

The Book Trade
Charity
BTBS

2021

IMPACT
REPORT

WHO WE ARE

The Book Trade Charity exists to support colleagues across the book trade and their families, providing grants and housing when they need it most. Since 1837 we have been a safety net providing vital funding to help when crisis strikes.

We can help with: utility bills, groceries, transport, medical costs, funeral costs, counselling, household items, relocation, training, development and housing needs. We even have our own housing for colleagues based in Hertfordshire and London.

Beyond our work with individuals, we work hard to support a healthy and vibrant book trade and to break down barriers for young entrants to the trade. We believe in a diverse and inclusive book trade and our approach reflects our commitment to underrepresented groups.



A SAFETY NET

We act fast to help colleagues at the point of crisis. Putting food on tables, heating homes and keeping lights on. For hundreds of families.

A SPRINGBOARD

But we don't stop there. We actively drive positive change across the trade and are strongly committed to building a more inclusive and diverse book trade. We have helped hundreds more gain the skills they need to go further and to realise their potential.



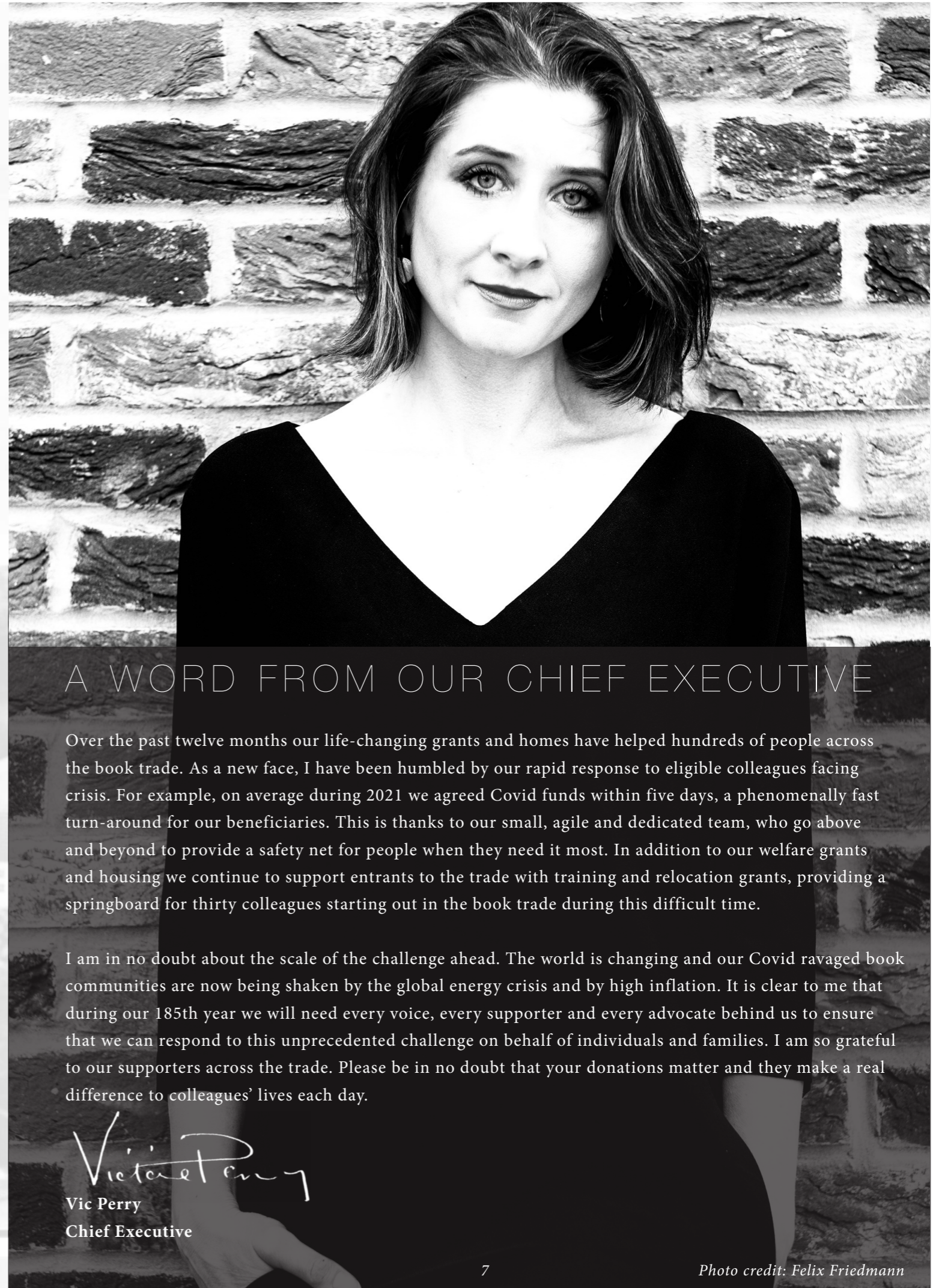
CHAIR'S STATEMENT

2021 was a year of learning. We continued to learn how to operate most effectively through the pandemic and launched our new Bookbinders Cottages in May, with a huge drive to find residents for this unique development in north London. This is an exceptional place with a remit to support underrepresented new entrants to the trade including people from regional and low-income backgrounds. It is heartening that within a matter of months we are now at almost full capacity and have received trade-wide support for this initiative.

This year also saw the formation of our new Ambassadors Group which draws together a handful of our greatest supporters in the trade to single-mindedly drive our profile and fundraising over the coming years. We are excited about the potential to create a strong team of supporters during our 185th anniversary in 2022.

As we enter 2022, we can already see the increasing need for support as incomes are squeezed by inflationary pressures, war rages in Europe and Covid 19 continues to haunt us. I am delighted that we have an excellent team led by Vic that will help the charity and the UK book industry face these challenges.

Jonathan Nowell
Chair



A WORD FROM OUR CHIEF EXECUTIVE

Over the past twelve months our life-changing grants and homes have helped hundreds of people across the book trade. As a new face, I have been humbled by our rapid response to eligible colleagues facing crisis. For example, on average during 2021 we agreed Covid funds within five days, a phenomenally fast turn-around for our beneficiaries. This is thanks to our small, agile and dedicated team, who go above and beyond to provide a safety net for people when they need it most. In addition to our welfare grants and housing we continue to support entrants to the trade with training and relocation grants, providing a springboard for thirty colleagues starting out in the book trade during this difficult time.

I am in no doubt about the scale of the challenge ahead. The world is changing and our Covid ravaged book communities are now being shaken by the global energy crisis and by high inflation. It is clear to me that during our 185th year we will need every voice, every supporter and every advocate behind us to ensure that we can respond to this unprecedented challenge on behalf of individuals and families. I am so grateful to our supporters across the trade. Please be in no doubt that your donations matter and they make a real difference to colleagues' lives each day.

Vic Perry
Chief Executive

OUR AIMS

Overall our grants and housing supports colleagues to:

- improve quality of life for themselves and their families
- relieve distress and face crises
- take up education and training
- build their career in the book trade

OUR WAY OF WORKING

is tangible, practical and personal. It often starts with an email or a phonecall to talk through eligibility and to run through the application steps together. We can help with - utilities bills, groceries, transport, medical costs, funeral costs, counselling, household items, relocation, training, development and housing needs.

CRISIS DOESN'T DISCRIMINATE, AND NEITHER DO WE

We are committed to promoting a workplace committed to the principles of equity, inclusivity and diversity. All applications for support are considered in ways which do not discriminate on the basis of age, gender, ethnicity, race, religion, disability, sexual orientation or socio-economic background.



2021 HIGHLIGHTS

- Supported 127 beneficiaries with our grants programme plus 52 Covid grant beneficiaries
- Launched Bookbinders Cottages, our new development in Barnet, London
- Kickstarted our new Ambassador programme to raise vital funds and profile
- Glenda won the sector's ACO Outstanding Achievement award
- Developed a campaign to celebrate our 185th year
- First residents survey at the Retreat to understand what matters most to our community
- Raised almost £40,000 through our book sales once Covid restrictions had eased
- Devised new Advisory Forum terms of reference



OUR YEAR IN NUMBERS

£285,528 AWARDED IN GRANTS

43% OF APPLICANTS IN WORK

295 APPLICATIONS

173 BENEFICIARIES

42% BOOKSELLERS

41% PUBLISHERS

17% ALLIED TRADES

OUR GRANTS

A large part of our work involves assessing grant applications from individuals seeking support for themselves and their families. We have a series of grants on offer to support colleagues at different stages of their career and facing different pressures.

WELFARE GRANTS

For book trade people living in their own homes, the charity supports individuals and families in need by providing one-off grants for people facing a crisis. Here are some examples of what people use our grants for:

Impact area	How we might help
Low household income and savings, debt and insolvency	Essential furniture and appliances, help with household bills, heating and maintenance costs, travel and car costs
Unemployment and redundancy	Interview costs, funding training and development, CV
Health and medical aid not easily or normally provided by the NHS	Help towards dental work, medical aides such as wheelchairs, mobility scooters, stair lifts
Being a carer	Respite care costs, financial support
Emergencies and unforeseen circumstances	Cover funeral costs, transport and travel
Accidents, illness or bereavement	Deposits for Motability vehicles, mobility aids or stairlifts, counselling sessions
Housing difficulties and homelessness	Pay for accommodation, deposits for a new home, help with removal costs

For further information please go to www.btbs.org

REGULAR GRANTS

We often work with colleagues who find themselves on a fixed, low income. They may be retired or indeed starting out in the trade. We support over 60 people with a means-tested grant of up to £175 per month. We know that this ongoing support can be a lifeline for people and enables us to play a sustained and meaningful role in their lives.

72 APPLICANTS

30% OF OUR WORK

£119,210 AWARDED



Chris's story

Chris met his partner Hil when they were both young booksellers. After falling in love, they moved to Taunton and ran a bookshop together. In later life, Hil became ill and Chris stopped working to become her carer. After her sudden death, Chris found himself alone, grieving and without a stable income:

"It can sound like a cliché but you just never think you could be in this situation. It was like a switch being turned off and I fell to pieces - our lives had been so entwined for over twenty years. I was emotionally devastated, isolated, jobless and eventually without a home. At that point I was in relatively dire straits and in need of someone to turn to. I then had a kind, caring and helpful conversation with The Book Trade Charity - all the things one needs when you are in that situation. I filled in the paperwork, and it gave me back my confidence in humanity."

Chris now receives a regular monthly grant from us, and we are so grateful to him for sharing his story.

EDUCATION AND TRAINING GRANTS

We have a special grants programme to support people's training and professional development within the book trade and to support people with a passion to enter the trade. We see these grants as a springboard, enabling people to secure their dream job in the book trade. We continue to work with chosen providers to offer support and practical help to colleagues seeking their first or next job in the trade.

If the costs of undertaking education and training is a barrier to colleagues, we can help them to access career development courses and we tailor support to help new entrants with their living and household expenses often offering grants to support rental deposits or the costs of relocation. Grants awarded are typically between £300 - £2,000.

Amy's story

"Everything changed after that course, it literally changed my life. Growing up my parents had good jobs and worked hard. Dad was self-employed and had a bad accident at work when I was little which meant he suddenly couldn't work, and we ended up in debt that we are still paying off today. As a young child this was hard, I remember borrowing books from the school library every weekend so I could have some form of escape. Ever since, I have always done what I can to contribute to the family, I couldn't afford to go to university even though I wanted to and went straight into full time work. Everything was going well. Fast forward to the second half of Covid - I lost my job. I suddenly couldn't support my family and was trying to work out what to do next - it really affected my already struggling mental health. I started reading as an escape again. I started a book Instagram and came across 'Get into Book Publishing' on Twitter. I didn't have the money to join until I found out about The Book Trade Charity. I applied for funding and when I found out I was successful I cried. I did the course in Spring and a short while after I got a call about the Bloomsbury apprenticeship scheme. After a few interviews and a work trial I started a few weeks later and it was magical. I now have 1,000 followers on my Book Instagram and have been at Bloomsbury for a year. It genuinely was amazing to have funding for that course and I wouldn't be where I am today without that help."



EDUCATIONAL PROJECT GRANTS

Project grants help us to reach much wider communities by providing targeted support for literary festivals, reading and literature appreciation programmes (particularly for young people) and the development of local and regional initiatives to promote the love of reading. This year we supported:

- Southam Literary Festival – a small festival at the heart of the community
- Bound by Veterans – a charity retraining wounded, injured and sick veterans as bookbinders
- Independent Publishers Guild conference
- Publishing Hopefuls – an online group supporting people into UK publishing

Our educational grants are typically between £1,000 and £2,000 (to a maximum of £5,000) for educational projects and initiatives which facilitate or provide training to promote the study, knowledge and appreciation of literature, publishing and the book trade. We encourage applications for funding from local and regional charities in support of education and training activities connected with learning, literacy and the enjoyment of reading.

4 PROJECTS FUNDED

£4,000 AWARDED



Photo credit: Bound by Veterans

Meet Bound by Veterans

Bound by Veterans exists to support ex-servicemen and women, specifically those discharged early due to wounds, injuries and sickness (WIS), to transition from military to civilian life. Since they started nine years ago more than 600 veterans have completed introductory courses and signed up for City & Guilds Level 1,2,3 qualifications.

“We are very grateful to have The Book Trade Charity funding which enables us to enjoy a secure workspace for the veterans in an attractive and peaceful setting. It is a rare thing for a sponsor to fund rent specifically but BTBS tends to focus on helping with these fundamental costs which makes their support very important to us.”

COVID GRANTS

“I really don’t know what we would have done had The Book Trade Charity not been there for us. I know this is a challenging and uncertain time for everyone and having someone to reach out to and get support from is, for us, lifesaving.”

In 2021 we continued to support people across the book trade with grants to help them to withstand and recover from the Covid pandemic. The grant operational guidelines were used as a basis to assess the new Covid grants but given the unprecedented scale and urgency of individual need the usual cap on grants was stretched to meet actual shortfalls in income where appropriate. Many of those who applied in 2021 had either lost jobs due to Covid or were dealing with other life-changing events due to the pandemic (e.g., exacerbated health issues or relocation). Many more Covid applicants also sought support for career guidance as they applied themselves to looking for new employment.

We continue to provide support to individuals and their families who are struggling due to the pandemic.

52 APPLICANTS

57 APPLICATIONS

£80,000 AWARDED



ENTRY TO THE TRADE GRANTS

We recognise the barriers for young people trying to obtain their first job in the industry and we are passionate about supporting people from underrepresented groups to enter the trade. This year we asked some of the young entrants who had undertaken fully funded career development sessions, why our support made a difference to them. This is what they said:

“I came into this from another industry and quickly learned that jobs and opportunities were few and centred around London or Edinburgh. The advice was invaluable, and helped me to grow my business.”

“Yes - it’s great to enable publishing hopefuls from low income backgrounds to get opportunities in the field, and these kind of sessions are incredibly useful. I would have found a session with book careers hard to afford without help, so the sponsorship of the Book Trade Charity was very valuable for me.”

“The publishing industry is notoriously underpaid leading to very little opportunity for those from lower income backgrounds to find their feet within it.”

“This is a highly competitive industry and too often favours those from privileged backgrounds and those with connections in the industry. It’s important for an industry that serves the UK’s book-reading public that the country’s demographic is better represented in the publishing industry.”

“Very important, especially given that career development sessions tend to be expensive and people looking for a job would find it hard to book them by themselves otherwise.”

29 GRANTS AWARDED IN 2021

OUR IMPACT, GRANTS

In 2021 our work supported beneficiaries across the UK. Here is a breakdown of our grants programme for the past three years:

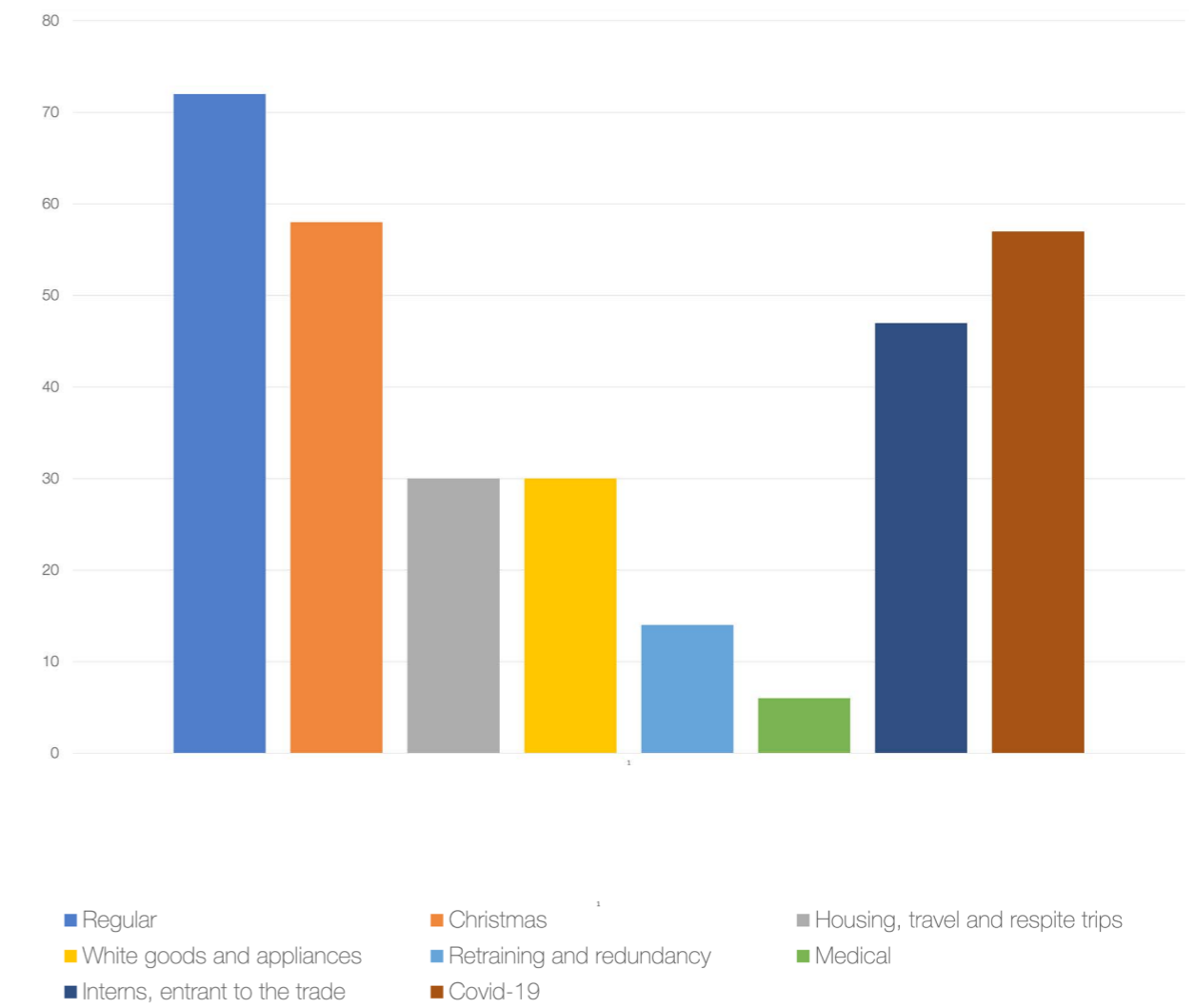
HOW DID WE HELP?

Welfare grants, (one-off & regular), Entry to the trade grants and Project grants (not including Covid Hardship Grants)	2021	2020	2019
Beneficiaries:	127	130	190
New contacts:	51	52	82
Applications for assistance (total):	291	287	382
Applications funded:	262	235	267
Applicant did not pursue:	17	26	66
Applications rejected (ineligible or not within financial criteria) :	12	26	49
Covid hardship grant applications 2021			
Beneficiaries:	52	89	/
Applications for assistance (total):	62	149	/
Applications funded:	57	106	/
Applicant did not pursue:	3	30	/
Applications rejected (ineligible or not within financial criteria) :	2	13	/

WHAT DID PEOPLE ASK FOR SUPPORT WITH?

	2021		2020		2019	
Regular support: (supported for full 12 months)	72 (64)	£119,210	73 (69)	£119,515	76 (60)	£140,090
Christmas one-off grants	58	£9,150	57	£8,100	40	£6,300
Housing/rent arrears/debt	25	£19,178	11	£7,633	30	£15,519
Travel & car costs	2	£810	2	£949	4	£1,668
Holidays, respite care	3	£1,050	0	£0	2	£835
Household, including car-pets, white goods	30	£21,838	25	£11,870	31	£15,295
Retraining & redundancy	14	£5,163	22	£6,005	20	£6,569
Disability, medical & nursing home fees	6	£3,428	2	£2,050	6	£2,339
Interns & Entry to the Book Trade	46	£15,090	38	£10,530	42	£23,404
Project grants	5	£4,230	5	£5,800	16	£19,501
Ernest Hecht Bursaries:	1	£6,000	N/A	N/A	N/A	N/A
Covid Hardship Fund Grants:	57	£80,331	106	£166,779	N/A	N/A

Grants awarded may fall into more than one category per beneficiary



The above graph shows what people have asked for our support with this year



OUR IMPACT, HOMES

Our homes in London and Hertfordshire exist to provide safe, secure and subsidized accommodation for book trade people of all ages. Our oldest resident is 98 and our youngest, 23.

THE RETREAT IN HERTFORDSHIRE

The Retreat at Kings Langley provides independent living in a community of self-contained accommodation for book trade people who need housing for social and economic reasons - a 'safe port' to start afresh after a difficult time. The estate provides homes for colleagues of all ages who have worked in the trade. People can apply to live there as the result of housing need or simply because they wish to live or retire amongst others who love books and share experience in the book trade. Properties are let to eligible applicants on assured short-hold tenancies at subsidised rents/utilities.

- Occupancy: 95% (2020: 98%)

BOOKBINDERS COTTAGES IN LONDON, N20

The Bookbinders Cottages form a small and unique development of tailor-made flats in North London providing a 'place to call home' for young people starting their book trade career in London. The development provides independent living in a community of self-contained flats for book trade people.

- Occupancy: 60% (2020: 79%). During 2022 occupancy has increased significantly.
- Redevelopment works complete: site handed back to BTBS in March 2021

Katie's story:

"It's fantastic. The location itself is such an easy commute. I can be in my office in 45 minutes. It's so quiet and it feels really safe. The flats really are stunning - I have enough space to work from home when I need to. It's clean, well decorated and generously sized and so comfortable. The community is great too, I've become good friends with a neighbour upstairs. If I was still in Derby, I would be spending all of my money on transport and would have found it difficult to meet friends and spend time in the office - I don't think I could have moved to London without this help. The Book Trade Charity are amazing. Publishing is so hard to get into and having a few of the barriers lessened makes the whole industry a better place."

Katie is a resident at Bookbinders Cottages and we thank her for sharing her story.





FOCUS FOR 2022

185 APPEAL

The cost-of-living crisis is starting to affect families across the book trade and our grants programme is under strain. In response we are launching the #185Appeal to raise money to strengthen our grants programme, ensuring we can be there for colleagues struggling with increased bills and inflation.

You can support the appeal by visiting btbs.enthuse.com/cf/cost-of-living-appeal or by following the QR code on the last page.

ENERGY

We are actively scoping our Sustainable Futures Project which focuses on three main elements:

- Replacing or upgrading existing heating to modern, 'greener', energy efficient systems.
- Modifications to individual homes including better insulation, draught proofing, radiator reflectors and other LEAN changes to help reduce our carbon footprint and save money.
- Providing tailored support, advice and grant assistance to enable our community members to benefit from adopting greener and more sustainable energy choices.

ADVISORY FORUM

The Book Trade Charity has recognised the need to invite and welcome a broader range of views to inform our planning and service delivery. This may include, but is not limited to; people with lived experience of our services; people with a sound understanding of grant making; housing best practice and policy practitioners.

The forum will act as a critical friend, informing and assisting The Book Trade Charity in several ways including being a key point of advice for the ongoing design and delivery of BTBS programmes. This work will continue into 2023.

FUNDRAISING

HOW WE RAISE MONEY

We are so grateful to our individual and company donors from across the book trade and love speaking to potential supporters. As a small charity every pound makes a difference. Typically we raise money by:

- Working with Publishers and Booksellers, who donate to enable our work supporting colleagues in crisis.
- Book sales – the sale of books donated by the book trade. Despite the cancellation of the 2021 London Book Fair, we raised almost £39,000 from our book sales in 2021 and attracted 805 boxes of donated books from across the trade, a record!
- Five London Marathon runners from across the trade raised over £7,700 as a team.
- Trusts, charitable foundations and legacies.

We adhere to and comply with the provisions of the Fundraising Standards Board as part of BTBS' membership during the year.

The Board records its thanks and appreciation to the following supporters:

- London Marathon runners: Mollie Haynes, Perri Lucatello, Carl Smith, Patrick Kirwin Taylor and Sarah Sherborne.
- Events and collections were held on our behalf by: Hachette's All Together Network, University of Surrey, Old Export Lags and bookseriesinorder.com.
- Major Donations (£1,000 or more): regular (unrestricted) corporate and charitable trust support during the year: Blackwells, Blake Friedmann, The Book Society, The Booksellers Association, Clays, Canongate, David Grossman, Faber and Faber, Hachette, Harper Collins, Ingram/Lightning Source, Old Possum's Practical Trust, Pan Macmillan, PenguinRandomHouse, Profile Books, Publishers Licensing Society, Simon & Schuster and the Sue Thompson Charitable Trust.
- Donation received from the estate of Elaine Moss.





VOLUNTEERS & STAFF

We wish to record our thanks and appreciation to all volunteers who contributed greatly to the charity's achievements and developments during the year. Without this support, we would not be able to transform lives.

Particularly, the trustees record their thanks to:

- Paul Chapman, Sally Atkinson, Marie Bucksey, Ben Gutcher and Barbara Taylor who were co-opted onto committees and who used their knowledge, skills and experience to the great benefit of the charity;
- The Retreat residents who are involved in the book sales which contribute to the charity's income.
- Colleagues who help to collect books for and support our book sale events on the day;
- The Retreat residents and friends who organise social occasions and outings, and particularly Graham Hogben who took on the role of minibus driver for the weekly supermarket trips, and other outings;
- The many other book trade friends and colleagues who donate much needed funds and others who give of their time to further the charity's objectives;
- Ursula Mackenzie (President) for her significant fundraising and profile raising across the trade.

The Board records its thanks and appreciation to the small staff team of Glenda Barnard, Nicki Cattle and Keith Foster who are professional and dedicated in all that they do, including many voluntary hours in support of book sales and other events. The Board pays tribute to Vic and her team.

FINANCIAL REVIEW

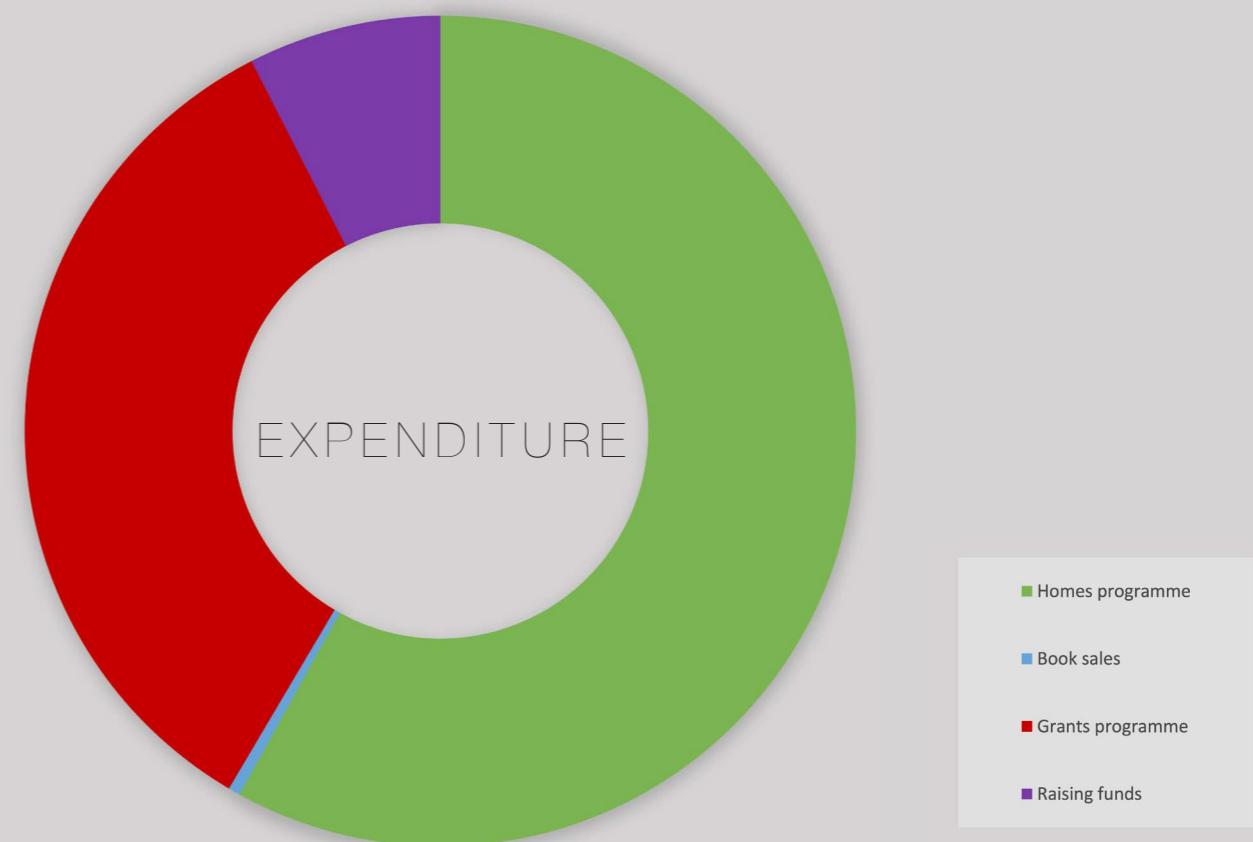
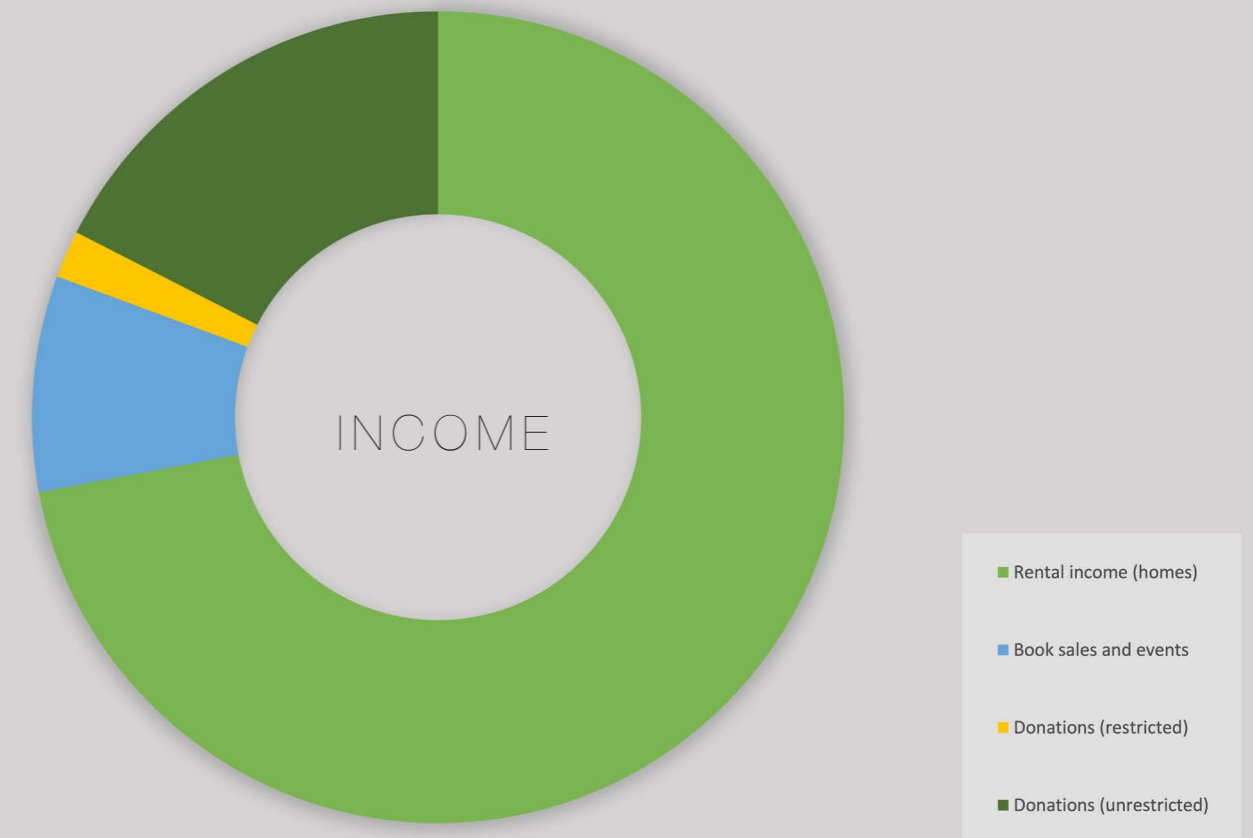
This year has been one of significant transition. After the development of Bookbinders Cottages and launching a major Covid Fund in 2020 this year was an important time to re-frame in order to gear up for the challenges ahead.

	2021	2020
Total income:	£632,580	£1,267,311
Total expenditure:	£1,014,760	£1,156,967
Investment gains	£39,288	£15,878
Net (expenditure)/income	-£343,088	£126,222

2020 income was significantly higher due to the Covid Fund Appeal and the Capital Appeal for the development at Bookbinders Cottages. 2021 was expected to be a year of higher expenditure and the end of year position was favourable against budget,

Recurring income for the charity comprises income comes from voluntary sources, events, rents and investments:

- Corporate and personal donations, and grants from charitable trusts contributed £114,237 (2020: £316,745) to unrestricted funds and £11,264 (2020: £527,022) to restricted funds.
- Events income totalled £53,795 (2020: £55,385) mainly from book sales and the London Marathon
- Rental income amounting to £450,764 (2020: £359,993) was receivable which will grow in 20221 when predicted occupancy levels will be met.
- Gross investment income was £6,866 (2020: £8,166). Movement in the stock market during 2021 resulted in net realised and unrealised gains totalling £39,288 (2020: £15,878).
- Grants in the year, including provisions for regular grant commitments in 2021, amounted to £285,478 compared with £339,141 in 2020, when Covid grant applications were high.



OUR PEOPLE

PRESIDENT

Ursula Mackenzie (until February 2022)
Isobel Dixon (from February 2022)

PATRONS

Nigel Batt
Kip Bertram
Edwin Buckhalter
John Elsley
Christopher Foyle
Trevor Hing
Timothy Wright

AMBASSADORS

Ursula Mackenzie
David Young
David Shelley
John Seaton
Andrew Franklin
Ian Hudson

AUDITOR

Buzzacott LLP, 130 Wood Street, London,
EC2V 6DL

BANKERS

Unity Trust Bank PLC, Nine Brindleyplace,
Birmingham, B1 2HB

SOLICITORS

Sherrards LLP, 4 Beaconsfield Road, St Albans,
Hertfordshire, AL1 3RD

INVESTMENT ADVISERS

Rathbone Investment Management, 8 Finsbury
Circus, London, EC2M 7A2

STAFF

Chief Executive: Victoria Perry
Operations Manager: Glenda Barnard
Finance & Admin Manager (p/t): Nicki Cattle
Special Projects (p/t): Keith Foster

BOARD OF TRUSTEES

Chair: Jonathan Nowell
Vice Chair: Ann Woodhall
Honorary Treasurer: Emily-jane Taylor

TRUSTEES AND BOARD MEMBERS

Jeremy Brinton
Elise Burns
Isobel Dixon
Kate McFarlan
David Neale
Fraser Tanner
Emily-jane Taylor
Ann Woodhall
Gemma Woodward
Ian Chapman
Jasmine Richards
Meryl Halls
Samantha Smith
Jasmine Richards (from 2022)
Meryl Halls (from 2022)
Ian Chapman (from 2022)

COMPANY SECRETARY

Victoria Perry

Some photos used are representative to maintain confidentiality.



HOW YOU CAN HELP

To support our new appeal to fund our vital, core work please scan the QR above with your phone or go to btbs.enthuse.com/cf/cost-of-living-appeal and join us on our mission to raise at least £185,000 on our 185th birthday #185Appeal.

We welcome support of all kinds - please contact Vic at victoria@btbs.org to discuss how you can make a difference.





Registered Office: The Foyle Centre, The Retreat, Kings Langley, Hertfordshire, WD4 8LT
(t) 01923 263128 (w) www.booktradecharity.org (e) info@booktradecharity.org
Registered company number: 06725178 | Registered charity number: 1128129