WORLD HEART BEAT MUSIC ACADEMY LTD

England & Wales · Charity number 1139579

Details

Other names	WORLD HEART BEAT MUSIC ACADEMY (WHBA)
Status	Registered
Legal form	Charitable company
Company number	06984769
Registered	2010-12-30
Register	View on the Charity Commission register

Contact

Address	45 Gartmoor Gardens Southfields London SW19 6NX
Phone	07973631203
Email	info@worldheartbeat.org
Website	www.worldheartbeat.org

Activities

Objects: THE PRINCIPAL OBJECTS OF THE CHARITY ARE, INSOFAR AS THE SAME ARE CHARITABLE, ASFOLLOWS:-(I) TO HELP PEOPLE, ESPECIALLY BUT NOT EXCLUSIVELY THROUGH LEISURE TIME ACTIVITIES,SO AS TO DEVELOP THEIR CAPABILITIES THAT THEY MAY GROW TO FULL MATURITY ASINDIVIDUALS AND MEMBERS OF SOCIETY; AND(II) TO ADVANCE THE EDUCATION OF PEOPLE IN ALL FORMS OF MUSIC RELATED ARTS.

Activities: ADVANCE THE EDUCATION OF STUDENTS BY PROVIDING AND ASSISTING IN THE PROVISION OF FACILITIES FOR EDUCATION IN MUSIC

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** Children/young People

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Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE, NATIONAL
- Wandsworth

Finances

Period end	Income	Expenditure	Assets	Employees
2024-08-31	£1,189,496	£1,284,513	£3,173,711	24
2023-08-31	£1,253,373	£1,225,457	£3,268,728	24
2022-08-31	£3,092,843	£784,988	£3,240,812	10
2021-08-31	£909,754	£794,051	£619,439	6
2020-08-31	£720,099	£581,676	£503,736	5

Trustees

Name	Role	Appointed
Dominik Walter Kloiber		2025-01-15
JAMES JOSEPH		2011-08-12
Jayne Allison Sutcliffe		2019-09-24
Kwabena Boateng		2022-01-26
Laurence Bonamy Simon Bell		2025-01-15
Zachary Mark Quinn		2019-09-24

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WORLD HEART BEAT MUSIC ACADEMY LTD

England & Wales - Charity number 1139579

Accounts



World Heart Beat Music Academy

Annual Report 2024

World Heart Beat Music Academy Limited · Company Limited by Guarantee
Annual Report & Financial Statements – 31 August 2024

Charity number: 1139579 · Company number: 06984769

Annual Report

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McKELVIE & CO LLP

Chartered Accountants

82 Wandsworth Bridge Road

The Trustees present their annual report together with the audited financial statements of the Company for the 1 September 2023 to 31 August 2024. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the group and the Company qualify as small under section 383 of the Companies Act 2006, the Group Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations

COMPANY REGISTRATION NUMBER:
06984769

CHARITY REGISTRATION NUMBER:
1139579

World Heart Beat Music Academy Limited is registered as a charitable company limited by guarantee and was set up by a Trust deed.

The management of the Group and the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Trust deed.

Chair's Statement



2023/2024 has been another landmark year in the story of World Heart Beat Music Academy – a year where we not only built on the success of our new concert hall and teaching venue in Embassy Gardens, but where we truly began to see our vision take deeper root in the community.

Since our official opening, Embassy Gardens has grown into the vibrant, inclusive cultural space we dreamed it would be. Our state-of-the-art concert hall continues to welcome world-class artists and inspire our students, while the café space has become a daily destination for local residents, families, and music-lovers. From jazz to classical, Indian to contemporary music – the diverse programme of concerts and classes has drawn in new audiences and deepened engagement with our mission.

This year has also seen World Heart Beat Music Academy's work recognised more widely, with increasing demand for our programmes and partnerships that are extending our reach. We now serve more than 400 young people across both sites – Embassy Gardens and Kimber Road – with music education that is truly transformative.

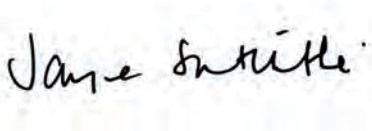
These milestones would not be possible without the unwavering dedication of our staff, trustees, and supporters. I'd particularly like to thank Sahana Gero, our Artistic Director, whose visionary leadership continues to inspire excellence and inclusion in everything we do. We also owe deep gratitude to the wider team and to all those who help fund and champion our work – your belief fuels our impact.

Through it all, our values remain unchanged. We are driven by the belief that music should be accessible to all – regardless of background or circumstance – and that it has the power to uplift, unite, and transform lives. We hold fast to our founding principles: inclusivity, excellence, diversity, and an unshakable commitment to the next generation of musicians and changemakers.

As we look ahead, we remain ambitious – not just for what we can achieve as an organisation, but for what music can do for our young people and communities. Thank you for walking with us.

With heartfelt thanks,

Jayne Sutcliffe



"World Heart Beat is an absolute treasure! A state of the art studio, down home cafe and an inviting concert and rehearsal space that hits you in your soul and stays there. It is the embodiment of the communal spirit. The leadership, staff, teachers and volunteers embrace young people from all walks of life. They develop young people as musicians and as human beings. The superb jazz programme is led by a roster of outstanding and deeply engaged musicians. This cultural gem provides life changing education for all and is free for those who need support. They are nourishing the next generation of fantastic jazz artists in the UK' and the spirit is spreading across the world. Join us."

(Wynton Marsalis, July 27 2024)

CEO's Statement



At World Heart Beat, our mission has always been clear: to offer truly unparalleled opportunities to young people - particularly those from the most disadvantaged backgrounds. Through creativity, relevance and authenticity, we are steadily transforming lives and communities. We've created a powerful and proven model that transforms lives and futures through music, and I am delighted to say that we were recently shortlisted as one of the three organisations by the Royal Philharmonic Society for an Impact Award (2025).

What makes World Heart Beat unique however, is our rare ability to combine artistic excellence with deep social impact. We don't just teach music - we cultivate belonging, unlocking a young person's potential, by offering clear, professional pathways into the creative industries. Our programmes are bold, inclusive and sustainable, designed to meet today's challenges while building a foundation for tomorrow. World Heart Beat have been pioneers of projects, blueprinting the way to connect with young people many deemed 'hard to reach'. One of the greatest testaments is the longevity that young people commit to learning music with World Heart Beat, an average of over 7 years. That's longer than children attend either primary or secondary school.

From First Beats to Music Leaders, Planet Harmony to EMERGE, our work consistently reaches those other programmes don't:

- 90% of First Beats students had never picked up an instrument or stepped into a music venue before coming to us - now, they are fully immersed, motivated, and inspired.
- We foster more than creativity: our young people develop confidence, resilience, and a sense of purpose that extends far beyond music.
- We are recognised as a trusted and capable delivery partner with a growing reputation across education, culture, and youth development sectors.

The success of First Beats, in particular, has been made possible through the support of visionary funders including:
The Helen Hamlyn Trust, The Portal Trust, and The Linbury Trust. And what visionary funders they are too. They understand that to improve the lives of people, one must look at lasting change and I am absolutely thrilled they saw clearly that World Heart Beat does just that. We have vast experience in equipping young people not only with the skills to play music but to find innate happiness when playing or performing that instrument. We call it '*The Heart Beat way*'. I am delighted to say their investment has helped us bring music into the lives of children who otherwise would never have had the chance.

"I rate First Beats 1000 out of 10! I love learning the flute and I want to also learn the drums and trumpet." (First Beats student)

Our Music Leaders programme, now marking its 10th anniversary, could be called 'a decade of inspiring leadership'. It continues to blossom at the heart of our organisation. Originally blueprinted through 'the cascade project' this pioneering initiative nurtures not only technical excellence but also compassion, responsibility, and vision. Advanced students step into mentorship roles - guiding, encouraging, and lighting the path for the younger generation in ways that even the most gifted teachers cannot replicate. It is a quiet revolution built on kindness, connection, and the powerful joy of giving back. The ripple effect is immeasurable: students grow not only as musicians, but as leaders, citizens, and changemakers. One can go to page 16 under Objective 4, to read more on this wonderful key project.

The building of our first fixed home, which sits on a 50-year lease, was an incredibly challenging period for World Heart Beat. I consider it a testament to our immense drive to succeed. What has unfolded as a result of us throwing all our energy into this capital project is nothing short of wonderful, because out of our new Embassy Gardens home EMERGE has taken flight—offering young, aspiring artists a space to create, dream, and be heard. More than a programme, it is a launchpad for original work and a pathway into sustainable careers within music and the broader creative industries. EMERGE stands as a bold response to the challenges young artists face today: lack of access, lack of support, lack of visibility. With fresh partnerships on the horizon for 2025–2026, we are building something lasting; a creative ecosystem where talent is cultivated, voices are amplified, and the arts are seen not as a luxury, but a necessity.

These programmes are not just investments in music - they are investments in the future of empathy, creativity, and cultural vitality.

It is with great pride that I share how World Heart Beat's vision - a cultural vision in motion - to become a vibrant cultural destination and a true reflection of the world's extraordinary diversity is not only alive but thriving. With concerts taking place weekly, our young people are immersed in the full spectrum of professional music-making, from stage performance to mastering complex technical workflows. They are not merely students, they are cultural contributors.

Our guiding ambition is to build a sustainable charity - one that remains a beacon for generations to come. This long-term mission sits at the heart of our modus operandi, shaping every decision we make. But to realise this fully, we must first navigate the difficult challenges of our present moment.

Eighteen years of cuts to music education have created what can only be described as a crisis. A potentially brilliant generation of young talent is being lost - not through lack of desire, but lack of access. As an organisation on the front lines, we are witnessing a profound and painful shift in the arts ecosystem: grassroots music venues are disappearing, and high-level training is becoming inaccessible. World Heart Beat is rare in its ability to offer both - a nurturing space for emerging talent and a professional platform to launch careers. And so I ask the question: if we are not training the next generation to the highest possible standard, who will fill the seats in our orchestras, Opera Houses, and Festival Halls in the decades to come? When affordability becomes the barrier, potential is silenced. And when the feeder stream disappears, the music stops.

Over the past five years, World Heart Beat has faced significant challenges too. Raising £3.65 million for a new building - 16.4 times our annual revenue - while continuing to run and expand projects during the peak of COVID was an extraordinary undertaking. That milestone alone was transformational, but it was followed by an overnight sixfold increase in expenditure with the opening of our new space. Expanding our reach to a broader and more diverse community with a front-facing approach has demanded a radical shift in scale and operations. These hurdles are real, but they are also the final barriers standing between us and our potential to become a beacon for thousands of young people.

This is our moment. A rare and urgent opportunity stands before us, but it is slipping by. The erosion of music education threatens not only what we hear, but who we are. The loss is not just artistic, but deeply human. We are perilously close to a generation of silenced voices. As our General Manager has eloquently outlined, World Heart Beat continues to deliver far beyond what our modest size might suggest. Our growth plans are bold and national in scope. Yet today, public funding accounts for less than 5% of our expenditure. We are doing more with less, but this model is not sustainable.

I cannot express enough how World Heart Beat is uniquely positioned - connecting with young people most at risk of being left behind, while serving the whole of London with excellence and heart. We invite you to join us in safeguarding the future of music, culture, and opportunity itself.

Join Us before the Music Stops

At World Heart Beat, we believe music is not a luxury - it is a lifeline. It shapes identity, fosters community, and opens the doors to possibility. But right now, too many doors are closing.

We are standing at a crossroads. With your support, we can ensure that no young person is denied the transformative power of music simply because of where they were born or what their family can afford. We can build a future where world-class talent comes from every corner of society - not just the few who can pay for it.

Your generosity can help us:

- Sustain and grow life-changing programmes like Music Leaders and EMERGE.
- Offer free, high-quality training and performance opportunities to underrepresented young artists.
- Expand our reach across London and, ultimately, the nation.
- Keep our concert hall doors open to the public every week, nurturing a thriving, inclusive cultural community.

We are not just asking you to support a music charity. We are inviting you to be part of a movement - one that restores equity, beauty, and opportunity to the lives of our young people.

Help us ensure the music doesn't stop and please support World Heart Beat today.

James Gero





General Manager's Statement



In our first full year of operations at Embassy Gardens (2023–2024), I could not be prouder of what we have achieved in such a short time since opening our new building in early 2023. It has been an exceptional, inspiring, and incredibly busy year for all of us at World Heart Beat! The dedication of our small team, the creativity of our artists, and the enthusiasm of our community of young people, audiences and patrons have all contributed to an extraordinary year and I look forward to building on this momentum as we continue to shape a bold and inclusive future for World Heart Beat.

To highlight key achievements across the organisation, I would like to take a moment to acknowledge just a few of the many successes our team has delivered - thanks to their unwavering commitment, creativity, and spirit of collaboration.

Our marketing strategy focused on deepening audience engagement and broadening our reach across new demographics and platforms. As a newly established venue, building visibility and recognition has presented its share of challenges - particularly with a modest budget. Nevertheless, our efforts have successfully driven attendance and helped us begin to forge lasting relationships with both new and returning audiences.

Commercial hires have seen steady growth, ranging from corporate networking events, film screenings, and filming projects to album launches and private celebrations. This activity has played a crucial role in diversifying our income streams and supporting the sustainability of our artistic and educational programmes.

We delivered over seventy live performances as part of our concert season, featuring a vibrant mix of emerging artists, local and international talent, and student ensembles. These events have continued to position World Heart Beat as a dynamic and inclusive cultural destination.

Our front of house team has played an essential role in shaping the visitor experience. With a focus on warmth, professionalism, and accessibility, our staff and volunteers consistently deliver high-quality customer service - creating a welcoming atmosphere for audiences, artists, and guests alike. Their efforts have contributed to positive audience feedback and a strong return attendance rate across events. They too are our greatest ambassadors!

Our recording studio has continued to grow both creatively and commercially. Alongside professional bookings, the studio supported a range of youth-led recording projects, including original compositions and school collaborations - opening up new pathways for artistic expression and career development.

Our Artist Development programme has been recently established to champion diversity, nurture originality, and support artists to thrive both on stage and behind the scenes. We are committed to supporting the next generation of creative talent through meaningful artist development opportunities. From mentoring and masterclasses to performance platforms and recording support, we provide emerging artists with the tools and confidence to grow their careers.

Our Embassy Gardens venue has become a natural extension of our work at Kimber Road, delivering high-quality music lessons and nurturing young people at every stage of their musical journey. Many of our students have received full or partial bursaries, reflecting World Heart Beat's core ethos: that

financial circumstances should never be a barrier to accessing music education.

Since launching in winter 2023, our café has become a vibrant social hub within the building, offering a welcoming space for the local community, audiences, and visitors. With consistent growth in footfall and monthly revenue, it has quickly become an integral part of our venue experience.

Significantly, both the café and front of house operations have served as training and employment platforms for young people aged 16- 25, providing hands-on work experience, mentoring, and the development of transferable skills in a supportive, real-world environment.

Guided by the vision and leadership of our Artistic Director, Sahana Gero, and CEO, James Gero, a number of exciting initiatives and future plans are already in motion. Their unwavering commitment and ability to inspire innovation in the face of constraint have been central to our progress.
We look forward to sharing these new developments with our wider communities in the year ahead.

Collectively we are immensely proud of the impact we have made this year and remain committed to nurturing creativity, championing inclusion, and delivering meaningful opportunities through music and despite the ongoing challenges of limited resources and funding, World Heart Beat continues to push forward with ambition and purpose.

Stay tuned!

Hilary O'Connor



Reference and administrative details

Registered charity name:
World Heart Beat Music Academy Limited

Charity registration number: 1139579

Company registration number: 06984769

Principal office and registered office:

45 Gartmoor Gardens,

London, SW19 6NX

The trustees:

Mrs R. van Walsum (resigned 30 Nov 2024)

Mr J. A M Joseph

Mrs C. Oulton (resigned 15 Oct 2024)

Mr N. Bush (resigned 22 Jan 2025)

Mr Z. M. Quinn

Ms J. A. Sutcliffe

Mr K. Boateng

Mr. L. Bell (appointed 15 Jan 2025)

Mr. D. Kloiber (appointed 15 Jan 2025)

Representative from Ziggazah Youth Board:

Callum Langford

Company secretary:

Ms Sahana Gero MBE

Independent Auditor

McKelvie & Co LLP

82 Wandsworth Bridge Road,

London, SW6 2TF

Patrons

Julian Joseph OBE

Boris Purushottama Grebenshikov

Rezwana Choudhury Bannya

Key management personnel:

Ms Sahana Gero MBE (Artistic Director)

James Gero (Chief Executive Officer)

Hilary O'Connor (General Manager)

Nick Cohen (Digital Production and Young

Artist Development)

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial . Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Group and the Company and of their incoming resources and application of resources, including their income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;

- observe the methods and principles of the Charities SORP (FRS 102);

- make judgments and accounting estimates that are reasonable and prudent;

- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Group will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Group and the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Group and the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Group and the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charitable group's auditors are unaware, and

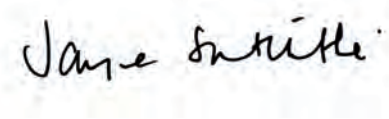
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charitable group's auditors are aware of that information.

Auditors

The auditors, McKelvie & Co LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on 28 May 2025 and signed on their behalf by:

Mrs J. Sutcliffe



(Chair of Trustees)

Our Vision

We envision a world where every child can discover the joy and power of music, fostering unity, creativity, and opportunity for all. In pursuit of our dream, we will extend 'the art of the possible' to thousands of young people from all backgrounds through music.

As a cultural destination, World Heart Beat at Embassy Gardens celebrates the diversity and vibrancy of our world while providing an exceptional platform for the world's great artists and uplifting humanity.

Our Mission

Our mission is to break down barriers through and into music for children and young people from diverse backgrounds, transforming their lives through the provision of exceptional music education and inspirational performance opportunities.

Through World Heart Beat at Embassy Gardens, we provide a world-class music venue, thriving café, and premier recording studio that fosters musical innovation and global collaboration, supporting young musicians through World Heart Beat Music Academy.





A Local Enterprise with Global Reach

World Heart Beat's activities run across two main locations at either end of Wandsworth - World Heart Beat Kimber Road and World Heart Beat Embassy Gardens. World Heart Beat has also expanded its reach across London with another outreach project located in Trinity Buoy Wharf, East London.

Offering a greater depth to our programmes, with Kimber Road being a wholly educational facility and Embassy Gardens boasting the facilities for performance, recording/ broadcasting, talent and career development, as well as music education, our journey in developing a national footprint and a global reach has begun. World Heart Beat has been placed firmly on the map as a centre of musical excellence.

World Heart Beat Embassy Gardens' auditorium was one of the first in the UK to install the revolutionary 360-degree d&b immersive Soundscape system, enabling every member of the audience to experience the same exceptional quality of sound, regardless of their position in the hall, and training a new generation of live engineers on cutting-edge technology.

The new 120-seat/200 standing auditorium and 546 capacity venue has started to provide a distinct position in the arts ecology of London; an intimate yet world-class space, attracting top professional performers and providing a warm audience experience.

World Heart Beat Embassy Gardens houses a stunning recording studio suite, media broadcast room and teaching spaces featuring the latest technologies, enabling World Heart Beat to benefit thousands of young south Londoners annually, equipping them with the skills, confidence and career development opportunities to progress as the musicians and industry professionals of the future.

"This is the kind of priceless cultural legacy that gives pride to those 5 - 25-year-old local people who walk through the doors as equals. The enterprise could be a blueprint for every comparable urban community."
(Fiona Maddocks, The Observer, 3 February 2024)









Objectives

World Heart Beat is a vibrant and thriving music education charity with a concert venue, recording studios, and education centres across two sites in Wandsworth (Kimber Road and Embassy Gardens), south London. Serving some of the most deprived, ethnically diverse, and socially polarised neighbourhoods in the country, social justice and equality of access are at the heart of our work.

Established by musician Sahana Gero MBE in 2009, our mission is to provide children and young people with opportunities to progress from grassroots music education towards successful, sustainable careers as musicians or in wider music industry roles.

We provide opportunities for children and young people aged 5 – 25 years, outside of school hours, who have the passion but may not have the means to learn a musical instrument. We tutor 21 instruments across 12 musical genres that reflect the diversity of our communities. Students are tutored by committed and inspirational professional musicians, initially in groups, and as they develop, on a 1:1 basis as part of our exceptional talent development programme. Our young musicians are also able to perform at a wide array of venues in our bands and our ensembles, culminating in headlining their own gigs and concerts, at World Heart Beat Embassy Gardens, reflecting our commitment to emerging young artists. World Heart Beat's concert venue enriches our offer to communities and audiences more widely, showcasing a diverse range of talent featuring both emerging and established artists, and complementing our work as a leading music educator in the UK.



Objective 1

To prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent.

We prioritise children and young people from socio-economically disadvantaged and other challenging backgrounds, including recent migrants, refugees and those classified as NEET (not in education, employment, or training). Our focus on reducing inequalities is reflected in student demographics: 60%+ of our students are from the Global Majority; 55% are from low-income households; 8% disabled and 15% defined as 'at- risk' (for example, those from disadvantaged backgrounds and/or at risk of exclusion).

We realise our mission through:

- Our non-elitist admissions philosophy with no financial barriers (bursaries and free instruments), supporting the needs of students from diverse backgrounds.

- Releasing talent and transforming lives by supporting young people to be ambitious, fulfil their musical aspirations and equip them for a sustainable career in music and creative sectors.

- Enabling world-class musicians to pass their art and skills on to the next generation and draw out their talents.

- Practicing an enduring commitment to musical excellence and diversity.

- Providing a dedicated space in which professional musicians can expand their teaching skills, through workshops, band practice and by providing individual instrumental support for pupils.

- Creating an environment to provide specialised training specific to gaining employment within the creative industry, including expert training in radio production, sound engineering, composition, band leadership and promotion.

- Nurturing and showcasing the musical talents of children and young people who are at the very beginning of their music practice and cultivating and developing the skills and aspirations of intermediate and advanced students on the cusp of entering a professional musical career through our core talent development, mentoring programmes and our EMERGE programme (music-related skills training in areas such as audio engineering, production, producing and broadcast).

Objective 2

To embed and grow World Heart Beat Embassy Gardens, with its outstanding facilities, as a world-class music venue, state-of-the art studios and education centre.

World Heart Beat Embassy Gardens augments our much-loved original Kimber Road academy. It is providing not only more capacity to teach at both entry level via our First Beats programme with local primary



schools and at advanced level, but also enables us to extend our teaching into new areas such as audio engineering thanks to our high-specification facilities. The industry-standard studios with Solid State Logic (SSL) desk are allowing us to record young artists, giving them a 'foot-up' in their careers. Following a successful £3.6m capital campaign for the main build, we opened our second site in January 2023. Fundraising continues to realise the full vision, which includes sourcing further technical kit for teaching, studio microphones, and instruments, such as purchasing our Lang Lang signed upright piano that students adore learning on. It is currently on loan to us by our partners Steinway & Sons.



Our centre is a 'cultural anchor' in a new neighbourhood where we serve a community in need and play a vital role in social cohesion. We are immediately adjacent to housing estates which are amongst the poorest in the country (lowest 20-30% child and multiple deprivation indexes). It is an area where there has been limited cultural and youth infrastructure targeted towards low income households and social housing tenants. These communities are disproportionately effected by an inaccessibility to opportunity, and face the sharp end of the cost-of-living crisis, heightening the effects of inequality, poverty, social exclusion, and lack of opportunity to participate in cultural and civic life.

World Heart Beat Embassy Gardens augments our much-loved original Kimber Road academy. It not only provides us capacity to teach at both entry (via our First Beats programme with local primary schools) and at advanced level, but also our high-specification facilities enable us to extend our teaching into new areas, such as audio engineering. The industry-standard studios with Solid State Logic desk allow us to record young artists, giving them a 'leg up' in their careers. The state-of-the-art auditorium, with its Steinway D Concert Grand piano, features a full installation of d&b audiotechnik's cutting-edge immersive live audio system, *Soundscape*. It enables us to develop artistic practice, extend our tech training and offer audiences a new concert-going experience.

Embassy Gardens' busy programme of music concerts celebrates a rich array of music genres from across the globe, showcasing talented artists who are currently under-represented within the capital and the UK, including young musicians at the start of their careers, alongside international artists. We aim to increase and diversify live music audiences through our accessible programme of concerts and events in and around Embassy Gardens and across London.



Embassy Gardens is helping us fulfil our aim of being a sanctuary for global music,embracing the very best and most exciting music and musicians from all corners of the world, and inviting them to perform on our stage, record in our studios and teach our students.

Objective 3

Develop and strengthen participant pathways to increase opportunities for children and young people to access music and creative activities.

We will continue to develop our programmes to nurture young people's talent and ambition, building partnership with key stakeholders and aligning activities around common goals and vision. Our core creative programmes are designed to provide pathways for young people to access affordable music education at key transitional periods.

This year (2023-24), we have supported 596 students each week across our academy and music programmes (Trinity Buoy Sounds, First Beats and Planet Harmony), including 5,707 music sessions.

We have showcased 79 concerts, with over 5,000 audience members coming to see international, local, established, and emerging musicians across classical, jazz, contemporary, folk, instrumental (and all those in-between) genres at our music venue, World Heart Beat Embassy Gardens, in Nine Elms, Battersea.

Musical Communities

Musical Communities provides children and young people (aged 5+) with a joyful, engaging and practical introduction to music learning. A key part of the programme involves community outreach activities, inviting participants to attend concerts at World Heart Beat Embassy Gardens and to participate in our regular 'Try an Instrument' family open days. 'Try an Instrument' days also encourage leadership skills in World Heart Beat's students, as they volunteer and teach the visiting community members about their instrument of choice.

Planet Harmony: Music, Nature, and the pulse of the Earth

Planet Harmony is an innovative programme at World Heart Beat that explores the deep connections between music, nature, and sustainability. Through a global music concert programme, hands-on workshops, and cutting-edge technology, it inspires an understanding and appreciation of how energy, sound, and the natural world are deeply intertwined.

Our Planet Harmony project was piloted in 2022 and has been adopted as a core part of our work. The programme invites us to celebrate our connection with nature, and to explore themes of social, racial and climate justice. Our school workshops use recycled materials to make and create musical instruments. Planet Harmony also strengthens partnerships with local schools and community partners.

At the heart of Planet Harmony is Ziggazah, World Heart Beat's dynamic youth board, ensuring that young voices drive the programme's vision and impact. From acoustic levitation to solar-powered instruments, Planet Harmony sparks new ways of thinking about creativity and climate action. By blending artistic expression with environmental consciousness, it empowers a new generation to shape a more harmonious and sustainable world.

World Heart Beat Music Academy offered the following ensemble sessions in 2023/24:

- 51st State Band (American-style concert band)
- Celtic fiddle
- Gypsy violin
- Jazz School
- New Orleans second line
- Gig bands and Contemporary music programme
- Vocal Classes
- Song writing
- Chamber Orchestra
- String Orchestra
- Latin band
- Production classes
- Conducting sessions

- Music theory
- Masterclasses

And individual/group tuition for the following instruments:

- Strings
- Woodwind
- Brass
- Piano/keyboard
- Drums & Tabla
- Guitar/bass guitar
- Composition/song writing

First Beats

Our First Beats programme, wholly aligns with our organisational mission and is now firmly established as an important strategic programme for World Heart Beat.

Through our First Beats programme, beginner students from local primary schools are introduced to our new venue and encouraged to explore a range of music and instruments. During First Beats we introduce them to the joy of music-making and sound and they are supported to develop their musical skills through class tuition and ensemble playing. Children and young people experience the joy of music and share this with families and communities through open performances and parades.

This programme engages children living in difficult circumstances through positive activities outside the classroom. The work is intended to remove barriers to participating in arts, music activity and performance and to provide an enriching experience for children.

First Beats activities positively impacts children's cognitive, socio-emotional development and well-being. We know from extensive experience that children from challenging backgrounds who commonly lack support from their guardians owing to time, money and lived experiences have



low self-esteem. By working with primary schools and teachers, and bringing children into our space, new possibilities and transformative experiences unfold.

First beats programme is designed to engender a sense of belonging and community. The programme enables children with talent and passion to take their music learning further by becoming students at our academy and gives them an outlet for creative expression.

Through enabling access to World Heart Beat's bursary scheme and free instruments, a lasting legacy is provided.

First Beats Music Taster Sessions

School pupils have been collected by us weekly and brought to Embassy Gardens for a broad range of taster sessions. Through attending each week, children learn new skills and can explore different aspects of music, discovering what they enjoy and what interests them. Sessions over the past year have included flute, drums, violin, singing and songwriting, as well as wider music production skills including time in our recording studio and radio booth.

This year we have built on the pilot First Beats programme. We have actively shaped the delivery of the project for 2023-24 in response to the context and needs of our partner schools and their students. We have modelled the programme so that there is greater teacher and family involvement, and wider participation by First Beats pupils in World Heart Beat's wider programmes. The involvement of the teacher has brought weight to the value of music education to the pupils, but also to parents (many of whom have low cultural engagement) and brought families closer to the work we are doing.

At Embassy Gardens, we delivered our first full year of First Beats to primary schools, a short walk away, including Griffin Primary School (62% of pupils at Griffin qualify for free school meals, plus significant levels of student undersubscription, which reduces staffing and capacity for extra-curricular and off-site activities making First Beats particularly valuable). We have also achieved our aspiration to engage a second school in the programme, St Mary's RC Primary School.

The primary beneficiaries of First Beats are school pupils aged 7-11 years, from disadvantaged families. 60 x 1.5-hour sessions sessions were delivered, benefiting 40 pupils. We also hosted 2 schools' concerts, benefiting 146 pupils and 10 pupils who progressed to become World Heart Beat students, in receipt of bursaries.

Additional opportunities were offered to a further 50 pupils who took part in our Christmas Community Concert and Planet Harmony Festival.

Feedback from teachers and students has been excellent, and we are delighted.

"I rate First Beats 1000 out of 10. I love learning the flute and I want to also learn the drums and trumpet" (First Beats student)

Our gratitude to funding from the Helen Hamlyn Trust, Portal Trust and Linbury Trust.

Outcomes

The impact of First Beats is reflected in our evaluation:

- 90% of students had not been to a music venue or tried music lessons before the project.
- 70% of students felt more confident at the end of the term.
- 80% of students expressed an interest in continuing music lessons after the project.

Ziggazah Youth Board

Listening to young voices is key in developing our objectives and deepening our impact.

Ziggazah is World Heart Beat's Youth Board, giving our young people an active voice in generating ideas that promote the ethos and energy of World Heart Beat, reflecting a creative community that is open and welcoming to all backgrounds and cultures. The Youth Board meets quarterly to generate ideas, and a member of the group is invited to present their ideas to the Board of Trustees at one of their quarterly trustee meetings. The Ziggazah youth board helps shape our mentoring programme, training, our Theory of Change evaluation framework and brings new ideas for Planet Harmony, and concert programme at our Embassy Gardens venue.

Objective 4

To nurture artistic talent, and music technology' skills and offer opportunities to young people underrepresented as music professionals, equipping them for sustainable careers in the industry.

Music Leaders

Our Music Leaders programme engaged 50+ advanced students aged 15-25 and supports them with personal and skills development to become Music Leaders of the future.

They benefit from masterclasses, one-to-one mentoring, networking, professional development and work experience opportunities. This enables them to hone their musical abilities, gain leadership skills and receive tailored support to help them achieve their individual goals and aspirations. This programme also focusses on young people progressing into higher education, music conservatoires and sustainable careers as musicians, giving back within the wider music and creative industries.

Participants in Music Leaders are selected from diverse backgrounds and priority is given to students from disadvantaged and low-income backgrounds.

Having successfully piloted the programme over two years, we are now gathering outcomes and evidence to make the case for this programme to be formally recognised by Ofqual, with the aim to launch a future 'Music Leaders Apprenticeship programme'. Students completing the programme gain

the leadership, performance and wider skills needed to pursue a viable career in the music and creative industries. We have continued to strengthen this programme in 2023-24 and have been expanding the mentoring offer with our PPL partnership/ talent support programme.

EMERGE Programme 2023-2024

EMERGE is one of our core strategic programmes. EMERGE is a training and talent development programme aimed at encouraging and supporting young people from diverse backgrounds to build sustainable careers within the music and creative industries. EMERGE has been co-designed and co-delivered by young emerging artists, working alongside industry professionals, community partners and creative and cultural networks across South London. We work with key stakeholders and industry leads to create opportunities and build networks to support diverse young people entering the industry.



EMERGE is now based at World Heart Beat Embassy Gardens, using its state-of-the-art facilities and technology to upskill participants and ensure that young people, regardless of their background, gain the skills needed to succeed within the industry today. This programme actively seeks new corporate partnerships and collaborative opportunities, leading to practical work experience opportunities for young people.

This eight-week training programme is open to 16–25 year-olds living, working or studying in South London. It offers practical workshops, advice, mentoring and paid work experience within the industry. With 52% of participants from Global Majority backgrounds, 57% female, and 57% from low-income backgrounds, EMERGE represents our strong commitment to addressing the systemic barriers that young people face, particularly those from diverse and disadvantaged backgrounds. It is facilitated by Anjelo Disons, a working producer who is part of one of the youngest studio tech teams in London. He has a passion for music, production and for sharing his knowledge with others.

World Heart Beat has made big strides in digital and production training, with investments in technical kits, the live streaming of concerts, and production of high-quality music videos. Young people have not only performed but also undertaken a wide range of production roles and benefited from masterclasses and workshops in:

- Music Production and Engineering
- Radio production and presentation
- Event management and front-of-house
- Stage performance and movement
- Becoming an independent artist
- Recording
- Filming

In 2023-2024 11 participants aged 16–25 had the opportunity to take on paid work at World Heart Beat Embassy Gardens. 8 more participants volunteered to gain more experience within the tech team, with a total of 54 hours of volunteering. A series of training sessions with Industry Partners took place for more technical training. 15 participants took part in training sessions with White Light and d&b soundscape. 2 industry networks created an opportunity to network in partnership with d&b, White Light and Notting Hill Music.

As part of the concert season at World Heart Beat Embassy Gardens, 103 Emerging Artists performed at Embassy Gardens. The Oracle Collective were also awarded a grant to partner and curate events for Wandsworth Arts Fringe Festival in June 2023.

EMERGE programmed concerts

Anjelo Disons, our Programmes Facilitator, has curated some of the performances during this concert season. This included Lorenz Okello, a gifted young pianist and composer, singer songwriter Gavin Fairhall-Lever, neo-classical violinist Rebekah Reid, newcomer vocalist and producer Talulah Ruby, and UK piano rising jazz star Sultan.

Objective 5

Build resilience for World Heart Beat's continued operation through the development of new earned income sources, including a café, recording studio hires and commercial events.

World Heart Beat's state-of-the-art new building in Embassy Gardens enables us to earn income from commercial activity through our CIC, supporting our charitable activities. Diversifying our income is vital, particularly at a time when traditional fundraising sources are oversubscribed and individual giving has been impacted by the cost-of-living crisis.

Initial areas for commercial focus are:

Heart Beat Café: Our café is already generating a steady stream of income from passing local footfall, US Embassy visitors and concert attendees.

Recording Studios: World Heart Beat Embassy Gardens has an outstanding recording studio - one of the largest recording spaces in London (equivalent to Abbey Road Two) - with the latest spec of equipment. The studio can record in digital and analogue and is broadcast ready.

Events Business: We have been successfully securing private and corporate events and conferences since opening. With clients delighted by the unique surrounds, personal service and charitable use of profits, we believe there is considerable opportunity to grow this area.

Whilst fundraising will remain crucial, particularly over the first 2-3 years of operation, our commercial activity is already showing potential, and we plan to invest in additional expertise and resources to ensure the charity's resilience. We also intend to continue our formative and innovative work in income generation such as World Heart Beat music qualifications, publishing and broadcasting.



Achievement and Performance

88% of young people aged 15-25 years on our Music Leaders programme believe that the support and training they get at World Heart Beat will help them get work in the music industry.

Currently, our students are studying music at Trinity Laban Conservatoire, Royal Northern College of Music, Royal Birmingham Conservatoire, Guildhall School of Music, The Royal Academy of Arts, Princeton and Juilliard in the US, including students who gained entry through scholarship.

Additionally, some of World Heart Beat students have secured their first jobs within World Heart Beat's organisational structure, being employed as ushers, tech assistants, and café assistants. This gives them valuable hands-on experience, a sense of responsibility and a stepping stone into the professional world.

Jack Petchey Awards

18 World Heart Beat students received Jack Petchey Awards for Outstanding Achievement, honouring the dedication and commitment of students who have gone above and beyond. Each recipient received a certificate and a small cash award to put towards equipment and instruments, workshops and masterclasses, or attending concerts and shows.

Jack Petchey Music Bursary Award Pilot

World Heart Beat is proud to have been chosen as an organisation with whom to trial the Jack Petchey Music Bursary Award Scheme. We began the pilot in April 2024, identifying 27 talented and committed young people who met the eligibility criteria stipulated by Jack Petchey Foundation. World Heart Beat has found the Jack Petchey Music Bursary Award Scheme invaluable in supporting the development of our musical community.

Our bursary scheme gives students access to group instrument and ensemble playing, that creates the experience to connect with other young people through music. For some older students, the opportunity extends further than music learning, through opportunities to join our Ziggazah youth board or engage in our Music Leaders programme, where they build on leadership skills. All students awarded a Jack Petchey Bursary Award had the opportunity to showcase what they learnt in the past academic year. All students studying under bursary schemes at World Heart Beat Music Academy are required a 90% attendance rate.



Special Projects

GLA New Deal For Young People - The South London Music Mentors programme

The South London Music Mentors programme (SLMM) provides young people aged 10-24 access to high-quality mentoring support. SLMM enables our young people to develop skills, knowledge and support networks through access to high-quality mentoring from industry professionals, independent artists, musicians and peers.

Key outcomes in 2023-24:

World Heart Beat mentored an additional 223 young people including students from our Trinity Buoy Sounds programme in Newham and Tower Hamlets. World Heart Beat developed a new partnership with the London East Alternative Provision (LEAP). Feedback from LEAP has been very positive regarding the impact of an appropriate music production tutor on the ability to connect with the interests of the young people that have been attending sessions, and the light-touch way in which our tutor has been able to provide careers suggestions and knowledge to young people who were unaware of the variety of careers in the music industry.

Trinity Buoy Wharf

Trinity Buoy Sounds is a three-year programme funded by Trinity Buoy Wharf Trust, developed and delivered by World Heart Beat. The programme brings music into the lives of young people aged 11-18 who live in and around the Wharf, in Tower Hamlets and Newham. The vibrant music and creative focus, coupled with specialised coaching from World Heart Beat artists and teachers, aims to help them find their passion and voice. The project equips young people with the self-confidence, skills, knowledge, networks and a community of support in which to thrive. It embeds a culture of music learning and performance in their school communities and builds a strong creative community hub for young people and families in the Wharf.

Year 2 report

Our work on the Trinity Buoy Sounds project, bringing music into the lives of young people who live in and around Trinity Wharf in Tower Hamlets and Newham, goes from strength to strength. Now in its second year, we continued our successful partnership and delivered a programme of in-school workshops (songwriting, tabla and production). It culminated with a Bengali Music Festival showcase & concert at The Chain Store in Trinity Buoy Wharf.

We worked with 5 schools: Eastlea Community School (Newham and Bow), St Paul's Way and 2 London East Alternative Provision centres (Tower Hamlets), which caters for students at risk of exclusion. We provided 20 workshop days supporting their Year 11 GCSE students on their composition and creative skills (2 hours/day, 24 students) and 20 support sessions for after-school Band Club (1 hours/day, 20 students). Due to Bow schools' high percentage of Bangladeshi students, and tabla not being offered through Tower Hamlets' peripatetic music lessons, we provided Tabla workshops/lessons.



London East Alternative Provision, LEAP (Tower Hamlets)

As part of the project's aims, we are committed to supporting young people excluded from or at risk of exclusion from mainstream education, which can benefit from learning about music production to engage with music in a more creative and empowering way and express themselves through the musical genres that they relate to and have offered 40 music production workshops with Year 10 & 11 groups.

At the end of April we delivered our Bengali Beats concert, a free concert celebrating Bengali music. This special Bengali project was delivered by Sohini Alam and 200 students from local secondary schools who learnt and performed songs in Bengali, and one they composed for the occasion in English and Bengali. The project included resource packs, several workshops with weekly Tabla classes (24 students) and rehearsals at the schools. The young students performed with Sohini Alam and her band KHIYO, a Bengali/British band based in London, who bring a London sound to Bengali music. KHIYO's radical and fresh interpretation of songs from the Bengali tradition draws from rock, folk, Indian and Western classical music.

Through the previous two years of the programme, World Heart Beat has nurtured a relationship with the Tower Hamlets Arts and Music Service (THAMES). For the first time, a joint project between THAMES and World Heart Beat will be delivered across 3 primary schools and the 3 secondary schools we are working with, adding value for both partners and widening the audience at Trinity Buoy Wharf (TBW). We believe that concentrating our public events at TBW for this festival will allow us to strengthen our partnership with THAMES and engage with more students and their families. This will be crucial for future developments as more people will discover TBW to be a space that is open to the community.

Aims for the future

To support the development of a strong creative community hub for young people and families at the Wharf.

World Heart Beat is also exploring the potential of creating a more permanent centre at Trinity Buoy Wharf.







Concert Reports

Autumn Season
September - December 2023

In our autumn season 2023, we had 229 musicians playing 38 concerts with 1928 tickets sold (including as host venue for the EFG London Jazz Festival). We enjoyed a multitude of genres; including 17 jazz; 5 folk, global and Indian classical; 7 classical; and 5 singer-songwriter. 12 concerts of these concerts featured emerging artists and young World Heart Beat students.

On 14 September 2023, World Heart Beat welcomed the Paddington Trio, an award-winning emerging classical piano trio.

Recipients of the first prize of the coveted Royal Over-Seas League Annual Music Competition performed with excitement, energy and brilliance.

The Scottish folk duo comprised of Will Pound and Jenn Butterworth - the current darlings of the traditional folk scene - performed at Embassy Gardens, impressing with their joyful and infectious sound.

World Heart Beat's mission to provide opportunities for young musicians included the Big Massive concert at Embassy Gardens. We showcased this emerging and talented new eclectic jazz collective, which included Nathan Dawkins who grew up in World Heart Beat and enjoys being part of the Tomorrow's Warriors community.

Brazilian pianist Antonio Guerra brought his trio to Embassy Gardens for an evening of music from his homeland, featuring the infectious styles of Capoeira, samba, jazz and bossa-nova.

Brilliant singer-songwriter Sian Kelly is one of World Heart Beat's valued and treasured teachers. She has an illustrious history with us as a student, and she has blossomed into an impressive artist in her own right. Sian visited to perform her wonderfully crafted original songs - just her voice and guitar. She was supported by another valued World Heart Beat alumnus singer-songwriter, Gus Flind-Henry, who also sang his original songs and played guitar.

Many of our students, and that of the Julian Joseph Jazz Academy, have a strong association with the Trinity Laban College of Music and Dance. This relationship was further fostered when we showcased their Big Band at Embassy Gardens for an evening of classic repertoire by Duke Ellington and Count Basie. Additionally, Bob Brookmeyer performed a suite which featured the talented young horn player Cameron Scott and British saxophone legend Tony Kofi, a staple of our jazz-teaching staff.

Alumni based Amalthea Trio is a classical ensemble featuring cello, clarinet and flute founded by former World Heart Beat student, Meg Diamond. Meg recently graduated from Birmingham University. They perform in unusual and diverse spaces intending to

bring classical music to the community. We welcomed Meg and the trio for their debut at Embassy Gardens. Our chamber ensemble opened the concert, creating a lovely lineage.

Veena player Sarawathy Kugathas brought her music school to Embassy Gardens, including an ensemble showcasing a variety of classical Indian instruments and a wide student age-range. It was a beautifully warm concert that created an incandescent glow for all the enchanted listeners.

Vibraphonist Jonny Mansfield brought an impressive contemporary jazz outfit to Embassy Gardens. The evening showcased his original compositions and brilliant UK virtuoso, pianist and composer Ivo Neame.

London Sinfonietta performed a stunning concert of contemporary new music from premier classical ensemble.

Neo-classical artist Kamil Kamar bought his own brand of piano music to a packed-out Embassy Gardens show.

The Kosmos ensemble, led by the brilliant Harriet Mckenzie on violin, played music from the Eastern European folk tradition mixed with the occasional Piazzola tango. The combination of violin with accordion and viola mesmerised the enthusiastic and entertained Embassy Gardens audience.

We showcased three emerging bands from the Institute of contemporary music performance. Bassist Tay Grace H fired up her R&B ready ensemble, Pan Asian indie rock ensemble Coming Up Roses got the decibels going, and vocalist and songwriter Alex Fey brought a captivating charm to conclude the proceedings.

World Heart Beat flagship ensemble - The 51st State Band - played their annual concert for the first time gracing the Embassy Gardens concert hall. It was a highlight in the Wandsworth calendar as the band played beautifully chosen repertoire by director and conductor, Sahana Gero.

Violin virtuoso, composer and bandleader Benet McLean launched his stunning album, Greenpark, with a cast of stellar musicians. His exciting quintet performed at the Embassy Gardens Concert Hall.

Brilliant emerging pianist and PPL artist Danny Piers opened his concert with a solo set. His second set featured a quintet playing the music of South African maestro Bheki Mseleku. Danny's mentor Julian Joseph made a special appearance on one of the compositions to the delight of the band and audience.

Building on the immense piano talent performing at the concert hall, Ivana Gavrić gave a wonderfully pristine and enjoyable solo piano concert, performing music by composers including Grieg and Rachmaninov.

Orlando le Fleming: The brilliant UK bassist recently returned from the New York scene, and brought his celebrated contemporary jazz-rock band, Romantic Funk, to the Embassy Gardens Concert Hall for an evening full of colour, excitement and energy that had the audience completely captivated

Up-close and personal, Luke Smith showcased his Mancunian keyboard wizardry, fully in his element. Playing a mixture of original and jazz funk compositions, his band featured the impressive, young and multi-instrumentalist David Mrakpore on electric bass and drum legend Jerry Brown, who tore the house down. This concert marked our debut worldwide live stream.

"I felt the venue is a perfect blend of high artistic excellence (great venue, acoustics, piano, etc.), but also extremely comforting, modern, and without a lot of the elements of establishment that one gets from other venues in London"
(Pablo Urbina)



"A state of the art performance space which allows unrivalled proximity to the artist"
(Noah Langford, UK Jazz News)

Spring & Summer Season 2024 January - July 2024

In our spring season, we had 158 musicians playing 42 concerts with 2918 tickets sold from April to the beginning of July. We enjoyed a multitude of genres: 8 jazz; 16 emerging artists; 9 folk, global and Indian classical; 5 classical and 3 singer-songwriters.

UK-based, Danish bass maestro Jasper Hoiby returns to the Embassy Gardens Concert Hall with his band, 3 Elements,marking his return to the piano trio format since his celebrated group, Phronesis. The performance was stunning and absolutely compelling.



Omar Puente brought his brilliant Charanga Jazz Sextet for an evening of exciting Cuban dance music with the excellent dazzle of his virtuosic violin.

The classical percussionist James Larter gave a solo performance centred around his spectacular marimba playing with electronics and a vast array of drums, bells and whistles. He also performed compelling new original compositions.

Opera singer Ilona Domnich sang popular operatic favourites, accompanied by pianist Simon Over.

Evocative Turkish vocalist Çigdem Aslan illuminated the concert hall with an exploration of feelings from love, passion, and desire to heartache and joy. She was accompanied by the brilliant accordion of Zivorad Nikolic.

Young and emerging acoustic bassist Tom Sheen followed with a joint presentation, accompanied by up-and-coming alto saxophonist Donovan Haffner. Their second concert featured quality jazz playing through a mixture of standards and classic jazz compositions.

Recorder virtuoso Piers Adams teamed up with regular collaborator and pianist Lyndy Mayle in their duo, Baroque Alchemy. They turn the typical, early-music concert on its head with their vibrant interactivity. They included music from Bach, Handel, Telemann and programming from Richard Strauss, Piazzola and contemporary composers.

Celebrated and world-class UK jazz band, Empirical, came to the Embassy Gardens Concert Hall for a performance, launching their latest album. Another packed-out evening, music featured their intense brand of energetic and complex compositions. Making a special guest appearance on piano was UK legend, and World Heart Beat favourite, Jason Rebello.

Romanian pianist and composer Andrei Irimia made his way into the London music scene and performed on our Steinway D.

May saw concerts from the Gypsy Jazz Festival with Tcha Limberger Quartet, who fired up the gypsy jazz scene with their world class musicians and exciting programme.

A duo violin concert featured our very own Zoe Hodi as she played alongside award-winning Czech violinist, Krystof Kohout. Zoe arranged a wonderful programme that dazzled the young violinists in the audience.

French piano virtuoso Emmanuel Despax enjoyed our first-class Steinway piano in a recital of music by Franz Liszt. The audience was transported to another world with his immaculate touch and energy.

A Jazz Triple Bill performance iincluded three magnificent up-and-coming bandleader composers: the Danny Piers Trio, Wilf Diamond Quartet and Ruben Ross Quartet. All of the bands played original music, extolling the lofty virtues and potential of great jazz.

By popular demand, our flagship 51st State Band performed a mid-season concert , and it was a lovely occasion to celebrate our summer Jack Petchey Award winners. We also had our summer gig bands concert

and welcomed drummer Tristan Banks, with whom we are building a venue relationship with, in Brighton.

'Atmospheres in Audio Theatre'.

We are particularly proud of the music developed by patron Julian Joseph for his Atmospheres in Audio Theatre. Julian created brand-new music tailored to our auditorium with a trio featuring tablas, saxophone and piano. The sound was revelatory and illuminates the possibilities of our future-facing studio and auditorium technology.

We extend our gratitude to the Thistle Trust for their funding of this beautiful project.

"When music is so near, and is being invented, created, crafted, confected live in front of us... when we can witness quite how responsive, alive and in-the-moment musicians working at this level are....I start to ask a question: why would you want to be anywhere else?
(Nick Costello, UK Jazz News)

"All encompassing,
I can't think of any other place like this"
(Keith, Audience Member)

"Watch this space for the future!"
(John Saunderson)







Partnerships and Diversity of Income Generation

World Heart Beat is pleased to have built on successful past collaborations in developing new partnerships with local, national and international high-profile businesses and organisations including Domino Recording Company, PPL, d&b audiotechnik, and ZEDRA.

This has led to increased diversity of income, supporting more student scholarships and talent development. We are immensely grateful to our partners and look forward to deepening our relationships with them, as well as cultivating new partnerships to continue to developdeveloping our programmes and diversify our offerings. World Heart Beat aims to become a melting pot for collaboration, and innovation and expansion.

Music Industry Partners

We are delighted that over the course of the past 12 months, we have deepened our relationships with existing partners and initiated new partnerships with music industry specialists.

PPL

PPL is the UK's music licensing company for over 130,000 performers and recording rights holders.

The Young Artist Development programme, in partnership with PPL, is dedicated to helping young musicians navigate the music industry. Led by Nick Cohen, and with the considerable resources that World Heart Beat has to offer, the programme offers training, mentoring and advice through practical experience in writing, recording and performance. The programme is currently working closely with eight young artists. This cohort comes from across South London, with their heritage from across the globe.

They bring this diversity to the wonderful range of genres in which they create and perform. The sponsorship enables young musicians to record, for the first time, at our new, state-of- the-art studios in Nine Elms, free of charge. Normally cost-prohibitive, the recordings will give emerging musicians a foot up in their careers. Additionally, the young artists are active in performance and will have at least four performance opportunities throughout this special programme.

Steinway

Steinway pianos are the gold standard of musical instruments, representing 170 years of dedication to craftsmanship and uncompromised expression. World Heart Beat is one of only three music charities that Steinway UK supports.

Natal Drums

Designed in the UK and renowned for their exceptional craftsmanship and innovative design and style Natal's contribution reflects their beautiful commitment to nurturing the next generation of musicians by providing access to high-quality instruments that inspire and support musical excellence. We would like to thank Natal Drums, who have generously donated four professional drum kits to World Heart Beat.

Our EMERGE partners include:

d&b audiotechnik

d&b systems are the global standard in performance. The pro audio giant specialises in developing equipment which integrates with the latest technology, fitting out prestigious venues such as the Royal Albert Hall. d&b's future vision of immersive experiences offers the opportunity for complete sensory engagement through sound encompassing spatial audio technology.

d&b audiotechnik have committed to a minimum of three years industry training and sound engineering which will be rolled into our EMERGE Programme. They will also provide industry-intensive music-mixing taster sessions and live sound engineering training.

Solid State Logic (SSL)

Leading the way in sound, the world's leading manufacturer of analogue and digital audio consoles, interfaces, plug-in processing and more partners with World Heart Beat. The Solid State Logic Origin desk is a 32-channel, 18 buss analogue mixing console, designed to merge analogue workflow and DAW-driven production studio. Future partnership opportunities will enable World Heart Beat to not only operate a state-of-the-art recording studio to bring in top artists, but for us to also hold events and masterclasses with top engineers and engage with emerging recording engineer talent.

Domino Recording Company

Based in Wandsworth and founded as an independent British record label in 1993, Domino has grown, to establishing new wings in the US, Germany and France as well as a publishing arm, working with an array of high-profile artists.

Our partnership with Domino has provided lovely masterclasses and opportunities for our EMERGE and industry training programme. It covers a wide range of topics including A&R, press, social media and synchronisation.

White Light

Based in Merton, White Light is the pre-eminent technical specialist groups for live music and theatre, providing lighting, audio, video and rigging to projects of all sizes across the UK, Europe and worldwide. White Light provide comprehensive technical training, work experience, live opportunities, and career workshops as part of our EMERGE Programme's industry training.

VDC Trading

VDC has the most comprehensive range of world-class specialist cabling and associated products supported by the expertise of an outstanding technical team. The Van Damme brand is internationally renowned, not only for the provision of the highest quality audio and AV/IT live sound cable builds and installs, but also for bespoke solutions for complex cabling problems. We are extremely grateful to VDC trading for supporting our work and allowing our students the opportunity to work with first-class cables and gain experience using industry standard equipment.

"World Heart Beat is doing some incredible work out in Nine Elms, bringing the gift and joy of music to all as well as shaping the future of the music industry.

I have had the privilege of supplying and seeing many world class studios and I can honestly say this is up there! What a beautiful, thoughtfully designed facility with a world class studio that VDC Trading is proud to support. Looking forward to seeing more from World Heart Beat and continuing to support these lovely folks in all their future endeavours." (Herpreet Kaur Singh. Commercial Director, VDC Trading)

Vizrt

Vizrt powers the stories that shape our world, reaching over 4.5 billion people daily. As pioneers of live broadcast and video content creation technology and with a 25-year history of inventing new simplified workflows for storytelling whether it is in the news, sports, broadcast, education, entertainment, live events, digital media, advertising, or anywhere else video lives, Vizrt has helped define and reshape the way video is created and shared with the world.Thank you to Vizrt for providing such incredible equipment and making it possible for us to livestream.

Chocolate Films

A local company, based in Nine Elms, Chocolate Films is a leading video production agency that works with clients across the arts, heritage, corporate, medical, education, charity and public sectors.

Corporate Partners

Big Yellow Storage

Big Yellow have generously provided us with two storage units - in Nine Elms and in Wandsworth - which has given us essential storage space for our equipment.

EcoWorld Ballymore

EcoWorld Ballymore and Wandsworth

Council selected World Heart Beat from 42 organisations to become a new cultural anchor for the Nine Elms Development area. They awarded a 50-year tenancy agreement for 750m2 of space on Eco-World Ballymore's Embassy Gardens site at a peppercorn rent of £1 annually. It is estimated to have a commercial value in excess of £10m. EcoWorld Ballymore have also generously contributed towards some of our outreach activity in Nine Elms.

Keystone Capital

Keystone Capital is a wealth advisory boutique founded by Samik Mukherjee and David McLellan. Keystone provides professional and impartial advice on structuring and managing wealth to meet their clients' specific objectives. This may be planning for retirement, protecting assets for future generations or simply trying to optimise returns on investments. World Heart Beat is Keystone's charity partner for the next three years.

ZEDRA – Young Jazz Musicians Talent Programme

ZEDRA is an independent, global specialist in trust, corporate and fund services. It is sponsoring music scholarships for eight students selected for their music ability and commitment to learning. This initiative supports students from diverse social and cultural backgrounds in South West London, who would otherwise not have the means for additional, non-school-based musical education. Each will benefit from a tailored programme, encompassing music lessons, masterclasses, music college / exam / audition preparation, provision of their chosen instrument and access to a ranges of instruments that support their development.

ENABLE

Enable is a not-for-profit organisation, working in partnership with councils, charities and other organisations to deliver health, leisure and community services and events that enrich people's lives. Enable's approach is inclusive and collaborative as they reinvest any profit to make an even bigger difference, strengthening the communities they work with.

Enable has invested in our EMERGE programme, developing emerging local Wandsworth talent as performers, live and recorded music producers, sound engineers, lighting technicians and broadcasters, developing a diverse, representative and local pool of creative industry professionals.



Other Partners

Arts Council England

World Heart Beat is pleased to have remained as a National Portfolio Organisation (NPO) for 2023-2026, securing an additional three years of funding from Arts Council England (ACE). It has since been announced that a further year has been added to the stand-still funding agreement. With the expansion into Nine Elms, our ACE funding has now shrunk to 5.4% of our annual budgetary requirements.

NPO funding provides World Heart Beat with core costs for its creative programmes, enabling young people from all backgrounds to develop their skills. We believe World Heart Beat is playing a vital role in delivering ACE's Let's Create strategy by 2030. Furthermore, World Heart Beat, through its development of World Heart Beat Embassy Gardens, has now ingrained itself as a significant organisation in London's arts and cultural ecology.

The opportunities to continue forming great partnerships with other educational, arts and cultural organisations are vast - synergising and leveraging our overall impact.

Capita

Capita creates positive social impact and supports their employees to be active members of their communities by delivering programmes that grow skills and reduce economic inequality in the communities in which they work. Capita employees fundraised a bursary scheme in memory of their colleague, Bob Buiaroski.

Partners that have contributed immensely

MDA Consulting

MDA provides professional services to the property and construction industries. Adopting World Heart Beat as their charity partner, MDA consulting have offered us the most incredible support and vital help, all pro-bono. At the core of MDA's company ethos is a culture of innovation and collaboration, and they certainly shone through with their values.

We offer endless gratitude to Managing Director Steve Jones, and all at MDA, for taking care of all our quantity surveying in the incredibly challenging build of our Embassy Gardens venue.

Ra. Architects

Led by our brilliant and passionate architect Rory Aitkenhead, the team at Ra. understood how important it was to maximise the potential of our project, and the importance of collaboration with experts from across the field. We enjoyed working with Rory's utmost dedication, creativity, and his incredible commitment to solving the most complex challenges in the world of design.

The Design Operation

World Heart Beat is enormously grateful to John Myers, who became our Employer's agent for the build of Embassy Gardens. Words cannot describe John's enormous experience, offering us countless hours of support, advice and practical help in every aspect of the building process.

Mayer Brown

Mayer Brown is an international law firm positioned to represent the world's major corporations, funds and financial institutions in their most important and complex transactions and disputes. We are grateful to Mayer Brown for supporting World Heart Beat with legal contracts and advice.

Arcadia Solutions

Arcadia Solutions is one of the UK's leading studio design, construction, installation and integration companies with extensive industry experience. We look forward to working with Arcadia on building our podcast, livestream and radio studio next year. We would like to thank Arcadia Solutions for their support and friendship.

Friends of World Heart Beat Music Academy

Our Friends of the Academy scheme was originally set up to support World Heart Beat to transform an abandoned top floor space in an industrial building on Kimber Road, Southfields, into a beautiful, soundproofed music academy - complete with performance space and teaching rooms.

The development of our new Embassy Gardens facility will provide many exciting new opportunities for us to redefine our Friends programme into a membership scheme. Membership programmes are increasingly being adopted by arts organisations and will help to expand and support World Heart Beat's activities at different levels. Membership at World Heart Beat will enable members to be part of a community that believes in the transformative power of music to inspire, give joy, and bring people together, making a positive impact on the lives of young people.

We envisage that our members will share in our achievements and provide vital regular support. We hope they offer insight into our efforts with invitations to exclusive events, regular updates, and opportunities to engage with us. We would not be where we are now without the support of friends of the academy. We feel immense gratitude and appreciation for their ongoing commitment and belief in what we do.

The Jack Petchey Foundation

The Jack Petchey Foundation has generously supported World Heart Beat in a myriad of ways including sponsoring Achievement Awards for "young people who have gone above and beyond to achieve – perhaps when others thought they might fail".

The Foundation has also continued to fund our third internship at World Heart Beat. Two of the former internships were filled, helping young people into good jobs. We are thrilled to have Arianne Tan join our team looking after the new students at Embassy Gardens and helping support our administration team and First Beats Programme. Jim Sorenson, who is now working as lead recording engineer in our new studios, working daily on production, live shows, recording and music editing.

As with everything World Heart Beat does, we try to focus on the end-to-end, transforming lives of young people.

Julian Joseph Jazz Academy

The Julian Joseph Jazz Academy (JJJA) - under the artistic direction of internationally renowned jazz pianist, composer and World Heart Beat Patron, Julian Joseph - offers talented young instrumentalists and vocalists an amazing opportunity to work with some of the world's top jazz musicians. By exploring the American roots of jazz, students develop their creative talents and performance skills.

JJJA and World Heart Beat are intertwined – our partnership provides shared enrichment and development opportunities for students at both academies, helping to create well-rounded and highly skilled musicians.

World Heart Beat students follow specialist jazz programmes at JJJA including 'The Jazz 5 Awards.' JJJA students also expand their performance and recording experience at Embassy Gardens in classical music, orchestra and band performances, as well as through mentoring WHB students.

Yokohama Calling

Yokohama Calling is a not-for-profit organisation whose mission is to promote cross-cultural understanding through the universal power of music and arts. They produce collaborative arts events, bringing together musicians from Japan, the United Kingdom and beyond.

Our on-going partnership with Yokohama Calling has provided World Heart Beat with access to some of Japan's most exciting talent who have taught masterclasses and workshops for our students. This has been facilitated by leading musician and producer Nick Cohen, who is Head of Digital Delivery and Young Artists' Development at World Heart Beat, and Creative Director of Yokohama Calling.

Providence House

World Heart Beat provides weekly vocal support, mentoring sessions and Arts Awards delivery with young people at Providence House Youth Centre. We also provide opportunities in songwriting, recording, and live performance support at Embassy Gardens.

Formation Architects

We are delighted to have been selected by neighbouring architectural practice, Formation Architects, to be their Charity of the Year for 2024.

The award-winning practice is based in Oval and will support World Heart Beat throughout the year, arranging several fundraising schemes.

The partnership formed following several visits by the architects to our Embassy Gardens venue, both for concerts and meetings. The partnershipwill help bring much-needed funds to support our charity's work.

Formation employees could donate directly to World Heart Beat via their payroll giving scheme, managed by the Charities Trust, as well as them working closely with us on the year-long campaign which will encompass individual giving, race sponsorships and much more.

We're so happy to have been selected by our neighbours, helping us with our goals to reach into the Nine Elms community.



Timeline of events

1 September 2023 – 31 August 2024

SEPTEMBER 2023

Embassy Gardens Wellbeing Festival

In this 'feel-good festival' on the grounds of Embassy Gardens, we offered an open-air 'Try an Instrument' workshop for the community, as well as providing music for the whole festival.

The Sixteen choir

The iconic choir led by Harry Christophers cut a new record at Embassy Gardens Recording Studio, entitled 'HeartBeat Sessions.' It has the most exquisite beauty and awesome vibe, and we cannot wait for the release!

London Design Festival

London Design Festival featured the wonderful architectural design of Rory Aitkenhead and the d&b system installed in our future facing state of the art building at Embassy Gardens. Our patron Julian Joseph OBE gave an exclusive demonstration of just some of the musical possibilities featuring our 9ft Steinway D piano married to the concert hall with the soundscape system.

Zedra Luxemburg

ZEDRA, the global active wealth, corporate, and fund solutions specialist, sponsor our successful jazz talent development programme. They invited a quartet from World Heart Beat to perform for their special client event in Luxemburg. Our young musicians were highly appreciated by all. We are very grateful to ZEDRA for their ongoing support.

Audience Appreciation Society

A chance for us to present our emerging talent and offer the Audience Appreciation Society a behind the scenes tour, including a studio session and a wonderful performance of classical music from Arnaldo Cogorno, one of our fine emerging musicians.

An audience member commented "This is the best event we have ever attended.."

OCTOBER 2023

Performance in the House of Commons – Palace of Westminster

It was a privilege for our young flutists to play music in the Palace of Westminster for Battersea MP Marsha de Cordova's Community Awards, which celebrate inspirational and self-giving people in Battersea. Thank you for inviting us to be part of this beautiful initiative!

Make Music Day

On 7 October, we joined Music for All's national campaign in their 'Learn to Play' weekend, which encourages people to try music in their local area. World Heart Beat opened its doors for this lovely event.

Wildcats – Princeton University

World Heart Beat welcomed back our alumni Emilly Santos, (currently studying on a full scholarship at Princeton University) with her student-led, all-women and gender diverse acappella group 'Princeton University Wildcats.' The wildcats bring a unique,

empowered and vibrant sound and are dedicated to their passion for music and commitment to the community. We hosted the Wildcats at a reception and concert at Embassy Gardens, as well as a week of performance workshops in local schools.

Behind the Bricks Festival Battersea Power Station

In October, we celebrated with our neighbours at Battersea Power Station. Our emerging jazz trios provided 1930's music for this beautiful 'Behind the-Bricks' festival, honouring those that worked in the station, supplying electricity for the whole of London.

51st Big Band half term course

Led by Alex Thomas-French, in partnership with JJJA and Trinity Laban, we held a four-day intensive course, playing and celebrating the music of Duke Ellington.



Dukes CE Event

We invited and welcomed the guests of our partner Dukes CE to Embassy Gardens for a beautiful soiree. Dukes Corporate Education is about executive teaching, and was founded with the objective of combining world-class leadership science with a practitioner approach to achieve organization and business-wide impacts. Our musicians gave a private concert to over forty invited guests. We are hoping to forge a future partnership with Dukes CE.

NOVEMBER 2023

Student trip to the Royal Festival Hall

The London Philharmonic Orchestra offered 25 of our students tickets to attend a concert, pre-show talk, Q&A and photos with some of the orchestra. It was particularly exciting as our patron Julian Joseph was performing the Gershwin Rhapsody with the orchestra.

World Heart Beat Embassy Gardens EFG London Jazz Festival

We became an official venue for the 10-day EFG London Jazz Festival, and the following shows took place:

Eliane Correa-Cuban septet:This charismatic London-based vocalist and band leader brought a heavily authentic Cuban sound.

Julian Joseph Trio featuring Harriet McKenzie: Julian premiered his stunning violin concerto in its newly devised version for trio and violin.

Ava and the SoundCrew: The gifted Neo-soul singer-songwriter and brilliant jazz improviser played an evening of stunning new songs with her exciting contemporary band, jam packed with stand-out musicians on the London Jazz scene.



Christine Tobin's New Project, 'Returning Weather': This maverick vocalist combined her jazz mastery with her Irish roots for an evening of enchantment with beautiful visuals. Opening for her show were our 'Heartbeat' Celtic Fiddle players.

Double-Bill of the Josiah Wade Quartet and the Sam Cesay Trio: These two great young piano talents emerged into the jazz scene. Josiah performed a mixture of standards and original music, and Sam's completely original set stunned with its unbelievable control, maturity and compositional power.

May Inoue: In collaboration with Yokohama Calling, Embassy Gardens welcomed a buoyant set from this Japanese fusion guitarist.

Rebecca Nash: The maestro pianist and composer played music from her album, 'Redefining Elements 78.' She was supported by World Heart Beat alumni, emerging saxophonist and band leader Rebecca Wing, who added vocals to her performance arsenal. Together, they programmed a wonderful mixture of jazz and original pieces in her set.

Together, We Go Forward

In November, World Heart Beat traditionally partners with the Julian Joseph Jazz Academy (JJJA) to perform as part of the London Jazz Festival. This year the concert took place on 13 November at the iconic London jazz venue, The 606 Club. Both academies work beautifully together in providing shared enrichment, creating well-rounded young musicians who benefit through learning, gaining experience and performance opportunities.

Steinway and Sons UK: Exclusive piano sale to support our bursary programme

The Steinway and Sons sale ran from 27 November to 2 December at Steinway Hall. A percentage from each piano sale helped fund our bursary programmes, support our young musicians and grow our music education initiatives. We are eternally thankful for our partnership, joining in our shared mission to inspire and empower young minds through the universal language of music.

"We're excited to announce an exciting and unique collaboration with World Heart Beat. Our partnership is a harmonious blend of excellence and craftsmanship, and a shared vision of enriching lives through music".
(Craig Terry, MD, Steinway & Sons, UK)

DECEMBER 2023

51st State Band

A vitally important annual performance was given by World Heart Beat's flagship orchestra, the 51st State Band. They gave two performances at Embassy Gardens to a sell-out crowd of family and supporters demonstrating how important a fixture the band is in London's entertainment calendar.

The 51st State Band, conceived by Founder and Artistic Director Sahana Gero, represents the spirit of the Academy. With boundless energy and talent, the band brings young, gifted musicians of all ages, backgrounds and abilities to learn and play together.

It was a special evening offering an inspirational and vibrant programme of jazz, rock, soul and film scores, ideal for anyone aged 5 to 95. It was an assured night of animated musical performance for the local community and families alike.

Gig Band Christmas Show

Embassy Gardens offers great opportunities to showcase the talents of students immersed in the various ensemble. Following the 51st State Band, the Gig Bands performed, playing music by Elton John, Billie Eilish and other contemporary popular music greats. The concert also gave us the occasion to celebrate our young players with the Jack Petchey Awards presentation.

Piano Party

Our piano department, led by Michael Csányi-Wills, has now grown to a team of seven piano teachers, and holds regular recital performance through our popular piano parties and programme of masterclasses. They encourage grassroots musicians on their journey to music college.



Battersea Power Station Christmas Music

We were invited to provide Christmas entertainment from 1 - 24 December at Battersea Power Station. We offered 3 bands each day, creating a total of 72 performing opportunities for our talent, as well as giving a lot of christmas cheer to the shoppers.

Embassy Gardens Christmas Festivities

World Heart Beat performed a series of Christmas carols for our neighbourhood in Nine Elms, and a beautiful community Christmas inside our building, sponsored by



Ballymore. The event was truly uplifting with hot chocolate and Christmas cookies from our cafe, sheparding local residents into the festive mood.

Student Trip to Bridge Theatre – Guys and Dolls

We offer heartfelt thanks and gratitude to the Bridge Theatre and the Jack Petchey Foundation for making it possible for 30 of our young musicians to see 'Guys and Dolls'. As one of them said,

"I've never been happier in my whole life! Everyone loved it and it was beautiful to meet and chat with some of the actors afterwards. What an inspiring way to complete 2023." (World Heart Beat Student)

JANUARY 2024

First Anniversary Party, 24 January

With the new year, it is 2024. Straight away, we celebrated with our First Anniversary Party at Embassy Gardens to hallmark one year since we opened our concert hall, recording studio and café venue, World Heart Beat Embassy Gardens, in the heart of Nine Elms.

Music Industry Day, 17 January

Partnering with d&b audiotechnik, White Light and Notting Hill Music, the Industry Day provided the opportunity for music industry specialists to see first-hand what our spectacular space (state-of-the-art, flagship 200-capacity concert hall, recording studio and café) can do.

Audio engineers, producers, songwriters, performers, artists and lighting designers from all walks of life were invited to experience the latest sound design with a demo from d&b audiotechnik, as well as networking with others in the wider industry.

"A jewel in the crown, a multi-faceted temple of sound and vision". (Chris Kimsey, record producer and musician) .

"What an extraordinary experience it was to record here! Without a doubt, World Heart Beat secures its place at the top of my list for studios to work and record in." (Adam F, artist/ producer)

iFi Event Masterclass

We enjoyed hosting iFi Studio and Solid State Logic in a hugely successful 'Recording and Mixing with Headphones' masterclass with legendary producers Stuart Bruce and Gary Langan, at our World Heart Beat Recording Studios. Around 60 invited guests, comprising established and newly emerging engineers and producers, plus music technology students, attended the session. Gary Langan (Art of Noise, Queen, ABC) and Stuart Bruce (Band Aid, Stevie Wonder, Madeleine Peyroux) recorded and mixed our World Heart Beat jazz trio in the SSL equipped studio.



The audience then monitored the results during playback using headphones connected to the iFi Studio ZEN CAN high-quality headphone amplifiers, whilst recieving explanations about different microphone techniques being employed across takes.

It is an immense privilege to be supported by iFi, and we cannot wait to see where this partnership takes us in the future.

"I have been deluged with messages from engineers and educators that attended who really enjoyed the day and finding out more about World Heart Beat. I am confident that a number of conversations were started that will lead to long term relationships and work.

Everyone involved from World Heart Beat, the tech, FOH, the musicians, just everyone, all made each and every visitor welcome and impressed with enthusiasm and love for what they do." (Mike Banks, SSL partnership)

World Heart Beat Café

Our vibrant and welcoming café continues to be such a joyful place, offering a wide range of hot and cold drinks to the local community, as well as a selection of freshly baked pastries, and an ever-changing menu of light-bites for lunch. Our new cups arrived branded with our logo, reading, "your cup of happiness supports children to learn music".



"Wonderful venue offering such a range from a lovely cafe (with great coffee) to a beautiful concert hall delivering all sorts of music from jazz to folk to classical! Amazing that children can learn music alongside these great musicians. So much to offer in one space!"(AT★★★★★Google Review)

"Wow! What a fantastic place! Excellent initiative, great staff, and good vibes. So pleased I found out about it!"
(Lucy Turner★★★★★Google Review)

FEBRUARY 2024

Yevgeny Sudbin Masterclass

We were completely blown away by the master pianist and unbelievable musician Yevgeny Sudbin who offered an amazing and brilliant masterclass to our young pianists. He connected and empathised with all of our students, making a huge difference in their approach to their specific pieces. Thank you so much, Yevgeny, for your incredible generosity and inspiration.

Article in Sunday Observer by Fiona Maddocks

We were utterly delighted to see this piece about us in The Guardian (Observer New Review):

"This is the kind of priceless cultural legacy that gives pride to those five- to 25-year-old local people who walk through the doors as equals. A small music charity next door to the US Embassy, called World Heart Beat, is taking on the Goliath of this multibillion-pound commercial development and trying to make change. Just over a year after opening its doors, its secret needs sharing. The paradox of cutting music education in children's critical early years, then discovering that it aids brain function later in life, hardly needs spelling out. If it takes research, such at last week's from the University of Exeter, to attract headlines, so be it. The activities of World Heart Beat only become more timely and vital. This enterprise could be a blueprint for every comparable urban community."
(Fiona Maddocks, The Guardian, 2024)

Our thanks to writer, Fiona Maddocks.

Asa Martinson – PPL Artist

Talented emerging pianist and bandleader, our PPL Young Artist Asa Martinson specially curated a program dedicated to Valentines Day. He celebrated in fine style with his brilliant band called the Outlet.



MARCH 2024

Wandsworth Winner Charity/Social Enterprise Award- Women's Enterprise Awards

We are delighted to have won Best Charity/ Social Enterprise at the Wandsworth Women's Enterprise Awards 2024! Thank you for recognising our charity's (and founder's) work, which addresses the lack of affordable music tuition and career opportunities for young people. We're so grateful for this recognition.

Boris Grebenshikov - Fundraising event

Magnificent poet and Russian rock legend returned to our concert hall to perform a set of music in homage to the mythical creature known as the Bandersnatch. Our patron had the audience transfixed.

Try an Instrument Open Day at WHB Kimber Road

Another successful day at Kimber Road with many young people trying out a range of instruments.

International Day of Happiness

20 March saw us celebrating the International Day of Happiness, bringing joy into the lives of children through music. We hosted a beautiful programme on the theme of happiness with our special guest Baroness Floella Benjamin, who has been so supportive of our work at World Heart Beat.

Singing Soiree Kimber Road

Our first singing soiree - a lovely showcase for our heartbeat singers.

Sean Mason

Charismatic young American pianist and composer Sean Mason, who is fast becoming an international jazz star, came to World Heart Beat on the recommendation of Branford Marsalis. He completely enchanted a sold-out audience with depth, power and sensitivity. 30 of our young jazz students attended the concert and were so excited and inspired to meet Sean and the band.

Harriet McKenzie Masterclass and Concert Embassy Gardens

World Heart Beat favourite and violin virtuoso Harriet Mackenzie returned to Embassy Gardens Concert Hall with celebrated UK pianist Danny Driver for an absolutely captivating program that included music by Debussy and Lillie Boulanger. Before the concert, the duo gave a wonderful masterclass which led to young violinists featured at the front of their concert.

APRIL 2024

Trinity Buoy Sounds - Bengali Project Concert

This concert was part of Trinity Buoy Sounds, a three-year programme funded by Trinity Buoy Wharf Trust, and developed and delivered by World Heart Beat. It sets out to bring music into the lives of young people aged 11-18 who live in and around the Wharf (Tower Hamlets and Newham).



At the end of April, we delivered our Bengali Beats concert, a free concert celebrating Bengali music. This special Bengali project was delivered by Sohini Alam and 200 students from local secondary schools who learnt and performed songs in Bengali, plus one they composed for the occasion in English and Bengali. The project included resource packs, several workshops with weekly Tabla classes (24 students) and rehearsals at the schools. The young students performed with Sohini Alam and

her band KHIYO, a Bengali/British band based in London, who bring a London sound to Bengali music. Khiyo's radical and fresh interpretation of songs from the Bengali tradition draw from rock, folk, and Indian and Western classical music.

The London Business Interruption Association Annual Dinner

World Heart Beat was invited to showcase our musicians for the LBIA Annual Dinner and fundraiser at the Brewery, Chiswell Street, London.

MAY 2024

Origin

We hosted the World Premiere of ORIGIN, a unique deep-listening art and sound installation further showcasing the capabilities of the d&b Soundscape system that is permanently installed in our venue. It invites audiences to be bathed in sound and light. Born out of a desire to create a calming space to allow audiences to slow down and disconnect from the everyday, this mesmeric audio world is a connection of art and wellness.

US Ambassador to the UK, the honourable Jane Hartley, invites WHB to Winfield House

Ambassador Jane Hartley leads by example in putting culture at the forefront of soft diplomacy. She celebrates the arts with soiree evenings at Winfield House which includes bringing over the great American musicians. Among them is trumpeter/ composer Wynton Marsalis.

"It is jazz, I think, that represents the American experience more than any other. Wynton was supposed to play for about 90 minutes and I think he ended playing for double that and we had young people there from a local music school (World Heart Beat and JJJA students), and they were called up to play. That was kind of a perfect example of music being something that broke down all barriers, all cultural, all demographic, all age, everybody could relate to it in the same way. We can never forget that and even in these dark days, it's even more important that we show up and push for these values together and there is always going to be a role for diplomacy." (Jane Hartley, US Ambassador to the UK, interview with The Standard, 2024)



Julian Joseph's Atmospheres in Audio Theatre

An introduction to our 'Soundscape Sessions' concerts, this show featured international composers and award-winning creatives. The Series launched with a performance from acclaimed pianist Julian Joseph on 17 May, consisting of new music written for d&b Soundscape, an immersive sound system designed to bring the audience closer to the artist. Julian Joseph captivated with his new band featuring Kaidi Akinnibi and Alok Verma with specially written music that showcased the startling, immersive audio power of the d&b Soundscape.

Wynton Marsalis Masterclass

In partnership with Julian Joseph Jazz Academy, Wynton Marsalis came to Embassy Gardens and gave the most incredible, uplifting and truly inspirational masterclass.

Hilary Coates Masterclass

Hilary Coates is one of the most sought-after piano teachers on the global stage. She has made extensive concert appearances as concerto soloist, recitalist and in chamber music. Our pianists were certainly put through their paces.

Culture Makes Campaign – A Social Media Campaign for Culture

On social media, World Heart Beat was one of 150 UK organizations to take part in #CultureMakes, an important online forum which addressed the question of how to place value on culture and heritage.

PPL Visits —A Meeting with the Young Artists they Support

It was wonderful to welcome Suzi Ibbotson and Reiss Higgins from PPL to World Heart Beat Embassy Gardens for a tour and meeting with some of our young artists. PPL

support enables these emerging talents to record their music in our studios, forming an integral part of our concert programme.

Recording with Asa Martinson for his EP has been progressing well and is nearly finished. We will soon have a 5-track EP, with which World Heart Beat will assist in the production and distribution. Recording at World Heart Beat has provided Asa with access to a wider range of industry professionals. This included Tony Remy who performed on Asa's upcoming EP.

JUNE 2024

Summer in Battersea Park / Live at the Bandstand

World Heart Beat took part in a weekend of free live music performances at Battersea Bandstand for Summer in Battersea Park, as part of Love Parks Wandsworth, a campaign to encourage residents to enjoy and engage with their local green spaces and parks throughout the summer.



Produced by Enable Leisure and Culture in collaboration with Wandsworth Council, they celebrate homegrown talent. It is a lovely event where the community pulls up a deckchair at Battersea Park's iconic bandstand for a packed weekend of free live music. This year, our dedicated Monday jazz students formed a fabulous set of jazz standards.

First Beats School Concerts

Daisy Ou presented an interactive programme that combined musical theatre and classical music, guiding students through a journey of works by classical composer Camille Saint-Saëns and friends. As part of our new First Beats music programme, students were invited to join the musicians and immerse themselves in the sound world of French classical music, through dancing, singing and acting. For most of the children who live in the residential estates in Queenstown Ward, Nine Elms, it was their first experience of live music. Pupil and teacher feedback was extremely positive. Notably, the children watching were inspired to learn an instrument and, unsurprisingly, stated that piano would be their first choice.

Bloomsday Irish Festival

Bloomsday honours the legacy of James Joyce and Ulysses, whilst bringing a uniquely Irish festival to the heart of London. This free festival celebrates Irish culture with a full entertainment programme of Irish music, poetry and dance. It took place in and around the water gardens of Embassy Gardens. World Heart Beat opened the festivities with a set of Irish tunes from our Celtic fiddles, and we had a lineup of short Irish films that ran all-day in our venue.

Planet Harmony Festival

First Beats pupils took part in our Planet Harmony Festival, which brought together music-making around the theme of the environment.

There were three in-school workshops (70 students), two in-school performances (150+ students and parents in the audience) and a songwriters' concert at Embassy Gardens as part of the Wandsworth Arts Fringe Festival.



Plaque Unveiling for Charlotte Despard

Children from World Heart Beat were invited to play Irish tunes as the crowd gathered to unveil a plaque honouring Charlotte Despard who lived on our street (Ponton Road) and worked tirelessly to alleviate poverty among the children of Battersea .

Conducting Masterclass with Alice Farnham

One of Britain's leading female conductors Alice Farnham gave inspirational taster masterclasses in conducting - one for under 14 years and one for 14-18 years (with 30 of our students attending). Alice enjoyed working with the young conductors and, as a result, we are hoping to set weekly conducting sessions next year.

"I want to inspire young women and show them that conducting is an option – something that they may not have even considered before" (Alice Farnham)

US Ambassador's Visit to Embassy Gardens

We were honoured with a visit from US Ambassador to the UK, Jane Hartley. We held a special reception and programme on the theme of 'Friendship.'

"This has been absolutely fantastic, I am really impressed. The universal language is really music and it is music that cuts across cultures, its music that cuts across boundaries its music that really tells the story of our happiness, our joys and our sorrows. I really just wanted to say thank you and wow, wow the talent in this room is pretty amazing." (Jane Hartley, US Ambassador to the UK)

The Marcia Elton Bursary

World Heart Beat Music Academy is delighted to announce the launch of the Marcia Elton Vocal Bursary Programme established by the lyric soprano Ilona Domnich, which will start in September 2024. The bursary will support weekly tuition for young Heart Beat vocalists with incredible opportunities for extra inspirational vocal masterclasses, workshops, expert guidance and vocal techniques.

World Heart Beat has enjoyed a beautiful partnership with Ilona who, during Covid, offered free vocal online sessions to young music students, giving them a chance to 'be together' and do something positive during such isolating times. Ilona performs regularly at World Heart Beat's concert hall in Embassy Gardens. She set up this bursary in memory of Marcia Elton, recognising the support and assistance that Elton gave her whilst she was studying at the Royal College of Music.

Marcia was born into a musical family in 1923. Her grandmother owned a cinema in Liverpool during the silent movie era, and its success was due, in no small part, to the piano abilities of her mother and aunts who improvised along with the films. Although Marcia had hoped to go to music college and become a piano teacher, she was unable to attend due to the Second World War. Classical music was her main love, but she embraced so many different forms of music.

JULY & AUGUST 2024

Womad Festival

Kaidi Akinnibi prepared for his upcoming appearance as a featured d&b artist at the Womad Festival by utilising our d&b system and World Heart Beat's engineer Anjelo Disons. Kaidi and Anjelo put on a great performance on Womad's d&b stage.

Gig Band Performances at Embassy Gardens

World Heart Beat's Gig Band class gives an opportunity for young musicians, aged 11-18, to showcase their skills, and come together to learn the pieces they all love, all while practising for performing at live gigs. All our students can join a band or ensemble so they can expand their musical experience and perform in concerts at the Academy in Wandsworth and elsewhere - including some world-famous music venues. The Gig Band is led by Sian Kelly, Scipio Mosley and Ava Joseph. These young professional musicians introduce students to a range of pop, drawing on excellent and fun contemporary repertoire. Whilst learning with other young musicians, they also experience live performance in a variety of gigs and concerts. The Gig Band works with bass, piano, guitar, drum players as well as vocalists. Using the Embassy Gardens Concert Hall for the gig bands' talent with solo, trio and ensemble performances is just fantastic.

Oreglo recording

Sam Cesay and his band Oreglo recorded at World Heart Beat, and they are now signed to the Brownswood label.

Fair Beats

During the summer, we hosted Fair Beats, a community organisation that works with refugee children. In August, we delivered a community music recording session for 10 children under 11 years old. The session included a tour of Embassy Gardens, an introduction to recording studios and the recording of a song they had written with Fair Beats.

Guildhall F event

World Heart Beat Recording Studios hosted a symposium filled with insightful discussions on the music industry, creative technologies and gender equality. This weeklong event, in collaboration with Guildhall School of Music & Drama and The F List, was curated for female, non-binary and gender diverse musicians. It shed light on important issues in the music world. The course included panel discussions, masterclasses and networking. It allowed for the chance to engage with industry experts and fellow female and gender diverse music enthusiasts.

Happy Streets Festival

This summer's Happy Streets Festival was held around the Thessaly Road area (SW8) with a lineup of live music, theatre, craft and wellbeing activities and performances for all ages. World Heart Beat's Summer Jazz Hang students performed a wonderful programme at the outdoor festival, and, thankfully, the elements blessed us!

Summer Jazz Hang

During the first three weeks of July, World Heart Beat launched its first ever Summer Jazz Hang Programme in partnership with The Julian Joseph Jazz Academy (JJJA).

Approximately 30 young, soulful, and talented musicians came together to cultivate their artistry, enrich and expand a global community for jazz through performance, education, and friendship.

With daily rehearsals and recordings taking place across both our venues in Kimber Road and Embassy Gardens, our young musicians have been lucky enough to receive tuition from jazz legends trumpeter Wynton Marsalis, pianist Julian Joseph and vocalist Cleveland Watkiss.

The participants of the Summer Jazz Hang (SJH) got involved in the music, broadening their repertoire and performance experience. Brazilian trombonist Joabe Reis was excited to allow our SJH ensemble to open for his band, and they performed another opening act for the Cannonball Adderley tribute at the Battersea Jazz Festival. They gave additional performances at the Happy Streets Festival on the Winstanley/Patmore Estate, the JJJA summer showing in Hackney and the 'Heartbeat' Summer BBQ added to the bevy of opportunities. On top of this, there was a studio and live recording session.

Our trustee Jayne Sutcliffe threw a Barbeque at her house as a Summer Party treat for World Heart Beat, which provided a great moment for the team to celebrate all the success and momentum they created.





Theory of Change Model

As World Heart Beat grows, a new model is required to ensure all current

A Theory of Change approach was chosen by trustees to refine the organisation's core beliefs, areas of activity and outcomes.

This is being developed around 7 core beliefs:

- Every young person who comes to World Heart Beat is a musician
- Generosity is the lifeblood of World Heart Beat, we go above and beyond
- Young people should be treated as creatives and equals with immense potential
- Young people should have access to all genres of music, taught by professional musicians
- A bespoke, flexible and proactive approach best meets the needs of young people
- Young people should be inspired to achieve beyond their expectations
- Musicians' and artists' careers work differently, our programme must be built around their needs

These beliefs inform World Heart Beat's methodology in providing:

Musical Training

Technical Instruction

Industry Connections

Bespoke Support

Entrepreneurial Coaching Creativity and Joy

Enabling us to deliver social, personal and professional outcomes, which cultivate:

Leadership – Young people learn how to lead and manage others, take responsibility, develop social skills and work collaboratively

Community Building and Enrichment – Young people at the heart of a creative community hub which provides local residents and visitors from all backgrounds with high-quality music, outreach and social events

Discipline and Confidence – Supporting the autonomy of young people in taking responsibility for their learning and progressive self-improvement

Ambition – Encouraging young people to think big, raising their aspirations for what they can achieve in their lives and their futures

A Creative Mindset – Young people learn to think independently and creatively in finding solutions to problems and challenges they encounter

Performance Skills – Confidence building through coaching and performance opportunities that equip young people to perform with confidence and flair

Creative Careers – Providing support and opportunity for young people to find routes into employment in a variety of music and wider creative roles

World Heart Beat's Theory of Change activity was led by Dr Meg Peterson, supported by our Director of Philanthropy and Commercial, in consultation with WHB staff, stakeholders and youth. A full report detailing the Theory of Change process and initial evaluation findings has been drafted.

The qualitative and quantitative evidence clearly demonstrates positive progress against social, personal and professional outcomes.

The combination of ongoing support and encouragement from staff, including mentoring, alongside music and creative teaching is crucial to success. The opportunity to participate in a range of classes, ensembles and creative activities supports participation and growth across key impact areas.

The Theory of Change evaluation has highlighted both significant areas of success and areas for development. This approach will be used as a basis to inform the organisations wider evaluation methodology and framework and in planning of future projects and activities.

WORLD HEART BEAT THEORY OF CHANGE INSIGHTS 2024

MUSIC LEADERS AGED 15 - 25

92% feel that World Heart Beat offers a supportive, encouraging & motivational environment

99% have learnt new music skills at World Heart Beat

88% feel more confident and have increased self-esteem

"I get to be part of something bigger than myself

YOUNG PEOPLE AGED 12 - 14

100% attend World Heart Beat at least once a week

82% have learnt new music skills at World Heart Beat

100% believe that if they work hard they will succeed

79% report an improvement in their school work

"It has shown me what support and community is

CHILDREN AGED 11 AND UNDER

100% attend World Heart Beat at least once a week

72% said they feel more confident

87% feel supported by World Heart Beat teachers and staff

67% have improved communications skills

"I like that I can be myself, and share my ideas

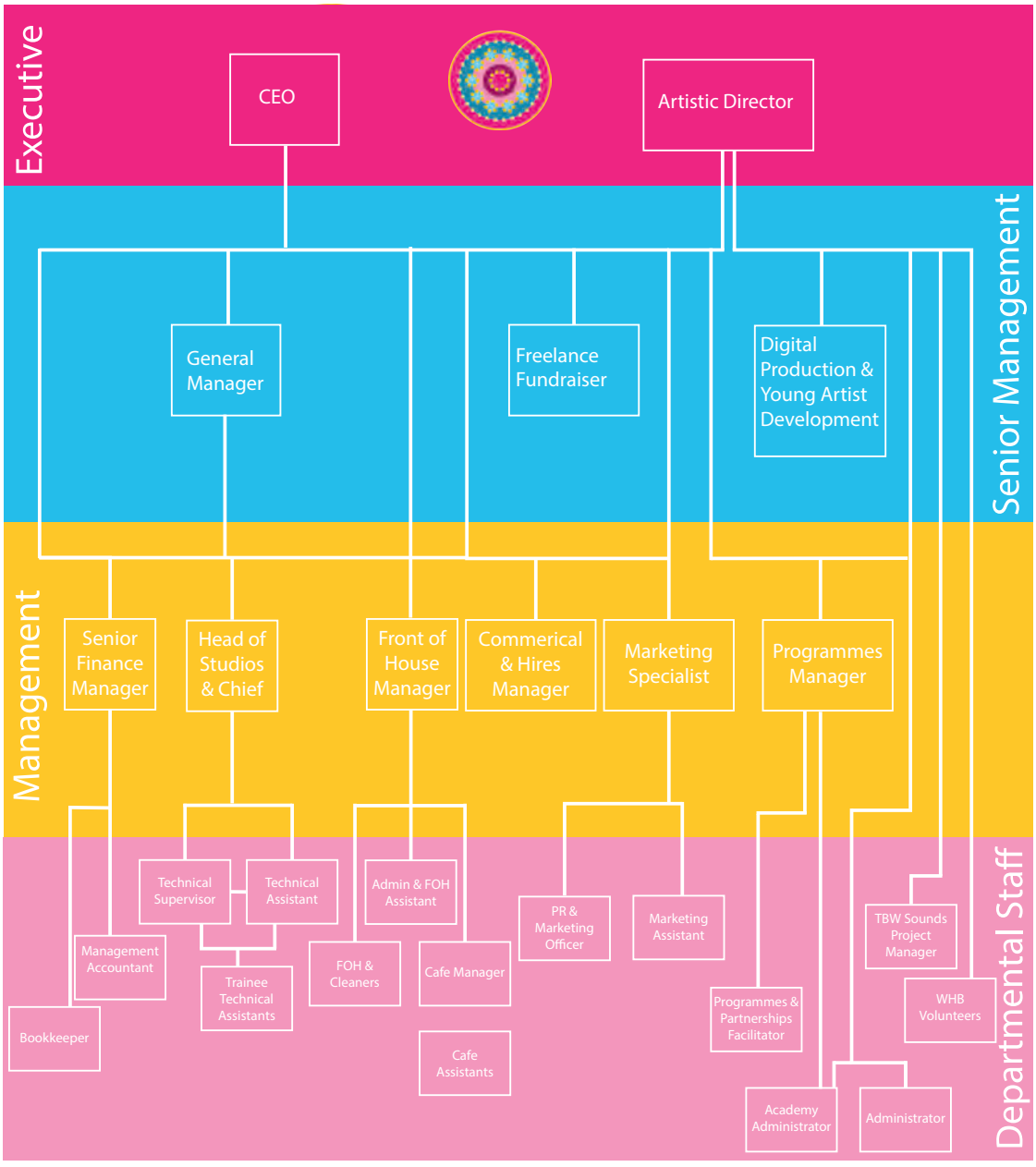
Reference: Insights from Theory of Change Annual Evaluation 2024

Organisational Structure & Governance

World Heart Beat is a registered charity controlled by its governing document, deed of trust and constitution as a company limited by guarantee, as defined by the Companies Act 2006. Our organisational and reporting structure is as follows:

World Heart Beat has a growing team that will develop in line with the organisational structural table below. Our Board of Trustees oversees the organisation and provides governance. They direct the affairs of the charity, ensuring it is solvent, well-run and delivers our charitable objects. We have also established an advisory Change Board made up of external 'critical friends' from Wandsworth Council, property developers EcoWorld Ballymore and local business leaders to oversee the Embassy Gardens capital project and campaign.

Quarterly reports are prepared for the Board of Trustees by our senior management team to update on progress towards our objectives, financial position, planned activities and risk management.



Financial Review

World Heart Beat Music Academy works alongside but is independent of educational establishment; the funding being through Trusts and Foundations, friends and corporates and the Arts Council

Additional income is generated in the form of low-cost tuition fees, our own concerts, events and recording facilities.

Financial Summary

Income

Over the past five years, World Heart Beat has faced and overcome a series of formidable challenges. The global shock of the pandemic was felt by all, but rather than retreat, World Heart Beat significantly expanded its work providing critical support to disadvantage young people during an unprecedented time of need.

Simultaneously, we embarked on our first-ever Capital Campaign, a bold and urgent initiative, working within a tight timeframe led by our developer to meet ambitious fundraising targets. Thanks to the extraordinary generosity of visionary supporters who shared our long-term mission, we successfully succeeded. The result is a lasting cultural treasure: our beautiful academy at Embassy Gardens, now alive with energy and creativity that now welcomes hundreds of young people and serves the wider public.

With reserves depleted by the pandemic and challenged with cuts in arts at this present time, we now need to work on rebuilding our reserves through several income generation sources, including increasing philanthropic income, grants and through opportunities created by our Embassy Gardens site, which in itself has required a major increase in operational activity. Our core ACE NPO grant - on stand-still since 2018 - has diminished in real terms from a modest 25%, has not reflected our expansion and now represents only 4.8% of our expenditure. This leaves us facing, head-on, a significant financial challenge.

In response, World Heart Beat has made difficult but necessary changes to weather the storm. Despite successfully delivering over 100 concerts and events annually, we currently operating with a lean workforce. Donations and legacies fell from £*911,808* to £*673,964*. As a result, we reduced our fundraising expenditure from £*82,701* (2023) to £*62,573* (2024).

Meanwhile our target of £*608,000* from grant income and donations were not met. We fell significantly short of our target, securing £*372,579*. However, I am pleased to say that there was a steady improvement in our commercially run activities to offset some of this shortfall. Despite this shortfall, we remain deeply grateful to the grant makers who have engaged and supported our work. This backing has not only provided us with essential funding but also affirms the scale, ambition and impact of what World Heart Beat delivers. We hope this Annual Report conveys the breadth and depth of our activity and the transformative outcomes made possible only through this invaluable support. Nevertheless, to say, we will need to improve on our success in raising funds substantially to meet the needs of the year ahead. Our forward cash model for 2024 - 2025 indicates that significant improvement in fundraising performance is essential to stabilise operations and rebuild resilience.

Meanwhile, our World Heart Beat CIC - wholly owned by the charity - continues to grow in its mission to support us in the medium to long term. Income increased from £134,029 in its first year to £260,115 in 2024, with expenditure at £*523,992*. We anticipate breakeven in 2025, with small profits being returned to World Heart Beat Music Academy from 2026 onwards.

Although income from donations and legacies dropped and charitable activities expenditure increased by 6.9%, our income from charitable activities rose by 50.4%, significantly reducing overall risk. The net movement of funds was roughly on par with the prior year. Nevertheless, the year-end net movement in funds was a deficit of (£*95,017*). Our cash and cash equivalents declined from £*260,960* to £*221,748*, and our total unrestricted funds carried forward were £*34,897*.

As of 2024, our consolidated funds carried forward total £3,173,711, the majority of which is invested in our transformative new facility at Embassy Gardens. Net book value changed £*90,062*, from £*3,289,253* to £*3,199,191*, of which £*2,830,639* reflected the leasehold property. This new space is not only a symbol of our ambition but a powerful platform for future growth, impact and sustainability.World Heart Beat already has international reach, and the young people engaged in our programmes are making transformational changes to their lives. The overwhelming support we receive is heartwarming; yet World Heart Beat is truly a 'must-see' - only by visiting can one fully appreciate the energy, talent, and impact unfolding within our space. Once we overcome this immediate financial hurdle, we are poised to realise our full potential, to deliver significantly more. We are hopeful that 2024-2025 will be our strongest year yet, and there are promising early signs of this. We will approach it with determination and optimism. It may only take one catalyst - and with it, World Heart Beat will be past this hurdle for good.

Fixed Assets

Our tangible fixed assets decreased from £*3,289,253* to £*3,199,191* with net movement of funds at (£*90,062*).

Reserves Policy

World Heart Beat reserves Policy is as follows:

The policy of the trustees is to maintain a level of reserves that will provide a stable base from which to fund the charities future activity whilst ensuring that excessive funds are not accumulated.

The trustees have set a target range of general reserves of £*375,000* which the trustees estimate is sufficient to meet the charitable legal commitments should it be required to shut down due to a lack of available funds as well as to cover three months of future operation costs. World Heart Beat have had to use most of its reserves to support the transition costs of expanding into Embassy Gardens.

The reserves target is reviewed and updated on an annual basis.

General reserves at 31st August 2024 totalled £*34,897*, down from last year at £*37,423* and previous year in 2022 at £*282,494*.

Fundraising Goals for 2023-2026

Goal 1 – TRANSITION

World Heart Beat has expanded rapidly with an increase in its deep impact that is proving to have a resounding success. We are seeking multi-year grants to be able to forward plan and develop our programmes significantly whilst increasing our trading activity to become less reliant on grants. We are seeking to become a truly sustainable organisation to the longevity of World Heart Beat.

Goal 2 – CONTINUOUS

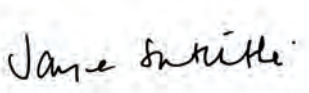
To continue to secure funding to support bursaries for children from low-income families (50% of our students), to participate in one or more of our core programmes.

Goal 3 – CONTINUOUS

To develop and launch a number of initiatives to make World Heart Beat more financially robust. Building a multi-faceted social enterprise including the development of a World Heart Beat syllabus, broadcasting of live performances, short courses, recording label and publishing.

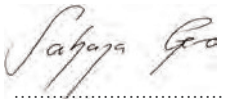
We would like to thank all those that have participated in making World Heart Beat a truly magnificent creative educational organisation. We welcome and value our partnerships and wills thrive to leverage and maximise where possible any donation or grant provided to us. Together we can make a better World for our children to live in and thrive.

Approved by order of the board of trustees and signed on its behalf by:



.....

Jayne Sutcliffe - Chair of Trustees



.....

Sahana Gero - Artistic Director

Thank You So Much

We want to thank the many people and organisations who make donations to support our activities. Every amount received, no matter how large or small, is vital to our work and immensely appreciated. Amongst others, World Heart Beat would like to thank:

September 2023 to August 2024 (Grants, donations and project activity)

Funders

Arts Council England

Backstage Trust

Banham Foundation

Buffini Chao Foundation

Cockayne - Grants for the Arts

D'Oyly Carte Charitable Trust

Greater London Authority (GLA) New Deal for Young People

The Helen Hamlyn Trust

Global Giving

Jack Petchey Foundation

Levelling Up Fund

Linbury Trust

London Community Foundation

McTaggart Third Foundation

The Orr Mackintosh Foundation Limited

Philip Marsden Family Charitable Trust

Portal Trust

Rivers Foundation

The Thistle Trust

Trinity Buoy Wharf Trust

Wandsworth Grant Fund

Wavendon Foundation

William Allen Young Charitable Trust

The Worshipful Company of Dyers

The Worshipful Company of Fan Makers

The Worshipful Company of Management Consultants

Sponsors and Corporate Partners:

606 Jazz Club

Astor Hostels

The Big Yellow Self Storage Company

David Lanfranchi LBIA

Domino Recording Company

Exile Group

Keystone Capital

Mayer Brown

PPL

Schroders

Share Gift

Shiva Hotels

Steinway & Sons

ZEDRA

Individual Donors:

Major donors and Artistic Director's Circle Members: Ann & Barry Scrutton, Dasha Shenkman and Lucy & Nick Thomlinson.

Also, to all those who have made a gift this year, including those who wish to remain anonymous.

Also to:

Our seat namers, private donors and all of those who wish to remain anonymous.

Independent Auditor's Report Year Ended 31 August 2024

Opinion

We have audited the financial statements of World Heart Beat Music Academy Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 August 2024 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, the Company Balance Sheet, the Consolidated Statement of Cash Flows 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 Financial Reporting Standard 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 Group's and of the parent charitable company's affairs as at 31 August 2024 and of the Group's incoming resources and application of resources, including its income and expenditure 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 Companies Act 2006 and 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 Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council'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.

Conclusions relating to 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 Group's or the parent charitable company'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 Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Opinion on other matters prescribed by the Companies Act 2006

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.

- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company 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 Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or

- the parent charitable company 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; or

- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the 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 Group's and the parent charitable company'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 Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

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 Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in 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:

- 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 directors.

- Conclude on the appropriateness of the directors' 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 company'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 company 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.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' 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 charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Allan W McKelvie, F.C.A
(Senior Statutory Auditor)



For and on behalf of
McKelvie & Co LLP
Chartered accountants & statutory auditor
82 Wandsworth Bridge Road
London
UK
SW6 2TF

Date: 28 May 2025

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 AUGUST 2024

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 AUGUST 2024

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	*Total funds 2023 £*
Income from:					
Donations and legacies	3	**305,044**	**368,920**	**673,964**	*911,808*
Charitable activities	4	**508,890**	**-**	**508,890**	*338,175*
Investments	5	**6,642**	**-**	**6,642**	*3,390*
Total income		**820,576**	**368,920**	**1,189,496**	*1,253,373*
Expenditure on:					
Raising funds	6	**62,573**	**-**	**62,573**	*82,701*
Charitable activities	7	**760,437**	**461,411**	**1,221,848**	*1,142,756*
Other expenditure	8	**92**	**-**	**92**	*-*
Total expenditure		**823,102**	**461,411**	**1,284,513**	*1,225,457*
Net movement in funds		**(2,526)**	**(92,491)**	**(95,017)**	*27,916*
Reconciliation of funds:					
Total funds brought forward		**37,423**	**3,231,305**	**3,268,728**	*3,240,812*
Net movement in funds		**(2,526)**	**(92,491)**	**(95,017)**	*27,916*
Total funds carried forward		**34,897**	**3,138,814**	**3,173,711**	*3,268,728*

WORLD HEART BEAT MUSIC ACADEMY LIMITED
(A Company Limited by Guarantee)
REGISTERED NUMBER: 06984769

CONSOLIDATED BALANCE SHEET
AS AT 31 AUGUST 2024

	Note		2024 £		*2023 £*
Fixed assets					
Intangible assets	14		**1,904**		*3,813*
Tangible assets	15		**3,199,191**		*3,289,253*
			3,201,095		*3,293,066*
Current assets					
Debtors	17	**33,144**		*17,115*	
Cash at bank and in hand		**221,748**		*260,960*	
		254,892		*278,075*	
Creditors: amounts falling due within one year	18	**(142,630)**		*(160,263)*	
Net current assets			**112,262**		*117,812*
Total assets less current liabilities			**3,313,357**		*3,410,878*
Creditors: amounts falling due after more than one year	19		**(139,646)**		*(142,150)*
Net assets			**3,173,711**		*3,268,728*
Total net assets			**3,173,711**		*3,268,728*
Charity funds					
Restricted funds	20		**3,138,814**		*3,231,305*
Unrestricted funds	20		**34,897**		*37,423*
Total funds			**3,173,711**		*3,268,728*

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

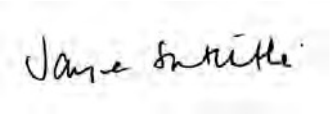
However, an audit is required in accordance with section 151 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

CONSOLIDATED BALANCE SHEET (CONTINUED)
AS AT 31 AUGUST 2024

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 28 May 2025 and signed on their behalf by:



Ms J A Sutcliffe

The notes on pages 58 to 77 form part of these financial statements.

CHARITY BALANCE SHEET
AS AT 31 AUGUST 2024

	Note		2024 £		*2023 £*
Fixed assets					
Intangible assets	14		**1,904**		*3,813*
Tangible assets	15		**58,252**		*71,891*
Investments	16		**100**		*100*
			60,256		*75,804*
Current assets					
Debtors	17	**367,980**		*198,123*	
Cash at bank and in hand		**181,349**		*248,058*	
		549,329		*446,181*	
Creditors: amounts falling due within one year	18	**(104,049)**		*(84,541)*	
Net current assets			**445,280**		*361,640*
Total assets less current liabilities			**505,536**		*437,444*
Creditors: amounts falling due after more than one year	19		**(139,646)**		*(142,150)*
Net assets			**365,890**		*295,294*
Total net assets			**365,890**		*295,294*
Charity funds					
Restricted funds	20		**118,330**		*95,632*
Unrestricted funds	20		**247,560**		*199,662*
Total funds			**365,890**		*295,294*

The Charity's net movement in funds for the year was £70,596 *(2023 - £(114,569))*.

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

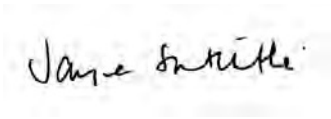
However, an audit is required in accordance with section 151 of the Charities Act 2011.

CHARITY BALANCE SHEET (CONTINUED)
AS AT 31 AUGUST 2024

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 28 May 2025 and signed on their behalf by:



Ms J A Sutcliffe

The notes on pages 58 to 77 form part of these financial statements.

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 AUGUST 2024

	2024 £	*2023* *£*
Cash flows from operating activities		
Net cash used in operating activities	**(14,095)**	*318,154*
Cash flows from investing activities		
Dividends, interests and rents from investments	**6,642**	*3,990*
Purchase of tangible fixed assets	**(64,576)**	*(538,726)*
Net cash used in investing activities	**(57,934)**	**(534,736)**
Cash flows from financing activities		
Cash inflows from new borrowing	**32,817**	*104,984*
Net cash provided by financing activities	**32,817**	**104,984**
Change in cash and cash equivalents in the year	**(39,212)**	**(111,598)**
Cash and cash equivalents at the beginning of the year	**260,960**	*372,558*
Cash and cash equivalents at the end of the year	**221,748**	*260,960*

The notes on pages 58 to 77 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2024

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 45 Gartmoor Gardens, London, SW19 6NX.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

World Heart Beat Music Academy Limited 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.

The Consolidated Statement of Financial Activities (SOFA) and Consolidated Balance Sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of Financial Activities in these financial statements.

2.2 Going concern

There are no material uncertainties about the charity's ability to continue. The financial statements have been prepared on the going concern basis. The trustees have assessed group's ability to continue as a going concern for twelve months after the signing of the 2023/24 accounts.

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are included in the Consolidated Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Group to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Group's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.5 Research and development

Development costs are capitalised within intangible assets where they can be identified with a specific product or project anticipated to produce future benefits, and are amortised on the straight line basis over the anticipated life of the benefits arising from the completed product or project.

Deferred research and development costs are reviewed annually, and where future benefits are deemed to have ceased or to be in doubt, the balance of any related research and development is written off to the Consolidated Statement of Financial Activities.

2.6 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Group; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.7 Intangible assets and amortisation

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Amortisation is provided on intangible assets at rates calculated to write off the cost of each asset on a straight-line basis over its expected useful life.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows

Development expenditure	-	25 %	Straight line on cost

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new

2. Accounting policies (continued)

2.7 Intangible assets and amortisation (continued)

estimates.

2.8 Tangible fixed assets and depreciation

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following basis:

Short-term leasehold property	-		Written off over the term of the lease
Plant and machinery	-	10%	Reducing balance
Fixtures and fittings	-	20%	Reducing balance
Office equipment	-	20%	Reducing balance

2.9 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance Sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Consolidated Statement of Financial Activities.

Investments in subsidiaries are valued at cost less provision for impairment.

2.10 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.11 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.12 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Consolidated Statement of Financial Activities as a finance cost.

2.13 Financial instruments

The Group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.14 Pensions

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.
When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

2.15 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Group and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Group for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

2. Accounting policies (continued)

2.16 Group accounts

Group accounts have been prepared for World Heart Beat Music Academy limited, and its wholly owned subsidiary company, World Heart Beat CIC, in accordance with the requirements of FRS102. The accounts have been consolidated on a line by line basis to include the results of World Heart Beat CIC. The results of World Heart Beat CIC are shown in note 29. In accordance with section 408 of the Companies Act 2006, no individual statement of financial activities has been prepared for the parent company, World Heart Beat Music Academy Limited.

2.17 Limited by guarantee

Every member of the company undertakes to contribute such amount as may be required (not exceeding £1) to the company's assets if it should be wound up while he or she is a member for payment of the charity's debts and liabilities contracted before he or she ceases to be a member and of the costs, charges and expenses of winding up and for the adjustment of the rights of the contributories among themselves.

3. Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Donations	168,303	91,500	**259,803**
Grants	95,159	277,420	**372,579**
Similar incoming resources	41,582	-	**41,582**
	305,044	368,920	**673,964**

	Unrestricted funds 2023 £	*Restricted funds 2023 £*	*Total funds 2023 £*
Donations	*137,226*	*319,688*	*456,914*
Grants	*171,137*	*231,431*	*402,568*
Similar incoming resources	*52,326*	-	*52,326*
	360,689	*551,119*	*911,808*

4. Income from charitable activities

	Unrestricted funds 2024 £	Total funds 2024 £
Music Tuition	213,575	**213,575**
Music Examinations	2,206	**2,206**
Events and Concerts Revenue	32,994	**32,994**
Trading	260,115	**260,115**
	508,890	**508,890**

	Unrestricted funds 2023 £	*Total funds 2023 £*
Music Tuition	*154,298*	*154,298*
Music Examinations	*2,847*	*2,847*
Events and Concerts Revenue	*47,001*	*47,001*
Trading	*134,029*	*134,029*
	338,175	*338,175*

5. Investment income

	Unrestricted funds 2024 £	Total funds 2024 £
Investment income	6,642	**6,642**

5. Investment income (continued)

	Unrestricted funds 2023 £	*Total funds 2023 £*
Investment income	*3,390*	*3,390*

6. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2024 £	**Total funds 2024 £**
Costs of raising voluntary income	62,573	**62,573**

6. Expenditure on raising funds (continued)

Costs of raising voluntary income (continued)

	Unrestricted funds 2023 £	*Total funds 2023 £*
Costs of raising voluntary income	*82,701*	*82,701*

7. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2024 £	**Restricted funds 2024 £**	**Total 2024 £**
Music Tuition	410,120	343,785	**753,905**
Music Examinations	27,062	671	**27,733**
Events and Concerts Revenue	89,560	2,014	**91,574**
Governance costs	7,578	842	**8,420**
Trading	226,117	114,099	**340,216**
	760,437	461,411	**1,221,848**

7. Analysis of expenditure on charitable activities (continued)

Summary by fund type (continued)

	Unrestricted funds 2023 £	*Restricted funds 2023 £*	*Total 2023 £*
Music Tuition	*537,025*	*160,318*	*697,343*
Music Examinations	*31,967*	*-*	*31,967*
Events and Concerts Revenue	*108,662*	*-*	*108,662*
Governance costs	*17,280*	*1,920*	*19,200*
Trading	*250,127*	*35,457*	*285,584*
	945,061	*197,695*	*1,142,756*

8. Other expenditure

	Unrestricted funds 2024 £	**Total funds 2024 £**	*Total funds 2023 £*
Other resources expended	92	**92**	*-*

9. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	**Support costs 2024 £**	**Total funds 2024 £**
Music Tuition	355,307	398,598	**753,905**
Music Examinations	2,822	24,911	**27,733**
Events and Concerts Revenue	16,838	74,736	**91,574**
Governance costs	-	8,420	**8,420**
Trading	90,062	250,154	**340,216**
	465,029	756,819	**1,221,848**

9. Analysis of expenditure by activities (continued)

	Activities undertaken directly 2023 £	*Support costs 2023 £*	*Total funds 2023 £*
Music Tuition	*219,273*	*478,070*	*697,343*
Music Examinations	*2,088*	*29,879*	*31,967*
Events and Concerts Revenue	*19,024*	*89,638*	*108,662*
Governance costs	-	*19,200*	*19,200*
Trading	*72,759*	*212,825*	*285,584*
	313,144	*829,612*	*1,142,756*

10. Auditors' remuneration

	2024 £	*2023 £*
Fees payable to the Charity's auditor in respect of:		
Audit of financial statement-charity	**6,000**	*16,000*
Audit of financial statement -subsidiary	**5,000**	*3,200*

11. Staff costs

	Group 2024 £	*Group 2023 £*
Wages and salaries	**513,478**	*517,402*
Social security costs	**43,482**	*46,925*
Contribution to defined contribution pension schemes	**11,312**	*12,777*
	568,272	*577,104*

11. Staff costs (continued)

The average number of persons employed by the Charity during the year was as follows:

	Group 2024 No.	*Group 2023 No.*
Chief Executive	**1**	*1*
Artistic Director	**1**	*1*
Administration and Support	**22**	*22*
	24	*24*

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	Group 2024 No.	*Group 2023 No.*
In the band £70,001 - £74,999	**2**	*2*

12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2023 - £NIL)*.

During the year ended 31 August 2024, no Trustee expenses have been incurred *(2023 - £NIL)*.

13. Pensions and other post-retirement benefits

Defined contribution plans
The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £11,312 (2023: £12,777).

14. Intangible assets

Group

	Website costs £
Cost	
At 1 September 2023	**22,890**
At 31 August 2024	**22,890**
Amortisation	
At 1 September 2023	**19,077**
Charge for the year	**1,909**
At 31 August 2024	**20,986**
Net book value	
At 31 August 2024	**1,904**
At 31 August 2023	*3,813*

14. Intangible assets (continued)

Charity

	Website costs £
Cost	
At 1 September 2023	**22,890**
At 31 August 2024	**22,890**
Amortisation	
At 1 September 2023	**19,077**
Charge for the year	**1,909**
At 31 August 2024	**20,986**
Net book value	
At 31 August 2024	**1,904**
At 31 August 2023	*3,813*

15. Tangible fixed assets

Group

	Leasehold property £	Plant and machinery £	Fixtures and fittings £	Office equipment £	Total £
Cost or valuation					
At 1 September 2023	**2,870,325**	**70,706**	**115,139**	**413,013**	**3,469,183**
Additions	**46,527**	**42**	**2,188**	**15,819**	**64,576**
Disposals	**-**	**(110)**	**-**	**-**	**(110)**
At 31 August 2024	**2,916,852**	**70,638**	**117,327**	**428,832**	**3,533,649**
Depreciation					
At 1 September 2023	**22,057**	**21,759**	**37,496**	**98,618**	**179,930**
Charge for the year	**64,156**	**9,772**	**14,657**	**65,961**	**154,546**
On disposals	**-**	**(18)**	**-**	**-**	**(18)**
At 31 August 2024	**86,213**	**31,513**	**52,153**	**164,579**	**334,458**
Net book value					
At 31 August 2024	**2,830,639**	**39,125**	**65,174**	**264,253**	**3,199,191**
At 31 August 2023	*2,848,268*	*48,947*	*77,643*	*314,395*	*3,289,253*

15. Tangible fixed assets (continued)

Charity

	Leasehold property £	Plant and machinery £	Fixtures and fittings £	Office equipment £	Total £
Cost or valuation					
At 1 September 2023	**22,057**	**70,706**	**29,840**	**37,583**	**160,186**
Additions	**-**	**42**	**-**	**875**	**917**
Disposals	**-**	**(110)**	**-**	**-**	**(110)**
At 31 August 2024	**22,057**	**70,638**	**29,840**	**38,458**	**160,993**
Depreciation					
At 1 September 2023	**22,057**	**21,759**	**21,586**	**22,893**	**88,295**
Charge for the year	**-**	**9,772**	**1,651**	**3,041**	**14,464**
On disposals	**-**	**(18)**	**-**	**-**	**(18)**
At 31 August 2024	**22,057**	**31,513**	**23,237**	**25,934**	**102,741**
Net book value					
At 31 August 2024	**-**	**39,125**	**6,603**	**12,524**	**58,252**
At 31 August 2023	*-*	*48,947*	*8,254*	*14,690*	*71,891*

16. Fixed asset investments

Charity	Investments in subsidiary companies £
Cost or valuation	
At 1 September 2023	**100**
At 31 August 2024	**100**
Net book value	
At 31 August 2024	**100**
At 31 August 2023	*100*

Principal subsidiaries

The following was a subsidiary undertaking of the Charity:

Name	Company number	Registered office or principal place of business	Holding
World Heart Beat CIC	11221741	82 Wandsworth Bridge Road, London, SW6 2TF	100%

Included in consolidation

Yes

The financial results of the subsidiary for the year were:

Name	Income £	Expenditure £	Profit/(Loss) / Surplus/ (Deficit) for the year £	Net assets £
World Heart Beat CIC	**358,379**	**(523,992)**	**(165,613)**	**2,807,921**

17. Debtors

	Group 2024 £	*Group 2023 £*	Charity 2024 £	*Charity 2023 £*
Due within one year				
Trade debtors	**22,962**	*11,584*	**15,778**	*8,830*
Amounts owed by group undertakings	**-**	*-*	**352,106**	*188,191*
Other debtors	**8,140**	*1,359*	**96**	*1,102*
Prepayments and accrued income	**2,042**	*4,172*	**-**	*-*
	33,144	*17,115*	**367,980**	*198,123*

18. Creditors: Amounts falling due within one year

	Group 2024 £	*Group 2023 £*	Charity 2024 £	*Charity 2023 £*
Bank loans	**46,802**	*11,481*	**46,802**	*11,481*
Trade creditors	**35,033**	*86,017*	**17,015**	*18,500*
Other taxation and social security	**14,380**	*27,248*	**14,380**	*27,248*
Other creditors	**15,284**	*4,020*	**7,780**	*2,512*
Accruals and deferred income	**31,131**	*31,497*	**18,072**	*24,800*
	142,630	*160,263*	**104,049**	*84,541*

19. Creditors: Amounts falling due after more than one year

	Group 2024 £	*Group 2023 £*	Charity 2024 £	*Charity 2023 £*
Bank loans	**139,646**	*142,150*	**139,646**	*142,150*

20. Statement of funds

Statement of funds - current year

	Balance at 1 September 2023 £	Income £	Expenditure £	Balance at 31 August 2024 £
Unrestricted funds				
General Funds - all funds	**37,423**	**820,576**	**(823,102)**	**34,897**
Restricted funds				
Restricted Funds - all funds	**3,231,305**	**368,920**	**(461,411)**	**3,138,814**
Total of funds	**3,268,728**	**1,189,496**	**(1,284,513)**	**3,173,711**

Statement of funds - prior year

	Balance at 1 September 2022 £	*Income £*	*Expenditure £*	*Balance at 31 August 2023 £*
Unrestricted funds				
General Funds - all funds	*282,494*	*702,254*	*(947,325)*	*37,423*
Restricted funds				
Restricted Funds - all funds	*2,958,318*	*551,119*	*(278,132)*	*3,231,305*
Total of funds	*3,240,812*	*1,253,373*	*(1,225,457)*	*3,268,728*

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2024

21. Summary of funds

Summary of funds - current year

	Balance at 1 September 2023 £	Income £	Expenditure £	Balance at 31 August 2024 £
General funds	**37,423**	**820,576**	**(823,102)**	**34,897**
Restricted funds	**3,231,305**	**368,920**	**(461,411)**	**3,138,814**
	3,268,728	**1,189,496**	**(1,284,513)**	**3,173,711**

Summary of funds - prior year

	Balance at 1 September 2022 £	*Income £*	*Expenditure £*	*Balance at 31 August 2023 £*
General funds	*282,494*	*702,254*	*(947,325)*	*37,423*
Restricted funds	*2,958,318*	*551,119*	*(278,132)*	*3,231,305*
	3,240,812	*1,253,373*	*(1,225,457)*	*3,268,728*

22. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Tangible fixed assets	132,126	3,067,065	**3,199,191**
Intangible fixed assets	1,904	-	**1,904**
Current assets	136,562	118,330	**254,892**
Creditors due within one year	(130,799)	(11,831)	**(142,630)**
Creditors due in more than one year	(104,896)	(34,750)	**(139,646)**
Total	34,897	3,138,814	**3,173,711**

Analysis of net assets between funds - prior period

	Unrestricted funds 2023 £	*Restricted funds 2023 £*	*Total funds 2023 £*
Tangible fixed assets	*153,580*	*3,135,673*	*3,289,253*
Intangible fixed assets	*3,813*	-	*3,813*
Current assets	*182,443*	*95,632*	*278,075*
Creditors due within one year	*(160,263)*	-	*(160,263)*
Creditors due in more than one year	*(142,150)*	-	*(142,150)*
Total	*37,423*	*3,231,305*	*3,268,728*

23. Related party transactions

During the year the Charity paid Grants of £88,027 (2023: £429,000) to its wholly owned subsidiary World Heart Beat CIC registered in England and Wales registration number 11221741. The Grant has been made to World Heart Beat building where World Heart Beat CIC has an asset lock on the new facility and also to fund the initial set up and running costs of the World Heart Beat CIC. The charity has provided the company with a working capital loan to fund the operational activities. The balance outstanding at the year-end was £352,106 (2023: £188,191). The World Heat Beat CIC is the social enterprise for World Heart Beat Music Academy Ltd with the purpose of ensuring future sustainability to the charity.

WORLD HEART BEAT MUSIC ACADEMY LTD

England & Wales - Charity number 1139579

Accounts



World Heart Beat Music Academy

Annual Report 2023

World Heart Beat Music Academy Limited · Company Limited by Guarantee
Annual Report & Financial Statements – 31 August 2023

Charity number: 1139579 · Company number: 06984769

Annual Report

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The Trustees present their annual report together with the audited financial statements of the Company for the 1 September 2022 to 31 August 2023. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the group and the Company qualify as small under section 383 of the Companies Act 2006, the Group Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

COMPANY REGISTRATION NUMBER: 06984769

CHARITY REGISTRATION NUMBER: 1139579

World Heart Beat Music Academy Limited is registered as a charitable company limited by guarantee and was set up by a Trust deed.

The management of the Group and the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Trust deed.

McKELVIE & CO LLP
Chartered accountant
82 Wandsworth Bridge Road
London
SW6 2TF
UK

Chair's Statement



2022/2023 will go down in World Heart Beat Music Academy's history as the year that WE DID IT.

In January 2023, after joyous opening parties we opened the doors to our incredible new multi-purpose, state of the art, concert hall and teaching venue in Embassy Gardens, Nine Elms. It was with such pride that the doors of our cultural anchor opened, our Steinway Grand revealed, and the building repeatedly filled. The café, open daily, has become a community hub bringing new people through the door to discover all that World Heart Beat has to offer, especially the celebration of its rich array of musical genres through fantastic teaching and series of world class concerts.

None of this would have been achieved without the huge commitment from the staff and trustees and the industrious fundraising efforts and numerous contributions made. Particular mention has to be given to James Gero, CEO and Sahana Gero, Artistic Director who have overseen World Heart Beat Music Academy's transition, with vision and resilience, from a once small charity to a now large one, responsible for two facilities with over 360 young people receiving music tuition in various forms with excellent performances as inspiration.

Through this period there have been many, many firsts we can be proud of. James Gero will cover these achievements in his report, but the thing I remain most proud of is World Heart Beat's continued commitment to ensure its vision and values are achieved: we envision a world where non-selective, richly diverse music programmes are accessible to everyone as we know that music education is a powerful tool for positive change for young people, their families, and their communities. We want all young people, including those who have struggled within formal education, to have equal access to these transformative benefits. We value nurturing a powerful commitment to musical excellence; a warm embrace of people, cultures, and world music; and a non-exclusive, non-elitist philosophy with no financial barriers.

Well done World Heart Beat Music Academy and thank you to everyone associated with our two exceptional environments in Kimber Road, Southfields and at Embassy Gardens, Nine Elms.

With grateful thanks,



Rachel van Walsum

On behalf of the Trustees.

Chief Executive Officer's Statement

It is incredible how quickly the years go by. It seems like only yesterday that we pitched to become the Cultural Anchor for Nine Elms, with the view of building a 21st Century Music Academy and live music venue; targeting our first Objective, as outlined in our 2018 annual report, to expand our facilities and move into larger premises.

Not only did we manage this, but we managed to secure the site for at least 50 years on a peppercorn rent and fundraised £3.6m for a capital campaign to open Embassy Gardens, through what has been the most difficult of periods. Furthermore, we were undertaking the capital campaign during a record inflationary period, the likes of which have not been seen since 1976. This has been extremely challenging, with the World Heart Beat team going to extraordinary lengths to maintain our poise and positivity. Throughout this we have received great kindness and support from foundations, donors, and corporate sponsors (some of the leading brands that support World Heart Beat's young talent can be seen on page 20), and as a result we finally opened the most beautiful, highly technological bespoke concert venue, with superb recording studios, broadcasting studios and teaching facility. I believe World Heart Beat Music Academy is now the most inviting concert venue in the country, with some of the finest, if not the finest, acoustics. Our state-of-the-art concert venue now welcomes the cream of the professional music world from all genres and is a place where many of our students are given the platform to put on concerts and perform to the public for the very first time.

Compliments are flooding in!

"The best place in the world."
(Tony Kofi, eminent jazz saxophonist)

"An amazing venue to perform in."
(Kamal Sabri, the wonderful Indian musician)

In my opinion, we have achieved the unthinkable, and pushed the boundaries of how urban development can be a change and force for good.



We often hear the phrase 'levelling up', but what does this mean? For us, it is about providing the best opportunities in high quality surroundings with top facilities for everyone, regardless of background. Children and young people from the nearby estates and low-income families are given the opportunity to learn on the finest equipment, with the finest tutors, for free. They are provided with instruments without charge, and they can engage in as many classes as they wish to, or need to, for their musical development and enjoyment for free. In fact, for many of them, World Heart Beat has become a second home. Where else do you see a six-year-old learning on a Steinway piano signed by Lang Lang, or young people acquiring the skills needed to head up a public concert, operating the fully immersive d&b Soundscape system, engineering a professional show and gaining the responsibilities that come with lighting, or live streaming a performance, all under the guidance of professional industry mentors. It's wonderful and it just does not happen elsewhere!

Every young person is being provided with 'the World Heart Beat student-centric formula' and this empowers them to develop themselves, gives them a strong work ethic and helps them aim high in our rapidly changing world. I have noticed that our students love to hang out with their mentors, teachers, and musicians and just relish being in this beautiful environment. World Heart Beat is a beacon of opportunity. It is a vibrant place of learning, sharing, inspiration, creativity, and performance. It is a place that when a child or young person arrives, they know that they are welcome and that they can achieve anything, the opportunities are unparalleled.

World Heart Beat thrives in symbiosis; we are not about sticking on some education/ outreach programme to get additional funding. No, at World Heart Beat, every thought and strategy has been developed to bring education in line with performance and real-life work experience. Our environment is profoundly affecting our young people, many of whom receive scholarships and places to some of the finest conservatoires and universities and continue on to successfully perform and tour around the globe.

However, it would be unwise to say that it is plain sailing for World Heart Beat. Having quadrupled in size, with the challenges of underfunding for UK arts organisations, and a massive lack of investment in music, culture and young people, all combine to make it difficult to navigate our present climate. With cuts to Arts Council funding, particularly in London, we receive less than 6% of our revenue needs as an NPO organisation. Furthermore, as income disparities have risen to an all-time high, the need for World Heart Beat's services is even greater. Despite all this World Heart Beat has still managed to add significantly to the life blood of Arts and Culture in the UK and will continue to do so for many years.

To support this, in 2021, leading consultants Aecon carried out an assessment of investment in World Heart Beat, in which they reported that an £800,000 investment towards World Heart Beat's Capital project at Embassy Gardens would add £11m in impact to the London community over ten years. Taking a straight-line approach, not including compounding and inflation, an £800,000 investment in World Heart Beat Embassy Gardens would provide over £55m in economic impact during the life of their initial lease.

Since opening our doors at Embassy Gardens in January 2023, we are immensely proud to have staged 88 concerts in our first year alone, and welcomed a whole new community of students on top of our strong student body thriving at Kimber Road. For this growing student body, Embassy Gardens has helped provide multiple opportunities for them to gain invaluable real life work experience as ushers, performers, engineers, and in recording and production on the latest equipment.

Blueprinting projects with the aim of long-term development is in our DNA. Our dynamic EMERGE Programme is an innovative new industry training and talent development scheme. Our Music Leaders programme is a skills development programme for young people to become music leaders of the future. Our First Beats initiative is a wonderful introductory scheme for very young students to be immersed into music, and our Planet Harmony project underpins the connection of music and nature, and that music and culture is the silent way to diplomacy. The reputation of World Heart Beat is built on the music we make and the high-quality training and support for our young musicians. To do this, ensembles lie at the very core of our mission. We have Latin Band led by the charismatic and highly celebrated Cuban violinist and band leader Omar Puente, our jazz sessions are led by internationally acclaimed artists Byron Wallen and Tony Kofi, our Celtic ensemble follows on with renowned folk musicians and our orchestra is led by composer and pianist Michael Csányi-Wills and, of course, our jewel in the crown - The 51st State Band, directed by founder and artistic director Sahana Gero - is just magical.

I would like to say, an enormous thank you to our Patrons, our Trustees, all the musicians, our wonderful staff, the foundations who support us, our philanthropic donors, corporate sponsors, and friends. Without you, World Heart Beat would not be the thriving and wonderful environment that it is.

All the kindness and support that we receive from you fuels, encourages and drives us to greater and greater heights and we truly value and appreciate you.

Music is a treasure and a gift for all of us to share and it unites us and naturally brings forth the spirit to create a better world.



James Gero

Chief Executive Officer

Reference and administrative details

Registered charity name:
World Heart Beat Music Academy Limited

Charity registration number: 1139579
Company registration number: 06984769

Principal office and registered office:
45 Gartmoor Gardens,
London, SW19 6NX

The trustees:
Mrs R. van Walsum
Mr J. Joseph
Mrs C. Oulton
Mr N. Bush
Mr Z. M. Quinn
Ms J. A. Sutcliffe
Mr K. Boateng

Representative from Ziggazah Youth Board:
Callum Langford

Company secretary:
Ms Sahana Gero MBE

Independent examiner
Allan W McKelvie F.C.A,
82 Wandsworth Bridge Road,
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Honorary Patrons:
Julian Joseph OBE
Boris Purushottama Grebenshikov
Rezwana Choudhury Bannya

Key management personnel:
Ms Sahana Gero MBE (Artistic Director)
James Gero (Chief Executive Officer)
Hilary O'Connor (General Manager)
Nick Cohen (Digital Production and Young Artist Development)

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial . Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Group and the Company and of their incoming resources and application of resources, including their income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Group will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Group and the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Group and the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Group and the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charitable group's auditors are unaware, and

- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charitable group's auditors are aware of that information.

Auditors

The auditors, McKelvie & Co LLP, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on 27 June 2024 and signed on their behalf by:



Mrs R Van Walsum

(Chair of Trustees)



“I would like to acknowledge how amazing you all are at World Heart Beat, and how blessed young and upcoming musicians like myself are to have the support and facilities that World Heart Beat provide so generously.

With time, World Heart Beat is going to be one of the legendary venues of Europe and the world, not just because of the facilities and professionality but also because of the legacy and philosophy embodied there!”

(Danny Piers, pianist)

Our Vision

We envision a world where non-selective, richly diverse music programmes are accessible to everyone. We know that music education can be a powerful tool for positive change for young people, their families and their communities. We want all young people, including those who have struggled within formal education, to have equal access to these transformative benefits.

Our values are to nurture a powerful commitment to musical excellence; a warm embrace of people, cultures and world music; and a non-exclusive, non-elitist philosophy with no financial barriers.

World Heart Beat's mission to address the lack of affordable music tuition available to disadvantaged young people and to open up pathways into the music and wider creative industries, has seen our charity lauded for its youth-led approach and exceptional track record in making music education truly inclusive.

Founded in 2009, we currently support over 360 students aged 5-25 on a weekly basis, providing 9,000+ hours of music tuition.We also work in collaboration with grassroots community partners to inspire a further 2,000 children and young people via outreach and participation activities. We nurture personal and social skills that go beyond education attainment: growing confidence through high-quality teaching, encouraging collaboration through performance and developing leadership skills through volunteering and peer mentoring.

Our programmes address the underrepresentation of Black and ethnically diverse, working-class and disabled artists within the music and wider creative sector and provide pathways into sustainable music careers. The diversity of our programme has been designed to synergise with traditional classical Western music genres within teaching.

The array of music genres taught at World Heart Beat are representative of the diversity of South West London and London as a whole. Reflecting this focus: 70% of our students identify as Global Majority, and 50% come from low-income households. By partnering with local grassroots groups and youth centres, we are able to reach young people facing significant hardship, including young people from refugee and recent migrant groups and those who have struggled within mainstream education and training.

By engaging past alumni and involving a wide spectrum of talented musicians as teachers and mentors, we encourage young people to see a career in music and the creative industries as open to them.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'





A Local Enterprise with Global Reach

With the launch of our new academy in the prestigious Embassy Gardens development in Nine Elms, in January 2023, World Heart Beat's activities have expanded across two locations at either end of Wandsworth – World Heart Beat Kimber Road and World Heart Beat Embassy Gardens.

This has offered greater depth to our programmes, with Kimber Road being a wholly educational facility and Embassy Gardens offering performance, recording/ broadcasting facilities, talent and career development as well as music education. This has enabled us to start our journey in developing a national footprint and a global reach and place World Heart Beat firmly on the map as a centre of musical excellence .

The opening of a second premises is a landmark shift in the scope and reach of World Heart Beat. World Heart Beat Embassy Gardens' auditorium is the first in the UK to install the revolutionary 360-degree d&b immersive Soundscape system – ensuring every member of the audience will experience the same exceptional quality of sound, regardless of their position in the hall, and train a new generation of live engineers on cutting edge technology which we believe will become the new standard, set to replace stereo sound as this technology is fast developing.The new 120-seat/200 standing auditorium and 546 capacity venue has started to provide a distinct proposition in the arts ecology of London: an intimate yet world-class space, attracting top professional performers and providing a warm audience experience.

World Heart Beat Embassy Gardens houses a stunning recording studio suite, media broadcast room and teaching spaces using the latest technologies and enabling World Heart Beat to benefit thousands of young south Londoners annually by 2024/25. It will equip them with the skills, confidence and career development they need to progress as the musicians and industry professionals of the future.









Objectives and Aims

World Heart Beat is a vibrant and thriving music education charity with a concert venue, recording studios, and education centres across two sites in Wandsworth (Kimber Road and Embassy Gardens), South London. Serving some of the most deprived, ethnically diverse, and socially polarised neighbourhoods in the country, social justice and equality of access are at the heart of our work.

Established by musician Sahana Gero MBE in 2009, our mission is to provide children and young people with opportunities to progress from grassroots music education towards successful, sustainable careers as musicians or in wider music industry roles.

We provide opportunities for children and young people aged 5–25 years, outside of school hours, who have the passion, but may not have the means, to learn a musical instrument. We tutor 21 instruments across 12 musical genres that reflect the diversity of our communities. Students are tutored by committed and inspirational professional musicians, initially in groups, and as they develop, on a 1:1 basis as part of our exceptional talent development programme. Our young musicians are also able to perform at a wide array of venues in our bands and our ensembles, culminating in headlining their own gigs and concerts, at World Heart Beat Embassy Gardens, reflecting our commitment to emerging young artists.

And now, for the first time, World Heart Beat is a concert venue, enriching our offer to communities and audiences more widely, showcasing diverse talent - both emerging and established, and complementing our work as a leading music educator in the UK.



Objective 1

To prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent.

We prioritise children and young people from socio-economically, disadvantaged, and challenging backgrounds including recent migrants, refugees and those classified as NEET (not in education, employment, or training). Our focus on reducing inequalities is reflected in student demographics: 60% + of our students are from the Global Majority; 55% are from low-income households; 8% disabled and 15% defined as 'at- risk' – for example, those from disadvantageous backgrounds and/or at risk of exclusion.

We realise our mission through:

- Our non-elitist admissions philosophy with no financial barriers (bursaries and free instruments), supporting the needs of students from diverse backgrounds.
- Releasing talent and transforming young lives by supporting young people to be ambitious, fulfil their musical aspirations and equip them for a sustainable career in the music and creative sectors.
- Enabling world-class musicians to pass their art and skills on to the next generation and draw out their talents.
- Practicing an enduring commitment to musical excellence and diversity.
- Providing a dedicated space in which professional musicians can expand their teaching, through workshops, band practice and by providing individual instrumental support for pupils.
- Creating an environment to provide specialised training specific to gaining employment within the creative industry including expert training in radio production, sound engineering, composition, band leadership and promotion.
- Nurturing and showcasing the musical talents of children and young people who are at the very beginning of their music practice; cultivating and developing the skills and aspirations of intermediate and advanced students on the cusp of entering a professional musical career through our core talent development and mentoring programmes and EMERGE (music-related skills training in areas such as audio engineering, production, producing and broadcast).

Objective 2

To embed and grow World Heart Beat Embassy Gardens, with its outstanding facilities, as a world-class music venue, state-of-the art studios and education centre.

"This is the kind of priceless cultural legacy that gives pride to those 5 - 25-year-old local people who walk through the doors as equals. The enterprise could be a blueprint for every comparable urban community."
(Fiona Maddocks, The Observer, 3 February 2024)

Following a competitive tender in 2018 with 40+ other arts and cultural organisations, World Heart Beat was awarded a space (under a Section 106) to develop a second music education centre, concert hall and recording studios, in Embassy Gardens, Nine Elms.



Following a successful £3.6m capital campaign for the main build, we opened our second site in January 2023. Fundraising continues to realise the full vision, which includes further technical kit for teaching, studio microphones, and instruments such as purchasing our Lang Lang signed upright piano that students adore learning on, which is currently on loan to us from our partners, Steinway & Sons.



Our new centre is a 'cultural anchor' in a new neighbourhood where we are serving a community in need and playing a vital role in social cohesion. We are immediately adjacent to housing estates which are amongst the poorest in the country (lowest 20-30% child and multiple deprivation indexes). It is an area where there has been limited cultural and youth infrastructure targeted towards lower income households and social housing tenants. These communities suffered disproportionately during Covid and now face the sharp end of the cost-of-living crisis, heightening the effects of inequality, poverty, social exclusion, and lack of opportunity to participate in cultural and civic life.

World Heart Beat Embassy Gardens augments our much-loved original Kimber Road academy. It is not only giving us more capacity to teach at both entry level via our First Beats programme with local primary schools, and at advanced level, but also our high-specification facilities are enabling us to extend our teaching into new areas such as audio engineering. The industry-standard studios with Solid State Logic desk are allowing us to record young artists, giving them a 'leg up' in their careers. The state-of-the-art auditorium, with its Steinway D Concert Grand piano, features the only full installation in the UK of d&b audiotechnik's cutting-edge immersive live audio system, Soundscape, which is enabling us to develop artistic practice, extend our tech training and offer audiences a new concert-going experience.

Embassy Gardens' busy programme of music concerts celebrates a rich array of music genres from across the globe and showcases talented artists who are currently under-represented within the capital and the UK, including young musicians at the start of their careers, alongside international artists. We aim to increase and diversify live music audiences through our accessible programme of concerts and events in and around Embassy Gardens and across London.

Embassy Gardens is helping us fulfil our aim of being the 'Shangri-La of global music', embracing the very best and most exciting music and musicians from all corners of the world, to perform on our stage, record in our studios and teach our students.



Objective 3

Develop and strengthen participant pathways to increase opportunities for children and young people to access music and creative activities.

We will continue to develop our programmes to nurture young people's talent and ambition, building partnership with key stakeholders and aligning activities around common goals and vision. Our core creative programmes are designed to provide pathways for young people to access affordable music education at key transitional periods.

Musical Communities, First Beats & Planet Harmony

Musical Communities provides children and young people (aged 5+) with a fun as well as practical introduction to music learning. A key part of the programme involves community outreach activities, inviting participants to attend concerts at World Heart Beat Embassy Gardens and to participate in our regular 'Try an Instrument' family open days. 'Try an Instrument' days also encourage leadership skills in World Heart Beat's students, as they volunteer and teach the visiting community members about their instrument of choice.

Through our First Beats programme, beginner students from local primary schools are introduced to our new venue and encouraged to explore a range of music and instruments. Through First Beats we introduce them to the joy of music-making and sound and they are supported to develop their musical skills through class tuition and ensemble playing. Children and young people are introduced to the joy of music and share this with families and communities through open performances and parades.

Our Planet Harmony project was piloted in 2022 and has been adopted as a core part of our work. The programme explores our connection to nature, and explores themes of social, racial and climate justice. Our schools' workshops use recycled materials to make and create musical instruments. Planet Harmony also strengthened partnerships with local schools and community partners.

World Heart Beat Music Academy offered the following ensemble sessions in 2022/23:

- 51st State Band (American-style concert band)
- 51st State Big Band and 51st State Combo band
- Celtic fiddle
- Gypsy violin
- Jazz School
- New Orleans second line
- Gig bands and Contemporary music programme
- Vocal Classes
- Song writing
- Chamber Orchestra
- String Orchestra
- Latin band
- Production Classes

And individual/group tuition for the following instruments:

- Strings
- Woodwind
- Brass
- Piano/keyboard
- Drums & Tabla
- Guitar/bass guitar
- Composition/song writing
-



Music Leaders

Our Music Leaders programme engaged 50 advanced students aged 15-25 and supports them with personal and skills development to become Music Leaders of the future.

They benefit from masterclasses, one-to-one mentoring, networking, professional development, and work experience opportunities, enabling them to hone their musical abilities, gain leadership skills, and receive tailored support to help them achieve their individual goals and aspirations. Participants in Music Leaders are selected from diverse backgrounds and priority is given to students from disadvantaged and low- income backgrounds.



Having successfully piloted the programme over two years we are now gathering outcomes and evidence to make the case for this programme to be formally recognised by Ofqual, with the aim to launch a future 'Music Leaders Apprenticeship' programme. Students completing the programme gain the leadership, performance and wider skills needed to pursue a viable career in the music and creative industries. We have continued to strengthen this programme in 2022/23 and have been also expanding the mentoring offer with our PPL partnership/talent support programme.

EMERGE

EMERGE is a new industry training and talent development programme aimed at encouraging and supporting young people from diverse backgrounds to build sustainable careers within the music and creative industries. This eight-week training programme was open to 16–25-year-olds living, working or studying in South London and offered practical workshops, advice, mentoring and paid work experience within the industry.

The programme built on the success of the Music Leaders programme and works with key stakeholders and industry leads to create opportunities and build networks to support more diverse young people to enter the industry. With at least 70% of participants from Global Majority backgrounds, 50% female, and 50% from low-income backgrounds, EMERGE represents our strong commitment to addressing the systemic barriers young people, particularly those from diverse and disadvantaged backgrounds, face. EMERGE has been co-designed and co-delivered by young emerging artists, working alongside industry professionals and community partners and creative and cultural networks across South London

The programme was launched in January 2022 and has since engaged over 129 young people to develop their skills, confidence and networks.

EMERGE is now based at World Heart Beat Embassy Gardens, using its state-of-the-art facilities and technology to upskill participants and ensure young people, regardless of their background, gain the skills needed to succeed within the industry today.

World Heart Beat has made big strides in digital and production training, with investment in kit and the live streaming of concerts and production of high-quality music videos. Young people have not only performed but also undertaken a wide range of production roles and benefited from workshops, masterclasses and workshops in:

- Music Production & Engineering
- Recording
- Radio production and presentation
- Event management & Front-of-House
- Stage performance and movement
- Filming
- Becoming an independent artist

World Heart Beat aims to increase opportunities for children and young people to participate and engage in music and creative opportunities. We will continue to build our core programmes, working in collaboration with stakeholders and partners to share and disseminate learning. The opening of World Heart Beat Embassy Gardens has enabled us to develop and expand creative programmes, utilising industry standard technology to generate and produce new digital content, achieving our aim to set up World Heart Beat Radio at Embassy Gardens. We will also develop new corporate partnerships and collaborative opportunities to increase learning and work experience opportunities for young people.



Objective 4

Build resilience for World Heart Beat's continued operation through the development of new earned income sources, to include café, recording studio hires and commercial events.

World Heart Beat's state-of-the-art new building in Embassy Gardens is enabling us to earn income from commercial activity through our CIC, to support our charitable activities. Diversifying our income is vital, particularly at a time when traditional fundraising sources are oversubscribed, and individual giving has been impacted by the cost-of-living crisis.

Initial areas for commercial focus are:

- Heart Beat Café: Our café is already generating a steady stream of income from passing local footfall and US Embassy visitors, as well as concert attendees.
- Recording Studios: The building boasts an outstanding recording studio, with the latest spec of equipment. The studio can record in digital and analogue and is broadcast-ready.
- Events Business: We have been successfully securing private and corporate events and conferences since opening, with clients delighted by the unique surrounds, personal service and charitable use of profits, and we believe there is considerable opportunity to grow this area.

Whilst fundraising will remain crucial, particularly over the first 2-3 years of operation, our commercial activity is already showing potential, and we plan to invest in additional expertise and resources to ensure the charity's resilience. We also intend to continue our formative and innovative work in income generation areas such as a World Heart Beat music examination board, publishing and broadcasting.



Achievement and Performance

85% of young people aged 15-25 years on our Music Leaders programme believe that the support and training they get at World Heart Beat will help them get work in the music industry.

76% of World Heart Beat's students taking Trinity/ABRSM exams in 2022-23 received a merit or distinction, and 70% of our advanced students now study at top music conservatoires, universities or have found professional employment as musicians or within the music industry.

Currently, our students are studying music at Trinity Laban Conservatoire, Royal Northern College of Music, Royal Birmingham Conservatoire, Princeton, and Juilliard in the US, including students that have gained places with scholarships

Jack Petchey Awards

Twelve World Heart Beat students received Jack Petchey Awards for Outstanding Achievement, honouring the dedication and commitment of students who have gone above and beyond. Each recipient received a certificate and a small cash award to put towards equipment and instruments, workshops and masterclasses, or going to concerts and shows.

Arts Awards

21 World Heart Beat students have been working towards their Arts Awards. 16 students were entered for, and achieved, their Bronze award. Five are currently working towards their Silver award. Arts Awards is a recognised qualification that values the creative skills, leadership and soft skills developed through participation in music and creative activities.

Special projects

Tideway – Ebb & Flow

This music project was kindly funded by the Tideway 2021/22 Community Grant Fund for Wandsworth. The Ebb and Flow project helped connect our musicians with the local Nine Elms community to celebrate the Thames and the local area through music. The project provided creative opportunities for young people by developing their communications, songwriting and performance skills. The group participated in a range of activities inspired by the river, as well as gaining experience in event and project management, filming, recording river soundscapes, producing, interviewing workers and residents, songwriting, engagement workshops and performances for local audiences.



Songwriting sessions were hosted by Portugal-based Tammy Weiss at Battersea Barge, Natalie Oliveri for Fairbeats! Love to Learn programme (working with local refugee children) at the Katherine Low Settlement, and World Heart Beat's Ava Joseph and Sian Kelly. The project has produced four new songs including 'River', 'Step Inside', 'Tread Lightly' and 'Go with the Flow', and was launched at the Thames Festival.

GLA New Deal For Young People - The South London Music Mentors programme

The South London Music Mentors programme (SLMM) provides young people aged 10-24 with access to high-quality mentoring support. This programme enables our young people, via our EMERGE programme, to develop skills, knowledge, and support networks through access to high quality mentoring from industry professionals, independent artists and musicians and peers.

An Advisory Group made up of five young people aged 18-25: three recent World Heart Beat graduates and two Jack Petchey interns provided initial direction to the programme.

We mentored 115 young people through our music programme. In addition we provided mentoring for 10-11 year olds at Herbert Morrison Primary School in song-writing and 1:1 mentoring for 16-25 year olds matched with industry professionals and artists.

EMERGE Programme 2022-2023

The EMERGE 2022-2023 programme was incredibly successful. We recruited 129 young people aged between 16-25.

75% of beneficiaries were from a working-class background, 70% were from Global Majority backgrounds, 53% were female. This diversity was also reflected in the artists and industry professionals involved: 96% were female, and 96% were from the Global Majority. 65% were also under the age of 25 and thus able to relate to the beneficiaries.

EMERGE begins with a roadshow going to different schools and a series of taster sessions to recruit young South London talent wanting to find ways into the music industry and to join the Programme.

Ziggazah Youth Board

Listening to young voices is key in developing our objectives and deepening our impact.

Ziggazah is World Heart Beat's Youth Board, giving our young people an active voice in generating ideas that promote the ethos and energy of World Heart Beat and that reflects a creative community open and welcoming to all backgrounds & cultures. The Youth Board meets quarterly to generate ideas, and a member of the group is invited to present their ideas to the Board of the Trustees at one of their quarterly trustee meetings. The Ziggazah youth board help shape our mentoring programme, training, feedback on our Theory of Change evaluation framework and bring new ideas for our Planet Harmony and concert programme at Embassy Gardens



Trinity Buoy Wharf report

Trinity Buoy Sounds is a three-year programme, funded by Trinity Buoy Wharf Trust and developed and delivered by World Heart Beat, that sets out to transform the lives and outcomes of people aged 11-25 that live in and around the Wharf. Its vibrant music and creative focus, coupled with specialised coaching from World Heart Beat artists and teachers, aims to help them to find their passion and voice. The project will equip young people with the self-confidence, skills, knowledge, networks, and a community of support in which to thrive, whilst building a strong creative community hub for young people and families at the Wharf.

2022-23 has been our pilot year, focusing on the recruitment of young people and development of local partnerships, as well as gaining a good understanding of the needs and interests of the local community, which will inform the next two years of the programme. In this phase we have developed strong partnerships with three local schools: Eastlea Community School in Newham, and Bow School and St Paul's Way Trust School in Tower Hamlets, and we delivered more school workshops than initially planned. On the Wharf, we have established good relations with The Prince's Foundation, Faraday School and Lightship 95 Recording Studio, which will allow us to explore future collaborations and expand our activities at Trinity Buoy Wharf.

- Our in-school taster sessions reached 275 young people aged 11-16. These were led by young emerging musicians and producers from diverse backgrounds, who spoke about their experiences in the music industry and the genres and styles that influenced them
- A well-attended launch event was held in April with 6 artists, 60 students, 25 family and friends and 5 teachers attending.
- A successful concert and showcase took place on 4 July at Trinity Buoy Wharf. In keeping with World Heart Beat's commitment to sharing music from around the globe, the concert had two guest artists, Melisa Yıldırım, a kamancha player from Istanbul, and Swarupa Ananth, an Indian tabla player. We had around 50 students and 8 teachers, and for the concert 23 parents/carers came along also.

We're happy with what we've been able to achieve, but we're not complacent and we've learnt a lot from the challenges that we've encountered, like the difficulty of recruiting students for activities during the school holiday, which forced us to cancel the initially planned Summer Course.

The feedback from the schools has been extremely positive. Here are some extracts from the letters we have received from them:

"Seeing [our students] develop over the term has been truly special, your team are clearly dedicated to the improvement of engagement with music for all students and their enthusiasm shines, both as teachers and professional musicians themselves. Many of our students come from economically disadvantaged households, and the opportunity to perform in the space was a first for many of them."
(Jonny Hoyle, Director of Performing Arts, St Pauls Way Trust School)

"Students are really proud of the songs they wrote, and it was wonderful to be able to perform them in such a special venue. The students built good relationships with the song writers over the weeks and were able to be really creative which was wonderful to see. They have songs to keep forever, professionally mixed, which is really special."
(Rosie Brown, Head of Music, Eastlea Community School)

Affordable Workspace Fund

Thanks to funding through Wandsworth Council's Affordable Workspace Fund, between January and March 2023, we were able to provide use of our recording studio at subsidised rates, as well as offering free training for Wandsworth-based musicians / music industry entrepreneurs.

This was a mixture of 1:1 sessions delivered by our partners and in-house team, covering three topics: How to Publicise Yourself as an Artist, Sourcing Funding for Your Artistic Practise and Using Recording Technology, and was followed up with a half-day training event where sessions included: Stages of Recording, Getting the Most from Your Recording Session, Honing Your Recording Skills, A Funding Surgery, and Marketing and Promotion.



Concert Reports

Spring Season 1

In our first season we had 155 musicians playing 24 concerts with 1229 tickets sold from January to the beginning of April.

Our concert programme started on 20 January, and who better to kick things off than our Patron, the celebrated pianist and composer Julian Joseph OBE. He brought his powerhouse trio with Orlando le Fleming and Mark Mondesir. The concert was well received, and all three artists expressed just how much they loved the venue and its sound even at great volume and ultimate quietness.

From the authentic sound and originality of Julian's trio and jazz music, Holocene was the next band to play. An out and out rock music affair, Holocene is led by World Heart Beat alumna Sian Kelly. She and her band took the decibels to a greater height and Embassy Gardens didn't falter as audience and band enjoyed the hefty and forceful sound. This opening series of concerts also included the admired saxophonist Tony Kofi, who brought a quartet for his stylish warm and evocative performance. Tony is also another example of the quality performers we have teaching at World Heart Beat as he, along with the trumpet great Byron Wallen, runs our jazz offering.

"The energy of this space is divine, it's going to manifest so many beautiful moments through the years" (Rising star Anjelo Disons)

Zoe Rahman, the brilliant bandleader, composer and pianist, rounded off the concert offering in our opening month with a sold-out show, playing beautiful music from her latest recording featuring her quintet of stars from the London jazz scene; Gene Calderazzo on drums, Alec Dankworth on bass, Roland Sutherland on flute and her brother Idris Rahman on saxophone and clarinet.

In February we invited the Julian Joseph Jazz Academy to celebrate their 10-year anniversary with a fundraising concert which included a performance count of over 40 musicians that evening and what a glorious night it was.

The programme of artists featured many greats from the music scene and emerging greats including singers Daisy Chute from folk music, Ilona Domnich from the world of opera, brilliant bassist and composer Jasper Høiby, Indian virtuosos Alok Verma and Jonathan Mayer, and Kamal Sabri. Artists from the classical world included pianist Marcelo Bratke, plus flautist and World Heart Beat alumna Leah Wing. The Liverpool Philharmonic players joined our very own Michael Csányi-Wills for the folk group Klezmer-ish, and emerging artist Asa Martinson brought his own brand of jazz-funk to the venue.

We also presented Romanian pianist Cristiana Achim, who also works with our young pianists, violinist Omar Puente and his group Charanga, classical ensemble The Amatis Trio, French horn player Ben Goldscheider with pianist Rick Uttley, emerging superstar Anjelo Disons & The Oracle, violin virtuoso Harriet Mackenzie and maverick jazz drummer Jas Kayser, as well as Ava Joseph and her band The Soundcrew.

Summer Season 2

In season 2 we had a futher 158 musicians playing 25 concerts. We enjoyed a multitude of genres; 8 jazz, 16 emerging artists, 9 folk and Indian classical, 5 classical and 3 singer songwriters.

Our second season included emerging artists: Tom Sheen Trio, James Wade Sired, Plumm, Wilf Diamond Quartet & ramnastax, and World Heart Beat Gig Bands. Our Patron and rock star Boris Grebenshikov did a special fundraiser concert for us. Maverick cellist Matthew Barley brought Latvian piano star Reinis Zariņš. Our very own Kamilla Arku, who now lives and works in New York, brought vocalist April Koyejo-Audiger. Celebrated trumpeter and composer Byron Wallen brought his multimedia project Black Flag, and the UK jazz heavyweights Jason Rebello & Tim Garland also gave a spectacular concert.

In June, Swiss harpist Julie Campiche brought her quartet and classical guitarist Jack Hancher was joined by World Heart Beat guitar students as they opened for his concert. Cleveland Watkiss brought his solo VocalSuite and reignited the Stardust People Choir for the second half. Alumnus pianist and composer Ayo Vincent gave a wonderful concert with his trio which included Ezekiel Ajie and Wilf Cameron Marples - both also alumni of the Academy.

We had the effervescent drummer of the moment Jas Kayser come and record new music for her forthcoming album in our studio. Melisa Yıldırım and Swarupa Ananth ran a workshop for us at Trinity Buoy Wharf, and then also did a concert at Embassy Gardens.

The Wavey Collective, put together by alumnus Jaidon Regis - a drummer certainly starting to make an impression on the popular music scene - came for a concert. We were treated to a return performance, this time solo piano, from our Patron Julian Joseph.

"A special place" (Zoe Rahman)







Partnerships and Diversity of Income Generation

World Heart Beat is pleased to have built on successful past collaborations in developing new partnerships with local, national and international high-profile businesses and organisations including Domino Recording Company, PPL, d&b audiotechnik, & ZEDRA

This has led to increased diversity of income supporting more student scholarships and talent development. We are immensely grateful to our partners and look forward to deepening our relationships with them, as well as cultivating new partnerships to continue to develop our programmes and diversify our offer.

World Heart Beat aims to become a melting pot for collaboration, and innovation and expansion.

Music Industry Partners

We are delighted that over the course of the past 12 months, we have deepened our relationships with existing partners and initiated new partnerships with music industry specialists to develop a series of Music Industry Intensives as part of our EMERGE Programme, through providing practical sessions on studio recording and production at their studios.

Our EMERGE partners include

d&b audiotechnik

d&b systems are the global standard in performance. The pro audio giant specialises in developing equipment which integrates with the latest technology, and have fitted out prestigious venues such as the Royal Albert Hall. d&b's future vision of immersive experiences offers the opportunity for complete sensory engagement through sound encompassing spatial audio with our d&b Soundscape technology.

d&b audiotechnik have committed to a minimum of three years industry training and sound engineering which will be rolled into our EMERGE Programme. They will also provide industry intensive music mixing taster sessions and live sound engineering training.



Solid State Logic

Leading the way in sound, the world's leading manufacturer of analogue and digital audio consoles, interfaces, plug-in processing and more partners with World Heart Beat. The Solid State Logic Origin desk is a 32-channel, 18 buss analogue mixing console designed to merge analogue workflow and DAW-driven production studio. Future partnership opportunities will enable World Heart Beat to not only operate a state of the art recording studio to bring in leading artists but also for us to hold events and masterclasses with top engineers and engage with emerging recording engineer talent.

Domino Recording Company

Based in Wandsworth and founded as a British independent record label in 1993, Domino has grown to establish new wings of the label in the US, Germany and France as well as a publishing arm, working with an array of high profile artists.

Our partnership with Domino has provided lovely masterclasses and opportunities for our EMERGE and industry training programme, covering a wide range of topics including A&R, Press, Social Media and Synchronisation.

White Light

Based in Merton, White Light are the pre-eminent technical specialists for live music and theatre, providing lighting, audio, video and rigging to projects of all sizes across the UK, Europe and worldwide.

White Light are providing comprehensive technical training, work experience, live opportunities, career workshops and paid apprenticeships for two young people as part of our industry training EMERGE Programme.

Chocolate Films

A local company, based in Nine Elms, Chocolate Films is a leading video production agency that works with clients across the arts, heritage, corporate, medical, education, charity and public sectors.

Corporate Partners

Big Yellow Storage

Big Yellow have generously provided us with two storage units – at Nine Elms and in Wandsworth – which has given us essential storage space for our equipment.

EcoWorld Ballymore

EcoWorld Ballymore and Wandsworth Council selected World Heart Beat from forty-two organisations to become a new cultural anchor for the Nine Elms Development area – with the award of a 50-year tenancy of 750m2 of space on Eco-World Ballymore's Embassy Gardens site on a lease of 50 years at a peppercorn rent of £1 annually – estimated to have a commercial value in excess of £10m. EcoWorld Ballymore have also generously contributed towards some of our outreach activity in Nine Elms.



Keystone Capital

Keystone Capital is a wealth advisory boutique founded by Samik Mukherjee and David McLellan. Keystone provides professional and impartial advice on structuring and managing wealth to meet their clients' specific objectives. This may be planning for retirement, protecting assets for future generations or simply trying to optimise returns on investments. World Heart Beat is Keystone's charity partner for the next three years.

PPL

PPL is the UK's music licensing company for over 130,000 performers and recording rightsholders. PPL is World Heart Beat's first 'Young Artist Recording Sponsor'. The sponsorship enables 6 diverse young musicians to record for the first time, free of charge. Normally cost-prohibitive, the recordings will give emerging musicians a foot up in their careers.The recordings are being made at our new state-of- the-art studios in London's Nine Elms.

ZEDRA – Young Jazz Musicians Talent Programme

ZEDRA is an independent, global specialist in trust, corporate and fund services. It is sponsoring music scholarships for eight students selected for their music ability and commitment to learning. This initiative supports students from diverse social and cultural backgrounds in South West London, who otherwise would not have the means for additional non-school based musical education. Each benefits from a tailored programme, encompassing music lessons, masterclasses, music college/ exam /audition preparation, provision of their chosen instrument and access to further ranges of instruments.

Other Partners

Arts Council England

World Heart Beat is pleased to have remained as a National Portfolio Organisation for 2023-2026, securing an additional three years of funding from Arts Council England (ACE). It has been since announced that a further year has been added to the stand-still funding agreement. With the expansion into Nine Elms, our ACE funding has now shrunk to 5.4% of our annual budgetary requirements.

NPO funding provides World Heart Beat with some of its core costs for its creative core programmes, enabling young people from all backgrounds to develop their skills. We believe World Heart Beat is playing a vital role in delivering ACE's ***Let's Create*** strategy by 2030. Furthermore, World Heart Beat, through its development of World Heart Beat Embassy Gardens, has now ingrained itself as a significant organisation in London's arts and cultural ecology.

The opportunities to continue to form great partnerships with other educational, arts and cultural organisations are vast, synergising and leveraging the overall impact.

Partners that have contributed immensely to the building of Embassy Gardens

MDA Consulting

MDA provides professional services to the property and construction industries. Adopting World Heart Beat as their charity partner, MDA Consulting have offered us the most incredible support and vital help all pro-bono. We offer endless gratitude to Steve Jones, managing director, and all at MDA for taking care of all our quantity surveying in the incredibly challenging build of Embassy Gardens. At the core of MDA's company ethos is a culture of innovation and collaboration and they certainly shone through with their values.

Clyde & Co

Clyde & Co is a dynamic, rapidly expanding global law firm focused on providing a complete legal service. They believe that charitable activity in our communities really matters and makes a difference and advocate a global theme of 'Inspiring Young Lives'.

We are immensely grateful to senior associate Greg Purnell from Clyde & Co, who supported World Heart Beat through an immense amount of brilliance, advice and pro-bono work.

Greg's focus is in all areas of commercial property development work and advising a diverse client base of specialist and mainstream developers, high profile occupiers, property investors and funders and high street retailers, on the whole development process from planning and acquisition issues through to selling the end product to investors.

Ra. Architects

Led by our brilliant and passionate architect Rory Aitkenhead, the team at Ra. understood how important it was to maximise the potential of our project and the importance of collaboration with experts from across the built environment.

We enjoyed working with Rory's utmost dedication and creativity and his incredible commitment to solving the most complex challenges in the world of design.

The Design Operation

World Heart Beat is enormously grateful to John Myers, who became our Employer's agent for the build of Embassy Gardens. Words cannot describe John's enormous experience and he offered us countless hours of support, advice and practical help in every aspect of the building process.

Création Baumann

Création Baumann is a family-run textile company based in Langenthal, Switzerland who are well-known worldwide. They are particularly distinguished by their own design studio and its own production facility. Création Baumann have sustainability as their core value - to be a lasting balance between the ecological, social and economic performance at the heart of their company making them a perfect company for World Heart Beat. We enjoyed their support in offering us premium acoustic recording studio fabric, enabling us to have the most beautiful studios in Embassy Gardens.

Bolon Flooring

We would like to acknowledge the kind support of Bolon who provided the carpet, made out of recycled cables, for World Heart Beat Embassy Gardens. Bolon is a global leader in design-led, sustainable flooring solutions, pushing recycling in the design industry by turning industrial textile waste into premium carpets.

Domus

Domus is a local company, serving the architectural and design community for over five decades with superior tiles and a passion for great design. Domus champions the importance of environmentally responsible building and interior design and express beautifully the awareness and vast influence that designers have on the environment.

Domus match us well at World Heart Beat and offered us a charity partnership gifting us with the most stunning Domus toilet suite, adding to the quality surroundings at our place, fulfilling our dream to provide an environment that all who come to World Heart Beat feel welcome and cared for.

Membership – Friends of World Heart Beat Music Academy

Our Friends of the Academy scheme was originally set up to support World Heart Beat to transform an abandoned top floor space in an industrial building on Kimber Road, Southfields into a beautiful, soundproofed music academy – complete with performance space and teaching rooms.

The development of our new Embassy Gardens facility will provide many exciting new opportunities for us to redefine our Friends programme into a Membership Scheme. Membership programmes are increasingly being adopted by arts organisations and will help to expand and support World Heart Beat's activities at different levels. Membership at World Heart Beat will enable members be part of a community that believes in the transformative power of music to inspire, to give joy, and to bring people together – making a positive impact on the lives of young people.

We envisage that our members will be able to share in our achievements and provide vital regular support for our work with disadvantaged children and young people. Work which extends to our communities and offer insight into our efforts with invitations to exclusive events, regular updates, and opportunities to engage with us. We would not be where we are now without the support of Friends to the academy and feel immense gratitude and appreciation for their ongoing commitment and belief in what we do.

The Jack Petchey Foundation

The Jack Petchey Foundation has generously supported World Heart Beat in a myriad of ways including sponsoring Achievement Awards for "young people who have gone above and beyond to achieve – perhaps when others thought they might fail"

The Foundation has also continued to fund our third internship at World Heart Beat. Two of the former internships we have now employed, fast tracking young people into

good jobs. We are thrilled to have Arianne Tan join our team, looking after the new students at Embassy Gardens and helping support our administration team and First Beats programme, as well as Jim Sorenson, who is now working as lead recording engineer in our new studios, working daily on production, live shows, recording and music editing.

Julian Joseph Jazz Academy

The Julian Joseph Jazz Academy (JJJA) – under the artistic direction of internationally renowned jazz pianist, composer and World Heart Beat Patron, Julian Joseph – offers talented young instrumentalists and vocalists an amazing opportunity to work with some of the world's top jazz musicians, developing their creative talents and performance skills, through exploring the American roots of jazz.

JJJA and World Heart Beat are intertwined – our partnership provides shared enrichment and development opportunities for students at both academies, helping to create well-rounded and highly skilful musicians.

World Heart Beat students follow specialist jazz programmes at JJJA including 'the Jazz 5 awards', and JJJA students expand their experience in performance and recording at Embassy Gardens, in classical music, orchestra and band performances, as well as through mentoring World Heart Beat students.

Yokohama Calling

Yokohama Calling is a not-for-profit organisation whose mission is to promote cross-cultural understanding through the universal power of music and arts and producing collaborative arts events, bringing together musicians from Japan, the United Kingdom and beyond.

Our on-going partnership with Yokohama Calling has provided World Heart Beat with access to some of Japan's most exciting talent who have given Masterclasses and workshops to our students. This has been facilitated by leading musician and producer Nick Cohen, who is Head of Digital Delivery and Young Artists' Development at World Heart Beat, and Creative Director of Yokohama Calling.

Providence House

World Heart Beat provides weekly vocal support, mentoring sessions and Arts Awards delivery with young people at Providence House Youth Centre. We also provide opportunities in song-writing, recording at Embassy Gardens and live - performance support.

Wagamama

Thanks to support from wagamama's Bowl to Soul Fund, wagamama has generously supported the participation of Griffin Primary School in the First Beats music programme for one year, and we are also working with Herbert Morrison Primary School, which is nearby.

With the opening of wagamama in the Battersea Power Station on 16 April, our young students were invited to play at their opening weekend and treated to a beautiful dinner.

Timeline of events

1 September 2022 – 31 August 2023

SEPTEMBER 2022

Partnership with Steinway Pianos.

Steinway pianos are the gold standard of musical instruments, representing 170 years of dedication to craftsmanship and uncompromised expression. World Heart Beat is one of only three music charities that Steinway UK supports.

September 2022 was very exciting at Embassy Gardens as we went to Steinway to approve our piano choices with our patron and Steinway artist, Julian Joseph. Only a few weeks later, on 3 October, the pianos arrived. Steinway CEO Craig Terry was there, as well as Baroness Floella Benjamin. They took a day to be unloaded and as each one found their home at World Heart Beat, Julian played all the pianos and Craig did an interview with him for the video they shot about the partnership between World Heart Beat and Steinway.

OCTOBER 2022

Battersea Power Station opens to the public

In October 2022, the world-renowned landmark Battersea Power Station opened, following a decade of careful and transformational restoration.

A free five-day 'Festival of Power' celebrated this extraordinary achievement; World Heart Beat provided live music as well as an 'EMERGE Showcase' featuring our up-and-coming talent aged 16 – 25 years, which was a lovely way to mark the future of the landmark for so many youngsters.

Sky News at Embassy Gardens - 5 Oct

Sky News came to do a piece about our opening, and film an historical piece with Julian Joseph about the Southern Syncopated Orchestra. Julian and Patrick Clahar played, which Sky recorded and subsequently broadcast.

Student trip to Barbican

On 11 October Sahana took a contingent of World Heart Beat and JJJA students to the Barbican for a Ravi Coltrane concert, and many of the students got a chance to meet and speak to Ravi, as well as have pictures taken with him.

NOVEMBER 2022

World Heart Beat Embassy Gardens Opening events

By the end of October we had a good time inviting different communities to the various soft openings of our new venue at Embassy Gardens.





The first of these was an opening with our own students ,with cake and a fanfare written by our own Michael Csányi-Wills, the head of World Heart Beat's keyboard department. The fanfare was played by a young contingent of brass players studying at World Heart Beat.

The Minister of Culture attended another opening event the following week, on 31 October.

On 1 November we had our official opening with VIP musicians, prominent artists, celebrities and lovely Caribbean food provided by Garfield from a local restaurant in Merton Abbey Mills called Ting 'n' Ting.

Performances came from Ava Joseph and her band, and a special solo performance from Julian Joseph, who also gave a speech for the opening alongside Baroness Floella Benjamin and CEO James Gero and Artistic director and Founder Sahana Gero.

Music lessons start at Embassy Gardens – First students welcomed

November was an exciting time as our first students arrived at Embassy Gardens to learn music. Our founding students were part of our 'Music is in the Air' project, which provided a summer of free piano lessons and music concerts in our pop-up music space, located in nearby Merchant's Way, the colourful walking route which runs through New Covent Garden Market between Nine Elms Tube station and Ponton Road. We also expanded, as in this first term we offered vocal and violin lessons as well as piano. We are proud to report that, in less than a year, our first student to learn piano at World Heart Beat Embassy Gardens achieved a distinction in her Grade 1 ABRSM.

Lord Mayor's Show - 12 November

With thanks for the kind support from Barry and Ann Scrutton.

11 musicians from World Heart Beat's New Orleans Band performed on a horse-drawn bus at the Lord Mayor's Show, an event which has taken place annually for over 800 years.

Amongst the full-size model elephants, Japanese drummers, the tallest fire engine in Europe, and of course, the Lord Mayor's splendid State Coach, our musicians performed with gusto and energy to a live audience of over 500,000. World Heart Beat was delighted to have been chosen to be featured in a segment as part of the BBC's live coverage of the event, with interviews filmed at our Kimber Road Academy cut into the performance coverage.

EFG London Jazz Festival - 13 November

In November World Heart Beat traditionally partners with the JJJA to perform as part of the London Jazz Festival. The concert took place on 13 November, as part of its 'Together We Go Forward' programme at the iconic London jazz venue, The 606 Club.

Both academies work beautifully together in



providing shared enrichment and creation of more well-rounded young musicians who benefit through learning, gaining experience and performance opportunities. The performance of jazz standards featured some of London's finest up and coming musicians.

The Sixteen

On 25 November the director of The Sixteen, Harry Christophers, came to our new building for an informal rehearsal and really enjoyed our space whilst being absolutely delightful as we spoke about possible opportunities to have him come more often to collaborate and enjoy our facilities.

51st State Band with Omar Puente at Putney Arts Theatre - 18 November

A vitally important annual performance was given by World Heart Beat's flagship orchestra the 51st State Band. They gave their two performances at the Putney Arts Theatre to a sell-out crowd of family and supporters demonstrating just how important a fixture the band is in the London entertainment calendar.

The 51st State Band, conceived by Founder and Artistic Director Sahana Gero, represents the spirit of the Academy. With boundless energy and talent, the band brings young, gifted musicians of all ages, backgrounds and abilities to learn and play together.

This year they were joined by the award-winning Cuban jazz violinist Omar Puente, for a special evening offering an inspirational and vibrant programme of jazz, rock, soul and film scores, ideal for anyone aged 5 to 95! An assured night of animated musical performance for the local community and families alike.

DECEMBER 2022

First Piano party at Embassy Gardens

Our young pianists have regular opportunities to take part in solo performances to highlight its aim of establishing an integral piano department at World Heart Beat. Our piano department, led by Michael Csányi-Wills, has now grown to a team of seven piano teachers, and holds regular recital performance through our popular piano parties and programme of masterclasses and encouraging grass root musicians on their journey through to music college.

Embassy Gardens Christmas Festivities

World Heart Beat performed a series of Christmas carols with an afternoon performance featuring brass band players in the heart of the bustling Union Square, followed by an evening performance under the Christmas tree at the Embassy Gardens Marketing Suite. The event was truly uplifting with carol singing, a creative walking trail and a Christmas food market to help get local residents into the festive mood.

Embassy Gardens recording studio opens

The SSL desk is installed and ready to go, so we opened our bookings to musicians wanting to record with us.

Musicians for Peace concert

Our Chair of Trustees, Rachel Van Walsum, hosted a beautiful concert in her home. This featured supreme pianist Paul Lewis, who performed an outstanding Schubert recital. Funds raised in this series entitled 'Musicians for Peace' went to support bursaries for young musicians.





As we headed towards Christmas we threw a special event for all those working for World Heart Beat which was our Christmas Breakfast and it was a lovely celebration.

JANUARY 2023

Our first concert season; January - April 2023

See report from Spring Season 1. We ran five public concerts this month, starting on 17 January.

World Heart Beat Café opens - 17 January

We opened our vibrant and welcoming café in January, offering a wide range of hot and cold drinks to the local community, as well as a selection of freshly-baked pastries, and an ever-changing menu of light bites for lunch.

"A gorgeous little oasis in the bustle of the city. The coffee and pastries are A+ and the staff are INCREDIBLE!"
(Julia Binks ★★★★★Google Review)

"Cosy coffee shop, very friendly staff. It's quiet and makes it ideal for work or quick online meetings. Highly recommended!"
(Robert Popa ★★★★★Google Review)

Every penny spent in our café directly benefits our charity and supports children and young people in their music education.

Yevgeny Sudbin Fundraising concert at Embassy Gardens - 17 January

The venue gets going and we start with a gala fundraising concert. Celebrated Russian pianist Yevgeny Sudbin gave a phenomenal concert playing a wonderful programme that included Bach, Scarlatti, and Haydn. He, like Harry Christophers before him, enjoyed Embassy Gardens and its intimacy and mentioned returning to give a masterclass in the future.

"In the room the sound is so clear and immediate, you could sometimes almost be inside the piano."
(★★★★theartsdesk.com)

Keystone Capital Event - 25 January

We were able to invite and welcome the guests of our partner Keystone Capital to Embassy Gardens for a beautiful soirée. Keystone Capital are a boutique wealth advisor who have taken World Heart Beat on as one of its designated charities. Our musicians gave a showcase of performances to over forty invited guests. The event included a funding call for action, and introductory talk about our new development plans by Chief Executive Officer James Gero, alongside a Q&A with Sahana.

Try an Instrument Open Day at WHB Kimber Road - 28 January

We held our biannual Open Day for prospective young musicians to try out an instrument of their choice and to find out more from our musicians and teachers on site. Over forty people attended and enjoyed trialling instruments; a useful way to help recruit more students to our academy.

FEBRUARY 2023

Highlights in Season 1

Ava and the Soundcrew - 23 February

Ava Joseph, alumna and now working with our young students at Embassy Gardens, brought her band Ava and the Soundcrew for a sold-out show. Very well received and even selling out her merchandise, she brought a brilliant crowd of mixed ages all enthusing about her original music and catchy songs.

Ava has been attending World Heart Beat since the age of 6 and is blossoming into the most wonderful artist.

Leah Wing – 16 February

Leah Wing, young emerging artist and alumna of World Heart Beat, gave a flute recital supported by our young 'heartbeat' flautists. This was a major solo recital for Leah, who was completing her Masters at RNCM, and her first London concert.

MARCH 2023

Asa Martinson – 2 March

We showcased the talent of young pianist Asa Martinson, timed to coincide with the announcement of PPL as our 'Young Artist Recording Sponsor', giving six of our young artists a foot-up into their recording careers. Asa's concert was releasing his debut EP, recorded with this help. Peter Leatham OBE, the Chief Executive Of PPL said: "*The facilities are incredibly impressive and, through the Young Artist Recording sponsorship, PPL is proud to be supporting the opportunity for talented artists to reach their creative potential.*"

All the artists participating in the project have been studying music, performing and training in music industry skills with World Heart Beat – some since they were young children.

APRIL 2023

The London Business Interruption association annual dinner

World Heart Beat was invited to showcase a jazz trio for the LBIA annual dinner and fundraiser at the Brewery, Chiswell Street.

Creative United 10th Year Anniversary held at Embassy Gardens



Creative United is an entrepreneurial community interest company founded by Chief Executive, Mary-Alice Stack, committed to supporting the growth and development of the arts and creative industries. At World Heart Beat, the organisation celebrated it being 10 years since it was established as an independent CIC, having been 'spun out' by Arts Council England. Creative United are pioneering work together with other members of the Inclusive Music Consortium which has led them to invest in the exploration of the many barriers to participation in music experienced by disabled people, including visually impaired and blind musicians and music producers.

MAY 2023

Gig Bands performance at Embassy Gardens – 5 May

World Heart Beat's gig band class gives an opportunity for young musicians, aged 11-18, to showcase their skills and come together to learn how to perform the pieces they all love, as well as practice for performing live gigs. All our students can join a band or ensemble so that they can expand their musical experience and perform in concerts at the Academy in Wandsworth and elsewhere — including some world-famous music venues. The Gig Band is led by Sian Kelly, Scipio Mosley and Ava Joseph. These young professional musicians introduce students to a range of pop, and draw on an excellent and fun contemporary repertoire. Whilst learning with other young musicians, they also experience live performance in a variety of gigs and concerts. The Gig Band works with bass, piano, guitar, drum players as well as vocalists and having Embassy Gardens for the gig band's talent with solo, trio and ensemble performances to perform in is just fantastic.

King's Coronation - 7 May

World Heart Beat was invited by Battersea Power Station to curate a line-up of bands on the main stage for the King's Coronation celebrations – which included an uplifting Latin set.

World Heart Beat provided a mixture of jazz, contemporary and Latin music for other events organised by Enable and Wandsworth Council, to provide live lunch time music entertainment for the coronation celebrations taking place in Wandsworth parks including Tooting Common, Shillington Park and Carey Gardens. It was a beautiful event which we were hugely honoured to be a part of.

First Beats school concerts at Embassy Gardens - 15 May

First Beats is a new programme which intends to break down barriers and introduce more children living in the area around our new building to music. Each week we collect pupils from their school at the end of the day and bring them to World Heart Beat Embassy Gardens, where they are given the opportunity to try different instruments including guitar, piano, singing, brass and strings. They also have chance to spend time in our recording studios and learn how music is written and produced. Our ambition is that many of these children will become regular students at World Heart Beat over time.

Our first ever schools' concert for children in Years 4, 5 and 6 from Griffin Primary School took place at our stunning new concert hall at Embassy Gardens, as part of our new First Beats music programme. For many of the children who live in the residential estates in Queenstown Ward, Nine Elms, it was their first experience of live music.

The concert was performed by Tatiana Berman, an inspiring young violinist, accompanied on piano by our Head of Department, Michael Csányi-Wills. All the children received free ice creams, which brought even more joy to the occasion.

Graduation of our First Beats Class of 23 was marked by a special ceremony with certificates presented by World Heart Beat alumnus Jaidon Regis.

Boris Grebenshikov Fundraising event - 16 May

Our Patron Boris Grebenshikov kindly offered a fundraising event that took place at Embassy Gardens, to a sold-out hall.

Singing with Nightingales - 27 May

Singing with Nightingales is one of the most unique and artistically profound nature experiences one can find in the world. Founded by folk singer, nature conservationist and writer Sam Lee, a small audience are welcomed each night, for seven weeks of the spring, to become part of their woodland camp. The whole event is in celebration of the legend and improvised and virtuosic nature of the nightingale's song, as well as their magnificent role in global ecology.

Sahana Gero and Ava Joseph were invited as the guest musicians and granted this exquisite opportunity to share in food, drink, stories and music around the fire before embarking on a nocturnal pilgrimage through the woods in search of our nightingale to perform in the duet of human and bird.

Astor Hostel Gig

A performance by Ava Joseph and the Soundcrew for our friend Alex Rivers, whose charity, The Rivers Foundation, supports World Heart Beat. The live performance took place at the Astor Hostel Hyde Park to an audience of hotel guests and members of the public.

At the end of May 2023 our trustee Jayne Sutcliffe hosted a barbeque at her house as a Summer Party treat for World Heart Beat, which provided a great moment for the team to celebrate all the success and momentum created.





JUNE 2023

Summer in Battersea Park / Live at the Bandstand

World Heart Beat took part in two days of free live music performances at Battersea Bandstand for Summer in Battersea Park, as part of Love Parks Wandsworth, a campaign to encourage residents to enjoy their local green spaces and parks throughout the summer.

Produced by Enable Leisure and Culture in collaboration with Wandsworth Council, they celebrate homegrown talent; a lovely event where the community pulls up a deckchair at Battersea Park's iconic bandstand for a packed weekend of free live music. We featured our PPL talent Wilf Diamond and his quartet.

Wandsworth Arts Fringe Festival - The Oracle collective in residency

The Wandsworth Arts Fringe is the council's flagship arts festival - 17 days of art, dance, theatre, comedy, circus and street performance across a number of venues across Wandsworth.

The Oracle Collective is a creative agency of 35 young artists is led by emerging singer, songwriter and producer Anjelo Disons, a Wandsworth resident who works closely with World Heart Beat on its EMERGE project. The Oracle Collective has a strong following and a reputation for putting London's freshest jazz, soul and R&B talent on the map.

The residency included free workshops (In My Shoes and Production Taster) held in our state of the art media studios and an in-depth look at the UK music scene, exploring life in the music industry, as well as discussing how to make and produce quality music without expensive software and equipment. It culminated in Endz Jazz Soul; a concert showcasing the best emerging musicians from across London, held on Thursday 15 June.

Saddler's Hall (Fanmakers)

Rebecca Wing's jazz band performed at Saddler's Hall for The Worshipful Company of Fanmakers.

Apple opens at Battersea Power Station - 13 June

We provided the entertainment with a small band for the opening of the new Apple store in Battersea Power Station.

JULY 2023

Happy Streets Festival

This summer's Happy Streets Festival was held around the Thessaly Road area (SW8) with a line-up of live music, theatre, craft and wellbeing activities and performances for all ages, including a recycled instrument-making workshop in the Yvonne Carr Centre Garden.

World Heart Beat's Gig Band performed an eclectic programme spanning a whole host of contemporary popular music genres in this lovely one-day festival.

A flashmob with Orchestra Maré do Amanjhã at Battersea Power Station - 15 July

Following an introduction from the Brazilian Embassy in London, World Heart Beat Music Academy and the Orquestra Maré do Amanhã were delighted to collaborate, bringing young musicians from Brazil and the UK together on this uplifting project.

A flashmob of over 50 young musicians aged between 11 and 25 years old from both organisations took shoppers by surprise at the newly restored Battersea Power Station on Saturday 15 July. The group performed a spontaneous and uplifting version of '*Aquarela do Brasil*', meaning 'Watercolour of Brazil', one of the country's most famous songs which featured at the 2014 FIFA World Cup,when they hosted the competition. The song was chosen following collaboration between the two organisations to celebrate Brazil's energy, culture and sporting attributes.

The Maré do Amanhã Orchestra has synergy with World Heart Beat, as it teaches classical music to children in one of the most deprived favelas in Rio de Janeiro, and across 23 schools in the city, and helping improve thousands of lives of young people from extremely poor backgrounds.

Both organisations have a similar ethos which aims, through music education, to positively transform the lives of young people by nurturing their talent and providing a richly diverse, unique and inclusive teaching environment.

"We really enjoyed working with our neighbours, World Heart Beat, to bring this vibrant and exciting flash mob to the Power Station. We are always looking for opportunities to bring art, music and culture to the neighbourhood, and it was fantastic to see the joy the flashmob brought to shoppers and to the 50 young musicians taking part too." (Sarah Banham, Head of Community and Sustainability at Battersea Power Station)

This event was picked up by a number of press, both locally and in the arts and culture areas.

US Embassy

On 1 July the American Ambassador invited World Heart Beat to their residence, giving us a chance to build closer ties to the Embassy and the Ambassador.

Piano Party at Kimber Road - 1 July

Our young pianists have regular opportunities to take part in solo performances to highlight its aim of establishing an integral piano department at World Heart Beat. Our piano department, led by Michael Csányi-Wills, has now grown to a team of seven piano teachers, and holds regular recital performance through our popular piano parties and programme of masterclasses and encouraging grass root musicians on their journey through to music college.

Branford Marsalis – 5 July

Branford very kindly took part in our fundraiser ahead of his own sold-out show at the Barbican. He also came in to Embassy Gardens where he recorded an exclusive interview with our Patron Julian Joseph for BBC Radio 3 which included both Julian and Branford recording three songs.

Wigmore Hall Gala fundraiser - 6 July

With many thanks to our Chair, Rachel Van Walsum, for introducing World Heart Beat to the Wigmore Hall and for all her subsequent help

On 6 July, World Heart Beat took to the prestigious venue for a fundraising concert. The line up included students from the academy alongside Paco Peña, Çiğdem Aslan, Julian Joseph, Victoria Mullova and Branford Marsalis. It was a real coup to have our students and alumni perform in a concert with these greats; such a huge achievement. The concert was highly sucessful, with a full hall of 545 people, raising funds for our Bursary progamme.



As part of the publicity both Julian Joseph and Çiğdem Aslan were invited to talk about World Heart Beat and the concert on BBC Radio 3's programme.

Battersea Society

The Battersea Society is a long-established civic society covering the whole of Battersea, promoting knowledge and recognition of Battersea's past, present and future. Our World Heart Beat students were invited to provide entertainment for their summer party – a nice way of giving back to the people that work to preserve the borough's rich history and character and continue in our 21st century to support its life and community in the present and promoting its future.

Worshipful Company of Management Consultants

WCoMC is a modern livery company. They are a professional peer group that contributes to the continuing success of

the City of London and the UK consultancy industry, which itself works with, helps and supports all sectors of the present-day international economy. World Heart Beat is proud to be their the charity of support and their Charitable Fund funded our CRM and ticketing database for World Heart Beat.

World Heart Beat students were also invited to provide musical entertainment at their annual summer party.

AUGUST 2023

Fairbeats workshops – Introducing our partner Katherine Low Settlement

Katherine Low Settlement is a much-loved busy charity that has been at the heart of the community in Battersea since 1924. They work to reduce poverty and isolation, and bring the community together. Their core programmes support older people, children, young people and their families from refugee backgrounds and newly-arrived adults learning English. They campaign for social change and partner with other charities and communities to help them to thrive in the wider community.

Love to Learn is an educational and wellbeing programme for children and young people from refugee backgrounds, and their families and carers, living in Wandsworth - specifically to broaden educational experiences, improve employment outcomes, build confidence, and support aspirations.

World Heart Beat supports their 'Fairbeats' programme and summer camp with delivery of enhanced music activities and opportunities.

Battersea Park In Concert, opening slot - 28 August

This year was the inaugural year of 'Proms in the Park', delivering a wonderful weekend of live performances in the majestic surroundings of Battersea Park. Showcasing the best in classical, West End & jazz music, the event is all about good food, spine-tingling music and enjoying cherished magical moments with family and friends.

Organised by not-for-profit organisation Enable, World Heart Beat was invited to have our PPL-supported artist Asa Martinson and his band 'The Outlet' to open the main stage on the final day, which also featured UK soul & jazz talent including YolanDa Brown & Gabrielle.

Adam F Recording Session

A week later and we were very privileged to have drum and bass maestro and hip hop producer Adam F come in to our studio to lay down tracks for his forthcoming album. It's the start of a beautiful creative relationship between us and Adam and sustainable recording work into the future.





Theory of Change Model

As World Heart Beat grows, a new model is required to ensure all current and future activities continue to meet the organisations objectives and values.

A Theory of Change approach was chosen by trustees to refine the organisation's core beliefs, areas of activity and outcomes.

This is being developed around 7 core beliefs:

Every young person who comes to World Heart Beat is a musician

Generosity is the lifeblood of World Heart Beat, we go above and beyond

Young people should be treated as creatives and equals with immense potential

Young people should have access to all genres of music, taught by professional musicians

A bespoke, flexible and proactive approach best meets the needs of young people

Young people should be inspired to achieve beyond their expectations

Musicians' and artists' careers work differently, our programme must be built around their needs

These beliefs inform World Heart Beat's methodology in providing:

Musical Training

Technical Instruction

Industry Connections

Bespoke Support

Entrepreneurial Coaching Creativity and Joy

Enabling us to deliver social, personal and professional outcomes, which cultivate:

Leadership – Young people learn how to lead and manage others, take responsibility, develop social skills and work collaboratively

Community Building and Enrichment – Young people at the heart of a creative community hub which provides local residents and visitors from all backgrounds with high-quality music, outreach and social events

Discipline and Confidence – Supporting the autonomy of young people in taking responsibility for their learning and progressive self-improvement

Ambition – Encouraging young people to think big, raising their aspirations for what they can achieve in their lives and their futures

A Creative Mindset – Young people learn to think independently and creatively in finding solutions to problems and challenges they encounter

Performance Skills – Confidence building through coaching and performance opportunities that equip young people to perform with confidence and flair

Creative Careers – Providing support and opportunity for young people to find routes into employment in a variety of music and wider creative roles

World Heart Beat's Theory of Change activity was led by Dr Meg Peterson, supported by our Director of Philanthropy and Commercial, in consultation with WHB staff, stakeholders and youth. A full report detailing the Theory of Change process and initial evaluation findings has been drafted.

The qualitative and quantitative evidence clearly demonstrates positive progress against social, personal and professional outcomes.

The combination of ongoing support and encouragement from staff, including mentoring, alongside music and creative teaching is crucial to success. The opportunity to participate in a range of classes, ensembles and creative activities supports participation and growth across key impact areas.

The Theory of Change evaluation has highlighted both significant areas of success and areas for development. This approach will be used as a basis to inform the organisations wider evaluation methodology and framework and in planning of future projects and activities.

WORLD HEART BEAT THEORY OF CHANGE INSIGHTS 2023

MUSIC LEADERS AGED 15 - 25

100% feel that World Heart Beat offers a supportive, encouraging & motivational environment

80% have learnt new music skills at World Heart Beat

73% feel more confident and have increased self-esteem

"I feel like I am more creative and more likely to challenge myself!

YOUNG PEOPLE AGED 12 - 14

100% attend World Heart Beat at least once a week

83% have learnt new music skills at World Heart Beat

97% believe that if they work hard they will succeed

63% report an improvement in their school work

"You can play any instrument and you can jam together.

CHILDREN AGED 11 AND UNDER

98% attend World Heart Beat at least once a week

84% said they feel more confident.

94% feel supported by World Heart Beat teachers and staff.

78% have improved communications skills.

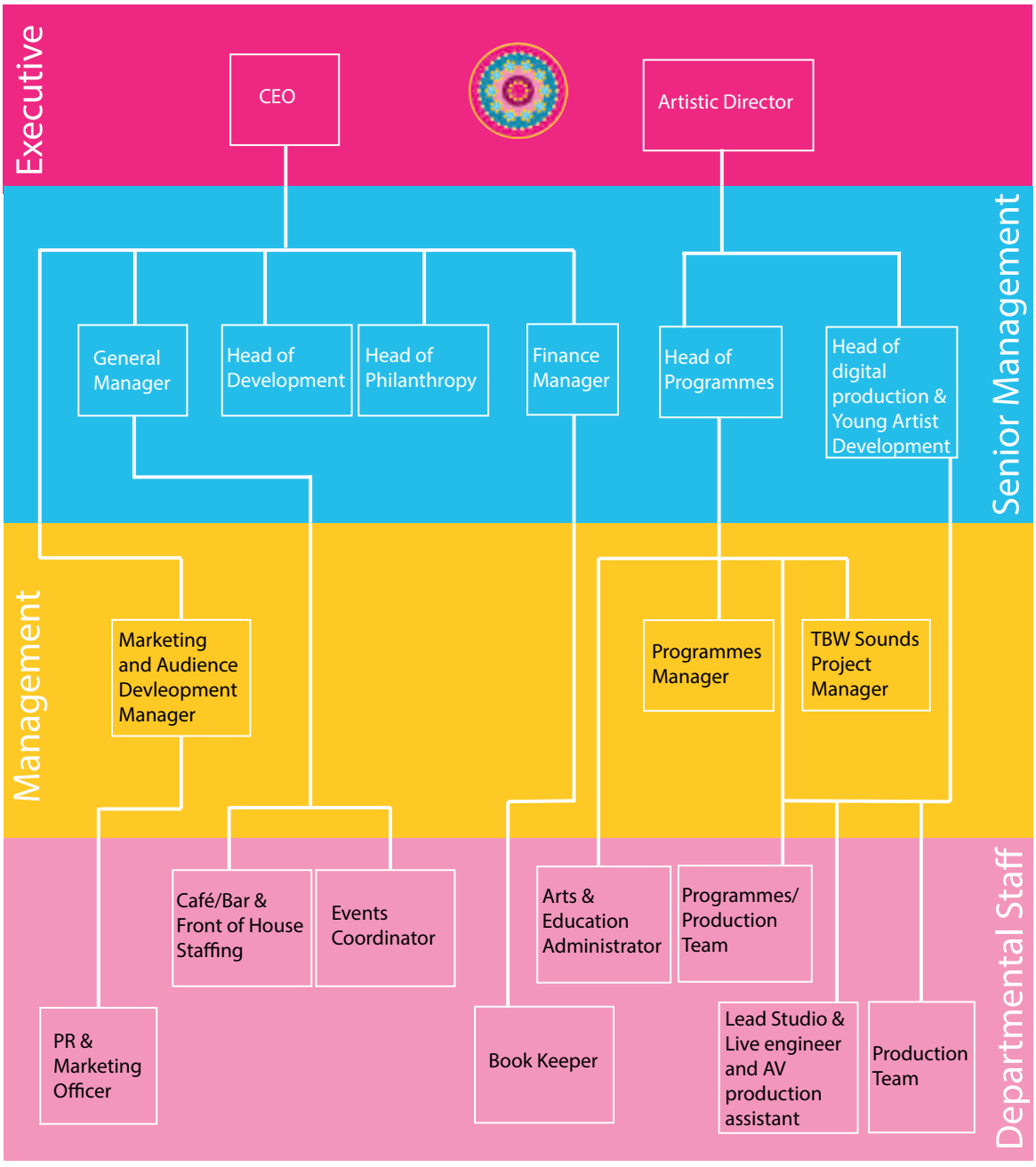
Reference: Insights from Theory of Change Annual Evaluation 2023

Organisational Structure & Governance

World Heart Beat is a registered charity controlled by its governing document, deed of trust and constitution as a company limited by guarantee, as defined by the Companies Act 2006. Our organisational and reporting structure is as follows:

World Heart Beat has a growing team that will develop in line with the organisational structural table below. Our Board of Trustees oversees the organisation and provides governance. They direct the affairs of the charity, ensuring it is solvent, well-run and delivers our charitable objects. We have also established an advisory Change Board made up of external 'critical friends' from Wandsworth Council, property developers EcoWorld Ballymore and local business leaders to oversee the Embassy Gardens capital project and campaign.

Quarterly reports are prepared for the Board of Trustees by our senior management team to update on progress towards our objectives, financial position, planned activities and risk management.



Financial Review

World Heart Beat Music Academy works alongside but is independent of educational establishment; the funding being through Trusts and Foundations, friends and corporates and the Arts Council

Additional income is generated in the form of low-cost tuition fees, our own concerts, events and recording facilities.

Financial Summary

Income

A difficult but successful 2022-2023 saw donations and legacies reduce from £2,927,943 to £911,808 mainly due to the near completion of our capital campaign, of which was £456,914 from donations and £402,568 from Trusts and Foundations. It was noted that that grants made up less than donations for the first time since World Heart Beat was founded some 14 years ago, despite the work undertaken having increased exponentially, as a result World Heart Beat has had to use reserve funds. Thankfully, the difficult fundraising year was partially compensated by the generosity of our friends. Furthermore, we saw our charitable activities increase by £181,784 from £156,391 to £338,175. The increase came from our first-year trading at Embassy Gardens, where World Heart Beat built London's first boutique community concert hall since 2008, which includes a 21st century educational facility and superb cutting edge recording studios. We opened in January 2023, and in our first 7 months in operation, Embassy Gardens bought in £181,030. This is set to significantly grow over the following years. Low-cost teaching continues to remain steady.

Expenditure increased significantly as our organisation has now taken on two permanent sites, with a third mobile site servicing Trinity Buoy Wharf, Tower Hamlets and East London. Our charitable activities have increased from £675,436 to £1,142,756. Music tuition expenditure increased 25.36% to £697,343. In order to carry out our incredible activities, which are transforming hundreds of lives, now fully across London, World Heart Beat has had to increase their staff from 10 to 24. World Heart Beat is driven to successfully execute their mission, where their commitment to young people is unique. Our support for young disadvantaged children is unfathomable and many of our children stay with World Heart Beat longer than they are at either primary or secondary school.

Total funds carried forward was £3,268,728 with £3,240,812 used for capital, leaving

£37,423 for unrestricted funds. Net current assets stood at £117,812.

World Heart Beat needed to take on a loan of which £153,631 is still remaining. This was to help finish off the capital campaign to meet our obligations, which is payable over 5 years at 7% interest.

Investment income increased from £1,466 to £3,390. World Heart Beat's long-term aim is to begin a legacy endowment fund, after they have secured sufficient transition funding. This would significantly strengthen the long-term sustainability and growth of the organisation.

Instrument/asset donation.

All donations of instruments and assets are recorded carefully and efficiently as they come in, with each item being labelled with a unique reference, the value recorded, and assigned to a category.

The accounting system holds the full asset register and is used to calculate value monthly.

Fixed Assets

Our tangible fixed assets increased from £2,930,457 to £3,469,183 in which we recorded a depreciation of £179,930 on assets.

Reserves Policy

World Heart Beat's Reserves Policy is as follows:

The policy of the trustees is to maintain a level of reserves that will provide a stable base from which to fund the charities future activity whilst ensuring that excessive funds are not accumulated.

The trustees have set a target range of general reserves of £285,000 which the trustees estimate is sufficient to meet the charitable legal commitments should it be required to shut down due to a lack of available funds as well as to cover three months of future operation costs. World Heart Beat have had to use most of its reserves to support the transition costs of expanding into Embassy Gardens.

The reserves target is reviewed and updated on an annual basis.

General reserves at 31st August 2023 totalled £37,423 (2022: £282,494)

Fundraising Goals for 2023-2026

Goal 1 – TRANSITION

World Heart Beat has expanded rapidly with an increase in its deep impact that is proving to have a resounding success. We are seeking multi-year grants to be able to forward plan and develop our programmes significantly whilst increasing our trading activity to become less reliant on grants. We are seeking to become a truly sustainable organisation to the longevity of World Heart Beat.

Goal 2 – CONTINUOUS

To continue to secure funding to support bursaries for children from low-income families (50% of our students), to participate in one or more of our core programmes.

Goal 3 – CONTINUOUS

To develop and launch a number of initiatives to make World Heart Beat more financially robust. Building a multi-faceted social enterprise including the development of a World Heart Beat syllabus, broadcasting of live performances, short courses, recording label and publishing.

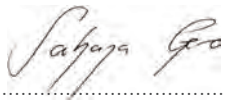
We would like to thank all those that have participated in making World Heart Beat a truly magnificent creative educational organisation. We welcome and value our partnerships and wills thrive to leverage and maximise where possible any donation or grant provided to us. Together we can make a better World for our children to live in and thrive.

Approved by order of the board of trustees and signed on its behalf by:



.....

Mrs Rachel van Walsum – Chair of Trustees



.....

Ms Sahana Gero, MBE – Charity Secretary

Date: 27 June 2024

Thank You So Much

We want to thank the many people and organisations who make donations to support our activities. Every amount received, no matter how large or small, is vital to our work and immensely appreciated. Amongst others, World Heart Beat would like to thank:

September 2022 to August 2023 (Grants, donations and project activity)

Our Capital Supporters

With our grateful support for funding towards our Embassy Gardens Venue:

- Arts Council England
- Backstage Trust
- Bart & Magali Deconnick
- Bernard Sunley Foundation
- Big Issue Invest
- Bokor-Ingram Family
- The Buffini Chao Foundation
- Clothworkers' Company
- Cockayne – Grants for the Arts
- ColnTrust
- Domino Recording Company
- EcoWorld Ballymore
- Foyle Foundation
- Garfield Weston Foundation
- Hearst
- Knight Frank
- Levelling Up Fund
- Linbury Trust
- London Borough of Wandsworth
- London Community Foundation
- MacTaggart Third Fund
- Terry Mansfield
- Jim Mellon
- Nick and Lucy Thomlinson
- PF CharitableTrust
- Philip Marsden Family Trust
- Rivers Foundation
- Dasha Shenkman
- Social Investment for Business
- The Story of Christmas
- Sutcliffe Family
- Tabor Foundation
- Taylor Family Foundation
- The Worshipful Company of Insurers
- The Worshipful Company of Management Consultants
- ZEDRA

And our appreciation for support in kind to:

- Baskerville Design
- The Big Yellow Storage Company
- Bolon
- DomusTiles
- Solid State Logic
- Focusrite
- AVID
- d&b audiotechnik
- Osborne & Little
- Period Mirrors
- Phil Conrad Photography
- Race Furniture
- Sound Space Vision
- White Light
- A special thanks to MDA , The Design Operation and Clyde & Co for their unwavering support.

Also to:

Our seat namers, private donors and all of those who wish to remain anonymous.

Our Charity Supporters

We would like to warmly acknowledge those who have supported our work:

- Arts Council England
- The Austin & Hope Pilkington Trust
- Backstage Trust
- Battersea Power Station Foundation
- Big Issue Social Enterprise Support Fund
- D'Oyly Carte Charitable Trust
- Garrick Charitable Trust
- Greater London Authority (GLA) New Deal for Young People
- The Helen Hamlyn Trust
- Keystone Capital
- Jack Petchey Foundation
- John Thaw Foundation
- Levelling Up Fund
- Makers of Playing Cards Charity (The Cutler Trust)
- MacTaggart Third Fund
- The Nugee Foundation
- PPL
- The PTL Foundation
- The Radcliffe Trust
- Scrutton Estates Ltd
- SIB -Reach Fund
- Sir Walter St Johns Educational Charity
- STRIDE
- Surrey Square Charitable Trust
- Trinity Buoy Wharf Trust
- Tideway Community Fund
- US Embassy London
- Wandsworth Arts Fringe
- Wandsworth Borough Council
- Wandsworth Grant Fund
- Wandsworth Youth Opportunity Fund
- William Allen Young Charitable Trust
- The Worshipful Company of Builders Merchants
- The Worshipful Company of Dyers
- The Worshipful Company of Fan Makers
- The Worshipful Company of Management Consultants
- The Clothworks Foundation
- London Community Energy Fund
- Wavendon Foundation
- Thomas' Schools Foundation
- The Thistle Trust
- Tideway Community Fund

Note: funding and supporters, as at 31 August 2023.

Independent Auditor's Report Year Ended 31 August 2023

Opinion

We have audited the financial statements of World Heart Beat Music Academy Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 August 2023 which comprise the Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, the Company Balance Sheet, the Consolidated Statement of Cash Flows 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 Financial Reporting Standard 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 Group's and of the parent charitable company's affairs as at 31 August 2023 and of the Group's incoming resources and application of resources, including its income and expenditure 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 Companies Act 2006 and 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 Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council'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.

Conclusions relating to 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 Group's or the parent charitable company'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 Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Opinion on other matters prescribed by the Companies Act 2006

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.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company 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 Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company 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; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the 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 Group's and the parent charitable company'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 Group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

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 Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in 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:

- 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 directors.
- Conclude on the appropriateness of the directors' 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 company'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 company 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.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' 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 charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.



Allan W McKelvie, F.C.A
(Senior Statutory Auditor)

For and on behalf of
McKelvie & Co LLP
Chartered accountants & statutory auditor
82 Wandsworth Bridge Road
London
UK
SW6 2TF

Date: 27 June 2024

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 AUGUST 2023

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 AUGUST 2023

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	*Total funds 2022 £*
Income from:					
Donations and legacies	3	**360,689**	**551,119**	**911,808**	*2,927,943*
Charitable activities	4	**338,175**	**-**	**338,175**	*156,391*
Investments	5	**3,390**	**-**	**3,390**	*1,466*
Other income	6	**-**	**-**	**-**	*7,043*
Total income		**702,254**	**551,119**	**1,253,373**	*3,092,843*
Expenditure on:					
Raising funds	7	**82,701**	**-**	**82,701**	*109,552*
Charitable activities	8	**864,624**	**278,132**	**1,142,756**	*675,436*
Total expenditure		**947,325**	**278,132**	**1,225,457**	*784,988*
Net movement in funds		**(245,071)**	**272,987**	**27,916**	*2,307,855*
Reconciliation of funds:					
Total funds brought forward		**282,494**	**2,958,318**	**3,240,812**	*932,957*
Net movement in funds		**(245,071)**	**272,987**	**27,916**	*2,307,855*
Total funds carried forward		**37,423**	**3,231,305**	**3,268,728**	*3,240,812*

WORLD HEART BEAT MUSIC ACADEMY LIMITED
(A Company Limited by Guarantee)
REGISTERED NUMBER: 06984769

CONSOLIDATED BALANCE SHEET
AS AT 31 AUGUST 2023

	Note		2023 £		*2022 £*
Fixed assets					
Intangible assets	14		**3,813**		*5,722*
Tangible assets	15		**3,289,253**		*2,842,012*
			3,293,066		*2,847,734*
Current assets					
Debtors	17	**17,115**		*307,506*	
Cash at bank and in hand		**260,960**		*372,558*	
		278,075		*680,064*	
Creditors: amounts falling due within one year	18	**(160,263)**		*(278,281)*	
Net current assets			**117,812**		*401,783*
Total assets less current liabilities			**3,410,878**		*3,249,517*
Creditors: amounts falling due after more than one year	19		**(142,150)**		*(8,705)*
Net assets excluding pension asset			**3,268,728**		*3,240,812*
Total net assets			**3,268,728**		*3,240,812*
Charity funds					
Restricted funds	20		**3,231,305**		*2,958,318*
Unrestricted funds	20		**37,423**		*282,494*
Total funds			**3,268,728**		*3,240,812*

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 151 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

CONSOLIDATED BALANCE SHEET (CONTINUED)
AS AT 31 AUGUST 2023

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 27 June 2024 and signed on their behalf by:



Mrs R Van Walsum

The notes on pages 51 to 72 form part of these financial statements.

CHARITY BALANCE SHEET
AS AT 31 AUGUST 2023

	Note		2023 £		*2022 £*
Fixed assets					
Intangible assets	14		**3,813**		*5,722*
Tangible assets	15		**71,891**		*80,753*
Investments	16		**100**		*100*
			75,804		*86,575*
Current assets					
Debtors	17	**198,123**		*83,520*	
Cash at bank and in hand		**248,058**		*346,904*	
		446,181		*430,424*	
Creditors: amounts falling due within one year	18	**(84,541)**		*(98,431)*	
Net current assets			**361,640**		*331,993*
Total assets less current liabilities			**437,444**		*418,568*
Creditors: amounts falling due after more than one year	19		**(142,150)**		*(8,705)*
Net assets excluding pension asset			**295,294**		*409,863*
Total net assets			**295,294**		*409,863*
Charity funds					
Restricted funds	20		**95,632**		*135,431*
Unrestricted funds	20		**199,662**		*274,432*
Total funds			**295,294**		*409,863*

The Charity's net movement in funds for the year was £(114,569) *(2022 - £(209,576))*.

The Charity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 151 of the Charities Act 2011.

CHARITY BALANCE SHEET (CONTINUED)
AS AT 31 AUGUST 2023

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on 27 June 2024 and signed on their behalf by:



Mrs R Van Walsum

The notes on pages 51 to 72 form part of these financial statements.

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 AUGUST 2023

	2023 £	*2022* *£*
Cash flows from operating activities		
Net cash used in operating activities	**318,154**	*2,265,589*
Cash flows from investing activities		
Dividends, interests and rents from investments	**3,990**	*1,466*
Purchase of tangible fixed assets	**(538,726)**	*(2,496,670)*
Net cash used in investing activities	**(534,736)**	**(2,495,204)**
Cash flows from financing activities		
Cash inflows from new borrowing	**104,984**	*(35,935)*
Net cash provided by/(used in) financing activities	**104,984**	**(35,935)**
Change in cash and cash equivalents in the year	**(111,598)**	**(265,550)**
Cash and cash equivalents at the beginning of the year	**372,558**	*638,108*
Cash and cash equivalents at the end of the year	**260,960**	*372,558*

The notes on pages 51 to 72 form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 45 Gartmoor Gardens, London, SW19 6NX.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

World Heart Beat Music Academy Limited 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.

The Consolidated Statement of Financial Activities (SOFA) and Consolidated Balance Sheet consolidate the financial statements of the Charity and its subsidiary undertaking. The results of the subsidiary are consolidated on a line by line basis.

The Charity has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of Financial Activities in these financial statements.

2.2 Going concern

There are no material uncertainties about the charity's ability to continue. The financial statements have been prepared on the going concern basis. The trustees have assessed group's ability to continue as a going concern for twelve months after the signing of the 2022/23 accounts.

2.3 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are included in the Consolidated Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

Other income is recognised in the period in which it is receivable and to the extent the goods have been provided or on completion of the service.

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Group to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Group's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.5 Research and development

Development costs are capitalised within intangible assets where they can be identified with a specific product or project anticipated to produce future benefits, and are amortised on the straight line basis over the anticipated life of the benefits arising from the completed product or project.

Deferred research and development costs are reviewed annually, and where future benefits are deemed to have ceased or to be in doubt, the balance of any related research and development is written off to the Consolidated Statement of Financial Activities.

2.6 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Group; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

2.7 Intangible assets and amortisation

Intangible assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Amortisation is provided on intangible assets at rates calculated to write off the cost of each asset on a straight-line basis over its expected useful life.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows

Development expenditure	-	25 %	Straight line on cost

2. Accounting policies (continued)

2.7 Intangible assets and amortisation (continued)

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

2.8 Tangible fixed assets and depreciation

Tangible fixed assets costing £NIL or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, .

Depreciation is provided on the following basis:

Leasehold property	-		
Plant and machinery	-	10%	Reducing balance
Fixtures and fittings	-	20%	Reducing balance
Office equipment	-	20%	Reducing balance

2.9 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance Sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as ‘Gains/(Losses) on investments’ in the Consolidated Statement of Financial Activities.

Investments in subsidiaries are valued at cost less provision for impairment.

2.10 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.11 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2. Accounting policies (continued)

2.12 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Consolidated Statement of Financial Activities as a finance cost.

2.13 Financial instruments

The Group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.14 Pensions

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.
When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

2.15 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Group and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Group for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

2. Accounting policies (continued)

2.16 Group accounts

Group accounts have been prepared for World Heart Beat Music Academy limited, and its wholly owned subsidiary company, World Heart Beat CIC, in accordance with the requirements of FRS102. The accounts have been consolidated on a line by line basis to include the results of World Heart Beat CIC. The results of World Heart Beat CIC are shown in note 29. In accordance with section 408 of the Companies Act 2006, no individual statement of financial activities has been prepared for the parent company, World Heart Beat Music Academy Limited.

2.17 Limited by guarantee

Every member of the company undertakes to contribute such amount as may be required (not exceeding £1) to the company's assets if it should be wound up while he or she is a member for payment of the charity's debts and liabilities contracted before he or she ceases to be a member and of the costs, charges and expenses of winding up and for the adjustment of the rights of the contributories among themselves.

3. Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Donations	137,226	319,688	**456,914**
Grants	171,137	231,431	**402,568**
Similar incoming resources	52,326	-	**52,326**
	360,689	551,119	**911,808**

	Unrestricted funds 2022 £	*Restricted funds 2022 £*	*Total funds 2022 £*
Donations	*67,536*	*2,298,634*	*2,366,170*
Grants	*165,511*	*302,408*	*467,919*
Similar incoming resources	*93,854*	-	*93,854*
	326,901	*2,601,042*	*2,927,943*

4. Income from charitable activities

	Unrestricted funds 2023 £	Total funds 2023 £
Music Tuition	154,298	**154,298**
Music Examinations	2,847	**2,847**
Events and Concerts Revenue	47,001	**47,001**
Trading	134,029	**134,029**
	338,175	**338,175**

	Unrestricted funds 2022 £	*Total funds 2022 £*
Music Tuition	*132,492*	*132,492*
Music Examinations	*5,369*	*5,369*
Events and Concerts Revenue	*18,530*	*18,530*
	156,391	*156,391*

5. Investment income

	Unrestricted funds 2023 £	Total funds 2023 £
Investment income	3,390	**3,390**

	Unrestricted funds 2022 £	*Total funds 2022 £*
Investment income	*1,466*	*1,466*

6. Other incoming resources

	Total funds 2023 £

	Unrestricted funds 2022 £	*Total funds 2022 £*
Other incoming resources	*7,043*	*7,043*

7. Expenditure on raising funds

Costs of raising voluntary income

	Unrestricted funds 2023 £	Total funds 2023 £
Costs of raising voluntary income	82,701	**82,701**

7. Expenditure on raising funds (continued)

Costs of raising voluntary income (continued)

	Unrestricted funds 2022 £	*Total funds 2022 £*
Costs of raising voluntary income	*109,552*	*109,552*

8. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2023 £	**Restricted funds 2023 £**	**Total 2023 £**
Music Tuition	537,025	160,318	**697,343**
Music Examinations	31,967	-	**31,967**
Events and Music Costs	108,662	-	**108,662**
Governance Costs	17,280	1,920	**19,200**
Trading	169,690	115,894	**285,584**
	864,624	278,132	**1,142,756**

8. Analysis of expenditure on charitable activities (continued)

Summary by fund type (continued)

	Unrestricted funds 2022 £	*Restricted funds 2022 £*	*Total 2022 £*
Music Tuition	*305,129*	*251,127*	*556,256*
Music Examinations	*22,317*	*2,695*	*25,012*
Events and Music Costs	*66,880*	*8,088*	*74,968*
Governance Costs	*19,200*	*-*	*19,200*
	413,526	*261,910*	*675,436*

9. Analysis of expenditure by activities

	Activities undertaken directly 2023 £	**Support costs 2023 £**	**Total funds 2023 £**
Music Tuition	219,273	478,070	**697,343**
Music Examinations	2,088	29,879	**31,967**
Events and Music Costs	19,024	89,638	**108,662**
Governance Costs	-	19,200	**19,200**
Trading	72,759	212,825	**285,584**
	313,144	829,612	**1,142,756**

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

9. Analysis of expenditure by activities (continued)

	Activities undertaken directly 2022 £	*Support costs 2022 £*	*Total funds 2022 £*
Music Tuition	*226,183*	*330,073*	*556,256*
Music Examinations	*4,386*	*20,626*	*25,012*
Events and Music Costs	*13,999*	*60,969*	*74,968*
Governance Costs	-	*19,200*	*19,200*
	244,568	*430,868*	*675,436*

10. Auditors' remuneration

	2023 £	*2022 £*
Fees payable to the Charity's auditor in respect of:		
Audit of financial statement-charity	**16,000**	*16,000*
Audit of financial statement -subsidiary	**3,200**	*3,200*

11. Staff costs

	Group 2023 £	*Group 2022 £*
Wages and salaries	**517,402**	*331,147*
Social security costs	**46,925**	*30,976*
Contribution to defined contribution pension schemes	**12,777**	*9,315*
	577,104	*371,438*

11. Staff costs (continued)

The average number of persons employed by the Charity during the year was as follows:

	Group 2023 No.	*Group 2022 No.*
Chief Executive	**1**	*1*
Artistic Director	**1**	*1*
Administration and Support	**22**	*8*
	24	*10*

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	Group 2023 No.	*Group 2022 No.*
In the band £70,001 - £80,000	**2**	*2*

12. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits *(2022 - £NIL)*.

During the year ended 31 August 2023, no Trustee expenses have been incurred *(2022 - £NIL)*.

13. Pensions and other post-retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £12,777 (2022: £9,315) .

14. Intangible assets

Group

	Development
	£
Cost	
At 1 September 2022	**22,890**
At 31 August 2023	**22,890**
Amortisation	
At 1 September 2022	**17,168**
Charge for the year	**1,909**
At 31 August 2023	**19,077**
Net book value	
At 31 August 2023	**3,813**
At 31 August 2022	*5,722*

14. Intangible assets (continued)

Charity

	Development
	£
Cost	
At 1 September 2022	**22,890**
At 31 August 2023	**22,890**
Amortisation	
At 1 September 2022	**17,168**
Charge for the year	**1,909**
At 31 August 2023	**19,077**
Net book value	
At 31 August 2023	**3,813**
At 31 August 2022	*5,722*

15. Tangible fixed assets

Group

	Leasehold property £	Plant and machinery £	Fixtures and fittings £	Musical equipment £	Total £
Cost or valuation					
At 1 September 2022	**2,722,413**	**69,637**	**37,323**	**101,084**	**2,930,457**
Additions	**147,912**	**1,069**	**77,816**	**311,929**	**538,726**
At 31 August 2023	**2,870,325**	**70,706**	**115,139**	**413,013**	**3,469,183**
Depreciation					
At 1 September 2022	**22,056**	**16,396**	**19,831**	**30,162**	**88,445**
Charge for the year	**1**	**5,363**	**17,665**	**68,456**	**91,485**
At 31 August 2023	**22,057**	**21,759**	**37,496**	**98,618**	**179,930**
Net book value					
At 31 August 2023	**2,848,268**	**48,947**	**77,643**	**314,395**	**3,289,253**
At 31 August 2022	*2,700,357*	*53,241*	*17,492*	*70,922*	*2,842,012*

15. Tangible fixed assets (continued)

Charity

	Leasehold property £	Plant and machinery £	Fixtures and fittings £	Musical equipment £	Total £
Cost or valuation					
At 1 September 2022	**22,057**	**69,637**	**28,998**	**37,308**	**158,000**
Additions	**-**	**1,069**	**842**	**275**	**2,186**
At 31 August 2023	**22,057**	**70,706**	**29,840**	**37,583**	**160,186**
Depreciation					
At 1 September 2022	**22,056**	**16,396**	**19,569**	**19,226**	**77,247**
Charge for the year	**1**	**5,363**	**2,017**	**3,667**	**11,048**
At 31 August 2023	**22,057**	**21,759**	**21,586**	**22,893**	**88,295**
Net book value					
At 31 August 2023	**-**	**48,947**	**8,254**	**14,690**	**71,891**
At 31 August 2022	*1*	*53,241*	*9,429*	*18,082*	*80,753*

16. Fixed asset investments

Charity	Investments in subsidiary companies £
Cost or valuation	
At 1 September 2022	**100**
At 31 August 2023	**100**
Net book value	
At 31 August 2023	**100**
At 31 August 2022	*100*

Principal subsidiaries

The following was a subsidiary undertaking of the Charity:

Name	Company number	Registered office or principal place of business	Holding
World Heart Beat CIC	11221741	82 Wandsworth Bridge Road, London, SW6 2TF	100%

Included in consolidation

Yes

The financial results of the subsidiary for the year were:

Name	Income £	Expenditure £	Profit/(Loss) / Surplus/ (Deficit) for the year £	Net assets £
World Heart Beat CIC	**582,685**	**(440,200)**	**142,485**	**2,973,535**

17. Debtors

	Group 2023 £	*Group 2022 £*	Charity 2023 £	*Charity 2022 £*
Due within one year				
Trade debtors	**11,584**	*69,782*	**8,830**	*69,782*
Amounts owed by group undertakings	**-**	*-*	**188,191**	*12,829*
Other debtors	**1,359**	*236,879*	**1,102**	*909*
Prepayments and accrued income	**4,172**	*845*	**-**	*-*
	17,115	*307,506*	**198,123**	*83,520*

18. Creditors: Amounts falling due within one year

	Group 2023 £	*Group 2022 £*	Charity 2023 £	*Charity 2022 £*
Bank loans	**11,481**	*39,942*	**11,481**	*39,942*
Trade creditors	**86,017**	*189,048*	**18,500**	*12,398*
Other taxation and social security	**27,248**	*29,671*	**27,248**	*29,671*
Other creditors	**4,020**	*4,320*	**2,512**	*4,320*
Accruals and deferred income	**31,497**	*15,300*	**24,800**	*12,100*
	160,263	*278,281*	**84,541**	*98,431*

19. Creditors: Amounts falling due after more than one year

	Group 2023 £	*Group 2022 £*	Charity 2023 £	*Charity 2022 £*
Bank loans	**142,150**	*8,705*	**142,150**	*8,705*

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

20. Statement of funds

Statement of funds - current year

	Balance at 1 September 2022 £	Income £	Expenditure £	Balance at 31 August 2023 £
Unrestricted funds				
General Funds - all funds	**282,494**	**702,254**	**(947,325)**	**37,423**
Restricted funds				
Restricted Funds - all funds	**2,958,318**	**551,119**	**(278,132)**	**3,231,305**
Total of funds	**3,240,812**	**1,253,373**	**(1,225,457)**	**3,268,728**

Statement of funds - prior year

	Balance at 1 September 2021 £	*Income £*	*Expenditure £*	*Balance at 31 August 2022 £*
Unrestricted funds				
General Funds - all funds	*313,771*	*491,801*	*(523,078)*	*282,494*
Restricted funds				
Restricted Funds - all funds	*619,186*	*2,601,042*	*(261,910)*	*2,958,318*
Total of funds	*932,957*	*3,092,843*	*(784,988)*	*3,240,812*

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2023

21. Summary of funds

Summary of funds - current year

	Balance at 1 September 2022 £	Income £	Expenditure £	Balance at 31 August 2023 £
General funds	**282,494**	**702,254**	**(947,325)**	**37,423**
Restricted funds	**2,958,318**	**551,119**	**(278,132)**	**3,231,305**
	3,240,812	**1,253,373**	**(1,225,457)**	**3,268,728**

Summary of funds - prior year

	Balance at 1 September 2021 £	*Income £*	*Expenditure £*	*Balance at 31 August 2022 £*
General funds	*313,771*	*491,801*	*(523,078)*	*282,494*
Restricted funds	*619,186*	*2,601,042*	*(261,910)*	*2,958,318*
	932,957	*3,092,843*	*(784,988)*	*3,240,812*

22. Analysis of net assets between funds

Analysis of net assets between funds - current year

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Tangible fixed assets	153,580	3,135,673	**3,289,253**
Intangible fixed assets	3,813	-	**3,813**
Current assets	182,443	95,632	**278,075**
Creditors due within one year	(160,263)	-	**(160,263)**
Creditors due in more than one year	(142,150)	-	**(142,150)**
Total	37,423	3,231,305	**3,268,728**

Analysis of net assets between funds - prior year

	Unrestricted funds 2022 £	*Restricted funds 2022 £*	*Total funds 2022 £*
Tangible fixed assets	*88,815*	*2,753,197*	*2,842,012*
Intangible fixed assets	*5,722*	*-*	*5,722*
Current assets	*246,446*	*433,618*	*680,064*
Creditors due within one year	*(58,489)*	*(219,792)*	*(278,281)*
Creditors due in more than one year	*-*	*(8,705)*	*(8,705)*
Total	*282,494*	*2,958,318*	*3,240,812*

23. Reconciliation of net movement in funds to net cash flow from operating activities

	Group 2023 £	*Group 2022 £*
Net income for the year (as per Statement of Financial Activities)	**27,916**	*2,307,855*
Adjustments for:		
Depreciation charges	**91,485**	*18,928*
Amortisation charges	**1,909**	*1,909*
Dividends, interests and rents from investments	**(3,990)**	*(1,466)*
Decrease/(increase) in debtors	**290,391**	*(267,942)*
Increase/(decrease) in creditors	**(89,557)**	*206,305*
Interest payable and similar charges	**6,041**	*7,999*
Interest paid	**(6,041)**	*(7,999)*
Net cash provided by operating activities	**318,154**	*2,265,589*

24. Analysis of cash and cash equivalents

	Group 2023 £	*Group 2022 £*
Cash in hand	**260,960**	*372,558*
Total cash and cash equivalents	**260,960**	*372,558*

25. Analysis of changes in net debt

	At 1 September 2022 £	Cash flows £	At 31 August 2023 £
Cash at bank and in hand	**372,558**	**(111,598)**	**260,960**
Debt due within 1 year	**(39,942)**	**28,461**	**(11,481)**
Debt due after 1 year	**(8,705)**	**(133,445)**	**(142,150)**
	323,911	**(216,582)**	**107,329**

26. Related party transactions

During the year the Charity paid Grants of £429,000 to its wholly owned subsidiary World Heart Beat CIC registered in England and Wales registration number 11221741. The Grant has been made to fund the new World Heart Beat building where World Heart Beat CIC has an asset lock on the new facility and also to fund the initial set up and running costs of the World Heart Beat CIC. The World Heat Beat CIC is the social enterprise for World Heart Beat Music Academy Ltd with the purpose of ensuring future sustainability to the charity.

WORLD HEART BEAT MUSIC ACADEMY LTD

England & Wales - Charity number 1139579

Accounts



World Heart Beat Music Academy

Annual Report 2022

World Heart Beat Music Academy Limited · Company Limited by Guarantee
Annual Report & Financial Statements – 31 August 2022

Charity number: 1139579 · Company number: 06984769



Annual Report

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 August 2022. The trustees have adopted the provisions of 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)

McKELVIE & CO LLP
Chartered accountant
82 Wandsworth Bridge Road
London
SW6 2TF
UK

COMPANY REGISTRATION NUMBER: 06984769

CHARITY REGISTRATION NUMBER: 1139579

Chief Executive Officer's Statement



'No problem can be solved without a creative solution'

I believe wholeheartedly that World Heart Beat has achieved the unimaginable and has become absolutely special and unique, as we strive to become the United Nations of music.

Our rich diversity and inclusion of young people has created a uniqueness amongst the musical community. Not only do we believe this, but our supporters do too. Patron and legendary jazz musician, Julian Joseph OBE, says:

'World Heart Beat is a place of excellence and joy that embraces a myriad of musical cultures'.

Furthermore, our young students tell us frequently how happy they are. As one student says:

"World Heart Beat is like a second home to me, it's my happy place where I feel most comfortable. I wasn't very confident before but now I love it and I feel like I am developing so much and getting over my fears. World Heart Beat is my lifeline".

This affirmation is echoed all the way through to the community that we serve, Cllr Malcolm Grimston saying:

"World Heart Beat is the most remarkable community initiative I have ever seen in my 28 years on the Council, a true jewel in the crown of Wandsworth's wider offer, bringing opportunity into the lives of children who would otherwise not be able to access the joys of (in this case) active music making".

We teach classical, jazz, Celtic, Asian, all the way through to having young people participate in our Samba and Latin bands through to our New Orleans second line band.

I stand by these words. World Heart Beat is one of the most remarkable organisations that helps young people to aspire. Our programmes are engaging and relevant; they have a strong focus around quality.

We believe all children possess sparkles of joy, and that it is our job to add fuel to that. We find that once that *sparkle of joy* is switched on, there's no stopping them – which is why young people at World Heart Beat often end up immersing themselves in hours of training and performance, wanting to participate in our community outreach programmes so that they can pass that special joy on to others.

World Heart Beat is about giving opportunity. Where else do you have 8-year-old disadvantaged child learning on Lang Lang's piano? Thanks to our wonderful Steinway partnership this is a reality! World Heart Beat is about true levelling up – it's not something we take lightly.

World Heart Beat is also about innovation.

We are not afraid to blueprint ideas and we're at the forefront of taking those calculated risks. As a result we are installing the UK's first fully comprehensive d&b soundscape system into our new venue.

This significant move will enable artists to use the sound system as a factor in their creative process, working with ambience and placement. No other venue can currently offer this.

Our excellence in teaching and supporting young people with our unique student-centric approach has resulted in student longevity. Our young

people remain with us on average over 7 years, often longer than at school. It is this that excites me, our ability to be able to assess deep data and evaluate the real impact that music has on young lives.

Many of our young people come with very little. They may have broken families, difficulties in learning or other issues that we hear about, but year in year out, children and young people who engage at World Heart Beat continuously do exceptionally well, whether securing a scholarship at a conservatoire or going to Los Angeles on tour.

Of course it all takes time and effort, but with the wonderful staff at World Heart Beat – who give continuously – the sheer generosity of our donors, the trusts and foundations who 'get it', and our extremely active Patrons and Board, it is achievable.

Ultimately, it is the young people themselves, who have confidence in our abilities to transform their lives who, at the end of the day, are the real heroes of the World Heart Beat Story.



James Gero

Chief Executive Officer

03 August 2023

Reference and administrative details

Registered charity name:
World Heart Beat Music Academy Limited

Charity registration number: 1139579

Company registration number: 06984769

Principal office and registered office:
45 Gartmoor Gardens,
London,
SW19 6NX

The trustees:
Mrs R van Walsum
Mr J Joseph
Mrs C Oulton
Mr N Bush
Mr Z M Quinn
Ms J A Sutcliffe
Mr K Boateng

Company secretary:
Ms Sahana Gero MBE

Auditor:
McKelvie & Co LLP
Chartered Accountants & Statutory Auditor
82 Wandsworth Bridge Road,
London,
UK,
SW6 2TF

Honorary Patrons:
Julian Joseph OBE
Boris Purushottama Grebenshikov Rezwana Choudhury Bannya

Key management personnel:
Ms Sahana Gero MBE (Artistic Director)
James Gero (Chief Executive Officer)

Trustees' Responsibilities Statement

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees confirm that so far as they are aware, there is no relevant audit information (as defined by section 418(3) of the Companies Act 2006) of which the charitable company's auditors are unaware. They have taken all the steps that they ought to have taken as trustees in order to make themselves aware of any relevant audit information and to establish that the charitable company's auditors are aware of that information.

Auditor

McKelvie & Co LLP have continued as auditors during this year.

Our Vision

We envision a world where non-selective, richly diverse music programmes are accessible to everyone. We know that music education can be a powerful tool for positive change for young people, their families and their communities. We want all young people, including those who have struggled within formal education, to have equal access to these transformative benefits.

Our values are to nurture a powerful commitment to musical excellence; a warm embrace of people, cultures and world music; and a non-exclusive, non-elitist philosophy with no financial barriers.

World Heart Beat's mission to address the lack of affordable music tuition available to disadvantaged young people and to open up pathways into the music and wider creative industries, has seen our charity lauded for its youth-led approach and exceptional track record in making music education truly inclusive.

Founded in 2009, we currently support over 360 students aged 5-25 on a weekly basis, providing 9,000+ hours of music tuition each year across 21 instruments and 13 genres. We also work in collaboration with grassroots community partners to inspire a further 2,000 children and young people via outreach and participation activities. We nurture personal and social skills that go beyond education attainment: growing confidence through high-quality teaching, encouraging collaboration through performance and developing leadership skills through volunteering and peer mentoring.

Our programmes address the underrepresentation of Black and ethnically diverse, working-class and disabled artists within the music and wider creative sector and provide pathways into sustainable music careers. The diversity of our programme has been designed to synergise with traditional classical Western music genres within teaching.

The array of music genres taught at World Heart Beat are representative of the diversity of South West London and London as a whole. Reflecting this focus: 70% of our students identify as global majority, and 50% come from low-income households. By partnering with local grassroots groups and youth centres, we are able to reach young people facing significant hardship, including young people from refugee and recent migrant groups and those who have struggled within mainstream education and training.

By engaging past alumni and involving a wide spectrum of talented musicians as teachers and mentors, we encourage young people to see a career in music and the creative industries as open to them.







A Local Enterprise with Global Reach

With the launch of our new academy in the prestigious Embassy Gardens development in Nine Elms, in January 2023, World Heart Beat's (WHB) activities will be expanded across two locations at either end of Wandsworth – World Heart Beat Kimber Road and World Heart Beat Embassy Gardens.

This will offer greater depth to our programmes, with Kimber Road being a wholly educational facility and Embassy Gardens offering performance, recording/broadcasting facilities, talent and career development as well as music education. This will enable us to develop our global reach and place World Heart Beat firmly on the map as a centre of musical excellence.

To create a successful cultural sector that represents Britain's diverse communities and responds to new digital means of production, it is essential to provide inclusive and meaningful pathways into the music and creative industries for marginalised young people who face socio-economic barriers to participation and career development.

This will be at the heart of our new academy in Nine Elms, which is well underway in the construction phase. It will incorporate state-of-the-art infrastructure to create a venue that reflects the future of music education, with facilities that our students can draw on, centred on digital production and live performances.

Progress to date

We are excited to be preparing for the launch of WHB Embassy Gardens in November 2022 with classes beginning in the new term of January 2023.

The opening of a second premises is a landmark shift in the scope and reach of WHB. World Heart Beat Embassy Gardens' auditorium will be the first in the UK to install the revolutionary 360-degree d&b immersive Soundscape system – ensuring every member of the audience will experience the same exceptional quality of sound, regardless of their position in the hall. It will enable us to stage a regular programme of global music concerts featuring world class, headline and emerging artists. The new 120-seat/200 standing and 546 capacity venue will provide a distinct proposition in the arts ecology of London: an intimate yet world-class space, attracting top professional performers and providing a warm audience experience.

WHB Embassy Gardens will also provide recording studios, a media broadcast room and teaching spaces using the latest technologies and enabling WHB to benefit thousands of young south Londoners annually by 2024/25. It will equip them with the skills, confidence and career development they need to progress as the musicians and industry professionals of the future.

Background to Music Education in the UK

In August 2021, the Department for Education published a report on its call for evidence -seeking views on music education to inform proposals for a refreshed National Plan for Music Education. (DFE Call for Evidence Report).

Views were sought from young people, parents and carers, teachers and those working in the music industry and from music education hubs. Responses highlighted the importance of music education and cited the numerous benefits of studying music such as improvements to pupils' wellbeing and confidence and the positive impact it has on wider studies, including improving literacy, language and communication skills. Only half of respondents said that music education was being delivered in line with the government's first National Plan published in 2011, highlighting how much progress there is still to be made.



Respondents emphasised the need to make sure that music opportunities are inclusive and accessible to all children, in particular to pupils with SEND and pupils from disadvantaged backgrounds. When asked about underrepresented groups in music education, over two thirds of respondents cited those with disabilities, over half cited race and more than a third emphasised the importance of music in early years.

The evidence gathered stressed the importance of making sure that opportunities are available throughout all stages of children's education and that there are clear routes to progression. Many young people said that they valued music for the enjoyment of the subject itself and around half said they studied it due to a desire to pursue a career but had been deterred from taking up musical activities due to the cost; many said they had wanted to study a music qualification but this was not available as an option at their school, or that they felt pressured to choose other subjects.

The consultation responses have shaped the Government's new National Plan for Music Education (NPME) 'The Power of Music to Change Lives' published in June 2022.

The plan sets out three main goals, which are that:

- All children and young people receive a high-quality music education in the early years and in schools
- All music educators to work in partnership with children and young people's needs and interests at their heart
- All children and young people with musical interests and talents to have the opportunity to progress their interests and potential, including professionally

These goals are at the heart of WHB's ethos in providing equality of access to music learning and development for children from low-income households, or who face additional challenges.

The NPME also acknowledges the significance of technological advancements in providing children with new opportunities to learn, create and explore music.

Technology is now an integral part of WHB's offer - opening the door to a range of new and exciting creative careers young people can pursue, and not just in the music industry. The film, television and gaming industries, for example, are increasingly seeing the value of employing those with music technology skills.

"Music is a cornerstone of the broad and balanced education that every child should receive. It touches hearts and minds, it celebrates and challenges, and it connects us and moves us...Government believes that all children, regardless of background, should have access to a high-quality music education, should understand their options, and be supported to make progress. This refreshed NPME will help us to ensure that ambition is realised. Everyone has a part to play."

As one of the most prominent music charities in the country for providing grassroots, non-selective, richly diverse, music education programmes for children from a vast array of backgrounds, WHB is certainly playing its part in realising this ambition.

Background to the Music Industry in the UK

British music makes a significant contribution to the UK economy but, like other industries, was severely impacted by the Covid-19 pandemic as studios and venues were forced to close, and musicians and crew were unable to work. During 2021 the music industry worked hard to recover. Data collated from across the music industry for UK Music's annual report in 2021 show that the UK music industry's contribution to UK economy in 2021 was £4 billion.

This is up 26% on the £3.1 billion figure for 2020, but still down 31% on the pre-Covid all-time high of £5.8 billion in 2019.

The report also found that employment in the music industry rose to 145,000 jobs in 2021 – a 14% increase on the 128,000 jobs in 2020, but again still down 26% on the pre-Covid record of 197,000 jobs in 2019. Exports in the sector rose in 2021 to £2.5bn – up 10% on the £2.3bn in 2020, but down 15% on the £2.9bn in 2019.

Whilst there has been progress, the music industry is still a long way from reflecting the UK's diversity (UK Music, Diversity Report 2020). Research shows that two thirds of young people with plans to begin music careers are forced to forgo their aspirations and take jobs in other sectors due to a range of structural barriers including race, gender and class. This is also reflected across the cultural sector, where only 12% of the workforce are people of colour.

World Heart Beat's open-door approach and inclusive ethos will help to address systemic inequalities across the creative and digital industries - supporting young people whatever their background, to aspire to build and work in the music industries of the future.

Our programmes will develop the next generation of talent – providing a pipeline of accomplished and dedicated musicians and industry specialists to become the highly skilled professionals essential to sustaining the UK's vibrant and diverse music landscape, as well as ensuring its position as a global force in music and its production.

"At a time when it's never been more important to grow our economy, music can play a vital role in boosting our economy and exports potential, as well as enriching our culture and society. Our music industry, which contributed £5.8 billion to the UK economy pre-pandemic, relies on the talent pipeline of outstanding students produced by our schools, colleges and universities.

We should invest in them, cherish them and support them in every way we can to produce the highly accomplished professionals of the future and help them enjoy the brilliant range of careers the UK music industry has to offer."

Jamie Njoku-Goodwin, UK Music Chief Executive



Objectives and Aims

World Heart Beat Music Academy aims to establish a world class, non-profit music school providing an opportunity for children and young people who have the passion, but may not have the means, to learn a musical instrument alongside other young people within a structured programme under the guidance of committed and inspirational professional musicians.

World Heart Beat Music Academy creates an environment where music is the universal form of communication and bridges cultural, political, economic and linguistic barriers. Our mission is to provide children and young people with opportunities to move from grass roots music education towards a successful, sustainable career.

We strive to create an inspiring place where children of all backgrounds feel welcome. It is a place to go after school, at weekends and during the holidays for lessons, workshops, practice facilities, and to play together in a range of bands and ensembles.



Objective 1

To expand our programmes and facilities and move into our second premises – designed to the highest technical specifications and fit for purpose:

In 2018, World Heart Beat was awarded a building in Embassy Gardens, having been selected from a competitive field of applicants to become a Cultural Anchor in the Nine Elms development, on the South Bank of London. Nine Elms is one of Europe's most prominent developments, the second largest after Battersea Power Station, which is located adjacently. The new development will bring two new underground stations, 20,000 new homes and millions of visitors to the area.

WHB's inclusive global music programmes now outstrip the facilities & resources available at our Kimber Road Music Academy. With an urgent need for more youth-friendly music spaces that address the increasing lack of music education for young people unable to afford it, WHB's successful capital campaign has raised £3.4m to date to fully fit out, acoustically treat and sound proof the new premises which will comprise:

- Three new digital teaching spaces including full media, production and broadcast suite
- Flexible 200 standing/120 seated capacity auditorium with state-of-the-art acoustics
- Industry-standard recording studio with a partnership with Solid State Logic (SSL)
- Cutting edge RedNet Audio Distribution System, installed throughout the building and paired with fixed 4kPTZ video cameras, enabling classes and gigs to be recorded and broadcast seamlessly in high fidelity
- 70km of wiring infrastructure providing the latest Cat 6A cable, fibre optics and analogue capabilities
- The first cutting edge audio d&b Soundscape object based reverberation enhancement system with a training partnership for a minimum 3 years in audio
- Robe lights and lighting rig supplied by White Light with a 3-year minimum training programme, including mentoring and work experience which supports our EMERGE industry training programme

Our expansion into Nine Elms will allow us to generate more self-sustaining and earned income streams, which will fund our charitable activities including the provision of bursary support for circa 50% of our student body who are disadvantaged and secure World Heart Beat's long-term existence and resilience.

We will increase our student population to 700 by 2025, generating more income from paying students able to afford fees (maximum 50% of students), the introduction of new specialist/ vocational courses in sound engineering/ production, music management and music journalism, ticket income from our performance programme, launch of a new publishing and record label arm and revenue generated from hire of recording studios, digital learning lab, auditorium and café.

WHB Embassy Gardens will serve as a beacon for social inclusion in a rapidly changing neighbourhood, where there are limited music venues, cultural and youth infrastructure targeted towards lower income households. It will stand as a blueprint for the future of music teaching, education and performance, with facilities, available to local children, young people and emerging talent, centred on digital production and performance and broadcast technology, enabling us to extend our teaching nationally.

It will be home to an inclusive concert and events programme showcasing emerging local talent alongside headline artists and feature global music genres that have resonance and relevance to South London's diverse communities.







Objective 2

To prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent:

We prioritise children and young people from socio-economically, disadvantaged and challenging backgrounds including recent migrants, refugees and those classified as NEET (not in education, employment or training). Our focus on reducing inequalities is reflected in student demographics, with 70% of our students coming from Black, Asian or Ethnic Diverse backgrounds, 70% from low-income households; 8% disabled and 15% defined as 'at-risk' – for example, those from disadvantageous backgrounds and/or at risk of exclusion.

We will continue with our mission through:

- Offering a non-elitist admissions philosophy with no financial barriers, catering for students from diverse backgrounds
- Releasing talent and transforming young lives by supporting young people to be ambitious, fulfil their musical aspirations and equip them for a sustainable career in the music and creative sectors
- Enabling world-class musicians to pass their art and skills on to the next generation and draw out their talents
- Practicing an enduring commitment to musical excellence and diversity
- Providing a dedicated space in which professional musicians can expand their teaching, through workshops, band practice and by providing individual instrumental support for pupils
- Creating an environment to provide specialised training specific to gaining employment within the creative industry including expert training in radio production, sound engineering, composition, band leadership and promotion
- Nurturing and showcasing musical talent by participants who are at the very beginning of their music practice; cultivating and developing the skills and aspirations of intermediate and advanced students on the cusp of entering a professional musical career through our core programmes: Music Leaders, Musical Communities and EMERGE



Objective 3

Develop and strengthen participant pathways to increase opportunities for children and young people to access music and creative activities:

We will continue to develop our programmes to nurture young people's talent and ambition, building partnership with key stakeholders and aligning activities around common goals and vision. Our core creative programmes are designed to provide pathways for young people at key transitional periods to access affordable music education.

Musical Communities

Musical Communities provides children and young people (aged 5+) with a fun as well as practical introduction to music learning.

Beginner students are encouraged to explore a range of music and instruments to introduce them to the joy of music-making and sound and are supported to develop their musical skills through class tuition and ensemble playing. A key part of the programme involves community outreach activities inviting participants, their families and local communities to share songs, folktales and stories reflecting diverse cultural traditions.

During 2022, WHB piloted the Planet Harmony project, which explored themes relating to social, racial and climate justice through weekly music tuition and creative workshops in school settings. Children and young people were introduced to the joy of music and shared this with families and communities through open performances and parades. Planet Harmony also strengthened partnerships with local schools, and will remain a priority project under the Musical Communities programme banner for 2022/23.

Music Education Provided by World Heart Beat

WHB teaches 21 instruments and 13 musical genres including Jazz, Gospel, Celtic, Latin, Reggae, Indian music and Western Classical.



World Heart Beat Music Academy currently offers the following ensemble sessions:

- 51st State Band (American-style concert band)
- Asian School
- Celtic fiddle
- Gypsy violin
- Jazz School
- New Orleans second line
- Jazz Improvising Vocal Choir
- Vocal School
- Latin American Rhythm

And individual/group tuition for the following instruments:

- Strings
- Woodwind
- Brass
- Piano/keyboard
- Drums
- Guitar/bass guitar
- Composition/song writing

Music Leaders

Our Music Leaders programme engages 50 advanced students aged 15-25 and supports them with personal and skills development to become Music Leaders of the future.

They benefit from masterclasses, one-to-one mentoring, networking, professional development and work experience opportunities, enabling them to hone their musical abilities, gain leadership skills, and receive tailored support to help them achieve their individual goals and aspirations. Participants in Music Leaders are selected from diverse backgrounds and priority is given to students from disadvantaged and low-income backgrounds.

Having successfully piloted the programme over 2 years we are now gathering outcomes and evidence to make the case for this programme to be formally recognised by Ofqual, with the aim to launch a future 'Music Leaders Apprenticeship programme'. Students completing the programme gain the leadership, performance and wider skills needed to pursue a viable career in the music and creative industries. We will continue to strengthen this programme in 2022/23, expanding the mentoring offer.

EMERGE

EMERGE is a new industry training and talent development programme aimed at encouraging and supporting young people from diverse backgrounds to build sustainable careers within the music and creative industries.

These 8-week training programmes are open to 16-25 year olds living, working or studying in South London and offers practical workshops, advice, mentoring and paid work experience within the industry.

The programme builds on the success of the Music Leader programme and works with key stakeholders, and industry leads to build the opportunities and networks to support more diverse young people to enter the industry. With at least 70% of participants from Global majority backgrounds, 50% female, and 50% from low-income backgrounds, EMERGE represents our strong commitment to addressing the systemic barriers young people, particularly those from diverse and disadvantaged backgrounds, face. EMERGE has been co-designed and co-delivered by young emerging artists, working alongside industry professionals and engaging community partners and creative and cultural networks across South London.

The pilot launched in January 2022, and since has supported over 129 young people to develop their skills, confidence and networks. The programme will be based at WHB Embassy Gardens, using its state-of-the-art facilities and technology to upskill participants and ensure young people, regardless of their background, gain the skills needed to succeed within the industry today.

WHB has made big strides in digital and production training, with investment in kit and the live streaming of concerts and production of high-quality music videos. Young people have not only performed but also undertaken a wide range of production roles and benefited from workshops and new courses in:

- Music management
- Music production and engineering
- Radio production and presentation
- Vlogging
- Event management and presentation
- Stage performance and movement
- Filming
- Becoming an independent artist

World Heart Beat aims to increase opportunities for children and young people to participate and engage in music and creative opportunities. We will continue to build our core programmes, working in collaboration with stakeholders and partners to share and disseminate learning. The opening of WHB Embassy Gardens will enable us to develop and expand creative programmes, utilising industry standard technology to generate and produce new digital content achieving our aim to set up World Heart Beat Radio at Embassy Gardens. We will also develop new corporate partnerships and collaborative opportunities to increase learning and work experience opportunities for young people.

WHB Music Examination Board

We will seek accreditation from Ofqual for a WHB exam syllabus, and online teaching research. We aim to share best practice with key influencers and policy makers to remove barriers to participation in high quality music education and careers.

Achievement and Performance

89% of young people aged 15-25 years on our Music Leaders programme believe that coming to World Heart Beat has benefited them professionally.

77% of WHB's students taking Trinity/ABRSM exams receive a merit or distinction, and 70% of our advanced students now study at top music conservatoires, universities or have found professional employment as musicians or within the music industry.

In the past year, students have been awarded scholarships to study music at Trinity Laban Conservatoire, Royal Northern College of Music, Royal Birmingham Conservatoire, Princeton and Juilliard in the US.

Jack Petchey Awards

Twelve WHB students received Jack Petchey Awards for Outstanding Achievement, honouring the dedication and commitment of students who have gone above and beyond. Each recipient received a certificate and a small cash award to put towards equipment and instruments, workshops and masterclasses, or going to concerts and shows.

Arts Awards

Twenty-one WHB students are working towards their Arts Awards, with five students achieving Bronze award, and five their Silver award. Arts Awards is a recognised qualification that values the creative skills, leadership and soft skills developed through participation in music and creative activities.

Ziggazah Youth Board

Listening to young voices is key in developing our objectives and deepening our impact.

Ziggazah is WHB's Youth Board, giving our young people an active voice in generating ideas that promote the ethos and energy of WHB and that reflects a creative community open and welcoming to all backgrounds & cultures. The Youth Board meets quarterly to generate ideas, and a member of the group is invited to present their ideas to the Board of the Trustees at one of their quarterly trustee meetings.



Partnerships and Diversity of Income Generation

World Heart Beat is pleased to have built on successful past collaborations in developing new partnerships with local, national and international high-profile businesses and organisations including Domino Recording Company, Hearst Corporation and ZEDRA.

This has led to increased diversity of income supporting more student scholarships and talent development. We are immensely grateful to our partners and look forward to deepening our relationships with them, as well as cultivating new partnerships to continue to develop our programmes and diversify our offer.



Music Industry Partners

We are delighted that over the course of the past 12 months, we have deepened our relationships with existing partners and initiated new partnerships with music industry specialists to develop a series of Music Industry Intensives as part of our EMERGE Programme.

Our EMERGE partners include:

Chocolate Films

Based in Nine Elms, Chocolate Films is a leading video production agency who works with clients across the arts, heritage, corporate, medical, education, charity and public sectors.

d&b audiotechnik

Leading German loudspeaker and amplifier manufacturer, founded in 1981. They specialise in developing equipment which integrates with the latest technology, and have fitted out prestigious venues such as the Royal Albert Hall.

d&b audiotechnik have committed to a minimum of three years industry training and sound engineering which will be rolled into our EMERGE Programme. They will also provide Industry Intensive music mixing taster sessions and live sound engineering training.

Domino Recording Company

Based in Wandsworth and founded as a British independent record label in 1993, Domino has grown to establish new wings of the label in the US, Germany and France as well as a publishing arm, working with an array of high profile artists.

Our partnership with Domino is a cornerstone of our EMERGE Programme, providing music industry training covering a wide range of roles including A&R, Press, Social Media and Synchronisation, and offering paid apprenticeships for two young people selected from the cohort of students who are completing the programme.

Miloco

Recording studio specialists, based in Southwark and managing 170 studios worldwide. Miloco have been involved in the original design element fit-out of our new studios at Embassy Gardens and are contributing to our Industry Intensives through providing practical sessions on studio recording and production at their studios.

White Light

Based in Merton, White Light are the pre-eminent technical specialists for live music and theatre, providing lighting, audio, video and rigging to projects of all sizes across the UK, Europe and worldwide.

White Light are providing comprehensive technical training, work experience, live opportunities, career workshops and paid apprenticeships for two young people as part of our industry training EMERGE Programme.

Corporate Partners

Big Yellow Storage

Big Yellow have generously provided us with two storage units – at Nine Elms and in Wandsworth – which has given us essential storage space for our equipment.

EcoWorld Ballymore

EcoWorld Ballymore and Wandsworth Council selected World Heart Beat from forty-two organisations to become a new cultural anchor for the Nine Elms Development area – with the award of a 50-year tenancy of 750m^2 of space on Eco-World Ballymore's Embassy Gardens site on a lease of 50 years at a peppercorn rent of £1 annually – estimated to have a commercial value in excess of £10m. EcoWorld Ballymore have also generously contributed towards some of our outreach activity in Nine Elms.

Hearst Corporation

Thanks to our dearly missed friend, patron and advisor, the late Terry Mansfield CBE, our introduction to the Hearst Corporation secured generous sponsorship of a Media Teaching Room at WHB Embassy Gardens Academy. This will be an essential component in unleashing the potential of young people through providing professional skills development, experience and learning that supports routes into future employment and career development.

Keystone Capital

Keystone Capital is a wealth advisory boutique founded by Samik Mukherjee and David McLellan. Keystone provides professional and impartial advice on structuring and managing wealth to meet their clients' specific objectives. This may be planning for retirement, protecting assets for future generations or simply trying to optimise returns on investments. World Heart Beat is Keystone's charity partner for the next three years.

PPL

PPL is the UK's music licensing company for over 130,000 performers and recording rightsholders. PPL is World Heart Beat's first 'Young Artist Recording Sponsor'. The sponsorship will enable 6 diverse young musicians to record for the first time, free of charge. Normally cost-prohibitive, the recordings will give emerging musicians a foot up in their careers.

The recordings, on World Heart Beat's new record label, are being made at our new state-of-the-art studios in London's Nine Elms.

ZEDRA – Young Jazz Musicians Talent Programme

ZEDRA, is an independent, global specialist in trust, corporate and fund services. It is sponsoring music scholarships for eight students selected for their music ability and commitment to learning. This initiative supports students from diverse social and cultural backgrounds in South West London, who otherwise would not have the means for additional non-school based musical education. Each benefits from a tailored programme, encompassing music lessons, masterclasses, music exam preparation, provision of their chosen instrument and access to further ranges of instruments.

Other Partners

Arts Council England

World Heart Beat is pleased to have remained as a National Portfolio Organisation for 2023-2026, securing an additional three years of funding from Arts Council England (ACE).

NPO funding provides WHB with core costs to build its creative core programmes, enabling more young people from all backgrounds to develop their skills. We look forward to continuing our relationship with ACE.

We believe World Heart Beat will play a vital role in delivering ACE's *Let's Create* strategy by 2030. Furthermore, World Heart Beat, through its development of World Heart Beat Embassy Gardens has now ingrained itself as a significant organisation in London's arts and cultural ecology.

The opportunities to continue to form great partnerships with other educational, arts and cultural organisations are vast, synergising and leveraging the overall impact.



Friends of World Heart Beat Music Academy

Our Friends of the Academy scheme was originally set up to support WHB to transform an abandoned top floor space, in an industrial building on Kimber Road, Southfields into a beautiful, soundproofed music academy – complete with performance space and teaching rooms.

The development of our new Embassy Gardens facility will provide many exciting new opportunities for our Friends Scheme to expand and support WHB's activities at different levels. Friends receive priority invitations to our concerts and other public events, newsletters highlighting World Heart Beat's past and forthcoming activities and behind the scenes news.

We would not be where we are now without the support of Friends to the academy and owe them immense gratitude for their ongoing commitment and belief in what we do.

The Jack Petchey Foundation

The Jack Petchey Foundation has generously supported World Heart Beat in a myriad of ways including sponsoring Achievement Awards for "young people who have gone above and beyond to achieve – perhaps when others thought they might fail"

The Foundation has also continued to fund internships at World Heart Beat and we were delighted to welcome Sarah Rimmer as our Events and Broadcast Intern from January 2022.

As with everything World Heart Beat does, we try to focus on the end-to-end, transforming lives of young people. We are thrilled to have employed the first intern on a full-time basis, Jim Sorenson who is now assisting with the new studios, working daily on production, live shows recording and music editing.

Julian Joseph Jazz Academy

The Julian Joseph Jazz Academy (JJJA) – under the artistic direction of internationally renowned jazz pianist, composer and World Heart Beat Patron Julian Joseph – offers talented young instrumentalists and vocalists an amazing opportunity to work with some of the world's top jazz musicians, developing their creative talents and performance skills, through exploring the American roots of Jazz.

JJJA and WHB are intertwined – our partnership provides shared enrichment and development opportunities for students at both academies, helping to create well-rounded and highly skilful musicians.

World Heart Beat students follow specialist jazz programmes at JJJA, and JJJA students expand their experience in classical music, orchestra and band performances, as well as through mentoring WHB students.

Yokohama Calling

Yokohama Calling is a not-for-profit organisation whose mission is to promote cross-cultural understanding through the universal power of music and arts and producing collaborative arts events, bringing together musicians from Japan, the United Kingdom and beyond.

Our on-going partnership with Yokohama Calling has provided World Heart Beat with access to some of Japan's most exciting talent who have given Masterclasses and workshops to our students. This has been facilitated by leading musician and producer Nick Cohen who is Head of Digital Delivery and Young Artists' Development at World Heart Beat and also Creative Director of Yokohama Calling.



Timeline of events

1 September 2021 – 31 August 2022

SEPTEMBER 2021

Leathersellers' Company

WHB was invited to perform an uplifting Latin set (with dancers) at this special event with music from Ava, Charles, Wilf Diamond, Ayo, Miranda and Menalik. Excellent feedback was received including...

'What a triumph this performance was! I can't thank you enough. Everyone thoroughly enjoyed it and they have been talking about it more than any other event we have arranged.'

OCTOBER 2021

Keystone Capital

WHB musicians Nathan Dawkins (bass), Jacob Baima (keys) performed at the RAC Club, St. James's as part of a private function organised by Keystone Capital, a wealth advisor boutique who have since taken WHB on as one of its designated charities.

Line of Light Festival

WHB gig musicians performed to an audience of 70+ at New Union Square, Embassy Gardens, one of two festival hubs with other free family friendly community activities (including arts workshops and street theatre) at The Line of Light Festival, a weekend event to celebrate the communities living above the extension of the new Northern line and taking audiences across a 3.2km walking route between Battersea Power Station and the Oval.

NOVEMBER 2021

Lord Mayor's Show

11 musicians from WHB's New Orleans Band performed on a horse-drawn bus at the Lord Mayor's Show, an event which has taken place annually for over 800 years.

Amongst the full-size model elephants, Japanese drummers, the tallest fire engine in Europe and of course, the Lord Mayor's splendid State Coach, our musicians performed with gusto and energy to a live audience of over 500,000. WHB was featured in a segment as part of the **BBC's coverage programme**.

EFG London Jazz Festival

22 WHB jazz musicians performed with the Julian Joseph Jazz Academy (JJJA) as part of its 'Together We Go Forward' programme at the iconic London jazz venue, Club 606.

Both academies work beautifully together in providing shared enrichment and creation of more well-rounded young musicians who benefit through learning, gaining experience and performance opportunities. The performance of jazz standards featured some of London's finest up and coming jazz musicians.





DECEMBER 2021

Embassy Gardens Christmas Festivities

WHB performed a series of Christmas carols with an afternoon performance featuring brass band players in the heart of bustling activity at Union Square, followed by an evening performance under the Christmas tree at the Embassy Gardens Marketing Suite. The event was truly uplifting with carol singing, a creative walking trail and a Christmas food market to help get local residents into the festive mood.

Samba Parade

WHB musicians accompanied forty Year 5 students from Griffin School in a Latin parade through the local Patmore and Carey Gardens estates in Nine Elms. The parade culminated in the school playground to an audience of parents, teachers and other students. The parade was the end result of eight weekly Latin Samba drumming workshops led by Brazilian percussionist, Xande Oliveria as well as headdress-making sessions using recycled material from TARU Arts. This activity was also launched in honour of Mardi Gras (or Samba Tuesday) as part of **The Nine Elms Sessions**, celebrating the vibrant Latin communities living in and around 'Little Portugal' in South Lambeth.

China Tang at The Dorchester

WHB's Wilf Diamond's Quartet and vocalist were invited to perform three sets at a new year's performance at the exclusive China Tang restaurant to a crowd of 100+.

JANUARY 2022

Piano Showcase at Coach House Pianos

Five talented WHB pianists took part in solo performances to over thirty invited guests at the stunning Coach House Pianos, Fulham. **The event** included a funding call for action, and introductory talk about our new development plans by Chief Executive Officer James Gero, alongside Q&As with Sahana as well as signifying the launch of WHBs new online Piano Department, led by Michael Csányi-Wills to highlight its aim of establishing an integral piano department, and encouraging grass root musicians on their journey through to music college.



FEBRUARY 2022

The Nine Elms Sessions

WHB launched The Nine Elms Sessions, a series of six music videos celebrating the Nine Elms local community whilst reflecting on the area's heritage, present identity and promising future, as well as the arrival of its new music academy and concert hall at Embassy Gardens.

Kindly supported by Wandsworth Council and Developer EcoWorld Ballymore's Embassy Gardens, the six music videos, featuring the next generation of musical talent from World Heart Beat, were released on designated dates over five months.

Starting with the academy's version of 'Fly Away' by Lenny Kravitz, the video celebrates (what would be) Hilda Hewlett's 158th birthday – the Vauxhall-born early aviator, aircraft manufacturer and flying instructor. The Samba Parade celebrates the vibrant Latin communities living in and around 'Little Portugal', in South Lambeth; Settlers highlights the importance of the River Thames and this section of London's South Bank as a popular destination over the centuries for Irish settlers seeking long-term employment and seasonal work; The fourth session celebrates the UN's International Day of Happiness (founded in 2012) filmed at Thessaly Road featuring the Happy Street railway bridge installation of brightly coloured panels designed by Yinka Ilori; The fifth session plays homage to rock band The Who, who in the early 1970's converted the old church on Thessaly Road into Ramport Studios specifically to record its *Quadrophenia* album and finally, the Nine Elms Sessions finishes with young Heart Beat talent performing Handel's awe-inspiring 'The Arrival of the Queen of Sheba', to coincide with the Queen's Jubilee Weekend (marking the 70th anniversary of the Queen's ascension to the throne).

MARCH 2022

Horn Masterclass at Classical Vauxhall

Young WHB musician Luca Csyáni-Wills (8 years) was invited to take part in a French Horn Masterclass with Ben Goldscheider (accompanied by his pianist father, Michael Csányi-Wills) as part of the annual Classical Vauxhall online concert. Back for its third year, the concert brings outstanding new and established artists to Vauxhall. Presented by Fiachra Garvey, Artistic Director of Classical Vauxhall, the one-to-one French Horn masterclass provided an excellent opportunity for all to enjoy and learn from.

Terry Mansfield Memorial

WHB musicians were invited to perform at the memorial service at Kensington Palace for our dear friends and avid WHB supporters, Terry and Helen Mansfield, who both passed away due to Covid. Terry was former President and Chief Exec of Natmags, now Hearst UK, and was hugely complimentary about our work supporting young people. He was a true inspiration to us, opening doors and as well as showing huge love, friendship and incredible support. Our musicians performed Bob Marley's 'Three Little Birds' - a favourite song of Terry, Helen and their family - It was a beautiful event which we were hugely honoured to be a part of.

Planet Harmony

Exploring themes relating to social, racial and climate justice through music, The project provides free brass and tabla tuition to pupils at Griffin Primary School and Harris Academy in Battersea, as well as hosting international Colombian musicians and educators, Mr. Klaje with a two-week residency including workshops in making musical instruments out of recycled





materials. Winston Rollins, (Trombonist, Writer and Producer) has taught Trombone and Trumpet to twenty-two Year 4, 5 and 6 students at Griffin Primary School, and Alok Verma has taught twenty-six students from Year 9 and 10 at Harris Academy, both over a twelve-week period. The project culminated with a Planet Harmony showcase at Griffin Primary School's 'Forest in the City' Garden in June, as part of the Wandsworth Arts Fringe Festival.

EMERGE

World Heart Beat launched a free, action packed 2-day intensive course at South Thames College acting as a 'taster' introduction to its EMERGE 8-week training course in the summer. EMERGE is a industry training and talent development programme aimed at supporting young people (aged 16-25) looking to start a career in the music industry. Industry professionals including Jyoty, Anjelo Disons, Lex Amor, Shireen Valentina, Deanna Rodger, Shunaji, Domino, Reprazent Radio, Jelly Cleaver and Eno Efiek took part in panel discussions and workshops.

APRIL 2022

Together We Go Forward

A live concert presented at the Bridge Academy in Hackney to celebrate International Jazz Day and featuring some of London's most exciting young jazz musicians from WHB and the Julian Joseph Jazz Academy.

MAY 2022

Astor Hostel Gig

A performance by Ava Joseph and the Soundcrew for our friend Alex Rivers, whose charity supports World Heart Beat. The live performance took place at the Astor Hostel Hyde Park to an audience of hostel guests and members of the public.

EMERGE Programme

Pilot begins with a roadshow going to different schools and a series of taster sessions to recruit young people to join the EMERGE Programme, created to support young South London talent wanting to find ways in to the music industry

The Royal Academy of Dance Open Day

WHB's contemporary gig band were invited to perform at the opening of The Royal Academy of Dance's new venue in Battersea. Over 600 visitors enjoyed live music, free workshops, dance-inspired crafts, face painting and exploring RAD's archives.

WHB Fundraising event

Friends and supporters were invited to a hard hat tour at Embassy Gardens for a sneak preview and progress update followed by a drinks reception at neighbouring venue, TXF. The event included a screening of The Nine Elms Sessions, a series of six music videos funded by Wandsworth Council and Embassy Gardens, celebrating the Nine Elms local community whilst reflecting on the area's heritage, present identity and promising future and a performance of Celtic music led by Ben Gunnery.

JUNE 2022

Queen's Platinum Jubilee

A wonderful way to celebrate the Queen's seventy years as monarch; World Heart Beat was invited by Enable and Wandsworth Council to provide live lunch time music entertainment for 'The Big Jubilee Lunch' taking place simultaneously in five Wandsworth parks including Tooting Common, Wandsworth Common, Furzedown Recreation Ground, Coronation Gardens and Battersea Park. WHB provided jazz, contemporary gig band, Brazilian music by Anjelo, Ava and Aleh Soul, New Orleans marching band, traditional Asian music (led by Raj Heer and Alok Verma) as well as providing a workshop to make instruments out of recycled materials and a piano party, giving local musicians a chance to perform in front of their friends and family, over a picnic lunch.

Wandsworth Arts Fringe Festival

Members of WHB's New Orleans Band were invited to lead the opening procession of this year's WAF Festival along Battersea Reach. The musicians performed alongside pop-up performances of dance, spoken word and other musical performances to a mixed audience of WAF artists, councilors, festival partners and supporters and the general public. Aside from the opening procession, we also held two Nine Elms Sessions screenings at local boutique Battersea cinema, Cinema in The Arches, an Open Day at Kimber Road and showcased Planet Harmony at Griffin School (see below).

Try an Instrument Open Day at WHB Kimber Road

WHB held its biannual Open Day for prospective young musicians to try out an instrument of their choice and to find out more from our musicians and teachers on site. Over forty people attended and enjoyed trialing instruments; a useful way to help recruit more students to our academy.

Summer in Battersea Park (Live at the Bandstand)

WHB took part in two free days of live music performances at Battersea Bandstand. Summer in Battersea Park is part of Love Parks Wandsworth, a campaign to encourage residents to enjoy their local green spaces and parks throughout the summer. Produced by Enable Leisure and Culture in collaboration with Wandsworth Council, our musicians included Anjelo, Ava Joseph, Scipio, Miranda, Nathan and Olah (caipira) as well as our New Orleans style marching band.

Music is in the Air

As part of internationally celebrated Make Music Day, World Heart Beat launched a pop-up music space for playing and enjoying live music in Nine Elms over the summer.

Located in Merchants Way, the colourful walking route which runs through New Covent Garden Market between Nine Elms Tube station and Ponton Road, our branded alcove featured a donated piano painted by local artist, Nunziatina Del Vecchio (and WHB cello teacher) available for members of the public to play, receive free piano lessons and other music learning opportunities. It also provided a jamming space for musicians, free of charge.





We were delighted that Pianist and Composer Howard Blake (whose amazing work includes his soundtrack for Channel 4's 1982 film, The Snowman) offered to 'christen' our piano to help kick-off the programme!

Saddler's Hall (Fanmakers)

Rebecca Wing's Jazz band performed at Saddler's Hall for The Worshipful Company of Fanmakers.

Summer Sounds at Civic Suite, Wandsworth

Wandsworth Music in partnership with the Wandsworth Arts Fringe Festival (WAF) invited WHB's celtic fiddlers to perform in a celtic performance led by Ben Gunnery, celebrating the wealth of musicians across the borough.

Last Mile Fundraising event

WHB's final fundraising event took place at Embassy Gardens prior to opening later in the year. Over thirty guests came to hear more about the venue, and to hear music performances from some of our top musicians.

JULY 2022

Happy Streets Festival

This summer's one day Happy Streets Festival was held around the Thessaly Road area (SW8) with a line-up of live music, theatre, craft and wellbeing activities and performances for all ages, including a recycled instrument making workshop in the Yvonne Carr Centre Garden.

World Heart Beat's Gig Band performed an eclectic programme spanning a whole host of contemporary popular music genres on St George's school main stage. Our Second Line New Orleans Band Parade kept the 200+ audience on their toes.

EMERGE Summer Training

Following the introduction of the taster session in March, WHB kicked off its free eight-week training course to help develop a sustainable career in music by offering training in production, working as an independent artist and producer, building community, and gaining insights into UK music roles, along with paid work experience, mentoring and apprenticeships.



AUGUST 2022

Music in the Air Performances

Following the launch of our pop up music space, we hosted a variety of outdoor performances in the alcove, including musicians Edith WeUtonga (multitalented bassist, singer and songwriter). Arnaldo Corgorno (WHB's resident Venezuelan piano teacher) Gin Tzu Tsai (currently pursuing her Master of Music at the Royal College of Music under the artistic guidance of Nigel Clayton and Andrew Zolinsky) and a finale Piano Party with performances from some of our students and newcomers, hosted by WHB Music Leader, Chiara Calastri.

Tideway – Ebb & Flow

This music project was kindly funded by the Tideway 2021/22 Community Grant Fund for Wandsworth. The Ebb and Flow project helped connect our musicians with the local Nine Elms community to celebrate the Thames and the local area through music. The project provided creative opportunities for young people by developing their communications, songwriting and performance skills. The group participated in a range of activities inspired by the river, as well as gaining experience in event and project management, filming, recording river soundscapes, producing, interviewing workers and residents, songwriting, engagement workshops and performances for local audiences. Songwriting sessions were hosted by Portugal-based Tammy Weiss at Battersea Barge, Natalie Oliveri for Fairbeats! Love to Learn programme (working with local refugee children) at the Katherine Low Settlement and WHB's Ava Joseph and Sian Kelly.The project has produced four new songs including 'River', 'Step Inside', 'Tread Lightly' and 'Go with the Flow', and was launched at the Thames Festival.

Theory of Change Model

As World Heart Beat grows, a new model is required to ensure all current and future activities continue to meet the organisations objectives and values.

A Theory of Change approach was chosen by trustees to refine the organisation's core beliefs, areas of activity and outcomes.

This is being developed around 7 core beliefs:

- Every young person who comes to World Heart Beat is a musician
- Generosity is the lifeblood of World Heart Beat, we go above and beyond
- Young people should be treated as creatives and equals with immense potential
- Young people should have access to all genres of music, taught by professional musicians
- A bespoke, flexible and proactive approach best meets the needs of young people
- Young people should be inspired to achieve beyond their expectations
- Musicians' and artists' careers work differently, our programme must be built around their needs

These beliefs inform World Heart Beat's methodology in providing:

- Musical Training
- Technical Instruction
- Industry Connections
- Bespoke Support
- Entrepreneurial Coaching
- Creativity and Joy

Enabling us to deliver social, personal and professional outcomes, which cultivate:

- Leadership – Young people learn how to lead and manage others, take responsibility, develop social skills and work collaboratively
- Community Building and Enrichment – Young people at the heart of a creative community hub which provides local residents and visitors from all backgrounds with high-quality music, outreach and social events
- Discipline and Confidence – Supporting the autonomy of young people in taking responsibility for their learning and progressive self-improvement
- Ambition – Encouraging young people to think big, raising their aspirations for what they can achieve in their lives and their futures
- A Creative Mindset – Young people learn to think independently and creatively in finding solutions to problems and challenges they encounter
- Performance Skills – Confidence building through coaching and performance opportunities that equip young people to perform with confidence and flair
- Creative Careers – Providing support and opportunity for young people to find routes into employment in a variety of music and wider creative roles

World Heart Beat's Theory of Change activity was led by Dr Meg Peterson, supported by our Director of Philanthropy and Commercial, in consultation with WHB staff, stakeholders and youth. A full report detailing the Theory of Change process and initial evaluation findings has been drafted.

The qualitative and quantitative evidence clearly demonstrates positive progress against social, personal and professional outcomes. The combination of ongoing support and encouragement from staff, including mentoring, alongside music and creative teaching is crucial to success. The opportunity to participate in a range of classes, ensembles and creative activities supports participation and growth across key impact areas.

The Theory of Change evaluation has highlighted both significant areas of success and areas for development. This approach will be used as a basis to inform the organisations wider evaluation methodology and framework and in planning of future projects and activities.

WORLD HEART BEAT THEORY OF CHANGE INSIGHTS 2022

MUSIC LEADERS AGED 15-25

91% feel that WHB offers a supportive, encouraging & motivational environment

80% have learnt new music skills at WHB

74% feel more confident and have increased self-esteem

"The talent, community & challenges here motivate me to get better each day.

YOUNG PEOPLE AGED 12-14

97% attend WHB at least once a week

80% have learnt new music skills at WHB

97% believe that if they work hard they will succeed

72% report an improvement in their school work

"I enjoy being in a creative environment & being around other musicians.

CHILDREN AGED 11 AND UNDER

100% attend WHB at least once a week

80% said they feel more confident

96% feel supported by WHB teachers and staff

72% have improved communication skills

"I love Wednesdays when I see my friends & the teachers. It's a magical time.

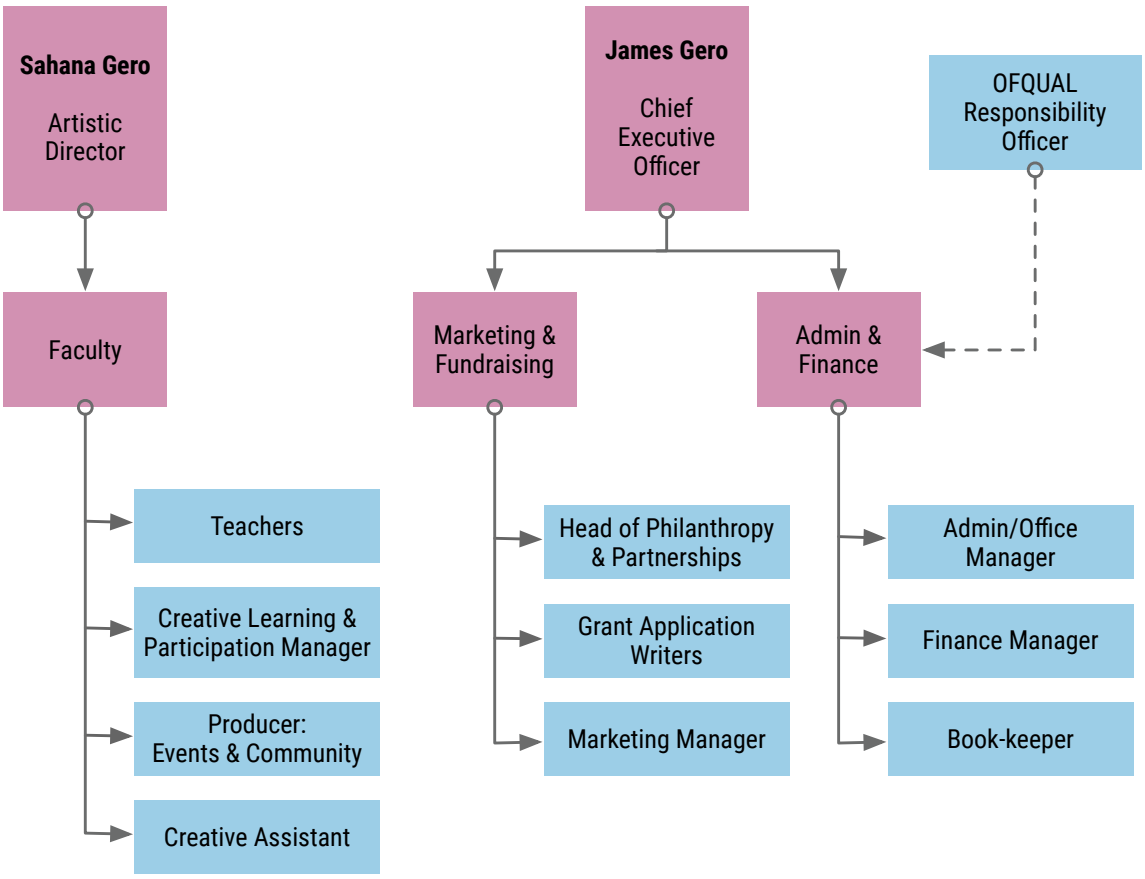
Reference: Insights from Theory of Change Annual Evaluation 2022

Organisational Structure & Governance

WHB is a registered charity controlled by its governing document, deed of trust and constitution as a company limited by guarantee, as defined by the Companies Act 2006. Our organisational and reporting structure is as follows:

World Heart Beat has a growing team that will develop in line with the organisational structural table below. Our Board of Trustees oversees the organisation and provides governance. They direct the affairs of the charity, ensuring it is solvent, well-run and delivers our charitable objects. We have also established an advisory Change Board made up of external 'critical friends' from Wandsworth Council, property developers EcoWorld Ballymore and local business leaders to oversee the Embassy Gardens capital project and campaign.

Quarterly reports are prepared for the Board of Trustees by our senior management team to update on progress towards our objectives, financial position, planned activities and risk management.



Financial Review

World Heart Beat Music Academy works alongside but is independent of the educational establishment; the funding being through Trusts, Foundations, friends, corporates and the Arts Council.

Additional income is generated in the form of low cost tuition fees and our own concerts and events.

Financial Summary

Income

A successful 2021-2022 saw an increase in donations, both in charitable activities and donations and legacies from £871,868 to £3,084,334. Total income from all sources reached £3,092,843. During the year the Charity paid grants of £2,576,500 to its wholly owned subsidiary World Heart Beat CIC to fund the new World Heart Beat building where World Heart Beat CIC has an asset lock on the new facility.

Of the charitable activities, music tuition provided £132,492 up from £93,487 the previous year. Bursaries continued to grow too in line with this growth. Concert revenue increased 109.8% from 2021.

Expenditure

The cost of raising the funds increased by 68.3% due to the increased in complexity of submitting applications. As we increase our work, teaching, community and outreach programmes, our requirement to build in house resources meant that our expenditure on charitable activities increased from £488,044 to £675,436. Our total expenditure on raising donations and charitable activities increased from £569,348 in year ending 2021 to £748,988.

Expenditure on charitable activities - Music tuition increased from £197,432 to £226,183 and support costs increased £109,374.

The overall expenditure increased including examination costs for the young people up 46.68% to £17,275.

The overall cash at the beginning of the year was £638,108 which was reduced by £265,550 as expenditure increased. Our cash or cash equivalents reduced to £372,558.

Instrument/asset donation

All donations of instruments and assets are recorded carefully and efficiently as they come in, with each item being labelled with a unique reference, the value recorded, and assigned to a category.

The accounting system holds the full asset register and is used to calculate value monthly.

Fixed Assets

Our tangible fixed assets increased from £364,270 to £2,842,012 primarily as a result of the construction of our new site at Embassy Gardens.

Reserves Policy

World Heart Beat Reserves Policy is as follows:

The policy of the trustees is to maintain a level of reserves that will provide a stable base from which to fund the charities future activity whilst ensuring that excessive funds are not accumulated.

The trustees have set a target range of general reserves of £180,000 which the trustees estimate is sufficient to meet the charities legal commitments should it be required to shut down due to a lack of available funds as well as to cover three months of future operating costs.

The reserves target is reviewed and updated on an annual basis.

General reserves at 31st August 2022 totalled £282,494 (2021: £313,771).

Funding Goals for 2022 - 2026

Goal 1 – Continuous

To continue to deliver our programmes and secure renewed Arts Council England National Portfolio Organisation funding.

Goal 2 – Continuous

To secure funding to support bursaries for children from low-income families (50% of our students), to participate in one or more of our core programmes.

Goal 3 – Specific 2020-2022

Successfully raised £3.46m to develop and complete World Heart Beat Embassy Gardens build and fit-out.

Goal 4 – Continuous

To develop and launch a number of initiatives to make World Heart Beat more financially robust. Building a multi-faceted social enterprise including the development of a World Heart Beat syllabus, broadcasting of live performances, short courses and publishing.

We would like to thank all those that have participated in making World Heart Beat a truly magnificent creative educational organisation. We welcome and value our partnerships and will strive to leverage and maximise where possible.

Approved by order of the board of trustees and signed on its behalf by:

Mrs Rachel van Walsum – Chair of Trustees

Ms Sahana Gero, MBE – Charity Secretary

Date: 03 August 2023

Thank You So Much

We want to thank the many people and organisations who make donations to support our activities. Every amount received, no matter how large or small, is vital to our work and immensely appreciated. Amongst others, World Heart Beat would like to thank:

September 2021 to August 2022 (Grants, donations and project activity)

Our Capital Supporters

With our grateful support for funding towards our Embassy Gardens Venue:

- Arts Council England
- Backstage Trust
- Bart & Magali Deconnick
- Bernard Sunley Foundation
- Big Issue Invest
- Bokor-Ingram Family
- The Buffini Chao Foundation
- Clothworkers' Company
- Cockayne – Grants for the Arts
- Coln Trust
- Domino Recording Company
- EcoWorld Ballymore
- Foyle Foundation
- Garfield Weston Foundation
- Hearst
- Knight Frank
- Levelling Up Fund
- Linbury Trust
- London Borough of Wandsworth
- London Community Foundation
- MacTaggart Third Fund
- Terry Mansfield
- Jim Mellon
- Nick and Lucy Thomlinson
- PF Charitable Trust
- Philip Marsden Family Trust
- Rivers Foundation
- Dasha Shenkman
- Social Investment for Business
- The Story of Christmas
- Sutcliffe Family
- Tabor Foundation
- Taylor Family Foundation
- U&I Group
- Worshipful Company of Insurers
- Worshipful Company of Management Consultants
- ZEDRA

And our appreciation for support in kind to:

- Bolon
- Domus Tiles
- Solid State Logic
- Focusrite
- AVID
- d&b audiotechnik
- Osborne & Little
- Period Mirrors
- Race Furniture
- Sound Space Vision
- White Light
- A special thanks to MDA and Clyde & Co for their unwavering support.

Also to:

Our seat namers, private donors and all of those who wish to remain anonymous.

Our Charity Supporters

We would like to warmly acknowledge those who have supported our work:

- Arts Council England
- The Austin & Hope Pilkington Trust
- The Radcliffe Trust
- Battersea Power Station Foundation
- Big Issue Social Enterprise Support Fund
- D'Oyly Carte Charitable Trust
- Greater London Authority (GLA) New Deal for Young People
- The Helen Hamlyn Trust
- Keystone Capital
- Jack Petchey Foundation
- John Thaw Foundation
- Makers of Playing Cards Charity (The Cutler Trust)
- MacTaggart Third Fund
- The Nugee Foundation
- PPL
- The PTL Foundation
- Scrutton Estates Ltd
- SIB -Reach Fund
- Sir Walter St Johns Educational Charity
- STRIDE
- Surrey Square Charitable Trust
- Trinity Buoy Wharf Trust
- Tideway Community Fund
- US Embassy London
- Wandsworth Grant Fund
- Wandsworth Youth Opportunity Fund
- William Allen Young Charitable Trust
- The Worshipful Company of Builders Merchants
- The Worshipful Company of Dyers
- The Worshipful Company of Fan Makers
- The Clothworks Foundation
- London Community Energy Fund
- Wavendon Foundation
- Thomas' Schools Foundation
- The Thistle Trust

Also to:

Our private donors and all of those who wish to remain anonymous

And our appreciation for support in kind to:

- Baskerville Design
- The Big Yellow Self Storage Company
- Phil Conrad Photography

Note: funding and supporters, as at 31 August 2022.

Independent Auditor's Report Year Ended 31 August 2022

Opinion

We have audited the financial statements of World Heart Beat Music Academy Limited ('the Parent Charitable Company') and its subsidiary or the year ended 31 August 2022 which comprise the consolidated statement of financial activities (including income and expenditure account), group statement of financial position, consolidated statement of cash flows 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 Group's and of the Parent Charitable Company's affairs as at 31 August 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- 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.

Conclusions relating to 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 group and the Parent Charitable Company'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.

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.

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:

- the information given in the trustees' report is inconsistent in any material respect with the financial statements; or
- adequate accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit
- the Parent Charitable Company financial statements are not in agreement with the accounting records and returns

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determines 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 Group's and the Parent Charitable Company'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 Group or the Parent Charitable Company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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 in 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:

As part of an audit in accordance with ISAs (UK), we exercise professional judgment 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 members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members 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.



Allan W McKelvie, F.C.A
(Senior Statutory Auditor)

For and on behalf of
McKelvie & Co LLP
Chartered accountants & statutory auditor
82 Wandsworth Bridge Road
London
UK
SW6 2TF

Date: 03 August 2023

World Heart Beat Music Academy Limited
Company Limited by Guarantee

Consolidated Statement of Financial Activities
(Including income and expenditure account)

Year ended 31 August 2022

	Note	2022 Unrestricted funds £	2022 Restricted funds £	2022 **Total funds** £	2021 Total funds £
Income and endowments					
Donations and legacies	**5**	326,901	2,601,042	**2,927,943**	766,769
Charitable activities	**6**	156,391	–	**156,391**	105,099
Other trading activities	**7**	–	–	**–**	630
Investment income	**8**	1,466	–	**1,466**	419
Other income	**9**	7,043	–	**7,043**	37,467
Total income		491,801	2,601,042	**3,092,843**	910,384
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	**10**	(109,552)	–	**(109,552)**	(65,058)
Expenditure on charitable activities	**11,12**	(413,526)	(261,910)	**(675,436)**	(488,044)
Other expenditure	**14**	–	–	**–**	(16,246)
Total expenditure		(523,078)	(261,910)	**(784,988)**	(569,348)
Net income and net movement in funds		(31,277)	2,339,132	**2,307,855**	341,036
Reconciliation of funds					
Total funds brought forward		313,771	619,186	**932,957**	591,921
Total funds carried forward		282,494	2,958,318	**3,240,812**	932,957

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Charity & Group Statement of Financial Position

31 August 2022

	Note	Group 2022 £	Group 2021 £	Charity 2022 £	Charity 2021 £
Fixed assets					
Intangible assets	19	5,722	7,631	5,722	7,631
Tangible fixed assets	20	2,842,012	364,270	80,753	56,962
Investments	21	-	-	100	100
		2,847,734	371,901	86,575	64,693
Current Assets	22	307,506	39,564	83,520	27,640
Debtors		372,558	638,108	346,904	636,376
Cash at bank and in hand					
		680,064	677,672	430,424	664,016
Creditors: amounts falling due within one year	23	(278,281)	(71,976)	(98,431)	(64,630)
Net current assets		401,783	605,696	331,993	599,386
Total assets less current liabilities		3,249,517	977,597	418,568	664,079
Creditors: amounts falling due after more than one year	24	(8,705)	(44,640)	(8,705)	(44,640)
Net assets		3,240,812	932,957	409,863	619,439
Funds of the charity					
Restricted funds		2,958,318	619,186	135,431	305,668
Unrestricted funds		282,494	313,771	274,432	313,771
Total charity funds		3,240,812	932,957	409,863	619,439

Charity & Group Statement of Financial Position (continued)

31 August 2022

These financial statements were approved by the board of trustees and authorised for issue on 03/08/2023 and are signed on behalf of the board by:



Mrs R van Walsum
Trustee

Consolidated Statement of Cash Flows

Year ended 31 August 2022

	2022	2021
	£	£
Cash flows from operating activities		
Net income	**2,307,855**	341,036
Adjustments for:		
Depreciation of tangible fixed assets	**18,928**	8,748
Amortisation of intangible assets	**1,909**	7,629
Dividends, interest and rents from investments	**(1,466)**	(419)
Interest payable and similar charges	**7,999**	2,956
Loss on disposal of tangible fixed assets	**–**	16,246
Changes in:		
Trade and other debtors	**(267,942)**	(12,055)
Trade and other creditors	**206,305**	(20,792)
Cash generated from operations	**2,273,588**	343,349
Interest paid	**(7,999)**	(2,956)
Net cash from operating activities	**2,265,589**	340,393
Cash flows from investing activities		
Dividends, interest and rents from investments	**1,466**	419
Purchase of tangible assets	**(2,496,670)**	(237,964)
Proceeds from sale of tangible assets	**–**	6,616
Net cash used in investing activities	**(2,495,204)**	(230,929)
Cash flows from financing activities		
Proceeds from borrowings	**(35,935)**	(11,175)
Net cash used in financing activities	**(35,935)**	(11,175)
Net (decrease)/increase in cash and cash equivalents	**(265,550)**	98,289
Cash and cash equivalents at beginning of year	**638,108**	539,819
Cash and cash equivalents at end of year	**372,558**	638,108

Notes to the Financial Statements

Year ended 31 August 2022

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 45 Gartmoor Gardens, London, SW19 6NX.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue. The financial statements have been prepared on the going concern basis. The trustees have assessed group's ability to continue as a going concern for twelve months after the signing of the 2021/22 accounts.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Notes to the Financial Statements (continued)

Year ended 31 August 2022

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Intangible assets

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at revalued amounts, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Notes to the Financial Statements (continued)

Year ended 31 August 2022

3. Accounting policies *(continued)*

Intangible assets *(continued)*

Intangible assets acquired as part of a business combination are only recognised separately from goodwill when they arise from contractual or other legal rights, are separable, the expected future economic benefits are probable and the cost or value can be measured reliably.

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Website development	-	25% straight line on cost

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Short leasehold property	-	written off over the term of the lease
Musical instruments	-	10% reducing balance
Fixtures and fittings	-	20% reducing balance
Equipment	-	20% reducing balance

Investments

Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

Notes to the Financial Statements (continued)

Year ended 31 August 2022

3. Accounting policies *(continued)*

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or paable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

Group accounts

Group accounts have been prepared for World Heart Beat Music Academy limited, and its wholly owned subsidiary company, World Heart Beat CIC, in accordance with the requirements of FRS102. The accounts have been consolidated on a line by line basis to include the results of World Heart Beat CIC. The results of World Heart Beat CIC are shown in note 29. In accordance with section 408 of the Companies Act 2006, no individual statement of financial activities has been prepared for the parent company, World Heart Beat Music Academy Limited.

Notes to the Financial Statements (continued)

Year ended 31 August 2022

4. Limited by guarantee

Every member of the company undertakes to contribute such amount as may be required (not exceeding £1) to the company's assets if it should be wound up while he or she is a member for payment of the charity's debts and liabilities contracted before he or she ceases to be a member and of the costs, charges and expenses of winding up and for the adjustment of the rights of the contributories among themselves

5. Donations and legacies

	Unrestricted Funds	Restricted Funds	**Total Funds 2022**
	£	£	**£**
Donations			
Donations	67,536	2,298,634	**2,366,170**
Gift aid	65,854	–	**65,854**
Grants			
Grants	165,511	302,408	**467,919**
Sponsorship			
Corporate sponsorship	28,000	–	**28,000**
	326,901	2,601,042	**2,927,943**

	Unrestricted Funds	Restricted Funds	Total Funds 2021
	£	£	£
Donations			
Donations	38,806	252,400	291,206
Gift aid	–	–	–
Grants			
Grants	302,776	172,787	475,563
Sponsorship			
Corporate sponsorship	–	–	–
	341,582	425,187	766,769

Notes to the Financial Statements (continued)

Year ended 31 August 2022

6. Charitable activities

	Unrestricted Funds	**Total Funds 2022**	Unrestricted Funds	Total Funds 2021
	£	**£**	£	£
Music Tuition	132,492	**132,492**	93,487	93,487
Music Examinations	5,369	**5,369**	2,780	2,780
Concert revenue	18,530	**18,530**	8,832	8,832
	156,391	**156,391**	105,099	105,099

7. Other trading activities

	Restricted Funds	**Total Funds 2022**	Restricted Funds	Total Funds 2021
	£	**£**	£	£
Non-charitable trading	–	**–**	630	630

8. Investment income

	Unrestricted Funds	**Total Funds 2022**	Unrestricted Funds	Total Funds 2021
	£	**£**	£	£
Deposit account interest	1,466	**1,466**	419	419

9. Other income

	Unrestricted Funds	**Total Funds 2022**	Unrestricted Funds	Total Funds 2021
	£	**£**	£	£
Other income	7,043	**7,043**	37,467	37,467

Notes to the Financial Statements (continued)

Year ended 31 August 2022

10. Costs of raising donations and legacies

	Unrestricted Funds	Restricted Funds	**Total Funds 2022**
	£	£	**£**
Costs of raising donations and legacies - Donations	109,552	–	**109,552**

	Unrestricted Funds	Restricted Funds	Total Funds 2021
	£	£	£
Costs of raising donations and legacies - Donations	51,858	13,200	65,058

11. Expenditure on charitable activities by fund type

	Unrestricted Funds	Restricted Funds	**Total Funds 2022**
	£	£	**£**
Music tuition	29,657	196,526	**226,183**
Music examination	4,386	–	**4,386**
Events and concerts	13,999	–	**13,999**
Support costs	365,484	65,384	**430,868**
	413,526	261,910	**675,436**

	Unrestricted Funds	Restricted Funds	Total Funds 2021
	£	£	£
Music tuition	28,683	168,749	197,432
Music examination	2,488	–	2,488
Events and concerts	4,401	–	4,401
Support costs	201,540	82,183	283,723
	237,112	250,932	488,044

Notes to the Financial Statements (continued)

Year ended 31 August 2022

12. Expenditure on charitable activities by activity type

	Activities undertaken directly	Support costs	**Total funds 2022**	Total fund 2021
	£	£	**£**	£
Music tuition	226,183	330,073	**556,256**	418,131
Music examination	4,386	20,626	**25,012**	16,588
Events and concerts	13,999	60,969	**74,968**	45,325
Governance costs	–	19,200	**19,200**	8,000
	244,568	430,868	**675,436**	488,044

13. Analysis of support costs

	Music tuition	Music examination	Events and concerts	**Total 2022**	Total 2021
	£	£	£	**£**	£
Staff costs	191,727	11,982	35,951	**239,660**	131,389
Premises	14,543	908	2,727	**18,178**	16,254
Communications and IT	4,550	285	853	**5,688**	5,879
General office	9,122	570	1,711	**11,403**	15,108
Finance costs	7,738	483	1,451	**9,672**	4,190
Governance costs	15,360	960	2,880	**19,200**	8,000
Depreciation	16,671	1,041	3,125	**20,837**	13,986
Advertising	11,136	696	1,166	**12,998**	8,990
Travelling	8,723	545	1,636	**10,904**	5,304
Miscellaneous expenses	14,908	932	2,794	**18,634**	16,879
Repairs and renewals	7,951	497	1,491	**9,939**	13,008
Professional fees	43,004	2,687	8,064	**53,755**	44,736
	345,433	21,586	63,849	**430,868**	283,723

Support costs attributable to more than one activity are allocated in proportion to staff time spent on the activities. The proportions are 80% Music tuition, 5% Music examination and 15% Events & concerts.

Notes to the Financial Statements (continued)

Year ended 31 August 2022

14. Other expenditure

	Unrestricted Funds	**Total Funds 2022**	Unrestricted Funds	Total Funds 2021
	£	**£**	£	£
Loss on disposal of tangible fixed assets held for charity's own use	–	**–**	16,246	16,246

15. Net income

Net income is stated after charging/(crediting):

	2022	2021
	£	£
Amortisation of intangible assets	**1,909**	7,629
Depreciation of tangible fixed assets	**18,928**	8,748
Loss on disposal of tangible fixed assets	**–**	16,246

16. Independent examination/auditor fees

	2022	2021
	£	£
Fees payable to the independent examiner/auditor for:		
Audit of the financial statement – subsidiary	**3,200**	**–**
Audit of the financial statement - charity	**16,000**	**–**
Independent examination of the financial statements - charity	**–**	4,800

17. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2022	2021
	£	£
Wages and salaries	**331,147**	199,560
Social security costs	**30,976**	16,091
Employer contributions to pension plans	**9,315**	4,300
	371,438	219,951

Notes to the Financial Statements (continued)

Year ended 31 August 2022

The average head count of employees during the year was 10 (2021: 6). The average number of full-time equivalent employees during the year is analysed as follows:

	2022 No.	2021 No.
Chief Executive	**1**	1
Artistic Director	**1**	1
Administration and Support	**8**	4
	10	6

The number of employees whose remuneration for the year was over £60,000 were:

2022 No.	2021 No.
2	-

Notes to the Financial Statements (continued)

Year ended 31 August 2022

18. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees for the year ended 31 August 2022 (2021: nil)

No trustee expenses have been incurred for the year ended 31 August 2019 (2018: nil)

19. Intangible assets

	Website development £
Cost	
At 1 September 2021 and 31 August 2022	**22,890**
Amortisation	
At 1 September 2021	**15,259**
Charge for the year	**1,909**
At 31 August 2022	**17,168**
Carrying amount	
At 31 August 2022	**5,722**
At 31 August 2021	7,631

Notes to the Financial Statements (continued)

Year ended 31 August 2022

20. Tangible fixed assets

	Land and buildings	Musical instruments	Fixtures and fittings	Equipment	**Total**
	£	£	£	£	**£**
Cost					
At 1 September 2021	305,299	51,606	28,776	48,106	**433,787**
Additions	2,417,114	18,031	8,547	52,978	**2,496,670**
At 31 August 2022	2,722,413	69,637	37,323	101,084	**2,930,457**
Depreciation					
At 1 September 2021	22,056	10,480	17,211	19,770	**69,517**
Charge for the year	–	5,916	2,620	10,392	**18,928**
At 31 August 2022	22,056	16,396	19,831	30,162	**88,445**
Carrying amount					
At 31 August 2022	2,700,357	53,241	17,492	70,922	**2,842,012**
At 31 August 2021	283,243	41,126	11,565	28,336	364,270

Land and building is under construction

Tangible fixed assets Charity

	Land and buildings	Musical instruments	Fixtures and fittings	Equipment	**Total**
	£	£	£	£	**£**
Cost					
At 1 September 2021	22,057	51,606	28,776	18,976	**121,415**
Additions	–	18,031	222	18332	**36,585**
Disposals	–	–	–	–	–
At 31 August 2022	22,057	69,637	28,998	37,308	158,000
Depreciation					
At 1 September 2021	22,056	10,480	17,211	14,706	**64,453**
Charge for the year	–	5,916	2,358	4520	**12,794**

Notes to the Financial Statements (continued)

Year ended 31 August 2022

	–	–	–	–	–
Disposals					
At 31 August 2022	22,056	16,396	19,569	19,226	**77,247**
Carrying amount					
At 31 August 2021	1	41,126	11,565	4,270	**56,962**
At 31 August 2022	1	53,241	9,429	18,082	**80,753**

21. Investments in Subsidiaries

Charity

	Total £
Carrying amount	
At 31 August 2022	**100**
At 31 August 2021	100

The following was a subsidiary undertaking at the year end:

Country of Incorporation	Holding	Proportion held	
World Heart Beat CIC	UK	Shares	100%

Company no. 11221741

Registered office:
82 Wandsworth Bridge Road
London
SW6 2TF

Notes to the Financial Statements (continued)

Year ended 31 August 2022

22. Debtors

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Trade debtors	69,782	25,515	69,782	25,515
Amount owed to group undertakings	-	-	12,829	2,026
Other Debtors	237,724	14,049	909	99
	307,506	39,564	83,520	27,640

23. Creditors: amounts falling due within one year

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Bank loans and overdrafts	39,942	39,942	39,942	39,942
Trade creditors	189,048	13,665	12,398	12,039
Accruals and deferred income	15,300	10,045	12,100	4,325
Amount owed to group undertakings				
Social security and other taxes	29,671	6,572	29,671	8,324
Other creditors	4,320	1,752	4,320	-
	278,281	71,976	98,431	64,630

24. Creditors: amounts falling due after more than one year

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Bank loans	8,705	44,640	8,705	44,640

25. Pensions and other post-retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £9,315 (2021: £4,300).

Notes to the Financial Statements (continued)

Year ended 31 August 2022

26. Analysis of charitable funds

Unrestricted funds

	At 1 Sep 2021	Income	Expenditure	**At 31 August 2022**
	£	£	£	**£**
General funds	313,771	491,801	(523,078)	**282,494**

	At 1 Sep 2020	Income	Expenditure	At 31 August 2021
	£	£	£	£
General funds	134,420	484,567	(305,216)	313,771

Restricted funds

	At 1 Sep 2021	Income	Expenditure	**At 31 August 2022**
	£	£	£	**£**
Restricted funds	619,186	2,601,042	(261,910)	**2,958,318**
	619,186	2,601,042	(261,910)	**2,958,318**

	At 1 Sep 2020	Income	Expenditure	At 31 August 2021
	£	£	£	£
Restricted funds	388,834	425,817	(194,185)	619,186
	457,501	425,817	(264,132)	619,186

Notes to the Financial Statements (continued)

Year ended 31 August 2022

27. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	**Total Funds 2022**
	£	£	**£**
Intangible assets	5,722	–	**5,722**
Tangible fixed assets	88,815	2,753,197	**2,842,012**
Current assets	246,446	433,618	**680,064**
Creditors less than 1 year	(58,489)	(219,792)	**(278,281)**
Creditors greater than 1 year	–	(8,705)	**(8,705)**
Net assets	282,494	2,958,318	**3,240,812**

	Unrestricted Funds	Restricted Funds	Total Funds 2021
	£	£	£
Intangible assets	7,631	–	7,631
Tangible fixed assets	56,962	307,308	364,270
Investments	–	–	–
Current assets	273,766	403,806	677,572
Creditors less than 1 year	(24,588)	(47,288)	(71,876)
Creditors greater than 1 year	–	(44,640)	(44,640)
Net assets	313,771	619,186	932,957

28. Analysis of changes in net debt

	At 1 Sep 2022	Cash flows	**At 31 Aug 2022**
	£	£	**£**
Cash at bank and in hand	638,108	(265,550)	**372,558**
Debt due within one year	(39,942)	–	**(39,942)**
Debt due after one year	(44,640)	35,935	**(8,705)**
	553,526	(229,615)	**323,911**

Notes to the Financial Statements (continued)

Year ended 31 August 2022

29. Related parties

During the year the Charity paid Grants of £2,576,500 to its wholly owned subsidiary World Heart Beat CIC registered in England and Wales registration number 11221741. The Grant has been made to fund the new World Heart Beat building where World Heart Beat CIC has an asset lock on the new facility and also to fund the initial set up and running costs of the World Heart Beat CIC. The World Heat Beat CIC is the social enterprise for World Heart Beat Music Academy Ltd with the purpose of ensuring future sustainability to the charity.

World Heart Beat CIC
Income statement

	2022 £	2021 £
Administrative expenses	(59,068)	(69,297)
Grant from holding company and other income	2,576,500.	294,630
Profit for the financial	2,517,432	225,333

As of 31 August 2022 World Heart Beat CIC had a total assets of £3,023,729 (2021 £322,990) and total liabilities of £192,679 (2021 £9,372).

WORLD HEART BEAT MUSIC ACADEMY LTD

England & Wales - Charity number 1139579

Accounts



World Heart Beat Music Academy

Annual Report 2021

World Heart Beat Music Academy Limited · Company Limited by Guarantee
Annual Report & Financial Statements – 31 August 2021

Charity number: 1139579 · Company number: 06984769



Annual Report

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 August 2021. The trustees have adopted the provisions of 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)

McKELVIE & CO LLP
Chartered accountant
82 Wandsworth Bridge Road
London
SW6 2TF
UK

COMPANY REGISTRATION NUMBER: 06984769

CHARITY REGISTRATION NUMBER: 1139579

Chairman's Statement



World Heart Beat Music Academy is more than a teaching facility. It's an environment where young people can come together freely to express themselves, to create and share, to connect and communicate and to work together. The young people, teachers and staff make a vibrant family. With Covid-19 still gripping the world (during 20/21), enormous challenges persisted for many and particularly for those whose environments, already impoverished, were restricted further by school closures, self-isolation and much worse. Moving World Heart Beat on to digital platforms provided sustenance and developed resilience by sustaining and nourishing the students with regular contact via online lessons, rehearsals and concerts. This constant activity became a lifeline for many and the channel by which our young people could continue to be listened to and heard.

The dramatic upscaling of our use of digital work encouraged us to reconsider the specifications for our new, additional teaching and performance venue in Embassy Gardens, Vauxhall. We're now aiming for higher technical specifications that will allow, amongst other things, regular streaming and broadcasting to enable the Academy's wider reach and greater impact.

Kwabena Boateng first attended World Heat Beat Music Academy when he was 12 as part of the 51st State Band. He learnt the saxophone and found the environment a positive refuge from the rough estate, known for its gang culture, he lived on in Battersea. He was nurtured by the WHB family, grew in confidence and gained the courage and confidence to plough his own furrow at school and then university.

Kwabena obtained a law degree at Exeter University and is now working in a city law firm. We are delighted that he has just agreed to join the Board of Trustees of World Heart Beat Music Academy.

This story is one of several deeply satisfying outcomes that we are proud of. Hearing Kwabena's story and reading our CEO, James Gero's, full report and overview of last year's activity, you may ask yourself why we need your support, after all, ours is already an amazing achievement and a true success story.

However, as we emerge out of Covid-19 with the prospect of moving into our second venue, we find ourselves in a period of transition and ever more reliant on our fundraising needs. At the time of writing, we have a shortfall of the last tranche needed for our Capital campaign for Embassy Gardens. At the same time, we have increased our revenue targets to enable both venues to maximise the tuition and cultural provision that will make the vital difference to the young people they will reach.

Raising money, is a never-ending proposition for a charity with a vision such as ours. Every penny is important and valued and goes towards ensuring that the familial atmosphere and philosophies of World Heart Beat Music Academy empower students like Kwabena to take charge of their own path in life.



Rachel Van Walsum
Chair of Trustees

Chief Executive Officer's Statement



Highlights from a decade of 'high octane' delivery

As we enter our tenth year since opening our doors in Kimber Road, it seems appropriate to look back at some of our achievements; however, the continuous flow of work being delivered on a daily basis has been so 'high octane' (a word expressed by one of our students), that I am struggling to pinpoint our greatest.

Even providing astonishing opportunities for our students to perform at some of the most iconic venues in the world, a great endorsement of the quality of work didn't even make the cut, nor did the 'off the scale' retention of staff and musical faculty, or the high numbers of children who have access to World Heart Beat. One must remember, I may be slightly biased, as I am deeply involved in the operational side of World Heart Beat. I have no doubt the Artistic Director would have come up with three different greatest hits!

Starting any charity from nothing, to now being amongst the top 7% performing charities (by revenue raised), whilst supporting over 300 of our students per annum (which is also set to double, as are the revenues over the next 5 years), is no small feat. As a charity it is simply remarkable. It has taken an immense amount of hard work and a labour of love from all the staff to achieve this. Gratitude, must also go out to the unbelievable generosity from those who support us. We know we are exciting, but it is so rewarding when others connect to the World Heart Beat vision and spirit too. We enjoy forming long term partnerships, collaborating and being able to leverage to maximise the impact. This year that impact will be further articulated through our new Theory of Change model, page 27.

The second unbelievable achievement, which I am so proud of, must be the winning of the competitive tender against 42 established arts and cultural organisations, to secure a 50-year lease at Embassy Gardens, Nine Elms, for a peppercorn rent. I believe we can now say that World Heart Beat's long-term future has been vastly de-risked and as building work commences, the opportunities for World Heart Beat to increase its footprint is unfathomable.

It is always so difficult to shortlist one's greatest achievements, but my third and final greatest achievement goes back to 2018 when World Heart Beat became an Arts Council England National Portfolio Organisation.

We have enjoyed working closely with the Arts Council to deliver on their objectives and when one reflects on all the achievements of World Heart Beat, the continuous support that being an NPO affords us, has enabled us to grow to what we are today. This has of course not happened alone. There are many wonderful foundations who support World Heart Beat, listed on page 31, along with our amazing friends.

It has been a year where partnerships and artistic creativity have played a critical part in enabling our students to experience variety when so much was on taken online. Not only has World Heart Beat survived, but it has also thrived through this difficult period.

It is therefore my great pleasure to share this year's annual report.

It is action packed with stuff about amazing partnerships. Our collaboration with the Julian Joseph Jazz Academy has helped us form one of the best jazz programmes in the country, page 19. One can easily see the wonderful alumni that has been produced at World Heart Beat on page 15, many winning scholarships at some of the most impressive universities. Most of those wouldn't have had the financial means to even study music. It is possible to see the sizeable amount of work delivered by our incredible Artistic Director and artistic faculty supported by our staff on page 20, titled Timeline of Events. From the suave tones and melodies of Latin jazz, to the contemplative sounds of the sitar and tabla. I am enormously thrilled that World Heart Beat's students and staff represent the diversity of the world in which we live, and have the voices

young people strongly represent through our youth board called Ziggazah (page 16).

I am delighted that World Heart Beat is now exploring a national programme, further developing strong links across the country. We hope to launch this next year, pending support. It will be a vibrant programme, connecting World Heart Beat with young people and organisations across England.

At the time of writing (which falls outside the financial period for this annual report), I am delighted to announce we are in the final phase of our capital campaign, having raised £2.4 million to date, with only £800,000 to go, to create an amazing educational space and concert venue in the heart of Nine Elms. It will open the doors for young people to have so many opportunities as our team continue to work to link more commercial partnerships with meaningful apprenticeships, as well as contributing to the resilience of our charity.

I hope that foundations and our friends will continue to support our first years at Nine Elms, as we expand our capacity and programmes, as well as significantly ramping up our outreach. It will be a super exciting period for World Heart Beat as we extend our footprint and continue to champion providing opportunities for disadvantaged young children to be able to 'level up'.

As Jamie Njoku Goodwin, CEO of UK Music commented that 'music matters to us all'. I would go one further and say that, 'music, arts and creativity matter to us all'.

No great business evolves without creativity. Creativity is at the heart of all solutions. No problem is solved without adopting a creative approach. So, if we want to change the world, bring creativity into young people's lives. Where better to start than with music.

Finally, and most importantly, I am so proud of our team. Their utmost dedication, which has enabled World Heart Beat to see through the pandemic without furloughing any staff and keeping all 41 of our musical faculty in work, and has meant that all our young people have been able to continue their music and creative training. The Board and the staff have proved that the word 'family' resonates deep in our veins and that 'together' is far stronger than 'I'. I believe that it is these values that will make World Heart Beat become a universal brand, known for providing access to music, a modern music education programme and launching careers pathways into the creative sector for young people.



James Gero

Chief Executive Officer

27 April 2022

Reference and administrative details

Registered charity name:
World Heart Beat Music Academy Limited

Charity registration number: 1139579

Company registration number: 06984769

Principal office and registered office:
45 Gartmoor Gardens,
London,
SW19 6NX

The trustees:
Mrs R Van Walsum
Mr J Joseph
Mrs C Oulton
Mr N Bush
Mr Z M Quinn
Ms J A Sutcliffe

Company secretary:
Ms Sahana Gero MBE

Independent examiner
Allan W McKelvie F.C.A,
82 Wandsworth Bridge Road,
London,
UK,
SW6 2TF

Honorary Patrons:
Julian Joseph OBE
Boris Purushottama Grebenshikov
Rezwana Choudhury Bannya

Key management personnel:
Ms Sahana Gero MBE (Artistic Director)
James Gero (Chief Executive Officer)

Trustees' Responsibilities Statement

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

"World Heart Beat is a place of excellence and joy that embraces a myriad of musical cultures. Their students love to learn and benefit from programming and teaching of the highest quality and care. World Heart Beat thrives in the positivity it radiates and is a place where students and teachers alike wish to be. I consider it a great privilege and honour to be so closely connected to such a magnificently creative and encouraging musical environment"

Julian Joseph OBE (World Heart Beat Patron, pianist, composer and broadcaster)

Our Vision

We envision a world where non-selective, richly diverse music programmes are accessible to everyone. We know that music education can be a powerful tool for positive change for young people, their families and their communities. We want all young people, including those who have struggled within formal education, to have equal access to these transformative benefits.

Our values are to nurture a powerful commitment to musical excellence; a warm embrace of people, cultures and world music; and a non-exclusive, non-elitist philosophy with no financial barriers.

We will:

- Generate more platforms for emerging under-represented artists
- Inspire young people to excel and maximise their potential
- Connect audiences with world-class musicians
- Promote wellbeing and greater social cohesion

Founded in 2009 to address the lack of affordable music tuition available to disadvantaged young people, and to open up pathways into the music and wider creative industries, we have become one of the most prominent music charities in the country, known for our youth-led approach and our exceptional track record in making music education truly inclusive.

Our activity is rooted in the knowledge that every young person, no matter their background or level of skill, has it within them to take up an instrument, learn to play and become a musician in a short time. The emotional connection, discipline and structure involved takes them on a journey far beyond their initial expectations, and they soon recognise that there are no limits.





A Local Enterprise with Global Reach

World Heart Beat's (WHB) activities will be expanded across two locations in Wandsworth – World Heart Beat Kimber Road and World Heart Beat Embassy Gardens.

This will offer greater depth to our programmes, with Kimber Road being a wholly educational facility and Embassy Gardens offering performance, recording/broadcasting facilities, talent and career development as well as music education. This will enable us to develop our global reach and place World Heart Beat firmly on the map as a centre of musical excellence.

To create a successful cultural sector that represents Britain's diverse communities and responds to new digital means of production, it is essential to provide inclusive and meaningful pathways into the music and creative industries for marginalised young people who face socio-economic barriers to participation and career development. This will be at the heart of our new centre in Nine Elms which will incorporate state-of-the-art infrastructure to create a venue that reflects the future of music education, with facilities that our students can draw on, centred on digital production and performance.

Progress to date

With the shell and core of our new building in Embassy Gardens completed, our 1,100-page tender document went out in July 2021 to four pre-chosen contractors. The contract was awarded to award-winning refurbishment and fit-out specialists ITC, who will begin work on site on the 8th November 2021. The time to complete the build is estimated to be 36 weeks and we are looking forward to the launch of WHB Embassy Gardens in Spring 2022.

Background to Music Education in the UK

Children from low-income families are more likely to feel a failure according to a 2016 report from the Children's Society. 1 in 6 will fall behind in communication skills before they even begin school. Evidence shows that children who live in poverty are exposed to numerous risks that can have serious long-term consequences, impacting on their mental health and well-being and future chances of living a happy life. Children living in relative poverty in the UK has risen substantially over recent years - increasing inequality and reducing life chances.

We know that music education can have a transformative impact on children, improving their confidence, academic performance, wellbeing, sense of belonging and ultimately,

their life chances. And yet, we continue to see a fall in state music provision, a situation made worse as a result of the pandemic.

A report by the Incorporated Society of Musicians (ISM) 'The Heart of the School is Missing', published in December 2020 highlighted the devastating impact of COVID-19 on music education in our schools across the UK. Based on survey responses from over 1,300 music teachers, the report demonstrates a considerable drop in music teaching in schools, revealing that almost 10% of primary and secondary schools were not teaching music class at all even though it is a requirement of the curriculum: 68% of primary schools and 39% of



secondary schools reporting a reduction in music provision and extra-curricular activities no longer taking place in 72% of primary schools and 66% of secondary schools.

Music is vital to our economy, our culture and our society and as one of our greatest national assets, it will play a crucial role in our post-pandemic recovery. It's more important than ever to invest in music education.

We welcome The Department for Education's announcement in August 2021 of the appointment of an expert advisory panel to help shape the future of music education and produce a new National Plan for Music Education next year.

As chair of the panel Veronica Wadley (Baroness Fleet) comments:

"It is so important that every child and young person, from whatever background and area, has the opportunity to benefit from learning to sing and play a musical instrument, improving not only concentration, self-confidence and academic attainment but also raising expectations of what they can achieve in all areas of their lives."

World Heart Beat is proud to provide 49% of our students with free access to our programmes. 70% of our students are from a Black and Asian Minority Ethnic (BAME) background and 70% are from low-income households. The young people we work with consistently demonstrate that a high level of achievement is possible regardless of disadvantage, when effective investment is focused at the heart of learning. Through a level of concentrated effort, often against the odds, our students have attained incredible life transforming successes.

Background to the Music Industry in the UK

The past 12 months has seen the UK's music industry facing many challenges as a result of the Covid-19 pandemic. The 2021 report 'This Is Music' - an annual economic study produced by UK Music which represents and champions all sectors of the UK music industry - revealed that the huge economic contribution that music made to the UK economy in 2019 almost halved – falling by 46% from a record £5.8 billion to £3.1 billion in 2020. Employment levels fell by 35% from 2019's all-time high of 197,000 to 128,000, and exports suffered a 23% drop from £2.9 billion in 2019 to £2.3 billion in 2020.

On a positive note, a survey also commissioned by UK Music on the views of the general public on the music industry found that:

- 75% of the public are proud of the UK music industry and its heritage
- 9% believe music improves the UK's reputation overseas
- 74% say music is important to their quality of life
- UK listens to 60 billion hours of music a year
- 1 million people took up a music instrument during lockdown

Music played a vital role in bringing comfort, solace and connection to people during the pandemic and as Jamie Njoku-Goodwin, Chief Executive, UK Music, commented:

"Music matters to us all. And in a year when we've seen just how important music is to all our lives, it's more important than ever that we take the necessary steps to protect, strengthen and grow the industry.

With the right support, the UK music industry can help drive the post-pandemic recovery. Music is a key national asset, part of our history and our heritage. More than that, it's part of our future. And we can't value it highly enough."

World Heart Beat's two faculties will help to develop the next generation of talent - providing a pipeline of accomplished and dedicated music students to become the highly skilled professionals of the future; helping to sustain the UK's vibrant and diverse music landscape, as well as ensuring its position as a global force in music.

Objectives and Aims

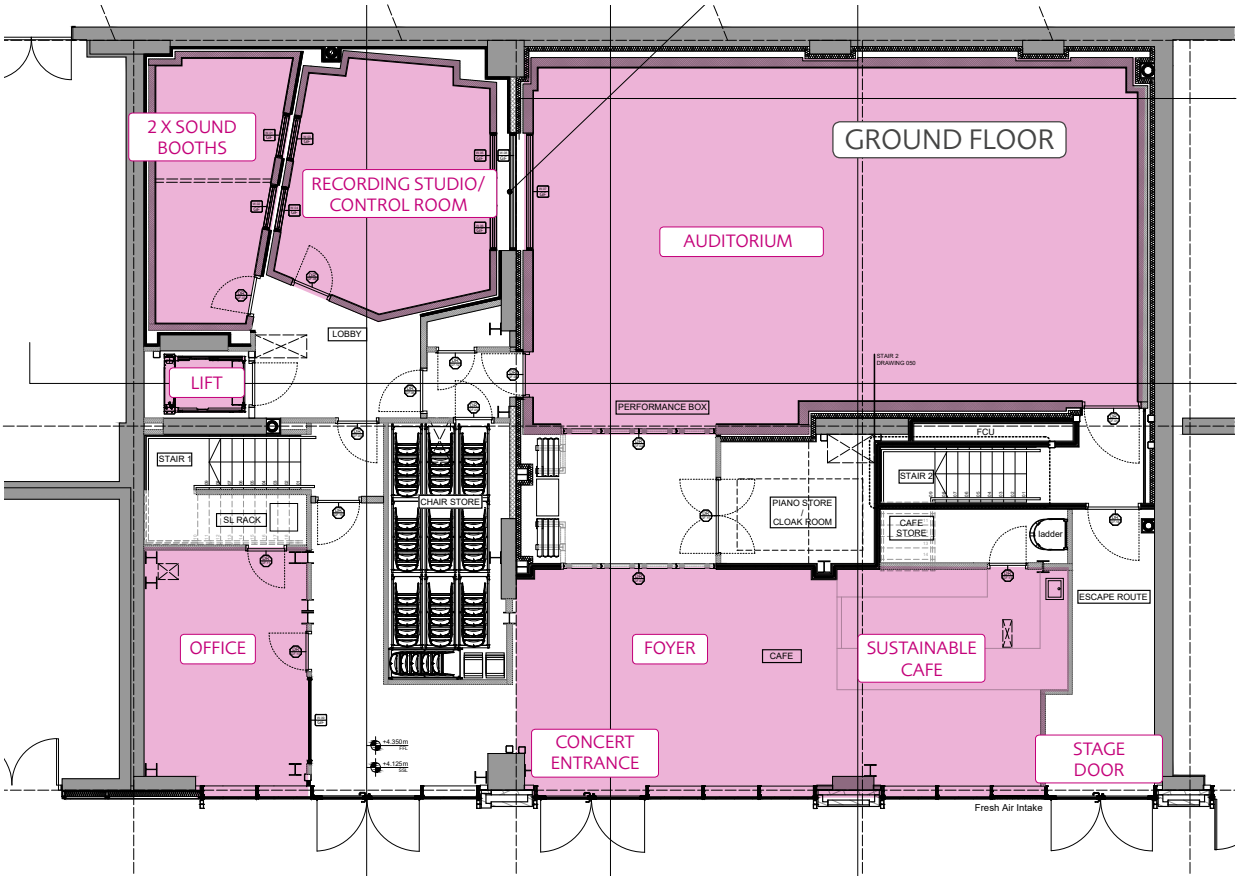
World Heart Beat Music Academy aims to establish a world class, non-profit music school providing an opportunity for children and young people who have the passion, but may not have the means, to learn a musical instrument alongside other young people within a structured programme under the guidance of committed and inspirational professional musicians.

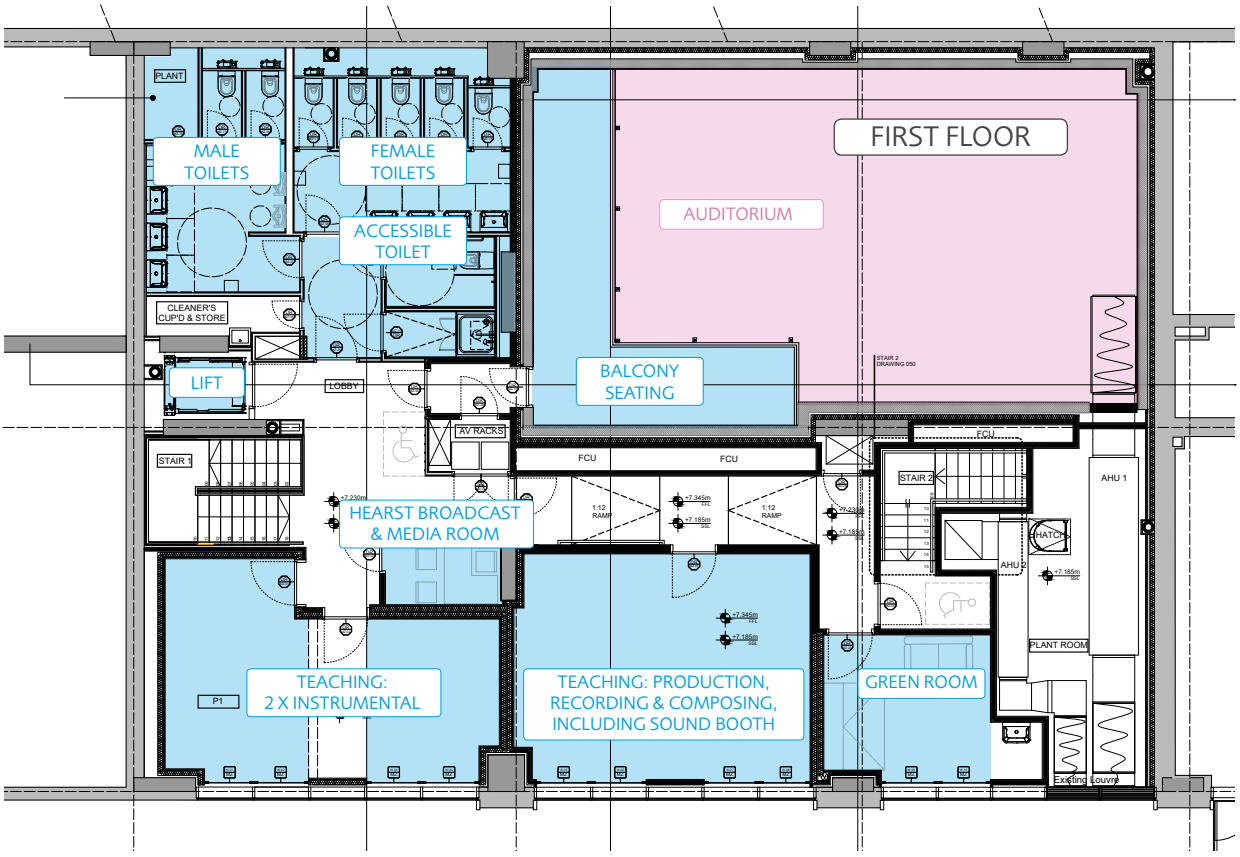
World Heart Beat Music Academy creates an environment where music is the universal form of communication and bridges cultural, political, economic and linguistic barriers. Our mission is to provide children and young people with opportunities to move from grass roots towards a successful, sustainable career.

Our vision is to create an inspiring place where children of all backgrounds feel welcome. It is a place to go after school, at weekends and during the holidays for lessons, workshops, practice facilities, and to play together in a range of bands and ensembles.



New Embassy Gardens Site – Floor Plans





Objective 1

To expand our programmes facilities and move into our second premises – designed to the highest technical specifications and fit for purpose:

In 2018, World Heart Beat was awarded a building in Embassy Gardens, Nine Elms after being selected from a competitive field of applicants to become a Cultural Anchor in Nine Elms, on the South Bank of London. Nine Elms is one of Europe's most prominent developments, the second largest after Battersea Power Station, which is located adjacently. The new development will bring two new underground stations, 20,000 new homes and millions of visitors to the area.

With the award of the building, WHB began a major capital campaign to raise £3.2 million to fully fit out, acoustically treat and sound proof the new premises. We have raised £2.4 million (as of 27 April 2022), and continue to work vigorously towards securing sufficient funds to accomplish our ambitious plans. We will be looking to those foundations, philanthropist and individuals who want to support an exciting, well-proven charity that successfully delivers on its promises and unlocks young people's potential, to help WHB to fulfil its mission to create a better, happier and more equal society.

We are proud to be building the first public concert hall in London since 2008, which is specially designed around performance. Our goal is for WHB Embassy Gardens to be a world class music-led performance and education facility – a Shangri-La of global music, embracing the very best and most exciting music and musicians from all corners of the world. As a bespoke, highly functionable technological facility, it will develop young people from the ground up, removing barriers that prevent disadvantaged children and young people accessing excellent music education and creative industry opportunities.

Nine Elms is a polarised community – 39% of the population are social-housing tenants facing an array of challenges including limited employment options and low household income, while 53% are professionals commanding substantial salaries, who own or rent expensive properties (Audience Agency Market Analysis 2019). The Patmore, Savona, Carey Gardens, Doddington & Rollo estates are in the bottom 30% of most deprived areas in the UK (ranked at 3 in the Index Multiple Deprivation Decile 2019). This has intensified the area's marked socio-economic inequalities, leading to wariness between different communities.

Neighbouring boroughs Lambeth and Southwark within easy commute of Nine Elms, are also home to disadvantaged communities at a combined average of 36.5%, and these will also be part of our target areas for engagement.

Our expansion into Nine Elms will allow us to generate more self-sustaining and earned income streams, which will fund our charitable activities including bursaries for circa 50% of our student body who are disadvantaged and secure World Heart Beat's long-term existence and resilience.

We will increase our student population to 700 by 2025-26, generating more income from fees from better off students (maximum 50% of students),



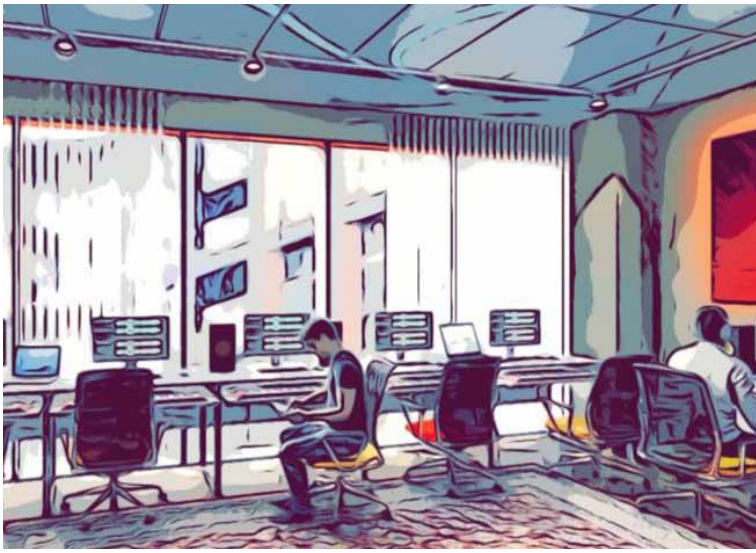


the introduction of new specialist/vocational courses in sound engineering/production, music management and music journalism, ticket income from our performance programme, launch of a new publishing and record label arm and rental revenue from state-of-the art recording studios, digital learning lab, auditorium and café.

Our new centre will encompass a 120-seat (200 standing) auditorium fitted with electro-acoustic allowing us to programme an appealing mix of music genres and enable solo artists and groups alike to perform with impact; state-of-the-art recording studios and facilities for our students, professional artists and the wider cultural sector in and around Nine Elms; a digital learning lab to support vocational courses in music production, sound-engineering, music journalism and film score composition; expanded teaching and rehearsal spaces and a café/community hub connecting existing communities, new residents, local employees and visitors.

Our plans for Embassy Gardens include an acoustically treated live room able to cater for orchestral recordings, connectivity to record from any teaching room, and a control room to handle a vast range of professional recording and acoustic frequencies. The installation of a state of the art D&B acoustic reverberation system will give us the ability to make high quality recordings and replicate acoustic from numerous concert halls from around the world. This, in addition to being able to broadcast live events, will be a significant factor in attracting high-calibre artists to both perform at the venue and engage in leading Masterclasses for World Heart Beat students.









Objective 2

To prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent:

Evidence shows that young people from low-income/disadvantaged backgrounds are less likely to take up music, enter higher or further education, thereby reducing their future employment and career potential. It is now widely recognised that participation in music can have a positive impact on wellbeing, mental health & confidence and help young people to raise their aspirations and maximise their potential.



We prioritise children and young people from socio-economically, disadvantaged and challenging backgrounds including recent migrants, refugees and those classified as NEET (not in education, employment or training). Our focus on reducing inequalities means that 70% of our students come from Black, Asian and Minority Ethnic backgrounds, 70% from low-income households; 8% disabled and 15% are defined as 'at-risk' – for example, refugees and those at risk of exclusion.

We will continue with our mission to prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent through:

- Offering a non-elitist admissions philosophy with no financial barriers, catering for students from diverse backgrounds.
- Releasing talent and transforming young lives by supporting young people to be ambitious, fulfil their musical aspirations and equip them for a sustainable career in the music and creative sectors.
- Enabling world-class musicians to pass their art and skills on to the next generation and draw out their talents.
- Practicing an enduring commitment to musical excellence and diversity.
- Providing a dedicated space in which professional musicians can expand their teaching, through workshops, band practice and by providing individual instrumental support for pupils.
- Creating an environment to provide specialised training specific to gaining employment within the creative industry, including expert training in radio production, sound engineering, composition, band leadership and promotion.
- Nurturing and showcasing musical talent by participants who are at the very beginning of their music practice; cultivating and developing the skills and aspirations of intermediate and advanced students on the cusp of entering a professional musical career through our core programmes: Music Leaders, Musical Communities and Widening Horizons.

Objective 3

Developing our Music Leaders, Musical Communities and Widening Horizons programmes:

Our **Music Leaders** programme engages 50 advanced students aged 15-25 and supports them with personal and skills development to become Music Leaders of the future. They benefit from masterclasses, one-to-one mentoring, networking, professional development and work experience opportunities, enabling them to hone their musical abilities, gain leadership skills, and receive tailored support to help them achieve their individual goals and aspirations. Participants in Music Leaders are selected from diverse backgrounds and priority is given to students from disadvantaged and low-income backgrounds.

Having successfully piloted the programme over 2 years we are now gathering outcomes and evidence to make the case for this programme to be formally accredited by Ofqual, with the aim to launch a 'Music Leaders Apprenticeship programme' in 2022-23. Students completing the programme will be in a good position to pursue a viable career in the music and creative industries.

Musical Communities provides children and young people with a fun as well as practical and in-depth introduction to music using oral/aural traditions to provide accessible and non-intimidatory pathways in to playing music. Beginner students are encouraged to explore a range of music and instruments to introduce them to the joy of music-making and sound and are supported to develop their musical skills through class tuition and ensemble playing. A key part of the programme involves community outreach activities inviting participants, their families and local communities to share songs, folktales and stories reflecting diverse cultural traditions.

Widening Horizons is a volunteer and new skills development programme aimed at under-represented or disengaged young people, aged 16-25, who love and want to be involved with music outside of academic learning. The aim is to promote the ethos and energy of World Heart Beat by expanding a creative community that is inclusive, welcoming and open to all backgrounds and cultures, supporting our young people to grow and elevate their voice and enabling change through the power of music.

Our young people have identified areas such as music, video, radio and stage production, sound engineering, event management, marketing and digital media training as keen interests. Listening to young voices is key in developing our objectives and deepening our impact.



Objective 4

To utilise talent and nurture genuine ambition and skill:

World Heart Beat Music Academy utilises the skills and specialisms of world-class musicians to nurture and develop students from grass roots upwards, and through using the talents of advanced students to support beginners – helping them to gain leadership and career development skills in the process.

We will nurture ambition and skill for every young person coming through our door by:

- Our innovative Musical Communities Ensemble, incorporating folk music from around the world informed by the cultures of its participants and their families.
- Piloting an ambitious Music Leaders programme, supporting talented musicians to excel and thrive, and pursue a sustainable career.
- Continuing our work in generating and producing our own creative digital content through devising programmes and features for World Heart Beat Music Hour, broadcast weekly on Wandsworth Radio, achieving our aim to set up World Heart Beat Radio at Embassy Gardens to broadcast and stream more content.

- Sharing best practice with key influencers and policy makers to remove the barriers to participation in high quality music education and music industry/career development.
- Pursuing a grass-roots approach which responds to the needs of different communities to unlock potential and support talent.
- Seeking accreditation from Ofqual for our own exam syllabus and online teaching resources.
- Developing corporate partnerships and major donor programmes to expand our work and build our offer
- Continuing to build a strong group of advisers to support and provide expertise for the Academy.

To summarise our objectives; World Heart Beat's goals over the next 24 months are to:

- Expand student numbers
- Maximise capacity on existing programmes
- Introduce new music teaching and learning programmes in new genres and to introduce short courses and foundation/diploma courses.
- Develop a Theory of Knowledge framework
- Increase our outreach programmes and provide a facility to enhance social and community cohesion

Increase our revenues with the goal of moving towards sustainability by:

- Expanding our revenue through concerts
- Providing opportunities to our students by undertaking more paid events
- Diversifying our product offering by launching new projects related to our core profile that can generate surpluses to help fund our charitable activities
- Incorporating a café as part of the public space
- Building an Ofqual recognised World Heart Beat music syllabus
- Providing professional recording studios and services for hire

Music Education Provided by World Heart Beat

World Heart Beat Music Academy currently offers the following ensemble sessions:

- 51st State Band (American-style concert band)
- Asian School
- Celtic fiddle
- Gypsy violin
- Jazz School
- New Orleans second line
- Jazz Improvising Vocal Choir
- Vocal School
- Latin American Rhythm

And individual/group tuition for the following instruments:

- Strings
- Woodwind
- Brass
- Piano/keyboard
- Drums
- Guitar/bass guitar
- Composition/song writing

Over the past year new courses have been provided in:

- Music management
- Music production and engineering
- Radio production and presentation
- Vlogging
- Event management and presentation
- Stage presence and technique

Achievement and Performance

Alumni Successes

World Heart Beat students continue to gain places at top universities: our students have gone on to be awarded scholarships at major music conservatoires in the UK, including the Royal Academy of Music, Royal College of Music & Drama; Royal Northern College of Music; Trinity Laban Conservatoire for Music & Dance, Guildhall College of Drama and Music, Royal Birmingham conservatoire, Royal Welsh College of Music and the prestigious Berklee School of Music in the USA.

WHB teachers, students and alumni have continued to achieve success in 2021:

- **Deschanel Gordon**, Pianist - BBC Young Jazz Musician of 2020
- **Jas Kayser** – Jazz Newcomer of the year – 2021 Parliamentary Jazz Awards
- **Lalou Laredo** – gained a place at Oxford University
- **Jessie Boulting** – gained a place at Oxford University
- **Arnaldo Cogorno** – awarded a Trinity Scholarship
- **Sian Kelly** – launch of band, Holocene
- **Leah Wing** – Flute Recital, Royal Liverpool Philharmonic Orchestra
- **Kwabana Boateng** – training as a lawyer and looking forward to joining our Board of Trustees
- **Mekbrakh Johnson** – former student now teaching at World Heart Beat

Music Exams

In a normal year around 70 students take music exams. Due to the pandemic, we were only able to put forward 18 students for their ABRSM and Trinity Board music exams this year, all achieving a pass, 13 of them with merit or distinction.

Widening Horizons Volunteers

31 young people from WHB demonstrated great resilience and generosity in giving their time and commitment to each other, the organisation and the wider community, despite a challenging and worrying time. Coming together to film, record, support and perform for our live and online community events, they have found the confidence to express their ideas on how WHB can best meet their hopes and ambition for the future. In return, this has given WHB increased clarity, focus and commitment in moving towards a youth-led model that responds to the voices and needs of young people in developing our educational, training and volunteer programmes to meet their aspirations and maximise their potential.



Jack Petchey Awards

12 WHB students received Jack Petchey Awards for Outstanding Achievement, honouring the dedication and commitment of students who have gone above and beyond. Each recipient received a certificate and a small cash award to put towards equipment and instruments, workshops and masterclasses, or going to concerts and shows.

Ziggazah Survey

Ziggazah, a group of 8 Music Leaders who constitute our current Generation Heartbeat Youth Board, conducted a survey of WHB students to get their views on what they gain from participation in our activities and what they would like to see us do in the future.

The sense of community was a strong theme for our students - comments included:

- A loving community and family of talented musicians
- Community and comfort. People who care about what you have to say
- The feeling that it's a second home
- Regularity and a community feel
- A safe place to meet new people, learn new skills and have fun without having the fear of being embarrassed or judged
- A really positive environment
- A loving environment where people care about you
- A sense of community of people doing the same things you love doing

In terms of the quality of personal and musical development provided, students said:

- Opportunities, real experienced tutors - not just tutors who are qualified on paper, friends
- Learning and confidence
- Learning and volunteering opportunities
- Support to push yourself and exit your comfort zone, people who have a vision of you that doesn't have limits
- A shared sense of love and enthusiasm for music, as well as the ability to meet a wide variety of people outside the age group of my year
- Brilliant musical education and friendly people
- A family learning environment that doesn't just focus on grades for musicians
- Access to world class equipment and world class teaching from world class musicians
- Lots of music opportunities, collaborations, professional training and learning musicianship in a range of different music based activities as well as constant challenge
- The incredible opportunities to play with great musicians and perform in concerts has really allowed me to learn a lot more than I have done anywhere else

Their aspiration for future opportunities and development demonstrated a strong desire for wider community involvement, testament to the holistic approach we use at WHB to develop well-rounded individuals as well as musicianship skills:

- More outreach sessions, running groups at external venues
- See it to believe it i.e. more events in person/ open days/'Try an Instrument', to attract more musicians (difficult at the moment). In the future, sessions that people can bring their friends and family to
- Visiting more secondary schools as well as primary schools
- Running classes for adults who haven't had a chance to be musical when they were younger
- Open 'Heartbeat Clubs' in Schools

Of those surveyed, 97% said World Heart Beat had met or more than met their expectations and are excited by the new wider opportunities that WHB Embassy Gardens will offer.

Partnerships and Diversity of Income Generation

World Heart Beat is pleased to have built on successful past collaborations in developing new partnerships with local, national and international high-profile businesses and organisations including Domino Records, Hearst Corporation and ZEDRA.

This has led to increased diversity of income supporting more student scholarships and talent development. We are immensely grateful to our partners and look forward to deepening our relationships with them, as well as cultivating new partnerships to continue to develop our programmes and diversify our offer.

Corporate Partnerships

Domino Programme:

Our partnership with Domino Recording Company (supporting Music Leaders) is one of our core programmes. Now in its third year, it has been extended to include mentoring by staff from Domino – helping to guide and support World Heart Beat students aged 16-24. We look forward to growing and developing this partnership over the next 12 months.

EcoWorld Ballymore

EcoWorld Ballymore and Wandsworth Council selected World Heart Beat from 42 organisations to become a new cultural anchor for the Nine Elms Development area, with the award of a 50-year tenancy of 750m^2 of space on EcoWorld Ballymore's Embassy Gardens site at a peppercorn rent of £1 annually – estimated to have a commercial value in excess of £10m. EcoWorld Ballymore have also generously contributed towards some of our outreach activity in Nine Elms.

Hearst Corporation

Thanks to our dearly missed friend, patron and advisor Terry Mansfield CBE, our introduction to the Hearst Corporation secured generous sponsorship of a Media Teaching Room for our new WHB Embassy Gardens Academy. This will be an essential component in unleashing the potential of young people through providing professional skills development, experience and learning that supports routes into future employment and career development.

ZEDRA – Young Jazz Musicians Talent Programme

ZEDRA, is an independent, global specialist in trust, corporate and fund services. They are sponsoring music scholarships for 8 students selected for their music ability and commitment to learning. This initiative supports students from diverse social and cultural backgrounds in South West London, who otherwise would not have the means for additional non-school based musical education.

Each benefits from a tailored programme, encompassing music lessons, masterclasses, music exam preparation, provision of their chosen instrument and access to further ranges of instruments. In addition, they have

opportunities to join artist development workshops and ensembles. They have a place to practice and rehearse in evenings and weekends and to take part in public performances.

Bart Deconinck, ZEDRA Executive Chairman comments:

"Giving disadvantaged children the opportunity to express their ideas and feelings through music and seeing so many positive impacts on other aspects in their life can be very rewarding. At ZEDRA we truly believe in self-improvement, confidence and bold ideas.

I am sure that the confidence you gain when standing up playing a solo changes the person you will become and the way you look at achieving excellence. If ZEDRA can help children to grow their self-confidence and lay the foundations for success, we will have already started the process of changing their lives."

Other Partners

Arts Council England

After 4 years as an Arts Council England (ACE) funded National Portfolio Organisation (NPO), and just one of three new London-based organisations for music, we will be renewing our bid in 2022 for continued investment over the next 4 years.

NPO funding has provided World Heart Beat with a firm foundation from which to build two of our core programmes, Music Leaders and Musical Communities, enabling young people from all backgrounds to develop their musicianship as well as leadership and mentoring skills.

We look forward to continuing our relationship with ACE and helping to deliver their Let's Create strategy to achieve its vision that, *'by 2030, England will be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone has access to a remarkable range of high-quality cultural experiences.'*

EUSA

EUSA is a not-for-profit international education organization that implements internship programs for US students in Europe, and we have welcomed two interns each year to come and work with us for 3 months. Due to the pandemic the programme was temporarily suspended but we are looking forward to its resumption with 2 interns ready to join WHB in September 2021.



Focusrite

Global music and audio products group Focusrite, donated 30 Scarlett Solo audio interfaces to the Academy, enabling students to continue with their music education and learn to produce, record and mix with studio quality from their own homes during pandemic lockdowns and restrictions. This generosity has made an incredible difference to our students, who, empowered and excited by using this new technology have made enormous leaps in maximising their sound and recording production to contribute high quality performances for our online videos and concerts.

Friends of World Heart Beat Music Academy

Our Friends of the Academy scheme was originally set up to support WHB to open and transform an abandoned top floor space in an industrial building on Kimber Road, Southfields into a beautiful, soundproofed music academy complete with performance space and teaching rooms. The development of our new Embassy Gardens facility will provide many exciting new opportunities for our Friends Scheme to expand and support WHB's activities at different levels. Friends receive priority invitations to our concerts and other public events, newsletters highlighting World Heart Beat's past and forthcoming activities and behind the scenes news. We would not be where we are now without the support of Friends to the academy and owe them immense gratitude for their ongoing commitment and belief in what we do.

The Jack Petchey Foundation

The Jack Petchey Foundation has generously supported World Heart Beat in a myriad of ways including sponsoring Achievement Awards for "young people who have gone above and beyond to achieve – perhaps when others thought they might fail"

Thanks to funding from Jack Petchey's Open Grants scheme 'Giving Something Back', 31 young people, age 15-25 years took part in our Widening Horizons volunteer programme which delivered a skills, development and exchange programme to empower and upskill participants to support the wider World Heart Beat community.

The programme provided our volunteers with training in employable skills including expertise in using new technology encompassing sound engineering, film editing and radio production, as well as event management, communication and presentation skills.

We were also delighted to be able to offer a 12 month paid internship to Jim Sorenson, the successful candidate selected from 127 applicants for the role of Music/Video Technology and Production Assistant, thanks to funding from the Jack Petchey Internship Programme.

Julian Joseph Jazz Academy

The Julian Joseph Jazz Academy (JJJA) – under the artistic direction of internationally renowned jazz pianist, composer and World Heart Beat Patron Julian Joseph – offers talented young instrumentalists and vocalists an amazing opportunity to work with some of the world's top jazz musicians, developing their creative talents and performance skills, through exploring the American roots of Jazz.

JJJA and WHB are intertwined – our partnership provides shared enrichment and development opportunities for students at both academies, helping to create well-rounded and highly skilful musicians. World Heart Beat students follow specialist jazz programmes at JJJA, and JJJA students expand their experience in classical music, orchestra and band performances, as well as through mentoring WHB students.

Yokohama Calling

Yokohama Calling is a not-for-profit organisation whose mission is to promote cross-cultural understanding through the universal power of music and arts and producing collaborative arts events, bringing together musicians from Japan, the United Kingdom and beyond. Our on-going partnership with Yokohama Calling has provided World Heart Beat with access to some of Japan's most exciting talent who have given Masterclasses and workshops to our students. This has been facilitated by leading musician and producer Nick Cohen who is Head of Digital Delivery and Young Artists' Development at World Heart Beat and also Creative Director of Yokohama Calling.

Timeline of events

1 September 2020 – 31 August 2021

Despite the challenges of lockdowns and restrictions over the year, WHB proffered a busy and vibrant programme of online/live events, workshops and performances, reaching a combined live and digital audience of over 10,000 (in-face and online views).

Radio Local Nine Elms September 2020

WHB students recorded content for *Radio Local* on life in Battersea and also took part in a radio broadcasting workshop to learn presenting skills and how to produce their own radio shows. These activities were vital in giving a platform to our young people to express their creativity, reconnect with each other and audiences, maintain their sense of well-being and retain a strong sense of hope and optimism for brighter times following the pandemic.

Radio Local is a community project by innovative performance artists Hunt & Darton. They were invited by Wandsworth Council and Battersea Arts Centre to bring the project to Nine Elms and work with residents and organisations in the area. They shared stories about Nine Elms and its people through a week long daily broadcast on Riverside Radio.

Every Child Matters from September 2020

Supported by generous funding from The Ironmongers' Company, WHB began a programme of free music lessons to six school children (with numbers growing to date), at Riversdale Primary School. Providing weekly classes over the year and free loan of a musical instrument to each child to be able to practice at home, or at school between weekly classes, participants have enjoyed a creative outlet for self-expression and engagement, giving them a cornerstone for lifelong learning and development.

Masks for Seeing October 2020

We were delighted to mark Black History Month through collaborating with musician Byron Wallen to deliver a project to deepen children's





knowledge, perception and value of works of art and music from across Africa to Year 5 pupils in South East London. Using artefacts from Byron's personal collection of musical instruments, masks, sculptures and music collected over three decades, children were able to develop a deeper understanding of the cultures and societies that created them and were inspired to develop their own musical compositions based on the themes they explored.

Online Supporters Event October 2020

An online fundraising event held to tell supporters and funders about the work of World Heart Beat and the opportunities our new building in Embassy Gardens will bring for young people. This was our first live streamed online event and featured live music from the academy, students talking about their World Heart Beat experiences and guest speakers including architect Rory Aitkenhead and WHB trustee James Joseph.

Founders Day Dinner October 2020

Young musicians from World Heart Beat presented a virtual concert of classical music to celebrate the 143rd anniversary of the United Wards Club of the City of London.

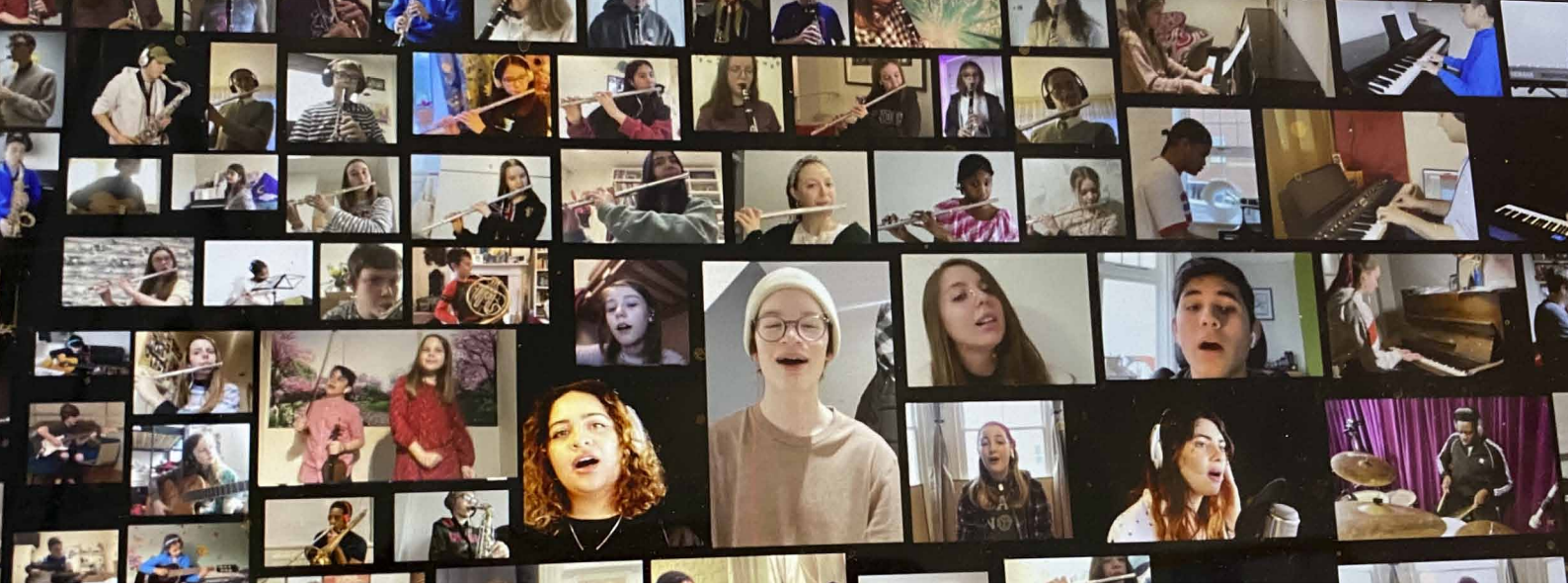
The Worshipful Company of Clockmakers Livery Dinner November 2020

We were originally commissioned by the Master of The Clockmakers' Company to play live at the Clockmakers' livery dinner in the Goldsmiths' Hall. However, with the imposition of new lockdown restrictions, a medley of entertainment was presented by our young musicians via Zoom to members instead.

Karen Shiraishi Trio Concert December 2020

WHB alumna Karen Shiraishi – pianist, composer and arranger - was born and raised in London. Classically trained from a young age, she fell in love with jazz at 14. Mentored in her teens by Julian Joseph OBE, Trevor Watkis, Tony Kofi and Byron Wallen, Karen won a scholarship to the prestigious Berklee College of Music in 2017 where she studied with jazz greats including NEA Jazz Master Joanne Brackeen, Ralph Peterson, Terri Lyne Carrington and Tia Fuller.

We were delighted to welcome Karen back to WHB for this **live-streamed concert** in which Karen and her trio performed a mix of jazz classics and her own original compositions. Presented in partnership with Yokohama Calling, the concert also featured as part of the British Council's '#CultureConnectsUs' online festival celebrating the rich cultural friendship between the UK and Japan and bringing diverse and vibrant work by UK artists and cultural institutions to audiences in Japan digitally.



Heart Beat Christmas Concert December 2020

World Heart Beat students from age 5 up to 25 brought much needed festive cheer to local audiences and further afield, performing a range of traditional classics as well as music of diverse heritage to reflect different cultural backgrounds.

The concert was streamed online and also streamed to Care Homes in partnership with Artists 'n' Residents – an initiative set up by Jennie Muskett (musician) and Nick Cohen (Head of Digital Production at World Heart Beat) to bring the joy of live music to residents facing isolation and loneliness during lockdown. The concert was viewed by an audience of over 1,500 and also featured as part of Andy Bungay's show on Riverside Radio.

ZEDRA Christmas Event December 2020

ZEDRA sponsors our Jazz Talent Development Programme, supporting 8 talented WHB students with individually tailored tuition and masterclasses to enable them to achieve their full potential. This Christmas message from the ZEDRA Senior Management Team to their employees around the world featured messages of thanks and performances from students on the programme.

Professional Development Sessions February 2021

Organised as part of our volunteer programme Widening Horizons, London born Neo-Soul, RnB and Jazz influenced artist, creative practitioner and music industry professional Esther Bokuma Lenda, provided a series of online professional development sessions exploring the Music Business, Brand Development and Sustainable Creativity.

Love's in Need of Love Today Online Video February 2021

115 young World Heart Beat musicians came together online to celebrate Valentine's Day, performing Stevie Wonder's "Love's in Need of Love Today."

The music video featured young vocalists, plus flute, violin, drum, saxophone, trumpet, trombones, tabla players and entire rhythm sections. Recorded remotely from home, this uplifting rendition shared our common need for love and helped to lift spirits during continued lockdown.

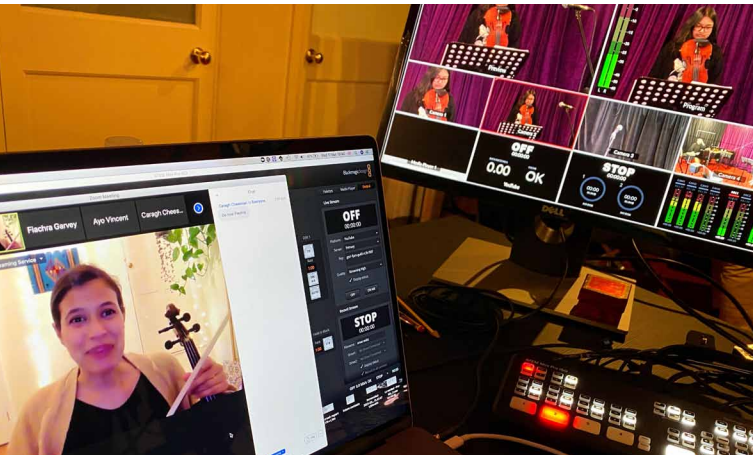
Alt. Vibes Initiative to Raise Community Spirits March 2021

Originally planned as a live New Orleans style parade around the Alton Estate and The University of Roehampton campus to 'bring a spring in the step' to local residents, ongoing pandemic restrictions necessitated a virtual parade to be presented instead.

Produced in partnership with University of Roehampton and Wandsworth Council's community support online initiative, **the virtual parade** featured performances by students from World Heart Beat and the London Samba School. Free online Samba and Latin classes for residents to join in were also provided in the 2 weeks leading up to the event.

Classical Vauxhall Music Festival March 2021

Classical Vauxhall was founded to make classical music more accessible through bringing outstanding new and established artists to Vauxhall. An integral part of Classical





Vauxhall is its education programme. Funded by Vauxhall One, Classical Vauxhall partnered with the VOCES8 Foundation, World Heart Beat Music Academy and the London Philharmonic Orchestra to deliver a free and diverse programme of school workshops, masterclasses, concerts and musical activities delivered for free to school children in Vauxhall and the greater Lambeth area.

As part of this programme, two of WHB's talented young violinists, Olivia Eade (14) and Inaya Salam (15) were selected to take part in a masterclass with international concert violinist Elena Urioste.

'For the Struggle' Online Concert March 2021

Curated by Music Leader students and directed by Trevor Watkis, **this programme of music** and song was made in response to the Black Lives Matter movement to highlight the ongoing need for global awareness of racial injustice and discrimination.

Celebrating messages of hope and unity from artists – including Stevie Wonder, Jimmy Cliff and Joe Henderson – the concert also showcased a mix of influential protest music produced during the American Civil Rights Movement of the 1950s and 1960s, through to contemporary jazz pianist and producer Donald Brown, and American jazz bassist Esperanza Spalding. Also featured, was our very own Anjelo Disons – singer, songwriter and producer – performing his original song, Roots. The concert was presented by celebrated actors Hannah Azuonye and Alexander Mushoreis.

Together We Go Forward April 2021

To celebrate International Jazz Day and in partnership with the Julian Joseph Jazz Academy (JJJA), **'Together We Go Forward' was streamed live** from World Heart Beat Academy. Showcasing some of London's most exciting young jazz musicians performing music by Chick Corea and Charlie Parker, among others, we were thrilled to mark the 10th anniversary of International Jazz Day. This global event celebrates jazz, bringing together communities from countries across the world to highlight the role of music in encouraging dialogue, combatting discrimination and promoting human dignity.

Operation Forest May 2021

As a follow up to 'For the Struggle" two of our young musicians Carla Flores and Ava Joseph curated a programme of music for their **'Operation Forest' project**, that as well as exploring themes of racial injustice sought to raise awareness of the need to protect our planet.

World Heart Beat students played alongside musicians from the Julian Joseph Jazz Academy with the concert featuring an acapella performance of 'Oh Freedom' – a post-civil war African American freedom song accompanied by jazz vocalist Cleveland Watkiss, MBE, and BBC Young Jazz Musician of the Year, Deschanel Gordon performing the Duke Ellington classic 'Come Sunday'.

Domino Recording Company June 2021

Our corporate partners Domino Recording Company provided a music entrepreneurship programme for young people aged 16-25 seeking their next steps in this sector of the creative industries.

A locally based record label known for its iconic signed bands such as The Kills, Arctic Monkeys and Hot Chip, the Domino team provided participants with a unique insight into the rapidly evolving world of the record industry and 'the how to' of music entrepreneurship as well as mentoring and further opportunities to find out more about the business.

Vaccination Centre Performances June 2021

5 WHB students and Piano Tutors Ayo Vincent and Kamilla Arku, entertained people waiting for their vaccinations at St. Barnabas Church Vaccination Centre in Southfields, providing a varied programme of soothing piano music.

La Verdad June 2021

A collaboration with the Mr. Klaje Collective, a group of musicians and educators who have worked in musical-educational projects for more than ten years based in Cali, Colombia, **this virtual performance of La Verdad** (The Truth) brought young musicians, many of whom live in challenging circumstances, including from WHB, together across the globe.

The project was conceived as part of Make Music Day – the world's largest, annual music event. La Verdad is the product of a collaborative research project *"¿Cuál es la verdad?" – "What is the Truth?"* – de-constructing collective memories and imagining alternative futures with disadvantaged young people through music and arts. The original version of La Verdad in Spanish was extended to include an interwoven English version from World Heart Beat musicians.

London Festival of Architecture (LFA) – Bringing Music to Nine Elms June 2021

A panel discussion with World Heart Beat Founder and Artistic Director, Sahana Gero MBE, CEO James Gero, and Architect Rory Aitkenhead, on our plans and vision for WHB Embassy Gardens with musical performance from World Heart Beat musicians.

Congrego! Festival, Wandsworth Arts Fringe July 2021

Presented in the WAF21 Big Top (at King Geroge's Park, Wandsworth), **Congrego!** was WHB's first live performance with an audience since the pandemic began.

Providing an explosion of Latin-American energy, Congrego! (Latin for come together), featured internationally-acclaimed Cuban violinist Omar Puente directing and performing with World Heart Beat musicians in a highly enjoyable and exciting programme showcasing Cuban, Venezuelan and Brazilian music, as well as best-loved songs from the Buena Vista Social Club repertoire. Embodying the excitement of Salsa, the wonderful rhythms of the Cha Cha Cha, Mambo, traditional Rumba and the blood-racing energy of Latin Jazz, our musicians were joined by the dynamic, high energy professional dancers of the Salsa Cabana Show to bring the warm 'Rhythms of Cuba' to a captivated and appreciative audience.



American Cultural Concert July 2021

Our American Cultural Concert was presented as part of Jazz: A Transatlantic Journey, an education and performance programme, funded by the US Embassy to engage young people, local communities, residents, and workers in Nine Elms, exploring the influence of early New Orleans jazz on the British jazz scene and popular culture. WHB was one of five main presenting partners for Wandsworth Arts Fringe 2021 and the American Cultural concert was presented as part of the WAF21 online events programme.

Featuring a range of American music genres including New Orleans 2nd Line, blues, jazz, soul and R &B, and honouring American music greats such as Blossom Dearie, Harry Connick Junior and Jimi Hendrix amongst others, we were honoured to have Chargé D'Affaires at the US Embassy, A.I. Yael Lempert introduce the performance.

Happy Streets Festival July 2021

World Heart Beat has been part of this summer community festival since it started in 2019 as a celebration of the redesign of Thessaly Road Bridge, close to WHB Embassy Gardens. This year, Happy Streets was also part of Wandsworth Arts Fringe (WAF). World Heart Beat musicians provided three live music performances at this year's festival: Brazilian Band, led by Ava Joseph, The Wavey Collective, led by Jaidon Regis and the World Heart Beat Gig Band. Percussion workshops and 'Try an Instrument' sessions were also provided as part of the day's activities.

Online Piano Party Festival July 2021

World Heart Beat's second virtual online Piano Party Festival gave young London pianists of all abilities the opportunity to take to the spotlight in showcasing their musical skills to an online audience. Pieces from Toccata by Khachaturian to Disco Baroque by Alan Bullard and Mazurka by Chopin were performed by 40 young pianists aged 5 to 25 years ranging from beginner to advanced level. WHB awards for outstanding achievement, progress and dedication by our young pianists were also announced as part of the event.



Sitar and Tabla Workshop July 2021

WHB music tutors Alok Verma and Jonathan Mayer provided a workshop for 120 pupils at Hillbrook Primary School in Tooting, introducing children to the instruments, teaching basic techniques and playing to a fascinated audience of children.

Percussion workshops in Nine Elms August 2021

World renowned percussionist and composer Oli Savill worked with WHB Music Leader Students to lead 2 days of percussion workshops teaching Afro-Cuban rhythms for families and young people at St George Thessally Church on the Patmore Estate in Nine Elms. Oli Savill has been at the heart of the UK jazz, broken beat and dance scene for the last 25 years, playing with bands such as Delata and Mala for his 'Mala in Cuba' project, as well as currently touring with dance superstars Basement Jaxx.

Latin Jam 2 Festival August 2021

Charlles Andre Souza De Almeida (known as Charlles Junior) and his Samba Band accompanied by World Heart Beat musicians performed at the Latin Jam 2 Festival in Nine Elms. Charlles Junior is a gifted Brazilian singer/songwriter who's making a strong impression on the UK music scene as he prepares to release his highly anticipated MPB (música popular brasileira) album in the coming months. Residents were able to enjoy live music and dance taking place at the Black Cab Coffee Company, a venue on the stunning riverside piazza overlooking the inlet dock and the River Thames in Nine Elms, as well as Brazilian drumming and guitar workshops.

Workshops and masterclasses taking place over the year

Our young musicians enthusiastically embraced opportunities to learn from masters in their field, participating in workshops and masterclasses including:

- Marimba and Mbira – Southern African music with Otto Gumaelius from Otto and the Mutapa Calling
- New Orleans Jazz masterclasses with Orlando Gilbert
- Latin American Rhythms with Omar Puente
- Movement masterclass with Ben Love from Ballet Soul
- Online Violin Masterclass with violin maestro and humanitarian Max Vengerov

Other News from 2020/21

World Heart Beat secured two major grants from the DCMS Culture Recovery Fund, set up to maintain England's cultural ecology through supporting significant cultural organisations to sustain their financial viability and resilience in the face of the COVID-19 pandemic.

Crowdfunding platform Global Giving chose World Heart Beat as Project of the Month in May 2021. Each month Global Giving selects one innovative, high-impact project out of more than 5,000 projects in 170+ countries across the globe to highlight their activities and need.

WHB worked with Publisher Harper and Collins on developing free online materials and resources in African and Indian music for early years (0-5 years) children. Musicians included Ava Joseph, Otto Gumaelius (African Mbira player), Baker Mukasa (former WHB student), Ezekiel Ajie, Wilf Cameron-Marples. Sian Kelly wrote and produced original song and story.

WHB joined the Amazon Smile scheme which allows shoppers to select the charity of their choice to receive 0.5% of the purchase price at no extra cost to themselves.

Proceeds from auctioning a Formula 1 racing tyre and an iconic artwork produced for Australian rock band King Gizzard and the Lizard Wizard's album 'KG', were donated to WHB. King Gizzard and the Lizard Wizard decided to auction the 3-D artwork and found World Heart Beat after searching for ideas of music projects to support on Global Giving. World Heart Beat was chosen because of the free music tuition and free instruments we provide to disadvantaged and socially isolated children in London.

Following a break-in at Kimber Road in which, video production equipment and instruments including award-winning musician and WHB tutor Tony Kofi's vintage saxophone were stolen, the widespread broadcast news and press coverage prompted the Premises Studios in Hackney to start a GoFundMe campaign which raised over £4,000 to fund a replacement saxophone for Tony.



Theory of Change Model

We have published our theory of change model around which the aims and mission of the organisation are being developed and implemented.

This is being developed around 7 core beliefs:

- Every young person who comes to World Heart Beat is a musician
- Generosity is the lifeblood of World Heart Beat, we go above and beyond
- Young people should be treated as creatives and equals with immense potential
- Young people should have access to all genres of music, taught by professional musicians
- A bespoke, flexible and proactive approach best meets the needs of young people
- Young people should be inspired to achieve beyond their expectations
- Musicians' and artists' careers work differently, our programme must be built around their needs

These beliefs inform World Heart Beat's Methodology in providing:

- Musical Training
- Technical Instruction
- Industry Connections
- Bespoke Support
- Entrepreneurial Coaching
- Creativity and Joy

Enabling us to deliver social, personal and professional outcomes, which cultivate:

- Leadership – Young people learn how to lead and manage others, take responsibility, develop social skills and work collaboratively
- Community Building and Enrichment – Young people at the heart of a creative community hub which provides local residents and visitors from all backgrounds with high-quality music, outreach and social events
- Discipline and Confidence – Supporting the autonomy of young people in taking responsibility for their learning and progressive self-improvement
- Ambition – Encouraging young people to think big, raising their aspirations for what they can achieve in their lives and their futures
- A Creative Mindset – Young people learn to think independently and creatively in finding solutions to problems and challenges they encounter
- Performance Skills – Confidence building through coaching and performance opportunities that equip young people to perform with confidence and flair
- Creative Careers – Providing support and opportunity for young people to find routes into employment in a variety of music and wider creative roles

Organisational Structure & Governance

WHB is a registered charity controlled by its governing document, deed of trust and constitution as a company limited by guarantee, as defined by the Companies Act 2006. Our organisational and reporting structure is as follows:

World Heart Beat has a growing team that will develop in line with the organisational structural table below. Our Board of Trustees oversees the organisation and provides governance. They direct the affairs of the charity, ensuring it is solvent, well-run and delivers our charitable objects. We have also established an advisory Change Board made up of external 'critical friends' from Wandsworth Council, property developers EcoWorld Ballymore and local business leaders to oversee the Embassy Gardens capital project and campaign.

Quarterly reports are prepared for the Board of Trustees by our senior management team to update on progress towards our objectives, financial position, planned activities and risk management.

Financial Review

World Heart Beat Music Academy works alongside but is independent of the educational establishment; the funding being through Trusts, Foundations, friends, corporates and the Arts Council.

Additional income is generated in the form of low cost tuition fees and our own concerts and events.

Financial Summary

Income

A successful 2020-21 saw an increase in donations, mainly towards charitable activities and projects (from £309,827 to £484,567), with restricted income, including for the building project at Embassy Gardens, remaining relatively consistent.

There has been a 27.4% decrease in income for paid music tuition as we come out of Covid-19. World Heart Beat supported disadvantaged young people with intensive tuition during lockdowns and many of the group sessions were turned into individual teaching.

Much of our donations were from grants in which we are not able to collect Gift Aid. The donations that we received through Global Giving amounted to £15,124 where Gift Aid was collected on eligible donations on our behalf. We were fortunate to become Charity of the Month (12 global charities from a pool of over 5000 selected during the year). Gift Aid on private donations have been rolled forward to 2022-2023 tax year.

Expenditure

Coming out of Covid lockdown, WHB started to increase activity beyond teaching, online workshops concerts and masterclasses. This is reflected in our overall expenditure especially in Nine Elms as we start to increase our presence in advance of opening the new site in 2022.

Accounts show a decrease under WHB for the cost of fund-raising, as we record CIC-specific fund-raising under the CIC accounts and there has been a significant ramping-up of activity in this area during the year, to reach our revised Embassy Gardens target of £3.2m

Tuition costs remained stable from the previous year, as the cost of teachers and associated resources remains consistent. Support costs have increased as the number of staff have started to rise to promote the growing needs of the organisation. It is anticipated these costs will significantly rise over the next 12 months as we expand into a larger premise which will double of intake.

Instrument/asset donation

All donations of instruments and assets are recorded carefully and efficiently as they come in, with each item being labelled with a unique reference, the value recorded, and assigned to a category.

The accounting system holds the full asset register and is used to calculate value monthly. The value of donated items sits under "Other Income" in the accounts and was just over £37k in the year.

Fixed Assets

After a thorough review of the fixed asset position, these will be restructured for the 2021-22 year to allow more detailed analysis to take place. A decision has been made to write off the remaining value of £16,246 to align with our much-improved asset reporting mechanism.

Reserves

World Heart Beat Reserves Policy is as follows:

The policy of the trustees is to maintain a level of reserves that will provide a stable base from which to fund the charities future activity whilst ensuring that excessive funds are not accumulated. The trustees have set a target range of general reserves of £125,000 which the trustees estimate is sufficient to meet the charities legal commitments should it be required to shut down due to a lack of available funds as well as to cover three months of future operating costs. The reserves target is reviewed and updated on an annual basis.

Funding Goals for 2020 - 2026

Goal 1 – Continuous

To continue to deliver our programmes and secure renewed Arts Council England National Portfolio Organisation funding.

Goal 2 – Continuous

To secure funding to support bursaries for children from low-income families (50% of our students), to participate in one or more of our core programmes.

Goal 3 – Specific 2020-2022

To raise £3.2m to develop and complete World Heart Beat Embassy Gardens. £0.8 million has been raised to date as of 31st August 2021.

Goal 4 – Continuous

To develop and launch a number of initiatives to make World Heart Beat more financially robust. Building a multi-faceted social enterprise including the development of a World Heart Beat syllabus, broadcasting of live performances, short courses and publishing.

We would like to thank all those that have participated in making World Heart Beat truly a magnificent creative educational organisation. We welcome and value our partnerships and will strive to leverage and maximise where possible.

Approved by order of the board of trustees and signed on its behalf by:

Mrs Rachel Van Walsum – Chair of Trustees

Ms Sahana Gero, MBE – Charity Secretary

Date: 27 April 2022

Thank You So Much

We want to thank the many people and organisations who have made gifts to support our work. Every amount received, no matter how large or small, is vital to our work and immensely appreciated. Amongst others, World Heart Beat would like to thank:

- 29th May 1961 Charitable Trust
- Alliance Big Local SW11
- Arts Council England
- Backstage Trust
- Big Issue Invest
- Big Issue Social Enterprise Support Fund
- Brian Murtagh Charitable Trust
- Chapman Charitable Trust
- Cockayne – Grants for the Arts
- Coln Trust
- DCMS Culture Recovery Fund
- Domino Recording Company
- EcoWorld Ballymore
- Fidelity Foundation UK
- Foyle Foundation
- Garfield Weston Foundation
- HEARST Corporation
- Helen Hamlyn Trust
- Hermes Investment
- Idlewild Trust
- Ironmongers' Company
- Jack Petchey Foundation
- John Thaw Foundation
- Julia & Hans Rausing Trust
- Knight Frank
- Linbury Trust
- London Community Foundation
- MacTaggart Third Fund
- Merton Giving
- Nugee Foundation
- PF Charitable Trust
- Philip Marsden Family Charitable Trust
- Rivers Foundation
- Social Investment for Business
- St James's Place Foundation
- Story of Christmas
- Thistle Trust
- Thomas's Foundation
- Tideaway Community Fund
- US Embassy Cultural Programme
- Wandsworth Arts Fund
- Wandsworth Grant Fund
- Wavendon Foundation
- Worshipful Company of Builders' Merchants
- Worshipful Company of Fanmakers
- Worshipful Company of Insurers
- ZEDRA

Our private donors and all of those who wish to remain anonymous.

With thanks to the London Borough of Wandsworth

Note: funding and supporters, as at 31 August 2021.

Independent Examiner's Report

I report to the trustees on my examination of the financial statements of World Heart Beat Music Academy Limited ('the charity') for the year ended 31 August 2021.

Responsibilities and basis of report

As the trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or

2. the financial statements do not accord with those records; or

3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or

4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Allan W McKelvie, F.C.A

Independent Examiner
82 Wandsworth Bridge Road
London
SW6 2TF

Date: 27 April 2022

World Heart Beat Music Academy Limited

Company Limited by Guarantee

Statement of Financial Activities

(Including income and expenditure account)

Year ended 31 August 2021

	Note	2021 Unrestricted funds £	2021 Restricted funds £	2021 **Total funds £**	2020 Total funds £
Income and endowments					
Donations and legacies	**5**	341,582	425,187	**766,769**	578,616
Charitable activities	**6**	105,099	–	**105,099**	139,814
Investment income	**7**	419	–	**419**	1,665
Other income	**8**	37,467	–	**37,467**	4
Total income		484,567	425,187	**909,754**	720,099
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	**9**	(51,858)	–	**(51,858)**	(69,620)
Expenditure on charitable activities	**10,11**	(237,112)	(488,835)	**(725,947)**	(512,056)
Other expenditure	**14**	(16,246)	–	**(16,246)**	–
Total expenditure		(305,216)	(488,835)	**(794,051)**	(581,676)
Net income and net movement in funds		179,351	(63,648)	**115,703**	138,423
Reconciliation of funds					
Total funds brought forward		134,420	369,316	**503,736**	365,313
Total funds carried forward		313,771	305,668	**619,439**	503,736

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Statement of Financial Position

31 August 2021

	Note	2021 £	£	2020 £
Fixed assets				
Intangible assets	**19**		**7,631**	15,260
Tangible fixed assets	**20**		**56,962**	45,969
Investments	**21**		**100**	100
			64,693	61,329
Current assets				
Debtors	**22**	**27,640**		21,677
Cash at bank and in hand		**636,376**		536,099
		664,016		557,776
Creditors: amounts falling due within one year	**23**	**(64,630)**		(48,195)
Net current assets			**599,386**	509,581
Total assets less current liabilities			**664,079**	570,910
Creditors: amounts falling due after more than one year	**24**		**(44,640)**	(67,174)
Net assets			**619,439**	503,736
Funds of the charity				
Restricted funds			**305,668**	369,316
Unrestricted funds			**313,771**	134,420
Total charity funds	**26**		**619,439**	503,736

For the year ending 31 August 2021 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Statement of Financial Position *(continued)*

31 August 2021

These financial statements were approved by the board of trustees and authorised for issue on 27 April 2022, and are signed on behalf of the board by:



Mrs R Van Walsum

Trustee

Statement of Cash Flows

Year ended 31 August 2021

	2021 £	2020 £
Cash flows from operating activities		
Net income	**115,703**	138,423
Adjustments for:		
Depreciation of tangible fixed assets	**5,727**	7,146
Amortisation of intangible assets	**7,629**	7,630
Dividends, interest and rents from investments	**(419)**	(1,665)
Interest payable and similar charges	**2,956**	1,050
Loss on disposal of tangible fixed assets	**16,246**	–
Changes in:		
Trade and other debtors	**(5,963)**	(9,076)
Trade and other creditors	**5,076**	8,238
Cash generated from operations	**146,955**	151,746
Interest paid	**(2,956)**	(1,050)
Net cash from operating activities	**143,999**	150,696
Cash flows from investing activities		
Dividends, interest and rents from investments	**419**	1,665
Purchase of tangible assets	**(39,582)**	(1,971)
Proceeds from disposal of tangible assets	**6,616**	–
Purchase of intangible assets	**–**	(22,890)
Acquisition of subsidiaries	**–**	(51)
Net cash used in investing activities	**(32,547)**	(23,247)
Cash flows from financing activities		
Net proceeds from borrowings	**(11,175)**	95,757
Net cash (used in)/from financing activities	**(11,175)**	95,757
Net increase in cash and cash equivalents	**100,277**	223,206
Cash and cash equivalents at beginning of year	**536,099**	312,893
Cash and cash equivalents at end of year	**636,376**	536,099

Notes to the Financial Statements

Year ended 31 August 2021

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 45 Gartmoor Gardens, London, SW19 6NX.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Income tax

The company is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

3. Accounting policies *(continued)*

Incoming resources
All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended
Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

3. Accounting policies *(continued)*

Intangible assets
Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at revalued amounts, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Intangible assets acquired as part of a business combination are only recognised separately from goodwill when they arise from contractual or other legal rights, are separable, the expected future economic benefits are probable and the cost or value can be measured reliably.

Amortisation
Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Website development	-	33.33% straight line on cost

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

Tangible assets
Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

Depreciation
Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Short leasehold property	-	written off over the term of the lease
Musical instruments	-	10% reducing balance
Fixtures and fittings	-	20% reducing balance
Equipment	-	20% reducing balance

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

3. Accounting policies *(continued)*

Investments
Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

Impairment of fixed assets
A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

Financial instruments
A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Defined contribution plans
Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

4. Limited by guarantee

Every member of the company undertakes to contribute such amount as may be required (not exceeding £1) to the company's assets if it should be wound up while he or she is a member for payment of the charity's debts and liabilities contracted before he or she ceases to be a member and of the costs, charges and expenses of winding up and for the adjustment of the rights of the contributories among themselves

5. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2021 £**
Donations			
Donations	38,806	252,400	**291,206**
Gift aid	–	–	**–**
Corporate donations	–	–	**–**
Grants			
Grants	302,776	172,787	**475,563**
	341,582	425,187	**766,769**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2020 £
Donations			
Donations	41,614	194,387	236,001
Gift aid	12,674	–	12,674
Corporate donations	10,500	–	10,500
Grants			
Grants	103,556	215,885	319,441
	168,344	410,272	578,616

6. Charitable activities

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
Music Tuition	93,487	**93,487**	128,637	128,637
Music Examinations	2,780	**2,780**	3,209	3,209
Concert revenue	8,832	**8,832**	7,968	7,968
	105,099	**105,099**	139,814	139,814

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

7. Investment income

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
Deposit account interest	419	**419**	1,665	1,665

8. Other income

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
Other income	37,467	**37,467**	4	4

9. Costs of raising donations and legacies

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
Costs of raising donations and legacies - Donations	51,858	**51,858**	69,620	69,620

10. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2021 £**
Music tuition	28,683	168,749	**197,432**
Music examination	2,488	–	**2,488**
Events and concerts	4,401	–	**4,401**
Grant funding	–	294,000	**294,000**
Support costs	201,540	26,086	**227,626**
	237,112	488,835	**725,947**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2020 £
Music tuition	3,477	192,834	196,311
Music examination	–	3,328	3,328
Events and concerts	7,905	–	7,905
Grant funding	–	122,873	122,873
Support costs	165,673	15,966	181,639
	177,055	335,001	512,056

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

11. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Grant funding of activities £	Support costs £	**Total funds 2021 £**	Total fund 2020 £
Music tuition	197,432	–	178,261	**375,693**	337,782
Music examination	2,488	–	11,141	**13,629**	12,171
Events and concerts	4,401	–	33,424	**37,825**	34,430
Grant funding	–	294,000	–	**294,000**	122,873
Governance costs	–	–	4,800	**4,800**	4,800
	204,321	294,000	227,626	**725,947**	512,056

12. Analysis of support costs

	Music tuition £	Music examination £	Events and concerts £	**Total 2021 £**	Total 2020 £
Staff costs	105,112	6,569	19,708	**131,389**	107,568
Premises	13,003	813	2,438	**16,254**	15,197
Communications and IT	4,703	294	882	**5,879**	4,780
General office	12,087	755	2,266	**15,108**	16,298
Finance costs	3,352	210	628	**4,190**	2,364
Governance costs	3,840	240	720	**4,800**	4,800
Depreciation	8,772	548	1,645	**10,965**	11,299
Advertising	6,220	389	1,167	**7,776**	575
Travelling	1,492	93	280	**1,865**	1,755
Miscellaneous expenses	13,503	844	2,532	**16,879**	11,418
Repairs and renewals	10,017	626	1,878	**12,521**	5,585
	182,101	11,381	34,144	**227,626**	181,639

Support costs attributable to more than one activity are allocated in proportion to staff time spent on the activities. The proportions are 80% Music tuition, 5% Music examination and 15% Events & concerts.

13. Analysis of grants

	2021 £	2020 £
Grants to institutions		
Grants to World Heart Beat CIC	**294,000**	122,873
Total grants	**294,000**	122,873

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

14. Other expenditure

	Unrestricted Funds	**Total Funds 2021**	Unrestricted Funds	Total Funds 2020
	£	**£**	£	£
Loss on disposal of tangible fixed assets	16,246	**16,246**	–	–

15. Net income

Net income is stated after charging/(crediting):

	2021	2020
	£	£
Amortisation of intangible assets	**7,629**	7,630
Depreciation of tangible fixed assets	**5,727**	7,146
Loss on disposal of tangible fixed assets	**16,246**	–

16. Independent examination fees

	2021	2020
	£	£
Fees payable to the independent examiner for:		
Independent examination of the financial statements	**4,800**	4,800

17. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2021	2020
	£	£
Wages and salaries	**199,560**	192,924
Social security costs	**16,091**	16,035
Employer contributions to pension plans	**4,300**	4,033
	219,951	212,992

The average head count of employees during the year was 6 (2020: 5). The average number of full-time equivalent employees during the year is analysed as follows:

	2021	2020
	No.	No.
Chief Executive	**1**	1
Artistic Director	**1**	1
Administration and Support	**4**	3
	6	5

No employee received employee benefits of more than £60,000 during the year (2020: Nil).

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

18. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees for the year ended 31 August 2021 (2020: nil)

No trustee expenses have been incurred for the year ended 31 August 2021 (2020: nil)

19. Intangible assets

	Website development £
Cost	
At 1 September 2020 and 31 August 2021	**22,890**
Amortisation	
At 1 September 2020	**7,630**
Charge for the year	**7,629**
At 31 August 2021	**15,259**
Carrying amount	
At 31 August 2021	**7,631**
At 31 August 2020	15,260

20. Tangible fixed assets

	Land and buildings £	Musical instruments £	Fixtures and fittings £	Equipment £	**Total £**
Cost					
At 1 September 2020	22,057	115,376	25,123	18,134	**180,690**
Additions	–	35,087	3,653	842	**39,582**
Disposals	–	(98,857)	–	–	**(98,857)**
At 31 August 2021	22,057	51,606	28,776	18,976	**121,415**
Depreciation					
At 1 September 2020	22,056	84,084	14,801	13,780	**134,721**
Charge for the year	–	2,391	2,410	926	**5,727**
Disposals	–	(75,995)	–	–	**(75,995)**
At 31 August 2021	22,056	10,480	17,211	14,706	**64,453**
Carrying amount					
At 31 August 2021	1	41,126	11,565	4,270	**56,962**
At 31 August 2020	1	31,292	10,322	4,354	45,969

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

21. Investments

	Shares in group undertakings £
Cost or valuation	
At 1 September 2020 and 31 August 2021	**100**
Impairment	
At 1 September 2020 and 31 August 2021	**–**
Carrying amount	
At 31 August 2021	**100**
At 31 August 2020	100

All investments shown above are held at valuation.

22. Debtors

	2021 £	2020 £
Trade debtors	**25,515**	21,677
Other debtors	**2,125**	–
	27,640	21,677

23. Creditors: amounts falling due within one year

	2021 £	2020 £
Bank loans and overdrafts	**39,942**	28,583
Trade creditors	**12,039**	12,445
Accruals and deferred income	**4,325**	2,520
Social security and other taxes	**6,572**	3,820
Other creditors	**1,752**	827
	64,630	48,195

24. Creditors: amounts falling due after more than one year

	2021 £	2020 £
Bank loans	**44,640**	67,174

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

25. Pensions and other post retirement benefits

Defined contribution plans
The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £4,300 (2020: £4,033).

26. Analysis of charitable funds

Unrestricted funds

	At 1 September 2020 £	Income £	Expenditure £	**At 31 August 2021 £**
General funds	134,420	484,567	(305,216)	**313,771**

	At 1 September 2019 £	Income £	Expenditure £	At 31 August 2020 £
General funds	71,268	309,827	(246,675)	134,420

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

26. Analysis of charitable funds *(continued)*

Restricted funds

	At 1 September 2020 £	Income £	Expenditure £	**At 31 August 2021 £**
Capital Donations	316,514	252,400	(294,000)	**274,914**
Arts Council	4,132	86,564	(79,312)	**11,384**
Awards for Young Musicians	–	400	(400)	**–**
Brian Murtagh Charitable Trust	4,167	–	(4,167)	**–**
Chapman Charitable Trust	583	–	(583)	**–**
City Bridge Trust	10,000	–	(10,000)	**–**
Idlewild Trust	–	5,000	(5,000)	**–**
Ironmongers' Trust	–	6,000	(6,000)	**–**
Jack Petchey Foundation	9,600	24,072	(27,391)	**6,281**
John Thaw Foundation	–	2,000	(2,000)	**–**
Musicians' Company - Guildhall School	375	–	(375)	**–**
Royal Borough of Greenwich	–	2,500	(2,500)	**–**
St James's Place Foundation	3,200	–	(3,200)	**–**
The London Community Foundation	9,662	–	(9,662)	**–**
The Nugee Foundation	350	–	(350)	**–**
Thistle Trust	–	2,130	(2,130)	**–**
US Embassy	–	8,800	(4,616)	**4,184**
Wandsworth Borough Council	–	10,000	(10,000)	**–**
Wandsworth Community Grant	2,000	–	(2,000)	**–**
Wandsworth Grant Fund	–	4,916	(4,916)	**–**
Wavendon Foundation	833	–	(833)	**–**
Worshipful Company of Fan Makers	–	3,000	(3,000)	**–**
Zedra	7,900	17,405	(16,400)	**8,905**
	369,316	425,187	(488,835)	**305,668**

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

26. Analysis of charitable funds *(continued)*

Restricted funds

	At 1 September 2019 £	Income £	Expenditure £	**At 31 August 2020 £**
Capital Donations	241,000	194,387	(118,873)	**316,514**
Arts Council	1,788	86,564	(84,220)	**4,132**
BLSW11 Alliance Covid Support	–	2,675	(2,675)	**–**
Brian Murtagh Charitable Trust	–	25,000	(20,833)	**4,167**
Chapman Charitable Trust	–	1,000	(417)	**583**
City Bridge Trust	–	20,136	(10,136)	**10,000**
Jack Petchey Foundation	–	15,520	(5,920)	**9,600**
Merton Voluntary Service Council	–	2,550	(2,550)	**–**
Musicians' Company - Guildhall School	–	750	(375)	**375**
Mercers Company	33,272	–	(33,272)	**–**
Samuel Gardner Memorial Trust	–	1,000	(1,000)	**–**
Sir Walter St John's Educational Charity	–	4,780	(4,780)	–
St James's Place Foundation	–	9,600	(6,400)	**3,200**
Taylor Family Foundation	3,200	–	(3,200)	**–**
The Coln Trust	1,500	3,000	(4,500)	**–**
The D'Oyly Carte Charitable Trust	–	3,360	(3,360)	**–**
The Grocers Charity	3,750	–	(3,750)	**–**
The Nugee Foundation	–	2,100	(1,750)	**350**
Thomas School Foundation	1,035	3,938	(4,973)	**–**
The London Community Foundation	–	9,662	–	**9,662**
Wandsworth Community Grant	4,500	4,000	(6,500)	**2,000**
Wavendon Foundation	–	2,500	(1,667)	**833**
Worshipful Company of Builders	–	500	(500)	**–**
Worshipful Company of Insurers	4,000	–	(4,000)	**–**
Zedra	–	17,250	(9,350)	**7,900**
	294,045	410,272	(335,001)	**369,316**

Notes to the Financial Statements *(continued)*

Year ended 31 August 2021

27. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2021 £**
Intangible assets	7,631	–	**7,631**
Tangible fixed assets	56,962	–	**56,962**
Investments	100	–	**100**
Current assets	273,766	390,250	**664,016**
Creditors less than 1 year	(24,688)	(39,942)	**(64,630)**
Creditors greater than 1 year	–	(44,640)	**(44,640)**
Net assets	313,771	305,668	**619,439**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2020 £
Intangible assets	15,260	–	15,260
Tangible fixed assets	45,969	–	45,969
Investments	100	–	100
Current assets	92,703	465,073	557,776
Creditors less than 1 year	(19,612)	(28,583)	(48,195)
Creditors greater than 1 year	–	(67,174)	(67,174)
Net assets	134,420	369,316	503,736

28. Analysis of changes in net debt

	At 1 Sep 2020 £	Cash flows £	**At 31 Aug 2021 £**
Cash at bank and in hand	536,099	100,277	**636,376**
Debt due within one year	(28,583)	(11,359)	**(39,942)**
Debt due after one year	(67,174)	22,534	**(44,640)**
	440,342	111,452	**551,794**

29. Related parties

During the year the Charity paid Grants of £294,000 to its wholly owned subsidiary World Heart Beat CIC. The Grant has been made to fund the new World Heart Beat building where World Heart Beat CIC has an asset lock on the new facility and also to fund the initial set up and running costs of the World Heart Beat CIC. The World Heat Beat CIC is the social enterprise for World Heart Beat Music Academy Ltd with the purpose of ensuring future sustainability to the charity.

WORLD HEART BEAT MUSIC ACADEMY LTD

England & Wales - Charity number 1139579

Accounts



Annual Report 2020

World Heart Beat Music Academy Limited · Company Limited by Guarantee
Annual Report & Financial Statements – 31 August 2020

Charity number: 1139579 · Company number: 06984769

world beat heart
MUSIC ACADEMY

Annual Report

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 August 2020. The trustees have adopted the provisions of 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)

McKELVIE & CO LLP
Chartered accountant
82 Wandsworth Bridge Road
London
SW6 2TF
UK

COMPANY REGISTRATION NUMBER: 06984769
CHARITY REGISTRATION NUMBER: 1139579

Chairman's Statement



During a recent concert, a World Heart Beat student quoted, music legend, Prince as having said "*Music is the ultimate power*".

How right he was! The intellectual rigour, the creativity and the empathy that music demands of us helps us to understand humanity. One of its greatest joys is the exchange of ideas with others from different backgrounds and diverse cultures. This is the spirit that pulsates through World Heart Beat Music Academy and, in spite of a hugely challenging year, the beat has remained firm and strong.

Lessons and captivating concerts moved online, students continued to be supported and, for many, the online contact, became the lifeline from isolation. The World Heart Beat energy, although different, was maintained. New projects continued to be advanced, including the exciting plans and capital fundraising for an additional Music and Education Centre and Concert venue at Embassy Gardens at Nine Elms. The overall positive activity, impact and achievement has been breathtaking and the excellent team continues to work tirelessly.

World Heart Beat Music Academy feels hugely supported. It is an Arts Council National Portfolio Organisation. It has also been a fortunate beneficiary of a number of Covid-19 emergency funding grants. Many important Trusts and private donors have also delved into their pockets for the first, second and third times.

We are indebted to everyone who is committed to being part of our journey. However, in order to maintain our exacting standards and fulfil our ambitions, and against a backdrop of a post pandemic landscape and a Government who repeatedly ignores the crucial importance of Music and the Arts, we are ever more reliant on philanthropy.

Every penny counts towards delivering an environment where young people can equip themselves with skills to take themselves out of sometimes difficult circumstances, or to simply give themselves opportunity.

Thank you, Prince. We concur. Music is the ultimate power and World Heart Beat Music Academy is a dynamic organisation that proves it.



Rachel Van Walsum
Chair of Trustees

Chief Executive Officer's Statement



A challenging year that's seen World Heart Beat deliver

The alarming speed of the Covid-19 pandemic and the resulting lockdowns had a severe impact on our activities and sadly, like many, we were affected on a personal level. The loss of our close friend, supporter and advisor, Terry Mansfield CBE to the virus early in the pandemic, brought deep sadness to World Heart Beat, testing our resilience as we sought to adapt and deliver our programmes differently.

Our focus became crystal clear as we recognised the imperative need to continuing to provide education and support to all our young students during this difficult time, as well as to sustain our staff team and music teachers to the greatest extent we could. The solution adopted by our artistic director Sahana Gero and the team, to combat the impact of the pandemic, was to put on more programmes, inspire greater student engagement, and connect with more partners using technology.

I am delighted to say that our administration staff performed an extraordinary task, coordinating 5,460 online music-making and 1:1 tuition sessions over the periods of lockdown. Furthermore, our teachers embraced the opportunity to continue to mentor and help our young people on their musical journey. As a result, we have successfully engaged in online teaching, involving both group and one to one lessons across all instrumental classes. We have also deployed new technology to deliver online concerts, events and other content. Utilising this technology has been crucial in maintaining continuity and connection with our students and community. We acquired a taster kit of camera equipment, which launched World Heart Beat into the world of live-streaming and video production on a modest scale. This purchase proved central to the delivery of our concerts and is a trend that we believe will continue. Subsequently it has formed the basis for how the digital infrastructure will be developed for World Heart Beat Embassy Gardens, our new second home in Nine Elms.

World Heart Beat's spirit has proven to be irrepressible, and I am delighted to say that despite enduring an extremely difficult year, we still managed to provide an unbelievable service to young people. This has included mentoring and teaching over 300 students weekly online when face-to-face was not permitted, engaging some 215 students performing in two lockdown videos, recording and producing over 30 music videos for sharing on social media and putting on 4 live-streamed concerts. In addition, we have developed meaningful partnerships focused on music talent and career development for 40 students through our Music Leaders programme.

World Heart Beat Music Academy has provided exceptional music education and performance opportunities to children and young people from a converted warehouse in Southfields, Wandsworth since 2009. We have expanded year-on-year providing a wonderful music education to no less than 370 young students. They regularly attend weekly with some coming significantly more often, using our facilities as a home from home. It is not uncommon to have young people spending 20 hours a week at World Heart Beat, being creative, gaining volunteering experience and giving back to the community.

We are now fully engaged in completing our next goal – the development and refit of our second new home at Embassy Gardens. Our aim is to begin fit out work by summer 2021, with an opening in Q1 2022. World Heart Beat Embassy Gardens will be our first permanent home and will strengthen our long-term sustainability. We have secured a minimum 50-year lease at £1 a year and with close proximity to excellent transport links including underground, buses and South Western trains at Vauxhall, World Heart Beat will be accessible to a far wider London community. World Heart Beat's proven and successful 'open heart, open arms' ethos at Kimber Road will be maintained, but our

new permanent home will provide a platform for the future development of our ecology and outreach, increase our impact and enable continued growth to maximise sustainability over the long term.

We believe that we will become the first school in the UK to provide musical education from grassroots to career level – an opportunity for a student to go on a journey of rich musical training from age 5 up to 25. Young people will not only learn to play but will also be immersed in a creative environment providing public performances, music industry training, internships, and volunteering opportunities as well as facilities to record and launch albums. Our focus on developing new programmes, which provide real life experience within the creative industry has already begun. World Heart Beat has been developing a new online learning and work experience programme in partnership with Domino Records to include modules in marketing, PR, recording deals, on the road touring and tour management to name a few.

Our new second home at Embassy Gardens will provide an opportunity to deliver regular public concerts with the aim to reach 150+ public performances annually by year 3. Our facilities have been designed around interconnectivity, enabling World Heart Beat to live stream activities and events, significantly expanding our reach to over 20,000 people to provide World Heart Beat with a new base of support. Our new Academy will improve the facilities available to our young musicians and double the number of students we can work with, including disadvantaged young people needing bursary support. We aim to have our first exams OFQUAL registered in 2021, an accreditation, which will recognise our quality assurance.

The successful execution of our exciting future plans will enable World Heart Beat to employ a team of 18 full time staff, provide meaningful employment to over 45 musicians on a regular basis and engage a further 200 plus musicians in concert performances and provision of masterclasses. It will see us increase and develop our professional partnerships, increase employment and volunteering opportunities for local people across our organisation to develop their skills and enhance well-being, as well as provide 6 internships and continue to offer 10 work experience places for young people per annum.

One of the joys of working at World Heart Beat is that no two days are ever the same. It is bursting at the seams with creative energy and we have the great fortune to have a superb team working in total unison to achieve its goals. I want to pay tribute to our remarkable staff, who have worked so hard to overcome an unprecedentedly difficult year and demonstrated their incredible commitment and capacity to be flexible in delivering differently.

I am proud to lead an organisation with a team whose dedication has enabled our 'big dreams and big goals' of last year to be implemented with total success and applaud the resilience of our young students in overcoming very challenging circumstances, and for readily embracing the opportunities we offered online, enabling them to continue to engage and progress with their music learning and development.

We are also immensely grateful to all the trusts, foundations, liveries, businesses and individuals who have supported our work. Their confidence in us to deliver through such a challenging year, has enabled us to continue to thrive.

My deepest gratitude and best wishes,



James Gero

Chief Executive Officer

Reference and administrative details

Registered charity name:
World Heart Beat Music Academy Limited

Charity registration number: 1139579
Company registration number: 06984769

Principal office and registered office:
45 Gartmoor Gardens,
London,
SW19 6NX

The trustees:
Mrs R Van Walsum
Mr J Joseph
Mrs C Oulton
Mr N Bush
Mr Z M Quinn
Ms J A Sutcliffe
Ms Jas Kayser (representing Ziggazah Youth Board)

Company secretary:
Ms Sahana Gero MBE

Independent examiner
Allan W McKelvie F.C.A,
82 Wandsworth Bridge Road,
London,
UK,
SW6 2TF

Honorary Patrons:
Julian Joseph OBE
Boris Purushottama Grebenshikov
Rezwana Choudhury Bannya

Key management personnel:
Ms Sahana Gero MBE (Artistic Director)
James Gero (Chief Executive Officer)

Trustees' Responsibilities Statement

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

"World Heart Beat is a place of excellence and joy that embraces a myriad of musical cultures. Their students love to learn and benefit from programming and teaching of the highest quality and care. World Heart Beat thrives in the positivity it radiates and is a place where students and teachers alike wish to be. I consider it a great privilege and honour to be so closely connected to such a magnificently creative and encouraging musical environment"

Julian Joseph OBE (World Heart Beat Patron, pianist, composer and broadcaster)

Our Vision

We envision a world where non-selective, richly diverse music programmes are accessible to everyone. We know that music education can be a powerful tool for positive change for young people, their families and their communities. We want all young people, including those who have struggled within formal education, to have equal access to these transformative benefits.

Our values are to nurture a powerful commitment to musical excellence; a warm embrace of people, cultures and world music; and a non-exclusive, non-elitist philosophy with no financial barriers.

We will:

- Generate more platforms for emerging under-represented artists
- Inspire young people to excel and maximise their potential
- Connect audiences with world-class musicians
- Promote wellbeing and greater social cohesion

Founded in 2009 to address the lack of affordable music tuition available to disadvantaged young people and to open up pathways into the music and wider creative industries, we have since become one of the most prominent music charities in the country, known for our youth-led approach and our exceptional track record of making music education truly inclusive.

Our activity is rooted in the knowledge that every young person, no matter their background or level of skill, has it within them to take up an instrument, learn to play and become a musician in a short time. The emotion, discipline and structure involved takes them on a journey far beyond their initial expectations, and they soon recognise that there are no limits.





A Local Enterprise with Global Reach

World Heart Beat's (WHB) activities will be expanded across two locations in Wandsworth – World Heart Beat Kimber Road and World Heart Beat Embassy Gardens, opening in 2022.

This will offer greater depth to our programmes, with Kimber Road being a wholly educational facility and Embassy Gardens offering performance, recording, broadcasting facilities, talent and career development as well as music education. This will enable us to develop our global reach and place World Heart Beat firmly on the map as a centre of musical excellence.

Progress to date

The building of WHB Embassy Gardens is underway with "shell and core" completed to include the façade, mezzanine and stairs. It is envisaged that in spring 2021, we will be ready to go out to tender with a contractor on-site in the summer and works completed by Q1 2022. Furthermore, a superbly designed digital room, music production and composition studio will also be available for courses in song and music writing, music journalism, script writing, film and TV composition.

Background to Music Education in the UK

Children from low-income families are more likely to feel a failure according to a 2016 report from the Children's Society. 1 in 6 will fall behind in communication skills before they even begin school. Evidence shows that children who live in poverty are exposed to numerous risks that can have serious long-term consequences, impacting on their mental health and well-being and future chances of living a happy life. Children living in relative poverty in the UK has risen substantially over recent years, increasing inequality and reducing life chances.

We know that music education can have a transformative impact on children, improving their confidence, academic performance, wellbeing, sense of belonging and ultimately, their life chances. And yet, we continue to see a fall in state music provision, a situation set to worsen as a result of the pandemic. According to research from the British Phonographic Society, state schools in England have seen a 21% decrease in music provision over the last five years. At the same time, access to music in independent schools rose by 7%. The gap widens amongst poorer pupils, with just one in four schools in deprived areas offering music lessons. One in five primary school teachers reported there was no regular music lesson for their class, and only 12% of schools in deprived areas have

an orchestra, compared with 85% of independent schools.

Speaking in March 2020, at the launch of a BBC project to introduce children to classical music, former BBC director general Tony Hall spoke of the importance of music education:

"I know how much music can change your life. It changed mine. It could change yours, too, because music can make you look at the day differently; it can give you confidence you never knew you had and it can inspire you. Perhaps you'll just pick up an instrument for the first time; listen to some music you haven't yet come across; or think about how you can use the talents you have."



Changing lives through music and unlocking potential is entirely what World Heart Beat Music Academy is about. With increasing lack of music provision within mainstream education, and rising levels of inequality, our services are needed more than ever and we provide 49% of our students with free access to our programmes. 60% of our students are from a Black and Asian Minority Ethnic (BAME) background and 70% are from low-income households. The young people we work with consistently demonstrate that a high level of achievement is possible regardless of disadvantage, when effective investment is focused at the heart of learning. Through a level of concentrated effort, often against the odds, our students have attained incredible life transforming successes.

Background to the Creative Industry in the UK

According to the most recent available Government data, the UK's successful creative industries contributed £111.7 billion to the economy in 2018, equivalent to £306 million every day. This was a rise of 7.4 per cent on the previous year - more than five times larger than growth across the UK economy as a whole, which increased by 1.4 per cent. The sector was supported by large contributions from tech services and the film and television industries, which contributed £45.4 billion and £20.8 billion to the economy respectively. The Cultural Sector contributed £32.3bn to the UK economy in 2018 - up 2.7 per cent from the previous year with Film, TV and Music making up three fifths of this total at £21.3 billion.

London is a global capital for culture and the creative industries with the sector accounting for one in six jobs in the capital; however, only 13% of creative jobs are filled by BAME (Black, Asian & Minority Ethnic) groups.

To create an even more successful cultural sector that is able to represent Britain's diverse communities and respond to new digital means of production, it is essential to provide inclusive and meaningful pathways into the music and creative industries for marginalised young people who face socio-economic barriers to participation and career development. This will be at the heart of our new centre in Nine Elms which will incorporate state-of-the-art infrastructure to create a venue that reflects the future of music education, with facilities that our students can draw on, centred on digital production and performance.

World Heart Beat Nine Elms will extend our work at our existing academy and be a centre for musical excellence, doubling our teaching capacity and providing thousands more students with music education and career pathways into the music industry through our advanced training programmes.

Objectives and Aims

World Heart Beat Music Academy aims to establish a world class, non-profit music school providing an opportunity for children and young people who have the passion, but may not have the means, to learn a musical instrument alongside other young people within a structured programme under the guidance of committed and inspirational professional musicians.

World Heart Beat Music Academy creates an environment where music is the universal form of communication and bridges cultural, political, economic and linguistic barriers. Our mission is to provide children and young people with opportunities to move from grass roots towards a successful, sustainable career.

Our vision is to create an inspiring place where children of all backgrounds feel welcome. It is a place to go after school, at weekends and during the holidays for lessons, workshops, practice facilities, and to play together in a range of bands and ensembles.

Objective 1

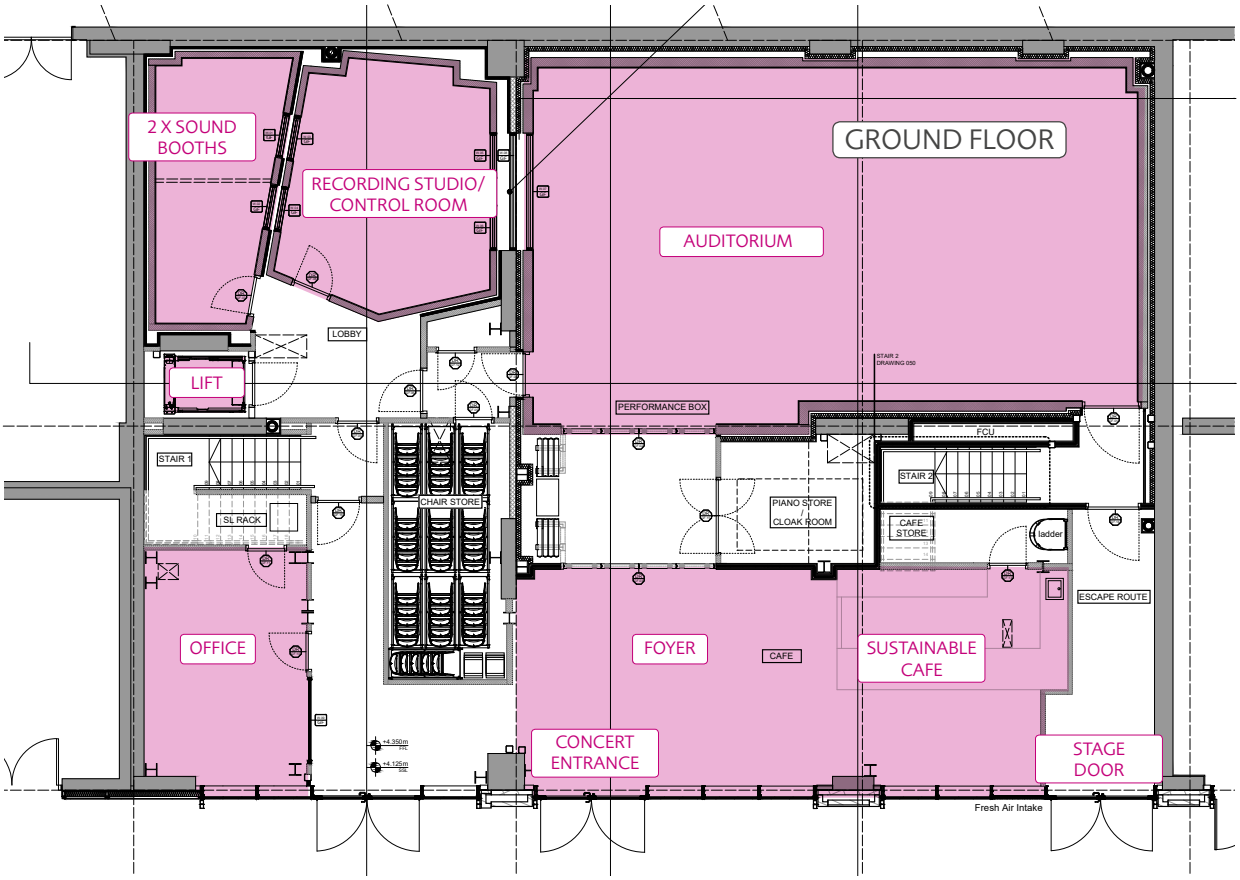
To expand our programmes facilities and move into our second premises designed to the highest technical specifications and fit for purpose.

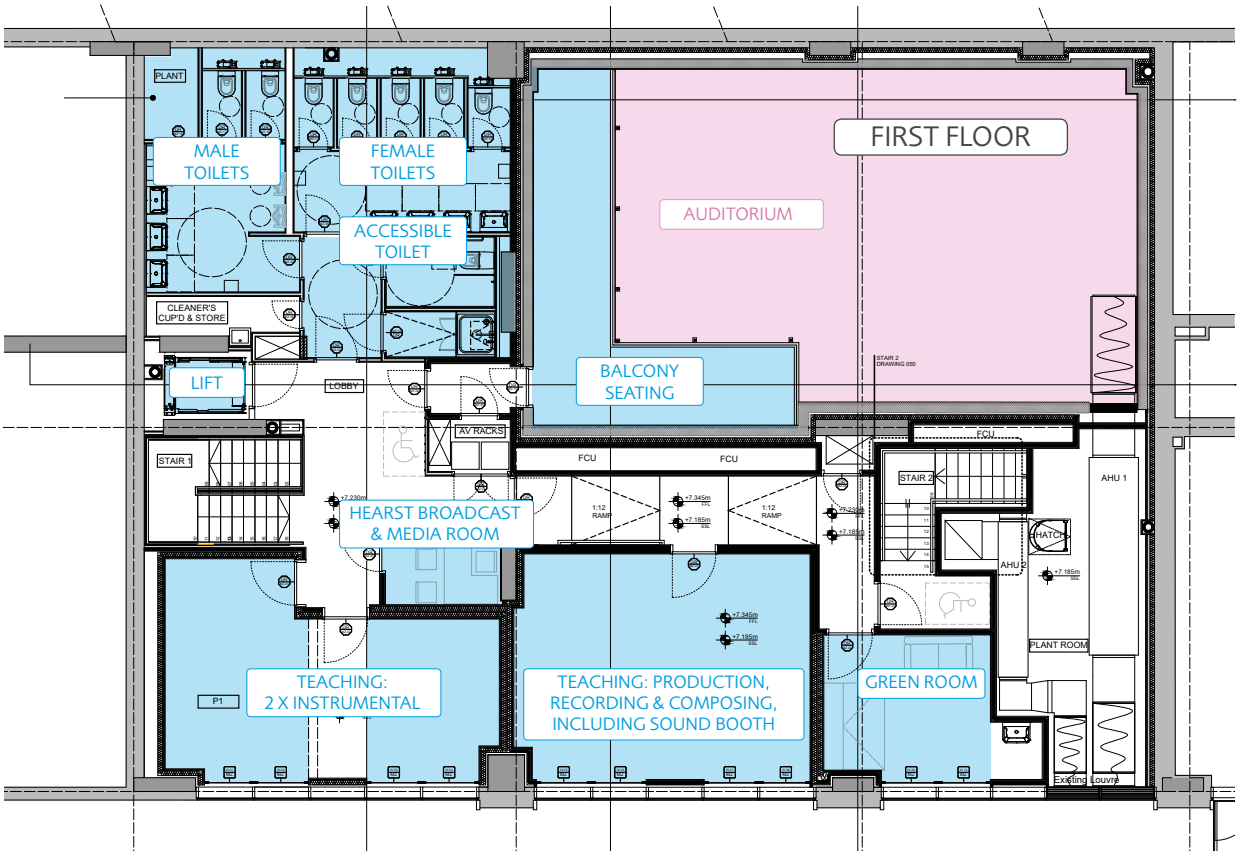
In 2018, World Heart Beat was selected from a competitive field of 42 Arts and Cultural applicants to become a Cultural Anchor in Nine Elms, on the South Bank of London. Nine Elms is one of Europe's most prominent developments, the second largest after Battersea Power Station, which is located adjacently. The new development will bring two new underground stations, 20,000 new homes and millions of visitors to the area.

Shortly after being awarded the building, World Heart Beat began its capital campaign with the aim to raise £2.4m to fully fit out, acoustically treat and sound proof the new premises. Having raised £1.336m to date, a prominent focus for the current year 2020-2021 will be to secure sufficient funds to accomplish our ambitious plans with the aim to open our doors in Q1 2022.



New Embassy Gardens Site – Floor Plans





We will be looking for those foundations, philanthropists and individuals who want to support an exciting, well-proven charity that successfully delivers on its promises and unlocks young people's potential, helping to fulfil its mission to create a better, happier and more equal society.

We are proud to be building the first public concert hall in London since 2008, which is specially designed around performance. Our goal is for Embassy Gardens to be a world class music-led performance and education facility – a Shangri-La of global music, embracing the very best and most exciting music and musicians from all corners of the world. As a bespoke, highly functionable technological facility, it will develop young people from the ground up, removing barriers that prevent disadvantaged children and young people accessing excellent music education and creative industry opportunities.

Nine Elms is a polarised community – 39% of the population are social-housing tenants facing an array of challenges including limited employment options and low household income, while 53% are professionals commanding substantial salaries, who own or rent expensive properties (Audience Agency Market Analysis 2019). The Patmore, Savona, Carey Gardens, Doddington & Rollo estates are in the bottom 30% of most deprived areas in the UK (ranked at 3 in the Index Multiple Deprivation Decile 2019). This has intensified the area's marked socio- economic inequalities, leading to wariness between different communities.

Neighbouring boroughs Lambeth and Southwark within easy commute of Nine Elms, are also home to disadvantaged communities at a combined average of 36.5%, and these will also be part of our target areas for engagement.

Our expansion into Nine Elms will allow us to generate more self-sustaining and earned income streams, which will fund our charitable activities including bursaries for circa 50% of our student body who are disadvantaged and secure World Heart Beat's long-term existence and resilience.

Our plans for Embassy Gardens include an acoustically treated live room able to cater for orchestral recordings, connectivity to record from any teaching room, and a control room to handle a vast range of professional recording and acoustic frequencies. The installation of a state of the art D&B acoustic reverberation system will give us the ability to make high quality recordings and replicate acoustic from numerous concert halls from around the world. This, in addition to being able to broadcast live events, will be a significant factor in attracting high-calibre artists to both perform at the venue and engage in leading Masterclasses for World Heart Beat students.

We will increase our student population to 700 by 2025, generating more income from fees from better off students (maximum 50% of students), the introduction of new specialist/vocational courses in sound engineering/production, music management and music journalism, ticket income from our performance programme, launch of a new publishing and record label arm and rental





revenue from state-of-the art recording studios, digital learning lab, auditorium and café.

Our new centre will encompass a 120-seat (200 standing) auditorium fitted with electro-acoustic allowing us to programme an appealing mix of music genres and enable solo artists and groups alike to perform with impact; state-of-the-art recording studios and facilities for our students, professional artists and the wider cultural sector in and around Nine Elms, a digital learning lab to support vocational courses in music production, sound-engineering, music journalism and film score composition; expanded teaching and rehearsal spaces and a café/community hub connecting existing communities, new residents, local employees and visitors.









Objective 2

To prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent:

Evidence shows that young people from low-income/disadvantaged backgrounds are less likely to take up music, enter higher or further education, thereby reducing their future employment and career potential. It is now widely recognised that participation in music can have a positive impact on wellbeing, mental health & confidence and help young people to raise their aspirations and maximise their potential.



We prioritise children and young people from socio-economically, disadvantaged and challenging backgrounds including recent migrants, refugees and those classified as NEET (not in education, employment or training). Our focus on reducing inequalities means that 70% of our students come from Black, Asian and Minority Ethnic backgrounds, 70% from low-income households; 8% disabled and 15% are defined as 'at-risk' – for example, refugees and those at risk of exclusion.

We will continue with our mission to prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent through:

- Offering a non-elitist admissions philosophy with no financial barriers, catering for students from diverse backgrounds
- Releasing talent and transforming young lives by supporting young people to be ambitious, fulfil their musical aspirations and equip them for a sustainable career in the music and creative sectors
- Enabling world-class musicians to pass their art and skills on to the next generation and draw out their talents
- Practicing an enduring commitment to musical excellence and diversity
- Providing a dedicated space in which professional musicians can expand their teaching, through workshops, band practice and by providing individual instrumental support for pupils
- Creating an environment to provide specialised training specific to gaining employment within the creative industry including expert training in radio production, sound engineering, composition, band leadership and promotion
- Nurturing and showcasing musical talent by participants who are at the very beginning of their music practice; cultivating and developing the skills and aspirations of intermediate and advanced students on the cusp of entering a professional musical career through our core programmes: Music Leaders, Musical Communities and Widening Horizons

Objective 3

Developing our Music Leaders, Musical Communities and Widening Horizons programmes:

Our **Music Leaders** programme engages 50 advanced students aged 15 - 25 and supports them with personal and skills development to become Music Leaders of the future. They benefit from masterclasses, one-to-one mentoring, networking, professional development and work experience opportunities, enabling them to hone their musical abilities, gain leadership skills, and receive tailored support to help them achieve their individual goals and aspirations. Participants in Music Leaders are selected from diverse backgrounds and priority is given to students from disadvantaged and low income backgrounds.

Having successfully piloted the programme over 2 years we are now gathering outcomes and evidence to make the case for this programme to be formally accredited by Ofqual, with the aim to launch a 'Music Leaders Apprenticeship programme' in 2021-22. Students completing the programme will be in a good position to pursue a viable career in the music and creative industries.

Musical Communities provides children and young people with a fun as well as practical and in-depth introduction to music using oral/aural traditions to provide accessible and non-intimidatory pathways in to playing music. Beginner students are encouraged to explore a range of music and instruments to introduce them to the joy of music-making and sound and are supported to develop their musical skills through class tuition and ensemble playing. A key part of the programme involves community outreach activities inviting participants, their families and local communities to share songs, folktales and stories reflecting diverse cultural traditions.

Widening Horizons is a volunteer and new skills development programme aimed at under-represented or disengaged young people aged 16-25 who love and want to be involved with music outside of academic learning. The aim is to promote the ethos and energy of World Heart Beat by expanding a creative community that is inclusive, welcoming and open to all backgrounds and cultures and supports young people to grow and elevate their voice and enabling change through the power of music.

Our young people have identified areas such as music, video, radio and stage production, sound engineering, event management, marketing and digital media training as keen interests. Listening to young voices is key in developing our objectives and deepening our impact.



Objective 4

To utilise talent and nurture genuine ambition and skill:

World Heart Beat Music Academy utilises the skills and specialisms of world-class musicians to nourish and develop students from grass roots onwards and through using the talents of advanced students to support beginners, helping them to gain leadership and career development skills in the process.

We will nurture ambition and skill for every young person coming through our door through:

- Our innovative Musical Communities Ensemble, incorporating folk music from around the world informed by the cultures of its participants and their families.
- Piloting an ambitious Music Leaders programme, supporting talented musicians to excel and thrive, and pursue a sustainable career.
- Continuing our work in generating and producing our own creative digital content through devising programmes and features for World Heart Beat Music Hour, broadcast weekly on Riverside Radio (formerly Wandsworth Radio), and achieving our aim to set up World Heart Beat Radio at Embassy Gardens to broadcast and stream more content.

- Sharing best practice with key influencers and policy makers to remove the barriers to participation in high quality music education and music industry/career development.
- Pursuing a grass-roots approach which responds to the needs of different communities to unlock potential and support talent.
- Seeking accreditation from OFQUAL for our own exam syllabus and online teaching resources.
- Developing corporate partnerships and major donor programmes to expand our work and build our offer
- Continuing to build a strong group of advisers to support and provide expertise for the Academy.

To summarise our objectives; World Heart Beat goals over the next 36 months are to:

- Expand student numbers
- Maximise capacity on existing programmes
- Introduce new music teaching and learning programmes in new genres and to institute short courses and foundation/diploma courses.
- Develop a Theory of Knowledge framework
- Increase our outreach programmes and provide a facility to enhance social and community cohesion

Increase our revenues with the goal of moving towards sustainability by:

- Expanding our revenue through concerts
- Providing opportunities to our students by undertaking more paid events
- Diversifying our product offering by launching new projects related to our core profile and that can generate surpluses to help fund our charitable activities
- Incorporating a café as part of the public space
- Building an OFQUAL recognised World Heart Beat music syllabus
- Providing professional recording studios and services for hire

Music Education Provided by World Heart Beat

World Heart Beat Music Academy currently offers the following ensemble sessions:

- 51st State Band (American-style concert band)
- Asian School
- Celtic fiddle
- Gypsy violin
- Jazz School
- New Orleans second line
- Jazz Improvising Vocal Choir
- Vocal School
- Gig Training (contemporary music)

In 2020-2021 we plan to develop a Latin American rhythm section.

In addition, World Heart Beat offers individual/group tuition for the following instruments and styles:

- Strings
- Woodwind
- Brass
- Piano/keyboard
- Drums/Tabla
- Guitar/bass guitar
- Composition/song writing

In 2021-2022 new courses are being planned for:

- Music management
- Music production and engineering
- Radio production
- Radio presentation
- Vlogging
- Event management and stage technique
- Journalism
- Scriptwriting
- Film score development

Achievement and Performance

Achates Philanthropy Prize

Our partnership with Nick Thomlinson was awarded one of only 2 prestigious Achates Philanthropy Prizes given annually with Nick being recognised for his outstanding individual giving. Achates received a record-breaking number of submissions with applications across all art forms, and from across the country, reflecting the emerging generation of new supporters for arts organisations and their communities. We were delighted that Nick was recognised for his philanthropic generosity, strong engagement with us and the difference his giving has made to the academy.

Recognition from Big Picture Foundation, USA

The World Heart Beat Music Academy's commitment to offering music and education to all kids, regardless of background, should be the model for the rest of the world! For your heroic work and for the committed collaboration among your students, you won the Big Picture Foundation Spring 2020 Global Gallery Best-in-Show award. There's no other programme that ever deserves this commendation more than you and the kids in your programme.

Kim Tamalonis, Executive Director, Big Picture Foundation

Bronze and Silver Arts Awards

Over the year 29 students were supported to complete Bronze and Silver Arts Awards – nationally accredited qualifications recognised by creative industry employers and higher education institutions, with 22 achieving Bronze and 7 attaining Silver Arts Awards.

Music Exams

In a normal year around 70 students take music exams. Due to the pandemic, we were only able to put forward 20 students for their ABRSM and Trinity Board music exams this year but we are proud to report that 13 of this cohort achieved merit or distinction passes.







ABOVE... LEFT: Karen Shiraishi & RIGHT: Emilly Santos

Alumni Successes

World Heart Beat students continue to gain places at top universities; have become Red Bull artists; are on world tours (pre-covid); play in festivals, and grace some of finest stages and stadiums here in the UK and beyond.

The students that have come through World Heart Beat have often mentioned the enormous impact that our ethos,style of teaching, and bespoke nurturing has had on their lives, and how it reflects the transformative effect in them becoming successful. We are hugely proud of their success, many who are levelling up from disadvantage, where social mobility has been at the heart of our organisation.

In the last seven years, our students have gone on to be awarded scholarships at major music conservatoires in the UK, including the Royal Academy of Music, Royal College of Music & Drama; Royal Northern College of Music; Trinity Laban Conservatoire for Music & Dance, Guildhall College of Drama and Music, Royal Birmingham conservatoire and the Royal Welsh College of Music.

World Heart Beat has also had a number of students gain full scholarships at the prestigious Berklee School of Music, USA including Karen Shiraishi, pianist, composer and arranger who was born and raised in London. She was classically trained from a young age, falling in love with jazz at 14.

Whilst at World Heart Beat, in 2015, Karen was one of two exceptional students to attend Grammy Camp LA. She was chosen by the Grammy Panel, through our partnership with Gucci Timepieces and Jewellery, and received a full scholarship.

Mentored in her teens by Julian Joseph OBE, Trevor Watkis, Tony Kofi and Byron Wallen, Karen won a scholarship to the prestigious Berklee College of Music in 2017. She currently studies at Berklee with jazz greats including NEA Jazz Master Joanne Brackeen, Ralph Peterson, Terri Lyne Carrington and Tia Fuller.

This year, one of our students, Emilly Santos gained a full scholarship at Princeton, one of the Ivy League universities, to study music and physics. Emilly has studied with us since she was 11, after moving to the UK from Brazil, receiving a full bursary throughout her time with us.

Partnerships and Diversity of Income Generation

World Heart Beat is pleased to have built on successful past collaborations with Gucci Timepieces Fund, Dalian Wanda and the Grammy Foundation in developing new partnerships with local, national and international high-profile businesses and organisations including Domino Records, Beggars Music Group and ZEDRA.

This has led to diversity of income supporting more student scholarships and talent development. We are immensely grateful to our partners and look forward to deepening our relationships with them as well as cultivating new partnerships to continue to develop programmes and diversify our offer.

Corporate Partnerships

ZEDRA - Young Jazz Musicians Talent Programme

ZEDRA, is an independent, global specialist in trust, corporate and fund services. They are sponsoring music scholarships for 8 students selected for their music ability and commitment to learning.

This initiative supports students from diverse social and cultural backgrounds in the Wandsworth area, who otherwise would not have the means for additional non-school based musical education. Each benefits from a tailored programme, dependent on their instrument, encompassing music lessons, masterclasses, music exam preparation, provision of their chosen instrument and access to further ranges of instruments. In addition, they have opportunities to join artist development workshops and ensembles. They have a place to practise and rehearse in evenings and weekends and to take part in public performances.

"Giving disadvantaged children the opportunity to express their ideas and feelings through music and seeing so many positive impacts on other aspects in their life can be very rewarding. At ZEDRA we truly believe in self-improvement, confidence and bold ideas. I am sure that the confidence you gain when standing up playing a solo changes the person you will become and the way you look at achieving excellence. If ZEDRA can help children to grow their self-confidence and lay the foundations for success, we will have already started the process of changing their lives."

Bart Deconinck, ZEDRA Executive Chairman

Domino Records Programme:

Now in its third year, our partnership with Domino Records supports Music Leaders, one of our core programmes. Our Partnership with Domino has been extended to include mentoring by staff from Domino Records, helping to guide and help World Heart Beat students aged 16-25. We look forward to growing and developing this partnership over the next 12 months.

Beggars Music Group

Beggars Music Group, the largest and most influential independent group of labels in Europe started their sponsorship of World Heart Beat in 2017. I am pleased to say that it has continued with its support during the last financial year and we look forward to exploring ways to develop our relationship with the group over the coming months.

Yokohama Calling

Our on-going partnership with Yokohama Calling has provided World Heart Beat with access to some of Japan's most exciting talent who have given Masterclasses and workshops to our students. This has been led by leading musician and producer Nick Cohen who has given hours of pro-bono support to World Heart Beat students.

Other Partners

Arts Council England

We are now in our second year as an Arts Council England (ACE) funded National Portfolio Organisation – one of just three new London-based organisations for music, awarded NPO status in 2018.

"... this is a diverse portfolio that will produce work relevant to the world we live in, as well as supporting fresh talent and artists from many different back-grounds and representing different perspectives. The arts, and society generally, urgently need to draw on the huge resources of our national diversity."

Darren Henley, ACE Chief Executive

This is testament to our success and very special role in teaching diverse music to a highly diverse young community. Having an important level of annual funding guaranteed for four years, has helped World Heart Beat to leverage additional funding to support our cause in transforming young lives through music.

NPO funding has provided World Heart Beat with a firm foundation from which to build two of our core programmes, Music Leaders and Musical Communities, enabling young people to develop their musicianship as well as leadership and mentoring skills.

We are immensely grateful to the Arts Council for their continual support.



The Jack Petchey Foundation

The Jack Petchey Foundation has supported World Heart Beat in a myriad of ways including sponsoring Achievement Awards for "young people who have gone above and beyond to achieve - perhaps when others thought they might fail"

We were delighted to receive funding from Jack Petchey for our Widening Horizons programme through its Open Grants scheme 'Giving Something Back', supporting young people to participate in meaningful volunteering activity. Widening Horizons engages young people aged 15-25, encouraging them to give something back to their communities. Participants gain tangible and useful skills/experience and benefit from a safe, inclusive and welcoming learning environment that creates a sense of belonging, encourages team-working and a collaborative approach to making things happen. Young people are provided with the skills and confidence to play a dynamic role in having a say about their world, shaping and contributing to activities that help to foster a vibrant and cohesive community, and instilling a sense of civic pride.

Julian Joseph Jazz Academy

World Heart Beat Music Academy works very closely with the Julian Joseph Jazz Academy – jazz expertise is shared with tutors from JJJA teaching at World Heart Beat, with a directed and specific comprehensive approach garnered from the way the programme at JJJA is spearheaded.

Students with an aspiration in jazz are sent to JJJA to benefit from the tailored programme there, and JJJA students are able expand their experience in classical music and performance at World Heart Beat. They also get the opportunity to mentor the younger students at World Heart Beat, and to take part in a variety of bands including the 51st State band and World Heart Beat orchestra.

Julian comes in to World Heart Beat when young students work on his 'Jazz 5' repertoire certificate. He also runs his 'Tree-O' University training band at World Heart Beat, to give rhythm section players the opportunity to develop jazz performance skills at a higher level.

Julian Joseph Jazz Academy and World Heart Beat Music Academy are intertwined – each Academy partners with the other for the enrichment of the students, supporting the creation of more well-rounded musicians.

EUSA

World Heart Beat continues to take two interns a year from the USA for 3 months, developing and strengthening our international links and sowing the seeds to grow a truly global community. Unfortunately due to Covid we had to temporarily suspend the programme half way through the year, but this will once again be resumed at the earliest possible time.

Riverside Radio

Riverside Radio station hosts World Heart Beat Music Hour – a weekly radio show presented by our students every Sunday at 4pm. The show, features music from academy students, discussion and performances by invited special guests. The show has proved a hit with listeners:

"The World Heart Beat team has stormed the Top Ten chart with four entries. This is exceptional and much deserved. World Heart Beats success lies in offering something different, local and making sure they promote the show to as many people as they can."

Jason Rosam, BBC radio and founder/director of Riverside Radio.

Friends of World Heart Beat Music Academy

The support of the Friends of the Academy initially enabled us to open and transform an abandoned top floor space in an industrial building on Kimber Road, Wandsworth into a beautiful, soundproofed music school complete with performance space and teaching rooms. We have launched a new 'Friends of the Academy' scheme offering 5 different donation levels: 'Con Spirito', 'Con Amore', 'Bravura', Colossale' and 'Prima Donna'. Friends receive priority invitations to our concerts and other public events, newsletters highlighting World Heart Beat's past and forthcoming activities and behind the scenes news. We are immensely grateful for their support.

Timeline of events

1 September 2019 - 31 August 2020

Harvest Festival September 2019

World Heart Beat took part in the annual Harvest Festival community event at St. Barnabus Church, Lavenham Rd, Southfields. Our 'Pop-up Academy' brought a selection of instruments for children to try with WHB teachers and student volunteers on hand to instruct, give advice and talk to parents about what we do and how to sign up for lessons.

African music workshop with Otto & the Mutapa Calling October 2019

World Heart Beat hosted an African music workshop and concert with South African band Otto & the Mutapa Calling and some of our very talented young musicians. Organised by Kamilla Arku, WHB piano teacher and Artistic Director and Founder of Music for Liberia, this was a lively and joyful occasion, introducing students to new and unusual instruments and sound.

Autumn Supper November 2019

World Heart Beat held its first Autumn Supper at Kimber Road. This intimate event invited 30 friends and supporters to Kimber Road to update them on developments at the academy and our exciting plans for our new venue in Embassy Gardens, presented by CEO James Gero and Craig Casci from GRID Architects. Guests were entertained with engaging performances from our gypsy violin ensemble and a jazz trio.

Open Day November 2019

World Heart Beat held an Open Day at the academy, a perfect opportunity for over 80 children and young people in the area to trial an instrument and ask questions in an informal setting, as well as receiving advice from students and teachers first-hand. The event was hugely successful and integral to encouraging prospective students to sign up for the following term.

51st State Band November 2019

November saw our 51st State Band, one of London's largest community bands, take centre stage at Putney Arts Theatre over 2 nights. Featuring 100 young musicians, these annual performances have become much anticipated and enjoyed events in the Wandsworth arts calendar. Performance is a vital part of helping our students to thrive and this event allows the band to really shine and showcase their talent, vitality and dedication.

End of Term Gig December 2019

Our annual end of term concert attracted a 60-strong audience to enjoy our gig band musicians perform a selection of popular tracks.

CULTURAL CONVERSATIONS: Art for Social Change January 2020

On 24th January, World Heart Beat's gypsy violin musicians were invited to Mansion House to perform at the Cultural Conversations: Art for Social Change event, hosted by The Lord Mayor, Alderman William Russell and the Genesis Foundation.

Songs on the Spectrum January 2020

World Heart Beat hosted 'Songs on the Spectrum', a concert organised by one of our teachers – pianist and award-winning composer Michael Csanyi-Wills. He was accompanied by his friend Bass Baritone, James Robinson-May. The concert featured a 2-song cycle, setting to music James' personal and poetic words explaining his experience of autism. A moving and thought-provoking event for all ages present.

Winter Nectar Event January 2020

Our Winter Nectar event invited over 70 guests to hear about the academy's developments, exciting future plans and required funding for its second venue.



Tales of Tooting March 2020

As part of a project supported by Thrale Almshouse and Relief in Need charity, World Heart Beat presented its short documentary film 'Tales of Tooting' at the Work and Play Scrapstore community resource centre on the Hazelhurst Estate. Inspired by volunteers relating personal stories of migration and change and featuring interviews with the traders and users of Tooting market, the film includes an original soundtrack composed by young musician and WHB outreach worker Lara Jones, featuring ambient electronics, Tabla & saxophone played by her and World Heart Beat students from the area.

COVID-19

With the Covid-19 lockdown coming into force on 23rd March, many of our planned live events had to be cancelled. Recognising that performance provides the lifeblood for our young musicians, we were determined to offer and present alternative performance opportunities online.

Wandsworth Arts Fringe Festival
8-24th May 2020

Wandsworth Arts Fringe Festival (WAF), run by the local authority's arts team is a true highlight of the borough's cultural calendar. This year, the team was challenged with a very quick turnaround to get the festival online. It is testament to their passion and hard work that the 2020 festival went ahead with over 250 local and international artists presenting 104 events, reaching an audience of over 30,000 people from all over the world!

We were delighted to be part of WAF with World Heart Beat presenting online performances and workshops from WHB musicians including guitarist and vocalist Sian Kelly, guitarist Scipio Mosley, pianist Arnaldo Cogorno, multi-instrumentalist, vocalist and producer, Plumm and lyric soprano Ilona Domnich with her vocal wake-up sessions.

Another Star Lockdown Music Video
May 2020

18th May saw the launch of World Heart Beat's first lockdown music video with over 100 World Heart Beat students coming together online, to create an uplifting version of 'Another Star' by Stevie Wonder. The video was created as part of our fundraising effort for our 'Be There Campaign', seeking funding to support the additional costs of our online provision of one to one tuition, social sessions to support well-being, mentoring and performance opportunities. The video was dedicated to our great supporter Terry Mansfield CBE, who died in March 2020 after contracting coronavirus.

"Raw talent is the dormant spark that exists inside all human beings, and when it is lit up, it gives drive and energy with unlimited possibilities, and this leads to great achievement".

Terry Mansfield (former President and Chief Executive of Hearst UK)

View the **May 2020 Lockdown Video**

ZEDRA Lockdown Music Videos
May 2020

Young jazz musicians and alumni from World Heart Beat came together online during lockdown to produce two classic jazz music videos as part of the ZEDRA Talent Development – Jazz Programme.

We'll be Together Again…
https://tinyurl.com/zfbhkws2

One For Daddy O…
https://tinyurl.com/2akpcy6w

Online Piano Party Festival July 2020

World Heart Beat's first ever virtual online Piano Party Festival gave young London pianists of all abilities the opportunity to take to the spotlight in showcasing their musical skills to an online audience, during lockdown. The Piano Festival saw over sixty young musicians (aged 5 to 25 years), perform their selected piece of music live from their own homes. Five concerts took place which were live streamed via Zoom to friends, family and the wider community.

World Heart Beat Gala Concert
July 2020

This live streamed Gala Concert, presented in partnership with charity Music for Liberia, featured musicians from the US, UK, and Liberia. Selected young musicians and alumni from World Heart Beat performed in the event, as well as Music for Liberia's beneficiaries, including students from the Agape National Academy of Music (ANAM), Cachelle International Creative Arts Centre and Mother Blessing's Home. There were also performances from special guest Ric'key Pageot (Steinway Artist and performer on Madonna's Madame X Tour) and World Heart Beat's very own piano teacher Kamilla Arku, Founder and Director of Music for Liberia.

Battersea Arts Centre/Radio Local workshop session August 2020

This workshop was hosted at World Heart Beat by innovative performance artists Hunt and Darton as part of their Radio Local community project. Produced in partnership with Wandsworth Council and Battersea Arts Centre, the workshop involved students in a live broadcast to bring stories of the Nine Elms community into people's homes. An example of local community radio at its best, this was a big hit with listeners and our young people who enthusiastically embraced the opportunity to take part.



Theory of Change Model

The trustees and management team are working diligently on a theory of change model which encompass the aims and mission of the organisation.

This is being developed around 10 core beliefs:

- We believe in the power of music to transform young lives.
- Every young person who comes to World Heart Beat is a musician.
- We uphold a non-elitist admissions philosophy without financial barriers to participation.
- Our student body; teaching; leadership; and administrative community, should reflect the diversity of the world in which we live.
- We respond in a bespoke, flexible and proactive way to the needs and passions of children and young people.
- We believe that children and young people should be inspired to achieve beyond their expectations.
- Children and young people should be treated as creatives with immense potential.
- We believe children and young people should have access to all genres of music, taught by professional musicians.
- We respect the needs of musicians and artists, and create an environment which allows them to flourish.
- Generosity is the lifeblood of World Heart Beat, we go above and beyond.

The model will inform our evaluation practices and in turn enable us to assess and articulate our impact.

These values inform The Heart Beat methodology to provide:

- Joyful Creativity
- Dynamic Musical Training
- Technical and Digital Capabilities
- Industry Connections
- Inclusive, Bespoke Support
- Entrepreneurial Coaching
- Access to Quality

Through our work we cultivate a broad range of social, personal and professional outcomes, such as leadership, confidence and resilience, performance skills and improved employability.

Our Covid-19 Provision

When the COVID-19 lockdown commenced in March we had to close the doors of our academy. To continue to provide an important lifeline to our students, particularly those living in challenging conditions, we responded rapidly to the crisis and moved tuition online. We provided free equipment including instruments, home recording desks, headphones and microphones and directed students towards services providing free IT equipment to ensure that no one was left out.

"The day after lockdown WHB were giving us resources, giving us classes, giving us face-to-face interactions with other people. Having that sense of structure and human interaction when nothing else happens in your week and it's really easy to feel alone, to feel down and anxious, just getting back to some kind of normality, it was something Heart Beat and Heart Beat alone provided." – **World Heart Beat Student**

Our online provision ensured that 85% of our young musicians continued to receive support and direction with their music learning, providing them with enrichment, mental stimulation and positive activity throughout lockdown. They received individual music and vocal tuition from over 45 of our professional musicians and teachers, delivering 475 weekly online music-making and 1:1 tuition sessions for 300 students. Through retaining contact with their WHB family (teachers, mentors and peers), students were able to improve sense of well-being, reduce feelings of anxiety and maintain some of the familiarity of their usual week through having a positive channel for self-expression.

This activity had a major impact. Using UCLA's validated Short Scale for Measuring Child Loneliness, we found the wellbeing of many students had been adversely affected by lockdown. 82% identified our online programmes as being instrumental in improving their wellbeing; 65% reported continuing their learning gave them a strong sense of purpose during a challenging time.

"With WHB the music lessons carried on, which gave structure to my day, especially because I didn't have any school going on. They did some social sessions; it was really nice just to talk to people after not being able to see anyone for a long time. Music has helped me a lot with something different from school and stress; something I can do for fun. There's never anything stopping me from doing music."
– **World Heart Beat Student**

We also established a programme of free live-streamed concerts and lockdown video performances for local, national and international audiences to enjoy. This required us to adapt our Southfields premises to facilitate the production of high-quality sound and visuals for our online performances and concerts and grow our expertise in digital delivery. Performing is the lifeblood of our young musicians and the provision of these opportunities ensured we were able to continue to develop their skills and sustain their hope, aspiration and ambition.



Social Media & Website Development

This year saw:

- The successful launch of World Heart Beat's new website.
- WHB securing Google adverts to the value of $10,000 per month (ca. £7,000).
- A **Brazilian Music Flash Mob** in Southside shopping Centre, which continues to grow, with more than 3 million views on YouTube and Facebook.
- A global audience accessing the following WHB performances and films of our students and activities via YouTube:
    - The 51st State Band concert (in its 19th year)
    - The 4th of July VIP party at Wingfield House (the US Ambassador's residence)
    - A profile of WHB up and coming drummer – **Jaidon Regis**
    - **Embassy Gardens with CEO James Gero and Artistic Director Sahana Gero**
    - A portrait of pianist **Arnaldo Cogorno**
    - A profile of **Nathalie**, a talented 11-year-old student
    - 7 short profiles of students on the Zedra Talent Development programme – **Jaidon**, **Toku**, **Miranda**, **Isola**, **Nathan**, **Ava** and **Sean**
    - Our lockdown video '**Another star**' by Stevie Wonder, performed by over 100 students
    - A series of jazz performances as part of the Zedra talent development programme for young musicians – '**We'll be Together Again**', '**One for Daddy O**'
    - Performance with **Mbira, Ottos Gumaelius and World Heart Beat musicians** of songs from Botswana and Zimbabwe
    - Our documentary film '**Tales of Tooting**'
    - **Online supporters event** featuring performances by our gypsy violin ensemble

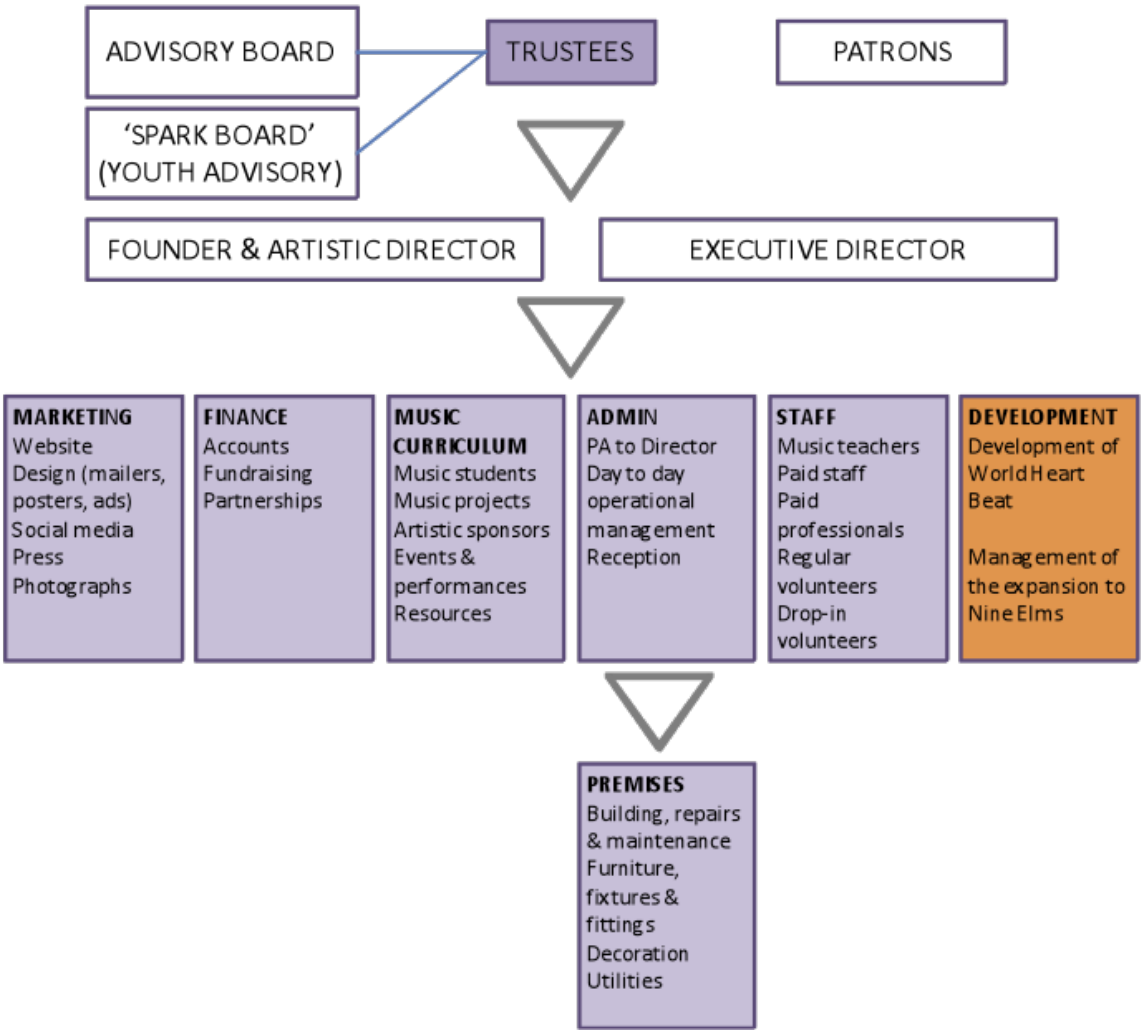


Organisational Structure & Governance

WHB is a registered charity controlled by its governing document, deed of trust and constitution as a company limited by guarantee, as defined by the Companies Act 2006. Our organisational and reporting structure is as follows:

World Heart Beat has a growing team that will develop in line with the organisational structural table below. Our Board of Trustees oversees the organisation and provides governance. They direct the affairs of the charity, ensuring it is solvent, well-run and delivers our charitable objects. We have also established an advisory Change Board made up of external 'critical friends' from Wandsworth Council, property developers Eco-World Ballymore and local business leaders to oversee the Embassy Gardens capital project and campaign.

Quarterly reports are prepared for the Board of Trustees by our senior management team to update on progress towards our objectives, financial position, planned activities and risk management.



Financial Review

World Heart Beat Music Academy works alongside but is independent of the educational establishment; the funding being through Trusts, Foundations, friends, corporates and the Arts Council. Additional income is generated in the form of low cost tuition fees and our own concerts and events.

Financial Summary

Our total fundraising and teaching revenues increased from £578,352 to £720,099 during the financial year ending in August 2020. There was an increase in donations and legacies from £452,592 to £578,616. Charitable activities continued to grow with music tuition, bringing in £128,637. Concert and event revenue decreased from £20,179 to £7,968 due to COVID-19.

World Heart Beat expenditure grew in line with growth of the organisation from £499,841 to £581,676 with a significant increase in costs to raising donations from the previous year up from £20,385 to £69,620 for the year. Raising funds for our Capital project has been challenging during the pandemic when many of the major foundations suddenly rediverted their funds towards more pressing needs, however World Heart Beat has managed to edge closer towards their funding goal and we our optimistic that as we return to normality the speed at which foundations are able to give will increase.

Our Capital Campaign banked donations increased from £241,000 to £316,514 with further pledges of £1,020,000. They include gifts from Ballymore of £375,000 and corporate and foundations providing a further £370,000 and private gifts to £275,000.

Along with our Capital Campaign of raising £2.4 million, we expect that 2020-2021 will result in an increase in staffing. The hiring of key personnel in development, marketing/events, fundraising, monitoring and evaluation and administration are expected to join the team.

Reserves

World Heart Beat Reserves Policy is as follows:

The policy of the trustees is to maintain a level of reserves that will provide a stable base from which to fund the charities future activity whilst ensuring that excessive funds are not accumulated.

The Trustees have set a target range of general reserves of £100,000 which the trustees estimate is sufficient to meet the charities legal commitments should it be required to shut down due to a lack of available funds as well as to cover three months of future operating costs.

The reserves target is reviewed and updated on an annual basis.

The general reserves as at 31st August 2020 totalled £73,091 (2019: £20,075)

Funding Goals for 2020 - 2026

Goal 1 (2018-2022) – Continuous

To continue to deliver our programmes and secure renewed Arts Council England National Portfolio Organisation funding.

Goal 2 – Continuous

To secure funding to support bursaries for children from low-income families (50% of our students), to participate in one or more of our core programmes.

Goal 3 – Specific 2020-2022

To raise £2.4m to develop and complete World Heart Beat Embassy Gardens. £1.336 million has been raised to date as of 31st August 2020.

Goal 4 – Continuous

To develop and launch a number of initiatives to make World Heart Beat more financially robust. Building a multi-faceted social enterprise including the development of a World Heart Beat syllabus, broadcasting of live performances, short courses and publishing.

We would like to thank all those that have participated in making World Heart Beat truly a magnificent creative educational organisation. We welcome and value our partnerships and will strive to leverage and maximise where possible.

Approved by order of the board of trustees and signed on its behalf by:



Mrs Rachel Van Walsum – Chair of Trustees



Ms Sahana Gero, MBE – Charity Secretary

Date: 1 June 2021

Independent Examiner's Report

I report to the trustees on my examination of the financial statements of World Heart Beat Music Academy Limited ('the charity') for the year ended 31 August 2020.

Responsibilities and basis of report

As the trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

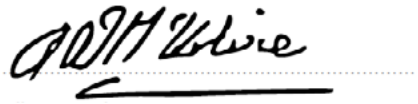
1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or

2. the financial statements do not accord with those records; or

3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or

4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Allan W McKelvie, F.C.A

Independent Examiner
82 Wandsworth Bridge Road
London
SW6 2TF

Date: 1 June 2021

World Heart Beat Music Academy Limited

Company Limited by Guarantee

Statement of Financial Activities

(including income and expenditure account)

Year ended 31 August 2020

	Note	Unrestricted funds £	2020 Restricted funds £	**Total funds £**	2019 Total funds £
Income and endowments					
Donations and legacies	**5**	168,344	410,272	**578,616**	452,592
Charitable activities	**6**	139,814	–	**139,814**	124,649
Investment income	**7**	1,665	–	**1,665**	1,086
Other income	**8**	4	–	**4**	25
Total income		309,827	410,272	**720,099**	578,352
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	**9**	(69,620)	–	**(69,620)**	(20,385)
Expenditure on charitable activities	**10,11**	(177,055)	(335,001)	**(512,056)**	(479,456)
Total expenditure		(246,675)	(335,001)	**(581,676)**	(499,841)
Net income and net movement in funds		63,152	75,271	**138,423**	78,511
Reconciliation of funds					
Total funds brought forward		71,268	294,045	**365,313**	286,802
Total funds carried forward		134,420	369,316	**503,736**	365,313

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

World Heart Beat Music Academy Limited

Company Limited by Guarantee

Statement of Financial Position

31 August 2020

	Note	£	2020 £	2019 £
Fixed assets				
Intangible assets	**18**		**15,260**	–
Tangible fixed assets	**19**		**45,969**	51,144
Investments	**20**		**100**	49
			61,329	51,193
Current assets				
Debtors	**21**	**21,677**		12,601
Cash at bank and in hand		**536,099**		312,893
		557,776		325,494
Creditors: amounts falling due within one year	**22**	**(48,195)**		(11,374)
Net current assets			**509,581**	314,120
Total assets less current liabilities			**570,910**	365,313
Creditors: amounts falling due after more than one year	**23**		**(67,174)**	–
Net assets			**503,736**	365,313
Funds of the charity				
Restricted funds			**369,316**	294,045
Unrestricted funds			**134,420**	71,268
Total charity funds	**25**		**503,736**	365,313

For the year ending 31 August 2020 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 1 June 2021 and are signed on behalf of the board by:

Mrs R Van Walsum
Trustee

World Heart Beat Music Academy Limited

Company Limited by Guarantee

Statement of Cash Flows

Year ended 31 August 2020

	2020 £	2019 £
Cash flows from operating activities		
Net income	**138,423**	78,511
Adjustments for:		
Depreciation of tangible fixed assets	**7,146**	12,787
Amortisation of intangible assets	**7,630**	–
Dividends, interest and rents from investments	**(1,665)**	(1,086)
Interest payable and similar charges	**1,050**	–
Changes in:		
Trade and other debtors	**(9,076)**	67,072
Trade and other creditors	**8,238**	2,330
Cash generated from operations	**151,746**	159,614
Interest paid	**(1,050)**	–
Net cash from operating activities	**150,696**	159,614
Cash flows from investing activities		
Dividends, interest and rents from investments	**1,665**	1,086
Purchase of tangible assets	**(1,971)**	(4,188)
Purchase of intangible assets	**(22,890)**	–
Acquisition of subsidiaries	**(51)**	–
Net cash used in investing activities	**(23,247)**	(3,102)
Cash flows from financing activities		
Proceeds from borrowings	**95,757**	–
Net cash from financing activities	**95,757**	–
Net increase in cash and cash equivalents	**223,206**	156,512
Cash and cash equivalents at beginning of year	**312,893**	156,381
Cash and cash equivalents at end of year	**536,099**	312,893

Notes to the Financial Statements

Year ended 31 August 2020

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 45 Gartmoor Gardens, London, SW19 6NX.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Income tax

The company is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Intangible assets

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at revalued amounts, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

3. Accounting policies *(continued)*

Intangible assets *(continued)*

Intangible assets acquired as part of a business combination are only recognised separately from goodwill when they arise from contractual or other legal rights, are separable, the expected future economic benefits are probable and the cost or value can be measured reliably.

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Website development	-	33.33% straight line on cost

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Short leasehold property	-	written off over the term of the lease
Plant and machinery	-	20% reducing balance
Fixtures and fittings	-	20% reducing balance
Equipment	-	20% reducing balance

Investments

Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

3. Accounting policies *(continued)*

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or paable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Limited by guarantee

Every member of the company undertakes to contribute such amount as may be required (not exceeding £1) to the company's assets if it should be wound up while he or she is a member for payment of the charity's debts and liabilities contracted before he or she ceases to be a member and of the costs, charges and expenses of winding up and for the adjustment of the rights of the contributories among themselves.

5. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2020 £**
Donations			
Donations	41,614	194,387	**236,001**
Gift aid	12,674	–	**12,674**
Corporate donations	10,500	–	**10,500**
Grants			
Grants	103,556	215,885	**319,441**
	168,344	410,272	**578,616**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2019 £
Donations			
Donations	23,553	43,475	67,028
Gift aid	11,895	–	11,895
Corporate donations	29,750	50,000	79,750
Grants			
Grants	5,000	288,919	293,919
	70,198	382,394	452,592

6. Charitable activities

	Unrestricted Funds £	**Total Funds 2020 £**	Unrestricted Funds £	Total Funds 2019 £
Music Tuition	128,637	**128,637**	99,199	99,199
Music Examinations	3,209	**3,209**	5,271	5,271
Concert revenue	7,968	**7,968**	20,179	20,179
	139,814	**139,814**	124,649	124,649

7. Investment income

	Unrestricted Funds £	**Total Funds 2020 £**	Unrestricted Funds £	Total Funds 2019 £
Deposit account interest	1,665	**1,665**	1,086	1,086

8. Other income

	Unrestricted Funds £	**Total Funds 2020 £**	Unrestricted Funds £	Total Funds 2019 £
Other income	4	**4**	25	25

9. Costs of raising donations and legacies

	Unrestricted Funds £	**Total Funds 2020 £**	Unrestricted Funds £	Total Funds 2019 £
Costs of raising donations and legacies - Donations	69,620	**69,620**	20,385	20,385

10. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2020 £**
Music tuition	3,477	192,834	**196,311**
Music examination	–	3,328	**3,328**
Events and concerts	7,905	–	**7,905**
Grant funding	–	122,873	**122,873**
Support costs	165,673	15,966	**181,639**
	177,055	335,001	**512,056**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2019 £
Music tuition	6,755	142,545	149,300
Music examination	3,878	2,500	6,378
Events and concerts	14,010	–	14,010
Grant funding	96,876	67,375	164,251
Support costs	130,093	15,424	145,517
	251,612	227,844	479,456

11. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Grant funding of activities £	Support costs £	**Total funds 2020 £**	Total fund 2019 £
Music tuition	196,311	–	141,471	**337,782**	262,017
Music examination	3,328	–	8,843	**12,171**	13,423
Events and concerts	7,905	–	26,525	**34,430**	35,145
Grant funding	–	122,873	–	**122,873**	164,251
Governance costs	–	–	4,800	**4,800**	4,620
	207,544	122,873	181,639	**512,056**	479,456

12. Analysis of support costs

	Music tuition £	Music examination £	Events and concerts £	**Total 2020 £**	Total 2019 £
Staff costs	86,054	5,379	16,135	**107,568**	81,142
Premises	12,157	760	2,280	**15,197**	14,514
Communications and IT	3,824	239	717	**4,780**	3,015
General office	13,039	815	2,444	**16,298**	13,179
Finance costs	1,892	118	354	**2,364**	2,765
Governance costs	3,840	240	720	**4,800**	4,620
Depreciation	9,039	565	1,695	**11,299**	4,394
Advertising	460	29	86	**575**	928
Travelling	1,404	88	263	**1,755**	1,501
Miscellaneous expenses	9,134	571	1,713	**11,418**	13,870
Repairs and renewals	4,468	279	838	**5,585**	5,589
	145,311	9,083	27,245	**181,639**	145,517

Support costs attributable to more than one activity are allocated in proportion to staff time spent on the activities. The proportions are 80% Music tuition, 5% Music examination and 15% Events & concerts.

13. Analysis of grants

	2020 £	2019 £
Grants to institutions		
Grants to World Heart Beat CIC	**122,873**	164,251
Total grants	**122,873**	164,251

14. Net income

Net income is stated after charging/(crediting):

	2020 £	2019 £
Amortisation of intangible assets	**7,630**	–
Depreciation of tangible fixed assets	**7,146**	12,787

15. Independent examination fees

	2020 £	2019 £
Fees payable to the independent examiner for:		
Independent examination of the financial statements	**4,800**	4,620

16. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2020	2019
	£	£
Wages and salaries	**192,924**	128,318
Social security costs	**16,035**	9,797
Employer contributions to pension plans	**4,033**	2,154
	212,992	140,269

The average head count of employees during the year was 5 (2019: 5). The average number of full-time equivalent employees during the year is analysed as follows:

	2020	2019
	No.	No.
Chief Executive	**1**	1
Artistic Director	**1**	1
Administration and Support	**3**	3
	5	5

No employee received employee benefits of more than £60,000 during the year (2019: Nil).

17. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees for the year ended 31 August 2020 (2019: nil)

No trustee expenses have been incurred for the year ended 31 August 2020 (2019: nil)

18. Intangible assets

	Website development
	£
Cost	
Additions	**22,890**
At 31 August 2020	**22,890**
Amortisation	
Charge for the year	**7,630**
At 31 August 2020	**7,630**
Carrying amount	
At 31 August 2020	**15,260**
At 31 August 2019	–

19. Tangible fixed assets

	Land and buildings £	Musical instruments £	Fixtures and fittings £	Equipment £	**Total £**
Cost					
At 1 September 2019	22,057	114,178	25,123	17,361	**178,719**
Additions	–	1,198	–	773	**1,971**
At 31 August 2020	22,057	115,376	25,123	18,134	**180,690**
Depreciation					
At 1 September 2019	22,056	80,607	12,221	12,691	**127,575**
Charge for the year	–	3,477	2,580	1,089	**7,146**
At 31 August 2020	22,056	84,084	14,801	13,780	**134,721**
Carrying amount					
At 31 August 2020	1	31,292	10,322	4,354	**45,969**
At 31 August 2019	1	33,571	12,902	4,670	51,144

20. Investments

	Shares in group undertakings £
Cost or valuation	
At 1 September 2019	**49**
Additions	**51**
At 31 August 2020	**100**
Impairment	
At 1 September 2019 and 31 August 2020	**–**
Carrying amount	
At 31 August 2020	**100**
At 31 August 2019	49

All investments shown above are held at valuation.

21. Debtors

	2020 £	2019 £
Trade debtors	**21,677**	10,412
Other debtors	**–**	2,189
	21,677	12,601

22. Creditors: amounts falling due within one year

	2020	2019
	£	£
Bank loans and overdrafts	**28,583**	–
Trade creditors	**12,445**	1,320
Accruals and deferred income	**2,520**	1,320
Social security and other taxes	**3,820**	8,066
Other creditors	**827**	668
	48,195	11,374

23. Creditors: amounts falling due after more than one year

	2020	2019
	£	£
Bank loans and overdrafts	**67,174**	–

The bank loan is from The Big Issue Invest. The loan was taken to fund the new World Heart Beat building.

24. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £4,033 (2019: £2,154).

25. Analysis of charitable funds

Unrestricted funds

	At 1 September 2019	Income	Expenditure	**At 31 August 2020**
	£	£	£	**£**
General funds	71,268	309,827	(246,675)	**134,420**

	At 1 September 2018	Income	Expenditure	At 31 August 2019
	£	£	£	£
General funds	147,307	195,958	(271,997)	71,268

25. Analysis of charitable funds *(continued)*

Restricted funds

	At 1 September 2019 £	Income £	Expenditure £	**At 31 August 2020 £**
Capital Donations	241,000	194,387	(118,873)	**316,514**
Arts Council	1,788	86,564	(84,220)	**4,132**
BLSW11 Alliance Covid Support	–	2,675	(2,675)	**–**
Brian Murtagh Charitable Trust	–	25,000	(20,833)	**4,167**
Chapman Charitable Trust	–	1,000	(417)	**583**
City Bridge Trust	–	20,136	(10,136)	**10,000**
Jack Petchey Foundation	–	15,520	(5,920)	**9,600**
Merton Voluntary Service Council	–	2,550	(2,550)	**–**
Musicians' Company - Guildhall School	–	750	(375)	**375**
Mercers Company	33,272	–	(33,272)	**–**
Samuel Gardner Memorial Trust	–	1,000	(1,000)	**–**
Sir Walter St John's Educational Charity	–	4,780	(4,780)	–
St James's Place Foundation	–	9,600	(6,400)	**3,200**
Taylor Family Foundation	3,200	–	(3,200)	**–**
The Coln Trust	1,500	3,000	(4,500)	**–**
The D'Oyly Carte Charitable Trust	–	3,360	(3,360)	**–**
The Grocers Charity	3,750	–	(3,750)	**–**
The Nugee Foundation	–	2,100	(1,750)	**350**
Thomas School Foundation	1,035	3,938	(4,973)	**–**
The London Community Foundation	–	9,662	–	**9,662**
Wandsworth Commuinity Grant	4,500	4,000	(6,500)	**2,000**
Wavendon Foundation	–	2,500	(1,667)	**833**
Worshipful Company of Builders	–	500	(500)	**–**
Worshipful Company of Insurers	4,000	–	(4,000)	**–**
Zedra	–	17,250	(9,350)	**7,900**
	294,045	410,272	(335,001)	**369,316**

	At 1 September 2018 £	Income £	Expenditure £	At 31 August 2019 £
Capital Donations	114,900	193,475	(67,375)	241,000
Arts Council	–	87,872	(86,084)	1,788
Jack Petchey Foundation	–	4,800	(4,800)	–
Chapman Charitable Trust	180	–	(180)	–
Mercers Company	14,560	24,960	(6,248)	33,272
Taylor Family Foundation	3,200	–	–	3,200
The D'Oyly Carte Charitable Trust	–	–	–	–
Thomas School Foundation	1,035	3,105	(3,105)	1,035
Wandsworth Borough Council	–	1,282	(1,282)	–
Wandsworth Commuinity Grant	4,500	–	–	4,500
Worshipful company of Gold and silver Wyne Drawers	1,000	–	(1,000)	–

25. Analysis of charitable funds *(continued)*

Angus Allnatt Charitable Foundation	120	–	(120)	–
Brian Murtagh Charitable Trust	–	25,000	(25,000)	–
Makers of Playing Cards Charity	–	1,000	(1,000)	–
Sir Walter St John's Educational Charity	–	4,980	(4,980)	–
Social Investment for Business (SIB)	–	13,300	(13,300)	–
The Coln Trust	–	3,000	(1,500)	1,500
The Goldsmith Company Charity	–	4,000	(4,000)	–
The Grocers Charity	–	5,000	(1,250)	3,750
The Nugee Foundation	–	2,000	(2,000)	–
Worshipful Company of Builders	–	500	(500)	–
Worshipful Company of Fan Makers	–	2,000	(2,000)	–
Worshipful Company of Insurers	–	5,620	(1,620)	4,000
Worshipful Company of Security Professional Charitable Trust	–	500	(500)	–
	139,495	382,394	(227,844)	294,045

26. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2020 £**
Intangible assets	15,260	–	**15,260**
Tangible fixed assets	45,969	–	**45,969**
Investments	100	–	**100**
Current assets	92,703	465,073	**557,776**
Creditors less than 1 year	(19,612)	(28,583)	**(48,195)**
Creditors greater than 1 year	–	(67,174)	**(67,174)**
Net assets	134,420	369,316	**503,736**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2019 £
Intangible assets	–	–	–
Tangible fixed assets	51,144	–	51,144
Investments	49	–	49
Current assets	31,449	294,045	325,494
Creditors less than 1 year	(11,374)	–	(11,374)
Creditors greater than 1 year	–	–	–
Net assets	71,268	294,045	365,313

27. Analysis of changes in net debt

	At 1 Sep 2019 £	Cash flows £	**At 31 Aug 2020 £**
Cash at bank and in hand	312,893	223,206	**536,099**
Debt due within one year	–	(28,583)	**(28,583)**
Debt due after one year	–	(67,174)	**(67,174)**
	312,893	127,449	**440,342**

28. Related parties

During the year the Charity paid Grants of £122,873 to its wholly owned subsidiary World Heart Beat CIC. The Grant has been made to fund the new World Heart Beat building where World Heart Beat CIC has an asset lock on the new facility and also to fund the initial set up and running costs of the World Heart Beat CIC. The World Heat Beat CIC is the social enterprise for World Heart Beat Music Academy Ltd with the purpose of ensuring future sustainability to the charity.

The charity has engaged the services of Baskerville Design in the design and implementation of their new website and other fundraising material. Corinne Oulton is a trustee and equity partner in Baskerville Design. Total fees of £22,626 were paid in the year (2019 £Nil). The fees were agreed on terms that were favourable to the charity at a significant reduction to the firm's standard rates.