

APPENDIX 1



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	2023	To	31	03	2024

Reference and administration details

Charity name  
Other names charity is known by  
Registered charity number  
Charity's principal address

Picture Hooks
SC047948
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		Chair		
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

## 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 new buddy scheme programme, exhibitions, and competitions to support illustrators with exposure and masterclasses offering additional development opportunities.

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### 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 those just beginning, we offer the Buddy Scheme: six months in collaboration with an experienced professional illustrator for artists taking their first steps into children's book illustration. In this period, two illustrators graduated from the Buddy Scheme. In Autumn 2023, out of 130 applicants, we recruited five new buddies for the programme, four of whom commenced their six-month partnership at the beginning of 2024; the fifth will begin their time on the programme in September 2024.

For illustrators whose practice is further developed, but who are still in need of guidance, we offer our flagship programme, the Mentoring Scheme: nine months working with an established children's book illustrator, with a final exhibition, opportunities to meet publishers and supplementary masterclasses. Following nine months of hard work, collaboration and masterclasses on Character-Building, Colour and Presenting Your Work to Publishers, Autumn 2023 saw the graduation of our five mentors, paired with mentees Alison Murray, Jill Calder, Anna Wilson, Steve Anthony and Chris Haughton.

All mentees created a book cover and spread to feature in the Picture Hooks Emerging Illustrators exhibition, which launched at the Scottish Storytelling Centre in November 2023. Earlier in the afternoon, mentees and other early-career illustrators recruited through a social media callout attended a Publisher Speed-Dating event, where representatives from twelve publishers and agencies gathered to review portfolios and meet the illustrators. The exhibition launch was a joyful event which offered a chance for the mentees to connect in person and celebrate their achievements on the programme, as well as providing a meet-up opportunity for local illustrators to promote community and prevent isolation. The exhibition then began its tour around Scotland, visiting Eden Court in Inverness (accompanied by a Picture Hooks family event) and the V&A Dundee, introducing the mentees' work to a wide audience across the country.

We also held three more free-to-enter competitions on social media to help generate inspiration and portfolio pieces for illustrators. Across all competitions, 643 entries were received from the UK and beyond. Each winner received £500 and each awarded runner-up (two per competition) received £250. The winners and runners up were showcased on social media, each reaching 2600-4900 accounts and receiving 370-1,100 'likes' - a record for Picture Hooks and great encouragement and exposure for the winning artists.

During this period Picture Hooks also began two new collaborations. We started working with children's reading charity Bookmark, curating a picture book pack for them to promote the power of picture books in education and commissioning illustrations for their Story Corner magazine. We also began a project with Tonic Arts, who deliver arts programmes to support staff and patient wellbeing across the NHS Lothian community, to commission an exhibition of children's illustration for a local children's hospital, due to be installed late 2024.

Picture Hooks staff also delivered an event promoting picture books at the Edinburgh International Book Festival in August 2023, gave a talk to support MA Illustration students at the Edinburgh College of Art and held a collegiate drinks party for emerging illustrators at the Bologna Children's Book Fair in April 2024.

## Financial review

### Brief statement of the charity's policy on reserves

Total unrestricted reserves as of 31st March 2024 were £91,653 (2023 - £51,860). In accordance with charity good practice, the charity has identified that £15,486 of reserves would be required to cover 12 weeks of operational expenditure (2023 - £7,997). Therefore, based on the current level of total unrestricted reserves available this requirement has met.

### Details of any deficit

As at 31st March 2024 no funds were in deficit (2023 – nil).

### Donated facilities and services (if any)

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## 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)	<div></div>	
Full name(s)	<div></div>	
Position (e.g. Chair)	Chair	
Date	04/12/2024	

Enter charity name below

Enter SC No. below

**Picture Hooks****SC047948**

Receipts and payments accounts							
For the period from	Period start date			to	Period end date		
	Day	Month	Year		Day	Month	Year
	01	04	2023		31	03	2024

**Section A Statement of receipts and payments**

	Unrestricted funds to nearest £	Restricted funds to nearest £	Expendable endowment funds to nearest £	Permanent endowment funds to nearest £	Total funds current period to nearest £	Total funds last period to nearest £
<b>A1 Receipts</b>						
Donations	105,000				105,000	5,000
Legacies					-	
Grants					-	
Receipts from fundraising activities	1,898				1,898	5,615
Gross trading receipts					-	
Income from investments other than land and buildings					-	
Rents from land & buildings					-	
Gross receipts from other charitable activities					-	
					-	
<b>A1 Sub total</b>	<b>106,898</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>106,898</b>	<b>10,615</b>
<b>A2 Receipts from asset &amp; investment sales</b>						
Proceeds from sale of fixed assets					-	
Proceeds from sale of investments					-	
<b>A2 Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>106,898</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>106,898</b>	<b>10,615</b>
<b>A3 Payments</b>						
Expenses for fundraising activities					-	
Gross trading payments	96				96	111
Investment management costs					-	
Payments relating directly to charitable activities	64,663				64,663	33,642
Grants and donations					-	
Governance costs:					-	
Audit / independent examination					-	
Preparation of annual accounts	984				984	900
Legal costs					-	
Other	1,362				1,362	
					-	
<b>A3 Sub total</b>	<b>67,105</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>67,105</b>	<b>34,653</b>
<b>A4 Payments relating to asset and investment movements</b>						
Purchases of fixed assets					-	
Purchase of investments					-	
<b>A4 Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>67,105</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>67,105</b>	<b>34,653</b>
<b>Net receipts / (payments)</b>	<b>39,793</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>39,793</b>	<b>(24,038)</b>

Enter charity name below

Enter SC No. below

Picture Hooks

SC047948



Receipts and payments accounts							
For the period from	Period start date			to	Period end date		
	Day	Month	Year		Day	Month	Year
	01	04	2023		31	03	2024

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 £
A5 Transfers to / (from) funds					-	
Surplus / (deficit) for year	39,793	-	-	-	39,793	(24,038)

## 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	51,860				51,860	75,898
	Surplus / (deficit) shown on receipts and payments account	39,793				39,793	(24,038)
						-	
						-	
	<b>Cash and bank balances at end of year</b>	<b>91,653</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>91,653</b>	<b>51,860</b>
	(Agree balances with receipts and payments account(s))	-	-	-	-	-	-

	Details	Fund to which asset belongs	Market valuation to nearest £	Last year to nearest £
B2 Investments				
		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					
		Total	-	-	-

	Details	Fund to which liability relates	Amount due to nearest £	Last year to nearest £
B4 Liabilities	Accountancy	Preparation of annual accounts	1,200	942
	PAYE	Payments relating directly to charitable activities	8	
	Trade Creditors	Payments relating directly to charitable activities	6,000	
		Total	7,208	942

	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

04/12/2024



## 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)	X
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**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)	X
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**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**

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## Picture Hooks

SC047948

**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 £
Esmee Fairbairn	5,000				5,000	5,000
County Hall Arts	100,000				100,000	
					-	
					-	
<b>Total</b>	<b>105,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>105,000</b>	<b>5,000</b>

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**2 Grants**

	Unrestricted funds to nearest £	Restricted funds to nearest £	Total current period to nearest £	Total last period to nearest £
Not applicable			-	
			-	
			-	
			-	
<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

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**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 scheme	1,898				1,898	1,830
Mentoring					-	2,585
Reimbursements					-	1,200
					-	
					-	
					-	
					-	
<b>Total</b>	<b>1,898</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,898</b>	<b>5,615</b>

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**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	11,683				11,683	
Masterclass	650				650	511
Competition	2,000				2,000	6,000
Buddy Scheme	7,500				7,500	4,900
Exhibition	1,989				1,989	1,749
Conferences	23				23	-
Art in schools	375				375	
Staff costs	39,624				39,624	18,762
Staff training	432				432	
Website	387				387	395
Accountancy Payroll	2,346				2,346	
Post and Stationary	96				96	
Festival					-	125
Illustrator Meet Ups					-	1,200
<b>Total</b>	<b>67,105</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>67,105</b>	<b>33,642</b>

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## APPENDIX 3



Independent examiner's report on the accounts		V2																					
Report to the trustees/members of	Picture Hooks																						
Registered charity number	SC 047948																						
On the accounts of the charity for the period	<table border="1"> <thead> <tr> <th colspan="3">Period start date</th> <th></th> <th colspan="3">Period end date</th> </tr> <tr> <th>Day</th> <th>Month</th> <th>Year</th> <th>to</th> <th>Day</th> <th>Month</th> <th>Year</th> </tr> </thead> <tbody> <tr> <td>01</td> <td>04</td> <td>2023</td> <td></td> <td>31</td> <td>03</td> <td>2024</td> </tr> </tbody> </table>		Period start date				Period end date			Day	Month	Year	to	Day	Month	Year	01	04	2023		31	03	2024
Period start date				Period end date																			
Day	Month	Year	to	Day	Month	Year																	
01	04	2023		31	03	2024																	
Set out on pages	(remember to include the page numbers of additional sheets)																						
Respective responsibilities of trustees and examiner	<p>The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) 2005 Act and the Charities Accounts (Scotland) Regulations 2006 (as amended). The charity trustees consider that the audit requirement of Regulation 10(1) (d) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under section 44(1) (c) of the Act and to state whether particular matters have come to my attention.</p>																						
Basis of independent examiner's statement	<p>My examination is carried out in accordance with Regulation 11 of the 2006 Accounts Regulations. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeks explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, I do not express an audit opinion on the view given by the accounts.</p>																						
Independent examiner's statement	<p>In the course of my examination, no matter has come to my attention [other than that disclosed on the attached page*]</p> <p>1. which gives me reasonable cause to believe that in any material respect the requirements:</p> <ul style="list-style-type: none"> <li>to keep accounting records in accordance with section 44(1) (a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations, and</li> <li>to prepare accounts which accord with the accounting records and comply with Regulation 9 of the 2006 Accounts Regulations</li> </ul> <p>have not been met, or</p>																						
Signed Name																							
Relevant professional qualification(s) or body (if any)																							
Address																							

\*Please delete the words in the brackets if they do not apply. If the words do apply, set out those matters which have come to your attention on the following page.

## APPENDIX 3

### Disclosure section

Only complete if the examiner needs to highlight material problems.

Give here brief details of  
any items that the  
examiner wishes to  
disclose