



EALING BOOK FESTIVAL

Trustees' Annual Report and Financial Statements

for the period ended 30 June 2024

**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
Jeff Brown	Secretary	20 November 2023 – 25 January 2024	First charity trustee
Alex Gerlis		20 November 2023 – 12 July 2024	First charity trustee
Jeffrey Highfield	Treasurer		First charity trustee
Elizabeth Youard	Secretary	From 25 January 2024	Board of Trustees
Ian Burge		From 15 February 2024	Board of Trustees

Establishment of the Charity

The trustees began the process of establishing the charity in July 2023, using the Charity Commission's "Foundation" model constitution. Following consultation with the Commission, a final version of the Constitution was submitted in October 2023, and the Commission completed registration of the charity on 20 November 2023.

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 in April 2024. 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 year ahead. When the trustees take decisions, the board is driven by 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 contribution of volunteers plays a significant part in the charity's ability to deliver its objects. All the charity's activities during the reporting period were delivered by volunteers. The Board of Trustees works in close partnership with a team of management volunteers who programme and deliver the Book 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. 40 local residents acted as volunteer stewards at the Book Festival welcoming participants and ensuring the smooth running of Festival sessions in April 2024. We will continue developing our volunteering model, building upon feedback and learning from our first year of operation.

Achievements and Performance

The 2024 Festival

The charity was established to run an annual book festival and the trustees thought it prudent to run a single test event before committing to organising a full festival programme. This took place in November 2023 at Pitzhanger Manor & Gallery, in the London Borough of Ealing. The trustees judged the event to have been extremely successful and proceeded, with the support of the volunteer programming team, to prepare a full festival programme for April 2024, and secured a number of grants and sponsorships.

The April 2024 Festival took place again at Pitzhanger Manor & Gallery and comprised 19 events ranging from sessions with national acclaimed authors; a showcase for emerging local authors and a 'How to get published' workshop; joint events with the Ealing Club, who commemorate the borough's music heritage; sessions with local poets; and a children's poetry competition. The Festival ran at 86% capacity, totalling 1,280 visitors.

Feedback on the Festival and planning for 2025

Feedback from the Festival has been overwhelmingly positive from all stakeholders, including attendees, speakers, volunteers and sponsors. The trustees will use this feedback, and the suggestions for improvement, in planning the 2025 Festival.

We aim to grow the Festival on an incremental basis for the second year. We will continue to develop partnerships with other local organisations, and continue to build more variety and diversity into our programming, in order to attract a larger audience, for better representation of the Borough of Ealing's diverse population, than was possible in our first year.

We will develop our capability and capacity over the next few years, building upon the relationships and infrastructure we have achieved in our first year, to continue to deliver our charitable activities. We plan incremental growth of the Festival, to allow for learning and development over time.

Our fundraising activities were successful in our first year through a combination of grants and sponsorship. We plan to develop our fundraising strategy for future years, building on our success in the first year of the charity's existence, through the delivery of the Ealing Book Festival as a credible cultural event with a long-term future.

Risk Management

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

Our 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.

Our principal risks and the process we have in place to manage them are:

1. Failure to achieve adequate festival income through ticket sales and donations. We manage this risk by setting budgets for event income and expenditure agreed in advance, with close monitoring of the impact of event promotion measures. We have a social media policy and established social media presence and are rolling out phased website development plan with expert advice.
2. Insufficient capacity and capability to run a successful book festival in-year. As risk management measures the trustees are leading an ongoing capacity planning exercise. In parallel the volunteer programme management team are planning forward events as early as possible, building upon 2024 learning.
3. Data protection and cyber security risk. We are enhancing our data protection strategy and data safeguards through expert advice and 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.

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 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.

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.

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.

The first Ealing Book Festival trustees were appointed at the point of the charity's registration in November 2023. 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. The charity's Book Festival and book events are offered in local venues which operate under safeguarding policies and procedures. We work within our host venues' safeguarding arrangements and work consistently with our host venues' safeguarding leads for our charity's events.

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 £12,705. This results from the financial developments described below.

In September 2023, the charity received an initial grant which enabled the trustees to prepare for a test event. The trustees secured sponsorship of the event and worked in partnership with Pitzhanger Manor & Gallery to hold the event in November 2023. Pitzhanger Manor & Gallery provided the venue and other services free of charge. The event itself generated a small surplus of £300. The trustees then proceeded to prepare a full festival programme.

Early in 2024, the charity secured further grants, which gave the trustees a high level of financial security to commit to the contractual and other arrangements required to hold the Festival. Sponsorship was again secured from a number of local businesses, and the charity also received charitable donations from a number of individuals.

The Festival took place in April 2024, and Pitzhanger Manor & Gallery again donated the venues for festival events to the charity, and provided staff to support the festival activities. The charity also benefited from the efforts of some 40 volunteers during the Festival. The Festival generated a net surplus of some £5,700.

Over the period, the charity received unrestricted grants and donations totalling £8,000, and incurred general expenses of £1,300, leading to a net increase in reserves of £6,700.

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 2 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 skip a festival season due to unforeseen circumstances, with reserves in hand to programme and prepare for the subsequent year.

Reserves at the financial year end totalled £12,705, which the trustees consider to be in compliance with this reserves 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 25 October 2024 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 2024.

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 Ayres
Relevant professional qualification or body:	Chartered Institute of Management Accountants
Address:	London, United Kingdom
Date:	25 October 2024

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE PERIOD ENDED 30 JUNE 2024**

	Notes	Unrestricted Funds Period to 30 June 2024 £
Incoming resources		
Donated facilities and services	5	35,890
Festival ticket sales		15,383
Grants		7,000
Sponsorship		4,000
Donations (including Gift Aid)		1,043
Bank Interest		40
Total incoming resources		63,356
Resources expended		
Festival expenses	6	(49,281)
Display and publicity materials		(718)
Administrative expenses		(455)
Insurance premiums		(188)
Bank charges		(9)
Total resources expended		(50,651)
Surplus/(Deficit) on year's activities		12,705
Net movement in Funds		
Surplus/(Deficit) on year's activities		12,705
Total Funds carried forward		<u>12,705</u>

The Notes on pages 11 and 12 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 2024

	Notes	As at 30 June 2024 £
Current assets		
Cash at bank		12,705
Debtors		-
		<hr/> 12,705
Creditors:		-
		<hr/> 12,705
Net current assets		
		<hr/> 12,705
Net assets		<hr/> 12,705
Unrestricted funds		
General funds	7	12,705
		<hr/> 12,705
Total funds		<hr/> 12,705

The financial statements were approved by the trustees on 25 October 2024 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 2024

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

The 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 Festival'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 facility provided.

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.

Alex Gerlis, a trustee of the charity until 12 July 2024, appeared during the Festival in his capacity as an author, and waived his appearance fee.

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 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. Certain other venue expenses, such as the cost of additional security and cleaning staff for the duration of the Festival, have been recharged by Pitzhanger Manor & Gallery to 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:

	£
Donated facilities and services	35,890
Speakers' fees and expenses	5,572
Venue charges	4,532
Audio-visual and other equipment hire	2,737
Other expenses	550
Total Festival expenses	49,281

The valuation of donated facilities and services is explained in Note 5. 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 2024.

Savills Estate Agents
The University of West London
St Benedict's School
Advanced Thinking Tuition (formerly West London Tutoring)

The Freshwater Foundation
The London Borough of Ealing Small Grants Fund

Pitzhanger Manor & Gallery

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

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