

# The Penguin Collectors Society

## Annual Report of the Trustees and Financial Statements for the year ended 30 April 2016

The formal notice of the Annual General Meeting, which will be held at 12 noon on Saturday 17 September 2016 at Showroom Workstation, Paternoster Row, Sheffield, South Yorkshire S1 2BX, and the Form of Proxy enabling members who cannot attend to vote are in the separate enclosed document.

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## Reference and Administrative Details

The Society is both a company limited by guarantee and a registered charity. The board of directors of the company is the board of trustees of the charity. For brevity and clarity, throughout this report, except where it is necessary to make a distinction, the directors and trustees are referred to only as the trustees, and the company and charity is referred to as the Society.

**The Penguin Collectors Society**  
**Company limited by guarantee**  
**(registered in England no.4261702)**  
**and**  
**Charity (registered no.1093965)**

The principal office of the Society is its registered office:  
31 Myddelton Square, London EC1R 1YB

The Society's bank account is maintained at:  
Santander UK plc, Bridle Road, Bootle, Merseyside L30 4GB

### **Trustees**

The trustees who served since the date of the last report were:

Michael Fowle CBE FCA

Tim Graham

Hannah Lowery

Jeff Lucas

Jo Lunt

James Mackay

Caroline Maddison

James Robinson

Brief biographical details of the trustees at the date of this report are provided on p.16.

# Structure and Governance

## Structure

As a company, the Society is governed by its Memorandum and Articles of Association (most recently amended in October 2007). There are two classes of members of the company, Companies Act members and annual members. The trustees are the only Companies Act members and each has guaranteed that if the company is wound up and is insolvent he/she will contribute a sum of £10. All other members are annual members.

The rights of Companies Act members and annual members are identical and are limited to voting at general meetings. Since the company is limited by guarantee, having no share capital, none of the directors has an interest in the company.

The total number of paid-up members, Companies Act and annual, at 30 April in each of the past nine years has been:

2016	390	2013	472	2010	475
2015	390	2012	471	2009	472
2014	392	2011	475	2008	456

The Articles of Association permit the trustees to appoint honorary annual members. The trustees have appointed 11 honorary annual members for 2016/17.

## Appointment of Trustees

Trustees are selected from volunteers amongst the membership who bring *pro bono* the skills, professional backgrounds and personal interests as well as the energy and commitment required to ensure that our tiny learned and charitable Society functions effectively.

Candidates for election as trustees are either proposed by members or recommended by the Board. The trustees are appointed by members at the AGM, one-third retiring by rotation each year and being eligible, if willing, to be re-appointed. Trustees may be appointed between AGMs by the Board, and any person so

appointed holds office only until the next AGM, when he/she may be re-appointed by the members.

The Board ensures that new trustees are aware of their legal obligations under charity and company law, of the content of the Memorandum and Articles of Association, and of the recent financial performance of the Society.

### **Organisation**

The Board of Trustees manages the whole business of the Society. It normally meets twice each year; *ad hoc* sub-committees are sometimes appointed and given delegated responsibility to manage specific matters. Continual contact between trustees is maintained personally and by telephone and email.

Any trustee who has a financial interest in a matter being considered by the Board, such as the purchase of items for preservation, takes no part in the other trustees' decision on that matter.

### **Accounting and other Policies**

The trustees are responsible for selecting the policies of the Society including the accounting policies. These responsibilities are detailed on the first page of the Financial Report and the Society's accounting policies are included in Note 1 to the Financial Statements.

# Objectives and Activities and the Public Benefit

The Society's objectives for the public benefit are:

to encourage and promote the study of and research into the design, history and content of printed books and other art in the twentieth century and since, particularly paperback books, and books and art published by Penguin Books Limited and by Sir Allen Lane, and

to acquire and assist the acquisition of archive and similar historical material, particularly relating to paperback design, printing and publishing, for gift or long-term loan to university libraries and collections and similar institutions where they will be available for educational and research purposes.

We fulfil our first objective by encouraging relevant study and research, by publishing the results for circulation to members, by making copies of our publications generally available to the public, and by arranging meetings and exhibitions and study days. Our publications, talks and exhibitions set out to increase public learning and knowledge about books and book design, especially about Penguin books which have contributed so much to the English-speaking peoples in the twentieth century and since.

When we get the opportunity, we also encourage people to place historic material in the custody of public collections and assist with arranging this. The Society sometimes purchases material which is then given to the Penguin Archive in Special Collections at the University of Bristol or to other public collections.

We have no intention of becoming a fund-raising charity. We have no staff. We are resourced in two ways: the *pro bono* work of our trustees and other members who volunteer – such work does our research, creates our books, runs our events and provides our administration; and members' subscriptions (which are charitable donations), supplemented by the sale of publications to the public.

## Publications

In 2015/16 we published *The Penguin Collector* in June and December, each issue containing articles on twentieth-century and contemporary publishing, books and Penguins. *PC84* contained articles on Penguin Specials and the Left Book Club; Len Deighton's *Funeral in Berlin* (Part 1); Gerry Cinamon's design for *Michelangelo* by Howard Hibbard; *The Penguin English Dictionary*; the Penguin-Ladybird connection; the Eichosha Commentary Booklets; and an obituary of Steve Hare. This issue also carries a specially commissioned cover to celebrate the 80th anniversary of Penguin Books, designed by Jim Stoddart, Art Director of Penguin UK. *PC85* contained articles on Len Deighton's *Funeral in Berlin* (Part 2) and by him on his Penguin cookstrip cook books; *The Penguin Book of Hymns*; The Penguin Art Fund and *Contemporary Art at Penguin*; *Refugees 1960*; and two reviews of *Penguin and the Lane Brothers*. This issue also carries a specially commissioned cover to celebrate the 80th anniversary of Penguin Books, designed by Paul Buckley, Art Director of Penguin USA.

In December 2015 we published three further books:

*Maigret and the Penguin Books*. Penguin has for over 60 years been Simenon's main paperback publisher in the UK, and is currently producing a complete edition of Maigret in new translations. This volume is introduced by an article by Julian Barnes which marked the start of Penguin's new edition. It then relates some of the complicated publishing history of Maigret in Penguin. Centrally, it provides a detailed bibliography, summarising this complexity and illustrating all 127 of the Penguin Maigret covers issued between 1945 and 2007. Finally, it gives a brief guide to other works on Simenon and Maigret.

*The Penguin Scribe: a collection of articles on Penguin Books by Steve Hare*. Steve Hare was a member of the Penguin Collectors Society for 35 years during which time he acquired an immense knowledge of Penguin Books and its history and always shared that knowledge generously. His crowning glory in print was *Penguin Portrait: Allen Lane and the Penguin Editors 1935–1970*, which he persuaded Penguin to commission from him in celebration of the company's 60th anniversary in 1995. He also wrote many articles on different

aspects of Penguins and Puffins, and this selection is designed as a tribute in print to his unequalled contribution to Penguin scholarship.

*Penguin in Africa*. PCS member Alistair McCleery, Professor of Literature and Culture at Edinburgh Napier University, has written a 35-page illustrated essay which covers the conception and birth of the West African Series, then concentrates on the rationale behind the start of the Penguin African Library, its subsequent development and eventual demise associated with the educational link with Longmans. The second part of the book contains a bibliography of each series and images of every book in the two series.

### **The Penguin Collectors Society Bursary**

As an educational charity we want to develop links with universities and postgraduate students studying subjects close to the charity's focus. We have identified fourteen appropriate courses in nine UK universities as best representing these subjects (including History of the Book, Publishing, Book Art, Illustration and Design). These courses teach about 120 graduate students each year. Through their course directors, we invite these students to apply for our £500 Bursary.

As reported a year ago, in April 2015 we awarded the PCS 2015 Bursary to Kelly Neubeiser, an MA Publishing student at Oxford Brookes University, whose dissertation was on 'Defining the Classics'.

In April 2016 we were delighted to award the PCS 2016 Bursary to Caitlin Holton, an MSc student of Book History and Material Culture at the University of Edinburgh. She will explore the author-illustrator-publisher relationship through the work of Roald Dahl.

### **Website**

As reported at the 2015 AGM, the Trustees are keen to update the Website and improve the Society's presence on social media. In January 2016 we issued a contract to a freelance developer who has coded a site tailored specifically for the PCS. We are entering a phase of testing during which time we will also update and rewrite the content of the site. In addition, the Society now has a functioning Facebook page, twitter feed and pinterest board.

## Meetings

The Society's 2015 Annual Meeting was held at Sarum College in the Close at Salisbury on Saturday 12 September. Some 50 members and partners attended the AGM to discuss the Society's activities over the previous year and discuss its plans for the next.

After the formal business, Tim Graham gave a brief but compelling talk based on the memoirs of Kurt Enoch, appointed by Allen Lane to lead Penguin Inc in the USA operation during the Second World War. Their approaches to the business proved incompatible. When Lane appointed Victor Weybright to take command, Enoch and Weybright instead together took the business out of Penguin's control, establishing the New American Library.

The AGM was supported by fine displays, the first of Penguin Maigret books covering 70 years of publishing, provided by James Mackay and amply illustrating his excellent book Maigret and the Penguin Books which we published two months later. Tim Graham made a show of advertising material from Penguin USA, including skateboards and a door-sized poster. Brian Sayer provided articles which Jan Tschichold had written in the magazine *Commercial Art* in the early 30s, before his time at Penguin. Michael Fowle provided a reference collection of the Royal Commission on Historical Monuments books about Salisbury – the Cathedral, The Close and the City, and other books about the Cathedral.

As well as the long meals and lively conversation which habitually fringe the formal AGM, a special and very bookish activity was enjoyed by members on the previous day. This was a visit to the Cathedral Library, having a good look at a few of its 8,000 books.

They range in age from the ninth century to the present day, and in style from vellum manuscripts to the Penguin Classics *Magna Carta*. That document itself could be seen in the Chapter House.

Just before the end of the year under review, a party of members made a special visit to the National Art Library in the V&A Museum. Jerry Cinamon presented some of his work for Penguin and for ALPP, and the curators then showed us some of the treasures held by the Library, including the manuscript and the corrected proof of



*Bleak House*, and the original books from which prints reproduced in some of the King Penguins, including *Flowers of the Woods*, *English Book Illustration 1800–1900* and *Ackermann's Cambridge*.

### **Historic Material**

This year we found nothing to give to the University of Bristol Special Collections beyond passing on advertising material received from Penguin USA. However we gave a fine copy of the 1951 Allen Lane Christmas Book *St Mark's Gospel* to the Library of Salisbury Cathedral to commemorate our visit. We also gave to Fonds Simenon at the University of Liège a number of Simenon books published by Penguin which were missing from its collection.

### **Trustees**

There have been no changes in trustees during the year. James Mackay has now taken on editing the Society's publications.

### **Annual General Meeting 2016**

The Society's 43rd annual meeting will be held in Sheffield between Friday 16 and Sunday 18 September, with the AGM and the main programme on Saturday 17 September 2016.

It will be held at Showroom Workstation, in the city centre and very close to Sheffield railway station. As usual, the AGM itself will be held in the middle of the day, with the display and sale of books before and after. Full details of the weekend's arrangements, the AGM agenda and, for those unable to attend in person, the proxy form, are enclosed with this report.

### **Obituaries**

#### **Tanya Schmoller**

Tanya died on 14 January 2016, aged 97. She was the Society's member No. 1; briefly, its first President in 1974; later its Treasurer from 1993–96; and was elected President Emeritus in 2002, coinciding with the centenary of the birth of Allen Lane who had, in 1944, asked Tanya to leave Uruguay and come to work for him at Penguin. On the

occasion of her 90th birthday in 2008, the Society published *Penguin Days*, her memoir of life at the company between 1945 and 1950. Fuller and more personal tributes will be found in *PC86*.

### **David J. Hall**

David died in October 2015. He was a founder member of the Society (No.4) and was its first Secretary, from 1974–78. An obituary appeared in *PC85*.

### ***On behalf of the Board***

Jim Robinson, Chairman  
17 May 2016

## Financial Report

### **Results for the year and funds**

The financial outcome for the year ended 30 April 2015 is a surplus of some £3,000, compared with last year's break even. Our three special publications, though of great interest and high quality, were relatively small and therefore inexpensive to print and to post. We have started expenditure on the website. We remain financially healthy, with a satisfactory cash position. Some of the funds not currently needed remain invested in the COIF Deposit Fund, but interest rates remain very low.

Our reserves policy is to seek to ensure that our income covers our expenditure taking one year with another, aiming to hold as reserves about six months' worth of expenditure, based on the pattern of recent years, ie about £9,000. Currently our reserves are about £22,000 which gives us some financial scope to continue a strong programme of publications and improve our website as well as to maintain subscription levels for some years. The Society's funds are unrestricted.

Membership numbers are the same as last year. Over 30 former members are still paying £16 by standing order to the charity each January, despite many attempts to contact them.

### **Trustees' Responsibilities**

Company law requires the trustees to prepare accounts for each financial period which give a true and fair view of the Society's state of affairs at the end of the year and of the results for that period. In preparing those accounts, the trustees are required to: select suitable accounting policies and apply them consistently; make judgements and estimates that are reasonable and prudent; follow applicable accounting standards, subject to any material departures as explained in the accounts; and prepare the accounts on the going concern basis unless it is inappropriate to presume that the Society will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Society and enable them to ensure that the accounts comply with the Companies Acts. They are also responsible for protecting the Society's assets and for taking reasonable steps for the prevention and detection of fraud and other irregularities and for providing reasonable assurance that the Society is operating efficiently and effectively, that its assets are safeguarded against unauthorised use or disposition and that the Society complies with relevant laws and regulations.

Because of the size of the Society, there is no obligation to appoint auditors. The members confirmed at the 2002, 2007 and 2012 agms that they did not wish to do so. The directors have taken advantage of the special exemptions applicable to small companies conferred by the Companies Acts in the preparation of the directors' report.

### ***By order of the Board***

Michael Fowle CBE FCA, Secretary  
17 May 2016

# FINANCIAL STATEMENTS

## Penguin Collectors Society

### Statement of Financial Activities

	<i>Note</i>	<b>Year to 30 April 2016 £</b>	<b>Year to 30 April 2015 £</b>
<i>Incoming resources during the period</i>			
Incoming resources from charitable activities	2	17,195	16,931
Interest receivable		<u>85</u>	<u>84</u>
		<u>17,280</u>	<u>17,015</u>
<i>Resources expended during the period</i>			
Costs of furthering charitable activities	3	13,939	17,185
Donations to public collections	4	66	44
		<u>14,005</u>	<u>17,229</u>
Net incoming (outgoing) resources for the period		3,275	(214)
Unrestricted funds balance brought forward		<u>18,473</u>	<u>18,687</u>
Unrestricted funds carried forward		<u>21,748</u>	<u>18,473</u>

## Penguin Collectors Society

### Balance Sheet

	30 April 2016	30 April 2015
	£	£
Debtors and payments in advance	94	21
Investments – COIF Deposit Fund	19,000	19,000
Cash at bank	<u>14,444</u>	<u>10,968</u>
	<u>33,538</u>	<u>29,989</u>
Creditors due within one year		
Amounts payable	197	100
Accrual for website development	1,000	-
Accrual for printing & posting	2,600	2,600
Publication grant received but not yet spent	-	750
Subscriptions in advance	<u>7,993</u>	<u>8,066</u>
	<u>11,790</u>	<u>11,516</u>
Net assets	<u>21,748</u>	<u>18,473</u>
Unrestricted funds	<u>21,748</u>	<u>18,473</u>

For the year ended 30 April 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit of its accounts for that year in accordance with section 476. The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

**Approved by the board and signed on its behalf on 17 May 2016**

Signed Jim Robinson – *Chairman* Michael Fowle CBE FCA – *Treasurer*

# Penguin Collectors Society

## Notes to the Financial Statements

### 1. Accounting policies

The Society is a charitable company limited by guarantee. The trustees have departed from the standard descriptions of the profit and loss account as set out the Companies Acts on the grounds that it is appropriate to give all the information required in the income and expenditure account in the format of a statement of financial affairs as required by the Statement of Recommended Practice for Charities (2015) based on the FRSSE (2015) and known as the SORP (FRSSE). The Society, on the grounds that it is a small company, has taken advantage of the exemption under the FRSSE from the requirement to produce a cash flow statement.

The accounts are prepared under the historical cost convention. Income is taken to credit only if in the Treasurer's hands by the balance sheet date. Subscriptions receivable are those related to the period of the statement of financial affairs arrived at by time apportionment. Expenses are accounted for on the accruals basis. Printing and postage costs for a twelve-month period always include two *Penguin Collectors*, but the number of special publications varies from year to year.

Our reserves policy is to seek to ensure that our income covers our expenditure, aiming to hold as reserves at least six months' worth of expenditure, based on the pattern of recent years and on a normal year's anticipated expenditure (ie ignoring the cost of our occasional more substantial publications). On this basis our target reserves are some £9,000.

### 2. Incoming resources from charitable activities

	2016	2015
	£	£
Subscriptions	13,197	13,641
Contribution from publication sales	<u>3,998</u>	<u>3,290</u>
	<u>17,195</u>	<u>16,931</u>

Subscription income is stated after carrying forward to the following year a calculated figure for annual subscriptions received before 30 April but related to the subsequent eight months and bringing forward the equivalent allocated to Creditors in the previous year.

### 3. Costs of furthering charitable activities

	2016	2015
	£	£
Printing and similar costs	7,983	10,024
PCS 2016, 2015 and 2014 Bursaries	500	1,000
Postage, packing & stationery	2,521	4,566
Meetings	179	39
Website	1,000	60
IT & office stationery	81	(22)
Other financial and administrative costs	1,046	1,153
Printing Governance Papers	629	365
	<u>16,820</u>	<u>17,185</u>

The trustees provide *pro bono* services to the Society and receive no remuneration.

For the sake of day to day efficiency, trustees tend initially to meet minor Society costs from their own pockets for subsequent reclaim. Trustees are entitled to reclaim travelling expenses, but whenever practicable seek to avoid doing so by combining journeys on Society business with personal or other business.

Total outgoings incurred initially by trustees on the Society's behalf and then reimbursed to them (apart from the amounts mentioned in note 4 below) amounted to £1,175 (2015 £1,711) and are mostly included in costs of furthering charitable activities, generally being distribution, administrative and editorial costs and meeting and travelling costs.

The Society incurs no liability for income tax or corporation tax.

### 4. Donations to public collections

The 2016 donations to public collections relate to gifts to Salisbury Cathedral Library and to Fonds Simenon at the University of Liège. The 2015 donations were given to the University of Bristol Special Collections. In 2016 £26 of the relevant amounts (2015 £44) were initially expended by trustees who were later reimbursed by the Society.

## Brief Biographical Details of the Trustees

*Michael Fowle CBE FCA*

Age 76, chartered accountant; a long time ago senior partner of KPMG London and then a building society and bank director; chair of Place2Be. An accumulator of Penguins since the 50s, a collector and PCS member since the 80s, Treasurer since 1996 and Company Secretary and a trustee since incorporation in 2001.

*Tim Graham*

Age 70, a retired bookseller and publisher. Started collecting Penguins with his father to add to the latter's original 6d purchases and has now spread his interest to most series. Membership Secretary since 2000, a trustee since incorporation and Chairman from 2005 to 2014.

*Hannah Lowery*

Age 46, since 1997 archivist responsible for the Allen Lane Collection at the University of Bristol Special Collections. A reader of Puffins for ever and of Penguins for a long time. Appointed a trustee in 2014.

*Jeff Lucas*

Age 71, emeritus professor of health studies and a UK Health Regulator. Former Deputy Vice Chancellor at the University of Bradford. General collector of Penguins since 1970, member since 2004 and trustee since 2012.

*Jo Lunt*

Age 68, former teacher and a book dealer since 1993. Eclectic, life-long collector, an enthusiastic promoter of matters Penguinary and of the wellbeing and growth of the Society. Editor since 2000 and a trustee since incorporation.

*James Mackay*

Age 66, former railway manager. Brought up in a house of post-war Penguins, and an enthusiast equally for their content and their design. A trustee since 2006, James has been the organiser of five annual meetings and has now taken on editing the Society's publications.

*Caroline Maddison*

Age 62, former jack of many trades (including a flirt with bookselling) and proficient itinerant. Enthusiastic reader yet a keen supporter of the internet age; collector of several Penguin series since the early 1980s. Appointed a trustee in 2014.

*James Robinson*

Age 57, partner in London of Cahill Gordon & Reindel (UK) LLP, a US law firm. A reader of Penguin Classics and a trustee since 2006, he took over responsibility for the distribution of our Publications in 2012 and became Chairman in November 2014.