

Company Registration No: 03783095  
Charity Registration No: 1079257

**WORLD BOOK DAY LIMITED**  
(A company Limited by Guarantee)

**REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 30 JUNE 2019**

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

**WORLD BOOK DAY LIMITED**  
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**WORLD BOOK DAY LIMITED**  
**(A Company Limited by Guarantee)**

**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2019**

Company number: 03783095

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

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

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

Administrator: Alan Staton (Booksellers Association)

**Directors and trustees**

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

The trustees who have served since 30 June 2018 have been as follows:

Name	Date of appointment	Date of resignation
J Daunt	12 <sup>th</sup> January 2012	30 <sup>th</sup> June 2018
F Dow	22 <sup>nd</sup> July 2013	-
T E Godfray	7 <sup>th</sup> June 1999	6 <sup>th</sup> June 2019
S Lotinga	22 <sup>nd</sup> January 2016	-
R Russell	21 <sup>st</sup> November 2012	30 <sup>th</sup> June 2018
S Thompson	27 <sup>th</sup> September 2017	-
D Prescott	1 <sup>st</sup> July 2018	-
J Douglas	26 <sup>th</sup> September 2018	-
C Cowell	27 <sup>th</sup> September 2017	-
H Broadfoot	6 <sup>th</sup> June 2019	-
M J Halls	1 <sup>st</sup> July 2019	-

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**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2019**

The Trustees present their report and the audited financial statements of the charity for the year ended 30 June 2019. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable in the United Kingdom and Republic of Ireland published on 16 July 2014 (as amended by Update Bulletin 1 published on 2 February 2016), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Accounting Practice.

Since the company qualifies as 'small' under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required.

### **Structure, governance and management**

#### **Governing document**

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

#### **Appointment of trustees**

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

#### **Method of nominating**

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

#### **Trustee induction and training**

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

#### **Organisation**

The trustees are responsible for the overall administration of the charity and for making strategic decisions. Under the terms of the Articles of Association, the trustees must meet at least twice a year.

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

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

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**FOR THE YEAR ENDED 30 JUNE 2019**

**Organisation (continued)**

The charity has no employees but, in the planning for World Book Day 2019, contracted with a consultant to assist in the administration of the programme of events. Other consultants are engaged on an ad hoc basis to organise and promote specific projects. Staff employed by the Booksellers Association and the Publishers Association provide additional support and administration, free of charge to the charity. A leading public relations company is employed on a contract basis to promote the charity's activities.

**Related parties**

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

**Risk management**

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

**Objectives & activities**

The objective of the charity is the promotion of reading, especially to children and young people and their parents through schools, bookshops and media and to the wider public through the promotion and celebration of books and reading.

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

The main means through which the charity's objective is met is the organisation and promotion each year of a series of events designed to encourage reading by the public surrounding a designated day (in 2019, it was March 7) known as World Book Day.

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**FOR THE YEAR ENDED 30 JUNE 2019**

**Objectives & activities (continued)**

The focus and results of the specific events and promotions that comprised World Book Day 2019 are as follows:

**Our Mission**

To advance the education of the public, particularly by assisting in the promotion of reading for pleasure amongst children and young people.

**Our Vision**

To offer every child the opportunity to read and love books.

**How we do this**

**Accountability**

We will aspire to use our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

**Engagement**

We will aspire to increase and maximize the number of children and parents who are engaged in World Book Day and read for pleasure as a result.

**Partnerships**

We will seek to broaden the involvement of partnership organisations that help us to achieve our charitable goals and fundraising efforts.

**Promotion of reading**

We will ensure that World Book Day remains the Number One promotion of reading for pleasure to children each year.

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**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**Main objectives for World Book Day 2019**

To encourage reading amongst school and pre-school aged children.

**Strategies for achieving World Books Day objectives in 2019:**

- To produce and distribute £1 book tokens (€1.50 in Ireland) to school and pre-school aged children throughout the UK and Ireland
- To maintain a strong selection of specially produced £1/€1.50 books
- To ensure an offering of appropriate titles for Young Adults against which they could redeem their £1/€1.50 tokens
- To continue and develop Share a Story taking World Book Day beyond the school gate and into the home and the workplace to encourage reading for pleasure
- To enhance the £1 book tokens with a Matilda competition for children
- To create comprehensive tailored resource packs for schools and school children throughout the UK and Ireland
- To focus Share a Story Live to target four towns identified by the National Literacy Trust as areas of low literacy
- To establish new and develop existing partnerships with organisations such as the National Literacy Trust, the RNIB and Guide Dogs whilst continuing to support partner charities; Book Aid International and Read for Good (formerly Readathon)
- To extend WBD's presence in prisons to cover the whole of the country
- To create a 'look and feel' through the WBD 2019 designs that had diverse and inclusive appeal to children and young people and foregrounded the importance of reading and being read to
- To continue to develop the World Book Day website: [www.worldbookday.com](http://www.worldbookday.com) and increase social media reach

**The World Book Day 2019 5 POINT PLAN for putting SHARE A STORY at the top of the strategic agenda:**

1. To deliver a bigger, better, more focused campaign with diversity and accessibility at its heart
2. To increase participation with schools, bookshops, libraries, parents, children and engagement with the Share A Story message
3. To change the conversation about World Book Day – moving families away from dressing up to sharing a story
4. To change many lives by bringing the transformative power of reading for pleasure to life in key communities, getting more books into the hands of more children and young people who might not otherwise have access to them
5. To take World Book Day beyond the school gates and increase wider public awareness through industry-wide support and more corporate and public sector partners than ever before

**World Book Day Books**



6. 1,156,510 books 'sold' (redeemed for tokens or sold for cash) in the UK over a 9 week period
7. 1,146,172 'sold' (redeemed for tokens or sold for cash) in the UK & Ireland over a 7 week as per previous years' figures excludes 2 weeks sales from Ireland to be added – tbc by Nielsen
8. 1.19 million token redemptions

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**World Book Day Books (Continued)**

9. 1,400 chain and independent bookshops participating
10. 1,375 supermarket branches participating

**Comparison with Previous Years – UK & Ireland**

	UK	Ireland	UK & Ireland
<b>2012</b> 8 x titles	<b>787,855</b>	<b>51,878</b>	<b>839,733</b>
<b>2013</b> 8 x titles	<b>780,331</b>	<b>60,505</b>	<b>840,836</b>
<b>2014</b> 10 x titles	<b>780,600</b>	<b>53,221</b>	<b>833,821</b>
<b>2015</b> 10 x titles	<b>837,950</b>	<b>58,794</b>	<b>896,744</b>
<b>2016</b> 10 x titles	<b>789,738</b>	<b>58,008</b>	<b>847,746</b>
<b>2017</b> 10 x titles	<b>1,006,327</b>	<b>73,733</b>	<b>1,080,060</b>
<b>2018</b> 10 x titles	<b>1,000,184</b>	<b>56,448</b>	<b>1,056,632</b>
<b>2019</b> 13 x titles			<b>1,146,172</b>

*Source: Nielsen Bookscan*

Token Redemptions 1,187,358

**Previous Years**

2018	1,157,686
2017	1,239,976
2016	1,001,251
2015	1,010,693
2014	1,115,704
2013	1,207,759

**Share a Story**

- Massive growth of Share A Story brand
- Four Share a Story Live events in Dundee, Bradford, Swindon and Manchester. Low literacy areas identified by the National Literacy Trust reached 3,000 children
- 69% of children attending Manchester event said they would read more as a result
- Partnerships with over 35 organisations promoting Share a Story to employees and consumers
- High profile World Book Day Champions took the Share a Story message to their millions of fans and followers nationwide, including ESA astronaut Tim Peake, who launched the day urging the nation to share a story
- Launch event at school affected by Grenfell Tower. Attended by the Duchess of Cornwall
- Share A Story message promoted in the corridors of power with events at 10 Downing Street and increased engagement and awareness with MPs in the House of Commons
- 107 MPs attended drop-in photo call at Portcullis House
- 63% of pre-schools and nurseries used Share a Story as a theme (71% in 2018)
- 61% of primary schools used Share a Story as a theme (63% in 2018)
- 72% of pre-schools and nurseries promoted the 10-minute message (58% in 2018)
- 68% of primary schools used Share a Story as a theme (49% in 2018)

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**Share a Story (Continued)**

- 57% of pre-schools and nurseries felt an impact and changed the reading habits of pupil and parents (47% in 2018)
- 62% of primary schools felt an impact and changed the reading habits of pupil and parents (43% in 2018)

**Schools & Libraries**

- 57% of nurseries and 62% of primaries saw a change in reading habits as a result of promoting our 10-minute reading message
- 45,000 nursery, primary and secondary schools registered
- 10 million Share a Story stickers sent to schools, nurseries and bookshop
- 15 million tokens distributed
- 90% of Libraries registered to participate

**Young Adults**

- The **Reading is Power** campaign was a rallying call to inspire the young activists, artists, entrepreneurs and big thinkers of tomorrow to empower themselves through books, saying: **READ, GET POWERFUL**
- Created as part of a two year campaign, in conjunction with young people
- ReadioTV is an online book review show for young people, run by young people, where they discuss their favourite and most significant books. Students were encouraged to film on their smartphones and episodes were uploaded to the World Book Day IGTV channel

**Outreach & Partner Charities**

- 20,000 £1 books distributed to families via prisons – every prison in England and Wales
- 10,000 £1 books given away at 50 Premier League Match Days via WH Smith and the National Literacy Trust
- Nearly £400,000 raised for charity via Book Aid International (£95,236) and Read for Good (£303,089)

**Social Media**

- 275,000 tweets throughout March and 178,000 on World Book Day
- #WorldBookDay trended at Number One all day with a reach of 430 million
- #ShareAStory trended at Number Three all afternoon with a reach of 27 million
- World Book Day reached 608 million people with a total volume of 178,000 tweets
- BBC Teach Live session reached 182,00 children

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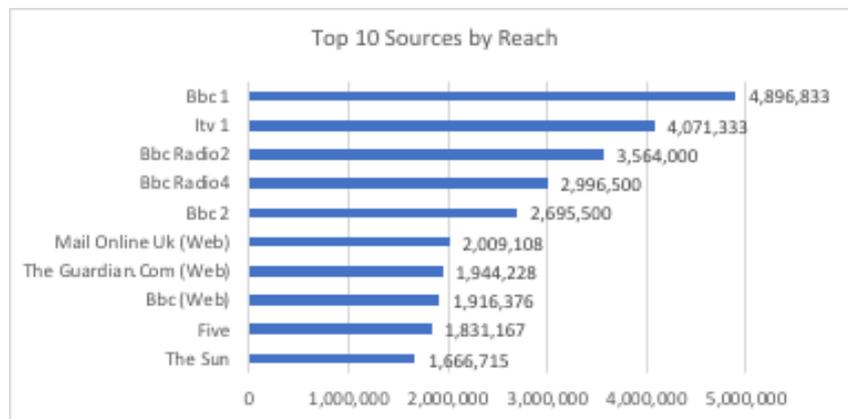
**TRUSTEES' REPORT**  
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**Website**

- Highest-ever visitor numbers to worldbookday.com with over 700,000 visits (535,000 visitors) to worldbookday.com throughout March compared with 400,000 visits and 304,000 visitors in 2018
- 264,000 visits to Nielsen 'look inside' widget featuring extracts of the WBF Books (20% increase on 2018)
- Author & Illustrator Masterclass featuring 12-top illustrators and authors with 480,000 children and young people registering to watch
- 44,000 visits to Share a Story page
- 28,000 visitors to the new Share a Story Reading Stars page
- 40% increase in visitors to World of Stories page
- Over 1 million listened to official Bedtime Story, read by the cast of Matilda, The Musical
- 19,000 entries into Matilda Book Token competition (first competition under new GDPR rules)

**Media**

- 6,824 pieces of coverage achieved (6,409 in 2018) across 1,310 unique sources
- A new media partnership with The Bookseller reflecting a deeper and more visible relationship with our stakeholders in the trade



**World Book Day Partners**



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**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 30 JUNE 2019**

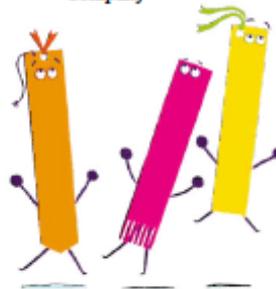
**World Book Day Sponsors**



**THANK YOU...**

Thank you to our sponsor, National Book Tokens, supporting publishers, booksellers and partners in 2019 including (but not limited to):

- 
- Arriva trains
  - Authorfy
  - BBC
  - Bloomsbury
  - Bonnier
  - Book Aid International
  - The Bookseller
  - Booksellers Association
  - Booktrust
  - Clarks
  - Clarence House & The Duchess of Cornwall
  - CPI
  - DFDS Seaways
  - Dorling Kindersley
  - Egmont Publishing
  - EY
  - Faber & Faber
  - Great Ormond St
  - Hachette
  - HarperCollins
  - Immediate Magazines
  - M&S
  - Marston's
  - National Literacy Trust
  - The Mall Group
  - National Trust
  - O'Brien Press
  - Oxford University Press
  - Pan Macmillan
  - Penguin Random House
  - Pizza Express
  - Premier League
  - PriceWaterhouse Coopers
  - The Publishers Association
  - Publiship
  - Read for Good
  - The Reading Agency
  - Renaissance Learning
  - Royal Mail
  - Scrivens Opticians
  - Scholastic
  - Simon & Schuster
  - Sodexo
  - Taylor Bloxham
  - Usborne
  - Walker
  - The Week Junior
  - Roald Dahl Story Company



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**FOR THE YEAR ENDED 30 JUNE 2019**

**Financial Review**

The Statement of Financial Activities shows a surplus of £67,797 (2018 - £81,862).

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

**Going concern**

After making appropriate enquiries, the trustees have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements.

**Investment powers and policy**

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

**Reserves policy**

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

The actual reserves at 30 June 2019 were £232,441 which equates to 38% of the total unrestricted resources expended in the year under review.

**Risk management**

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisfied that systems and procedures are in place to mitigate our exposure to the major risks.

**Share Capital**

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

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**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**Statement of Trustees' responsibilities**

The Trustees (who are also the directors of the company 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 company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the 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 company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Disclosure of information to auditor**

In so far as the trustees are aware:

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

**Auditor**

The auditor, TWP Accounting LLP, has indicated his willingness to continue in office. The designated Trustees will propose a motion reappointing the auditor at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on

and signed on their behalf by:

.....  
**S Lotinga**  
Chairperson and Trustee

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

**Opinion**

We have audited the financial statements of World Book Day Limited (the 'charitable company') for the year ended 30 June 2019 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, 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 30 June 2019 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council'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**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

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

**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:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

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

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which 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.

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

**Responsibilities of 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 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 charitable company'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.

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 trustees, 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 trustees those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Philip Munk FCA FCCA (Senior Statutory Auditor)  
for and on behalf of  
**TWP Accounting LLP**  
Chartered Accountants and Statutory Auditors  
The Old Rectory  
Church Street  
Weybridge  
Surrey  
KT13 8DE

Date:

**WORLD BOOK DAY LIMITED**  
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**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 30 JUNE 2019**

	Note	Unrestricted funds 2019 £	Total funds 2019 £	<i>Total funds 2018 £</i>
<b>Income from:</b>				
Voluntary income	3	546,803	546,803	579,920
Charitable activities	5	124,553	124,553	101,886
Other trading activities	6	1,878	1,878	-
Investments	7	795	795	184
<b>Total income</b>		<b>674,029</b>	<b>674,029</b>	<b>681,990</b>
<b>Expenditure on:</b>				
Charitable activities		606,232	606,232	600,128
<b>Total expenditure</b>		<b>606,232</b>	<b>606,232</b>	<b>600,128</b>
<b>Net movement in funds</b>		<b>67,797</b>	<b>67,797</b>	<b>81,862</b>
<b>Reconciliation of funds:</b>				
Total funds brought forward		164,644	164,644	82,782
Net movement in funds		67,797	67,797	81,862
<b>Total funds carried forward</b>		<b>232,441</b>	<b>232,441</b>	<b>164,644</b>

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 18 to 26 form part of these financial statements.

**WORLD BOOK DAY LIMITED**  
**(A Company Limited by Guarantee)**  
**REGISTERED NUMBER: 03783095**

**BALANCE SHEET**  
**AS AT 30 JUNE 2019**

	Note		2019 £		2018 £
<b>Current assets</b>					
Debtors	12	<b>83,933</b>	7,181		
Cash at bank and in hand		<b>226,947</b>	186,526		
		<u><b>310,880</b></u>	<u>193,707</u>		
Creditors: amounts falling due within one year	13	<b>(78,439)</b>	(29,063)		
<b>Net current assets</b>			<u><b>232,441</b></u>		<u>164,644</u>
<b>Total assets less current liabilities</b>			<u><b>232,441</b></u>		<u>164,644</u>
<b>Net assets excluding pension asset</b>			<u><b>232,441</b></u>		<u>164,644</u>
<b>Total net assets</b>			<u><u><b>232,441</b></u></u>		<u><u>164,644</u></u>
<b>Charity funds</b>					
Unrestricted funds	14		<u><b>232,441</b></u>		<u>164,644</u>
<b>Total funds</b>			<u><u><b>232,441</b></u></u>		<u><u>164,644</u></u>

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

The financial statements were approved and authorised for issue by the Trustees on \_\_\_\_\_ and signed on their behalf by:

.....  
**S Lotinga**  
 Chairperson and Trustee

The notes on pages 18 to 26 form part of these financial statements.

**WORLD BOOK DAY LIMITED**  
**(A Company Limited by Guarantee)**

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

	<b>Note</b>	<b>2019</b> £	<b>2018</b> £
<b>Cash flows from operating activities</b>			
Net cash used in operating activities	17	<b>40,421</b>	95,451
		<hr/>	<hr/>
<b>Change in cash and cash equivalents in the year</b>		<b>40,421</b>	<b>95,451</b>
Cash and cash equivalents at the beginning of the year		<b>186,526</b>	91,075
		<hr/>	<hr/>
<b>Cash and cash equivalents at the end of the year</b>	18	<b>226,947</b>	186,526
		<hr/> <hr/>	<hr/> <hr/>

The notes on pages 18 to 26 form part of these financial statements

**WORLD BOOK DAY LIMITED**  
**(A Company Limited by Guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**1. General information**

World Book Day Limited (03783095) is incorporated and a registered charity (1079257) in England and Wales. The company is limited by guarantee of £1 and does not have share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the charity information on page 1 of these financial statements. The nature of the charity's operations and principal activity is reading amongst children.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

World Book Day Limited 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.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

**2.2 Income**

All income is recognised once the company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Donated services or facilities are recognised when the company has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the company of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time of the friends is not recognised and refer to the Trustees' Report for more information about their contribution.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the company which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**2.3 Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

**WORLD BOOK DAY LIMITED**  
**(A Company Limited by Guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**2. Accounting policies (continued)**

**2.3 Expenditure (continued)**

Support costs are those costs incurred directly in support of expenditure on the objects of the company and include project management carried out at Headquarters. Governance costs are those incurred in connection with administration of the company and compliance with constitutional and statutory requirements.

Charitable activities and Governance costs are costs incurred on the company's educational operations, including support costs and costs relating to the governance of the company apportioned to charitable activities.

**2.4 Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**2.5 Cash at bank and in hand**

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**2.6 Liabilities and provisions**

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

**2.7 Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

**WORLD BOOK DAY LIMITED**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**3. Voluntary Income**

	<b>Unrestricted funds 2019 £</b>	<b>Total funds 2019 £</b>	<i>Total funds 2018 £</i>
Sponsorship	522,784	<b>522,784</b>	541,690
Donated services and facilities	23,019	<b>23,019</b>	38,230
Donation received	1,000	<b>1,000</b>	-
	<hr/>	<hr/>	<hr/>
	<b>546,803</b>	<b>546,803</b>	<b>579,920</b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

**4. Donated services and facilities**

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

	<b>2019 £</b>	<i>2018 £</i>
<b>The cost headings under which the donated services appear are as follows:</b>		
Coordination	<b>7,000</b>	7,000
Website and social media	<b>1,719</b>	2,000
Point of sale materials	<b>2,300</b>	1,800
Filming	-	1,500
Biggest Book Show (online festival)	<b>10,000</b>	15,000
Biggest Book Show (The Unicorn Theatre)	-	1,360
Share-a-story	-	900
Oodles of Doodles Artwork	-	2,350
Oodles of Doodles Auction	-	6,320
Video masterclasses	<b>2,000</b>	-
	<hr/>	<hr/>
<b>Total donated services and facilities</b>	<b>23,019</b>	<b>38,230</b>
	<hr/> <hr/>	<hr/> <hr/>

As stated in the trustees' report, the charity distributed over 15 million £1 book tokens. The charity paid for the design, printing and distribution of the tokens, but the cost of those redeemed was met by book retailers.

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

As in previous years, no amount for any donated element by retailers or publishers has been included in the statement of financial records as in the opinion of the trustees the value (as determined by Charities SORP (FRS 102)) is neither known nor capable of accurate estimation.

**WORLD BOOK DAY LIMITED**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**5. Income from charitable activities**

	<b>Unrestricted funds 2019 £</b>	<b>Total funds 2019 £</b>	<i>Total funds 2018 £</i>
Sale of school packs and sundry income	124,553	<b>124,553</b>	101,886

**6. Income from other trading activities**

**Income from fundraising events**

	<b>Unrestricted funds 2019 £</b>	<b>Total funds 2019 £</b>
Sale of tokens	1,878	<b>1,878</b>
<i>Total 2018</i>	-	-

**7. Investment income**

	<b>Unrestricted funds 2019 £</b>	<b>Total funds 2019 £</b>	<i>Total funds 2018 £</i>
Deposit accounts interest	795	<b>795</b>	184

**8. Analysis of expenditure by activities**

	<b>Activities undertaken directly 2019 £</b>	<b>Support costs 2019 £</b>	<b>Total funds 2019 £</b>	<i>Total funds 2018 £</i>
Direct costs	573,042	33,190	<b>606,232</b>	600,128
<i>Total 2018</i>	581,850	18,278	600,128	

**WORLD BOOK DAY LIMITED**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**8. Analysis of expenditure by activities (continued)**

**Analysis of direct costs**

	<b>Activities 2019 £</b>	<b>Total funds 2019 £</b>	<i>Total funds 2018 £</i>
Biggest Book Show (online festival)	17,463	<b>17,463</b>	27,679
Printing costs	82,885	<b>82,885</b>	65,302
Distribution costs	130,296	<b>130,296</b>	174,566
Public relations	63,394	<b>63,394</b>	52,086
Library promotion	-	-	3,200
Donated services	23,019	<b>23,019</b>	38,230
Website, apps and social media costs	41,872	<b>41,872</b>	38,431
Project co-ordination	97,029	<b>97,029</b>	92,996
Artwork and design	31,855	<b>31,855</b>	31,977
Net postage and distribution costs	-	-	34,532
Helpline costs	10,718	<b>10,718</b>	13,666
Teen digital	-	-	7,600
Evaluation	6,399	<b>6,399</b>	-
Point-of-sale materials	65,112	<b>65,112</b>	1,585
Reading agency	3,000	<b>3,000</b>	-
<b>Total 2019</b>	<u>573,042</u>	<u><b>573,042</b></u>	<u>581,850</u>

**Analysis of support costs**

	<b>Activities 2019 £</b>	<b>Total funds 2019 £</b>	<i>Total funds 2018 £</i>
Audit & accountancy	17,067	<b>17,067</b>	17,225
Bank charges	111	<b>111</b>	212
Legal and Professional	16,012	<b>16,012</b>	841
<b>Total 2019</b>	<u>33,190</u>	<u><b>33,190</b></u>	<u>18,278</u>

**WORLD BOOK DAY LIMITED**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**9. Governance costs**

	<b>Unrestricted funds 2019 £</b>	<b>Total funds 2019 £</b>	<i>Total funds 2018 £</i>
Support costs - Governance	33,190	<b>33,190</b>	18,278
<b>Total 2019</b>	<u>33,190</u>	<u><b>33,190</b></u>	<u>18,278</u>
<i>Total 2018</i>	<u>18,278</u>	<u>18,278</u>	

**10. Auditor's remuneration**

	<b>2019 £</b>	<i>2018 £</i>
Auditor's remuneration	<b>6,200</b>	5,895
	<u><b>6,200</b></u>	<u>5,895</u>

**11. Trustees' remuneration and expenses**

During the year ended 30 June 2019, no Trustees received any remuneration or benefits (2018 - £NIL).

During the year ended 30 June 2019, no Trustee expenses have been incurred (2018 - £NIL).

**12. Debtors**

	<b>2019 £</b>	<i>2018 £</i>
<b>Due within one year</b>		
Trade debtors	<b>75,694</b>	3,901
Other debtors	<b>8,239</b>	3,280
	<u><b>83,933</b></u>	<u>7,181</u>

**WORLD BOOK DAY LIMITED**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**13. Creditors: Amounts falling due within one year**

	2019 £	2018 £
Trade creditors	34,093	16,969
Accruals and deferred income	44,346	12,094
	78,439	29,063

**14. Statement of funds**

**Statement of funds - current year**

	Balance at 1 July 2018 £	Income £	Expenditure £	Balance at 30 June 2019 £
<b>Unrestricted funds</b>				
General funds	164,644	674,029	(606,232)	232,441

**15. Summary of funds**

**Summary of funds - current year**

	Balance at 1 July 2018 £	Income £	Expenditure £	Balance at 30 June 2019 £
General funds	164,644	674,029	(606,232)	232,441

**16. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	Unrestricted funds 2019 £	Total funds 2019 £
Current assets	310,880	310,880
Creditors due within one year	(78,439)	(78,439)
<b>Total</b>	232,441	232,441

**WORLD BOOK DAY LIMITED**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**16. Analysis of net assets between funds (continued)**

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2018 £</i>	<i>Total funds 2018 £</i>
Current assets	193,707	193,707
Creditors due within one year	(29,063)	(29,063)
<b>Total</b>	<u>164,644</u>	<u>164,644</u>

**17. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2019 £</b>	<b>2018 £</b>
Net income for the year (as per Statement of Financial Activities)	<u><b>67,797</b></u>	<u>81,862</u>
<b>Adjustments for:</b>		
(Increase)/decrease in debtors	<b>(76,752)</b>	26,874
Increase/(decrease) in creditors	<b>49,376</b>	(13,285)
<b>Net cash provided by operating activities</b>	<u><b>40,421</b></u>	<u>95,451</u>

**18. Analysis of cash and cash equivalents**

	<b>2019 £</b>	<b>2018 £</b>
Cash at bank and in hand	<u><b>226,947</b></u>	<u>186,526</u>
<b>Total cash and cash equivalents</b>	<u><b>226,947</b></u>	<u>186,526</u>

**WORLD BOOK DAY LIMITED**  
**(A Company Limited by Guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2019**

**19. Related party transactions**

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

During the year, the charity paid £11,484 (2018 - £11,248) to the BA for recharged expenses of £7,929 (2018 - £7,498), BA UKI Ltd recharged expense of £4,500 (2018 - £3,750) and PR contributions to the BA Irish branch of £11,484 (2018 - £11,339). At the year ended 30 June 2019, the charity owed the BA £7,173 (2018 – £4,589).

The charity received administrative assistance free of charge from both the BA and the PA. The charity have estimated this at £7,000 (2018 - £7,000), and is included within the donated services in the year.

During the year, the charity received sponsorship income of £206,500 (2018 - £206,500) from Book Tokens Limited, a company of which the trustee T Godfray who resigned during the year, is a director of at the balance sheet date. The charity paid for services received from Book Tokens Limited of £1,246 (2018 - £2,271). At the year ended 30 June 2019, there are no outstanding balances between the charity and Book Tokens Limited.