

Picture Hooks

Scotland · Charity number SC047948

Details

Status	Active
Legal form	SCIO (Scottish Charitable Incorporated Organisation)
Registered	2017-11-23
Register	View on the OSCR register

Contact

Address	33 Inverleith Terrace Edinburgh EH3 5NU
Website	www.picturehooks.org.uk

Activities

Activities: 'It carries out activities or services itself'

Purposes: 'the advancement of education', 'the advancement of the arts, heritage, culture or science'

What the charity does: The Charitable Purposes of the SCIO ('the Charitable Purposes') are: 3.1.1 to advance the arts by developing, supporting and nurturing the talent of new and emerging illustrators with particular focus on illustration in children's picture books. and 3.1.2 to advance education by championing the importance of picture books in the development of learning, well-being and creativity in children.

Beneficiaries: 'No specific group, or for the benefit of the community'

Objectives: The Charitable Purposes of the SCIO ('the Charitable Purposes') are: 3.1.1 to advance the arts by developing, supporting and nurturing the talent of new and emerging illustrators with particular focus on illustration in children's picture books. and 3.1.2 to advance education by championing the importance of picture books in the development of learning, well-being and creativity in children

Geography

- **Main operating location:** City of Edinburgh
- **Geographical spread:** Scotland and other parts of the UK

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£2,606	£47,270	-	2
2024-03-31	£106,898	£67,105	-	1
2023-03-31	£10,615	£34,653	-	0
2022-03-31	£107,101	£69,116	-	0
2021-03-31	£720	£48,392	-	0

Picture Hooks

Scotland - Charity number SC047948

Accounts

APPENDIX 1



Scottish Charity Regulator

Office of the Scottish Charity Regulator

Trustees' Annual Report for the period							
Period start date				Period end date			
	Day	Month	Year		Day	Month	Year
From	01	04	2024	To	31	03	2025

Reference and administration details

Charity name
Other names charity is known by
Registered charity number
Charity's principal address

Picture Hooks
SC047948
33 Inverleith Terrace
Edinburgh
Postcode EH3 5NU

Names of the charity trustees on date of approval of Trustees' Annual Report

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	[REDACTED]	Chair		
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Reference and administration details

Names of all other charity trustees during the period, if any, (for example, those who resigned part way through the financial period)

Name	Dates acted if not for whole year

Structure, governance and management

Type of governing document

On 23rd November 2017, our Single Tier Organisation was constituted allowing us to apply for charitable status as an SCIO.

Trustee recruitment and appointment

There have been no changes in the trustees this year.

Objectives and activities

Charitable purposes

To advance arts by developing, supporting and nurturing talent of new and emerging illustrators with particular focus on illustration in children's picture books as well as to advance education by championing the importance of picture books in the development of learning, well-being and creativity in children.

Summary of the main activities in relation to these objects

The programme comprises several activities such as the biannual mentoring scheme, which allows emerging illustrators to work closely with established professional illustrators, a new buddy scheme programme, exhibitions, and competitions to support illustrators with exposure and masterclasses offering additional development opportunities.

APPENDIX 1

Achievements and performance

Summary of the main achievements of the charity during the financial period

We continue to run two mentoring programmes to support children's book illustrators at different points in their development.

For those just beginning, we offer the Buddy Scheme: six months in collaboration with an experienced professional illustrator for artists taking their first steps into children's book illustration. In this period, five illustrators graduated from the Buddy Scheme, and we recruited six new artists for the scheme.

For illustrators whose practice is further developed, but who are still in need of guidance, we offer our flagship programme, the Mentoring Scheme: nine months working with an established children's book illustrator, with a final exhibition, opportunities to meet publishers and supplementary masterclasses. All mentees from the recent scheme created a book cover and spread to feature in the Picture Hooks Emerging Illustrators exhibition, which launched at the Scottish Storytelling Centre and then toured around Scotland, visiting Eden Court in Inverness (accompanied by a Picture Hooks family event, the V&A Dundee and the MacRobert Arts Centre in Stirling. At the end of the tour, with the agreement of participating illustrators, the exhibition artwork was transported to Aberdeen, where Aberdeen Libraries have identified a long-term home for the pieces.

In September 2024, we opened applications for our mentoring class of 2025. We received 184 applications from 26 countries and selected 11 candidates for interview. We have selected five participants for the new Mentoring Programme.

We also held three more free-to-enter competitions on social media to help generate inspiration and portfolio pieces for illustrators. We added a new element to our 'Before and After' illustration competition format: a free companion webinar from a specialist on the particular discipline being challenged by the competition brief, e.g. the page turn and body language. These were introduced to add extra support to illustrators entering the competitions by developing awareness around key illustration skills, promoted as *Picture Hooks Explores*.

We continued working with Bookmark and Tonic Arts during this period. Having curated a book pack and commissioned magazine illustrations for children's reading charity Bookmark, we are exploring opportunities to arrange an 'Illustrators-in-Residence' programme across several Bookmark schools. In November 2024, we installed the Storybook Way exhibition at the Royal Hospital for Children and Young People in Edinburgh. A collaboration between Picture Hooks and Tonic Arts, the NHS Lothian charity, the exhibition celebrates the power of children's book illustration to transport and delight at any age.

We also partnered with Edinburgh College of Art and Leith School of Art offering advice to the students, and we collaborated with Cambridge School of Art by offering a bursary to an illustrator for further mentoring after the completion of their degree. We also run masterclasses and workshops for new illustrators across Scotland at different festivals and meet-ups and assist with fees for The Good Ship Illustration courses.

Financial review

Brief statement of the charity's policy on reserves

Total unrestricted reserves as of 31st March 2025 were £46,989 (2024: £91,653). In accordance with charity good practice, the charity has identified that £10,909 of reserves would be required to cover 12 weeks of operational expenditure (2024: £15,486). Therefore, based on the current level of total unrestricted reserves available this requirement has been met.

Details of any deficit

As of 31st March 2025, no funds were in deficit (2024- nil).

Donated facilities and services (if any)

APPENDIX 1

Other optional information

Declaration

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

Signed on behalf of the charity's trustees

Signature(s) <i>OSCR will accept digital or typed signatures</i>	[Redacted]	
Full name(s)	[Redacted]	
Position (e.g. Chair)	Chair	
Date	25/11/2025	

Receipts and payments accounts							
For the period from	Period start date			to	Period end date		
	Day	Month	Year		Day	Month	Year
	01	04	2024		31	03	2025

Section A Statement of receipts and payments

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total funds current period to nearest £	Total funds last period to nearest £
A1 Receipts						
Donations						105,000
Legacies					-	
Grants					-	
Receipts from fundraising activities						
Gross trading receipts					-	
Income from investments other than land and buildings					-	
Rents from land & buildings					-	
Gross receipts from other charitable activities	2,606				2,606	1,898
					-	
A1 Sub total	2,606	-	-	-	2,606	106,898
A2 Receipts from asset & investment sales						
Proceeds from sale of fixed assets					-	
Proceeds from sale of investments					-	
A2 Sub total	-	-	-	-	-	-
Total receipts	2,606	-	-	-	2,606	106,898
A3 Payments						
Expenses for fundraising activities					-	
Gross trading payments	125				125	96
Investment management costs					-	
Payments relating directly to charitable activities	44,506				44,506	64,663
Grants and donations					-	
Governance costs:					-	
Audit / independent examination					-	
Preparation of annual accounts	1,200				1,200	984
Legal costs					-	
Other	1,439				1,439	1,362
					-	
A3 Sub total	47,270	-	-	-	47,270	67,105
A4 Payments relating to asset and investment movements						
Purchases of fixed assets					-	
Purchase of investments					-	
A4 Sub total	-	-	-	-	-	-
Total payments	47,270	-	-	-	47,270	67,105
Net receipts / (payments)	(44,664)	-	-	-	(44,664)	39,793
A5 Transfers to / (from) funds						
					-	
Surplus / (deficit) for year	(44,664)	-	-	-	(44,664)	39,793

Section B Statement of balances

Categories	Details	Unrestricted funds	Restricted funds	Expendable endowment funds	Permanent endowment funds	Total current period	Total last period
		to nearest £	to nearest £	to nearest £	to nearest £	to nearest £	to nearest £
B1 Cash funds	Cash and bank balances at start of year	91,653				91,653	51,860
	Surplus / (deficit) shown on receipts and payments account	(44,664)				(44,664)	39,793
						-	
						-	
	Cash and bank balances at end of year	46,989	-	-	-	46,989	91,653
	(Agree balances with receipts and payments account(s))						

Categories	Details	Fund to which asset belongs	Market valuation	Last year
			to nearest £	to nearest £
B2 Investments	Not applicable			
	Total		-	-

Categories	Details	Fund to which asset belongs	Cost (if available)	Current value (if available)	Last year
			to nearest £	to nearest £	to nearest £
B3 Other assets	Not applicable				
		Total		-	-

Categories	Details	Fund to which liability relates	Amount due	Last year
			to nearest £	to nearest £
B4 Liabilities	Accountancy	Preparation of annual accounts	1,260	1,200
	Trade Creditors	Payments relating to charitable activity	23,809	6,000
	Total		25,069	7,200

Categories	Details	Fund to which liability relates	Amount due (estimate)	Last year
			to nearest £	to nearest £
B5 Contingent liabilities	Not applicable			
	Total		-	-

Signed by one or two trustees on behalf of all the trustees

Signature*

Print Name

Date of approval

[Redacted Signature and Name]

5/11/2025

Section C Notes to the Accounts

C1 Nature and purpose of funds (may be stated on analysis of funds worksheets)

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C2 Grants

	Individual / institution	Number of grants made	£
Not applicable			
Total			-

C3a Trustee remuneration

If no remuneration was paid during the period to any charity trustee or person connected to a trustee cross this box (otherwise complete section 3b)	X
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C3b Trustee remuneration - details

	£
Not applicable	

C4a Trustee expenses

If no expenses were paid to any charity trustee during the period then cross this box (otherwise complete section 4b)	X
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C4b Trustee expenses - details

	Number of trustees	£
Not applicable		

C5 Transactions with trustees and connected persons

	Nature of relationship	Nature of transaction	Transaction amount (£)	Balance outstanding at period end (£)
	Not applicable			

C6 Other information

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Additional analysis (1)

Analysis of receipts and payments

1 Donations

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
County Hall Arts					-	100,000
Esme Fairbairn					-	5,000
					-	
					-	
Total	-	-	-	-	-	105,000

2 Grants

	Unrestricted funds to nearest £	Restricted funds to nearest £	Total current period to nearest £	Total last period to nearest £
Not applicable			-	
			-	
			-	
			-	
Total	-	-	-	-

3 Gross receipts from other charitable activities

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
Buddy Scheme	2,606				2,606	
Mentoring						1,898
					-	
					-	
					-	
					-	
Total	2,606	-	-	-	2,606	1,898

4 Payments relating directly to charitable activities

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
Mentoring	248				248	11,683
Competition	3,015				3,015	2,000
Webinar	660				660	
Buddy Scheme	4,800				4,800	7,500
Exhibition	7,199				7,199	1,989
Illustrator Meetups	200				200	
Art in schools	200				200	375
Marketing	248				248	
Bologna Expenses	102				102	
Staff Costs	27,083				27,083	39,624
Staff Training	175				175	432
Website	578				578	387
Conferences						23
Masterclass						650
Total	44,506	-	-	-	44,506	64,663

APPENDIX 3



Independent examiner's report on the accounts							v2
Report to the trustees/members of	Picture Hooks						
Registered charity number	SC 047948						
On the accounts of the charity for the period	Period start date				Period end date		
	Day	Month	Year		Day	Month	Year
	01	04	2024	to	31	03	2025
Set out on pages							(remember to include the page numbers of additional sheets)

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) 2005 Act and the Charities Accounts (Scotland) Regulations 2006 (as amended). The charity trustees consider that the audit requirement of Regulation 10(1) (d) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under section 44(1) (c) of the Act and to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination is carried out in accordance with Regulation 11 of the 2006 Accounts Regulations. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeks explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In the course of my examination, no matter has come to my attention [other than that disclosed on the attached page*]

1. which gives me reasonable cause to believe that in any material respect the requirements:
 - to keep accounting records in accordance with section 44(1) (a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations, and
 - to prepare accounts which accord with the accounting records and comply with Regulation 9 of the 2006 Accounts Regulations

have not been met, or

own in order to enable a proper

Signed:**

Name:

Relevant professional qualification(s) or body (if any):

Address:



1.12.2025

*Please delete the words in the brackets if they do not apply. If the words do apply, set out those matters which have come to your attention on the following page.

** OSCR will accept digital or typed signatures

APPENDIX 3

Disclosure section

Only complete if the examiner needs to highlight material problems.

Give here brief details of
any items that the
examiner wishes to
disclose