	5,868
Other pension costs	<u>1,729</u>	<u>2,182</u>
	<u>99,881</u>	<u>118,581</u>

Particulars of employees

The average number of staff employed by the charity during the year amounts to:

	31 May 2021 £	31 May 2020 £
Management and administration staff	<u>5</u>	<u>5</u>

No employees earned in excess of £60,000 during the year (2020: £60,000).

No expenses were reimbursed to the trustees during the year (2020: £nil).

Key management personnel

The key management personnel of the charity is listed on page 1. The total amount received by key management personnel for their services to the charity was £54,010 (2020: £48,995).

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MAY 2021

8. Tangible Fixed Assets

	Office Equipment £	Website £	Total £
<u>Cost</u>			
At 1 June 2020	13,765	19,534	33,299
Additions	<u>-</u>	<u>10,086</u>	<u>10,086</u>
At 31 May 2021	<u>13,765</u>	<u>29,620</u>	<u>43,385</u>
<u>Depreciation</u>			
At 1 June 2020	13,765	14,949	28,714
Charge for the year	<u>-</u>	<u>921</u>	<u>921</u>
At 31 May 2021	<u>13,765</u>	<u>15,870</u>	<u>29,635</u>
<u>Net Book Value</u>			
At 31 May 2021	<u>-</u>	<u>13,750</u>	<u>13,750</u>
At 31 May 2020	<u>-</u>	<u>4,585</u>	<u>4,585</u>

Intangible Fixed Assets

	Rebranding £	Total £
<u>Cost</u>		
At 1 June 2020	9,700	9,700
Additions	<u>8,591</u>	<u>8,591</u>
At 31 May 2021	<u>18,291</u>	<u>18,291</u>
<u>Depreciation</u>		
At 1 June 2020	9,700	9,700
Charge for the year	<u>1,886</u>	<u>1,886</u>
At 31 May 2021	<u>11,586</u>	<u>11,586</u>
<u>Net Book Value</u>		
At 31 May 2021	<u>6,705</u>	<u>6,705</u>
At 31 May 2020	<u>-</u>	<u>-</u>

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
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9. Debtors

	31 May 2021 £	31 May 2020 £
Trade debtors	5,467	3,498
Other Debtors	3,420	3,502
Prepayments and accrued income	<u>3,076</u>	<u>13,080</u>
	<u>11,963</u>	<u>20,080</u>

10. Creditors: amounts falling due within one year

	31 May 2021 £	31 May 2020 £
Trade creditors	7,651	19,429
Corporation tax	208	504
Other taxes and social security costs	1,106	1,226
Other creditors	1,835	1,649
Accruals and deferred income	<u>132,999</u>	<u>186,820</u>
	<u>143,799</u>	<u>209,628</u>

11. Deferred income

	31 May 2021 £	31 May 2020 £
Deferred income at 1 June 2020	63,190	91,690
Amounts deferred during the year	22,500	-
Amounts released from previous years	<u>(83,190)</u>	<u>(28,500)</u>
Deferred income at 31 May 2021	<u>2,500</u>	<u>63,190</u>

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
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12. Analysis of charitable funds

	As at 1 May 2020 £	Income £	Expenditure £	Transfers £	As at 31 May 2021 £
Restricted funds					
General	24,401	-	(19,401)	-	5,000
Unrestricted funds					
General	<u>110,132</u>	<u>400,102</u>	<u>(312,024)</u>	<u>-</u>	<u>198,210</u>
Total funds	<u>134,533</u>	<u>400,102</u>	<u>(331,425)</u>	<u>-</u>	<u>203,210</u>

Unrestricted funds

General funds – 'free reserves', after allowing for designated funds.

13. Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total 2021 £	Total 2020 £
Current assets	347,009	-	347,009	344,161
Current liabilities	<u>(141,299)</u>	<u>(2,500)</u>	<u>(143,799)</u>	<u>(209,628)</u>
	<u>205,710</u>	<u>(2,500)</u>	<u>203,210</u>	<u>134,533</u>

14. Retirement benefits

The charity operates a defined contribution pension scheme for all qualifying employees in the United Kingdom. The assets of the scheme are held separately from those of the charity in an independently administered fund. The contributions payable by the charity expensed to income and expenditure amounted to £1,729 (2020: £2,162). The outstanding amount payable at the year end was £373 (2020: £318).

15. Legal status of charity

The charity is a company limited by guarantee and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

16. Taxation

The charity is exempt from tax on income and gains falling within Section 505 of the Taxes Act 1988 or Section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. Tax is payable on interest received.

MSLEXIA PUBLICATIONS LIMITED
NOTES TO THE FINANCIAL STATEMENTS
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17. Volunteer Time

The charity places great value on the contributions that volunteers make to the organisation. We benefited greatly, not only from the considerable time, energy and expertise given by the Board of Trustees, but other volunteers as well. Last year 10 people volunteered their time (2020: 20 volunteers).

18. Related Party Transactions

During the year amounts totalling £35,877 (2020: £32,995) were paid to Debbie Taylor, a trustee, in her capacity as a consultant to Mslexia Publications Limited.