

Company No: 03783095  
Charity No: 1079257

G House

**WORLD BOOK DAY LIMITED**  
(A company Limited by Guarantee)  
**REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

WEDNESDAY



A13 \*A4ZXWYUQ\* 03/02/2016 #391  
COMPANIES HOUSE

**TWP Accounting LLP**  
Chartered Accountants & Statutory Auditors  
The Old Rectory  
Church Street  
Weybridge  
Surrey  
KT13 8DE

**WORLD BOOK DAY LIMITED**

**FOR THE YEAR ENDED 30 JUNE 2015**

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**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015**

**REFERENCE AND ADMINISTRATIVE DETAILS**

Company number: 03783095

Charity number: 1079257 (registered under the name World Book Day)

Registered office and principal  
Business address: 6 Bell Yard  
London  
WC2A 2JR

Bankers: HSBC Bank PLC  
The Old Warehouse  
37a Church Street  
Weybridge  
Surrey  
KT13 8DG

Auditors: TWP Accounting LLP  
Chartered Accountants & Statutory Auditors  
The Old Rectory  
Church Street  
Weybridge  
Surrey  
KT13 8DE

Solicitors: Thrings LLP  
1 Pall Mall East  
London  
SW1Y 5AU

Administrator: Alan Staton (Booksellers Association)

**Directors and trustees**

The directors of the charitable company ('the charity') are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees.

The trustees who have served since 30 June 2014 have been as follows:

Name	Nominated by	Date of appointment	Date of resignation
J Daunt	The Booksellers Association	12 <sup>th</sup> January 2012	-
F Dow	The Publishers Association	22 <sup>nd</sup> July 2013	-
T E Godfray	The Booksellers Association	7 <sup>th</sup> June 1999	-
A Hurcombe	The Publishers Association	16 <sup>th</sup> March 2010	-
R Mollet	The Publishers Association	11 <sup>th</sup> May 2012	-
R Russell	The Booksellers Association	21 <sup>st</sup> November 2012	-
F Simon	See below	20 <sup>th</sup> January 2010	-

*Francesca Simon is independent of both the Booksellers Association and Publishers Association and nominated jointly by both organisations.*

**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015  
DIRECTORS' AND TRUSTEES' REPORT**

The directors and trustees present their report and accounts for the year ended 30 June 2015.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity is constituted as a company limited by guarantee, and is therefore governed by a Memorandum and Articles of Association dated 7<sup>th</sup> June 1999. It is registered as a charity with the Charity Commission.

**Appointment of trustees**

Under the terms of the company's current Memorandum and Articles of Association there shall be no more than 8 trustees at any one time. The trustees shall comprise of the Chief Executives of the Publishers and Booksellers Associations, two members appointed by each of those organisations for a three year term, an independent trustee appointed jointly by the two associations for a three year term, and a Chairman appointed for a 12 month term by each association in rotation.

**Method of nominating**

There is no formal method of nominating trustees. The Chief Executive Officers of the Booksellers Association and Publishers Association each seek names of potential appointees from colleagues and others involved in the book trade and the world of reading. It is intended that there be at least one trustee who has no direct involvement with either organisation.

**Trustee induction and training**

New trustees are provided with notes outlining in brief their legal obligations under charity and company law, and are also made aware of the content of the Memorandum and Articles of Association, the decision making process and the financial performance and plans of the charity.

**Organisation**

The trustees are responsible for the overall administration of the charity and for making strategic decisions. Under the terms of the Articles of Association, the trustees must meet at least twice a year (in the year to 30 June 2015 they met twice).

The implementation of strategic plans is carried out by the Executive Committee (on which the trustees are represented) and, where required, by specialist sub-committees who report to the Executive Committee.

The Booksellers Association's appointed trustees and the Publishers Association's appointed trustees shall each be entitled to appoint up to eight members of the Executive Committee. The Executive Committee shall have power to co-opt additional non-voting members and may appoint specialist working groups, headed by a member of the Executive Committee, to carry out research.

The charity has no employees but in the planning for World Book Day 2015 contracted with a consultant to assist in the administration of the programme of events. Other consultants are engaged on an ad hoc basis to organise and promote specific projects. Staff employed by the Booksellers Association and the Publishers Association provide additional support and administration, free of charge to the charity. A leading public relations company is employed on a contract basis to promote the charity's activities.

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**Related parties**

The charity has a close relationship with both the Booksellers Association and Publishers Association. As has been previously stated, these organisations are responsible for nominating the charity's trustees and are each entitled to nominate up to five members of the Executive Committee.

**Risk management**

The trustees have examined the major strategic, business and operational risks which the charity faces and confirm that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to minimise these risks. The trustees have taken steps to ensure that all child protection issues are properly addressed. A key element in the management of financial risk is the setting of a reserves policy and its regular review by trustees.

**OBJECTIVES AND ACTIVITIES**

The objective of the charity is the promotion of reading to all. To children and young people and their parents through schools, to adults with reading challenges through *Quick Reads*, and to the wider public through the promotion and celebration of books and reading.

The trustees have complied with the duty in section 4 of the 2006 Charities Act to have due regard to guidance published by the Charity Commission. In particular, the trustees refer to the Charity Commission's general guidance on public benefit both when reviewing how well past activities have satisfied the charity's stated objective, and when planning how future activities may best continue to do so.

The main means through which the charity's objective is met is the organisation and promotion each year of a series of events designed to encourage reading by the public surrounding a designated day (in 2015 it was March 5<sup>th</sup>) known as World Book Day.

The focus and results of the specific events and promotions that comprised World Book Day 2015 are as follows:

**Main objectives for World Book Day 2015**

- To encourage reading amongst school and pre-school aged children
- To continue to support the Quick Reads literacy initiative aimed at reluctant adult readers  
The general promotion of reading and literacy throughout the UK and Ireland for public benefit

**Strategies for achieving World Book Day objectives in 2015**

- To maintain a strong selection of £1 books, including two titles for young teenagers
- To produce and distribute £1 book tokens (€1.50 in Ireland) to school and pre-school aged children throughout the UK and Ireland
- To enhance the £1 book tokens with a *Diary of a Wimpy Kid* competition for children
- To create comprehensive tailored resource packs for schools and school children throughout the UK and Ireland
- To build on the success of *The Biggest Book Show on Earth* and extend it regionally through a tour, and to build as an online resource
- To expand *The Big Little Book Corner*, an internet-based World Book Day television channel for younger readers
- To introduce *WoBoD* – the World Book Day Award for School Libraries
- To introduce *The Big Book Off* – a set of fun book-based challenges for children
- To introduce *wbdteenfest.com* – an online literary festival for teenagers
- To continue to support *Quick Reads* as a core activity. The objectives of Quick Reads being to promote reading in adults – especially those who find reading a challenge
- To continue to develop the World Book Day website; [www.worldbookday.com](http://www.worldbookday.com)

**WORLD BOOK DAY LIMITED  
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**MARKET FIGURES**

**UK**

- UK Children's market up 24.05% on the previous week
- In the week of World Book Day, the children's market in the UK increased by £1.33million on the previous week (£421,000 up on 2014)

	w/e 08 MAR 2014	w/e 28 FEB 2015	w/e 07 MAR 2015
Children's, YA & Educational	£6,429,616.14	£5,522,602.41	<b>£6,850,637.07</b>

Source: Nielsen Bookscan

**£1 book sales in the UK = 7.3% increase on 2014**

2012	1,190	18,521	<b>347,852</b>	229,530	113,374	65,827	14,235	787,855
2013	3,973	122,437	<b>317,970</b>	176,660	124,276	27,566	7,449	780,331
2014	533	26,577	<b>331,931</b>	205,872	108,010	91,801	15,876	780,600
<b>2015</b>	<b>1,376</b>	<b>27,021</b>	<b>339,133</b>	<b>224,433</b>	<b>113,850</b>	<b>98,162</b>	<b>33,975</b>	<b>837,950</b>

Source: Nielsen Bookscan

**Individual Title Sales 2015: 7 week total UK**

	WBD-2	WBD-1	WBD	WBD+1	WBD+2	WBD+3	WBD+4	Total
The Dinosaur That Pooped a Lot!	367	7,746	52,656	33,333	17,069	13,660	5,180	<b>130,011</b>
Elmer's Parade	232	4,519	40,887	25,471	13,499	11,287	4,169	<b>100,064</b>
The Diary of Dennis the Menace: World Book Menace Day	67	1,975	44,644	25,330	12,396	10,105	3,021	<b>97,538</b>
Best Mates	26	3,363	40,325	25,408	12,568	9,137	2,831	<b>93,658</b>
Magic Animal Friends: Lucy Longwhiskers Finds a Friend	14	1,914	33,251	21,749	11,676	10,280	3,585	<b>82,469</b>
Dork Diaries: How to be a Dork	44	1,714	30,226	23,575	10,291	9,666	3,248	<b>78,764</b>
A Pirate's Guide to Landlubbing	224	1,403	27,590	20,718	11,014	9,966	3,066	<b>73,981</b>
Goth Girl & the Pirate Queen	378	1,793	26,793	17,520	9,729	9,125	3,377	<b>68,715</b>
Geek Girl: Geek Drama	18	1,933	24,663	18,212	9,367	9,498	3,531	<b>67,222</b>
Killing the Dead	6	661	18,098	13,117	6,241	5,438	1,967	<b>45,528</b>
<b>TOTAL</b>	<b>1,376</b>	<b>27,021</b>	<b>339,133</b>	<b>224,433</b>	<b>113,850</b>	<b>98,162</b>	<b>33,975</b>	<b>837,950</b>

Source: Nielsen Bookscan

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**Year on Year Comparison UK: 2005–2015 (7 week unit sales for each title)**

	WBD -2	WBD -1	WBD	WBD +1	WBD +2	WBD +3	WBD + 4	Total
<b>2005</b>	717	9,155	<b>353,974</b>	223,258	118,759	97,269	8,869	<b>807,694</b>
<b>2006</b>	2,143	5,887	<b>343,223</b>	227,576	113,860	82,795	17,952	<b>792,552</b>
<b>2007</b>	2,334	13,385	<b>292,988</b>	201,013	106,563	78,828	18,379	<b>709,608</b>
10 x titles								
<b>2008</b>	12,314	44,277	<b>399,089</b>	245,268	141,385	90,859	24,780	<b>958,141</b>
9 x titles								
<b>2009</b>	1,060	18,374	<b>288,708</b>	209,135	110,615	93,917	22,406	<b>744,219</b>
6 x titles								
<b>2010</b>	371	9,966	<b>267,508</b>	173,403	94,312	78,667	20,243	<b>644,529</b>
6 x titles								
<b>2011</b>	172	5,592	<b>247,235</b>	158,564	85,312	67,441	16,536	<b>577,902</b>
6 x titles								
<b>2012</b>	1,190	18,521	<b>347,852</b>	229,530	113,374	65,827	14,235	<b>787,855</b>
8 x titles								
<b>2013</b>	3,973	122,437	<b>317,970</b>	176,660	124,276	27,566	7,449	<b>780,331</b>
8 x titles								
<b>2014</b>	533	26,577	<b>331,931</b>	205,872	108,010	91,801	15,876	<b>780,600</b>
10 x titles								
<b>2015</b>	<b>1,376</b>	<b>27,021</b>	<b>339,133</b>	<b>224,433</b>	<b>113,850</b>	<b>98,162</b>	<b>33,975</b>	<b>837,950</b>
10 x titles								

Source: Nielsen Bookscan

**IRELAND**

- Children's market up 42.3% on the previous week
- In the week of World Book Day, the children's market in Ireland increased by **€134,518** on the previous week (=€61,000 increase on 2014)

	w/e 08 MAR 2014	w/e 28 FEB 2015	w/e 07 MAR 2015
Children's, YA & Educational	€386,614.36	€313,100.95	€447,619.29

Source: Nielsen Bookscan

**£1 book sales in Ireland = up 10.5%**

	WBD -1	WBD	WBD+ 1	WBD + 2	WBD + 3	WBD + 4	Total to WBD + 6
2011	29	9,550	6,171	3,124	2,678	591	<b>22,143</b>
2012	402	25,411	13,390	5,590	5,869	1,216	<b>51,878</b>
2013	7,186	26,530	14,671	8,579	2,886	653	<b>60,505</b>
2014	587	25,077	11,924	6,515	7,388	1,510	<b>53,221</b>
<b>2015</b>	<b>147</b>	<b>26,117</b>	<b>14,040</b>	<b>7,937</b>	<b>8,191</b>	<b>2,362</b>	<b>58,794</b>

Source: Nielsen Bookscan

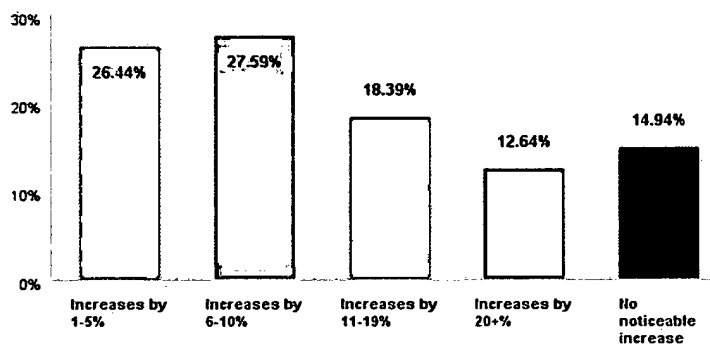
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**RETAIL**

- **2,381 dumpbins** produced and dispatched across retailers including independent bookshop, WH Smith, Waterstones, Tesco and Asda
- **531 PoS packs** delivered to 331 independent bookshops
- **2,000 shelf strips** created for Morrisons for the first time

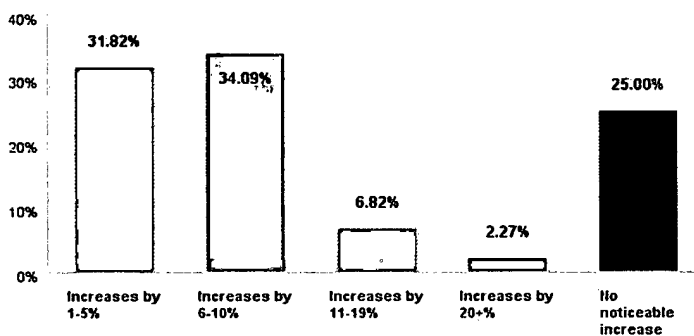
**Q8 To what extent do you believe the World Book Day £1 Book Token helps increase FOOTFALL in your bookshop around World Book Day?**

Answered: 87 Skipped: 45



**Q9 To what extent do you believe the World Book Day £1 Book Token helps increase SALES in your bookshop around World Book Day?**

Answered: 88 Skipped: 44

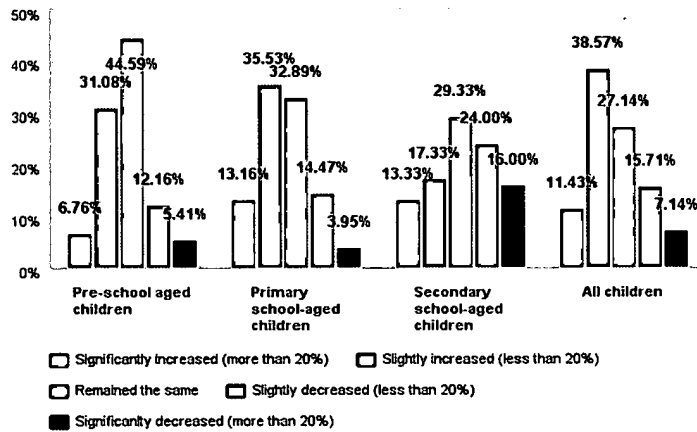




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**Q7 Would you say the numbers of children  
redeeming £1 tokens in your shop  
increased, decreased or remained the same  
in 2015 in comparison with 2014**

Answered: 86 Skipped: 46



**% of retailers who agreed/strongly agreed with the following statements:**

- 87% 'World Book Day increased footfall in my shop'
- 78% 'World Book Day brought new visitors into my shop'
- 63% 'World Book Day gave me the opportunity to improve contact with schools'
- 78% 'World Book Day increased the profile of books and reading in general'
- 68% 'World Book Day increased the sales of children's books'
- 10% 'World Book Day increased the sales of adult's books'

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**SCHOOLS**

**Book Token Distribution**

<b>WBD Distribution Comparison</b>	<b>2014</b>	<b>2015</b>	<b>Volume Change</b>	<b>% Change</b>
Primary schools sent materials/tokens	22,012	21,994	-18	-0.08
Nursery/Pre-schools	12,567	11,980	-587	-4.90
Secondary	4,188	4,202	14	+0.33
Full Age Range	2,815	2,760	-55	-1.99
<b>Total</b>	<b>41,582</b>	<b>40,936</b>	<b>-646</b>	<b>-1.58</b>
ROI Primary	3,184	3,170	-14	-0.44
ROI Secondary	728	728	0	0.00
ROI Full Age Range	147	146	-1	-0.68
<b>ROI Total</b>	<b>4,327</b>	<b>4,059</b>	<b>-15</b>	<b>-0.37</b>
<b>New or updated registrations</b>				
Nursery	1,620	1,022	-598	-58.51
Secondary	998	1,540	542	35.19
<b>Tokens distributed</b>				
Nursery	1,386,720	1,156,710	-230,010	-19.88
Primary	6,598,530	7,116,690	518,160	7.28
Secondary	3,422,130	4,077,420	655,290	16.07
ROI	1,132,740	1,104,540	-28,200	-2.55
<b>TOTAL</b>	<b>12,540,120</b>	<b>13,455,360</b>		

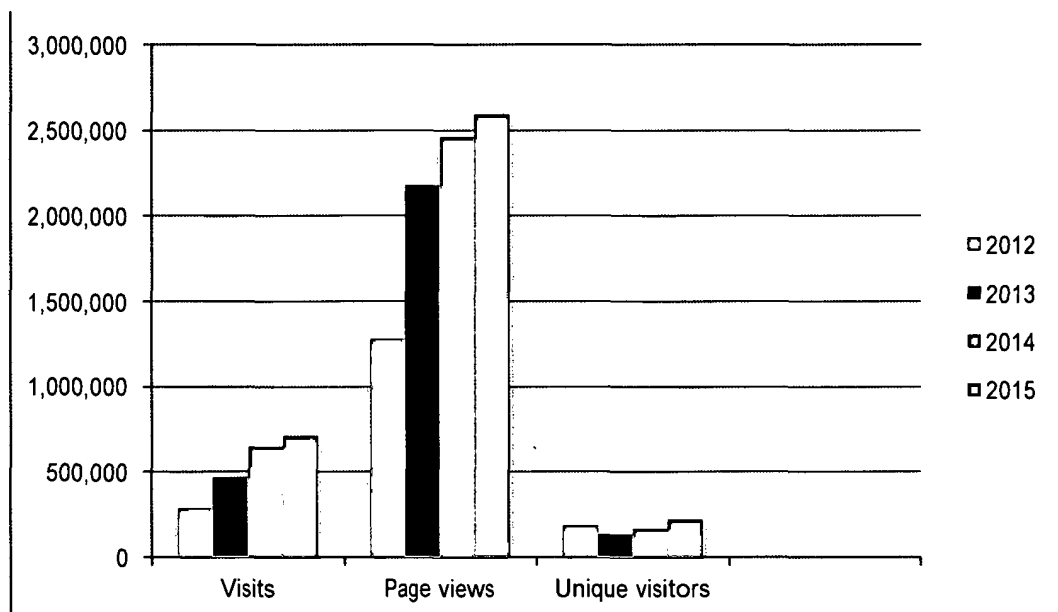
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**WEBSITE/ONLINE ENGAGEMENT**

**From 4–6 March, traffic to the website increased by 19.2% on 2014**

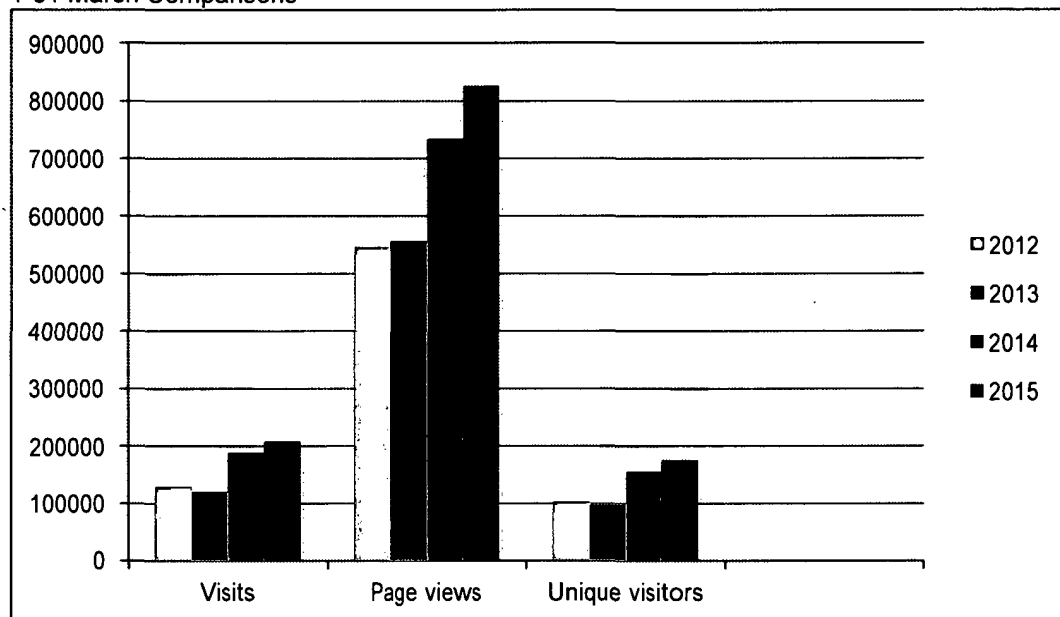
**Traffic to worldbookday.com continues to increase year-on-year.**  
Throughout March 2015:

- Visits **+10%** (on 2014)
- Page views **+5.4%**
- Unique visitors **+12%**
- **Increase of 60k visitors from 4–6 March alone = 19.2%** (309,745 vs 369,388 visitors)



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**1-31 March Comparisons**



**Top 10 visited pages from 4-6 March 2015 (excluding homepage)**

1. <a href="http://worldbookday.com/books/">http://worldbookday.com/books/</a>	335,971
2. <a href="http://worldbookday.com/resources/primary">http://worldbookday.com/resources/primary</a>	206,403
3. <a href="http://worldbookday.com/teachers-toolkit">http://worldbookday.com/teachers-toolkit</a>	173,610
4. <a href="http://worldbookday.com/win">http://worldbookday.com/win</a>	107,701
5. <a href="http://worldbookday.com/play-and-win/games">http://worldbookday.com/play-and-win/games</a>	103,802
6. <a href="http://worldbookday.com/resources">http://worldbookday.com/resources</a>	88,801
7. <a href="http://worldbookday.com/play-and-win/competitions">http://worldbookday.com/play-and-win/competitions</a>	69,632
8. <a href="http://worldbookday.com/storycraft">http://worldbookday.com/storycraft</a>	68,127
9. <a href="http://worldbookday.com/big-book-off">http://worldbookday.com/big-book-off</a>	63,002
10. <a href="http://worldbookday.com/resources/nursery">http://worldbookday.com/resources/nursery</a>	59,717

This year's **£1 book pages** included videos of the authors reading from their books. For the first time World Book Day also collaborated with *Toppsta*, the online community for children's books, to include quotes from children's reviews of the books. The videos proved very popular and have been viewed a total of **14.5k** times to date.

<b>£1 book reading</b>	<b>Views</b>
Michael Morpurgo	2,657
Steven Butler	3,577
Chris Riddell	1,426
Sophy Henn	n/a
Jonny Duddle	1,362
Marcus Sedgwick	1,320
Holly Smale	1,721
Rachel Renee Russell	2,530
David McKee	n/a
<b>TOTAL</b>	<b>14,593</b>

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**Device Overview**

World Book Day redeveloped the site to make it more responsive for different devices this year and as a result there is now a lot of traffic to the site from tablets and mobiles. Between 5 January and 30 April 2015 World Book Day had:

- **658,421** DESKTOP visitors
- **284,707** MOBILE visitors
- **202,325** TABLET visitors

**SOCIAL MEDIA**

**World Book Day reached the No.1 Twitter trending topic and remained in the top 10 trends in the UK for most of 6 March**

- **Tweets from influential figures, celebrities and organisations** each with massive followings including J.K.Rowling, Neil Gaiman, Mylene Klass, Geri Halliwell, Quentin Blake, Sara Cox and Joanne Harris
- **#cantlivewithoutbooks** trended on 9<sup>th</sup> January and 5<sup>th</sup> March.
- Really high levels of engagement with Twitter users specifically @ mentioning World Book Day or using the hashtags **#WorldBookDay** and **#WBD2015**.
- On World Book Day itself, the hashtags **#WorldBookDay**, **#WBD15** and **#WBD2015** had **over 1 billion impressions** and **over 180k mentions** (147.3k on Twitter)
- World Book Day also had impressive results in **February**, during the build up to World Book Day, with **1.6k new followers**, **14k profile visits**, **over 2k mentions** and **379k impressions**.
- In March alone World Book Day attracted **3,500 new followers** – and are now at almost 36k followers who are engaged all year round with news about books, reading and reading for pleasure.

**CAMPAIGN BREAKDOWN RESOURCES**

**1. Teachers' Toolkit**

For the first time World Book Day created a Teachers' Toolkit area on the website containing a bank of World Book Day 2015 assets for teachers to use in their own preparation and displays, including:

- Tailored Assembly power-points for primary and secondary
- Book jackets
- Info sheets, author photos, book extracts, booklists, activity sheets and recommended reads for each £1 book author
- Simple celebration ideas
- Video readings of £1 book excerpts by authors
- Letter & flyer for parents
- Posters
- Style guide, branding and Sophy Henn illustrations

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There have been 173,252 page visits since launch on 4 January, making this the 4<sup>th</sup> most popular page on the site

## **2. The Big Book Off**

In response to teachers looking for curriculum-related ideas and case studies, World Book Day created The Big Book Off in collaboration with CLPE (Centre for Learning in Primary Education).

- Based around 'doing words' such as IMAGINE, SHARE, CREATE, EXPERIENCE, DISCOVER & EXPLORE, this was a selection of fun, book-based challenges for Nursery, Primary and Secondary, written by teachers for teachers
- Teachers and librarians can pick and mix or do one or all of them, depending on the time they have available
- There are also reading recommendations
- **62,522 page visits**

## **3. The Big Little Book Corner**

Building on the success of last year, World Book Day developed and increased its activity for babies and toddlers:

- Worked closely with bestselling picture book creator **Rod Campbell** and publisher, Macmillan
- Created **four brand new free video books** for young children to enjoy listening to, looking at and reading along with based on *Dear Zoo*, *Oh Dear!*, *Noisy Farm* and *My Presents*
- Each book is accompanied by a tailor-made **downloadable activity pack**, designed to support the Early Years Statutory Framework early learning goals
- 2-page promotion in the Nursery Resource packs
- Competition for nurseries to win a Rod Campbell Corner worth £500 had over **2,000 entries**

### **Web page stats:**

- **34,538 page visits** in the week of World Book Day (2-8 March)
- **25,652 visits** (15,214 unique visits) from launch (8 January) to 30 April
- **Video viewing figures:**  
Dear Zoo = **10,652**  
Oh Dear! = **4,007**  
Noisy Farm = **3,422**  
My Presents = **2,220**

**Total Video Views = 20,301**

**43%** of people who clicked on the page watched at least one of the videos. This is an excellent conversion rate.

- **Pack Downloads**  
Noisy Farm = 4,111  
Dear Zoo = 1,428  
Oh Dear! = 605  
My Presents = 553

**Total Pack Downloads = 6,697**

**22%** of people who clicked on the page downloaded at least one of the packs

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**4. The Big Little Rhyme Along**

- World Book Day's Big Little Rhyme Along resources were updated to include some traditional rhymes with illustrations by Rod Campbell, along with posters and certificates for participants. These were promoted to the Nursery audience to give them a wider 'event' to participate in in the day in their nursery – and a way of easily rebadging existing activity

**5. The Biggest Book Show on Earth ONLINE**

*'Loving these virtual #workshops from @WorldBookDayUK' @LadyFlemington*

For 2015, this award-winning show was delivered in a brand new format of **nine pre-recorded 'Virtual author workshops'** with authors talking about different topics.

- These were easy for teachers to download in advance and watch as a class
- There were **24,230** downloads (from 1 Jan–6 May). On the basis that each download was watched by an average class size of 30 this would equate to an audience of **726,900**
- Website traffic: 52,665  
visitors in 2014 56,782  
visitors in 2015  
= **7.9% increase on 2014**

Virtual workshop	Views
Michael Morpurgo	4,960
Steven Butler	4,585
Chris Riddell	3,214
Sophy Henn	2,952
Jonny Duddle	2,456
Marcus Sedgwick	2,176
Holly Smale	1,813
Rachel Renee Russell	1,613
David McKee	461
<b>TOTAL VIEWS</b>	<b>24,230</b>

**EVENTS**

**1. The Biggest Book Show on Earth ON TOUR**

Following its huge success in 2014, World Book Day doubled in size for the live tour in 2015, with **10 events** in major venues across the UK and Ireland – London, Newcastle, Glasgow, Preston, Rhyl, Dudley, Dublin, Nottingham, Bath and Norwich.

- Total audience numbers = **14,000 children**
- World Book Day event held in Preston North End football ground with **5,000 children**
- **40 authors & illustrators** included – Jacqueline Wilson, Michael Rosen, Chris Riddell, Francesca Simon, Steve Cole, Jonathan Meres, Cathy Cassidy, Steven Butler, Cressida Cowell, Danny Wallace, Jeremy Strong, Martin Brown, Jonny Duddle, Holly Smale, Liz Pichon and Sarah McIntyre & Philip Reeve. Steven Butler was the inimitable ringmaster and compere for all shows
- Worked with a range of partners: Glasgow libraries, Seven Stories Newcastle, Silverdell Bookshop, Newham Bookshop/Waltham Forest, the Welsh Books Council, Jarrolds, FCBG, The Bookcase, WBD Dublin, Bath Children's Festival
- Book sales & signings at the majority of the events
- National broadcast coverage secured for the first time with *Newsround* attending and broadcasting from the event as well as nationwide regional coverage

**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015  
DIRECTORS' AND TRUSTEES' REPORT**

**2. WBD Teenfest**

- An online literary festival for teenagers held on 4 & 5 March 2015 between 6–8pm.
- Launched by Malorie Blackman the event featured over 50 Young Adult (YA) authors
- A mix of live and commissioned content was promoted and delivered via dedicated social media channels and on wbdteenfest.com
- The event was promoted in the WBD secondary resource packs (83% of teachers surveyed shared information with their class), on the main WBD website, on the teen £1 book tokens, and via a range of PR activity – beginning with an announcement on Newsbeat – and social media support from authors, publishers, bloggers and BookTubers

**Live content:**

- **8 x 30-minute Facebook fan chats** with authors including Darren Shan, Lauren Kate, Holly Black & Cassandra Clare
- **8 x 20-minute Twitter Takeovers** by authors including Gayle Forman, Derek Landy and Sally Green
- **4 x 30-minute Google Hangouts** included interviews with £1 book authors Marcus Sedgwick and Holly Smale

All live content was aggregated on wbdteenfest.com so that teens not using social media could still follow the conversations.

**Commissioned content:**

- **15 author blogposts** (published on wbdteenfest.com)
- **20 author playlists** (compiled on Spotify and published wbdteenfest.com)
- **6 x Trade Secrets videos** giving an insight into publishing careers. These were published on YouTube and on wbdteenfest.com
- **5 x DIY videos** with simple step-by-step book-themed craft These were published on YouTube and on wbdteenfest.com
- A selection of video and audio featuring authors reading from their books and discussing topics such as 'What does an author do all day?' and 'How to get Published' (Alice Oseman). These were published on YouTube and on wbdteenfest.com

Publication of the commissioned content was staggered over the two days and promoted via social media.

**Key statistics:**

- Over **42k page views** of wbdteenfest.com (**14,742** unique users) since launch, with views peaking on 4 & 5 March.
- On 4 & 5 March WBD TeenFest Facebook posts had a reach of **64k** unique users
- **9.5%** of users who engaged with our Facebook posts clicked through to the website
- Of all 13–17 year olds who engaged via Facebook, **15%** were male
- Posts to the Facebook page continue to attract and engage users – Lauren Kate's Q&A has so far reached **110k individuals**
- On Twitter the **#wbdteenfest** hashtag was used 500 times and made over **6 million** impressions
- World Book Day are continuing to promote the commissioned content on wbdteenfest.com via World Book Day and WBD TeenFest social media channels, and are continuing to attract more Likes and Follows



**WORLD BOOK DAY LIMITED  
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**PROMOTIONS**

**1. WoBoD: The World Book Day Award**

*"Libraries are shutting their doors left and right. I firmly believe that every child needs access to a school library, which is why I'm supporting WoBoD: they encourage a love of reading in our children that we can't afford to lose." James Patterson*

- World Book Day launched the inaugural World Book Day Award in 2015 to celebrate Reading for Pleasure
- Successfully secured **£50,000 of funding** for the prize over a two-year period from bestselling author James Patterson, which allowed us to offer life-changing amounts of money to schools to transform their school library.
- This was also a brilliant way to create a feelgood factor in the booktrade and positive links between bookshops and schools as schools were asked to nominate their local bookshop on entry as that is where their winnings would be spent
- Prizes were:
  - 1<sup>st</sup> prize: £10,000 of books**
  - 2<sup>nd</sup> prize: £5,000 of books**
  - 3 x 3<sup>rd</sup> prize: £3,000 of books each**
  - Highly commended: £500 of books**
- Primary and Secondary schools were set a multimedia challenge to respond as creatively as possible to the statement '**Why we can't live without books**' (this was our theme for WoBoD but it quickly blossomed throughout the whole campaign)
- Schools could **make, create, write or perform** their entry, and classes were encouraged to work together as only one entry per school was allowed
- Award launch supported by full page in the World Book Day schools' resource packs and A3 posters both in the packs and sent to participating WBD bookshops
- E-bulletin also sent to all World Book Day participating bookshops to encourage bookshops to both spread the word and link up with their local schools to enter
- Due to James Patterson's other commitments, World Book Day launched the competition at the end of the 1<sup>st</sup> week of January, so schools had only 3 weeks to enter
- In that short space of time World Book Day received an incredible **800** inventive, imaginative and creative entries, each with a huge amount of work put into them (The *Daily Mail* even commented on the number of entries marking it as a success)
- Entries were judged by a panel consisting of James Patterson, Helen Skelton, Natasha Harding (*The Sun*) and Kirsten Grant
- Follow up web page showing all 7 winning entries launched on World Book Day
- **National print coverage of both the launch and the winner announcement, including two massive splashes in *The Sun***
- Coverage of the win included **online coverage** which featured the winning video entry (BBC online, *Guardian* online, *Telegraph* online)
- Regional coverage around the successful runner-up schools
- Social media engagement was high on both announcement days with **#cantlivewithoutbooks** trending on Twitter
- Every school who entered also received a pack of James Patterson Middle School books, thanks to Penguin Random House
- **42,911 page visits** to the WoBoD entry page

**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015  
DIRECTORS' AND TRUSTEES' REPORT**

**2. The World Book Day Lucky Dip**

- For the second year, World Book Day ran a 'golden ticket' competition on the book tokens, to help to drive footfall and token redemptions
- There were over **400 Wimpy Kid branded prizes** from stickers to socks, to board games to books, plus **£500 of National Book Tokens** to win with the Star Prize (drawn from all entries across the month) being a trip for an adult and child to meet **Jeff Kinney** in Boston
- As with 2014, World Book Day kept the mechanic simple: children had to enter the 'lucky number' of the book they exchanged their book token for at a branded page on the website – and they had 4 opportunities to enter throughout the whole of March
- There was a strong response, with **42,254** entries over the 4-week redemption period (although this was down 10,481 entries on 2014, perhaps because the prize/brand wasn't as universal as Charlie and the Chocolate Factory, last year)

	2014	2015
<b>Week 1</b>	25,796 entries	18,435 entries
<b>Week 2</b>	11,911 entries	11,475 entries
<b>Week 3</b>	7,917 entries	6,518 entries
<b>Week 4</b>	7,111 entries	5,826 entries

**Key stats**

**2015: Wimpy Kid Lucky Dip**

- All page views: 105,359
- Individual page views: 76,026
- Jeff Kinney video views: 12,933

**2014 Golden Ticket Comp**

- All page views: 106,937
- Individual page views: 65,153
- *Charlie and the Chocolate Factory* video views: 6,900

There were slightly more page views in 2014, but the individual page views means that more unique visitors came to the page this year.

**CHARITIES**

**1. Readathon**

- World Book Day continues to play a vital role in Readathon's success.
- 54% of their packs are sent out in the spring term and anecdotally a very large percentage of packs going out in the spring term are for Readathons being planned around World Book Day. 1,200 packs sent out this year.
- The reciprocal programme of support delivered through the partnership between World Book Day and Readathon benefits both parties, with Readathon helping to remind schools and pupils to do the all-important reading as part of the wider celebration of books. Readathon believe that World Book Day's support of their fundraising boosts their performance significantly.
- Twitter activity around World Book Day has grown again this year, as the media impact of World Book Day increases further.
- Total funds raised through Readathon to September 2015 = £325k

**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015  
DIRECTORS' AND TRUSTEES' REPORT**

**2. Book Aid International**

Funds rose for Book Aid International through WBD Activity

2006 - £75k

2007 - £59k

2008 - £67k

2009 - £54k

2010 - £52k

2011 - £45k

2012 - £77k

2013 - £78k

2014 - £106k

**2015 - £111k**

**LIBRARIES**

A total of 145 authorities participated in World Book Day: 71% of library authorities in England, 44% Scotland and 100% Wales registered to receive display posters to promote WBD 2015.

- **3,051** World Book Day poster packs were sent to library authorities in England and Scotland received World Book Day poster packs
- Overall, **70%** of libraries in England, Wales & Scotland signed up to participate for their library authorities (145/208)

Sign-up was as follows:

- 71% England (109 out of 154 authorities)
- 44% Scotland (14 out of 32 authorities)
- 100% Wales (22 out of 22 authorities)

**Activity on World Book Day 2015\***

\*Based on 43 individual responses to the evaluation across 38 authorities. This activity therefore is representative of library activity across the country:

**86%** used the World Book Day posters to make displays

**79%** worked in partnership with schools

**76%** badged existing children's/family activity on and around Thursday 5 March

**69%** hosted a World Book Day event

**67%** downloaded materials and activity sheets from [worldbookday.com](http://worldbookday.com)

**14%** told YA/teen customers about WBD TeenFest

**12%** worked in partnership with a local bookshop

**7%** ran a Big Little Book Corner for Pre-school children

**2%** used The Biggest Book Show on Earth digital author workshops

**0%** ran the Big Book Off Challenge for Primary and Secondary children

**WORLD BOOK DAY LIMITED  
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Libraries hosted a range of events for children and young people of all ages including:

- A BFG themed event creating dreamcatcher jars
- Story sessions, author visits, workshop, themed WBD Toddler Tale sessions & class visits.
- Staff went out to schools and nurseries to read stories.
- Quizzes and competitions
- Art & craft activities
- Two class visits with Primary schools to the library to use the digital author workshops and the Storycraft tools.
- Special family fun days including treasure hunt, craft, singing and stories
- Wakefield Council launched a new *Room on the Broom* Adventure trail on World Book Day <http://www.wakefield.gov.uk/residents/sport-and-leisure/outdoors/parks-and-countryside/room-on-the-broom> and local libraries held *Room on the Broom* storytime, nursery visits and school class visits to tell people about the trail

**WORLD BOOK DAY LIMITED  
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**QUICK READS**

**Galaxy Quick Reads: 2015 Distribution Update**

To date (12/4/2015), the 2015 Quick Reads titles have achieved paperback sales of 34,966, which is a 54% increase compared to sales of the 2014 titles in the same period.

With an increased emphasis on giveaway activity, with initiatives such as *World Book Night* and *One Quick Read, One Prison*, a further 39,990 Quick Reads titles have been distributed in 2015.

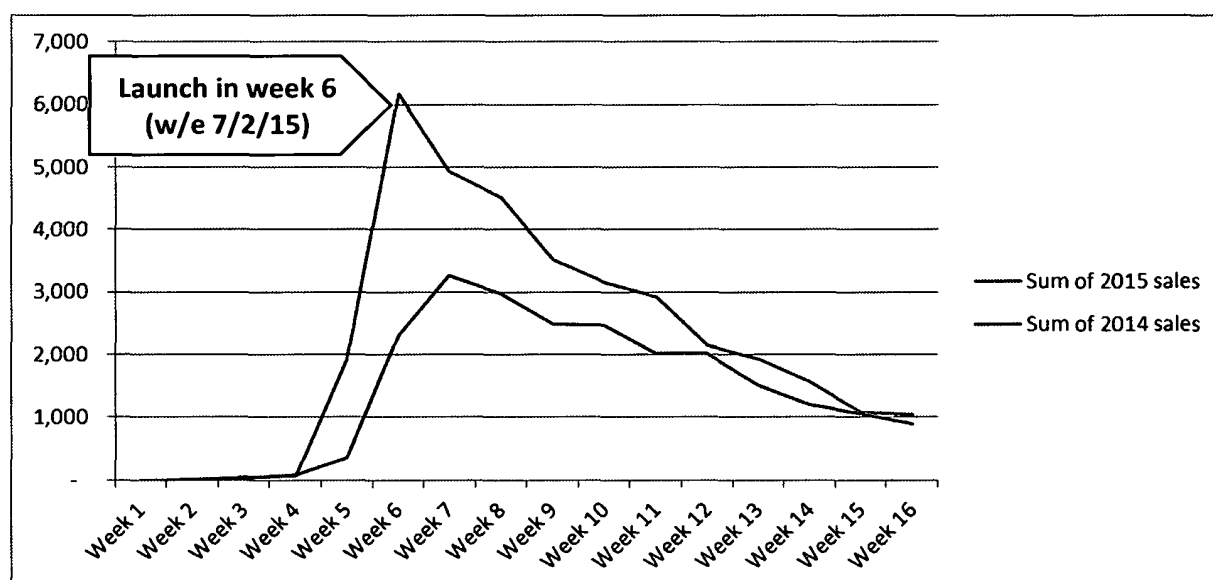
31,500 copies have been sold directly to NIACE for sale to colleges and to Unionlearn for distribution in workplaces.

1,900 copies have been sold directly to commercial partners for consumer giveaways.

Library loans across ALL Quick Reads titles (PLR figs to June 2014) now stand at 3.9 million.

Estimated loans of the 6 new titles in this period are 45,000.

34,966 sales of physical editions of 2015 new titles through shops to 12/04/2015 - 54% increase on 2014



37,500 copies distributed via World Book Night

1,290 copies distributed via One Quick Read, One Prison

1,200 copies of Dead Man Talking distributed via Books Unlocked

18,000 sales to NIACE for colleges (+50% on 2014)

13,500 copies taken by Unionlearn (+73% on 2014)

900 copies purchased by South Eastern Rail for a consumer giveaway (Street Cat Bob, Paris for One, Dead Man Talking)

1,000 copies of Dead Man Talking purchased by Manor House Hotels, a boutique hotel chain in Ireland, for a consumer giveaway

**WORLD BOOK DAY LIMITED  
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**Bestselling titles:**

1. *Paris for One* by Jojo Moyes
2. *Street Cat Bob* by James Bowen
3. *Pictures Or It Didn't Happen* by Sophie Hannah
4. *Dead Man Talking* by Roddy Doyle
5. *Red for Revenge* by Fanny Blake
6. *Out of the Dark* by Adele Geras

1,000 display units distributed including:

540 to WHSmith High Street 35 to WHSmith Travel  
50 to Waterstones  
200 to NIACE  
150 to Salvo (libraries)

**E-pubs:**

All Quick Reads frontlist titles are available in across all the main ebook platforms including amazon kindle, itunes, nook, kobo, ebooks by Sainsbury. Quick Reads engaged with all the major e-tailers to create bespoke Quick Reads promotions (newsletters and dedicated landing pages) on publication. Digital will continue to be a key area of growth for Quick Reads.

E book sales are provided by the publishers. Quick Reads have had reports for 5 of the 6 books and sales, in total, for those 5 books stand at 10,494 to June 2015

**World Book Night**

World Book Night is an annual celebration of reading and books which takes place on April 23<sup>rd</sup>.

It sees passionate volunteers give hundreds of thousands of books away in their communities to share their love of reading with people who, for whatever reason, don't read for pleasure or own books.

For the 3rd year running the World Book Night list of 20 titles included Quick Reads titles. A total of 37,500 Quick Reads (12,500 of 3 titles) were given away, funded by the publishers, with the exception of the Roddy Doyle title, which we were able to persuade the Booker Prize Foundation to fund.

About 109 prisons and young offender institutions have applied for books from the list of 20 titles, with *Street Cat Bob* being the top choice. A record number of institutions were involved with 1,142 colleges and schools, 30 youth projects, 43 homeless centres and hostels, 170 hospitals, 559 libraries and more than 500 charities and work place organisations in communities across the UK.

**Libraries**

Public Lending figures to June 2015 show over 4.5 million library loans of all Quick Reads titles (all history, all titles since 2006).

- 95% of respondents agreed that Quick Reads helped increase people's confidence in reading\*
- 87% agreed that Quick Reads provide books for library users who would otherwise have few reading options\*

\* The Reading Agency – librarians evaluation survey

**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015  
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**NIACE**

All Quick Reads frontlist and recent titles are available via the NIACE bookshop and are also sold in packs for colleges, groups and institutions.

2015 new titles ordered: 18,000 (3,000 per title)

2014 new titles ordered: 12,000 (2,000 per title)

Quick Reads are also work closely with NIACE to promote the 2015 Festival of Learning, which begins on 1st May and ends with Adult Learners' Week, a celebration of lifelong learning which will be taking place from 13-19 June 2015. A number of Quick Reads authors are involved.

Headline findings from NIACE evaluation survey 2014/2015:

- 97% said that Quick Reads were effective in improving learners' confidence to read.
- 97% also felt that Quick Reads were effective in improving learners' attitudes towards reading
- 93% of respondents also felt that Quick Reads were effective in
- improving learners' attitudes towards learning
- 87% of respondents estimated that at least half of their Quick Reads learners go on to read other Quick Reads titles

**Unionlearn**

Unionlearn ordered 2,250 copies of each new 2015 title (13,500 in total) compared to 1,300 copies per title in 2014. We are particularly pleased that we have continued to secure their support in the light of their recent funding cuts and a reduced take up last year.

Quick Reads continue to engage and support Unionlearn as much as possible. Our Quick Reads author Veronica Henry spoke at their conference in October 2013, and Harriet Evans visited TFL during 2014 Adult Learners Week.

"Unionlearn has been a long-term supporter of Quick Reads initiatives. These books offer workers a great opportunity to rediscover the joys of reading. They are a great tool in the hands of ULRs supporting union members in improving their literacy skills."

Tom Wilson, Director of Unionlearn

**Other activity:**

- 900 copies (300 of Street Cat Bob, Dead Man Talking and Paris for One) in a South Eastern Rail consumer giveaway
- 1000 copies of Dead Man Talking in a consumer giveaway by Manor House Hotels, a boutique hotel chain in Ireland
- Free copies of Dead Man Talking distributed in black London cabs as part of a partnership between Penguin Random House UK and taxi ordering app Hailo.

**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015  
DIRECTORS' AND TRUSTEES' REPORT**

**Financial Review**

The Statement of Financial Activities shows a deficit of £2,958 (2014 - £12,024 surplus).

The charity has been fortunate in continuing to attract generous sponsorship from companies within the publishing and bookselling industry, despite the economic climate in the book trade.

Book Tokens Limited once again donated a generous amount of money (£148,500) towards the costs of World Book Day.

**Investment powers and policy**

Under the Memorandum of Association, the trustees have the power to deposit or invest funds in any manner they think fit, providing that they first obtain independent expert financial advice. In practice, any surplus funds are held on ordinary bank deposit and are likely to be so in the foreseeable future.

**Reserves policy**

It is the policy of the charity to aim to establish and maintain unrestricted funds at a level which equates to approximately 30% of the following year's estimated resources to be expended. This provides sufficient funds to maintain, at least in the short term, the quality and effectiveness, of the annual World Book Day campaign in the event of there being a reduction in incoming resources.

The actual reserves at 30 June 2015 were £98,152 which equates to 23% of the total unrestricted resources expended (excluding donated goods and services) in the year under review. Because of this, the Trustees are reviewing the current policy to determine if any changes are needed.

**Share Capital**

The company is limited by guarantee of £1 and does not have share capital.

**Future Plans**

At the request of the executives involved with running Quick Reads, the ownership of the latter was moved on 1<sup>st</sup> July 2015 to another charity, The Reading Agency. The Reading Agency was viewed as having a closer fit with the future work being planned by Quick Reads. The financial statements to the year ended 30 June 2015 are unaffected by the change, with the financial statements thereafter reflecting this change.



**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015  
DIRECTORS' AND TRUSTEES' REPORT**

**Statement of Trustees' responsibilities**

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

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing 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 judgments 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 charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions

**Approval**

This report was approved by the board of directors and trustees on 22nd January 2016 and  
T E Godfray was authorised to sign it on their behalf:-

*T E Godfray*

.....  
T E Godfray  
DIRECTOR AND TRUSTEE

**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015**

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WORLD BOOK DAY LIMITED**

We have audited the financial statements of World Book Day Limited for the year ended 30 June 2015 which comprise as the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members 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 charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Respective responsibilities of trustees and auditor**

As explained more fully in the Trustees' Responsibilities Statement (set out on page 26), the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

**Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

**Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2015, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (applicable to smaller entities); and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**WORLD BOOK DAY LIMITED  
FOR THE YEAR ENDED 30 JUNE 2015**

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WORLD BOOK DAY LIMITED**

**Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Trustees' Annual Report for the financial period for which the financial statements are prepared is consistent with the financial statements.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies Regime.

*TWP Accounting LLP*

**TWP Accounting LLP**  
Chartered Accountants and Statutory Auditors  
The Old Rectory  
Church Street  
Weybridge  
Surrey  
KT13 8DE

Date:

*29/1/2016*

**WORLD BOOK DAY LIMITED**  
**FOR THE PERIOD ENDED 30 JUNE 2015**

**STATEMENT OF FINANCIAL ACTIVITIES**

	<u>Note</u>	<u>Restricted funds</u> £	<u>Unrestricted funds</u> £	<u>2015</u> £	<u>Restated 2014</u> £
Incoming resources from generated funds:					
Voluntary income	3	277,332	423,100	700,432	748,404
Investment income	6	-	226	226	314
		<u>277,332</u>	<u>423,326</u>	<u>700,658</u>	<u>748,718</u>
Incoming resources from charitable activities	7	-	34,056	34,056	47,032
<b>Total incoming resources</b>		<u>277,332</u>	<u>457,382</u>	<u>734,714</u>	<u>795,750</u>
<b>Resources expended</b>					
Charitable activities	7	303,258	418,771	722,029	768,934
Governance costs	8	-	15,643	15,643	14,792
<b>Total resources expended</b>		<u>303,258</u>	<u>434,414</u>	<u>737,672</u>	<u>783,726</u>
<b>Net income less expenditure for the year</b>		(25,926)	22,968	(2,958)	12,024
Transfers between funds		25,926	(25,926)	-	
Funds brought forward		-	101,110	101,110	89,086
<b>Funds carried forward</b>		<u>-</u>	<u>98,152</u>	<u>98,152</u>	<u>101,110</u>

All incoming resources and resources expended derive from continuing activities.  
The notes pages 31 to 36 are to be read as part of these accounts.

**WORLD BOOK DAY LIMITED  
BALANCE SHEET  
AT 30 JUNE 2015**

**COMPANY No: 03783095**

	<u>Note</u>	<u>2015</u> £	<u>2014</u> £
<b>CURRENT ASSETS</b>			
Debtors	9	27,726	57,637
Cash at Bank		<u>125,631</u>	<u>111,173</u>
		153,357	168,810
<b>CREDITORS: amounts falling due within one year:</b>	10	<u>(55,205)</u>	<u>67,700</u>
<b>Net assets</b>		<u><b>98,152</b></u>	<u><b>101,110</b></u>
<b>UNRESTRICTED FUNDS</b>			
General funds	12	<u><b>98,152</b></u>	<u><b>101,110</b></u>

These accounts are prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006 and within the Financial Reporting Standards for Smaller Entities (effective April 2008).

The accounts were approved by the board of directors and trustees on 22nd January 2016 and signed on their behalf by:

T E Godfray

T E Godfray  
DIRECTOR AND TRUSTEE

**WORLD BOOK DAY LIMITED  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 JUNE 2015**

**1. ACCOUNTING POLICIES**

**1.1 Basis of preparation of accounts**

The accounts are prepared under the historical cost convention and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP 2005) issued in March 2005, applicable UK Accounting Standards, including the Financial Reporting Standard for Smaller Companies (effective April 2008) and include results of the company's operations as indicated in the Report of the Trustees, all of which are continuing.

**1.2 Incoming resources**

Voluntary income, including sponsorships, donations, and grants that provide core funding or are of general nature, is recognised when receivable where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income from fund raising activities is recognised as earned (as the related goods and services are provided).

Investment income is recognised on a receivable basis.

Income from charitable activities, including sundry sales of World Book Day materials, recharges of shared costs and grants (where such grants are subject to specific performance conditions), is recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

**1.3 Resources expended**

Expenditure is recognised when a liability is incurred.

- Costs of generating funds are those costs incurred in attracting voluntary income, and those incurred in fund raising activities
- Costs of charitable activities relate to the organisation, promotion and evaluation of the series of events that constitute World Book Day each year
- Governance costs include those incurred in the governance of the charity and its assets are primarily associated with constitutional and statutory requirements.

**1.4 Unrestricted funds**

Unrestricted funds are incoming resources receivable for the objects of the charity without further specified purpose and are available as general funds.

**1.5 Restricted funds**

Restricted funds are those funds to be used for specific purposes as laid down by the provider of those funds.

**1.6 Donated services and facilities**

Donated services and facilities are included in the Statement of Financial Activities as both incoming and expended resources at the estimated open market value of the service or facility received, except where that value is not reasonably quantifiable and measurable.

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**NOTES TO THE ACCOUNTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

**2. Legal status of the charity**

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

**3. Voluntary income**

	<u><b>2015</b></u>	<u><b>Restated</b></u> <u><b>2014</b></u>
	<u><b>£</b></u>	<u><b>£</b></u>
Sponsorship	436,000	437,576
Grants (see note 4)	33,750	60,000
Donated services and facilities (see note 5)	<u>230,582</u>	<u>250,858</u>
	<u><b>700,432</b></u>	<u><b>748,404</b></u>

**4. Grants**

	<u><b>2015</b></u>	<u><b>2014</b></u>
	<u><b>£</b></u>	<u><b>£</b></u>
Arts Council of England	<u><b>33,750</b></u>	<u><b>£60,000</b></u>

All of the £33,750 current year grants, and £45,000 of the grant in the prior year, was for promotion of the adult literacy and to that end was used in both years as a contribution towards the cost of running the *Quick Reads* campaign. In the prior year a further £15,000 grant was received to part finance the *Storycraft* app.

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**5. Donated services and facilities**

As stated in the trustees' report, the Booksellers and Publishers Associations provided administrative assistance free of charge.

Mars Chocolate UK Limited, through their Galaxy brand, paid for advertising and public relations services valued at £185,000 (2014 - £216,644) in support of the *Quick Reads* campaign.

Writers, publishers and retailers also provided services to the *Quick Reads* campaign for free or for a fraction of their normal commercial rates. However, the value of the donated element of these services is not capable of accurate estimation and has therefore not been included in the accounts.

The cost headings under which the donated services appear are as follows:

	<u>2015</u>	<u>Restated</u> <u>2014</u>
	£	£
Quick Reads	185,000	216,644
Coordination	7,000	7,000
Website and social media	2,584	9,584
Point of sale materials	2,698	6,600
Tour Venues	15,000	-
Filming	1,550	-
Guinness World Records	13,000	-
Library promotion	3,750	1,000
Biggest Book Show (online festival)	-	10,000
	<u>230,582</u>	<u>250,828</u>

As stated in the trustees' report, the charity distributed over 14 million £1 book tokens. The charity paid for the design, printing and distribution of the tokens, but the cost of those redeemed was met by book retailers.

Some of the tokens were redeemed against ordinary books, while others were redeemed against special books provided by publishers as part of the promotion at a cost of 10p per unit to the retailers.

As in previous years, no amount for any donated element by retailers or publishers has been included in the statement of financial records as in the opinion of the trustees the value (as determined by the 2005 Accounting and Reporting by Charities: Statement of Recommended Practice) is neither known nor capable of accurate estimation.



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**6. Investment income**

	<u>2015</u>	<u>2014</u>
	<u>£</u>	<u>£</u>
United Kingdom deposit account interest	<u>226</u>	<u>314</u>

**7. Charitable activities – net cost of World Book Day**

	<u>2015</u>	<u>2014</u>
	<u>£</u>	<u>£</u>
<b>Income from charitable activities</b>		
Sale of school packs and sundry income	<u>34,056</u>	<u>47,032</u>

	<u>2015</u>	<u>Restated</u> <u>2014</u>
	<u>£</u>	<u>£</u>
<b>Expenditure on charitable activities</b>		
Biggest Book Shoe ( <i>online festival</i> )	24,814	32,904
Printing costs	61,894	52,959
Distribution costs	92,442	101,483
Public relations	51,865	63,825
Library promotion	5,000	6,000
<i>Quick Reads (see note below)</i>	303,258	303,897
Website, apps and social media costs	34,049	63,780
Project co-ordination	72,370	71,940
Artwork and design	18,995	16,652
Net postage and distribution costs	373	934
Helpline costs	17,125	18,133
Teen digital	7,130	150
Evaluation	1,500	1,500
Point-of-sale materials	<u>31,214</u>	<u>34,777</u>
	<u>722,029</u>	<u>768,934</u>

	<u>2015</u>	<u>Restated</u> <u>2014</u>
	<u>£</u>	<u>£</u>
<b>Quick Reads</b>		
Donated services (see note 5)	230,582	216,644
Other costs	72,676	87,253
	<u>303,258</u>	<u>303,897</u>

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**8. Governance costs**

	<u>2015</u>	<u>2014</u>
	<u>£</u>	<u>£</u>
Audit fee	5,250	6,000
Book-keeping and accounting	10,375	8,629
Other governance costs	18	163
	<u>15,643</u>	<u>14,792</u>

**9. Debtors**

	<u>2015</u>	<u>2014</u>
	<u>£</u>	<u>£</u>
Trade debtors	27,726	54,200
Value added tax	-	1,488
Prepayments and accrued income	-	1,949
	<u>27,726</u>	<u>57,637</u>

**10. Creditors: amounts falling due within one year**

	<u>2015</u>	<u>2014</u>
	<u>£</u>	<u>£</u>
Trade creditors	37,395	28,888
Accrued costs and deferred income	10,989	38,812
Value added tax	6,821	-
	<u>55,205</u>	<u>67,700</u>

**11. Trustees' remuneration and expenses**

No remuneration was paid directly or indirectly to any trustee nor were any expenses reimbursed to any trustee in either 2015 or 2014.

**WORLD BOOK DAY LIMITED**  
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**12. Fund Analysis**

	<u>Brought forward</u>	<u>Income resources</u>	<u>Resources expended</u>	<u>Transfers</u>	<u>Carried forward</u>
Quick reads	-	277,332	(303,258)	25,926	-
<b>Total restricted funds</b>	<b>-</b>	<b>277,332</b>	<b>(303,258)</b>	<b>25,926</b>	<b>-</b>
General fund	101,110	457,382	(434,414)	(25,926)	98,152
<b>Total unrestricted funds</b>	<b>101,110</b>	<b>457,382</b>	<b>(434,414)</b>	<b>(25,926)</b>	<b>98,152</b>
<b>Total funds</b>	<b>101,110</b>	<b>734,714</b>	<b>(737,672)</b>	<b>-</b>	<b>98,152</b>

**Quick reads** Quick reads initiative is to promote reading amongst the working age community currently experiencing reading difficulties.

**13. Related Party Transactions**

The charity is a joint venture of The Booksellers Association (BA) and The Publishers Association (PA). Both the BA & PA have 3 members each appointed as trustees of the charity during the year.

During the year, the charity paid £10,970 to the BA for recharged expenses of £255, and PR contributions to the BA Irish branch of £10,715. At the year ended 30 June 2015, the charity owed the BA £47 (2014 – Nil).

The charity received administrative assistance free of charge from both the BA and the PA. The charity have estimated this at £7,000 (2014 - £7,000), and is included within the donated services in the year.

**14. Prior Year Adjustments**

Prior year adjustments have been included to exclude donated services of £89,150, which cannot be reliably estimated. The total decrease is reflected in both income and expenditure and has no resulting effect on brought forward reserves.