APPENDIX 1

OSCR
Scottish Charity Regulator

Office of the Scottish **Charity Regulator**

Trustees' Annual Report for the period							
	Period start date				Period end date		
	Day	Month	Year		Day	Month	Year
From	01	04	2025	To	31	03	2026

Reference and administration details

Charity name	Picture Hooks
Other names charity is known by	
Registered charity number	**SC047948**
Charity's principal address	33 Inverleith Terrace
	Edinburgh
	Postcode EH3 5NU

Names of the charity trustees on date of approval of Trustees' Annual Report

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Lucy Juckes	Chair		
2	Jonathan Gibbs			
3	Simon Lewin			
4	Tiffany Leeson			
5	Rebecca Essilife			
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

APPENDIX 1

Reference and administration details

Names of all other charity trustees during the period, if any, (for example, those who resigned part way through the financial period)

Name	Dates acted if not for whole year

Structure, governance and management

Type of governing document	On 23rd November 2017, our Single Tier Organisation was constituted allowing us to apply for charitable status as an SCIO.
Trustee recruitment and appointment	There have been no changes in the trustees this year.

Objectives and activities

Charitable purposes	To advance arts by developing, supporting and nurturing talent of new and emerging illustrators with particular focus on illustration in children's picture books as well as to advance education by championing the importance of picture books in the development of learning, well-being and creativity in children.
Summary of the main activities in relation to these objects	The programme comprises several activities such as the biannual mentoring scheme, which allows emerging illustrators to work closely with established professional illustrators, a buddy mentoring scheme, exhibitions, and competitions to support illustrators with exposure and masterclasses offering additional development opportunities.

APPENDIX 1

Achievements and performance

Summary of the main achievements of the charity during the financial period

We continue to run two mentoring programmes to support children's book illustrators at different points in their development. For artists taking their first steps into children's book illustration, we offer our Buddy Scheme, where they spend six months in collaboration with an experienced professional illustrator. In this period, twelve illustrators were part of this scheme. For early-career illustrators whose practice is further developed, but who are still in need of guidance, we offer our flagship Mentoring Programme – nine months working with an established children's book illustrator, and supplementary masterclasses. We selected five participants for the Mentoring Programme. It drew to a close in November 2025 with the Emerging Illustrators Exhibition and Publishing Speed Dating event. Over 50 Scottish illustrators joined us for the launch/networking event. The artwork will tour as an exhibition in summer 2026.

We continued with our regular and popular online competitions to help to generate inspiration and portfolio pieces for illustrators and added a new element: 'Picture Hooks Explores'. These are free companion webinars from a specialist on the particular discipline being challenged by the competition brief, to provide extra support to entrants by developing awareness around key illustration skills.

We also launched a new series of recorded Zoom interviews with children's book industry experts called 'Picture Hooks Discusses', looking into different aspects of the picture book world, which are available on our website and YouTube channel, together with 'Picture Hooks Listens' where emerging illustrators can send in questions on any aspect that is puzzling them about their practice or about the book trade.

We teamed up with reading charity Bookmark again, this time to run a four-day residency in a primary school with an award-winning illustrator. The outcome of this residency was an original mural in one of the school's reading rooms, workshops held by the illustrator, and dozens of very happy, engaged, and inspired children. This was a pilot test case, but as part of our commitment to broadening our reach, supporting illustrators, and making the world of picture books accessible to children, we intend to organise more opportunities for 'Illustrators in Residence' in schools going forwards.

Working with Tonic Arts, the NHS Lothian Charity, we found a permanent home for our Storybook Way exhibition in the children's outpatient ward at Skipton General Hospital. We also have ongoing partnerships with Edinburgh College of Art, Leith School of Art, Glasgow College and Cambridge School of Art – in this case we offer bursaries to illustrators for further mentoring after their degree finishes.

In the Edinburgh Central Library, we ran an exhibition entitled, 'Hooked from the Start: Picture Books and their lasting Influence', to explore the way in which picture books read in childhood shape the work of award-winning artists. To reflect on the exhibition, we organised a panel discussion with some of the illustrators to highlight the importance of reading picture books in childhood which was very well received.

Financial review

Brief statement of the charity's policy on reserves	Total unrestricted reserves as of 31st March 2026 were £166,509 (2025: £46,989). In accordance with charity good practice, the charity has identified that £18,572 of reserves would be required to cover 12 weeks of operational expenditure (2024: £10,909). Therefore, based on the current level of total unrestricted reserves available this requirement has been met.
Details of any deficit	As of 31st March 2026, no funds were in deficit (2025- nil).
Donated facilities and services (if any)	

APPENDIX 1

Other optional information

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s) *OSCR will accept digital or typed signatures*		
Full name(s)	Lucy Juckes	
Position (e.g. Chair)	Chair	
Date	29/09/2026	

APPENDIX 2

Enter charity name below

Picture Hooks

Enter SC No. below

SC047948

OSCR Scottish Charity Regulator

Receipts and payments accounts

For the period from	Period start date			to	Period end date		
	Day	Month	Year		Day	Month	Year
	01	04	2025		31	03	2026

Section A Statement of receipts and payments

	Unrestricted funds	Restricted funds	Expendable endowment funds	Permanent endowment funds	Total funds current period	Total funds last period
	to nearest £	to nearest £	to nearest £	to nearest £	to nearest £	to nearest £
A1 Receipts						
Donations	200,000				200,000	
Legacies					-	
Grants					-	
Receipts from fundraising activities					-	
Gross trading receipts					-	
Income from investments other than land and buildings					-	
Rents from land & buildings					-	
Gross receipts from other charitable activities					-	2,606
					-	
A1 Sub total	200,000	-	-	-	200,000	2,606
A2 Receipts from asset & investment sales						
Proceeds from sale of fixed assets					-	
Proceeds from sale of investments					-	
A2 Sub total	-	-	-	-	-	-
Total receipts	200,000	-	-	-	200,000	2,606
A3 Payments						
Expenses for fundraising activities					-	
Gross trading payments	1,099				1,099	125
Investment management costs					-	
Payments relating directly to charitable activities	75,334				75,334	44,506
Grants and donations					-	
Governance costs:					-	
Audit / independent examination					-	
Preparation of annual accounts	1,200				1,200	1,200
Legal costs					-	
Other	2,847				2,847	1,439
					-	
A3 Sub total	80,480	-	-	-	80,480	47,270
A4 Payments relating to asset and investment movements						
Purchases of fixed assets					-	
Purchase of investments					-	
A4 Sub total	-	-	-	-	-	-
Total payments	80,480	-	-	-	80,480	47,270
Net receipts / (payments)	119,520	-	-	-	119,520	(44,664)
A5 Transfers to / (from) funds					-	
Surplus / (deficit) for year	119,520	-	-	-	119,520	(44,664)

- SC

Section B Statement of balances

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
B1 Cash funds	Cash and bank balances at start of year	46,989				46,989	91,653
	Surplus / (deficit) shown on receipts and payments account	119,520				119,520	(44,664)
						-	
						-	
	Cash and bank balances at end of year	166,509	-	-	-	166,509	46,989
	(Agree balances with receipts and payments account(s))	-	-	-	-	-	-

	Details	Fund to which asset belongs	Market valuation to nearest £	Last year to nearest £
B2 Investments	Not applicable			
		Total	-	-

	Details	Fund to which asset belongs	Cost (if available) to nearest £	Current value (if available) to nearest £	Last year to nearest £
B3 Other assets	Not applicable				
		Total	-	-	-

	Details	Fund to which liability relates	Amount due to nearest £	Last year to nearest £
B4 Liabilities	Accountancy	Preperation of annual acconts	1,260	1,260
	Trade Creditors	Payments relating to charitable activity	327	23,809
		Total	1,587	25,069

	Details	Fund to which liability relates	Amount due (estimate) to nearest £	Last year to nearest £
B5 Contingent liabilities	Not applicable			
		Total	-	-

Signed by one or two trustees on behalf of all the trustees	Signature*	Print Name	Date of approval
	Lucy Juckes	LUCY JUCKES (CHAIR)	29/09/2026

Section C Notes to the Accounts

C1 Nature and purpose of funds *(may be stated on analysis of funds worksheets)*

C2 Grants

Type of activity or project supported	Individual / institution	Number of grants made	£
Not applicable			
		Total	-

C3a Trustee remuneration

If no remuneration was paid during the period to any charity trustee or person connected to a trustee cross this box (otherwise complete section 3b)	

C3b Trustee remuneration - details

Authority under which paid	£
Not applicable	

C4a Trustee expenses

If no expenses were paid to any charity trustee during the period then cross this box (otherwise complete section 4b)	

C4b Trustee expenses - details

	Number of trustees	£
Not applicable		

C5 Transactions with trustees and connected persons

Nature of relationship	Nature of transaction	Transaction amount (£)	Balance outstanding at period end (£)
Not applicable			

C6 Other information

- SC

Additional analysis (1)

Analysis of receipts and payments

1 Donations

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
County Hall Arts	200,000				200,000	
					-	
					-	
					-	
Total	200,000	-	-	-	200,000	-
	-	-	-	-	-	-

2 Grants

	Unrestricted funds to nearest £	Restricted funds to nearest £	Total current period to nearest £	Total last period to nearest £
Not applicable			-	
			-	
			-	
			-	
Total	-	-	-	-
	-	-	-	-

3 Gross receipts from other charitable activities

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
Buddy Sheme					-	2,606
					-	
					-	
					-	
					-	
					-	
					-	
					-	
Total	-	-	-	-	-	2,606
	-	-	-	-	-	-

4 Payments relating directly to charitable activities

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total current period to nearest £	Total last period to nearest £
Mentoring	10,600				10,600	248
Competition	3,045				3,045	3,015
Webinar	1,150				1,150	660
Buddy Scheme	10,015				10,015	4,800
Exhibition	4,912				4,912	7,199
Illustrator Meetups	-				-	200
Art in Schools	3,129				3,129	200
Marketing	-				-	248
Bologna Expenses	149				149	102
Staff Costs	42,335				42,335	27,083
Staff Training	-				-	175
Website	-				-	578
Total	75,334	-	-	-	75,334	44,506
	-	-	-	-	-	-