

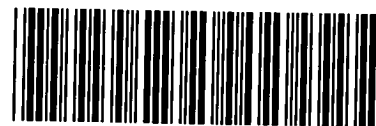
# **House of Illustration Trustees' Report and Financial Statements**

**for the year ended 31 December 2021**

Registered Company Number      04484943

Registered Charity Number      1095210

FRIDAY



\*ABG1UDUX\*

A12

04/11/2022

#134

COMPANIES HOUSE

# Contents

Chair's Introduction	3 – 4
Trustees' Report	5 – 31
Reference and Administrative Details	32 – 35
Independent Auditor's Report	36 – 40
Consolidated statement of financial activities	41
Consolidated balance sheet	42
Consolidated statement of cash flows	43
Notes to financial statements	44 – 53

# Chair's introduction

In the pages that follow we record and celebrate the range and breadth of activities undertaken by House of Illustration (now called Quentin Blake Centre for Illustration) in 2021.

Last year saw the submission of our planning and listed buildings consent application, now approved, to transform the derelict New River Head heritage site into the Quentin Blake Centre for Illustration: a place where generations of curious visitors, art-lovers, illustrators, families and schoolchildren will come to explore and be inspired. Tim Ronalds Architects' scheme is inspiring and, thanks to the generosity of several trusts and philanthropists, at the time of writing we are 48% of the way towards our £12mn target.

Since the closure of the Granary Square site in March 2019, the team have worked imaginatively and with great commitment to sustain our touring exhibitions, learning and participation programmes. Despite the continuing global pandemic, 2021 included well-received exhibitions of work by Quentin Blake, Raymond Briggs, Peony Gent and W.E.B. Du Bois; imaginative residencies responding to New River Head with Laura Copsey and Philip Crewe, and Sharpay (Chenyuè) Yuán; 31 adult courses and events for practicing illustrators; programmes in schools, a care home and a community centre; and new resources for use in classrooms, at home and at our touring exhibition venues. We visited Winchester, Penarth, Derby, Amsterdam and Ely, and deepened relationships in our new home borough of Islington.

Our founder Quentin Blake remains our inspiration. It was Quentin who sowed the seed, some twenty years ago, for a place where people could explore illustration in all its diversity. He has supported the new Centre and bequeathed his archive: seven decades of work for literary, gallery, community and education settings, offering a unique insight into the practice of illustration. The empathy and inherent kindness of his work, along with his gestural line and warm humour, have made him

House of Illustration  
Trustees' Report  
for the year ended 31 December 2021

one of the UK's most influential artists and he's a huge draw for families and schools. We're honoured to bear his name.

The capital project has also been supported by the Roald Dahl Story Company and Dahl family, Garfield Weston Foundation, Foyle Foundation, Wolfson Foundation, Robert Gavron Charitable Trust, Richard and Jacqueline Worswick, and a growing number of philanthropists and trusts, along with finance from the Architectural Heritage Fund. We would also be unable to continue our programmes through this period without the support of various trusts and foundations, and the 18 individuals who have signed up as Illustration Angels. To all our supporters, partners and friends I would like to express my thanks; with the exciting and ambitious plans we now have, we will rely on these important relationships even more in the year ahead.

My thanks also go to our Board, committees and staff team whose continued commitment and skills underpin the organisation and all its achievements. I would especially like to thank several trustees who have stepped down since our 2020 Annual Report: Quentin Blake, Lauren Child, Sarah Culshaw, Peter Fineman, Judy Gibbons and Karyn Maier. I am delighted to welcome Tracey-Joy Harrison and Ellie Head to the Board.

*John Kampfner*

# **Report of the Trustees**

The Trustees (who are also directors of the charity for the purpose of the Companies Act) present their annual report together with the financial statements of House of Illustration (the company and group, now known as Quentin Blake Centre for Illustration) for the year that ended on 31 December 2021. The Trustees confirm that the annual report and financial statements of the company and the group comply with the current statutory requirements, the requirements of the company and the group's governing document and the provisions of the Statement of Recommended Practice – Accounting and Reporting by Charities: SORP, which is applicable to charities preparing their accounts in accordance with FRS 102.

# Vision, mission and values

Illustration is fundamental to human communication, progress and understanding. It tells stories, propels activism and conveys life-saving information.

House of Illustration (now called Quentin Blake Centre for Illustration) is the UK's first and only cultural organisation dedicated to illustration.

Our vision is a world in which:

- Everyone can communicate through illustration
- Everyone can explore and challenge the imagery around them
- Everyone can use illustration to examine the way we live and work, past, present and future

To achieve this we:

- *Champion* – we find, share and support the development of original, diverse and innovative illustration and illustrators
- *Connect* – we draw people with different backgrounds, ages and interests to the visual arts via illustration's connections to literature, socio-political themes, curriculum learning and hobbies
- *Unlock* – we provide people, especially those who are young and/or marginalised by society, with tools to share stories and ideas and explore heritage through illustration
- *Strengthen* – we take steps to safeguard our future and grow our impact

Our actions and behaviours are underpinned by:

- Curiosity
- Compassion
- Equality
- Relevance
- Rigour

When we are true to our values:

- We are imaginative and unafraid to think and do things differently

House of Illustration  
Trustees' Report  
for the year ended 31 December 2021

- We have a positive impact on others and on the world around us
- We meet people on their terms, design activities with them, value their enjoyment and support their growth
- Everyone knows they belong and feels our organisation belongs to them



# From Granary Square to New River Head

From 2014 until March 2020, we ran our first public space from rented premises in Granary Square, Kings Cross. This enabled us to test public appetite for our exhibitions (in London and on tour), events and education programmes, reaching an audience of 1mn and growing our work with illustrators, schools and communities.

In 2019, with the support of founder Sir Quentin Blake, we purchased the lease for New River Head, a complex of disused 18<sup>th</sup>- and 19<sup>th</sup>-century industrial heritage buildings set within half an acre of land in Clerkenwell. New River Head will be developed into the Quentin Blake Centre for Illustration, offering several gallery spaces, a dedicated learning studio and project space, and a café, shop and gardens.

We ceased our activities at Granary Square at the outset of the Covid-19 pandemic in March 2020. However, we have continued to tour exhibitions and develop our learning and participation programmes off-site and online while developing plans for the new Centre.





# Exhibiting exciting and original practice

## Exhibitions

We shared six exhibitions in 2021 in partnership with host organisations in Winchester, Penarth, Derby, London, Amsterdam and Ely.

### **Raymond Briggs: A Retrospective**

The Gallery, Winchester Discovery Centre: 17 May – 18 August 2021

Hosted by Hampshire Cultural Trust, our exhibition *Raymond Briggs: A Retrospective* opened on the first day that Covid restrictions were lifted on museums and galleries. We conserved and catalogued more than 100 original illustrations from Briggs's archive for titles including iconic picture book *Fungus the Bogeyman*, apocalyptic satire *When the Wind Blows* and pioneering graphic memoir *Ethel & Ernest*. With many works never seen outside the artists' studio, the exhibition celebrated Briggs as an exceptional draughtsperson, typographer and storyteller.

Despite continuing social distancing restrictions, the exhibition attracted 3,331 people, with timed tickets sold out during weekends.

"Themes of class, family, love, politics and death, with doses of humour and melancholy, anchoring the fantastical in the everyday." *Art Quarterly*

"Timed perfectly and in sync with audiences' interest in grief, memory and loss." Hampshire Cultural Trust

"Very interesting and informative; fascinating to see his processes and the images were wonderful." Exhibition visitor

### **The BFG in Pictures**

The Turner House, Penarth:	20 May – 6 June 2021
Babylon Arts, Ely:	23 November – 23 December 2021

To illuminate his four decades of work illustrating Roald Dahl's *The BFG*, Quentin Blake selected a series of works from his own archive. In collaboration with Blake, we produced high-quality reproductions of these works to create a small-scale exhibition suitable for display in both museum and non-museum venues.

Its 11-venue tour recommenced after a 2020 hiatus with a first showing at The Turner House in Penarth followed by a second at Babylon Arts in Ely. Visitor numbers at The Turner House were capped at 15, with a total 900 attendees to the exhibition over 12 days. Babylon Arts welcomed 1,012 adults and 211 children over the exhibition's month-long run, despite concern about the Omicron variant causing many people to stay at home.

"This gives us much confidence as we continue to open up the space to new audiences. The reception has been overwhelmingly positive." The Turner House

"The children were so engrossed and inspired, it was amazing to see! They haven't stopped talking about it." Exhibition visitor at The Turner House

"We loved seeing the wonderful illustrations of a story we have loved reading as a family. Thank you for bringing them to Ely." Exhibition visitor at Babylon Arts

### **Quentin Blake & John Yeoman: 50 Years of Children's Books**

Derby Museum and Art Gallery: 8 July – 3 October 2021

Curated with Quentin Blake, this exhibition celebrated his prolific partnership with author John Yeoman, and featured more than 120 original illustrations and drawing materials from Blake's studio. It included printing proofs from Blake's first book for children, *A Drink of Water*, and film of Blake discussing his working processes.

The exhibition concluded its tour at Derby Museum and Art Gallery, with previous venue partners being National Museums Liverpool, the National Centre for Craft and Design and The Base. 16,472 people visited the exhibition in Derby.

"As the city emerges from lockdown, we are delighted to be able to host such a prestigious exhibition here in Derby." Tony Butler in the Derby Telegraph

"Everyone absolutely loved the exhibition... we were told so many times that the show had really lifted people's spirits. It was enchanting and Quentin Blake's work is guaranteed to put a smile of people's faces no matter what age they are!" Derby Museum and Art Gallery



## **Peony Gent: Overlay**

Pancras Square, King's Cross: 1 – 27 September 2021

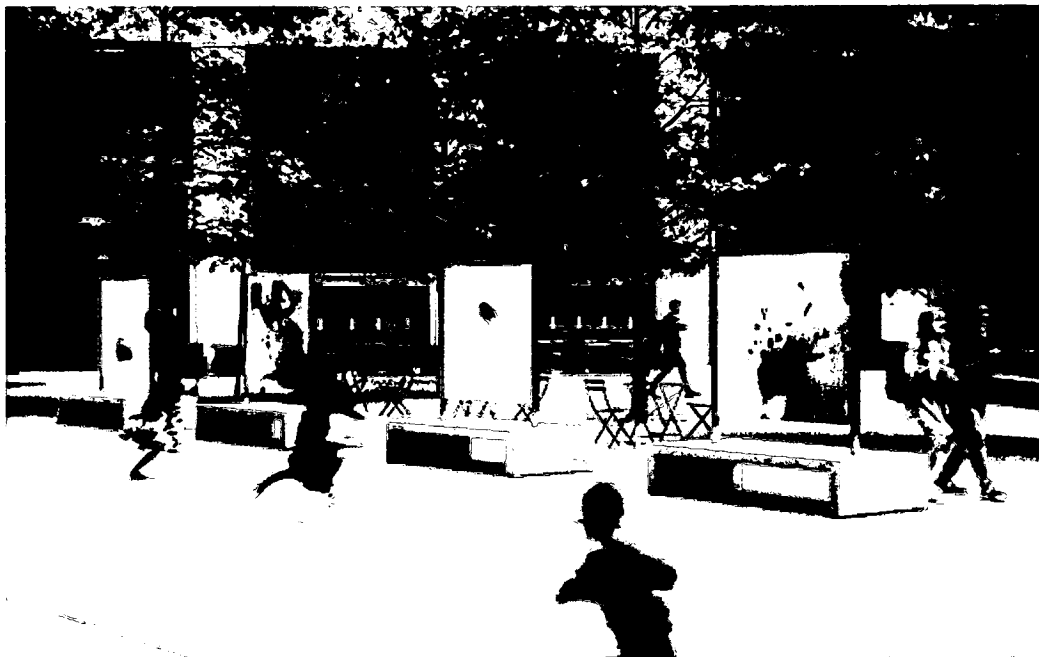
We collaborated with The Outside Art Project, one of London's largest outdoor art spaces, to showcase the work of Peony Gent, our sixth annual Illustrator in Residence, and our final resident at Granary Square.

Gent created a series of poems and experimental comics drawn from her observation of the King's Cross area. We installed 30 large-scale works in Pancras Square that combined her reflections on the area's memorials and industrial architecture with the ephemeral moments of the present. Footfall for the square over the month-long run was 307,000 people.

Alongside the exhibition, we collaborated with independent print studio Hato Press to create an edition of Gent's comic *Nottingham to London*, an account of her conversation with a man who travels from his assisted living facility each week to play the pianos at St Pancras station.

"[Gent] has gone from strength to strength." *It's Nice That*

"[Overlay] was a body of work that I would never have been able to make on such a scale without House of Illustration... It was a huge step for me in my career." Peony Gent



## **W. E. B. Du Bois: Charting Black Lives**

Meterhuis, Westergas, Amsterdam: 27 October 2021 – 29 January 2022

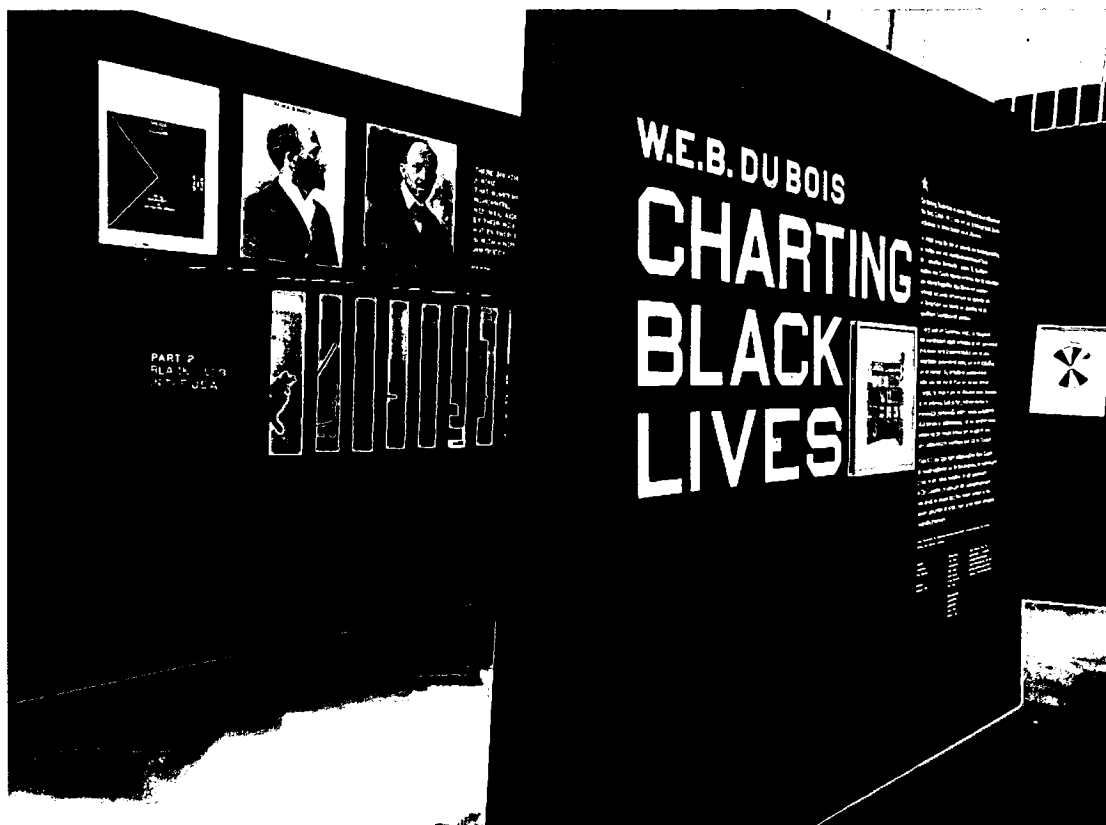
Our exhibition on the pioneering anti-racist infographics of activist and intellectual W. E. B. Du Bois featured reproduced works from the Library of Congress and contemporary works by data journalist Mona Chalabi. It was co-curated by Paul Goodwin, Professor at University of the Arts London.

It was shown in Amsterdam in collaboration with arts organisation Illustration Embassy and The Black Archives who curated a complementary exhibition on Du Bois's influence in the Netherlands.

Although public access to the exhibition was severely limited due to pandemic-related restrictions and lockdowns, visitor numbers nonetheless totalled 500 and the resulting coverage brought Du Bois' work to a wider audience.

"The audience loved the exhibition! And it earned serious press coverage." Illustration Embassie

"The beautiful presentation consists of 63 striking, radical infographics... which provide a confronting picture." *Het Parool*



## **What's next**

We have developed new Programming Principles that will guide the development of our exhibitions and research programme for the Quentin Blake Centre and support us to take a more strategic approach to developing UK exhibition tours. We have established clear targets for highlighting perspectives that are underrepresented in illustration and in public arts across our programming. An Artistic Programme Advisory Panel is being formed to provide input and challenge, comprising external advisors with expertise in illustration and curatorial practice, and a range of lived experiences.

Through archival research we have gained new knowledge of the history of New River Head that will inform the development of a dynamic programme of heritage interpretation for the Centre, produced in collaboration with illustrators and community groups. This programme will consider the history of the site through a series of themes relevant to our local communities. Ahead of opening the Centre, we will update the heritage interpretation at the New River Head Viewing Platform, and use the space to inform local residents about progress on the project and invite their input.

Our next new exhibition, *Quentin Blake: Illustrating Verse*, opens at Kirkby Gallery in early 2022 as part of a series of events for Knowsley Liverpool City Region Borough of Culture. The exhibition will then travel to The Dick Institute in Kilmarnock, along with a complementary exhibition on Quentin Blake's book cover design to be hosted by partner organisation The Baird Institute, with further tour dates planned.

*The BFG in Pictures* exhibition continues its UK-wide tour, showing at St Alban's Cathedral; Flax Gallery, Co Antrim; Gala Gallery, Durham; Grosvenor Museum, Chester; Knole House, Sevenoaks; North Hertfordshire Museum, Hitchin; and Northampton Museum & Art Gallery.

*Raymond Briggs: A Retrospective* tours to Kirkcudbright Galleries in Dumfries and Galloway and The Bowes Museum in County Durham.

We are launching an online platform that will gather examples of illustration from collections across the UK to create an accessible one-stop hub for researchers, teachers and those seeking visual inspiration.

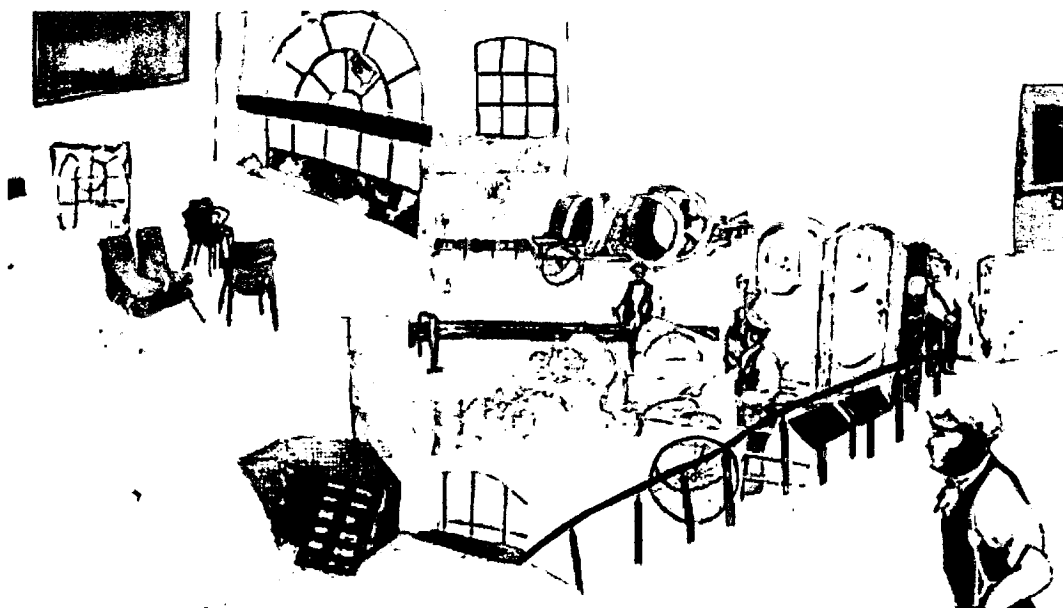
## **Nurturing talent, innovation and diversity**

### **Commissions and residencies**

Our annual residency programme evolved into the Engine House Residency and Engine House Graduate Micro Residency, and invited illustrators to create new work based on independent research into New River Head and its history. We encouraged projects proposing to explore histories that are under-represented in current published material on the New River and the societal practices that it changed.

Our first residents were Laura Copsey and Philip Crewe. Their research focused on the early history of the New River and the early industries and superstitions associated with water in Clerkenwell. They found the names of three people and created a collection of storied objects based on their lives, rooted in both archival research and speculation. The pair combined fact and fiction as a means to represent the histories of women and working-class people who were affected by the New River but whose lives and material culture are little documented.

In September we awarded our first Micro Residency to recent Royal College of Art graduate Sharpay (Chenyuè) Yuán. Over 10 days, Yuán visited the site to create observational drawings and undertook archival and picture research. She created a digital 'scroll' that documents the current state of New River Head ahead of its transformation, layered with historic text and visual references to its past as a duck pond and working industrial site.



### **Courses, masterclasses and talks**

We ran 17 courses and 10 masterclasses online, with a total of 418 participants. Our first in-person class since the pandemic began saw a group of participants sketching on-site at New River Head.

Courses and masterclasses offered a mixture of established topics taught by our longstanding team of freelance illustrator-educators – on picture books, graphic novels and illustrating people, plants and animals – and new topics including illustration and wellbeing, and visual note-taking. Many participants told us they appreciated being able to participate without the need to travel to London.

“One of the best decisions I made in 2021 was to take Joanna Layla’s class at House of Illustration, which kick-started my dormant creative process and introduced me to the world of fashion illustration.”

Illustrating Fashion participant

“I got a boost of inspiration, learned more about streamlining my process, and really enjoyed working on my illustrations in the class.”

Creative Non-Fiction participant

“Siôn is a consistently great tutor who shows so many techniques for you to explore and find own route... The balance between practical sketching and teaching was just right.” Urban Sketching participant





## Professional development

We ran four online professional development events, including two sold-out online events on 'Understanding the Children's Book Industry' in partnership with Orange Beak.

We established a new relationship with the University of Derby, delivering a tailored professional development event for their Year 2 and 3 illustration students. The positive feedback led us to deliver a version for the public in October called 'Finding your USP as an Illustrator' highlighting practitioners who have made their personal creative interests into professional careers.

New workshop 'Fine Lines: Illustrating Diversity' was hosted by Jhinuk Sarkar and Amberlee Green and explored identity, visibility and representation in illustration.

Several steps were taken to improve the accessibility of these events including adding a concessionary ticket option, using live transcription, and making playback recordings available.

"I've been to a LOT of online talks over lockdown, and this has honestly been one of the best." Understanding the Children's Book Industry attendee

"Not only was all of the information useful and relevant, but everybody was so inspiring."

Understanding the Children's Book Industry attendee

"The diversity of the speakers' profiles made the entire workshop very rich and interesting. Each speaker brought something very specific to the table."



## Finding your USP as an Illustrator attendee

### Pathways

Pathways Into Children's Publishing is a training and mentoring programme for aspiring picture book makers from diverse backgrounds. It was created in partnership with Pop-Up Projects and delivered as a collaborative pilot for its first 18-month phase.

The Pathways pilot aimed to increase diversity of representation in children's publishing, training a cohort of mentees from groups underrepresented in illustration. Mentees attended illustration and writing classes, received professional development training and benefited from portfolio reviews and individual mentoring with activities adapted for online delivery during the pandemic. It was delivered in partnership with 25 publisher and university affiliates from across the UK.

Mentees described Pathways as "life-changing" and several Pathways alumni are now represented by agents and have had their work commissioned by publishers including Macmillan, Penguin, Scholastic and Simon and Schuster.

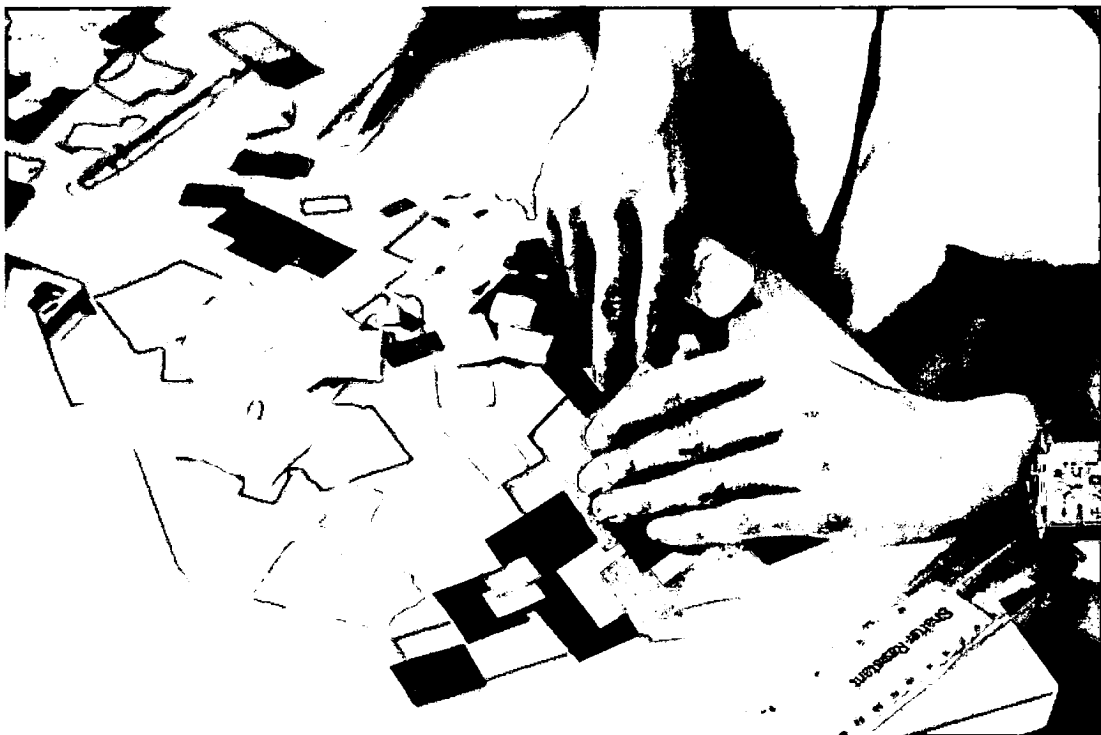
Pathways has made an important inroad into addressing the lack of representation in children's publishing in the UK. Pop Up Projects will take the scheme forward as part of their core programme (which focuses on children's literature), while we will take the learning from the programme into its broader programmes with emerging illustrators working in different fields.



### **What's next**

We will exhibit the work of our 2021 Engine House residents online and at New River Head as part of our programme for Open House London festival 2022, enabling visitors to see their research in dialogue with the site. We will continue our Engine House Residency and Graduate Microresidency programme, this time inviting illustrators to respond to the history of the New River and its legacy. We will showcase the outcomes of these residencies online and, where possible, at the New River Head Viewing Platform

The Covid 19 pandemic, and fluctuations in related restrictions and infection rates, have significantly impacted engagement with courses and masterclasses. Following audience research, we will adapt in response to the changing context of adult online learning, piloting new formats like shorter courses and larger-scale events, and evaluating new marketing channels. We will deliver our first in-person courses since 2020 as summer schools in August 2022. We will strengthen our focus on supporting illustrators from under-represented backgrounds and celebrating the range of contemporary illustration, particularly innovative practice. To support this we will develop new partnerships and offer low-cost and free options to targeted audiences.



## **Community engagement**

### **Community and family activities**

We collaborated with ELCAF (East London Comic Arts Festival) and illustrator Nick White to produce Creative Prompt Cards, a resource to be used by families, community groups or in schools to stimulate creative ideas for projects.

White designed the cards and produced a series of short videos, and slideshow resources to be used at home and in schools and community spaces. The online family resources achieved 1,081 page views between their July launch and the end of 2021.

### **Working with isolated and underserved communities**

We continued our long-term partnership with local organisation All Change Arts, collaborating on a series of illustrated poetry projects with isolated older people and care home residents.

The first of these was Going Places, the result of a series of online and outdoor workshops at Mildmay Park care home in Islington. All Change Associate Artist Francesca facilitated poetry writing workshops with residents on the theme of memories and journeys. We then commissioned illustrators Joanna Layla, Ben Connors and Jhinuk Sarkar to produce illustrations to accompany the poems. These are now printed, framed and mounted on the care home's walls for residents, staff and visitors to enjoy.

The second was Cards for Carers, in which we created cards to send to over 200 care workers. Poems in the cards were written by older Islington residents accompanied by illustrations by Toya Walker, Grace Holliday and Grace Attlee.

In October, we worked with new partners at The Peel Institute and London Metropolitan Archives to launch a new project, 'Our Clerkenwell'. Over eight weeks, illustrator Siôn Ap Tomos delivered a series of illustration workshops for local older residents, exploring their memories of the area and historic photographs from the archives at the LMA.

House of Illustration  
Trustees' Report  
for the year ended 31 December 2021

Siôn shared watercolour, ink, pencil, pen and observation techniques and created a fold-out map of Clerkenwell from the participants' illustrations and their written recollections. The map will be printed and distributed via Islington libraries, cultural and community centres, and within the EC1 community newspaper in 2022.

"I was very at ease with Siôn. He helped bring back many memories, which I enjoyed reflecting on when I got home." Our Clerkenwell participant

"I feel proud and happy with the map, I can't wait to show my friends and family – all from Clerkenwell." Our Clerkenwell participant



## **Heritage**

We opened New River Head to the public for the first time during Open House Festival 2021 – London's largest celebration of architecture, design, engineering and public space. In addition to our own programme of tours, we collaborated with local association Islington Guided Walks to deliver a series of walks on the history of water in Clerkenwell. More than 200 people visited the site.

Demand for tickets was high and completely booked out within hours of going live. 48 people secured their place online, 80% of which exceeded expectations for a free event.

On the day we received steady interest from curious local residents, passers-by and Open House Festival visitors and reallocated spare places to them as far as possible.

"I was excited about learning about the history of the site as well as how it's going to be transformed into such an exciting new space" Tour attendee

"I'll definitely be taking people here once you open! (I'm a tour guide)" Tour attendee



### **What's next?**

As we work towards the development of the new Centre, we will build on existing partnerships in our community with The Peel Institute and All Change. We will appoint a new Community Illustrator, whose role will be to co-develop partnership projects that contribute to the design of the new Centre and its programmes. These projects will include site-specific heritage interpretation created with and for families.

In September 2022, we will deliver a programme of onsite heritage activity as part of Open House festival and Heritage Open Days. This activity will include exhibitions, consultation and tours.



## **Empowering young illustrators through their schools**

### **School workshops**

In response to the pandemic, we re-developed our schools offer from gallery-based workshops to an in-school offer that will be launched in 2022.

Our 3-year School Illustrator in Residence programme concluded with the residencies of Natasha Natarajan at Bell Lane Primary School in Barnet from January – March 2021 and Skye Baker at Acland Burghley Secondary School in Camden from September – December 2021.

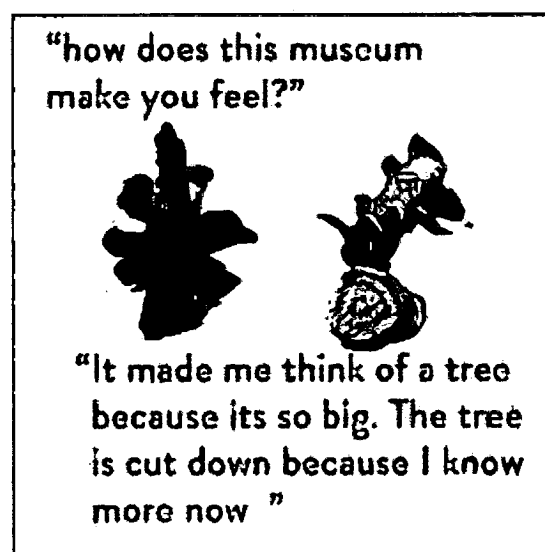
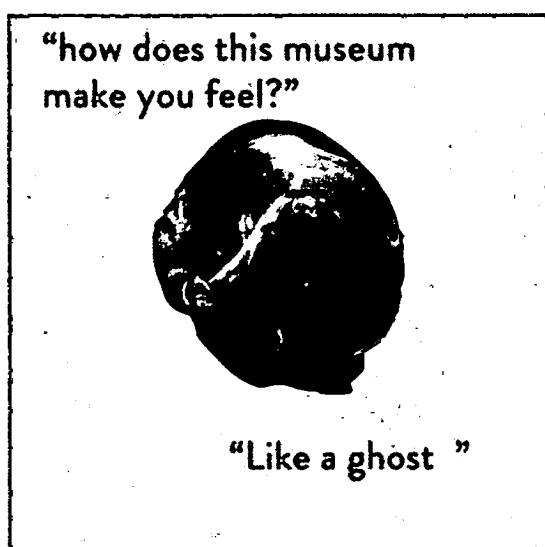
Natarajan used illustration to explore school values with 60 Year 3 students. Due to lockdown restrictions, her sessions were delivered remotely via instructional videos, remote live teaching and digital resources. The students created a series of comic books about collaboration, respect and empathy.

“Natasha was amazing and inspired the children. She went above and beyond to support the children. Can we be a partner school and be involved every year?” Head Teacher, Bell Lane Primary School

Baker worked with 40 students in years 8, 9, 12 and 13, introducing them to the idea of decolonising the curriculum and museums. The students created a series of books on the importance and value of collective histories.

“The project was delivered to our school and school representatives in a professional and highly organised way... It has been enjoyable and a fantastic experience working with House of Illustration. We would most happily work with this organisation again.” Art Lead teacher, Acland Burghley Secondary School





### Supporting teachers

As pandemic-related disruption continued, we worked with illustrator-educator Toya Walker to produce a set of digital resources that teachers could use both online and in the classroom, launched as part of Islington Council's 11 x 11 Festival. Let's Illustrate is a pack of four teaching resources with step-by-step activity videos. Three of these were for primary schools (Character Design, Sequential Illustration, and Wellbeing) and one was for secondary schools (Fashion Illustration). We commissioned eight illustrators to film themselves talking about and demonstrating their practice, in order to inspire students who might otherwise be unlikely to visualise themselves in a creative career.

We produced a version of our Creative Prompt Cards resource for teachers. These achieved 651 page views from their July-December 2021.

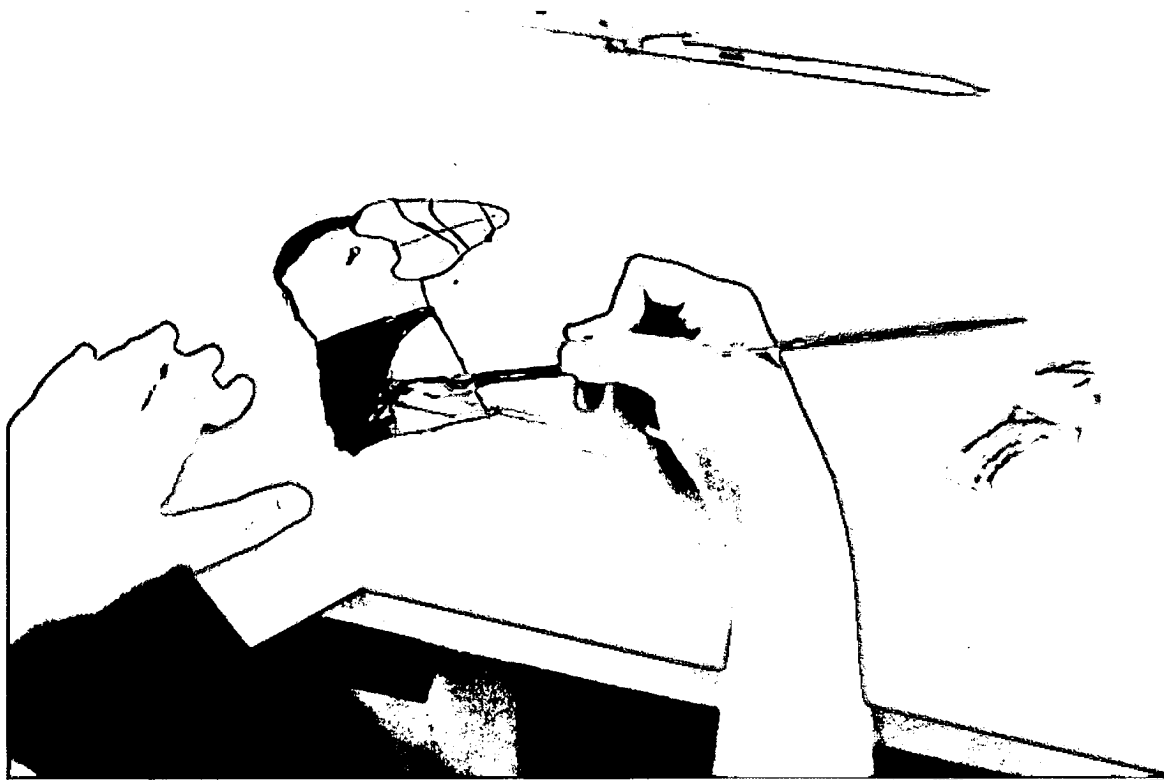
Cubitt Artists and Islington Council commissioned us to create a CPD session for primary school teachers on using illustration to teach the topic of migration for 12 teachers.

"My mind was blown, I've never experienced anything like this before. This rich afternoon will be treasured in my practice and hopefully I'll be able to get other people as inspired and excited about it all as I was when I walked out this afternoon." CPD participant

### **What's next?**

Our new in-school workshops programme will be launched, with the aim of ten sessions delivered during 2022. The offer is being targeted at schools in Islington and in boroughs along the New River: Hackney, Haringey and Enfield. Longer-term we are exploring how we can work with secondary school art and design students to develop skills and open up pathways into careers that use illustration.

We will further develop and roll-out our Let's Illustrate teaching resources and CPD, developing a model for increased national engagement with illustration across the primary curriculum. We are exploring the potential to use touring exhibitions to spark greater engagement in local schools, developing a pilot resource and CPD session to accompany our Quentin Blake: Illustrating Verse exhibition.



## **Developing a sustainable business and operating model**

### **A new home at New River Head**

Major milestones were reached in the project to open up New River Head as the Quentin Blake Centre for Illustration. We submitted our application for planning and listed buildings consent in (a resolution to approve the proposals was passed by Islington Councillors in February 2022). Several foundational gifts were received, taking us to 38% of our £12m target by the end of the financial year. We are grateful for generous commitments from Sir Quentin Blake, the Roald Dahl Story Company and Dahl family, the Robert Gavron Charitable Trust, Richard and Jacqueline Worswick, and others.

We began developing the project to RIBA Stage 4, working with Tim Ronalds Architects who are leading a specialist team of structural and service engineers, acousticians and transport consultants, with Jayne Earnscliffe Associates advising on access.

Following our non-statutory consultation with local residents, we continued to keep them regularly updated and held tours for residents and local interest groups.



## **People and facilities**

Harry Hickmore joined us in July as Head of Fundraising and Campaigns and Kate Oliver joined in November as Head of Learning and Participation, replacing Emily Jost who left after 11 years developing and delivering our education programmes.

In October we established an office within the communications business Lansons in Farringdon, a short walk from the New River Head site, enabling hybrid working and in-person meetings.

With awareness of the New River Head site growing, and initiatives to welcome its first public visitors in more than seven decades, we updated safety and security measures. This included site risk assessments, new locks and steel shutters, and roof, contamination, and fire assessments.

## **Developing our funding model**

In 2021 £438,138 (2020: £430,102) was secured from fundraising from donations and grants towards revenue projects. Though still limited by the impact of the 2021 lockdown and dovetailing social distancing restrictions on the filming industry, £73,000 of income was generated from rental of New River Head for filming.

Notable philanthropy included an auction of 160 drawings generously donated by Sir Quentin Blake; continued support for our illustration residencies from the Barbara and Philip Denny Trust; the final year of a three-year programme with the John Lyon's Charity to support in-school residencies; a two-year funding agreement with John Ellerman Foundation to support the creation of our online collection.

We relaunched our Patrons programme with 14 members now making regular contributions to our annual programme of work.

Across 2020 and 2021 support from the Department of Digital, Culture, Media and Sport's Emergency and Culture Recovery Funds has totaled £115,104, helping the charity to mitigate the impact of the pandemic and deliver the community and schools work outlined above.

2021 also saw fundraising begin for building and construction work for the Centre. Roald Dahl Story Company and Richard and Jacqueline Worswick provided early foundational gifts; the Robert Gavron

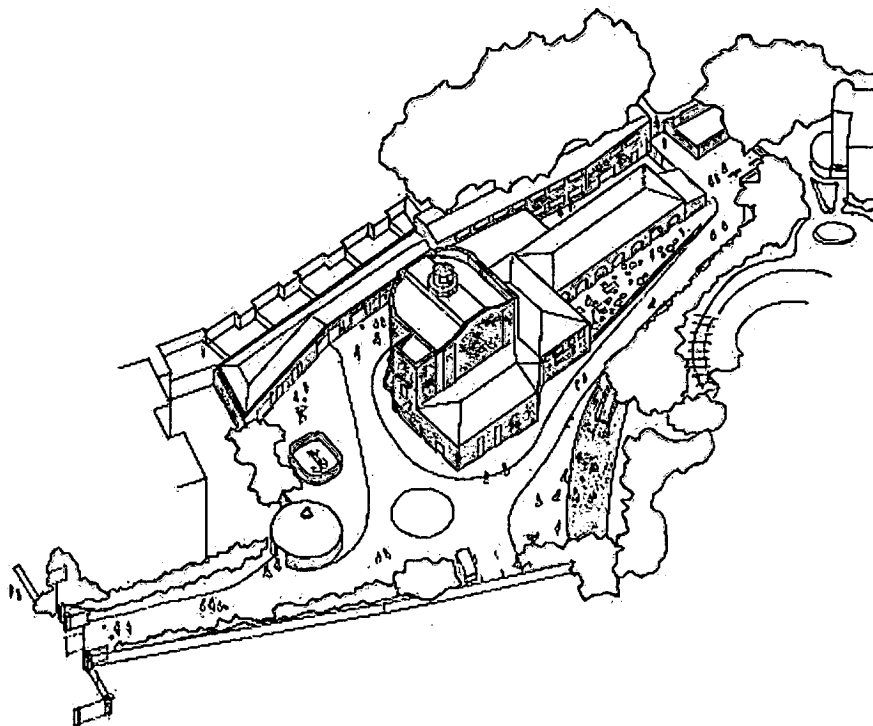
Charitable Trust began a three-year funding agreement. These gifts were supplemented with a range of smaller donations towards the project.

In April 2020 the Architectural Heritage Fund agreed to provide £1m finance for working capital. This has enabled the organisation to progress its plans for the Quentin Blake Centre, while sustaining revenue generation and mounting a capital campaign for construction costs. We have been in discussion with Charity Bank about a loan of up to £2m to repay the Architectural Heritage Fund and underwrite operating costs through the next few years.

### **What's next?**

With planning approval in place, we are working on securing the next £5-6mn needed to begin construction works, with the aim of opening the Quentin Blake Centre in 2024. A public fundraising campaign will launch in autumn 2022.

We will continue to consult and engage with local residents on plans for the new Centre, both to minimise disruption during construction and to ensure a strong sense of welcome, ownership and belonging.



**House of Illustration  
Trustees' Report  
for the year ended 31 December 2021**

**People**

**Trustees**

Peter Andrews

Dalwardin Babu OBE

Peter Barron

Richard Bawden

Nicholas Durbridge

Peter Fineman (until December  
2021)

Judy Gibbons (until March  
2022)

Tracey Harrison (joined  
December 2021)

Eleanor Head (joined September  
2022)

John Kampfner (Chair)

Dr Karyn Maier (until  
September 2022)

Joy Yamusangie

Claudia Zeff (Deputy Chair)

Sir Quentin Blake (until June  
2022)

Samantha Colt

Lauren Child MBE (until June  
2022)

Sarah Culshaw (until June  
2022)

House of Illustration  
Trustees' Report  
for the year ended 31 December 2021

**Supporters**

**Statutory funders**

Architectural Heritage Fund  
DCMS, HM Treasury and Arts  
Council England and the  
Culture Recovery Fund

**Trusts and foundations**

Fantastic Peach Foundation  
Roald Dahl Story Company and  
Dahl family  
Garfield Weston Foundation  
Robert Gavron Charitable Trust  
Clore Duffield Foundation  
John Ellerman Foundation  
John Lyon's Charity  
The Philip and Barbara Denny  
Trust  
Art Fund  
Atkin Charitable Foundation  
Fineman Family Trust  
The Philip and Irene Toll Gage  
Foundation

**Individual donors**

Richard & Jacqueline Worswick  
Barbara Bannister  
Mike Shipley & Philip Rudge  
Peter & Julia Barron  
Richard & Carolyn Bawden

Nicholas Berwin  
Samantha Colt  
Sarah Culshaw  
Nicholas & Linda Durbridge  
Michael & Margaret Fowle  
Judy Gibbons  
Jenny Higham & Ed Naylor  
John Kampfner & Lucy Ash  
Mike Kavanagh  
Sir Richard Lambert & Harriet  
Murray-Browne  
Patrick & Anne-Louise Janson-  
Smith  
The Mayerson Family  
Lucy Morris

**Founders**

Sir Quentin Blake  
Susan Brealey  
John and Amanda Burley  
Anthea Carver  
Rebecca Eastmond  
The Robert Gavron Charitable  
Trust  
Lord Grantchester  
Larissa Joy  
Joanna Lumley OBE  
Sir Alan and Lady Parker  
Jeremy Sacher  
Claudia Zeff and John Brown

Image credits: Peony Gent: Overlay exhibition © Ben Shmulevich, Community workshop © Rob Harris, New River Head © Justin Piperger, Quentin Blake and John Yeoman exhibition © Rolf Marriott, Peony Gent: Overlay exhibition © Brendan Bell, W.E.B. Du Bois: Charting Black Lives exhibition © House of Illustration, Lost Springs: Coming Spring detail © Sharpay (Chenyue) Yuan, Urban sketching workshop © House of Illustration, Feel the Intention © Amberlee Green, Somebody Crunched Colin © Hannah Jayne Lewin, Fashion illustration workshop © Rob Harris, Community workshop © Rob Harris, Open House festival © Sonny Malhotra, Community workshop © Rob Harris, Exploring Museums © Skye Baker and Acland Burghley students, School workshop © Rob Harris, Prospective foyer at Quentin Blake Centre for Illustration © Tim Ronalds Architects, Quentin Blake Centre for Illustration © Tim Ronalds Architects.

## **Reference and Administrative Details**

### **Method of appointment or election of Trustees**

The management of the company and the group is the responsibility of the Trustees who are elected and co-opted under the terms of the Memorandum and Articles of Association.

Company Registered Number 04484943

Charity Registration Number 1095210

Registered Office 75 Maygrove Road,  
London, NW6 2EG

Company Secretary Martin Saunders

### **Auditors**

Goldwins Limited, 75 Maygrove Road, London, NW6 2EG

### **Bankers**

HSBC, City of London Branch, 60, Queen Victoria Street, London,  
EC4N 4TR

### **Finance, Governance and Audit Committee**

Nicholas Durbridge (Chair), Josie Barton, Richard Bawden, John Kampfner.



## **Structure, governance and management**

House of Illustration is registered as a charitable company limited by guarantee (charity number 1095210) and was set up and is constituted by a Memorandum of Association on 09/07/02.

## **Charitable objects**

The objects of House of Illustration are to educate the public in the art of illustration, in particular by owning, managing and operating a space open to the public for the display and study of the works of illustrators and associated pictures, drawings, sketches and illustrations, works of literature, artefacts and objects d'art.

We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when renewing our aims and objectives and in planning our future activities.

## **Reserves policy**

House of Illustration's general reserves at 31 December 2021 were £909,315 loss reserves (2020: £844,596). The trustees are concerned to maintain an adequate level of reserves to enable House of Illustration to carry out its charitable objectives. The trustees consider that there is adequate assurance that House of Illustration can fund 2020's operating deficit and any such deficits arising in future years. More detail is provided in note 1(b) on going concern.

## **Risk Management**

The trustees have reviewed the major risks to which the charity is exposed and systems have been established to manage those risks. While this cannot provide absolute assurance, the trustees believe that the steps taken will enable House of Illustration to pursue its objectives.

**House of Illustration  
Trustees' Report  
for the year ended 31 December 2021**

No material uncertainties that may cast significant doubt about the ability of the company to continue as a going concern have been identified by trustees.

**Statement of trustees' responsibilities**

The Trustees (who are also directors of House of Illustration for the purposes of company law) are responsible for preparing the Trustees' 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. Under company law the Trustees must not approve the financial statements unless they are satisfied that they 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 apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- 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 are sufficient to show and explain the charitable company's transactions and 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.

### **Remuneration of key management personnel**

Staff pay and remuneration are reviewed annually by members of the Finance, Governance and Audit committee with recommendations made to the board. There are annual staff appraisals for all House of Illustration staff and any adjustments or changes to staff terms and conditions of employment or pay are recommended to the board by the Director.

### **Disclosure of information to auditor**

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- So far as that Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any information needed by the charitable company's auditor in connection with preparing its report and to establish that the charitable company's auditor is aware of that information.

### **Auditor**

A resolution for the reappointment of Goldwins as auditor of the House of Illustration for the ensuing year will be proposed at the forthcoming Annual General Meeting in accordance with section 495 of the Companies Act 2006.

This report was approved by the trustees on 31 October 2022 and signed on their behalf by John Kampfner, Chair.

*John Kampfner*

**Independent Auditor's Report**  
**To the members of**  
**House of Illustration**

**Opinion**

We have audited the financial statements of House of Illustration for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Balance Sheet, statement of cash flows and the related notes. 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).

**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 31 December 2021 and of its income and expenditure 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.

**Independent Auditor's Report  
To the members of  
House of Illustration**

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 directors with respect to going concern are described in the relevant sections of this report.

**Other information**

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

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

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

**Independent Auditor's Report**  
**To the members of**  
**House of Illustration**

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report (incorporating the directors' report) have been prepared in accordance with applicable legal requirements.

**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 Trustees' Annual Report.

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.

**Responsibilities of the trustees**

As explained more fully in the Trustees' Responsibilities Statement, 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 and for such internal control as they 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

Independent Auditor's Report  
To the members of  
House of Illustration

going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

**Our 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 are set out below.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
  - Detecting, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
  - Detecting of the risks of fraud and responding whether they have knowledge of any actual or suspected fraud;
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a

**Independent Auditor's Report**  
**To the members of**  
**House of Illustration**

fundamental effect on the operations of the charity from our professional and sector experience.

- We performed analytical procedures to detect any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [[www.frc.org.uk/auditorsresponsibilities](http://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 charity'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 charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

*Anthony Epton*

Anthony Epton (Senior Statutory Auditor)  
for and on behalf of

Goldwins Limited  
Statutory Auditor  
Chartered Accountants  
75 Maygrove Road  
West Hampstead  
London NW6 2EG  
Date: 31/10/2022



**House of Illustration**

**Consolidated Statement of Financial Activities**

(incorporating an income and expenditure account)

**For the year ended 31 December 2021**

	Note	Restricted Funds £	Unrestricted Funds £	2021 Total Funds £	2020 Total Funds £
<b>Income from:</b>					
Donations and legacies	3	481,345	367,513	848,858	392,333
Charitable activities	4	-	139,439	139,439	139,122
<i>Other trading activities:</i>					
Trading activities		-	73,443	73,443	73,886
Investments	5	-	13	13	116
<b>Total income</b>		<b>481,345</b>	<b>580,408</b>	<b>1,061,753</b>	<b>605,457</b>
<b>Expenditure on:</b>					
<i>Raising funds:</i>					
Voluntary income	6	-	72,526	72,526	41,626
Trading activities		-	1,797	1,797	104,179
Charitable activities	6	45,301	570,804	616,105	1,147,796
<b>Total expenditure</b>		<b>45,301</b>	<b>645,127</b>	<b>690,428</b>	<b>1,293,601</b>
<b>Net income / (expenditure) before net gains / (losses) on investments</b>		<b>436,044</b>	<b>(64,719)</b>	<b>371,325</b>	<b>(688,144)</b>
Net gains / (losses) on investments		-	-	-	-
<b>Net income / (expenditure) for the year</b>	7	<b>436,044</b>	<b>(64,719)</b>	<b>371,325</b>	<b>(688,144)</b>
Transfers between funds		-	-	-	-
<b>Net movement in funds</b>		<b>436,044</b>	<b>(64,719)</b>	<b>371,325</b>	<b>(688,144)</b>
<b>Reconciliation of funds:</b>					
Total funds brought forward		2,992,688	(844,596)	2,148,092	2,836,236
<b>Total funds carried forward</b>		<b>3,428,732</b>	<b>(909,315)</b>	<b>2,519,417</b>	<b>2,148,092</b>

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above.

The attached notes form part of these financial statements.

**House of Illustration**  
**Balance sheet**  
**As at 31 December 2021**

	Note	Group 2021 £	Group 2020 £	Charity 2021 £	Charity 2020 £
<b>Fixed assets:</b>					
Tangible assets	10	3,298,034	3,120,129	3,298,034	3,120,129
Investments	11	-	-	1	1
		<u>3,298,034</u>	<u>3,120,129</u>	<u>3,298,035</u>	<u>3,120,130</u>
<b>Current assets:</b>					
Debtors	12	365,369	241,559	700,026	472,463
Cash at bank and in hand		<u>452,978</u>	<u>191,149</u>	<u>437,969</u>	<u>160,209</u>
		818,347	432,708	1,137,995	632,672
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	13	<u>(366,964)</u>	<u>(534,745)</u>	<u>(366,922)</u>	<u>(359,706)</u>
<b>Net current assets</b>		<u>451,383</u>	<u>(102,037)</u>	<u>771,073</u>	<u>272,966</u>
<b>Liabilities:</b>					
Creditors: amounts falling due after one year	14	<u>(1,230,000)</u>	<u>(870,000)</u>	<u>(1,230,000)</u>	<u>(870,000)</u>
<b>Total net assets</b>		<u>2,519,417</u>	<u>2,148,092</u>	<u>2,839,108</u>	<u>2,523,096</u>
<b>Funds</b>	15				
Restricted funds		3,428,732	2,992,688	3,428,732	2,992,688
Unrestricted funds:					
General funds		<u>(909,315)</u>	<u>(844,596)</u>	<u>(589,624)</u>	<u>(469,592)</u>
<b>Total funds</b>		<u>2,519,417</u>	<u>2,148,092</u>	<u>2,839,108</u>	<u>2,523,096</u>

The financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Approved by the trustees on 31 October 2022.  
and signed on their behalf by:



John Kampfner  
Chair of Board of Trustees

Company registration no. 04484943

The attached notes form part of the financial statements.

**House of Illustration**

**Consolidated Statement of cash flows**

**For the year ended 31 December 2021**

	<b>Note</b>	<b>2021</b> <b>£</b>	<b>2021</b> <b>£</b>	<b>2020</b> <b>£</b>	<b>2020</b> <b>£</b>
<b>Cash flows from operating activities:</b>					
Net cash provided by / (used in) operating activities	<b>17</b>		<b>80,192</b>		<b>(529,842)</b>
<b>Cash flows from investing activities:</b>					
Interest/ rent/ dividends from investments		-		-	
Sale/ (purchase) of fixed assets		<b>(178,363)</b>		<b>(247,818)</b>	
<b>Cash provided by / (used in) investing activities</b>			<b>(178,363)</b>		<b>(247,818)</b>
<b>Cash flows from financing activities:</b>					
Cash inflows from new borrowing		<b>400,000</b>		<b>885,000</b>	
Cash outflows from repaid borrowing		<b>(40,000)</b>		-	
<b>Cash provided by / (used in) financing activities</b>			<b>360,000</b>		<b>885,000</b>
<b>Change in cash and cash equivalents in the year</b>			<b>261,829</b>		<b>107,340</b>
Cash and cash equivalents at the beginning of the year			<b>191,149</b>		<b>83,809</b>
Change in cash and cash equivalents due to exchange rate movements			-		-
<b>Cash and cash equivalents at the end of the year</b>	<b>18</b>		<b>452,978</b>		<b>191,149</b>

**House of Illustration**  
**Notes to the financial statements**  
**For the year ended 31 December 2021**

---

**1 Accounting policies**

**a) Basis of preparation**

The financial statements have been prepared in accordance with 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 2015) - (Charities SORP FRS 102) and the Companies Act 2006.

The charitable company meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

**b) Going concern**

In 2020 House of Illustration raised a £1 million loan facility from Architectural Heritage Fund to cover the costs of obtaining planning permission for the redevelopment of its new site at New River Head and its operating costs while doing so. In February 2022 the Islington Planning Committee resolved to grant planning and listed building consent for the proposed redevelopment subject to conditions and a s106 legal agreement being signed. In September 2022, Architectural Heritage Fund extended the repayment date of its loan facility to 30th November 2022 to allow House of Illustration further time to raise replacement finance. House of Illustration is in advanced negotiations with a new finance provider who has indicated that it is willing to lend nearly £2 million, £1 million as soon as planning consent and s106 are finalised, to enable House of Illustration to repay Architectural Heritage Fund, with the balance to be made available on reaching certain fundraising targets. Architectural Heritage Fund is party to the discussions with the new finance provider and has indicated that it will not call in its loan on the due date pending the imminent finalisation of planning, s106 and the new financing. In the first quarter of 2022, House of Illustration received a £1 million unrestricted donation from a longstanding supporter which will help to fund its operating deficit during the redevelopment of New River Head. House of Illustration's ability to fund its accumulated operating deficit at 31st December 2021, and any such deficits arising in future years, and to repay debt is further assured through a generous bequest. Accordingly, the trustees consider that there are no material uncertainties about the group's ability to continue as a going concern.

In common with many charities, House of Illustration relies upon fundraising events and donations for a substantial part of its annual income. Inevitably, there is some uncertainty in estimating these amounts and, accordingly, the trustees take a prudent view of them when considering the group's cash flow projections.

**c) Basis of consolidation**

These financial statements consolidate the results of the charity and its wholly-owned subsidiary House of Illustration Trading Company Limited on a line by line basis. Transactions and balances between the charity and its subsidiary have been eliminated from the consolidated financial statements. Balances between the companies are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act, 2006.

**d) Income**

Incoming resources are recognised in the period in which the group is entitled to receive them and the amount can be measured with reasonable certainty and it is probable that income will be received. Income is deferred only when the group has to fulfil conditions before becoming entitled to it or where the donor or funder has specified that the income is to be expended in a future accounting period.

Grants from government and other agencies have been included as income from activities in furtherance of the group's objectives where these amount to a contract for services, but as donations where the money is given in response to an appeal or with greater freedom of use, for example monies for core funding.

**e) Expenditure**

Expenditure is included in the statement of financial activities when incurred and includes attributable VAT which cannot be recovered.

Expenditure comprises the following:

- a. The costs of activities in furtherance of the charity's objectives comprise expenditure on the charity's primary charitable purposes as described in the trustees' report.
- b. The costs of raising funds comprises the expenditure incurred by the trading company and the charity and consists of salaries, direct costs and overheads.
- c. Support costs represent indirect charitable expenditure. In order to carry out the primary purposes of the group it is necessary to provide support in the form of financial procedures, provision of office services and equipment and a suitable working environment. Salary costs have been allocated based on staff time.

**House of Illustration**  
**Notes to the financial statements**  
**For the year ended 31 December 2021**

---

**1. Accounting policies (continued)**

**f) Tangible fixed assets**

Assets costing in excess of £250 and with an expected useful life exceeding one year are capitalised.

Depreciation is charged on these assets at the following annual rates in order to write them off over their estimated useful lives:

Long Term Leasehold Property	Over the period of the lease
Fixtures & Fittings	25% straight line
Computer equipment	20% straight line
Other fixed assets	20% straight line

No Depreciation is provided for New River Head lease, since the trustees believe it to be appreciating in value.

**g) Investments**

Investment in the subsidiary company is stated in the charity at cost.

**h) Stocks**

Stocks are valued at lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

**i) Leased assets**

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged to the statement of financial activities on a straight line basis over the life of the lease.

Assets purchased under hire purchase agreements are capitalised as fixed assets. Obligations under such agreements are included in creditors. Charges are written off to the SOFA over the period of the agreement so as to produce a constant periodic rate of charge.

**j) Fund accounting**

The unrestricted fund comprises those monies which may be used towards meeting the charitable objectives of the group and which may be applied at the discretion of the trustees.

The restricted funds are monies raised for, and their use restricted to, a specific purpose, or donations subject to donor-imposed conditions.

**House of Illustration**  
**Notes to the financial statements**  
**For the year ended 31 December 2021**

**2 Detailed comparatives for the consolidated statement of financial activities**

	2020 Restricted Funds £	2020 Unrestricted Funds £	2020 Total Funds £
Income from:			
Donations and legacies	19,285	373,048	392,333
Charitable activities	37,769	101,353	139,122
<i>Other trading activities:</i>			
Trading activities	-	73,886	73,886
Investment income	-	116	116
<b>Total income</b>	<b>57,054</b>	<b>548,403</b>	<b>605,457</b>
Expenditure on:			
<i>Raising funds:</i>			
Voluntary income	-	41,626	41,626
Trading activities	-	104,179	104,179
Charitable activities	164,664	983,132	1,147,796
<b>Total expenditure</b>	<b>164,664</b>	<b>1,128,937</b>	<b>1,293,601</b>
Net income / (expenditure) before net gains / (losses) on investments	(107,610)	(580,534)	(688,144)
Net gains / (losses) on investments	-	-	-
Net (expenditure) for the year	(107,610)	(580,534)	(688,144)
Transfers between funds	-	-	-
Net movement in funds	(107,610)	(580,534)	(688,144)
Reconciliation of funds:			
Total funds brought forward	3,100,298	(264,062)	2,836,236
Total funds carried forward	2,992,688	(844,596)	2,148,092

**3 Income from donations and legacies**

	Restricted Funds £	Unrestricted Funds £	2021 Total Funds £	2020 Total Funds £
Trusts & Foundations and Individual donations	481,345	330,627	811,972	304,970
Furlough grant	-	36,886	36,886	87,363
	<b>481,345</b>	<b>367,513</b>	<b>848,858</b>	<b>392,333</b>

**4 Income from charitable activities**

	Restricted Funds £	Unrestricted Funds £	2021 Total Funds £	2020 Total Funds £
Exhibition admissions, touring fees and education and event programme	-	139,439	139,439	139,122
<b>Total Income from charitable activities</b>	<b>-</b>	<b>139,439</b>	<b>139,439</b>	<b>139,122</b>

**5 Investments**

	Restricted Funds £	Unrestricted Funds £	2021 Total Funds £	2020 Total Funds £
Interest	-	13	13	116
	<b>-</b>	<b>13</b>	<b>13</b>	<b>116</b>

House of Illustration  
Notes to the financial statements  
For the year ended 31 December 2021

6 Analysis of expenditure

	Cost of raising funds				2021 Total £	2020 Total £
	Charitable activities £	Voluntary income £	Trading activities £	Support costs £		
Staff costs	267,199	68,833	1,837	66,880	404,749	462,484
Pension costs	-	-	-	10,075	10,075	8,970
Fundraising costs	-	3,693	-	-	3,693	1,690
Retail costs including cost of sales	-	-	(40)	-	(40)	62,702
Exhibitions	61,361	-	-	-	61,361	70,972
Education	75,323	-	-	-	75,323	52,666
IT and website	-	-	-	14,925	14,925	13,887
Public Programme	2,626	-	-	-	2,626	3,271
Admin and operating costs	4,265	-	-	86,713	90,978	92,273
Premises	-	-	-	8,923	8,923	283,003
Marketing and communications	-	-	-	5,775	5,775	21,730
Irrecoverable VAT	-	-	-	4,056	4,056	45,049
Depreciation	-	-	-	458	458	7,942
Profit and loss on sale of assets	-	-	-	-	-	7,431
Impairment losses	-	-	-	-	-	150,226
Audit and Accountancy	-	-	-	7,526	7,526	9,305
	<b>410,774</b>	<b>72,526</b>	<b>1,797</b>	<b>205,331</b>	<b>690,428</b>	<b>1,293,601</b>
Support costs	205,331	-	-	(205,331)	-	-
<b>Total expenditure 2021</b>	<b>616,105</b>	<b>72,526</b>	<b>1,797</b>	<b>-</b>	<b>690,428</b>	
<b>Total expenditure 2020</b>	<b>1,147,796</b>	<b>41,626</b>	<b>104,179</b>	<b>-</b>	<b>1,293,601</b>	

Analysis of expenditure  
Prior year

	Cost of raising funds				2020 Total £	2019 Total £
	Charitable £	Voluntary	Trading £	Support £		
Staff costs	321,059	39,936	41,477	60,012	462,484	490,783
Pension costs	-	-	-	8,970	8,970	8,345
Fundraising costs	-	1,690	-	-	1,690	90
Retail costs including cost of sales	-	-	62,702	-	62,702	92,718
Exhibitions	70,972	-	-	-	70,972	180,272
Education	52,666	-	-	-	52,666	80,148
IT and website	-	-	-	13,887	13,887	16,272
Public Programme	3,271	-	-	-	3,271	13,061
Admin and operating costs	3,023	-	-	89,250	92,273	89,821
Premises	261,805	-	-	21,198	283,003	189,349
Marketing and communications	-	-	-	21,730	21,730	38,315
Irrecoverable VAT	-	-	-	45,049	45,049	35,955
Depreciation	-	-	-	7,942	7,942	43,724
Profit and loss on sale of assets	-	-	-	7,431	7,431	-
Impairment losses	150,226	-	-	-	150,226	127,851
Audit and Accountancy	-	-	-	9,305	9,305	16,174
	<b>863,022</b>	<b>41,626</b>	<b>104,179</b>	<b>284,774</b>	<b>1,293,601</b>	<b>1,422,878</b>
Support costs	284,774	-	-	(284,774)	-	-
<b>Total expenditure 2020</b>	<b>1,147,796</b>	<b>41,626</b>	<b>104,179</b>	<b>-</b>	<b>1,293,601</b>	
<b>Total expenditure 2019</b>	<b>1,224,760</b>	<b>55,920</b>	<b>142,198</b>	<b>-</b>	<b>1,422,878</b>	

**House of Illustration**  
**Notes to the financial statements**  
**For the year ended 31 December 2021**

**7 Net income / (expenditure) for the year**

This is stated after charging / (crediting):

	2021	2020
	£	£
Depreciation	458	7,942
Auditor's remuneration:		
Audit fees net of VAT	7,500	7,500

**8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2021	2020
	£	£
Salaries and wages	373,442	433,118
Social security costs	31,307	29,366
Employer's contribution to defined contribution pension schemes	10,075	8,970
	<u>414,824</u>	<u>471,454</u>

The following number of employees received employee benefits (excluding employer pension) during the year between:

	2021	2020
	No.	No.
£70,000 -£79,000	1	-

The total employee benefits including pension contributions of the key management personnel were £87,727 (2020: £61,246 ).

The charity trustees were not paid and did not receive any other benefits from employment with the charity or its subsidiary in the year (2020: £nil). Neither were they reimbursed expenses during the year (2020: £nil). No charity trustee received payment for professional or other services supplied to the charity (2020: £nil).

**Staff numbers**

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2021	2020
	No.	No.
Charitable activities	13	12
	<u>13</u>	<u>12</u>

**9 Taxation**

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.



House of Illustration  
Notes to the financial statements  
For the year ended 31 December 2021

10 Group Tangible fixed assets	Long Term Leasehold Property	Fixtures & Fittings	Computer equipment	Other fixed assets	Total
	£	£	£	£	£
<b>Cost</b>					
At the start of the year	3,554,614	-	-	57,760	3,612,374
Additions in year	173,668	-	4,695	-	178,363
Disposals in year	(434,485)	-	-	(57,760)	(492,245)
At the end of the year	<u>3,293,797</u>	<u>-</u>	<u>4,695</u>	<u>-</u>	<u>3,298,492</u>
<b>Depreciation</b>					
At the start of the year	434,485	-	-	57,760	492,245
Charge for the year	-	-	458	-	458
Impairment losses	-	-	-	-	-
Eliminated on disposal	(434,485)	-	-	(57,760)	(492,245)
At the end of the year	<u>-</u>	<u>-</u>	<u>458</u>	<u>-</u>	<u>458</u>
<b>Net book value</b>					
At the start of the year	<u>3,120,129</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>3,120,129</u>
At the end of the year	<u>3,293,797</u>	<u>-</u>	<u>4,237</u>	<u>-</u>	<u>3,298,034</u>
<b>Charity Tangible fixed assets</b>					
	£	£	£	£	£
<b>Cost</b>					
At the start of the year	3,120,129	-	-	57,760	3,177,889
Additions in year	173,668	-	4,695	-	178,363
Disposals in year	-	-	-	(57,760)	(57,760)
At the end of the year	<u>3,293,797</u>	<u>-</u>	<u>4,695</u>	<u>-</u>	<u>3,298,492</u>
<b>Depreciation</b>					
At the start of the year	-	-	-	57,760	57,760
Charge for the year	-	-	458	-	458
Eliminated on disposal	-	-	-	(57,760)	(57,760)
At the end of the year	<u>-</u>	<u>-</u>	<u>458</u>	<u>-</u>	<u>458</u>
<b>Net book value</b>					
At the start of the year	<u>3,120,129</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>3,120,129</u>
At the end of the year	<u>3,293,797</u>	<u>-</u>	<u>4,237</u>	<u>-</u>	<u>3,298,034</u>

**House of Illustration**  
**Notes to the financial statements**  
**For the year ended 31 December 2021**

**11 Investments**

**Quentin Blake Centre Trading Company Ltd**

At 31 December 2021 House of Illustration owned the entire called up share capital of 1 ordinary £1 shares in Quentin Blake Centre Trading Company Ltd, a company incorporated in the United Kingdom.

	2021 £	2020 £
Turnover	73,443	73,886
Cost of sales	40	(63,904)
Gross profit	73,483	9,982
Administration expenses	(3,164)	(299,404)
Operating profit	70,319	(289,422)
Interest payable	(15,000)	(15,000)
Profit before tax	55,319	(304,422)
Tax on (loss)/profit	-	-
Profit after tax	55,319	(304,422)
Retained earning at the beginning of the year	(375,010)	(70,588)
Retained in subsidiary	(319,691)	(375,010)

At 31 December 2021, the aggregate of the share capital and reserves of Quentin Blake Centre Trading Company Ltd amounted to £319,691 deficit (2020 - £375,010 deficit).

**12 Debtors**

	Group 2021 £	Group 2020 £	Charity 2021 £	Charity 2020 £
<b>Due within one year</b>				
Trade debtors	18,957	6,446	2,732	2,190
Amount due from subsidiary	-	-	350,882	235,160
Other debtors	105,752	8,419	105,752	8,419
Prepayments and accrued income	240,660	226,694	240,660	226,694
	<u>365,369</u>	<u>241,559</u>	<u>700,026</u>	<u>472,463</u>

**13 Creditors: amounts falling due within one year**

	Group 2021 £	Group 2020 £	Charity 2021 £	Charity 2020 £
Trade creditors	29,444	77,805	29,402	23,590
Taxation and social security	23,404	14,025	23,404	14,025
Other loans	280,000	280,000	280,000	280,000
Accruals and deferred income	34,116	162,915	34,116	42,091
	<u>366,964</u>	<u>534,745</u>	<u>366,922</u>	<u>359,706</u>

Other loans have interest charged at Bank of England Base Rate plus 2.25% amounting to 2.5% at year end and are repayable on demand. Deferred income of £23,445(2020: £Nil) is included within accruals and deferred income above.

**14 Creditors: amounts falling due after more than one year**

	Group 2021 £	Group 2020 £	Charity 2021 £	Charity 2020 £
Other loans	1,230,000	870,000	1,230,000	870,000
	<u>1,230,000</u>	<u>870,000</u>	<u>1,230,000</u>	<u>870,000</u>

Other loans include amounts lent to the charity interest-free by the trustees and a loan received from The Architectural Heritage Fund. The Architectural Heritage Fund Loan is secured over the New River Head Leasehold Property and interest paid between 4.25% to 5%. Please refer to note 22 concerning the refinancing and repayment date of the Architectural Heritage Fund loan.

House of Illustration  
Notes to the financial statements  
For the year ended 31 December 2021

15 Analysis of net assets between funds

	General Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds £
Tangible fixed assets	4,237	-	3,293,797	3,298,034
Current assets	403,412	-	414,935	818,347
Creditors due within one year	(86,964)	-	(280,000)	(366,964)
Creditors due more than one year	(1,230,000)	-	-	(1,230,000)
Net assets at the end of the year	<u>(909,315)</u>	<u>-</u>	<u>3,428,732</u>	<u>2,519,417</u>

Analysis of net assets between funds - prior year

	General Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total funds £
Tangible fixed assets	-	-	3,120,129	3,120,129
Current assets	280,149	-	152,559	432,708
Creditors due within one year	(254,745)	-	(280,000)	(534,745)
Creditors due more than one year	(870,000)	-	-	(870,000)
Net assets at the end of the year	<u>(844,596)</u>	<u>-</u>	<u>2,992,688</u>	<u>2,148,092</u>

16 Movements in funds

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
<b>Restricted funds:</b>					
Education	10,001	22,000	(28,801)	-	3,200
Exhibitions and Gallery	7,000	39,125	(7,000)	-	39,125
New Building Fund	2,975,687	410,720	-	-	3,386,407
Other	-	9,500	(9,500)	-	-
Total restricted funds	<u>2,992,688</u>	<u>481,345</u>	<u>(45,301)</u>	<u>-</u>	<u>3,428,732</u>
Total unrestricted funds	<u>(844,596)</u>	<u>580,408</u>	<u>(645,127)</u>	<u>-</u>	<u>(909,315)</u>
Total funds	<u>2,148,092</u>	<u>1,061,753</u>	<u>(690,428)</u>	<u>-</u>	<u>2,519,417</u>

Movements in funds - prior year

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
<b>Restricted funds:</b>					
Education	5,236	37,769	(33,004)	-	10,001
Clore Education Studio	66,665	-	(66,665)	-	-
Exhibitions and Gallery	50,435	14,285	(57,720)	-	7,000
New Building Fund	2,975,687	-	-	-	2,975,687
Other	2,275	5,000	(7,275)	-	-
Total restricted funds	<u>3,100,298</u>	<u>57,054</u>	<u>(164,664)</u>	<u>-</u>	<u>2,992,688</u>
Total unrestricted funds	<u>(264,062)</u>	<u>548,403</u>	<u>(1,128,937)</u>	<u>-</u>	<u>(844,596)</u>
Total funds	<u>2,836,236</u>	<u>605,457</u>	<u>(1,293,601)</u>	<u>-</u>	<u>2,148,092</u>

#### Purposes of restricted funds

##### Education

The fund includes a diverse range of projects, partnerships and commissions targeting specific beneficiaries and participants. These projects include our:

- Family and accessible family programmes
- Primary school programmes and projects
- Pathways programme
- Illustrators in schools programme

##### Exhibitions and Gallery

Funding for the 'George Him' exhibition and an online collection. Support was also given towards our 'Illustrator in Residence' programme and tour of the 'Journeys Drawn: Illustrating the Refugee crisis' exhibition.

##### New Building Fund

Donations financed the acquisition of our new permanent home, New River Head in 2019 and professional fees relating to design and development fees.

##### Other

Funding for our Gorkana press database.

#### 17 Reconciliation of net income / (expenditure) to net cash flow from operating activities

	2021 £	2020 £
<b>Net income / (expenditure) for the reporting period (as per the consolidated statement of financial activities)</b>	<b>371,325</b>	<b>(688,144)</b>
Depreciation	458	7,942
Impairment loss	-	150,226
(Increase)/ decrease in stock	-	46,048
(Increase)/ decrease in debtors	(123,810)	19,190
Increase/ (decrease) in creditors	(167,781)	(65,104)
<b>Net cash provided by / (used in) operating activities</b>	<b>80,192</b>	<b>(529,842)</b>

#### 18 Analysis of cash and cash equivalents

	At 1 January 2021 £	Cash flows £	Other changes £	At 31 December 2021 £
Cash at bank and in hand	191,149	261,829	-	452,978
<b>Total cash and cash equivalents</b>	<b>191,149</b>	<b>261,829</b>	<b>-</b>	<b>452,978</b>

## 19 Operating lease commitments

Total future minimum lease payments under non-cancellable operating leases are as follows:

	Group Property		Charity Property	
	2021	2020	2021	2020
	£	£	£	£
1 year	1	1	1	1
2 - 5 years	4	4	4	4
After more than 5 years	243	244	243	244
	<u>248</u>	<u>249</u>	<u>248</u>	<u>249</u>

## 20 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. Each member is liable to contribute a sum not exceeding £1 in the event of the charity being wound up.

## 21 Related party transactions

There are no related party transactions to disclose for the year.

## 22. Post balance sheet events

In the first quarter of 2022, House of Illustration received a £1 million unrestricted donation from a longstanding supporter which will help to fund its operating deficit during the redevelopment of New River Head.

In February 2022 the Islington Planning Committee resolved to grant planning and listed building consent for the proposed redevelopment subject to conditions and a s106 legal agreement being signed.

In September 2022, Architectural Heritage Fund extended the repayment date of its loan facility to 30th November 2022 to allow House of Illustration further time to raise replacement finance. House of Illustration is in advanced negotiations with a new finance provider who has indicated that it is willing to lend nearly £2 million, £1 million as soon as planning consent and s106 are finalised, to enable HOI to repay Architectural Heritage Fund, with the balance to be made available on reaching certain fundraising targets. Architectural Heritage Fund is party to the discussions with the new finance provider and has indicated that it will not call in its loan on the due date pending the imminent finalisation of planning, s106 and the new financing.