

EALING BOOK FESTIVAL

Trustees' Annual Report and Financial Statements

for the period ended 30 June 2025

**Ealing Book Festival is a Charitable Incorporated Organisation,
registered with the Charity Commission in England & Wales,
number 1205805**

Administrative Information

Ealing Book Festival is a Charitable Incorporated Organisation, registered with the Charity Commission in England & Wales, number 1205805.

Its principal address is 55 Elers Road, London W13 9QB.

The names of the trustees who managed the charity during the period are:

Trustee name	Office (if any)	Dates acted if not for whole period	Name of person (or body) entitled to appoint trustee (if any)
Catherine Jaquiss	Chair		First charity trustee
Jeffrey Highfield	Treasurer		First charity trustee
Elizabeth Youard	Secretary		Board of Trustees
Ian Burge			Board of Trustees
Alex Gerlis		Until 12 July 2024	First charity trustee
Niroshini Dahanayake		From 7 November 2024	Board of Trustees
Jasmine Ryder McGiff		From 7 November 2024	Board of Trustees
Andrew Harrison		From 7 November 2024	Board of Trustees

Establishment of the Charity

The charity completed its registration with the Charity Commission on 20 November 2023. It is established as a Charitable Incorporated Organisation, using the Charity Commission's "Foundation" model constitution.

Objectives and Activities

The activities the charity carries out to further its charitable objects are for the public benefit. The objects are set out in the constitution as:

To advance public education in the London Borough of Ealing through providing an annual book festival and writing-related events for the appreciation, understanding and enjoyment of books and to encourage reading for pleasure for as wide an audience as possible, including vulnerable people and marginalised communities.

The main activities of the charity aimed at achieving our charitable purposes for public benefit during the period relate to the delivery of the Ealing Book Festival ("the Festival") in April 2025. These activities are described in more detail in the "Achievements and Performance" section.

The trustees confirm that they have taken account of the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives. They have also applied this to planning activities and strategy for the future. When the Board of Trustees take decisions, they are driven solely by the furtherance of the charity's objects. The Board of Trustees is clear about the charity's aims and meets regularly to ensure that these are being delivered effectively and sustainably.

The trustees established in autumn 2024 a schools programme team to develop and expand partnership working and enhance the charity's engagement with local schools across Ealing. This creates the opportunity for ongoing collaboration between the charity and schools to enhance the enjoyment of reading for children and young people from all communities across Ealing.

The contribution of volunteers plays a significant part in the charity's ability to deliver its objects. The charity's activities during the reporting period were delivered largely by volunteers. The Board of Trustees works in close partnership with a team of management volunteers who help programme and deliver the Festival. The charity created the opportunity for local people to volunteer and to take part in both the planning of and the running of the Festival. 35 local residents acted as volunteer stewards at the Festival in April 2025, welcoming participants and ensuring the smooth running of festival events. We will continue developing our volunteering model, building upon feedback from our volunteers and from festival attendees.

Achievements and Performance

Ealing Book Festival 2025

Following the success of the inaugural Ealing Book Festival in April 2024, and learning from the feedback from festival goers and other stakeholders, the trustees scheduled Ealing Book Festival 2025 to take place between 24th and 27th April 2025. Ealing Book Festival 2025 was planned to be

incrementally larger in terms of number of individual events than Ealing Book Festival 2024. Most events were held again in Pitzhanger Manor & Gallery in central Ealing. In addition, two children's events were held at the University of West London (UWL). The most significant of these was a free schools' event, where the children's author Konnie Huq spoke to an audience of over 170 pupils from nine local primary schools; the event was also live-streamed to four other local primary schools.

In all, Ealing Book Festival 2025 comprised 24 individual events (compared with 19 in 2024) and attracted over 1,900 visitors (2024: 1,280). 11 events sold out (2024: 7) and the Festival ran at 90% capacity (2024: 86%). The Board of Trustees was determined to deliver a diverse and varied festival programme, in order to meet its charitable objectives, and the events ranged from interviews with internationally acclaimed novelists and non-fiction authors to poetry performances and workshops, a children's poetry and illustration competition, and a Local Authors' Showcase, where 20 emerging local authors were given two minutes each to pitch their work to an audience of over 100.

One other noteworthy event was held at UWL, in partnership with the Friends of the Huntley Archive, who hold the archive of Jessica Huntley and Eric Huntley. The Huntleys founded the radical publishing house Bogle-L'Ouverture Publications, and ran the Bogle-L'Ouverture bookshop in West Ealing from 1974 to 1990. The Huntleys represent a vital part of the Black heritage of the Borough of Ealing, and the trustees were delighted to collaborate with the Friends of the Huntley Archive to present Lanre Bakare being interviewed about his recent book, "We Were There".

A standalone event was held in August 2024, when Bill Wyman was interviewed about his career and his books on Chelsea. This event had originally been scheduled for the April 2024 Festival, but had had to be postponed. We're very grateful to Bill for agreeing to reschedule this event, which sold out.

The trustees were also able to increase the number of sponsors and donors contributing funding to the Festival, whilst retaining the support of existing sponsors, particularly our founding sponsor Savills Estate Agents. The trustees are also grateful to Pitzhanger Manor & Gallery and UWL, who provided venues and event spaces free of charge.

Feedback on Ealing Book Festival 2025 and planning for Ealing Book Festival 2026

The trustees sought feedback from festival goers, participants, volunteers, sponsors and other partners. We had nearly 100 responses to our 2025 survey on the April 2025 Festival, which showed that:

- Attendees overall had a very positive experience - average score was 4.5 / 5 and over 70% gave a score of 5/5.
- Ealing Book Festival 2025 had an impact on reading for pleasure - attendees said they felt more inspired to read or write creatively after attending. The average score was 4/5 with over 80% giving a score of 4 /5 or 5/5
- We are expanding book festival audiences within the local community - nearly one quarter of attendees (23%) had never attended a book festival before.

Regarding the schools' event in particular, all respondents to the feedback survey said they would recommend the event and would attend or join a similar event again. When asked for a score out of 5 for the event and its content, all respondents gave scores of 4/5 or 5/5. The Board of Trustees will work with the schools' sector in the London Borough of Ealing, through the dedicated schools programme team, to develop further festival events as part of the 2026 Festival.

The trustees also received positive feedback about the quality and diversity of the events and are determined to maintain and expand this dimension of festival events into 2026. A key learning from the feedback was the need for greater visibility and awareness of the Ealing Book Festival brand. The trustees are exploring opportunities to improve this for Ealing Book Festival 2026 and beyond, including through stakeholder engagement across the London Borough of Ealing. The trustees will also consider other feedback, for example about ticketing arrangements and the size and accessibility of event venues, so as to improve the experience of festival goers in 2026.

The trustees continue to adopt a strategy for the future success of the Festival and the achievement of our charitable objects by growing Ealing Book Festival on an incremental basis as the most appropriate way to manage the opportunities and risks around the capacity, resources and finances of a small and volunteer-led charity.

Risk Management

The trustees have overall responsibilities for managing risk in accordance with the charity's risk management policy. We have undertaken an assessment of the principal risks and uncertainties facing the charity, and the controls.

The risk assessment approach involves identifying risks that could have a material impact on the financial or operational performance of the charity, impeding the charity from meeting its strategic objectives and financial targets, adversely impacting on the charity's reputation or stakeholder expectations.

The principal risks identified by the trustees, and the measures that have been put in place to mitigate their impact, are:

1. Failure to achieve adequate income through ticket sales, sponsorships, grants and donations. We manage this risk by setting budgets for event income and expenditure on prudent assumptions, and approve the festival programme only when we are satisfied the festival overall is unlikely to place an unacceptable drain on our reserves. Additionally, one trustee leads for the Board of Trustees on fundraising activities, supported by an experienced volunteer.
2. Insufficient capacity and capability to run a successful book festival in-year. As a small charity in only its second year of operation, managed entirely by volunteers, this remains a particular risk for us. During the year we have recruited both additional trustees and additional volunteers to the management team with specialist skills, such as fundraising and data security, and a dedicated schools programme team. We have also used professional consultants to programme festival events, recognising that this activity is especially demanding, time-consuming and requiring specialist knowledge. We will continue to

mitigate the risk by expanding the festival only in a planned and incremental way, and using consultants when finances allow.

3. Data protection and cyber security risk. We are enhancing our data protection strategy and data safeguards through expert advice from an experienced specialist volunteer working on our data management controls. Given our current operating methods, the trustees consider our exposure to cyber security risk to be very low, but will take the management of this risk fully into account when implementing new systems and working methods as our capacity increases.
4. External factors. The trustees recognise that festival events can be disrupted by external factors such as weather, travel disruption and the sickness of participants. While there is nothing we can do to prevent the occurrence of these external events, we have developed communications protocols which are intended to mitigate the impact of such events on festival goers and other parties.

Structure, Governance and Management

The Charity's governing document is the Charitable Incorporated Organisation Foundation model constitution. Ealing Book Festival is a Charitable Incorporated Organisation whose only voting members are its charity trustees. Our governing body is the Board of Trustees which is responsible for ensuring that the charity meets its legal and regulatory obligations in fulfilling its charitable objects. The first Ealing Book Festival trustees were appointed at the point of the charity's registration in November 2023. Following the resignation of one of the founding trustees in July 2024, and after a review of the skills and capacities of the trustee board, a further three trustees were appointed in November 2024. Our trustees are volunteers and are not remunerated for their work although they may claim reasonable expenses incurred through carrying out their duties as trustees.

The Board sets the charity's strategy and key organisational policies. It defines and monitors the charity's risk appetite and performance. It is responsible for succession planning for trustees as well as for ensuring that there is sufficient volunteer capacity and capability to ensure that the Ealing Book Festival has a viable future.

Trustees adopt and follow a suitable code of conduct that reflects the charity's values and sets out expected standards of ethics, probity and behaviour. Trustee independence and integrity is promoted. Trustees keep under review the trustee skills required to meet the charity's objects. The diversity of the Board of Trustees is assessed to ensure an effective, well-balanced board. The overall aim of trustee recruitment is to ensure that there is a suitable mix of skills on the Board, and that the Board properly represents the diversity of our stakeholders.

We recognise the importance of effective support for trustees at all stages of their terms with the charity. We have put in place:

- i. A structured trustee recruitment process with open advertising campaigns;
- ii. A trustee induction and departure policy; and
- iii. An agreed training plan for all trustees, which is monitored by the Board of Trustees

We are committed to embedding a high standard of governance within the charity and to using good practice within our evaluation and reviews.

The Charity does not provide regulated services or activities for vulnerable adults, children and young people. Ealing Book Festival events are offered in local venues around Ealing which operate under their own safeguarding policies and procedures. We work within our host venues' safeguarding arrangements and work consistently with our host venues' safeguarding leads for festival events. An identified trustee leads on safeguarding on behalf of the Board of Trustees. The combination of the trustee training strategy and safeguarding policy are measures to ensure that trustees understand their safeguarding responsibilities.

With the Charity Governance Code framework in mind, our future plans will involve finding ways to

- (i) demonstrate diversity, equality and inclusion in our practices and consult openly with stakeholders; and
- (ii) build our networks and partnerships through outreach in the London Borough of Ealing.

Financial Development and Reserves Policy

The financial statements show the charity ended the period with reserves of £15,931, having generated a net surplus of £3,226 from its activities during the year.

Ealing Book Festival 2025 took place in April 2025, and there was one standalone event in August 2024. These events generated a surplus of £3,839. This compares with the surplus generated by the 2024 Festival, together with the one-off test event in November 2023, of £5,992. The main reason for this reduction is that the significant increase in income from ticket sales, sponsorship and donations was more than offset by an increase in festival expenses, particularly:

- The use of professional event programming consultants, to ensure the best possible programme was available to festival goers
- The costs of putting on a schools' event, for which attendance was free
- Increased publicity and marketing expenses, to ensure the maximum number of potential festival goers were reached
- Increased expenses on audio-visual and other equipment, to ensure festival goers had the best possible experience at the events

The trustees consider that the increased number of visitors, and the positive feedback received from them, fully justifies these additional expenditures.

In its first period of operation, Ealing Book Festival had received "start-up" grants and donations totalling £8,043. As no such start-up grants were received in the current year, the charity relied entirely on funds generated by festival events, including sponsorship and donations from local businesses and community organisations.

Festival events in the year generated a surplus of £3,839 (2024: £5,992). During the year, the charity incurred general administrative expenses totalling £855 (2024: £1,370) and earned interest of £242 (2024: £40). The total net surplus generated for the year was £3,226 (2024: £12,705).

The trustees' policy for financial reserves seeks to ensure that the Charity ends the festival season with sufficient reserves to cover:

- the estimated costs of running the charity and its infrastructure for two years from the end of the financial year; and
- the estimated costs of programming and preparing for the next year's Festival, before any grants, sponsorship income or ticket sales are achieved

This policy would enable the charity to survive having to cancel a festival season due to unforeseen circumstances, with reserves in hand to programme and prepare for the subsequent year. In addition, the trustees think it advisable to hold reserves to cover the costs of putting on events during the next festival for schools and other similar groups, for which attendance would be free, again before any grants or sponsorship to offset these costs are achieved.

Reserves at the financial year end totalled £15,931, which the trustees consider compliant with the policy.

Reporting and Accounting Responsibilities

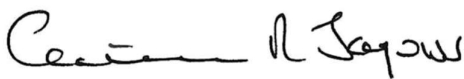
The trustees are responsible for preparing the trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities 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, including the income and expenditure 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 UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate 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 Charities (Accounts and Reports) Regulations 2008 and the provisions of the constitution. They are also responsible for the prevention and detection of fraud and other irregularities.

The annual report was approved by the trustees of the charity on 17 September 2025 and signed on their behalf by:



Catherine Jaquiss, Chair



Jeffrey Highfield, Treasurer

Independent examiner's report to the trustees of Ealing Book Festival

I report to the trustees on my examination of the accounts of the Ealing Book Festival (the Festival) for the period ended 30 June 2025.

Responsibilities and basis of report

As the charity trustees of the Festival, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). You consider that an audit is not required for this period under section 144 of the Act and that an independent examination is needed.

I report in respect of my examination of the Festival's accounts carried out under s. 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under s. 145(5)(b) of the Act. An examination includes a review of the accounting records kept by the trustees and a comparison of the accounts with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeing explanations from the trustees concerning such matters. The procedures undertaken do not constitute an audit, and consequently no opinion is given as to whether the accounts present a true and fair view, and my report is limited to those matters set out in the statement below.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Festival as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed



Name:

Alexander John Ayres

Relevant professional qualification or body:

Chartered Institute of Management
Accountants

Address:

London, United Kingdom

Date:

17 September 2025

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 JUNE 2025

		Unrestricted Funds Year to 30 June 2025	Unrestricted Funds Period to 30 June 2024 £
	Notes		
Incoming resources			
Donated facilities and services	5	32,890	35,890
Festival ticket sales		21,915	15,383
Sponsorship		5,500	4,000
Donations (including Gift Aid)		1,544	1,043
Grants		-	7,000
Bank Interest		242	40
Total incoming resources		62,091	63,356
Resources expended			
Festival expenses	6	(58,010)	(49,281)
Display and publicity materials		-	(718)
Other expenses		(591)	(455)
Insurance premiums		(253)	(188)
Bank charges		(11)	(9)
Total resources expended		(58,865)	(50,651)
Surplus/(Deficit) on year's activities		3,226	12,705
Net movement in Funds			
Funds brought forward		12,705	-
Surplus/(Deficit) on year's activities		3,226	12,705
Total Funds carried forward		15,931	12,705

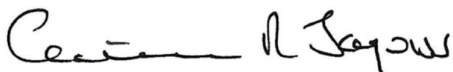
The Notes on pages 12 and 13 form part of these financial statements

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing activities.

BALANCE SHEET AS AT 30 JUNE 2025

	Notes	As at 30 June 2025 £	As at 30 June 2024 £
Current assets			
Cash at bank		17,004	12,705
Debtors		787	-
		<u>17,791</u>	<u>12,705</u>
Creditors:		1,860	-
Net current assets		<u>15,931</u>	<u>12,705</u>
Net assets		<u>15,931</u>	<u>12,705</u>
Unrestricted funds			
General funds	7	15,931	12,705
Total funds		<u>15,931</u>	<u>12,705</u>

The financial statements were approved by the trustees on 17 September 2025 and signed on their behalf by:



Catherine Jaquiss, Chair



Jeffrey Highfield, Treasurer

Notes forming part of the Financial Statements for the period ended 30 June 2025

1. Accounting policies

Statement of Compliance

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102) and the Charities Act 2011.

Basis of preparation

Ealing Book Festival meets the definition of a public benefit entity under FRS102. The financial statements have been prepared under the historical cost convention, with items recognised at cost or transaction value, unless otherwise stated in the relevant notes. The accounting policies have been applied consistently throughout the period.

Going concern

The trustees consider there are no material uncertainties about the Charity's ability to continue as a going concern.

Incoming resources

All incoming resources are included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Donations are included when the donor makes a commitment to make the donation.
- Investment income is included when receivable.

Donated facilities and services are included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable and material. The value placed on these resources is the estimated value to the charity of the service received or the venue or facility provided. The trustees take account where relevant of the discounted terms offered by venue providers to charities and for multiple bookings.

Resources expended

Expenditure is recognised on an accruals basis once there is a legal or constructive obligation to that expenditure, it is probable that settlement is required, and the amount can be quantified reliably. Expenditure includes any VAT which cannot be recovered and is reported as part of the expenditure to which it relates.

2. Trustees' Remuneration and Related Party Transactions

No trustee received any remuneration during the year. No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

3. Staff numbers and costs

No person was employed by the charity during the year.

4. Taxation

No tax charges have arisen, since no taxable income was received during the year.

5. Donated facilities and services

This item represents the value of the festival venues, support staff and other services provided by Pitzhanger Manor & Gallery and the University of West London to the Festival, free of charge. These donated facilities and services are valued at their open market value, that is, the trustees' best estimate of what the charity would have been charged by an equivalent venue / service provider for equivalent facilities and services, taking account where relevant of the discounted terms offered by venue providers to charities and for multiple bookings. Pitzhanger Manor & Gallery also recharged to the Festival certain other venue expenses, such as the cost of additional management, security and cleaning staff for the duration of the Festival, see Note 6 below.

The Festival also relies heavily on its many supporters and volunteers who donate their services for no remuneration. In line with standard accounting practice for charities, the trustees consider that the value of these services cannot be reliably quantified and so these services have not been reflected in these financial statements.

6. Festival expenses

Festival expenses consist of:

	Year to 30 June 2025	Period to 30 June 2024
		£
Donated facilities and services	32,890	35,890
Speakers' fees and expenses	6,612	5,572
Programming consultancy fees	6,000	-
Audio-visual and other equipment hire	5,713	2,737
Venue charges	4,362	4,532
Publicity and marketing	1,841	-
Other expenses	592	550
Total Festival expenses	58,010	49,281

The valuation of donated facilities and services is explained in Note 5. The value of donated facilities and services disclosed for 2023/24 includes an amount of £8,000 relating to the test event held in November 2023, where no discount has been applied, as described in the accounting policy. At the time of this stand-alone test event, the trustees were not in a position to commit to any other bookings at the venue, so concluded discounts offered for multiple bookings were not relevant to this particular event. The valuation of donated facilities and services in all other instances do take account of discounts offered by venue providers to charities, and for multiple bookings.

In line with standard accounting practice for charities, as these donated services and facilities were consumed immediately, the trustees have immediately recognised an equivalent amount as an expense.

7. Fund structure

All funds received to date are unrestricted funds available for use at the trustees' discretion to further the objectives of the charity.

The trustees of the Ealing Book Festival would like to thank all the local businesses and organisations whose financial support enabled the charity to run a successful festival in 2025.

Pitzhanger Manor & Gallery
University of West London

Savills Estate Agents Ealing
St Benedict's School
Pitshanger Community Association
Advanced Thinking Tuition
For Art's Sake
OPEN Ealing
Paperback Coffee & Books
Marks and Spencer Ealing Broadway

Waterstones

Thank you too to all the authors and speakers who appeared at festival events.

And a huge thank you to all the volunteers who helped at festival events, organising the venues, directing people to the right event, supporting the speakers, and making sure the events took place safely and efficiently.