

# Books Council of Wales Annual Report

2023-24



# A word from our Chair Linda Tomos

Well, another year has passed, and a great deal of excellent work has been completed by the Books Council of Wales.

Once again, the partnerships between the Council, publishers, bookshops and libraries have succeeded in producing and promoting high quality books in both languages for the benefit of the people of Wales. It is pleasing to note the progress which has been made with innovative projects, such as the New Audiences Grant and Reading Well, to encourage engagement and interest amongst authors and readers alike.

These achievements would not have been possible without the support of the Deputy Minister, Dawn Bowden MS and the positive relationship which has been fostered with civil servants in Creative Wales and MALD. I'm sure I speak for all my fellow Trustees in sincerely thanking them for their contribution to the success of the Council's work. The contribution and interest of the Minister for Education, Jeremy Miles MS has also been invaluable in supporting the Books Council's relationship with schools in Wales to encourage all children to enjoy reading.

Following a very competitive public appointments process, I was delighted to welcome Ruth Thomas and Meinir Ebbsworth to join the Board. Both bring a wealth of expertise to complement the skills of existing Trustees, and I look forward to working with them. As Chair, I would also like to sincerely thank Mrs Rajvi Glasbrook Griffiths for her work as a member of the Board and wish her well in future endeavours. Rajvi has been an enthusiastic Trustee who was always willing to share her extensive experience and expertise to improve our work. We have also had the opportunity to thank Mererid Boswell who has also achieved so much to ensure the Council's success as Head of Finance and Business. The Board has benefitted greatly from her wise advice and careful stewardship of financial matters and the pension over the years. As a Board, we wish her well.

Once again, there are so many highlights that it is impossible to mention them all, although I hope that as you read this Annual Report, you will be as impressed as I was by the breadth of work that has been accomplished. The Books Council has a vital role to play in terms of providing expert advice, maintaining the quality of the books supported and connecting books with readers, especially in the digital field.

In this context, the fragile financial situation which will result from the cut of 10.5% to the core budget has raised concern and disappointment amongst the Board of Trustees. We are proud of the excellent work that has taken place, but progress will only occur if resources are available to build on our services for the publishing industry and the people of Wales. Finally, as Chair, I have greatly benefitted from the input of many colleagues. I would like to sincerely thank all our supporters, volunteer members of the panels, Friends of the Books Council, and my fellow Trustees who have given their time and expertise to enable us to achieve more. Without the dedication of the staff who ensure that our work flourishes under Helgard's leadership and our many partners in government, local authorities and the publishing industry, we would not have succeeded in achieving the outputs and results outlined in this report. I really look forward to working with you all as we move forward.

With my very best wishes.

Linda



# A look back over the last year

## Helgard Krause, Chief Executive

The close of this last financial year was undoubtedly overshadowed by the extremely disappointing news that we would be subject to a 10.5% budget cut for 2024/25.

As we had some concern about the budgetary position, we had decided not to appoint some vacant positions which has proved vitally important. We are grateful to publishers and booksellers who have engaged with us on how to implement cuts across the budget lines. These constructive partnerships highlight how vitally important good communication and coproduction are for our sector.

Notwithstanding that particular challenge, there is much to celebrate when looking back at 2023/24. We delivered two major showcase events. In June we held a celebration of the New Audiences projects in Cardiff with nine project participants presenting their work and demonstrating the impact this particular grant had on them and their communities. This success then led to a third round of funding of £500,000 being confirmed in March 2024. In November

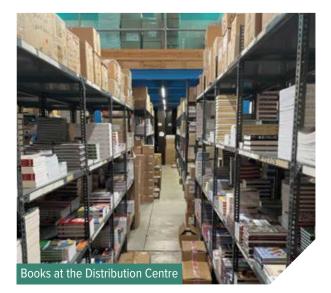
we held an event at the Senedd, with Jeremy Miles, the then Education Minister delivering a passionate and moving keynote speech on the reach and impact of the Schools Love Reading project. It is pleasing to see that the project continues to make a longer-term impact through related projects such as Teachers Love Reading and Love Reading on the Move. We saw a Wales presence at major book fairs; London Book Fair was delivered by Cyhoeddi Cymru / Publishing Wales in April 2023 and again in March 2024; and working closely with Creative Wales, we participated in the representation of Wales at the world's largest publishing event in Frankfurt. Closer to home we took a lead role in securing ARFOR funding to support the Aberystwyth and Ceredigion application to become UNESCO City of Literature.

It was a moment of real pride and in no small part due to the indefatigable efforts of the project team that the new CMS and warehousing systems finally went live with comparatively little disruption to services, and in the medium term will enable us to grow our distribution business.

Colleagues in Publishing Development delivered the first investment review for Welsh-language book publishers to align more closely with the franchise arrangements on the English-language side. It was pleasing to see Gwasg y Bwthyn rewarded for the transformative change they undertook to become a programme publisher for the first time. Pilot funding was also made available to support two new Welsh-language magazines with history and sports as a particular focus. The English-language magazine franchise round was extremely challenging due to a combination of standstill funding, rising costs and new entrants, with the panel deciding to invite applications for a new literary magazine when some funding was left unallocated at the close of the process.

The Children's Books Department has gone from strength to strength with an impressive number of initiatives coming to fruition, especially in relation to the recommendations of the Siwan Rosser report. The Rhyngom (formerly Perthyn) project to help develop empathy and literacy, is in full flow.

More than ever, during these most challenging budgetary times, we are deeply indebted to all the volunteers who give their time and expertise so freely and generously. I am equally grateful for the energy, creativity and resilience of each and every member of the brilliant team that makes up the Books Council and helps us to deliver the support and strategic interventions that helps our sector thrive.



# All systems go at the Distribution Centre

March 2024 marked a milestone at the Distribution Centre as we implemented a major upgrade to our computer systems and completed a 4-year project that started in March 2020 with a £750,000 grant from Welsh Government.

The Distribution Centre, which operates as a notfor-profit model, is home to over half a million books at any one time and has an annual turnover of around £3.1 million. It is at the heart of our work to support the books sector in Wales. It services bookshops and publishers throughout Wales, subsidising the sector by absorbing many costs, such as postage, returns and storage that commercial distributors would pass on to customers.

The new system, KNK Publishing, will enable us to work more efficiently, with more and betterquality information at our fingertips, and help us to improve our services to the publishing sector. The team at the Distribution Centre worked alongside industry leaders KNK to develop, implement and roll out the new system, and the switch from the old system to the new was made in March 2024.



# Representing Wales at major industry showcases in Frankfurt and London

We were pleased to support Welsh Government's trade mission to celebrate the very best of books and content from Wales and of Wales, at the Frankfurt Book Fair in October. Frankfurt is the largest content fair in the world, giving the opportunity to showcase the publishing industry in Wales on an international stage. 13 publishers and partners from Wales attended, and the 5-day event attracted around 215,000 visitors with 4,000 companies exhibiting from 95 countries.

The Wales presence at London Book Fair in April 2023 and again in March 2024, was managed by Cyhoeddi Cymru / Publishing Wales, with representation from a number of publishers from Wales at both events.



#### **CREATING LASTING CHANGE**

# New Audiences Grant exceeds £1.5 million to support the publishing industry

When we launched the New Audiences Grant in spring 2022, we started with £186,000 and were able to support 13 projects. By the end of that year the investment from Welsh Government through Creative Wales had grown to over £600,000 and over 40 projects to strengthen and diversify the publishing industry in Wales. In June 2023 we held a celebration event at Tramshed in Cardiff to hear first-hand from grant recipients about their projects, and the impact of the funding on the people who had opportunities for work, started new initiatives and collaborations, or discovered a platform to tell their stories.

Over this year, the grant and the projects it supports have gone from strength to strength and

we were delighted to receive a further £400,000 from Creative Wales to run New Audiences 2 during 2023–24. This second round of funding was able to build on some of the successes from the first year of the grant and see projects grow for a second year. We were also able to fund some new initiatives to bring new talent and ideas to the sector.

Since its launch, the New Audiences Grant has supported a wide range of projects across Wales. Here are just a few from this year:



The Romani Cultural and Arts Company

The creative writing project 'Gypsy Writers' commissioned four emerging, unpublished Gypsy, Roma or Traveller writers to take part in a mentoring programme to develop new writers with one-to-one mentoring, prose and poetry workshops, and training.



#### Gwasg y Bwthyn

Malachy Owain Edwards, author of *Y Delyn Aur*, travelled to Barbados to research his family history on his grandfather's side, his mother's father Kenrick, who came over to Britain in the fifties as one of the Windrush generation. He is currently writing, in Welsh, a book based on this experience.



#### Gathering: Women of Colour on Nature

This anthology of personal essays, edited by Durre Shahwar and Nasia Sarwar-Skuse, was published by 404 Ink in February 2024. It carves out a space for women of colour writing in the genre of nature writing where they are under-represented, and celebrates nature through a wide range of intersecting topics.

#### **New Audiences 3**

In March 2024 we were delighted to be able to announce that a further £500,000 would be available in 2024–25 to run New Audiences 3, bringing the total investment in the New Audiences Grant since 2022 to over £1.5 million. The full details of all the projects that have received New Audiences funding to date can be found on our website books.wales



## Welcoming two new Trustees to our Board

We were delighted to welcome Meinir Ebbsworth and Ruth Thomas to our Board of Trustees in January 2024.

Meinir has worked in education as a secondary teacher, adviser and Director of Education. She is also an author of a number of books on Welsh Literacy for children and young people. Now she is the Strategic Director for the National Centre for Learning Welsh.

Ruth is a senior news editor at BBC News, where she leads a team that helps journalists use data to grow audiences and deepen relationships with them - in the UK and across the world. She has worked in the news department of BBC Cymru in various positions including as editor of the S4C *Newyddion* programme, and one of the founders of Cymru Fyw. Ruth is a keen reader and a slow runner.



Young People's Panel with Chair, Llŷr Titus

# Young People's Panel

We were over the moon when the nine members of our Young People's Panel agreed to continue on the panel for another year. The panel, which was established last year, meets three times a year and we have benefitted so much already from their discussions, ideas and honest, thoughtful feedback. The panel has advised us on our digital content, as well as supporting a number of projects such as the Tir na n-Og Awards. We would like to thank them for all their hard work and participation, particularly during a very busy time for all of them. We are so looking forward to working with them for another year.

# Thank you to our volunteers

The Board of Trustees generously give their time and expertise to the Books Council for free. They are among around 60 volunteers who supported our work this year alongside the members of subcommittees, and advisory and judging panels. Together, they play a vital role in ensuring the independence of decision-making processes and the scrutiny of our work. We could not do what we do without you. Thank you!





## New magazine titles

In June we announced the launch of two new Welsh-language magazines after Gwasg Carreg Gwalch and Golwg secured grants to pilot two new titles.

*Hanes Byw* is a new popular history magazine from Gwasg Garreg Gwalch, launched in the autumn of 2023. Under the editorship of Ifor ap Glyn, the magazine weaves stories from history and archaeology, traditions, folklore and art to shine a light on contemporary issues.

*Chwys: Cylchlythyr Campau Cymru* is a digital magazine from Golwg360, which offers commentary on the sporting world from a Welsh perspective, from the mainstream to less wellknown sports. During 2023 we ran the tender process for the next 4-year franchise period for English-language magazines. Four titles were awarded grants, including a new magazine, *The Paper*, which received the grant for the first time. The other titles to receive funding were *Poetry Wales, Welsh Agenda* and *Nation.Cymru*.

In March 2024, after the franchise round resulted in some budget unallocated, we advertised a new tender opportunity for a brand-new English-language literary magazine with a strong focus on fiction and creative non-fiction, featuring robust reviews and commentary. It is envisaged that the first issue of the new title will be published towards the end of 2024.



## A brand-new resource to support teachers

In spring 2024 we launched a resource pack for teachers, containing details of the range of support available to schools from the Children's Books and Reading Promotion Department. The aim of the *Reading for Pleasure Guide* is to help teachers across Wales to promote and encourage a love of reading. Every primary and secondary school received a copy of the guide, which is also available as a digital resource on our website.

The guide includes information on support for teachers, such as the pilot Teachers Love Reading scheme, challenges for learners like BookSlam and the Summer Reading Challenge, and the development of new titles to support the curriculum and wellbeing, such as Rhyngom. We hope that the resources and support outlined in the guide will inspire teachers and learners to read more, discover new books and develop a lifelong love of reading both inside the classroom and beyond.

# *Our year in numbers* 2023–24

183

Welsh-language books supported by grants

# £400,000

for New Audiences Grant 2 to strengthen and diversify the publishing industry in Wales

# 103

English-language books supported by grants

# 2,146kWh

of renewable electricity stored by battery for use by the Distribution Centre

523 shops serviced

# 27,232kWh

of electricity generated by solar panels

831,497

books sent out by the Distribution Centre

1,206 business miles in an electric vehicle

13,500

books sent to **90 food banks and** Families First centres 60

volunteers on our Board and independent panels



### ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

Registered Charity: 1192269 www.books.wales

#### Trustees' Report

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The trustees present their report, together with the accounts for the year ending 31 March 2024.

#### Main Aims and Activities of the Charity

- To encourage and support the book industry in Wales by awarding grants and otherwise;
- To encourage, promote and assist the production and distribution of books and other recorded literary and artistic material howsoever recorded (whether by known means or by means as yet unknown) in the two official languages of Wales, Welsh and English, or which are of Welsh interest;
- To organise events to support the promotion of books, reading and the book sector as a whole;
- To encourage and promote the publication of such books and other material in Wales.

#### **Public Benefit Declaration of Interest**

The Executive Committee have considered their duty in accordance with Section 17 of the Charities Act 2011 regarding Public Benefit. They are satisfied that the charity's activities during the year, as described in this report, are in accordance with these criteria. The core aim of Cyngor Llyfrau Cymru – The Books Council of Wales is to provide benefit to the readers of Wales – in both languages.

#### Administrative details

Name of Charity	Cyngor Llyfrau Cymru – The Books Council of Wales
Registered Charity	1192269
Registered Address	Castell Brychan
	Aberystwyth
	Ceredigion
	SY23 2JB
Auditors	Llŷr James
	Chartered Certified Accountants & Registered Auditors
	25 Bridge Street
	Carmarthen
	SA31 3JS
Bank	HSBC plc
	Harford Square
	Lampeter
	Ceredigion
	SA48 7DU
Chief Executive	Helgard Krause
Investments Broker	BlackRock
	12 Throgmorton Avenue
	London
	EC2N 2DL

#### Trustees

The Books Council of Wales, as a Charitable Incorporated Organisation, is governed by the Board of Trustees which includes the Chair, Vice Chair and Trustees and up to 12 members. Trustees are elected to serve for a term of 4 years with an option of an additional second term of 4 years. The chair is elected annually by the Board of Trustees. An Annual General Meeting is held in the summer where the membership receives the accounts and annual report.

#### The Trustees for 2023/24 are:

Mrs Linda Tomos	Chair
Mrs Rona Aldrich	Vice Chair
Mr Alfred Oyekoya	Treasurer
Professor Jane Aaron	
Mrs Meinir Ebbsworth	Appointed 31/01/2024
Mrs Rajvi Glasbrook Griffiths	Resigned 31/03/2024
Mrs Alwena Hughes Moakes	
Ms Lowri Ifor	
Professor Carwyn Jones	
Ms Ruth Thomas	Appointed 31/01/2024
Professor M. Wynn Thomas	
Dr Caroline Owen Wintersgill	

#### Constitution

Cyngor Llyfrau Cymru – The Books Council of Wales's governing instrument is a written constitution. Cyngor Llyfrau Cymru – The Books Council of Wales was transferred into a Charitable Incorporated Organisation on 1 April 2021.

#### The Council and its Committees

The Books Council is governed by a Board of Trustees who are appointed under the terms of its Constitution. The Board of Trustees appoints members to specialist sub-committees which report to the Board of Trustees. An open advertising process is fair and transparent, in line with best practice, for all available positions on the Board and sub-committees.

#### A Summary of the Year -

The close of this last financial year was undoubtedly overshadowed by the extremely disappointing news that we would be subject to a 10.5% budget cut for 2024/25. As we had some concerns about the budgetary position, we decided not to appoint some vacant positions which proved vitally important. Notwithstanding that particular challenge, there is much to celebrate when looking back at 2023/24. We delivered two major showcase events: in June we held a hugely successful and well attended New Audiences Showcase in Cardiff with 9 of project participants presenting their work and providing testimony of the impact this particular grant had on them and their communities. This success then led to a third round of funding of £500,000 being confirmed in March 2024.

In November we held an evening event at Senedd Cymru with Jeremy Miles, the Education Minister at the time, delivering a passionate and moving keynote speech on the reach and impact of the #SchoolsLoveReading project; it is pleasing to see that the project continues to make a longer term impact through related projects such as #TeachersLoveReading and Authors on Tour. This last year was the first in many years to have a Wales presence at two major book fairs; London Book Fair was delivered by Cyhoeddi Cymru Publishing Wales in April and, working closely with Creative Wales, we participated in the Wales country presence at the largest publishing event in Frankfurt. Closer to home we took a lead role in securing ARFOR funding to support the Aberystwyth and Ceredigion application to become UNESCO City of Literature. With the new Welsh Government venture ADNODD set up to support the provision of resources to schools, we entered into early discussions on how we could utilise the existing structure of the Books Council to support the commissioning of education books and we anticipate that a formal agreement of cooperation will be agreed in 2024.

#### **Business Developments**

It was a moment of real pride – and in no small part due to the indefatigable efforts of the project team – that the new CMS and warehousing systems finally went live with comparatively little disruption to services. As is to be expected with a project of this magnitude, many minor issues are still being addressed but this important new milestone will enable us to look confidently to achieving our future ambitions, including securing funding for new and larger premises to deliver the growth potential our distribution arm undoubtedly has. A first important step has been winning the distribution business of Graffeg as their exclusive distributor for the UK and we believe that with additional premises and space more such contracts can be won. With the impact of the #SchoolsLoveReading project waning, the turnover has gone back to previous levels, but performance has been strong despite the challenging economic circumstances across Britain.

#### **Publishing Development Highlights**

With business back to normal, we delivered the first investment review for Welsh language book publishers to align more closely with the franchise arrangements on the English language side. It was pleasing to see Gwasg y Bwthyn rewarded for the transformative change they undertook to become a programme publisher for the first time. Pilot funding was also made available to support two new Welsh language magazines, with history and sports as a particular focus. The English language magazine franchise round was extremely challenging due to a combination of standstill funding, rising costs and new entrants, with the panel deciding on inviting applications for a new literary magazine when some funding was left unallocated at the close of the process.

We will continue to monitor carefully the development and potential impact of Artificial Intelligence, and hope that UK and Welsh Governments will be providing clear regulatory guidance in relation to content generation and intellectual copyright.

It was good to have confirmation for another round of Reading Well funding, with a completely new list focusing on Dementia and Alzheimer's. The ongoing impact of New Audiences Funding is pleasing to witness, but it remains challenging to continue supporting worthy projects with ever increasing competition and tighter funding conditions.

The work of the Children's Books Department has gone from strength to strength with an impressive number of new or refreshed initiatives coming to fruition, especially in relation to the recommendations of the Siwan Rosser report. With the Rhyngom (formerly Perthyn) project in full flow, officers are now discussing new project ideas which support schools whilst having reading for pleasure at the core.

#### Equality, Diversity and Inclusion

At the Books Council of Wales, we recognise that the structural inequalities that exist within the wider society in Wales also exist in our own sector. We are committed to achieving fair representation within both our own organisation and the book sector in Wales. Our Board of Trustees, executive leadership, managers and team leaders understand that ensuring opportunities is both an individual and a collective responsibility and lies at the heart of the culture of our organisation. We have increased diversity within our sub-committees and judging panels, but there is more to do.

In particular, we are seeking to overcome the challenges of attracting staff from underrepresented communities, being based in rural Wales and committed to conducting our day-to-day business in the Welsh language. These challenges are shared by others and will not be solved by us alone. It requires a collective Wales-wide effort, and we are collaborating with partners and stakeholders to create solutions for real and lasting change. As the main supporters and funders of the publishing industry in Wales, we have a responsibility for the impact we have on the people we support, our partners, our employees, and wider society. Considerations of equality, diversity and inclusion are central to making all our funding decisions to assist partners to deliver positive change and achieve fair representation in the content we fund. We report regularly on Equality, Diversity and Inclusion to the Board of Trustees.

#### **Corporate Matters**

It was with great regret we saw the departure of the Head of Business and Finance, a key member of the Senior Management Team, as she was appointed to a role at the National Library of Wales. With limited budgets it was impossible to appoint at the same level, but we were pleased to welcome Rhian Davies from the Royal Commission on the Ancient and Historical Monuments of Wales to our team. We concluded the last restructure by appointing two new roles, namely Professional Lead – Editorial (Dr Alaw Mai Edwards) and Professional Lead – Design (Dafydd Owain) and it is encouraging to witness the immediate and strategic input of both new team members.

We ran a successful round of Trustee recruitment with two new members joining the board in January, enabling the gradual retirement of trustees transferred in from the previous legal structure.

Changes within Welsh Government meant the appointment of a new minister in charge of Creative Wales, and we are looking forward to continuing and building on our successful collaboration.

Cyber Security remains a key concern and we will work toward attaining Cyber Essential status.

We have continued to invest in our staff by offering regular training opportunities combining online and in-house training ranging from business skills, health and safety and people management to mental health at work and menopause awareness. Here is a list of training that happened during the year: Google Analytics, menopause awareness, GDPR, Introduction to Data Protection for the Voluntary Sector, Curriculum reform and implementation in Wales, training for Welsh-language Editors on the books in the Amdani Series, Mental Health Awareness, Dyfed Pension Fund session, Training for 7 Programme Publishers on social media marketing, Training for Welsh-language publishers on Cam Cynydd 3 Project, Training for children's books editors sponsored by the Books Council, Training for editors of adult books sponsored by the Books Council, KNK System training. In addition, we are encouraging staff to make better use of the training module offered on BrightHR.

#### Achievement and Performance

KEY TARGETS 2023/24				
	2023/24 Target	2023/24 Achieved		
Number of manuscripts – Editorial Department	170	131		
Number of titles assisted by the Design Department	110	50		
Distribution Centre	£4m gross £2.64m net	£4.66m gross £3.11m net		
Level of Distribution Centre debtors	No more than 2%	1%		
Gwales: targets for online sales	£75,000	£80,266		

KEY TARGETS 2023/24 – PUBLISHING GRANTS				
	2023/24 Target	2023/24 Achieved		
Publishing Grants (Welsh-language	2)			
Number of titles published	133	133		
Average sales	800 after 18 months	994		
Number of Welsh-language magazines	18	19		
Prompt publishing in accordance with the timetable	98%	95%		
Publishing Grants (English-language)				
Number of Literature Grant titles published	44	44		
Number of author advance titles published	15	13		
Marketing Grants	20	29		
Number of magazines funded	5	6		
Average sales of literary magazines	General – 400 Multi-focus – 300 Individual focus – 300	General – 875 Multi-focus – 396 Individual focus – 470		
Prompt publishing in accordance with the timetable	98%	75%		

#### **Financial Review**

A total income of £8.3m was received during the year compared to £10.4m in 2022/23.

The Distribution Centre's income has benefited from the Caru Darllen sales which has been helpful in terms of increasing the gross profit. Large projects have helped to make use of the staff capacity available, but with standstill funding there is very little capacity to absorb project administration into current staffing in future.

Of the expenditure of £8.7m (compared to £10m in 2022/23), the treatment of capitalising expenditure on the new system has largely generated a deficit of £374,524 (compared to the net surplus of £396,857 in 2022/23).

The Books Council's investments £190K (£185k for the same period in 2023) and Pension Scheme investments have increased and with interest rates improving we may need to look at other methods of generating income from the capital.

At 31 March 2024, net assets (excluding pension liabilities) stood at £3.6m (2022/23: £3.9m). The decrease is due to the timing of the expenditure of the capital funding.

#### **Reserves Policy**

This Reserves Policy is designed to ensure that the Council has enough funds to meet unforeseen capital expenditure, and to deal with risk factors associated with the running of a Distribution Centre that receives no funding from the public purse. The Books Council keeps these financial funds in several categories:

#### **Unrestricted Funds**

- Capital Funds £500,000 to meet the historic cost of buildings and unexpected capital expenditure. An audit of the buildings will be carried out over the next year, prioritising where further expenditure is required from this fund.
- Revenue Funds
  - Pension: At 31 March 2024, there was a surplus of £3,753,000 (2022/23: surplus £2,484,000). The trustees have decided not to identify this as an asset on the balance sheet, but a full narrative is provided on note 22. Employer contributions have been agreed with the Dyfed Pension Fund until 31 March 2027.
  - Council: Maintain a reserve balance of no more than 4% of core funding (which equates to £150,400 in 20223/24). The fund increased to £178,005 as a result of short-term job vacancies and interest on cash balances.
  - Distribution Centre: Target of a sufficient fund to cover overheads for 6 months (excluding discount) (£326,926 based on 2023/24 figures). The size of the fund this year is £486,583, higher than the target due to Caru Darllen surpluses and will minimise any future losses as cost base increases.

#### **Designated Funds**

As new system development is capitalised, there is a fund of £1,338,214 to equate to the £1,276,573 investment in new systems carried out to date. The new system will be depreciated in the current year as it went live in March 2024 and will be depreciated over 10 years.

#### **Restricted Funds**

These funds are for use only as noted in note 20.

#### **Main Sponsors**

We are extremely grateful to Creative Wales and the Welsh Government for providing a large proportion of the Books Council's funding; without this support, it would not be possible for the Council to carry out its work.

#### **Investments Policy**

In accordance with the Constitution, the charity trustees have the power to invest when they believe that investment is appropriate. The assets of the charity are available and sufficient to meet the requirements in the foreseeable future.

#### Volunteers

The charity is very grateful for the contribution of volunteers who work free of charge on the various panels and projects of the Books Council. As we cannot put a financial value on all this work, it is not included in the Statement of Financial Activities.

#### **Related Party Transactions**

The staff and trustees declare any interests annually and as they arise. There are transactions during the year ending 31 March 2024 by the trustees noted in note 25 of the financial statements.

#### **Risk Management**

The Council has considered and assessed every risk that could affect the charity. This risk assessment process encompasses not only the financial situation, but also strategic and circumstantial considerations. The Council confirms that systems have been put in place to mitigate all such risks identified as part of this process.

#### **Viable Business Assumption**

The trustees have a reasonable expectation that the Books Council has enough resources to continue to act as a going concern. For that reason, it continues to prepare a Financial Statement based on being a viable business.

#### **Equal Opportunities Policy**

The Books Council of Wales is an equal opportunities employer. It does not allow discrimination on the grounds of gender, race, colour, disability, ethnic background or socio-economic background, age, family situation, marital status, part-time or full-time workers, religion, politics, sexual orientation, or any other irrelevant difference, and is committed to positively considering diversity. The principles of fair and open competition are used, and appointments are subject to merit.

#### TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2024

#### STATEMENT OF TRUSTEES' RESPONSIBILITY:

The Trustees are responsible for the preparation of the Trustees' Report and the financial statements in accordance with applicable legislation and the Acceptable General Accounting Exercises of the United Kingdom.

The law requires the Trustees to prepare accounts for each financial year that will give a true and fair view of the Charity's situation during that period. In preparing those accounts, the Trustees must:

- select suitable accounting policies and apply them consistently;
- follow the methods and principles in the 'Statement of Recommended Practice for Charities' (SORP);
- make judgements and estimate reasonably and prudently; state whether applicable standards have been followed, subject to any disclosed material departures explained in the financial statements;
- prepare the accounts on the basis that the Charity will continue to act, if it is not inappropriate to assume this.

The Trustees are responsible for keeping appropriate accounting records that disclose the Charity's financial position fairly accurately at any time, and also to enable them to ensure that the financial statements are in accordance with the *Charities (Accounts and Reports) Regulations 2008*. They also have a responsibility to protect the assets of the Charity and take steps to prevent and detect fraud or other irregularities.

According to the Trustees' understanding:

- there is no relevant information of which the Charity's auditors are unaware;
- the Trustees have taken all necessary steps to ensure that they are aware of any relevant auditable information and to ensure that the Charity's auditors are aware of that information.

The Trustees are responsible for the care and accuracy of the corporate and financial information that is included on the charity's website. Legislation in the United Kingdom that manages, prepares and distributes financial statements may differ from legislation in other authorities.

#### AUDITORS

The reappointment of the auditors, Llŷr James, will be proposed at the Annual Meeting.

The Trustees' report and the annual accounts were approved on 19 July 2024.

..... Mrs Linda Tomos

# INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF THE BOOKS COUNCIL OF WALES FOR THE YEAR ENDED 31 MARCH 2024

#### Opinion

We have audited the financial statements of the Books Council of Wales (the 'charity') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet 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 FRS 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 charity's affairs as at 31 March 2024 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

#### **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.

#### Conclusion relating to a going concern

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

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

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

#### **Other information**

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

# INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF THE BOOKS COUNCIL OF WALES FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)

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.

#### Opinions on other matters prescribed by the Charities Act 2011

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; and
- the annual report and the trustees' 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' report.

We have nothing to report in respect of the following matters in relation to which the Charities Act 2011 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept; 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 trustees**

As explained more fully in the Trustees' Responsibilities Statement, the trustees are responsible for the preparation of financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

#### Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under the Charities Act 2011, section 144, and report in accordance with regulations made under the Act and relevant regulations made or having effect thereunder. 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 is accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below:

Based on our understanding of the charity and industry, we identified that the principal risks of noncompliance with laws and regulations related to breaches of UK regulatory principles, such as those governed by the Charity Commission, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the financial statements such as the Charities Act 2011. We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the timing of recognition of grant income and expenditure to manipulate financial performance. Audit procedures performed included:

- Discussions with management, including consideration of potential instances of non-compliance with laws and regulations and fraud;
- Reviewing key correspondence with the Charity Commission in relation to compliance with laws and regulations;
- Reviewing relevant meeting minutes of the Board;
- Selecting a sample of transactions and tracing to documentation to establish that they are *bona fide* business transactions; and
- Selecting a sample of grant income and tracing to ensure that the corresponding expenditure is included in the same financial period;
- Ensuring that the procedures for identifying the correct treatment of income as restricted or designated are correctly applied to any new funding;
- Reviewing the valuation of the pension fund ensuring that the treatment is in line with FRS 102 section 28.22 regarding the recognition of a defined benefit plan asset; and
- Designing audit procedures to incorporate unpredictability around the nature, timing or extent of our testing;
- Identifying large or unusual transactions to ensure that we understood the reasoning behind them and agreed that they were appropriate; and
- Identifying journal entries, to make sure that we understood the reasoning behind them and agreed that they were appropriate.

There are inherent limitations in the audit procedures described above. We are less likely to become

#### CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES OF THE BOOKS COUNCIL OF WALES FOR THE YEAR ENDED 31 MARCH 2024 (CONTINUED)

aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

#### Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity'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 charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

B.W. Vaughan DATE: 19/7/2024

**BETHAN VAUGHAN** Senior Statutory Auditor For and on behalf of LLŶR JAMES Cyf. **Statutory Auditors** 

#### CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2024

	Note	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Income through charitable						
activities						
Welsh Government Grants	3	1,129,278	130,000	3,419,323	4,678,601	5,688,167
Other Grants	4	_	_	226,807	226,807	146,421
Departmental Income	5	216,069	_	-	216,069	199,811
Other commercial activities						
Distribution Centre	9	3,162,094	_	_	3,162,094	4,373,598
Investments	5	-		4,035	4,035	4,948
Total incoming resources	-	4,507,441	130,000	3,650,165	8,287,606	10,412,945
Resources expended						
Charitable activities						
Grants distributed	6/7	-	_	2,600,722	2,600,722	2,600,722
Specific projects		_	-	993,902	993,902	1,253,388
Charitable expenditure	8	1,322,294	256,772	353,920	1,932,986	1,986,019
Other commercial activities						
Distribution Centre	9 _	3,132,884	6,590	_	3,139,474	4,175,959
Total resources expended	10	4,455,178	263,362	3,948,544	8,667,084	10,016,088
Net incoming resources before		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		-,,	-,,	
transfers		52,263	(133,362)	(298,379)	(379,478)	396,857
Other recognised gains / (losses) Actual gain / (loss) on defined						
benefit scheme	22	_	_	-	_	2,861,000
Movement on investments	14	-	_	4,954	4,954	(8,150)
Transfer between funds		4,034	-	(4,034)	-	-
	_					2,852,850
Net movement in funds	23	56,297	(133,362)	(297,459)	(374,524)	3,249,707
Balances brought forward at 1 April 2023		1,108,291	1,471,576	1,380,444	3,960,311	710,604
Balances carried forward at 31 March 2024	- 18–20	1,164,588	1,338,214	1,082,985	3,585,787	3,960,311

A separate income and expenditure statement has not been prepared.

The Charity Trustees wish to note that the pension fund has influenced the final financial outcome. They wish to note that the Dyfed Pension Fund is beyond the charity's control.

The notes on pages 19 to 37 form a full part of these accounts.

#### **BALANCE SHEET AS AT 31 MARCH 2024**

				202	-
	Note	£	2024 £	2023 £	3 £
Fixed assets		L	Ľ	L	L
Tangible fixed assets	13		1,420,150		988,173
Investments	14		190,328		185,374
		-	1,610,478	-	1,173,547
Current assets					
Debtors	15	498,082		499,889	
Distribution Centre stock		123,021		242,384	
Cash at bank and in hand	16 _	2,862,863	-	4,545,760	
		3,483,966		5,288,033	
Liabilities: Amounts falling due within one year	17	1,508,657		2,501,269	
Net current assets		_		_	
			1,975,309		2,786,764
Total assets less liabilities			3,585,787		3,960,311
Pension Fund	22		-		-
		-		-	
		-	3,585,787	_	3,960,311
Funds					
Unrestricted	18	1,164,588		1,108,291	
Pension Fund	22 _		-		
Unrestricted due to	18		1 161 500		1,108,291
pension adjustment	10		1,164,588		1,100,291
Designated	19		1,338,214		1,471,576
Restricted	20		1,082,985		1,380,444
		-	3,585,787	=	3,960,311
		-		_	0,000,011

Approved by the Trustees and Chief Executive of the Council on 19 July 2024 and signed on their behalf by:

Und Long Dyckoya sutive Helgard Krause LINDA TOMOS Chair ALFRED OYEKOYA Treasurer HELGARD KRAUSE Chief Executive

#### CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES CASH FLOW FOR THE YEAR ENDED 31 MARCH 2024

	Note	2024 £	2023 £
Cash flow from operating activities Net cash provided by operating activities	24	(1,682,897)	3,329,963
Cash at beginning of year		4,545,760	1,215,797
Cash at end of year	24	2,862,863	4,545,760

#### NOTES TO THE ACCOUNTS

#### 1. Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### 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)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Cyngor Llyfrau Cymru – The Books Council of Wales 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 note(s).

#### b. Stocks

Stocks are stated at the lower of cost and net realisable value. Cost is calculated based on purchase value. Commercial value is based on the objective of selling less than the estimated cost of disposal.

#### c. Preparation of the accounts on a going concern basis

Cyngor Llyfrau Cymru – The Books Council of Wales has a surplus balance on the Balance Sheet. The trustees are of the view that on this basis the charity is a going concern.

The accounts have been prepared on the assumption that the charity is able to carry on operating as a going concern, which the trustees consider appropriate.

#### d. Pension costs

Cyngor Llyfrau Cymru – The Books Council of Wales operates a defined benefit pension within the Dyfed Pension Fund. With the adoption of FRS 102 in April 2014, this liability is shown in full on the Balance Sheet. The adjustments to the financial statement following this adjustment are shown in note 18, with the full pension liability shown in note 22.

#### e. Investments

Investments are stated at market value.

#### f. Fixed assets

Tangible fixed assets are stated at historical cost less accumulated depreciation. Depreciation is provided at rates calculated to write off the cost, less estimated residual value, evenly over its expected useful life, as follows:

- Computers and other equipment over 10 years (when completed)
- Fixtures and fittings over 5 years
- Motor vehicles 5 years

## CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES

#### NOTES TO THE ACCOUNTS (CONTINUED)

Freehold land and buildings are not depreciated as the residual value is higher than the value in the Balance Sheet.

#### g. Grants payable

Grants payable are charged to the Statement of Financial Activities when a constructive obligation exists notwithstanding that they may be paid in the future accounting periods.

#### h. Incoming resources

All incoming resources are included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies apply to categories of income:

- Grants: where related to performance and specific deliverables, these are accounted for as the charity earns the right to consideration by its performance. Where income is received in advance of its recognition it is deferred and included in creditors. Where entitlement occurs before income being received the income is accrued. Capital grants are accounted for as income as soon as they are receivable.
- Trading Income: income raised through the operation of the Distribution Centre under the charity's management is considered at the time a contractual obligation exists.
- Legacies: entitlement is the earlier of the charity being notified of an impending distribution or the legacy being received.

#### i. Tax

The Charity is exempt from the need to pay corporation tax due to its charitable status.

#### 2. Statement of Financial Movement

The surplus for the year after withdrawing the following:

	2024	2023
	£	£
Bank costs	10,644	10,415
Auditors' Fee	7,800	7,800
Depreciation	154,487	30,907

# 3. Grants received – Welsh Government

	2024	2023
Creative Wales	£	£
Core funding	1,129,278	1,129,278
Publishing Grants for distribution	2,600,722	2,600,722
Capital grant	130,000	557,000
New Audiences Fund	500,000	400,000
Cost of Living fund	-	500,000
London Book Fair funding	-	80,000
Additional magazine funding	100,000	135,000
Welsh in Education department		
Books for schools project	-	-
Catalogue funding	4,999	_
E-books project	-	-
British Sign Language project	-	-
Rhyngom project (previously Belonging)	9,747	17,280
Education department		
Reading Promotion Schemes	140,000	140,000
Culture Division		
Reading Well Scheme	43,477	49,893
Reading Promotion Schemes	20,378	24,963
Football World Cup Scheme (Team Wales 22)		54,031
	4,678,601	5,688,167
4. Other Grants		
	2024	2023
	-	2023 £
Chaltenham Deading Fastival	£	_
Cheltenham Reading Festival	-	1,500
UNESCO City of Literature partners	10,000	144.021
The Reading Agency	216,807	144,921
	226,807	146,421

# CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES NOTES TO THE ACCOUNTS (CONTINUED)

	2024	2023
	£	£
	16,403	17,774
	16,500	13,456
	88,393	87,810
	52,955	53,956
3,00	00	
4,03	35	
	7,035	7,948
	38,817	21,137
	_	2,678
	220.103	204,759
Note		2023
	_	£
7a	-	438,048
		368,718
7b	230,854	218,851
7c	382,250	388,875
7d	200,000	217,145
	47,463	35,360
	-	1,550
	24,319	27,503
	24,000	_
7e	268.772	266,924
		147,900
		88,529
7σ	-	108,500
18	-	82,357
		1,450
		1,450
		2 000
		3,000
_		206,012
=	2,600,722	2,600,722
	<b>4,0</b> Note 7a 7b 7c	$\begin{array}{c} & & & & & \\ & & & \\$

#### 5. Income – Other Departments and Investments

The above does not include one-off restricted grants (New Audiences Fund and Cost of Living Grant) distributed to publishers which are included in note 20 of the financial statements.

# CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES NOTES TO THE ACCOUNTS (CONTINUED)

# 7. Grants per publisher

7a. Welsh-language Publishers – Grants for books	2024	2023
	£	£
Y Lolfa	101,315	127,283
Gwasg Carreg Gwalch	93,027	107,416
Gwasg y Dref Wen	54,850	45,400
Rily	45,725	47,600
Atebol	41,278	38,050
Gwasg y Bwthyn	36,790	12,390
Cyhoeddiadau Barddas	24,520	29,500
Llyfrau Broga	16,185	5,885
Cyhoeddiadau'r Gair	5,027	5,100
Graffeg	3,855	3,774
Urdd Gobaith Cymru	3,000	-
Firefly	3,000	2,980
University of Wales Press	3,000	1,500
Dalen Newydd	2,200	-
Honno	1,425	1,310
Cara	1,475	_
Dalen Llyfrau	-	5,500
O'r Pedwar Gwynt	-	3,000
Cyhoeddiadau Modern	-	860
Evaluation cost	1,320	500
	437,992	438,048
7b. Welsh-language Publishers Appointment Scheme	2024	2023
	£	£
Y Lolfa	70,951	80,284
Gwasg Carreg Gwalch	46,494	42,204
Rily	26,832	26,832
Gwasg y Bwthyn	24,480	24,480
Cyhoeddiadau Barddas	15,180	15,180
Atebol	15,116	15,116
Cyhoeddiadau'r Gair	6,752	6,752
Training	25,049	8,003
	230,854	218,851

# CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES NOTES TO THE ACCOUNTS (CONTINUED)

7c. Welsh-language Publishers – Support for magazines	2024	2023
Dave	£	£
Barn	90,000 85,000	69,000 70,000
Golwg O'r Pedwar Gwynt	85,000 35,000	79,000 26.750
	20,000	36,750
Cip Wcw	20,000 28,000	39,000 30,750
Y Cymro	28,000	26,900
Barddas	29,000	20,900 21,000
Lysh	24,000 17,000	21,000
Lingo Newydd	18,000	22,500
Cara	15,000	11,250
Y Selar	12,000	11,250
Y Wawr	6,250	6,000
Llafar Gwlad	0,250	5,250
Y Traethodydd	_	4,000
Cristion	2,500	2,000
Fferm a Thyddyn		1,125
Cost of assessment panel	500	1,350
	382,250	388,875
7d. Welsh-language Publishers – Support for magazines	2024	2023
	£	£
Golwg	200,000	150,000
Newsquest	-	66,145
Panel costs	_	1,000
	200,000	217,145
7e. English-language Publishers – Grants for books		
	2024	2023
	£	£
Parthian	50,100	37,575
Firefly	49,850	28,410
Seren	38,850	95,000
Honno	36,000	26,991
University of Wales Press	29,642	27,340
Lucent Dreaming	24,000	-
Y Lolfa	16,600	20,283
Graffeg	12,000	-
Gwasg Carreg Gwalch	8,700	23,900
Pantolwen Press	2,000	_
Culture Matters	1,030	-
New Welsh Review	_	2,200
404 Ink	_	3,000
I-Pigeon		2,225
	268,772	266,924

	2024	2023
	£	£
New Welsh Review	45,000	33,750
Planet	45,000	45,000
Wales Arts Review	27,500	20,625
Poetry Wales	20,000	15,000
Nation.Cymru	20,000	15,000
The Welsh Agenda & Click on Wales	17,500	13,125
Grants for small magazines	4,500	5,400
Other magazine evaluation costs	2,130	
	181,630	147,900

#### 7f. English-language Publishers – Support for magazines

## 7g. English-language Publishers – Appointments Scheme

	2024	2023
	£	£
Parthian	25,300	23,000
Honno	22,500	21,500
Seren	19,000	7,700
Firefly	17,000	15,000
University of Wales Press	8,000	15,000
Graffeg	8,000	7,800
Lucent Dreaming	8,000	_
Y Lolfa	7,500	15,000
Gwasg Carreg Gwalch	4,300	3,500
	119,600	108,500

## 8. Departmental Expenditure

	2024	2023
Costs	£	£
Editorial	86,433	117,356
Design	105,610	109,989
Communication and Marketing	238,459	230,001
Sales	197,535	259,210
Corporate and Customer Services	264,481	238,714
Children's Books	85,621	77,145
Reading Promotion Schemes	160,378	167,641
Reading Well Scheme	193,542	155,420
Renewal and Capital Expenditure and depreciation	256,772	48,414
Support costs	337,134	316,350
Unusual costs		
Provision for holiday pay	7,021	(12,221)
Movement in Pension Scheme Obligation		278,000
	1,932,986	1,986,019

# 9. Income and Expenditure at the Distribution Centre

	2024	2023
Income	£ 3,162,094	£ 4,373,598
Costs		
Books purchased	2,485,623	3,519,431
Salaries, insurance, pension	366,375	352,107
Running costs of vehicles	5,617	5,641
Travelling and subsistence	_	397
Carriage, post, packaging materials	152,471	170,212
Purchase and maintenance of equipment	49,562	43,164
Rent, rates, heating, lighting, telephone	18,550	12,432
Insurance, maintenance of buildings	16,912	16,293
Printing and stationery	2,498	4,596
Discounts allowed	21,484	28,222
Sundries	16,493	16,320
Bad Debts	(2,701)	564
Depreciation	6,590	6,590
Total Expenditure	3,139,474	4,175,959
Surplus for the year	22,620	197,639

#### 10. Total cost of resources

	Staff costs	Other costs	Grants	Total	Total
				2024	2023
	£	£	£	£	£
Direct charitable costs	1,588,389	4,683,906	2,394,589	8,667,084	10,016,088

# 11. Staff

	2024 £	2023 £
Salaries		1,275,679
Employer's National Insurance Contribution	123,492	127,566
Employer's Pension Contribution	251,713	249,031
Pension past service deficit	_	80,000
Total salaries	1,588,389	1,732,276
The average number of staff employed during the year (Full-time posts)	36	39

During the year, 1 member of staff (2023 - 1) earned, including national insurance, between £70,000 and £80,000.

#### Remuneration to key staff

Including the Chief Executive, there are six members of the Executive Team (2023 - 6) and the following payments were made during the year:

	2024	2023
	£	£
Salaries	305,957	250,229
Social Security Costs	34,690	29,952
Pension Costs	60,273	49,451
	400,920	329,632

#### 12. Remuneration to trustees

The trustees do not receive any remuneration as they are appointed by outside authorities or bodies and are not entitled to payment. The total cost paid to trustees (travelling to meetings etc.) during the year was £518 (2023: £1,146). Travel costs to volunteer members of the Board's subcommittees amount to £2,288 (2023: £2,053).

# 13. Fixed Assets

	Freehold land and buildings £	Computers and digital development £	Fixtures and fittings £	Motor vehicles £	Total £
Value					
At 1 April 2023	253,008	690,109	55,851	68,736	1,067,704
Additions	-	586,464	-	-	586,464
Disposals		-		_	_
At 31 March 2024	253,008	1,276,573	55,851	68,736	1,654,168
<b>Depreciation</b> At 1 April 2023 Provided during the year Disposals At 31 March 2024	- - -	<b>16,308</b> 131,734 – <b>148,042</b>	<b>35,729</b> 9,006 – <b>44,735</b>	<b>27,494</b> 13,747 – <b>41,241</b>	79,531 154,487 – <b>234,018</b>
Net value					
At 31 March 2024	253,008	1,128,531	11,116	27,495	1,420,150
At 31 March 2023	253,008	673,801	20,122	41,242	988,173

All assets are used for charitable purposes.

# 14. Investments

The market value of these investments as at the end of the financial year was £190,328 (2023 –  $\pm$ 185,374).

The investments are held by BlackRock in their Charinco and Charinshare Investment Funds that are based in the UK.

The investments are recognised at their commercial value at the balance sheet date. The investments have been revalued, and any gains or losses are recognised in the Financial Activities Analysis.

#### 15. Debtors

	2024	2023	
	£	£	
Trade debtors	269,970	180,776	
Other debtors	215,382	307,405	
Prepayments	12,730	11,708	
	498,082	499,889	

All amounts stated are due in less than one year.

#### 16. Cash at bank and in hand

	2024	2023	
	£	£	
Book Tokens	734,902	890,103	
Others	2,127,961	3,655,657	
	2,862,863	4,545,760	

#### 17. Liabilities: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	109,256	1,631,555
Book Tokens	580,366	743,672
Taxation and social security	53,830	-
Other creditors	765,205	126,042
	1,508,657	2,501,269

There are no creditors for more than one year, excluding book tokens, where one cannot be certain when they will be paid.

# CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES NOTES TO THE ACCOUNTS (CONTINUED)

#### 18. Unrestricted Funds

	Balance				Balance
				Transfers and	
	1 April	Incoming	Outgoing	pensions	31 March
	2023				2024
	£	£	£	£	£
Capital Funds	500,000	_	_	_	500,000
Income Funds					
Pension Fund	-	_	_	_	-
Council	150,918	1,345,347	(1,322,294)	4,034	178,005
Distribution Centre	457,373	3,162,094	(3,132,884)	-	486,583
	1,108,291	4,507,441	(4,455,178)	4,034	1,164,588

## 19. Designated Fund

	Balance				Balance
	1 April 2023	Incoming	Outgoing	Transfer	31 March 2024
	£	£	£	£	£
Capital Funding					
Welsh Government	1,240,882	130,000	(263,362)	-	1,107,520
Computer development fund	230,694	-	-	-	230,694
	1,471,576	130,000	(263,362)		1,338,214

#### 20. Restricted Funds

		Balance			Balance
		1 April	Incoming	Outgoing	31 March
		2023			2024
		£	£	£	£
Dr Dewi Davies Fund	i	61,959	1,254	(300)	63,513
Promotion of Authors Fund	ii	47,425	_	(2,743)	50,168
Mary Vaughan Jones Award	iii	4,849	-	-	4,849
Cymdeithas Lyfrau Ceredigion		75,990	2,781	2,123	76,648
Fund	iv	75,990	2,701	2,125	70,040
Grants for distribution					
Publishing Grants	v	-	2,600,722	2,600,722	-
Additional Magazines	vi	135,000	100,000	235,000	-
London Book Fair	vii	31,096	_	31,096	-
Cost of Living Grant	viii	103,518	_	103,518	-
New Audiences Fund	ix	400,000	500,000	400,000	500,000
Reading Promotion Schemes	х	_	160,378	160,378	-
Dept. of Welsh in Education	xi	29,209	_	1,840	27,369
Love Reading / Caru Darllen	xii	429,195	-	94,357	334,838
Catalogue		_	4,999	4,999	_
Rhyngom	xiii	(628)	9,747	120,059	(110,940)
Cheltenham Literary Festival	xiv	1,237	_	797	440
UNESCO City of Literature	xv	_	10,000	2,235	7,765
The Reading Agency – Reading		57.646			
Well	xvi	57,616	216,807	146,088	128,335
Culture Division – Reading Well	xvii	3,978	43,477	47,455	
		1,380,444	3,650,165	3,947,624	1,082,985

#### i. Dr Dewi Davies Fund

The interest on the fund is used to fund prizes for competitions to promote reading amongst children and young people.

#### ii. Promotion of Authors Fund

A general fund for the promotion of creative writing in Welsh.

#### iii. Mary Vaughan Jones Award

The fund is used every three years to award a person for an outstanding contribution in the field of children's books over a substantial period.

#### iv. Cymdeithas Lyfrau Ceredigion Fund

The interest of the fund is to be used to fund prizes for the Tir na n-Og competition and other activities to promote reading through the medium of Welsh amongst children and young people.

#### v. Welsh Government Publishing Grant

An annual grant is received which is limited to specific purposes noted in the Operational Plan and the Award Letter. The publishing development subcommittees receive regular reports regarding this funding, and they approve any expenditure from the fund.

#### vi. Additional Magazine Grant

To help with increased costs and to pilot new magazines for Welsh History and Sport, Creative Wales awarded £135,000 extra for one year to the Welsh-language magazine budget to be distributed in 2023/24. An additional £100,000 was also received from Creative Wales to be distributed to the Welsh-language magazines in March 2024.

# CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES

#### NOTES TO THE ACCOUNTS (CONTINUED)

#### vii. London Book Fair

Creative Wales awarded £80,000 to Cyhoeddi Cymru Publishing Wales to attend the London Book Fair in April 2023. Whilst most of the fund was used, a virement request has confirmed that the remaining funds can be used towards the London Book Fair 2024.

## viii. Cost of Living Grant

An application was made to Creative Wales for funding to support the book sector, and £500,000 was received in February 2023. The remaining funds were used during 2023/24.

#### ix. New Audiences Fund

Creative Wales awarded £400,000 towards a second programme to strengthen and diversify the publishing industry in Wales. The grant beneficiaries from this fund were as follows:

Grant recipient	Value (£)
Nation.Cymru	40,000
Cwlwm	33,000
Romani Cultural and Arts Company	30,000
Firefly	24,287
Xcellence	20,000
Rily	19,000
Gwasg y Bwthyn	18,660
Golwg	18,000
Institute of Welsh Affairs	16,835
New Welsh Review	16,000
Lucent Dreaming	15,000
Just Another Poet	15,000
Buzz Culture	15,000
CFFI-Cymru	10,000
Gwasg Carreg Gwalch	10,000
Afterlight Comics	10,000
Y Cymro	10,000
The Paper	10,000
Damian Kerlin	9,800
Biosphere Gardens	9,440
Y Lolfa	7,000
Womens Publishing Wales	7,000
Poetry Wales	6,250
Lez Reads	5,000
Proud Little Muslims	5,000
Parthian	5,000
Modron	4,975
Nature Writing	2,500
Honno	1,000
Klust Music	1,000
Tom Goddard	1,000
Translation of application	680
Training for Publishers	3,323
Panel Evaluation	250
TOTAL	400,000

# CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES

#### NOTES TO THE ACCOUNTS (CONTINUED)

#### x. Reading Promotion Schemes

An annual grant is received which is limited to reading promotion schemes (Quick Reads/Stori Sydyn, World Book Day and the Summer Reading Challenge). £140,000 of the funding is awarded by the Welsh Government's Education Department, £20,378 awarded by the Culture Division with the remainder being an external contribution from Waterstones. No funds were carried forward.

#### xi. Department of Welsh in Education

Remaining funds from the lechyd Da project are being used to fund the Children's Books and Reading Promotion Department.

#### xii. Caru Darllen / Love Reading

The Department of Education's aim is for each state school pupil in Wales to be given a book. This project has multiple layers including books to food banks, individual books to pupils, book tokens to pupils (to make their own selection) and a box of books for schools. All the books have been distributed to schools and the book tokens shared to be returned to be exchanged by the booksellers by June 2024.

#### xiii. Rhyngom

This is a 3-year project to develop books for children in Welsh and English. Jointly funded by the Department of Education and Department of Welsh in Education, the aim is to produce books which reflect the diversity of Wales.

#### xiv. Cheltenham Festivals

The Literary Festival provided  $\pm$ 1,500 towards the Reading Teachers = Reading Pupils programme and its delivery in Wales. The Teachers Love Reading pilot is now underway and books have been purchased and teachers supply time covered to try and replicate the RTRP programme in Wales.

#### xv. UNESCO City of Literature

The aim of Ymgyrch Dinas Llên (City of Literature Campaign) is to make it possible for Wales to display its unique and rich literary and cultural heritage under UNESCO's prestigious banner in Aberystwyth and Ceredigion. The Books Council is leading a collaboration between a group of local organisations to create an application. Grant funding was received from ARFOR along with partnership funding from members of the Stakeholder Group to create the application.

#### xvi. The Reading Agency – Reading Well

Books for teenage mental health were published during this year and the Reading Agency confirmed funding for a fifth programme (Dementia). The first payments were received and work on the Dementia programme began during 2023/24 and the payments and work will be completed in 2024/25.

The funding is provided by the Reading Agency, which is a UK registered charity receiving funding for this project from the Welsh Government's Department of Health. This work is limited to the translation and publication of books relating to Dementia, and the books will be available in libraries and for purchase.

#### xvii. Culture Division – Reading Well

A grant of £45,000 was received towards the promotion of the Reading Well programmes. Promotional materials were produced for the libraries themselves as well as digital assets for social media, under the campaign name 'Better with Books'. This was also supported with some advertising. We also collaborated with key partners to promote and distribute copies of the books.

# 21. Analysis of Net Assets Between Funds

		Net		
	Fixed	Current	Long Term	
	Assets	Assets	Creditors	Total
	£	£	£	£
Restricted Funds				
Dr Dewi Davies Fund	63,513	_	-	63,513
Promotion of Authors Fund	50,168	_	-	50,168
Mary Vaughan Jones Award	-	4,849	-	4,849
Cymdeithas Lyfrau Ceredigion Fund	76,648	_	-	76,648
Rhyngom	-	(110,940)	-	(110,940)
Department of Education	-	27,369	-	27,369
Love Reading / Caru Darllen scheme	_	334,838	-	334,838
New Audiences Fund	_	500,000	-	500,000
Cheltenham Literary Festival	-	440	-	440
UNESCO City of Literature	-	7,765	-	7,765
The Reading Agency – Reading Well	-	128,335	_	128,335
Restricted Funds	190,329	892,656	_	1,082,985
Designated Funds	1,167,142	171,072	-	1,338,214
Unrestricted Funds	253,007	911,581		1,164,588
	1,610,478	1,975,309	_	3,585,787

## 22. Pension Scheme

The charity is a member of Dyfed Pension Scheme, which is a defined benefit scheme. For the year commencing 1 April 2023 the employer contributions were 19.7% of pensionable pay.

Date of last full Actuarial Valuation: 31 March 2022

ACTUARIAL ASSUMPTIONS		
Financial Assumptions	Beginning of Year	End of Year
Rate of inflation	2.70%	2.7%
Rate of increase in salaries	4.20%	4.2%
Rate of increase in pensions	2.80%	2.8%
Discount rate	4.80%	4.9%

The end of year figures for the market value of the assets and split assets between investment categories have been calculated as at 31 March 2024. The corresponding figures for the start of the year have been calculated as at 31 March 2023.

Statement of Financial Position Items as at 31 March 2024	
	£'000
Market Value Assets	15,804
Liabilities	(12,051)
Surplus (Deficit)	3,753
Change in benefit obligation during year to 31 March 2024	
Benefit obligation at beginning of the year	2,484
Employer Contributions	252
Net Interest	(125)
Administration Costs	(5)
Actuarial Gain or (Loss)	1,147
Benefit obligation at the end of the year	3,753

\* The asset in 2023 and 2024 was restricted to comply with FRS 102 paragraph 28. An entity shall recognise a plan surplus as a defined benefit plan asset only to the extent that it is able to recover the surplus either through reduced contributions in the future or through refunds from the plan. These criteria were not considered to be met, therefore an asset was not recognised.

# **Additional Disclosure Pension Assets**

	Assets on		Assets on	
	31.03.24		31.03.23	
	£000	%	£000	%
Equities	11,505	73	10,657	74
Government Bonds	-	0	72	1
Other Bonds	1,486	9	1,017	7
Property	1,944	12	1,934	13
Liquidity	869	5	644	5
Total	15,804	=	14,324	
	42.054		44.040	
Liabilities on 31.03.24	12,051	-	11,840	

#### 23. Net movement in the Funds

	2024	2023
	£	£
Unrestricted Funds		
Income Funds		
Distribution Centre	29,210	204,229
Council	27,087	18,454
Pension Fund	-	2,583,000
Designated Fund	(133,362)	494,839
Restricted Funds	(297,459)	(50,815)
	(374,524)	3,249,707

# 24. Reconciliation of net income (expenditure) to net cash flow from operating activities

	2024	2023
	£	£
Net Income for the year	(374,524)	3,249,707
Adjustments:		
Capital expenditure	(586,464)	(389,530)
Depreciation	154,487	30,907
(Gains)/losses in value of investments	(4,954)	8,150
(Gains)/losses on defined benefit scheme	-	(2,583,000)
Decrease/(Increase) in stock	119,363	(35,933)
Decrease/(Increase) in debtors	1,807	5,205,006
(Decrease)/Increase in creditors	(992,612)	(2,155,344)
Net cash provided by operating activities	(1,682,897)	3,329,963

# CYNGOR LLYFRAU CYMRU – THE BOOKS COUNCIL OF WALES NOTES TO THE ACCOUNTS (CONTINUED)

# 25. Related Parties

In Note 20, BAME Swansea are the beneficiaries of £39,000 grants in the New Audiences Fund scheme of which the Books Council's Treasurer, Alfred Oyekoya, is a trustee.

Professor Jane Aaron (a Books Council's Trustee) is a Honno Press trustee, that received £71,070 in various grants (including £15,000 cost of living grant (one-off) and £6,000 from the New Audiences Fund).

Lowri Ifor works for Museum Wales for which the Books Council of Wales has a trading relationship, but transactions are not controlled by Lowri in any way.

There are strict procedures in place to ensure that where an individual is connected to a deemed related party, they are not included in any part of the decision-making process of awarding grants to these entities.



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