

THE READING AGENCY

READ – THE READING AGENCY ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

Charity Registration No. 1085443
Company Registration No. 3904882 (England and Wales)



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COMPANIES HOUSE

10/12/2021

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LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

M Littleford, Chair
A Durcan, Vice Chair
T Moody-Stuart
A Langley
D O'Gara
P Cocozza
S Hariff-Khan
S Hall
M Lentin
P Kelly
H Telfer

CEO

K Napier

**Finance, Commercial
and Business Director**
D Giwa

Creative Director
D Hicks

Charity number

1085443

Company number

3904882

Registered office

8 High Street
Brentwood
Essex
CM14 4AB

Auditors

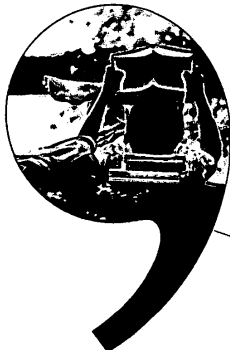
M J Bushell Ltd
8 High Street
Brentwood
Essex
CM14 4AB

Bankers

Lloyds Bank plc
High Street
Winchester
SO23 9DA

Solicitors

Bates, Wells and Braithwaite
Cheapside House
138 Cheapside
London
EC2V 6BB



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CHAIR'S REPORT FOR THE YEAR ENDED 31 MARCH 2021



Last year, I wrote my report in the most extraordinary circumstances - we were firmly in the grip of the COVID-19 pandemic and the world was struggling to adapt to unforeseen challenges. This year, countries, communities, organisations and individuals are all still navigating the ongoing effects of the pandemic and slowly beginning to navigate a tentative road to recovery. At The Reading Agency, we are also adapting our work to assist the country in this mammoth task.

The past year threw a multitude of new challenges at us and continued to test our flexibility, adaptability and resilience. We worked with great partners who have helped us make a real difference, including Arts Council England, the 151 library authorities nationally and all our publisher partners.

We were also able to increase our reach exponentially with new funding streams and commercial sponsors. My thanks go to the fantastic Board of Trustees for all their time effort and pro-active support of the charity.

The Board and I have continued to be encouraged by the many ways The Reading Agency has responded to the pandemic with enthusiasm, positivity, adaptability and imagination. After swiftly launching the Summer Reading Challenge online platform, the charity has fully embraced the new digital landscape, adapting programmes and events throughout the year to accommodate the lack of in-person opportunities. In addition to our digital activity, we have gifted thousands of packs and books to families living with disadvantage and forged new strategic and commercial partnerships through gifting, sponsorship and funding. I would like to take this opportunity to thank The Reading Agency's CEO Karen Napier who, along with Debbie Giwa (Finance, Commercial & Business Director) and Debbie Hicks (Creative Director), make a great leadership team driving the charity forward.

With thanks also to all The Reading Agency team for their hard work, talent and resilience which has ensured that despite the impact of COVID-19 on the delivery of our programmes and services, we were still able to celebrate some outstanding achievements in 2020/21. We have increased our reach in the past year to over 1.9 million, up 100,000 from the previous year, where we reported a reach of £1.8m across the UK.

Following World Book Night and the Summer Reading Challenge's pivot to digital in 2020, Reading Ahead launched a new digital platform, and Reading Partners enjoyed enormous success with its Winter Webinar series, reaching over 100,000 people across social media. The 15th anniversary

of World Book Night was also marked with two brilliant celebratory events - including one hosted from The British Library - which attracted thousands of viewers.

We know that at a time where mental health and wellbeing have been challenged and social connectivity disrupted, the proven power of reading is more important than ever. Our DCMS-funded campaign, Read, Talk, Share, placed the nation's COVID-19 recovery at the centre of our work and shone a light on the importance of reading to support mental health and wellbeing - helping to expand our Reading Friends and Reading Well programmes across the country, with the help of libraries, publishers and ambassadors.

We are looking forward to a year of growth, renewed opportunities and a chance to further nurture the new partnerships we have developed. If the last year has shown anything, it is that our work is more vital than ever, and with the help of our partners and dedicated staff, we remain committed to placing the proven power of reading at the centre of the nation's post-pandemic recovery.

As libraries begin to reopen and communities begin to reconnect, we remain focused on our mission to be stronger and more tangible than ever nationally. We endeavour in everything we do to create a world where no one is left behind, where everyone can read, enjoys reading and can use it to realise their ambitions for themselves, their families, friends and their communities.

M Littleford, Chair

Dated: 7th October 2021

CHIEF EXECUTIVE'S REPORT FOR THE YEAR ENDED 31 MARCH 2021



Like many charities, The Reading Agency has faced a multitude of challenges this year. The pandemic forced us to rethink our approaches and strategies for each programme, while throwing into even sharper relief just how vital the proven power of reading can be in times of difficulty. In the last year, we have seen just how much people turn to reading in challenging times - and it has further strengthened our resolve to continue working tirelessly towards a world where everyone is reading their way to a better life.

From launching new digital platforms, to pivoting to virtual events, I am immensely proud of and thankful to our team, for demonstrating such positivity, commitment and adaptability throughout the year. Despite the challenges presented by the pandemic, we managed to increase our reach in the past year and share the proven power of reading with over 1.9 million people. We were hugely fortunate to receive an unprecedented

level of funding from DCMS allowing us to expand our Reading Friends and Reading Well programmes across the country - at a time when tackling social isolation and loneliness and supporting mental health had never been more important. In addition, we also benefited from Arts Council England's Emergency Funds and COVID-19 Recovery Funding, allowing us to maintain core functions as well as adapt our programmes to suit the new climate.

As we look forward to next year and take tentative steps into a post-pandemic recovery, we are even more committed to our values and mission of tackling life's big challenges, spreading the joy and benefits of reading to as many people as possible and to those who need it most. We are looking forward to collaborating with our fantastic partners, working alongside the libraries as they reopen and expanding our reach even further.

A handwritten signature in black ink that reads "K. J. Napier". The signature is written in a cursive style with a horizontal line underneath the name.

Karen Napier, Chief Executive

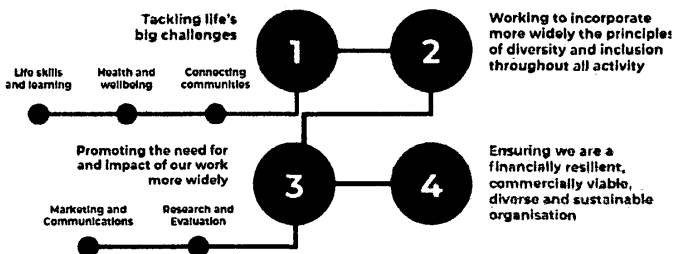
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

The Trustees are pleased to present their annual report and the accounts of the charity for the year ended 31 March 2021, which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

Objectives and Activities

Our vision is for a world where everyone is reading their way to a better life. Our mission is tackling life's big challenges through the proven power of reading. We do this by:



Impact of COVID-19

Like all organisations, The Reading Agency was affected by the 2020 COVID-19 crisis. The pandemic has impacted our work in many ways and you'll see these referenced throughout the report.

A difficult start to the year compelled us to redouble our commitment to our mission and to diversify our delivery models and funding. The closure or isolation requirements of many of our trusted delivery partners including schools, libraries, prisons, hospitals, surgeries and community centres, hugely affected the delivery of our well-established programmes and greatly impacted our finances. The charity lost a third of its unrestricted income that typically comes from commercial sales of programmes including the Summer Reading Challenge and Reading Ahead, incurring huge losses on the same from irrecoverable spend. 60% of staff were placed on furlough in the past year, including four permanent members of staff who were later made redundant.

We were able to pivot quickly to remote working and, in direct response, we quickly developed and extended the digital offer across all programmes, providing a hybrid of digital and print resources for users to engage with. Successful fundraising campaigns, establishing new partnerships, have led to a transformation of the organisation and its activities. This included raising £3.5m from Department for Digital, Culture, Media and Sport (DCMS) to roll out two of our programmes Reading Friends and Reading Well.



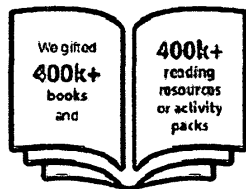
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

HIGHLIGHTS OF PERFORMANCE

The Reading Agency

Tackling life's big challenges
– and supporting those who've
needed it most in
through the proven
power of reading

We helped people connect
almost 70,000 times as part of our
DCMS-funded campaign tackling
loneliness and supporting
mental health and wellbeing

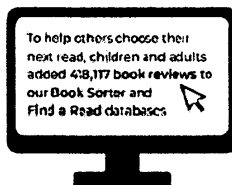


People bought **105,829 books**
from our programmes and
booklists

50k +
books read by
adults and
young people for
Reading Ahead

2.2m +
books read by
children as part of
the **Summer
Reading Challenge**

347,640 books issued to support
people's health and wellbeing
(over **2.6m** since 2013!)



2,869
people were
trained in
virtual learning
events and
webinars

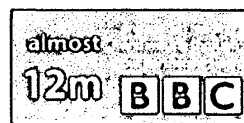
300k+
children, young
people and adults
attended events and
activities run by us
and by our partners

1.9 million

We reached over 1.9 million people
across the UK, including

800k + children
1m + adults and young people

We helped support a network of
5,673 reading groups
across the UK with more than
46,424 members



The public
interacted with
our social media
accounts over

**243,331
times**

We welcomed
**1,396,492
new users**
to our websites

80k + people subscribed to our
newsletters

We worked with over
**11,129 partners and
organisations, including...**

public libraries
publishers
hospitals
schools
colleges
universities
community centres
sports clubs
prisons
care homes
...and more!

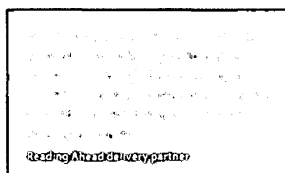
TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

OUR IMPACT IN 2020/2021

Life skills and learning

Statistics show that one in five children in England cannot read well by the age of 11, and around 16% of adults score at the lowest level of proficiency in literacy.

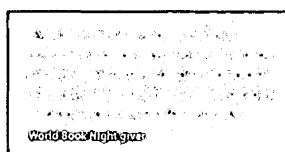
97% of our reading challenges' participants report that they maintained or increased their enjoyment of reading due to taking part and 97% say their reading confidence maintained or improved.



Health and wellbeing

Studies indicate that children with reading difficulties are at greater risk of developing mental health problems later in life. As adults, non-readers are 28% more likely to report feelings of depression.

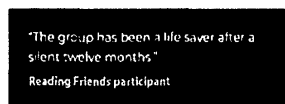
96% of survey respondents say they found their Reading Well book helpful or very helpful and 84% say our Reading Well booklists helped people understand more about their health conditions.



Connected Communities

A study analysing social connection found that reading significantly reduces feelings of loneliness for people aged 18-64, and related research supports these findings: 19% of readers say that reading stops them from feeling lonely.

3 in 4 (77%) of survey respondents say they feel connected to other people as a result of participating in our programmes, and 1 in 3 report talking more about reading with others



NATIONAL READING PROGRAMMES

Life Skills and Learning

In 2020-21 we continued to work with an ever-expanding range of delivery partners despite the challenges brought on by the pandemic, whilst maintaining our core partnership with public libraries, to build the impact and reach of our national reading programmes. We have exceeded our target reach with 1.9 million people of all ages and across the whole of the UK engaging in our work this year. Our robust approach to evaluation has proven the difference this engagement has made to their skills, confidence and wellbeing and social connectivity.

Children:

Summer Reading Challenge: In 2020, The Reading Agency's mission of tackling life's big challenges through the proven power of reading motivated us to ensure as many children and families as possible had access to the Summer Reading Challenge. By developing a digital Challenge platform in six weeks and working with libraries, publishers and other partners to deliver physical Challenge packs, the Silly Squad-themed Challenge was available to support children to continue reading for pleasure over the summer.

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SILLY SQUAD

"I love doing it every year and this year it helped me feel like I was doing something with other people." – 8-9-year-old participant whose family was shielding due to Covid-19

"It was a huge positive that the Summer Reading Challenge went ahead this year and was able to manoeuvre so quickly to change into a digital offer." – Partner

"I enjoy it as it brings us closer as a family, whilst strengthening my child's reading skills." – Parent/carer of 6-7-year-old boy

In our family survey, parents/carers told us about the impact that Silly Squad participation had on their family:

- 100% said their child maintained or increased their enjoyment of reading.
- 99% said their child maintained or increased their reading confidence.
- 58% said that taking part helped their family cope better during lockdown and social distancing.
- 46% said their child read more than before.
- 46% said their child read different types of books.
- 22% said they used the library more as a family, including digital use.

2,200,285	During the Challenge children borrowed over 2.2 million library books (incl. 459,696 eBook/audio titles)
2,096,794	Total reach of posts on the Summer Reading Challenge Facebook page during the Challenge
1,222,164	The Summer Reading Challenge website had more than 1.2 million page views
527,354	We reached a total of 527,354 children and families in 2020 through public libraries, schools, community partners and our digital platform. This includes: <ul style="list-style-type: none">Over 48,000 children taking part in the Challenge in person through their local library.Nearly 79,000 children taking part via the digital Challenge platform.313,500 packs gifted to families in need via Arts Council Bridge organisations, schools, hospitals, food banks, prisons and community groups.An additional 86,937 packs distributed by public libraries within their local communities.
364,692	The number of books logged through the digital Challenge platform
260,000	HarperCollins donated 260,000 books to be distributed with Challenge packs to disadvantaged communities impacted by COVID-19.
245,068	Over 245,000 children and families attended virtual or in-person Silly Squad library events
117,384	The total active users of the Challenge website, new and returning!
73,943	Total engagements with posts on the Summer Reading Challenge Facebook page during the Challenge
4,080	Over 4,000 children became new library members as part of Silly Squad
1,647	Library branches delivered Summer Reading Challenge activity in 2020
208	Children read over 100 books each and seven read over 200
190	Library authorities across the UK supported the Challenge in 2020
68	Books in the official Challenge Book Collection, representing 31 publishers, 66 authors and 54 illustrators
54	54% of Challenge participants were girls and 44% boys
39	At least 39% of participants completed their personal Challenge
3	We welcomed 3 new funders in 2020 – Kusuma Trust, Hedrin and OverDrive
	We and our partners ensured all children could access the Challenge so that no one was left behind.

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

Teachers' Reading Challenge: We launched a new programme delivered in partnership with Open University that offers the opportunity for school and library staff to expand their knowledge of children's books and develop their understanding of reading for pleasure pedagogy. The Challenge invites participants to join a supportive and inspired community of educators and readers, set their own reading goal, share reviews, access resources and submit an example of practice. Over 2,400 teachers took part in this inaugural year.

Winter Mini Challenge: We partnered with diverse publisher Knights Of with the theme Everyone is a Hero. This was a great success, doubling the reach with 7.7k engagements compared to 3.3k the previous year. We also featured A Night with Knights as part of our Winter Webinar Series. The publishing team was joined by a panel of its authors - Sharna Jackson, Elle McNicholl and Gabrielle Kent - and the illustrator Kay Wilson. The event attracted an audience of 300 and resulted in lots of audience discussion with the panel, as well as initiating a wider conversation around the children's book industry.

Reading Sparks: Our reading and science programme that is funded by ACE is now underway following delays as a direct result of the pandemic. The programme has pivoted delivery to a new model which is both adapted to the operating conditions of COVID-19 and seeks to mitigate the worst impacts of this pandemic on families, children and young

people experiencing disadvantage. So far, we have distributed 330 reading and science bags to 10 library services serving some of the most deprived communities in the UK (according to the Indices of Multiple Deprivation) and these are being loaned to families via a range of partners including Early Help and other social work teams, schools and in targeted libraries in communities. The project is taking place across 11 English library sites with a first phase of work focused on the creation with NUSTEM of two themed reading and science book bags for children aged 8-11 for loan in each authority. We are grateful to DK publishers for the donation of titles to support this initiative. A youth engagement training programme is also under development with a focus on the development of youth-led content for this year's Summer Reading Challenge. We have strong partnerships with the British Science Association, STEM Learning, NUSTEM, DK Publishing and the Natural History Museum as well as attracting the interest of a wide range of publishers via our Publisher Partner scheme. Science and Technology Funding Council (STFC) has committed to providing annual funding of £50,000 per annum for the next three years.

Get Islington Reading: Our Get Islington Reading programme, funded by the Charity of Sir Richard Whittington (Mercer's) and delivered in partnership with National Literacy Trust, is also now underway with a shift in community research and development work into schools. The programme seeks to support reading engagement in transition-aged children. Underway is the delivery of three interest-themed monthly

book bags to year 5 children and families in the 10 Islington hub primaries. The first wave of 500 boxes was distributed in March with further distribution in the summer. The bags contain a book gift for the child as well as one for the parent/carer and activities to do together. The three themes being tested include crafts as a way into science, wellbeing and sport. The hub schools will also feature in the Summer Reading Challenge integrated pilot and will receive Reading Well collections. Work is also underway on a new digital reading activities Challenge model for the target age group.



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Adults:

Reading Ahead: COVID-19 restrictions presented a significant challenge for delivery of the Reading Ahead programme as public library buildings, colleges and prison libraries all closed for extended periods of time. This impacted the priorities of our delivery organisations and their ability to be in touch with participants.

18,710 people took part in the programme between September 2019 and November 2020. In February 2021, the Reading Ahead programme relaunched with a new design and a digital platform to support organisations to deliver the programme during lockdown restrictions. Although delivery still faces limitations, the adaptations have allowed many organisations to return to the programme. The new programme has 118 organisations currently taking part with 54 organisations using the new website and 496 participants taking part digitally. Engagement is predicted to rise from September. The impact of the programme has continued in line with previous years, with individual participants reading more frequently, enjoying reading more, feeling more confident and reporting an increase in social connections.

Reading Ahead Champions: a peer-to-peer extension project, that began as a pilot in 2019 in six Staffordshire prisons has been completed and evaluated. It was found to have a positive impact on prisoners taking part through increasing their

agency and opportunities to develop further skills. We are planning to offer the programme to more prisons from September.

A Family Reading Challenge pilot for prisons is being developed and will combine elements of the Summer Reading Challenge to further extend the impact of Reading Ahead this Summer.

Quick Reads: In 2020-21, Quick Reads reached over 372,695 readers. This included 208,251 library issues, 155,234 copies sold and 9,210 books donated. The full evaluation was published in June 2021. As a result of impacts on the publishing sector due to COVID-19 the decision was taken to delay the publication of the 2021 titles from February to May. Six new titles for 2021 have been commissioned. Significant development has taken place to grow the reach and impact of the programme. This has included a marketing, PR and advertising campaign that will extend from May to September. We have worked with an external agency to secure new retail space in supermarkets, developed The Reading Agency's ability to offer 'special sales' to the adult literacy sector and have begun a partnership with SnakAppeal, an organisation which can sell the books in community spaces. Significantly, we have secured a commitment from the publishers for a gifting model that will see sales matched with donated copies of the books.



Health and Wellbeing

In December 2020, the Government announced a £7.5 million funding package to help tackle loneliness over the winter period. The funding package was designed to help provide immediate and targeted relief to those most at risk, targeted at sectors known for their power to bring people and communities together. Of the £5 million awarded to Arts Council England for arts and library services, the Department of Digital, Culture, Media and Sport (DCMS) awarded The Reading Agency £3.5m to work with public libraries across England to engage with and address this societal challenge. DCMS support expanded and enhanced two of The Reading Agency's successful programmes - Reading Well Books on Prescription and Reading Friends.

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

The funds were used to mount the Read, Talk, Share campaign, which provided Reading Well mental health book collections for children, young people and adults to all public libraries in England, as well as significantly expanding the delivery of Reading Friends – a social reading model using reading to bring people together and tackle loneliness – through libraries across England.

The Reading Agency established a new campaign - Read, Talk, Share - an initiative to combat loneliness and promote wellbeing through the proven power of reading during the winter and early spring of the COVID-19 pandemic.

Reading Well: The Reading Agency worked closely with every library service across England to provide access to the carefully designed Reading Well reading lists: Reading Well for mental health; Reading Well for young people; and Reading Well for children. Topics covered in the booklists include: coping with grief, anxiety, depression and stress, understanding bullies, body dysmorphia, ADHD, autism and OCD and more - with tips and strategies from psychological therapies including mindfulness and cognitive behavioural therapy. Books from each list were made available for physical borrowing and e-lending from library authorities across England.

Following the announcement of national lockdown and the stay-at-home order in January of this year, The Reading Agency worked with library authorities and a book distribution working group to prioritise delivery of Reading

Well physical book collections to library sites that were able to receive them and get them into the local community at pace.

The three mental health collections for children, young people and adults were dispatched to all public and community branch libraries in England. In total, 311,783 books were donated to 2,975 public and community-managed libraries across 150 authorities. This included 295,200 print books and 16,583 e-book and audiobook copies. In addition, 24 book titles were donated to libraries by Hachette for free digital simultaneous access for three months from March through to June 2021 with a further extension agreed until mid-September 2021.

As library buildings were closed to public access, restricting physical lending, and as there had also been restrictions on the distribution of physical collections, The Reading Agency decided to invest additional resources in expanding the availability of Reading Well collections through the library e-lending service, providing a fund for each authority to purchase digital titles.

Reading Well activity in Wales: We held a virtual launch of Reading Well for children in Wales and discussions are now underway with the Welsh Government for follow-on funding support for additional lists. Following interest in the programme in England by the Granta Trust, a bid has been requested for a new Reading Well list for consideration. Work is also well underway with Health Education England to create a Mood Boosting Books list for health sector staff and

key workers and a Reading Well list for Health Libraries. We also ran a children's mental health webinar featuring a panel of health and education professionals and attracted a strong audience, giving rise to a children's health offer action plan to support future development.

Reading Friends: Reading Friends brings people together, using reading to start conversations and connect people who are vulnerable, isolated and at risk of loneliness. It offers a framework to share stories, meet new friends and have fun, as a result building social capital and tackling social isolation. The programme is delivered by volunteers in groups and one-to-one sessions using socially distanced and telephone/video call befriending models during the pandemic. Reading Friends is co-produced with participants to ensure it is authentic, meets needs and matches personal interests. The DCMS funding in the second half of the year allowed The Reading Agency to rapidly expand Reading Friends in England using distance befriending models tested during earlier lockdowns. The original target for the rollout was 75 authorities. Grants of up to £10,000 and training resources were made available to 102 library authorities to deliver Reading Friends to diverse audiences, such as new and expectant parents, young carers and those living with dementia.

National Lottery Community Fund which supported the initial development and piloting of Reading Friends came to an end in the year. A full evaluation of the programme is underway and is due to be published later in the summer.

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

Connected Communities

World Book Night: The annual celebration of books and reading for adults took place one month into the first nationwide lockdown, seeing activity pivoting swiftly to convert into a digital-only campaign. Press activity focused on the changing reading habits of the public due to lockdown, receiving 300+ pieces of coverage including key spots on the BBC, Sky News, The Guardian and more. Over 14 million people were reached on social media and the #ReadingHour was launched to huge success, encouraging people to dedicate an hour of their evening to reading. World Book Night captured the attention of the public during a difficult time, engaging not only adults but also families.

49,580 books across 26 titles were donated by publishers through organisations to people who don't regularly read for pleasure or have access to books. Due to COVID-19, the vast majority of the giveaways were postponed until later in the year, using Libraries Week in October as a hook to engage people with their local library services.

In the second half of 2020, The Reading Agency secured a partnership with Specsavers as the lead sponsor for the 10th anniversary of World Book Night in 2021. A booklist was curated on the theme 'Books to Make You Smile' including a special commission of short stories 'Stories to Make You Smile' and a total of 100,000 books were arranged to be distributed on and around 23 April 2021. A celebratory event was hosted by Sandi Toksvig at the British Library.

"Learners enjoyed the chance to share their books and their reading experiences despite being in lockdown. Many of our learners are very vulnerable and they are finding this so hard, so any way we can reach out to them as a service is really helpful."

**Youth, Family and Community Learning Service –
South Lanarkshire Council**

"I have always loved books, in our current virtual world it was comforting to think that for that hour other people were immersed in another world too."

Female, 55-64



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Reading Together Day: (16 July 2020) was a new initiative proposed by the Department for Education, coordinated by The Reading Agency and supported by work from 18 organisations across the publishing, reading, literacy, culture and education sectors. The day aimed to bring together families, friends, schools and wider communities to inspire children of all ages to read and for families to connect with loved ones to build a shared love of reading. The day also aimed to combat the dip in children's reading and literacy levels because of the disruption to education caused by COVID-19, over and above the existing trend for these skills to dip over the summer.

Collaborating organisations contributed activities for children of all ages, from Early Years to Key Stage 3, including an online story time, book launches and downloadable resources. There were also events targeted at families and educators including an expert panel with advice for parents/carers. Social media activity was coordinated between the organisations using #ReadingTogether, reaching over 1.6 million people: press activity with ambassadors included Ade Adepitan, Cressida Cowell, Bobby Seagull and Jacqueline Wilson and reached over 1.7 million.

Reading Together Day was successful in bringing organisations together on a short timescale with unified messaging to promote and encourage children's reading for pleasure. A #SummerofReading is planned for 2021.

The Costa Coffee Gift-A-Book Campaign: The Reading Agency partnered with Costa Coffee to give out 100,000 books to those hit hardest by the pandemic ahead of Christmas. Overall, 50,000 book-and-coffee care packages - containing one adult book, one children's title and a range of festive treats - were distributed to food banks, community hubs, hospitals and care homes across the UK in time for Christmas Eve. The Campaign launched on 11 December 2020 and ran until 8 January 2021. As well as the fantastic qualitative feedback we received, the social media aspects of the campaign garnered a total reach of over 718,000 across our media platforms. This included reach figures of 93,617 on Facebook, 573,382 on Instagram and 51,226 impressions on Twitter. We are in discussions with Costa regarding their 2021 strategy and future opportunities to collaborate.

Reading Partners: We have used this year to strengthen our digital offer and develop our subscription model, refreshing our Reading Partners brand to ensure we continue to build this area of our work and reach its income potential. Our model will include an enhanced subscription offer for publishers and other partners together with more standardised pricing. We have created a business development strategy that supports our mission to work with more publishers and other author-focused organisations (film companies, publicists, freelancers, etc) in 2021/22. We have continued to strengthen our partnership-based approach and expand the reach of our campaigns with 40 publishers. Successful campaigns this year include a special book club

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

pack for the Thursday Murder Club and a Peppa Pig Loves Reading digital activity pack. We are proud to have run campaigns reaching all age groups and to have promoted these opportunities through our other programmes. Approximately 49,288 people took part in Reading Partner activities this year with 5,490 books being given out.

"The Reading Partners subscription has been very valuable in amplifying the reach of Dinosaur Books Ltd on social media: it has got our books noticed by a far wider range of customers than would otherwise have been the case, particularly the librarians and teachers that we are keen to reach."

Dinosaur Books

Reading Partners has an ever-growing digital presence. Our Winter Webinar series reached over 100,000 people on social media. Our Reading Partners Roadshow also went virtual in 2020. In total, 972 attendees viewed the session with 46 authors and publishers presenting. This was an increase of 360% in publisher participation and audience attendance was up by almost 2,000%.

"I thought the whole event was so considered, honestly one of the best online events I've attended."

Event attendee

Organisational Development

We are committed to making positive change in society as we deepen and widen our measurable impact across all ages and across the country. This is particularly important to us in areas of greatest need. We are bold and ambitious as we deepen and extend the commitment to our mission of tackling life's big challenges through the proven power of reading.

Future Plans

Delivering our vision and mission, especially when factoring in the impact of COVID-19 requires a very different way of working, as well as new partnerships and skills. The 2021 - 22 plan looks to enhance an agile set of programmes and a workforce that continues to respond to national challenges through the proven power of reading. Our plan builds on the alacrity we have demonstrated over the previous 12 months and seeks to futureproof our programmes so that they continue to remain relevant, extending our reach, inclusivity and impact. It is this focus that builds on the charity's demonstrable history and enables us to deliver on our mission of tackling life's big challenges, that inspires and underpins the positive impact we are committed to making nationally.

The key ambitions of the 2021 – 22 plan are:

- Extend the reach and impact of the proven power of reading to 2 million (or more!) people - 5% more than the 1.9 million we are currently reaching
- Actively contribute to increasing the national average reading age
- Continue to build and develop our core partnership with public libraries as community anchor organisations and democratic access points to reading
- Work with new partners and create new influencer and stakeholder networks to extend our reach and impact
- Ensure a diverse and inclusive approach that connects with those who will benefit the most, whether that is because they are living with disadvantage in learning, skills and social mobility, health and wellbeing or social isolation
- Develop new business and funding models, sustainable approaches and opportunities, both physical and digital, to underpin the delivery of our mission
- Build the evidence base for our work to extend learning, improve practice and support investment in reading activity as a tool for social and personal change
- Develop the skills and ways of working necessary to deliver the charity's objectives in a post-COVID-19 world

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

As a charity, we do not underestimate the challenges that we will face in the coming year but our vision and mission continue to shape all that we do as part of the pandemic recovery and inform our approach and outlook of building back better which underpins our Business Plan.



Risk Review

The key risks we have identified in developing and delivering our future plans are as follows:

- Our business model has a high dependency on library investment at a time when libraries' budgets are uncertain
- The need to secure the ongoing investment we require in order to continue to deliver our high quality, high impact programmes
- Staff capacity and skills for future thinking and business development
- Fundraising climate getting more and more challenging

Achievements and performance

Financial review and strategy

Income for the year was £6,497,434 (2020: £3,414,263). Of this income, £225,486 (4%) was generated through the creation and sale of materials designed to promote reading (2020: 29%), £3.5m (54%) was funding awarded by DCMS, £131,461 (2%) was received via the Government's Job Retention Scheme and a further £2.2m (33%) came from grants and donations from other organisations (2020: 64%). The balance of £482,459 (7%) (2020: 7%) was generated from other partnerships and fees.

The Reading Agency was designated as a National Portfolio Organisation for the period 2012/13 to 2017/18 (This status has been confirmed for the period 2018/19 to 2021/22 and again extended by a further year to 22/23 as a result of the pandemic) by Arts Council England, which contributed £1,026,391 towards core funds (2020: £475,394). This figure comprises revenue grant of £484,141 (including income previously granted from the Museums, Libraries and Archives Council now consolidated into the Arts Council England grant) and, for this year only, £92,250 from the COVID-19 Emergency Fund and £450,000 from the Culture Recovery Fund. Total expenditure amounted to £6,171,132 (2020: £2,890,806). Net incoming resources were £326,302 (2020: £523,457).

The Reading Agency business plan covering the period 2018-19 to 2021-22 (which incorporates the agreed National Portfolio Organisation submission to Arts Council England), outlines the charity's plans to maintain existing and develop new programmes for promoting reading, literacy and engagement, under the umbrella of the "Reading Journey" which has been developed as a way of providing clarity around what we are trying to achieve. It describes the way in which everything we do is designed to support and keep people reading at all stages of their lives – it is the route through which we will achieve our vision.

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

Reserves Policy

It is the charity's policy to maintain unrestricted funds, at a sufficient level to maintain a positive cash balance at all times and to ensure the prudent day-to-day financial management of the charity.

At 31 March 2021 total reserves amounted to £1,730,916 (2020: £1,404,614) of which unrestricted reserves amounted to £1,069,013 (2020: £766,761). The trustees have reviewed the reserves position and consider that adequate resources continue to be available to fund the activities of the charity for the foreseeable future. The trustees are of the view that the organisation is a going concern.

Unrestricted reserves at the end of the year stand at £1.07m. Our stated policy is to maintain reserves to cover 3 to 6 months working capital. This constitutes around £600k of unrestricted reserves. The remaining £407k portion of reserves is expected to be fully spent in 2021/22. Funds will be used to underpin our COVID-19 recovery, particularly the re-modelling of our core programmes that were largely impacted by a significant reduction in income as a direct consequence of the pandemic. Investment will ensure that these critical and much-needed programmes continue to be viable in a post-COVID-19 climate and support our delivery of our overall vision.

Structure, governance and management

Governing Document

Read - The Reading Agency is a company limited by guarantee governed by its Memorandum and Articles of Association of Well Worth Reading incorporated on 11 January 2000. In July 2002 Well Worth Reading merged with Launchpad and the Reading Partnership, forming The Reading Agency for Libraries Limited. In November 2007 the organisation changed its name to Read - The Reading Agency Limited.

Trustees

The Trustees, who are also the directors for the purpose of company law, and who served during the year were:

M Littleford, Chair	S Hall
A Durcan, Vice Chair	M Lentin
T Moody-Stuart	P Moyes (resigned 12 June 2020)
A Langley	J Fildes (resigned 28 March 2021)
D O'Gara	P Kelly
P Coccozza	H Telfer
S Hariff-Khan	



TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021

Trustee Recruitment, Election, Induction and Training

The Board of Trustees appoints new trustees from time to time, to fill a vacancy or as an addition to the existing trustees.

In accordance with the company's Memorandum and Articles of Association, a new trustee may be appointed by nomination from any of the existing trustees. The nomination must take place, and be seconded, at a Board meeting (other than the Annual General Meeting).

At every Annual General Meeting, the longest serving third of the trustees retire from office. Trustees retiring in this manner are eligible for re-election.

A key priority of governance is to ensure the diversity of thought, experience, background, class, race, ethnicity, gender, age, religion and disability as part of TRA Board. An annual review is led by the Vice Chair.

Potential trustees are invited to attend a Board meeting to assess whether they would like to join the Board. They are provided with a Board induction pack containing legal, financial and structural policy and planning information, and they meet with the Senior Management Team before their first Board meeting to discuss the information in the pack and clarify any questions about trusteeship and the organisation. If the trustee has a special role, then they may also meet with the relevant specialist employee to discuss this area.

Organisational Structure

The Board of Trustees, of which there should be a minimum of at least six members, agrees the strategic direction of the charity, measures success against agreed objectives and oversees the administration of the charity. The Board meets quarterly and an observer from Arts Council England has a standing invitation to attend these Board meetings.

From within the Board of Trustees, members have been selected to form a Finance SubCommittee (FSC). It is responsible for providing the Board with an independent and objective review of The Reading Agency's financial affairs. It serves to provide assurance of effective systems being in place for governance, regulatory and legislative compliance, risk management and internal control, supporting the achievement of The Reading Agency strategic objectives. FSC meets quarterly.

The day-to-day running and forward planning of the organisation is the responsibility of the Senior Management Team. To ensure the organisation meets its charitable remit, the Senior Management Team reports to the Board regularly on finance, employment, risk management and strategic development.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The total number of such guarantees as at 31 March 2021 was eleven.

Risk Management

The Board recognises the importance of risk management and the current most significant risk being financial, associated with fundraising and the impact on our partners of local government spending cuts. To mitigate this risk the board have made income diversification and fundraising a key priority.

The charity has a developed risk management strategy. This strategy comprises:

- Frequent comprehensive review of risks across all areas of the organisation's activity;
- Establishment and implementation of systems and procedures to mitigate the risks identified;
- Continued monitoring of potential risks through quarterly reviews highlighting any new risks, risks to be removed or change in level of existing risks. The status of a risk cannot be amended unless reviewed and agreed by the board; and
- Setting a reserves policy that is regularly reviewed by the board and Finance Sub Committee.



TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2021



Public Benefit

The Trustees confirm that they have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit: "Charities and Public Benefit".

Our charitable purpose dictates all that The Reading Agency does.

The purpose and aims of The Reading Agency are for the greater public good; i.e. the charity produces creative reading and writing experiences for many public audiences and works with delivery partners to drive up participation in reading and literature. The charity further supports reader development for the public through helping national and community organisations develop their skills and benefit from increased partnership working.

STATEMENT OF TRUSTEES' RESPONSIBILITIES FOR THE YEAR ENDED 31 MARCH 2021

The Trustees, who are also the directors of Read - The Reading Agency for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare accounts 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 charitable company for that year.

In preparing these accounts, 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 accounts; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity 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 accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Auditor


The auditor, M J Bushell Ltd, is deemed to be reappointed under section 487(2) of the Companies Act 2006.

Disclosure of information to auditor

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

Approved by the Trustees and signed on their behalf by:


M Littleford, Chair

Dated: 7th October 2021



INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF READ - THE READING AGENCY

Opinion

We have audited the financial statements of Read - The Reading Agency (the 'charity') for the year ended 31 March 2021 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

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

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

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



INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE TRUSTEES OF READ - THE READING AGENCY

Other information

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' report has been prepared in accordance with applicable legal requirements.



INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE TRUSTEES OF READ - THE READING AGENCY

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which 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 and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors

of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material

misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

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

Use of our report

This report is made solely to the 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 auditors' 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.


Ian Warwick ACA FCCA (Senior Statutory Auditor)
for and on behalf of M J Bushell Ltd

Chartered Accountants
Statutory Auditor
8 High Street
Brentwood
Essex CM14 4AB

8 October 2021

**STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2021**

	Notes	Unrestricted funds £	Restricted funds £	Total 2021 £	Total 2020 £
<p>The statement of financial activities includes all gains and losses recognised in the year.</p> <p>All income and expenditure derive from continuing activities.</p> <p>The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.</p>		Income and endowments from:			
	3	1,304,780	142,000	1,446,780	754,917
	4	707,593	4,342,708	5,050,301	2,657,981
	5	289	-	289	1,365
	6	64	-	64	-
		2,012,726	4,484,708	6,497,434	3,414,263
		Expenditure on:			
	7	88,651	17,280	105,931	103,007
	8	1,621,823	4,443,378	6,065,201	2,787,799
		1,710,474	4,460,658	6,171,132	2,890,806
		302,252	24,050	326,302	523,457
		766,761	637,853	1,404,614	881,157
		1,069,013	661,903	1,730,916	1,404,614

BALANCE SHEET

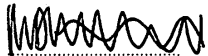
AS AT 31 MARCH 2021

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The accounts were approved by the Trustees and authorised for issue on

7th October 2021

and are signed on their behalf by:



M Littleford, Chair

TRUSTEE

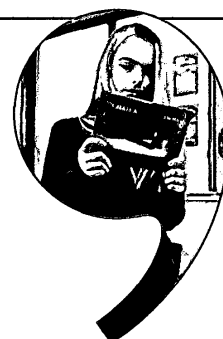
Company Registration No. 3904882

	Notes	£	2021 £	£	2020 £
Fixed assets					
Tangible assets	14		6,532		12,678
Current assets					
Debtors	15	1,243,654		753,945	
Cash at bank and in hand		1,775,450		1,651,310	
		3,019,104		2,405,255	
Creditors: amounts falling due within one year	16	(1,294,720)		(1,013,319)	
Net current assets			1,724,384		1,391,936
Total assets less current liabilities			1,730,916		1,404,614
Income funds					
Restricted funds	19		661,903		637,853
Unrestricted funds			1,069,013		766,761
			1,730,916		1,404,614

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2021

	Notes	£	2021 £	£	2020 £
Cash flows from operating activities					
Cash generated from operations	23		127,025		606,381
Investing activities					
Purchase of tangible fixed assets		(3,174)		(12,208)	
Interest received		289		1,365	
Net cash used in investing activities			(2,885)		(10,843)
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			124,140		595,538
Cash and cash equivalents at beginning of year			1,651,310		1,055,772
Cash and cash equivalents at end of year			1,775,450		1,651,310



NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies

Company information

Read - The Reading Agency is a private company limited by guarantee incorporated in England and Wales. The registered office is 8 High Street, Brentwood, Essex CM14 4AB.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's Memorandum and Articles of Association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

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

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

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

1.2 Going concern

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

1.3 Charitable funds

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

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

1.4 Incoming resources

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received. Where the income relates to charitable trading activities, it is shown net of VAT.

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

Income from government and other grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably.

1.5 Resources expended

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure excludes attributable VAT where it is recovered.

Where VAT on programme costs is irrecoverable, it is included in the programme costs. Where VAT on support costs is irrecoverable it is included within support costs.

Expenditure is allocated to particular activities where the cost relates directly to that activity. Support costs comprise costs relating to the overall direction and administration on each activity, including salary, and overhead and governance costs of the central function. Support costs are apportioned to activities on the basis of usage.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

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

Computer and office equipment 33% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks and other short-term liquid investments with original maturities of three months or less.

1.8 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.9 Employee benefits

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

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

1.10 Retirement benefits

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

1.11 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Critical accounting estimates and judgements

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

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

3 Donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2021 £	Total 2020 £
Donations and gifts	146,928	142,000	288,928	279,523
Grants receivable for core activities	1,157,852	-	1,157,852	475,394
	<u>1,304,780</u>	<u>142,000</u>	<u>1,446,780</u>	<u>754,917</u>
For the year ended 31 March 2020	608,135	146,782		754,917
Grants receivable for core activities				
Arts Council England (Revenue Grant)	484,141	-	484,141	475,394
Arts Council England (Covid-19 Emergency Fund)	92,250	-	92,250	-
Arts Council England (Culture Recovery Fund)	450,000	-	450,000	-
HMRC (Coronavirus Job Retention Scheme Grant)	131,461	-	131,461	-
	<u>1,157,852</u>	<u>-</u>	<u>1,157,852</u>	<u>475,394</u>

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

4 Charitable Activities

	Life Skills & Learning	Health & Wellbeing	Connected Communities	Other	Total	Total
	£	£	£	£	2021 £	2020 £
Sales within charitable activities	273,116	23,268	411,209	-	707,593	1,226,729
Performance related grants	416,708	2,926,000	1,000,000	-	4,342,708	1,431,252
	<u>689,824</u>	<u>2,949,268</u>	<u>1,411,209</u>	<u>-</u>	<u>5,050,301</u>	<u>2,657,981</u>
Analysis by fund						
Unrestricted funds	273,116	23,268	411,209	-	707,593	
Restricted funds	416,708	2,926,000	1,000,000	-	4,342,708	
	<u>689,824</u>	<u>2,949,268</u>	<u>1,411,209</u>	<u>-</u>	<u>5,050,301</u>	
For the year ended 31 March 2020						
Unrestricted funds	959,002	62,892	203,754	1,081		1,226,729
Restricted funds	298,544	444,713	687,995	-		1,431,252
	<u>1,257,546</u>	<u>507,605</u>	<u>891,749</u>	<u>1,081</u>		<u>2,657,981</u>



NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

4 Charitable Activities

	Life Skills & Learning	Health & Wellbeing	Connected Communities	Other	Total	Total
	£	£	£	£	2021 £	2020 £
Performance related grants						
Arts Council England (Grants for the Arts)	85,184	-	-	-	85,184	11,096
Arts Council National Lottery Project Grant	144,706	-	-	-	144,706	-
Balcombe Trust	-	-	-	-	-	17,500
Batchworth Trust	-	-	-	-	-	5,000
Beatrice Laing Trust	5,000	-	-	-	5,000	5,000
Bell Foundation	-	-	-	-	-	32,159
Bromley Trust	25,000	-	-	-	25,000	15,000
Charity of Sir Richard Whittington	-	-	-	-	-	150,000
Cyngor Llyfrau Cymru - Books Council of Wales	9,904	-	-	-	9,904	14,789
Department of Culture, Media and Sport	-	2,500,000	1,000,000	-	3,500,000	-
Drapers Charity	-	-	-	-	-	15,000
Gisela Graham Trust	1,000	-	-	-	1,000	1,000
Hobson Charity	(345)	-	-	-	(345)	2,000
Kusuma Trust	10,000	-	-	-	10,000	-
Libraries Connected	-	60,000	-	-	60,000	95,000
National Lottery Fund (formerly Big Lottery)	-	-	-	-	-	687,995



(continued)

	Life Skills & Learning	Health & Wellbeing	Connected Communities	Other	Total	Total
	£	£	£	£	2021 £	2020 £
Open University	4,000	-	-	-	4,000	-
Pearson	3,000	-	-	-	3,000	-
Science & Technology Facilities Council	91,259	-	-	-	91,259	20,000
Society of Chief Librarians (Wales)	38,000	-	-	-	38,000	-
Welsh Government	-	366,000	-	-	366,000	349,713
Wilbur & Niso Smith Foundation	-	-	-	-	-	10,000
	<u>416,708</u>	<u>2,926,000</u>	<u>1,000,000</u>	<u>-</u>	<u>4,342,708</u>	<u>1,431,252</u>

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

5 Investments

	2021 £	2020 £
Interest receivable	289	1,385

6 Other Income

	Unrestricted funds 2021 £	Total 2020 £
Royalties	64	-

7 Raising Funds

	Unrestricted funds £	Restricted funds £	Total 2021 £	Total 2020 £
Fundraising and publicity				
Staff costs	64,761	-	64,761	65,973
Other fundraising costs	890	17,280	17,970	23,489
Share of support costs (see note 9)	23,200	-	23,200	13,545
	<u>88,651</u>	<u>17,280</u>	<u>105,931</u>	<u>103,007</u>

8 Charitable Activities

	Life Skills & Learning £	Health & Wellbeing £	Connected Communities £	Total 2021 £	Total 2020 £
Staff costs	232,800	154,158	420,019	806,977	923,988
Programme materials including distribution	650,812	2,463,414	139,148	3,253,374	984,244
Website development	72,818	11,100	20,698	104,616	12,791
Activities, events and other operational costs	115,469	25,736	1,069,820	1,211,025	391,725
	<u>1,071,899</u>	<u>2,654,408</u>	<u>1,649,685</u>	<u>5,375,992</u>	<u>2,312,748</u>
Share of support costs (see note 9)	258,489	183,115	246,698	668,302	456,205
Share of governance costs (see note 9)	7,752	680	12,495	20,907	18,846
	<u>1,338,140</u>	<u>2,818,183</u>	<u>1,908,878</u>	<u>6,065,201</u>	<u>2,787,799</u>
Analysis by fund					
Unrestricted funds	1,022,049	51,093	548,881	1,621,823	
Restricted funds	316,091	2,767,090	1,360,197	4,443,378	
	<u>1,338,140</u>	<u>2,818,183</u>	<u>1,908,878</u>	<u>6,065,201</u>	
For the year ended 31 March 2020					
Unrestricted funds	1,045,536	139,451	236,483		1,421,470
Restricted funds	280,635	460,249	625,445		1,368,329
	<u>1,326,171</u>	<u>599,700</u>	<u>861,928</u>		<u>2,787,799</u>

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

9 Support Costs

	Support costs £	Governance costs £	Total 2021 £	Total 2020 £	Basis of allocation
Staff costs	362,093	6,500	368,593	239,157	Time on activities
Depreciation	9,320	-	9,320	2,143	Time on activities
Premises costs	104,301	-	104,301	86,005	Time on activities
Communications and PR	20,893	-	20,893	27,089	Time on activities
Irrecoverable VAT	41,722	-	41,722	18,479	Time on activities
Office and other support	153,173	-	153,173	105,377	Time on activities
Audit fees	-	5,550	5,550	5,300	Governance
Accountancy	-	2,510	2,510	1,105	Governance
Legal and professional	-	6,347	6,347	3,941	Governance
	<u>691,502</u>	<u>20,907</u>	<u>712,409</u>	<u>488,596</u>	
Analysed between:					
Fundraising	23,200	-	23,200	13,545	
Charitable activities	<u>668,302</u>	<u>20,907</u>	<u>689,209</u>	<u>475,051</u>	
	<u>691,502</u>	<u>20,907</u>	<u>712,409</u>	<u>488,596</u>	

10 Net Income

	2021 £	2020 £
Net income is stated after charging/(crediting):		
Depreciation of owned tangible fixed assets	9,320	2,143
Operating lease charges	<u>104,265</u>	<u>81,801</u>

11 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

During the year, expenses of £40 were reimbursed to Matthew Littleford (2020: Subnum Hariff-Khan £445).



NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

12 Auditors' Remuneration

The analysis of auditor's remuneration is as follows:

	2021 £	2020 £
Fees payable to the company's auditor for the audit of the company's annual accounts	5,550	5,300
All other non-audit services	2,510	1,105



13 Employees

Number of employees

The average monthly number of employees during the year was:

	2021 Number	2020 Number
Voluntary income generation	2	2
Life Skills & Learning	7	7
Health & Wellbeing	8	5
Connected Communities	8	10
Governance	2	2
	<u>25</u>	<u>26</u>

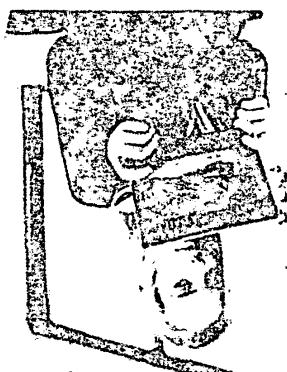
Employment costs

	2021 £	2020 £
Wages and salaries	933,001	970,953
Other staff costs	183,828	112,884
Social security costs	80,688	99,375
Other pension costs	42,814	45,906
	<u>1,240,331</u>	<u>1,229,118</u>

The number of employees whose annual remuneration was £60,000 or more were:

	2021 Number	2020 Number
Between £60,000 and £70,000	1	1
Between £70,000 and £80,000	1	-
Between £80,000 and £90,000	1	1

Contributions totalling £11,688 (2020: £7,446) were made to defined contribution pension schemes on behalf of employees whose emoluments exceed £60,000.



schemes on behalf of employees whose emoluments exceeded £80,000. Contributions totalling £11,888 (2020: £1,448) were made to defined contribution pension

Between £80,000 and £89,999
Between £90,000 and £99,999
Between £100,000 and £109,999

was £80,000 or more were:

The number of employees whose annual remuneration

Other pension costs
Social security costs
Other staff costs
Wages and salaries

Employment costs

Government
Connected Companies
Health & Wellbeing
Life Skills & Learning
Voluntary Income Generation

The average monthly number of employees during the year was:
Number of employees

All other non-audit services

The company's annual accounts

Fees payable to the company's auditor for the audit of

The analysis of auditor's remuneration is as follows:

2021 2020

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

14 Tangible Fixed Assets

	Computer and office equipment
	£
Cost	
At 1 April 2020	43,880
Additions	3,174
Disposals	(11,839)
At 31 March 2021	35,215
Depreciation and impairment	
At 1 April 2020	31,202
Depreciation charged in the year	9,320
Eliminated in respect of disposals	(11,839)
At 31 March 2021	28,683
Carrying amount	
At 31 March 2021	6,532
At 31 March 2020	12,678



15 Debtors

	2021	2020
	£	£
Amounts falling due within one year:		
Trade debtors	281,853	399,144
Other debtors	1,000	1,000
Prepayments and accrued income	980,801	353,801
	1,243,654	753,945

16 Creditors: amounts falling due within one year

	Notes	2021	2020
		£	£
Other taxation and social security		75,691	71,578
Deferred income	17	515,148	522,979
Trade creditors		271,739	246,415
Accruals and deferred income		432,142	172,347
		1,294,720	1,013,319



NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

17 Deferred Income

	Other deferred income
	£
At 1 April 2020	522,979
Released in year	(454,551)
Deferred in year	446,720
At 31 March 2021	515,148

The deferred income relates to income for projects taking place in the next period where the charity is not yet entitled to the use of the resources.

The amounts deferred at the year end are as follows:

	£
Summer Reading Challenge 2021	446,720
Programmes where work has been delayed until the next financial year	68,428
	515,148



18 Retirement Benefit Schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to expenditure in respect of defined contribution schemes was £42,814 (2020: £45,906).

Contributions of £6,607 (2020: £7,129) were payable to defined contribution schemes at the year end.

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

19 Restricted Funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Balance at 1 April 2020	Movement in funds		Balance at 31 March 2021
	£	Incoming resources £	Resources expended £	£
Arts Council England: Grants for the Arts	-	85,184	-	85,184
Arts Council England	-	144,706	(56,221)	88,485
Beatrice Laing Trust	-	5,000	-	5,000
Bromley Trust	-	25,000	(360)	24,640
Charity of Sir Richard Whittington	150,000	-	(27,244)	122,756
Cyngor Llyfrau Cymru - Books Council of Wales	-	9,904	(9,904)	-
Department of Culture, Media and Sport	-	3,500,000	(3,396,291)	103,709
Gisela Graham Trust	-	1,000	(1,000)	-
Hobson Charity	-	(345)	345	-
Kusuma Trust	-	10,000	(10,000)	-
Libraries Connected	-	60,000	(4,800)	55,200
National Lottery Fund	357,853	-	(355,477)	2,376
Open University	-	4,000	(4,000)	-
Pearson	-	3,000	(3,000)	-
Science & Technology Facilities Council	-	91,259	(68,386)	22,873
Society of Chief Librarians (Wales)	-	38,000	(38,000)	-
Welsh Government	-	366,000	(366,000)	-
World Book Night	-	22,000	(22,000)	-
Jojo Moyes	120,000	120,000	(98,320)	141,680
Other donations	10,000	-	-	10,000
	<u>637,853</u>	<u>4,484,708</u>	<u>(4,460,658)</u>	<u>661,903</u>



NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

19 Restricted funds (continued)

Arts Council England: Investment Funds (SRC Impact Review)

ACE originally awarded this grant to allow us to commission an external evaluation to explore the impact of participation in the SRC on children's reading skills, attitudes and engagement. Due to the pandemic, it was not possible to complete this work and we have now agreed to refocus the work around a new integrated local authority pilot.

The Beatrice Laing Trust: Reading Ahead in Women's Prisons

This grant was intended to contribute to our use of Reading Ahead with women in prison across the UK, enabling us to support prison library and education staff to deliver the programme effectively in this important part of the prison estate. Due to the pandemic, it has not been possible to carry out the work this year and so the grant will be used to further this programme in 2021.

The Bromley Trust: Reading Ahead in Prisons

Funding from the Bromley Trust contributes to our work using Reading Ahead with priority groups in prisons and young offender institutions across the UK where it helps to support skills development in preparation for release and employment and will allow us to carry out detailed evaluation of this work. After a hiatus in the work due to the pandemic, this work will be resumed in 2021.

Charity of Sir Richard Whittington: Get Islington Reading

The start of this programme has been delayed due to COVID-19 restrictions. Get Islington Reading will be delivered in partnership with the National Literacy Trust and will focus on an integrated schools/library campaign to build a reading community for children living in disadvantaged communities. It will inspire young people across the borough to develop and sustain a love of reading by connecting schools and public libraries through a suite of reading for pleasure opportunities underpinned by a powerful new campaign focusing on the critical transition between primary and secondary school.

Cyngor Llyfrau Cymru (Books Council of Wales): Support for production of Welsh language materials for SRC

We received a grant of £9,904 from the Welsh Books Council as a contribution towards the cost of producing bilingual materials to enable the Summer Reading Challenge to run in Wales.

Department of Culture, Media and Sport: Read, Talk, Share Campaign

DCMS funded the universal roll out in December 2020 DCMS awarded The Reading Agency 3.5 million to roll-out two programmes - Reading Friends and Reading Well - during the financial year 2020-2021.

Reading Friends: Most of the money allocated to Reading Friends has been spent on funding 102 library authorities to set up and deliver a Reading Friends project with additions made to communications and staffing, so that we could provide further resources and support to the new library authorities.

Reading Well: DCMS funded the universal roll out of Reading Well for Mental Health collections for adults, young people and children to every branch library in England. Each library branch site received a collection of books and the library authority received funding to add to their e-book and e-audiobook offer to support people remotely when library sites were closed.

The Gisela Graham Foundation: Reading Ahead in Prisons

This grant has contributed to our work using Reading Ahead with priority groups in prisons and young offender institutions across the UK.

Kusuma Trust: Summer Reading Challenge

This award of £10,000 was made in response to the unprecedented challenges presented by COVID-19 in order to enable the online adaptation of the Summer Reading Challenge.

Libraries Connected: Reading Well

In 2020/21 Libraries Connected, with a grant from Arts Council England, funded The Reading Agency for the continued delivery of the Reading Well scheme and the management of the national strategic library health group. Through this leadership, The Reading Agency delivered a universal library strategy and infographic for social prescribing, updated staff training for Reading Well and a book collection to support children to stay safe, calm and connected during the COVID-19 pandemic. Part of this funding will also be used to develop a national library bereavement strategy.

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

National Lottery Fund: Accelerating Ideas (Reading Friends)

Reading Friends was awarded £2.1 million in 2016 for the programme over four years. When COVID-19 struck, the programme adapted its model to telephone and virtual models and new projects came on board to test out these models during spring 2020. In summer 2020 the Lottery kindly agreed to a 6 months' extension. The funding was due to be spent by September 2020, but an end date of 31 March 2021 was agreed to accommodate for the uncertainty caused by the pandemic. The remaining funding was largely spent on website development, evaluation for the COVID-19 phase and final reporting to the Lottery, resource creation, adaption of training materials, re-printing of incentives and translation.

Open University: Teachers' Reading Challenge

The Reading Agency worked in partnership with the OU to create the Teachers' Reading Challenge website for anybody who works with children in an educational environment who wishes to expand their repertoire of children's books and develop their understanding of how to encourage reading for pleasure.

Pearson: Summer Reading Challenge

This award was made in support of the online adaptation of the Summer Reading Challenge.

Science & Technology Facilities Council (STFC): Reading Sparks

This funding is a contribution to the Reading Sparks science engagement project which is testing new approaches to raise the participation in science by working collaboratively with young people in disadvantaged communities to explore how creative reading and library-based activities can engage new audiences. Pilot library services, in 11 sites across England with low science capital and cultural engagement, are recruiting young people to programme science-related events and activities inspired by creative reading to engage children and families living in these areas.

Society of Chief Librarians (Wales): Support for production of Welsh language website for SRC
SCL Cymru awarded this funding to the Reading Agency to support the development of a fully bilingual website for the Summer Reading Challenge 2020.

Welsh Government: Reading Well in Wales

In 2020/21 Welsh Government funded The Reading Agency to continue the roll out of Reading Well to all Welsh public library authorities with the launch of the Reading Well for Children scheme. All Welsh library authorities are being provided with two collections of the booklist in English and Welsh which we have worked with Books Council of Wales to publish, together with supporting materials. Leaflets have also been provided to every health board in Wales. The scheme supports people to access an accredited reading list of helpful books to support their mental health and wellbeing, available free from local libraries.

World Book Night

Our publisher partners each provide 2,000 copies of a selected book for distribution to people who don't regularly read. They also give a donation to support the running costs of World Book Night.

Jojo Moyes: Quick Reads

This is the second of three donations from Jojo Moyes to support the commissioning, editing and promotion of six Quick Reads books. Quick Reads provide a route into reading that prioritises great storytelling and adult-focused content while ensuring the books are written in an easy-to-read style. Each year, The Reading Agency works with authors and publishers to produce six new titles, with the aim of introducing readers to new authors and genres, as well as to the benefits of reading. The titles are designed to be engaging, accessibly written and affordably priced.

Other donations

The Reading Agency would like to express its gratitude to the members of the public who supported our work through their generous personal donations.

NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

20 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total
	£	£	£
Fund balances at 31 March 2021 are represented by:			
Tangible assets	6,532	-	6,532
Current assets/(liabilities)	1,062,481	661,903	1,724,384
	<u>1,069,013</u>	<u>661,903</u>	<u>1,730,916</u>

21 Operating lease commitments

Lessee

The charity has entered into an operating lease agreement for the rental of its offices.

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2021 £	2020 £
Within one year	<u>3,650</u>	<u>21,422</u>

22 Related party transactions

Remuneration of key management personnel

Key management personnel have been identified as the Chief Executive Officer, the Commercial and Business Director and the Creative Director.

The remuneration of key management personnel is as follows:

	2021 £	2020 £
Aggregate compensation	<u>245,448</u>	<u>236,220</u>



NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2021

22 Related party transactions (continued)

Transactions with related parties

During the year the charity entered into the following transactions with related parties:

Subnum Hariff-Khan, a trustee of the charity, was also Library and Information Manager for Oldham Libraries and Culture Lead for Greater Manchester Libraries. During the year, Greater Manchester and Oldham Libraries purchased goods to the value of £14,019 (2020: £14,461) from the charity and received grant funding of £10,000 (2020: £nil) from the DCMS fund for Read, Talk, Share.

No other 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 (2020: £nil).

No guarantees have been given or received.

23 Cash generated from operations

	2021 £	2020 £
Surplus for the year	326,302	523,457
Adjustments for:		
Investment income recognised in statement of financial activities	(289)	(1,365)
Depreciation and impairment of tangible fixed assets	9,320	2,143
Movements in working capital:		
(Increase) in debtors	(489,709)	(125,338)
Increase in creditors	289,232	180,035
(Decrease)/increase in deferred income	(7,831)	47,449
Cash generated from operations	127,025	606,381

24 Analysis of changes in net funds

The charity had no debt during the year.

