

*Report of the Trustees and Financial Statements for the
period ended 31 March 2024
for The Queen's Reading Room*

Registered charity # 1201916



The
Queen's
READING
ROOM 



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* 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 charity's governing document, the Charities Act 2011 and "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).

The trustees present their annual report and financial statements for the period ended 31 March 2024.



Welcome to The Queen's Reading Room

From our Chair

On behalf of the trustees of The Queen's Reading Room I am pleased to report on the work of the Charity in the period ended 31 March 2024.

We have a very clear mission to get more people to read more and we have the proof it is good for you.

Our Chief Executive Vicki Perrin and the small, expert team at The Queen's Reading Room have made substantial progress in defining how we are going to achieve this mission and starting on the journey to achieve it. Our huge thanks to them. From the festivals around the country, support from brilliant authors and all the content so richly enjoyed the team work tirelessly on the charities' behalf.

You will see in the report the activities that are helping people enjoy the simple pleasure of reading, and this work will be expanded over the coming year.

There are many charities dedicated to literacy and the supply of books; we see our role as to work closely with them to help everyone benefit from the joy of reading.

Our finances are healthy; we intend to create an endowment fund and like any charity we can always go faster and do more with more resources.

As a board of trustees over the next year we will look to add to our small team some of the skills that will complement us.

As this is the first formal report from the Charity our profound thanks go to our founding funders and those that continue to support the mission; to Bain for their support with our strategy; to all our volunteers; from back room help at events to centre stage stars. Finally our thanks to Her Majesty The Queen without whom we would not exist.



Amanda Mackenzie,
Chair of The Queen's Reading Room
On behalf of the trustees

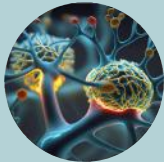


A note from our CEO

This is my first report as Chief Executive of The Queen's Reading Room. We believe reading a book is a super power for mental health in a world where attention spans are being reduced by social media and screens dominate our lives. We are on a mission to get more people in the UK and around the world reading. Our vision is for a happy, healthy, connected society where regular reading is as common as exercise or healthy eating.

Data from the University of Sussex suggests that more than 60% of UK adults think their screen usage is making them unhappy. And we know that excessive screen use is linked to decreased attention spans, poor mental health and reduced sleep - which in turn may also increase dementia risk, the leading cause of death in the UK. Conversely, our early neuroscientific research is showing that books boost our mental health, brain health and social health.

So, what are we doing about it?



We Research

Using groundbreaking neuroscience to understand HOW regular reading makes for a HAPPIER and HEALTHIER society



We Educate

Through compelling EVENTS and free, accessible CONTENT 365 days a year to educate and foster a love of literature



We Inspire

People around the world to make daily reading a common and joyful HABIT

Our charitable objective is:

the advancement of education for the public benefit by:

- promoting and providing opportunities for the appreciation of literature by introducing children and adults to the works of a diverse range of authors from around the world, which have educative and literary or historic merit;
- collaborating with and supporting other literacy charities; and
- such other means according to the law of England and Wales as the trustees may in their discretion think fit.

The Queen's Reading Room exists to develop and nurture lifelong readers.

We've laid the groundworks in our first year, through the hard work of our team and brilliant, committed trustees and through the vision of HM The Queen. Her work and passion for reading will change society for the better. We hope you're as excited by the potential of this charity as we are.



Vicki Perrin
Chief Executive Officer



Objectives and key achievements

Our story so far...

The big numbers:

- 12 million people reached through our digital activity
- Combined engagements of: 1.96m
- Audience reached in 171 countries globally
- Over 7500 event seats filled
- Fundraising total: £1,105,937
- Press reach: approximately 188 million, 16,200 direct mentions of the charity in international news

Our big moments:

- Charity launch in February 2023 at Clarence House, hosted by HM The Queen
- Our first annual Queen's Reading Room Festival at Hampton Court Palace June 2023
- Launching and releasing our first QRR Podcast January 2024
- Our first major regional event, Northern Ireland March 2024
- Launching and releasing our first neuroscientific study, March 2024
- Researching and designing the most effective app for TQRR

How does this activity progress our aims?

In our first year, as well as working to set up a charity with strong foundations and good governance, finance, and structure, we have worked to establish major activity in Education and Research, in the knowledge that these feed into our ability to progress our Advocacy and Campaigning.

Year 1 has been about laying the groundwork.

None of our achievements would be possible without the support from our fantastic donors, with heartfelt thanks to the Hawthornden Foundation, The Unwin Charitable Trust, Bloomsbury Publishing, The Rothschild Foundation, Dukes Education, John R Murray Charitable Trust, and all of our individual and anonymous donors.



*Read more
[HERE](#)*

Groundbreaking research

The Queen's Reading Room commissioned research into the health and well-being impacts of reading as a daily habit. The neuroscientific research used brain scans (EEGs), skin conductance tests and a nationally representative study developed by neuroscientists, to examine the connection between reading and wellbeing. Key findings revealed that just 5 minutes of reading can reduce stress by nearly 20%, improve concentration and focus by as much as 11% and that reading earlier in the day can help readers feel more connected to others and feel ready to tackle challenges.

The outcomes of our scientific research garnered national press coverage; Vicki Perrin, our CEO, and Ken Follett, writer and friend of The Queen's Reading Room appeared on Good Morning Britain to discuss our findings so far. We amassed some 200 pieces of news coverage, 96% of which was positive in sentiment. Key pieces featured in [The Telegraph in print and online](#), [The Mail in print and online](#), [Vanity Fair](#), [The Express in print and online](#), and [GB News](#). The British Neuroscience Association also [featured this study](#), their President Tara Spire-Jones having been present at a reception hosted by HM Queen Camilla to mark the findings of our study. Such widespread coverage helped to get more eyes on the study results.

We believe that there is great value in establishing the link between regular reading and wellbeing, as a motivating tool in getting more people interested in books.

The reaction to our first study has encouraged us to undertake further in depth research, which we look to get underway in 2025 with an academic research partner.

Aware of the society-wide hunger for health data - from sleep to calories to steps - we believe that data-driven proof of the benefits to brain health, mental health and social health, will drive an uplift in reading.



Events

The Queen's Reading Room Festival

Staged in the stunning surrounds of Hampton Court Palace, the inaugural Queen's Reading Room Festival gathered together authors, experts, actors and literature lovers for a day celebrating the written word. We filled nearly 7,500 seats and were delighted to offer 3,000 free tickets to charity workers, troops, and NHS staff.

The festival garnered strong and positive coverage globally. We were thrilled by our visitors' feedback on this event, including the audience being among the most diverse in the UK. A small but respectable profit was split between The Queen's Reading Room and Historic Royal Palaces charities and we are grateful that our sponsors (Unwin Charitable Trust) generously decided to sponsor us again in 2024.

Northern Ireland: Poets and their Place

This World Poetry Day, 21st March 2024, we produced the event 'Northern Ireland: Poets and Their Place', a literary event curated by Paul Muldoon in partnership with Arts Council of Northern Ireland, who praised the event as an important convening moment for the Arts in Northern Ireland. The Secretary of State, First Minister, Deputy First Minister and Her Majesty The Queen were in attendance at Hillsborough Castle to hear Northern Irish poetry, read by actors and poets. Our accompanying digital educational material had an aggregate reach of over 200,000.

The Braemar Literary Festival

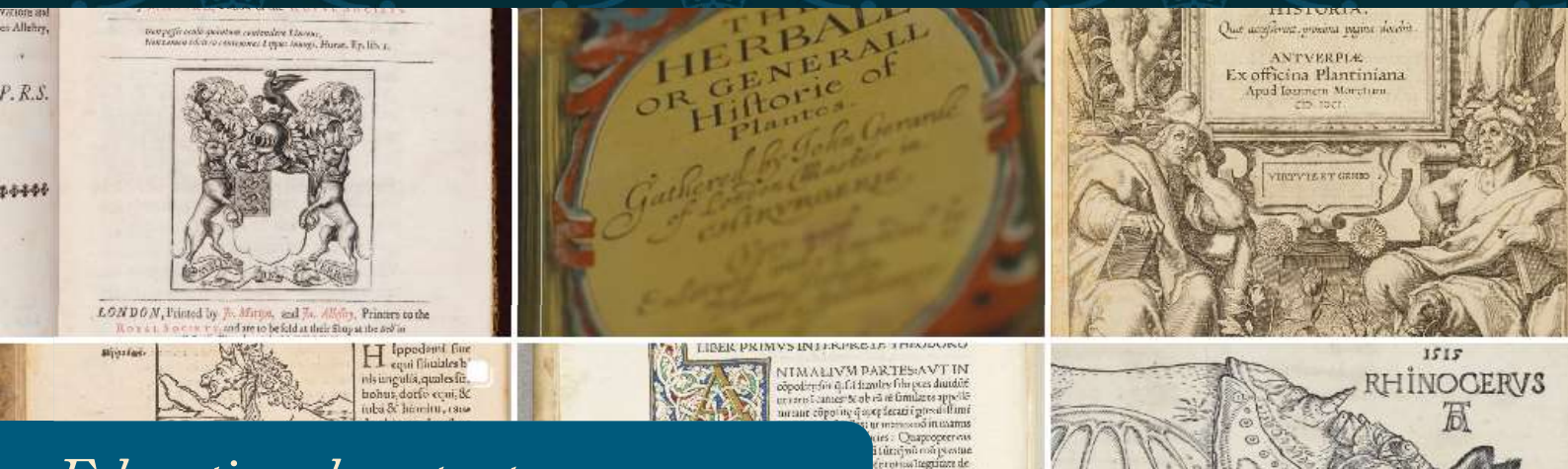
In 2023 we took a pop-up to Scotland to produce some talks at the fantastic Braemar Literary Festival. Vicki Perrin was in conversation with screenwriter and children's novelist Anthony Horowitz, and Scottish novelist, short-story writer and screenwriter William Boyd. This was a brilliant opportunity to reach new audiences in Scotland, and we were subsequently invited back to the festival in 2024.





Festival Highlights





Educational content

With our fun, accessible and free educational content, posted to our Facebook, Instagram, and Website, and together with our podcast, we reached an audience of over 12 million people in 171 countries

The Podcast

Launched in January 2024, the first series of The Queen's Reading Room Podcast featured author Sir Ian Rankin, actress Dame Joanna Lumley, and comedian David Baddiel and up to March 31st was listened to in 158 countries. Upon its launch, 'The Queen's Reading Room Podcast' reached the top 1% of podcasts globally and spent several consecutive weeks at #1 in the UK arts and books podcast charts, #1 in the Canadian and Australian Apple books podcast charts and #14 in the US Apple podcast charts. Audience reviews were particularly strong: the podcast is rated at 4.8 on Spotify and 4.7 on Apple Podcasts. We have found it to be a valuable tool in reaching audiences who might not be readers but are podcast listeners.

The Book Club

Our research tells us that many people don't read because they don't know where to start - and because finding a good book can be an intimidating process. Through our digital educational content, we seek to break down some of these barriers, through book recommendations and compelling, entertaining but educational content which might inspire a person to pick up a book, or lead them to a better understanding about a book they may have read. We aim for our coverage of each title chosen by Her Majesty The Queen for our online book club to drive interest and to help our followers foster and continue an active love of reading. Providing the audience with soft educational ('edutainment') content around books, we produce and release author interviews, live readings, socio-historical context and plenty of insight into the writing process.

These posts provide free, educational and accessible content and give our followers reading inspiration, introducing them to books that they will hopefully love. We seek to create and provide exclusive content with our authors, actors and historians, to provide content that followers would not necessarily be able to access on their own.



Praise for The Queen's Reading Room

"This new, ground-breaking initiative from The Queen's Reading Room could not be more important, nor more timely. We know that reading transforms lives, we know that reading encourages empathy and understanding, ambition and opportunity, we know that reading matters – so looking at precisely how and why is long-overdue. The Queen's Reading Room is quickly becoming a leader in the world of reading, researching and publishing, and I am delighted to be involved."

Kate Mosse

"I'm a huge fan of The Queen's Reading Room, which is working tirelessly to champion literacy and the joy of reading. A life without books is like a world without colour and I, for one, whole-heartedly support this brilliant initiative."

Anthony Horowitz

"Reading a book is like opening a door to another world. Whether you read for five minutes or two hours, the transformation is absolute, effectively free, utterly absorbing and may be life-changing. Reading is one of the greatest gifts we human beings have devised for ourselves."

The Queen's Reading Room is an enduring and amazing achievement. It is our extraordinary good fortune that Her Majesty is an avid and eclectic reader. Her example, enthusiasm and the Reading Room itself act as an unprecedented stimulus to all readers and, perhaps more importantly, to all would-be readers."

William Boyd

"For a start, books can simply excite or intrigue; they can make you cry or laugh. A more ambitious book can go further. It can free you from the restrictions of your own life by taking you into the experiences of others. You can emerge from it as an enlarged, chastened and more open-minded person, capable of living a richer life. If I'm honest, almost everything I understand about reality has come from reading fiction."

As if this were not enough, a reputable scientific paper recently concluded that reading fiction is the 'single most effective way of enhancing cognitive reserve' — in other words, staving off dementia and other age-related problems. Using your brain to enter into the lives of imagined people joins up all sorts of different areas of the brain, to do with memory, reason and emotion. It's like a week-long work out for the mind. For the price of a pint."

The Queen's Reading Room understands and promotes books on all these levels: as simple fun, personal enrichment and as promoting social and mental health. re importantly, to all would-be readers."

Sebastian Faulks



Financial Review

Principal funding sources period ended 31 March 2024

For the financial period ended 31 March 2024, our principal finding sources were trusts, grants and philanthropic donors.

The total income for the period was £1,142,228 which was made up of £1,105,938 in fundraising income and £36,290 in charitable activities (festival income).

During the period, £146,520 was spent on the development of our App which has been capitalised during the period and is shown as an asset in our Balance Sheet. The development of the App is ongoing at the period end date, and therefore further costs will be incurred before the App goes live.

The overall surplus for the period was £635,802 and the cash balance held at the period end was £515,621.

Reserves policy

In the first financial period of our charity, we sought to bring in funds which would establish the charity and support its ongoing existence. We set an ideal reserves policy of three to six months of reserves to ensure that we can meet our obligations regarding staffing and core costs.

As at 31 March 2024, we held total funds of £635,802, of which:

- £30,384 were restricted funds carried over to the following financial year; and
- £354,487 were designated to the delivery of existing and future projects, giving an unrestricted and undesignated balance at the end of March 2024 of £250,931.

Our central operating costs are approximately £35,000 per month. As of March 2024 we were therefore operating with approximately 7.5 months of free reserves, which is higher than our current reserves policy but as we are entering into only our second financial year, the Trustees consider this sensible at this stage.



Risks, uncertainties and the future

At the end of our first period as a charity, the principal risks we face include:

Financial: funding appropriate for our scale and ambition to create a lasting legacy. We created a fundraising committee and we are now developing a membership structure to attract funding.

Mission: Sufficient progress against our mission.

Team recruitment and development: Recruiting and retaining outstanding talent is essential to our success. We are accessing a broad network and HR expertise.

Demonstration of Impact: as a new unique charity how we most effectively demonstrate impact is important.

A risk register has been prepared and the trustees are considering options for mitigation of these risks.

Future plans

We hope to reignite a love of reading in people across the UK and beyond, having discovered that just 5 minutes has a profound beneficial effect.

Between 2024-2025, The Queen's Reading Room will strengthen its work in four key areas:

1. Groundbreaking research

- a. Launch a major research project looking into the holistic effects of reading on wellbeing, from sleep to brain health
- b. Work with major partners such as the British Neuroscience Association to ensure that our findings reach as wide an audience as possible.

2. Education

- a. Expand our audience by reviewing our current strategy on social media, podcast and web.
- b. Embed outreach into our event programming, to ensure that our festival and pop-up events have as wide an impact on the local community as possible, bringing people back into reading.

3. Advocacy and campaigning

- a. Ensure that our research reaches as wide an audience as possible.
- b. Use digital and technological innovation to support readers on their reading journeys.

4. Grassroots work

- a. to reach those communities whose access to books and literature is limited, through outreach work and engagement.
- b. to partner with other national organisations where collaboration can strengthen our collective impact.



Structure, Governance and Management

Governing document

The charity is controlled by its governing document, a Constitution of a Charitable Incorporated Organisation (CIO).

Recruitment and appointment of new trustees

Every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Organisational structure

We have a small team comprising of four trustees, supporting the Chief Executive to mobilise the charity, recruit and train staff, provide ongoing development of its objectives and framework, alongside fundraising and the management of the charity. The Queen's Reading Room has six members of permanent staff based around the UK, comprising the Chief Executive Officer; Director of Operations (appointed Nov 2024); Director of MarComms; Senior Producer; Producer; and, Executive Assistant to the CEO (appointed June 2024).

Decision making

Our Board of Trustees is responsible for all governance and decision making, and are the charity's only voting members. Day to day management is delegated to The Queen's Reading Room's Chief Executive. In planning their activities the trustees have paid due regard to the Charity Commission guidance on public benefit.

Induction and training of new trustees

The charity trustees will make available to each new charity trustee, on or before their first appointment: i) a copy of the current version of its constitution; and ii) a copy of the CIO's latest Trustees' Annual Report and statement of accounts.

Key management remuneration

Our policy is to benchmark any new roles against comparable roles within the sector. Staff are subsequently offered a salary that takes into account the skills and experience they bring to the role, pay equality and affordability. Pay is reviewed annually in March, when the cost-of-living and inflationary environment is reviewed. Any pay review is recommended by the Chief Executive and subject to the approval of the Board. The Chief Executive's salary is reviewed annually by the Board of Trustees. We subscribe to the London Living Wage. We have a defined contribution pension for all staff after their probation period has passed through NEST.

Fundraising

The trustees take their responsibility under the Charities (Protection and Social Investment) Act 2016 seriously and have considered the implications for the charity's activities. In the first period, a fundraising committee was established to support and oversee fundraising. No complaints were received during the period in relation to fundraising.



Meet the Team: Staff



Vicki Perrin – CEO

Vicki worked for many years in TV and Radio, and as the producer of the BBC's 500 Words competition. She helped to found the MarComms function at Prince's Trust International, before becoming a festival producer for The Sunday Times. She founded The Queen's Reading Room as a charity in 2023, having run it as a book club since 2021.

Kirstie Logan-Townshend – Director of MarComms

Former Publicity Director & founder of Kirstie Logan PR, Kirstie developed her PR career at CLD Communications and Premier PR. As a Senior Press Officer with the Department for Science, Innovation and Technology, she led on AI and Digital Infrastructure for the UK government.

Molly Ramsden – Head of Talent

Molly worked as a literary agent for fifteen years, starting as an assistant at the Wylie Agency, then moving to Janlow & Nesbit UK Ltd and finishing with a personal list of young fiction writers at Luigi Bonomi Associates.

Dr Eva Haghighi – Head of Production

Eva is a passionate supporter and advocate for literature and holds a DPhil in Classical Languages and Literature at Oxford University.

Meet the Board of Trustees



Chair: Amanda Mackenzie LVO OBE

Former Chief Executive of Business in the Community and former CCMO at Aviva. Amanda has over 30 years of commercial experience, including director roles at British Airways Airmiles, BT and British Gas. She is a non-executive director and committee chair at Lloyds Banking Group and British Land. She was on the board of the National Youth Orchestra for 10 years and was a member of Lord Davies' review to increase women on boards.

Trustee and Chair of the Finance Committee: Aatif Hassan

Aatif founded Dukes Education in 2015. He is also Chairman of Cavendish Education, a group of 11 schools for pupils with dyslexia and autism; and a trustee of St James Independent Schools. Aatif is also on the board of CReSTeD. Aatif has a first-class degree in Mathematics and Economics and also had a British Army commission. In 2020, he was awarded the Freedom of City of London for services to education.

Trustee: Amanda MacManus CVO

Formerly Private Secretary to The Queen for over 25 years, Amanda MacManus has overseen numerous international Tours, and State Visits from Presidents and monarchs around the world. She has been instrumental in developing The former Duchess of Cornwall's patronages and presidencies of literacy charities in the UK.

Trustee: Gyles Brandreth

Writer, broadcaster, actor, former MP and Lord Commissioner of the Treasury, now Chancellor of the University of Chester. Regular TV and Radio presenter and podcast host, Gyles is the Founder of Poetry Together, which encourages young and older people to learn poetry together. He is an inaugural ambassador for the Royal Commonwealth Society and an active supporter of The Queen's Commonwealth Essay Competition.



Reference and Administrative Details

Registered Charity number

1201916 (England and Wales)

Registered address

BDB Pitmans LLP
1 Bartholomew Close
London
EC1A 7BL

Trustees

Chair: Amanda Mackenzie (February 2023 - present)
Chair of the Finance Committee: Aatif Hassan (February 2023 - present)
Amanda MacManus (February 2023 - present)
Gyles Brandreth (February 2023 - present)

Auditors

Saffery LLP
71 Queen Victoria Street
London
EC4V 4BE

Accountants

Sedulo London Limited
Office 605, Albert House
256-260 Old Street
London
EC1V 9DD

Bank

Coutts
440 Strand
London
WC2R 0QS



Statement of the Trustees Responsibilities

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period.

In preparing these financial statements, the trustees are required to:

- 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees' report was approved by the Board of Trustees.

Signed by:


C17BA1DB200E4B6...

A N Hassan

Trustee and Chair of the Finance Committee

1/23/2025

Date:



Independent Auditor's Report to the Trustees

Opinion

We have audited the financial statements of The Queen's Reading Room (the 'charity') for the period ended 31 March 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2024 and of its incoming resources and application of resources, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.



Independent Auditor's Report to the Trustees (cont.)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.



Independent Auditor's Report to the Trustees (cont.)

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities: We assessed the susceptibility of the charity's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the charity by discussions with trustees and updating our understanding of the sector in which the charity operates.

Laws and regulations of direct significance in the context of the charity include the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008 and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified: We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the charity's records of breaches of laws and regulations, minutes of meetings and correspondence with relevant authorities to identify potential material misstatements arising. We discussed the charity's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report: This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Independent Auditor's Report to the Trustees (cont.)

Saffery LLP
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Saffery LLP
(Statutory Auditors)
71 Queen Victoria Street
London
EC4V 4BE

28 January 2025

Saffery LLP is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.



Statement of Financial Activities

Including Income and Expenditure Account

FOR THE PERIOD ENDED 31 MARCH 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income from:				
Donations and legacies	3	1,059,379	46,559	1,105,938
Charitable activities	4	36,290	-	36,290
Total income		<u>1,095,669</u>	<u>46,559</u>	<u>1,142,228</u>
Expenditure on:				
Raising funds	5	5,335	-	5,335
Charitable activities	6	484,916	16,175	501,091
Total expenditure		<u>490,251</u>	<u>16,175</u>	<u>506,426</u>
Net income and movement in funds		605,418	30,384	635,802
Reconciliation of funds:				
Fund balances at 13 February 2023		-	-	-
Fund balances at 31 March 2024		<u>605,418</u>	<u>30,384</u>	<u>635,802</u>

The statement of financial activities includes all gains and losses recognised in the period. All income and expenditure derive from continuing activities.



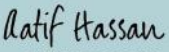
Balance Sheet

AS AT 31 MARCH 2024

	Notes	2024 £	£
Fixed assets			
Intangible assets	12		146,520
Current assets			
Cash at bank and in hand		515,621	
Creditors: amounts falling due within one year	13	(26,339)	
Net current assets			489,282
Net Assets			635,802
The funds of the charity			
Restricted income funds	14		30,384
Unrestricted funds	15		605,418
			635,802

1/23/2025

The financial statements were approved by the trustees on

Signed by:

C17BA1DB200E4B6...

A N Hassan
Trustee and Chair of the Finance Committee



Statement of Cash Flows

FOR THE PERIOD ENDED 31 MARCH 2024

	Notes	2024 £	£
Cash flows from operating activities			
Cash generated from/(absorbed by) operations	19		662,141
Investing activities			
Purchase of intangible assets		(146,520)	
Net cash used in investing activities			(146,520)
Net cash used in financing activities			-
Net increase in cash and cash equivalents			515,621
Cash and cash equivalents at beginning of period			-
Cash and cash equivalents at end of period			515,621



Notes to the Financial Statements

FOR THE PERIOD ENDED 31 MARCH 2024

1 Accounting policies

Charity information

The Charity is controlled by its governing document, a Constitution of a Charitable Incorporated Organisation.

1.1 Reporting period

The annual financial statements are presented for a period longer than one year as this is the first year of operation.

1.2 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.3 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.4 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.5 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.



Notes to the Financial Statements (cont.)

FOR THE PERIOD ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

1.6 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources.

Allocation of governance and support costs are based on the staff time allocated to each activity.

1.7 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Development costs	over 3 years
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1.8 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.



Notes to the Financial Statements (cont.)

FOR THE PERIOD ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.11 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.12 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations: Individuals and other	149,379	-	149,379
Donations: Trusts and Foundations	910,000	46,559	956,559
	<u>1,059,379</u>	<u>46,559</u>	<u>1,105,938</u>



Notes to the Financial Statements (cont.)

FOR THE PERIOD ENDED 31 MARCH 2024

4 Income from charitable activities

Unrestricted
funds
2024
£

Festival
Co-production fee

36,290

5 Expenditure on raising funds

Unrestricted
funds
2024
£

Fundraising and publicity
Other fundraising costs

5,335



Notes to the Financial Statements (cont.)

FOR THE PERIOD ENDED 31 MARCH 2024

6 Expenditure on charitable activities

	Content 2024 £	Festival 2024 £	Research 2024 £	Total 2024 £
Direct costs				
Staff costs	206,653	-	-	206,653
Operations (IMG)	-	43,409	-	43,409
Insurance	-	15,537	-	15,537
Other expenses	-	5,386	-	5,386
Marketing	506	53,779	-	54,285
Personnel	1,172	1,950	-	3,122
Video production, photography and filming	25,583	6,404	-	31,987
Software and equipment	8,585	-	-	8,585
Freelance producers	2,879	-	-	2,879
Travel and food costs	15,191	187	-	15,378
Website	3,944	-	-	3,944
Research	363	-	72,528	72,891
	<u>264,876</u>	<u>126,652</u>	<u>72,528</u>	<u>464,056</u>
Share of support and governance costs (see note 7)				
Support	16,335	-	-	16,335
Governance	20,700	-	-	20,700
	<u>301,911</u>	<u>126,652</u>	<u>72,528</u>	<u>501,091</u>
Analysis by fund				
Unrestricted funds	285,736	126,652	72,528	484,916
Restricted funds	16,175	-	-	16,175
	<u>301,911</u>	<u>126,652</u>	<u>72,528</u>	<u>501,091</u>

7 Support costs allocated to activities

	2024 £
Legal fees	3,774
Accountancy support	12,561
Governance costs	20,700
	<u>37,035</u>



Notes to the Financial Statements (cont.)

FOR THE PERIOD ENDED 31 MARCH 2024

8	Net movement in funds	2024 £
	The net movement in funds is stated after charging/(crediting):	
	Fees payable for the audit of the charity's financial statements	16,080
9	Trustees	
	None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the period.	
	1 trustee had expenses reimbursed totalling £394 in relation to meeting costs with potential donors.	
10	Employees	
	The average monthly number of employees during the period was:	
		2024 Number
	Total staff	3
	Employment costs	2024 £
	Wages and salaries	188,526
	Social security costs	15,139
	Other pension costs	2,988
		206,653
	The number of employees whose annual remuneration was more than £60,000 is as follows:	
		2024 Number
	£90,001 - £100,000	1
	Remuneration of key management personnel	
	The Key Management Personnel are considered to the Trustees and the Chief Executive Officer. The remuneration of key management personnel was as follows:	
		2024 £
	Aggregate compensation	113,298



Notes to the Financial Statements (cont.)

FOR THE PERIOD ENDED 31 MARCH 2024

11 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

12 Intangible fixed assets

	Development costs £
Cost	
At 13 February 2023	-
Additions - internally developed	146,520
At 31 March 2024	146,520
Amortisation and impairment	
At 13 February 2023 and 31 March 2024	-
Carrying amount	
At 31 March 2024	146,520

The intangible asset relates to the development of an App to allow readers to set goals, access books and track their reading. As at 31 March 2024, the App was under construction and therefore no amortisation has been applied.

13 Creditors: amounts falling due within one year

	2024 £
Trade creditors	2,730
Other creditors	929
Accruals and deferred income	22,680
	26,339

14 Restricted funds

	At 13 February 2023 £	Incoming resources £	Resources expended £	At 31 March 2024 £
Hawthornden	-	46,559	(16,175)	30,384

Hawthornden - this grant was for the contribution towards content production.



Notes to the Financial Statements (cont.)

FOR THE PERIOD ENDED 31 MARCH 2024

15 Unrestricted funds

	At 13 February 2023	Incoming resources	Resources expended	Transfers	At 31 March 2024
	£	£	£	£	£
Unwin Foundation - Designated	-	700,000	(345,513)	146,520	354,487
Intangible assets - Designated	-	-	-	(146,520)	146,520
General funds	-	395,669	(144,738)		104,411
	<u>-</u>	<u>1,095,669</u>	<u>(490,251)</u>		<u>605,418</u>

Unwin Foundation - this grant has been designated by the trustees for the purposes of sponsoring the festival for 2023 and 2024 £300,000, carrying out research £200,000 and the development of the App £200,000.

Intangible Assets - this represents the net book value of the intangible fixed assets which are used for charity purposes and any movement in the fund represents the movement in the net book value and is processed as a transfer between this fund and the general fund.

16 Analysis of net assets between funds

	Unrestricted funds 2024	Restricted funds 2024	Total 2024
	£	£	£
At 31 March 2024:			
Intangible fixed assets	146,520	-	146,520
Net current assets/(liabilities)	458,898	30,384	489,282
	<u>605,418</u>	<u>30,384</u>	<u>635,802</u>

17 Capital commitments

As at 31 March 2024, the charity entered into a contract with a supplier for the completion of Phase 2 of the App development. The remaining amount under contract is £93,480.

18 Related party transactions

There were no disclosable related party transactions during the period.



Notes to the Financial Statements (cont.)

FOR THE PERIOD ENDED 31 MARCH 2024

19	Cash generated from operations	2024 £
	Surplus for the period	635,802
	Movements in working capital:	
	Increase in creditors	26,339
	Cash generated from/(absorbed by) operations	<u>662,141</u>



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