



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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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

McKELVIE & CO LLP

Chartered Accountants

82 Wandsworth Bridge Road

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

A handwritten signature in black ink that reads "Jayne Sutcliffe". The signature is written in a cursive, flowing style.

"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 blueprinting 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.

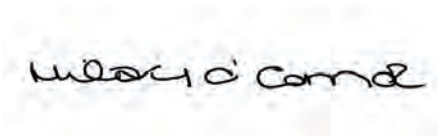
Significantly, both the café and front of house operations have served as training and employment platforms for young people aged 16- 25, providing hands-on work experience, mentoring, and the development of transferable skills in a supportive, real-world environment.

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

A handwritten signature in black ink that reads "Hilary O'Connor". The signature is written in a cursive, flowing style.

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.

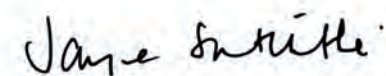
Auditors

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 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 included 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, confectioned 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 develop 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 partnership will 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 Emily 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 café, shepherding 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 receiving 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 as 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 JJJJ 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 Akinibi 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

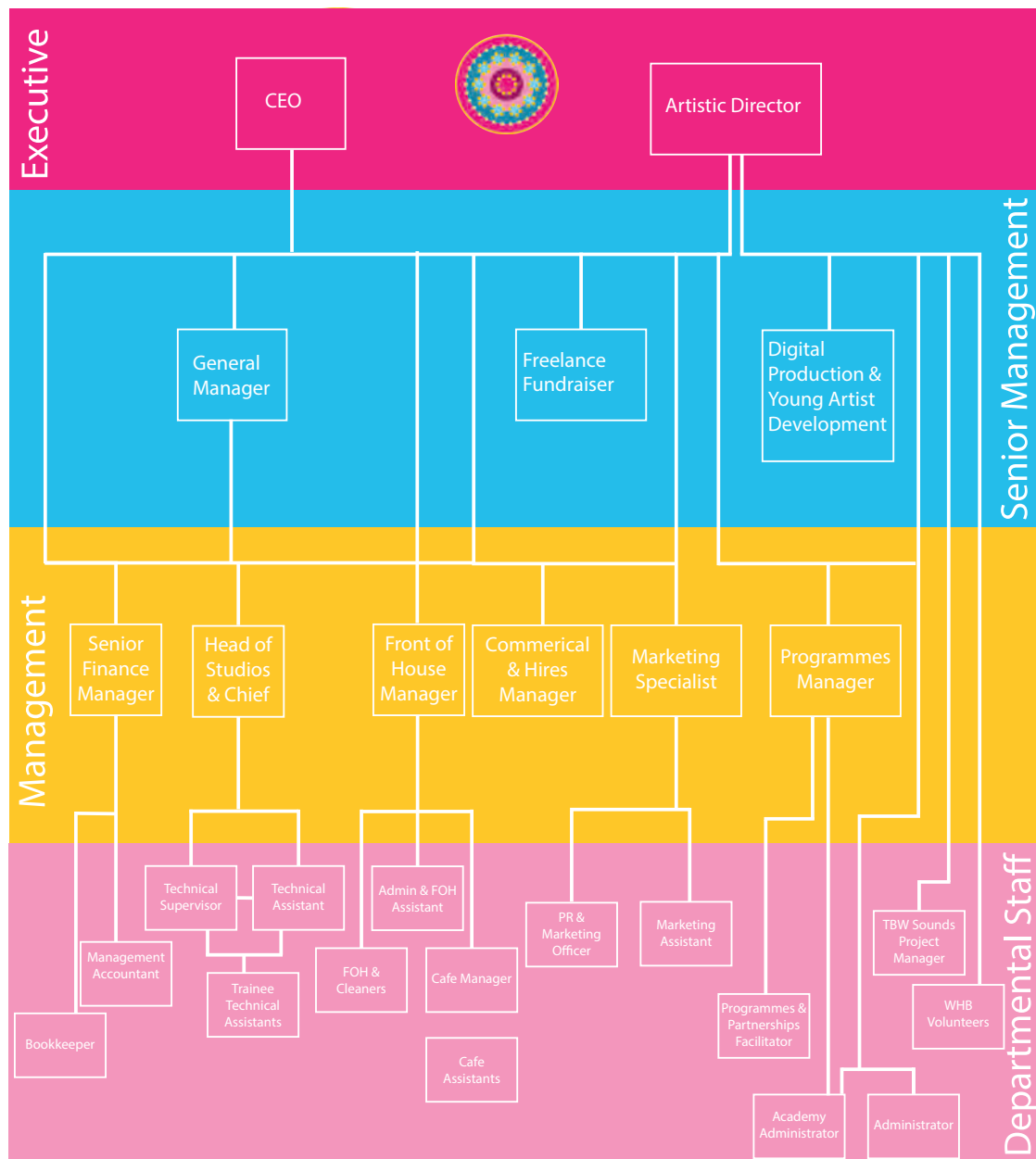
Organisational Structure & Governance

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

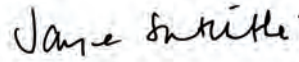
To continue to secure funding to support bursaries for children from low-income families (50% of our students), to participate in one or more of our core programmes.

Goal 3 – CONTINUOUS

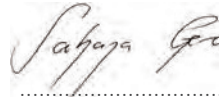
To develop and launch a number of initiatives to make World Heart Beat more financially robust. Building a multi-faceted social enterprise including the development of a World Heart Beat syllabus, broadcasting of live performances, short courses, recording label and publishing.

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 will 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

WORLD HEART BEAT MUSIC ACADEMY LIMITED
(A Company Limited by Guarantee)

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

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.

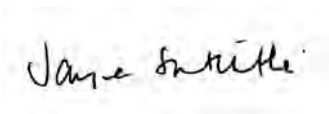
The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

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

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.

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

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
		<u>60,256</u>	<u>75,804</u>
Current assets			
Debtors	17	367,980	198,123
Cash at bank and in hand		181,349	248,058
		<u>549,329</u>	<u>446,181</u>
Creditors: amounts falling due within one year	18	(104,049)	(84,541)
Net current assets		<u>445,280</u>	<u>361,640</u>
Total assets less current liabilities		<u>505,536</u>	<u>437,444</u>
Creditors: amounts falling due after more than one year	19	(139,646)	(142,150)
Net assets		<u>365,890</u>	<u>295,294</u>
Total net assets		<u><u>365,890</u></u>	<u><u>295,294</u></u>
Charity funds			
Restricted funds	20	118,330	95,632
Unrestricted funds	20	247,560	199,662
Total funds		<u><u>365,890</u></u>	<u><u>295,294</u></u>

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.

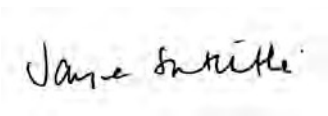
WORLD HEART BEAT MUSIC ACADEMY LIMITED
(A Company Limited by Guarantee)
REGISTERED NUMBER: 06984769

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.

WORLD HEART BEAT MUSIC ACADEMY LIMITED
(A Company Limited by Guarantee)

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

WORLD HEART BEAT MUSIC ACADEMY LIMITED
(A Company Limited by Guarantee)

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.

WORLD HEART BEAT MUSIC ACADEMY LIMITED
(A Company Limited by Guarantee)

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

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

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FOR THE YEAR ENDED 31 AUGUST 2024

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.

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NOTES TO THE FINANCIAL STATEMENTS
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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.

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**NOTES TO THE FINANCIAL STATEMENTS
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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
	<u>305,044</u>	<u>368,920</u>	<u>673,964</u>
	<u>305,044</u>	<u>368,920</u>	<u>673,964</u>
	<i>Unrestricted funds 2023 £</i>	<i>Restricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Donations	137,226	319,688	456,914
Grants	171,137	231,431	402,568
Similar incoming resources	52,326	-	52,326
	<u>360,689</u>	<u>551,119</u>	<u>911,808</u>
	<u>360,689</u>	<u>551,119</u>	<u>911,808</u>

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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
	<u>508,890</u>	<u>508,890</u>
	<i>Unrestricted funds 2023 £</i>	<i>Total funds 2023 £</i>
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
	<u>338,175</u>	<u>338,175</u>

5. Investment income

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

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5. Investment income (continued)

	<i>Unrestricted funds 2023 £</i>	<i>Total funds 2023 £</i>
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

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**NOTES TO THE FINANCIAL STATEMENTS
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6. Expenditure on raising funds (continued)

Costs of raising voluntary income (continued)

	<i>Unrestricted funds 2023 £</i>	<i>Total funds 2023 £</i>
Costs of raising voluntary income	<u>82,701</u>	<u>82,701</u>

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
	<u>760,437</u>	<u>461,411</u>	<u>1,221,848</u>

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**NOTES TO THE FINANCIAL STATEMENTS
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7. Analysis of expenditure on charitable activities (continued)

Summary by fund type (continued)

	<i>Unrestricted funds 2023 £</i>	<i>Restricted funds 2023 £</i>	<i>Total 2023 £</i>
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
	<u>945,061</u>	<u>197,695</u>	<u>1,142,756</u>

8. Other expenditure

	<i>Unrestricted funds 2024 £</i>	<i>Total funds 2024 £</i>	<i>Total funds 2023 £</i>
Other resources expended	92	92	-
	<u>92</u>	<u>92</u>	<u>-</u>

9. Analysis of expenditure by activities

	<i>Activities undertaken directly 2024 £</i>	<i>Support costs 2024 £</i>	<i>Total funds 2024 £</i>
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
	<u>465,029</u>	<u>756,819</u>	<u>1,221,848</u>

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9. Analysis of expenditure by activities (continued)

	<i>Activities undertaken directly 2023 £</i>	<i>Support costs 2023 £</i>	<i>Total funds 2023 £</i>
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
	<u>313,144</u>	<u>829,612</u>	<u>1,142,756</u>

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
	<u>11,000</u>	<u>19,200</u>

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
	<u>568,272</u>	<u>577,104</u>

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11. Staff costs (continued)

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

	Group 2024 No.	<i>Group 2023 No.</i>
Chief Executive	1	1
Artistic Director	1	1
Administration and Support	22	22
	<u>24</u>	<u>24</u>

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

	Group 2024 No.	<i>Group 2023 No.</i>
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).

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14. Intangible assets

Group

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

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

14. Intangible assets (continued)

Charity

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

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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

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**NOTES TO THE FINANCIAL STATEMENTS
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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

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

16. Fixed asset investments

	Investments in subsidiary companies £
Charity	
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

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**NOTES TO THE FINANCIAL STATEMENTS
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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	-	-
	<u>33,144</u>	<u>17,115</u>	<u>367,980</u>	<u>198,123</u>

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
	<u>142,630</u>	<u>160,263</u>	<u>104,049</u>	<u>84,541</u>

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

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

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

	<i>Balance at 1 September 2022 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Balance at 31 August 2023 £</i>
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

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**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
	<u>3,268,728</u>	<u>1,189,496</u>	<u>(1,284,513)</u>	<u>3,173,711</u>

Summary of funds - prior year

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

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**NOTES TO THE FINANCIAL STATEMENTS
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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

	<i>Unrestricted funds 2023 £</i>	<i>Restricted funds 2023 £</i>	<i>Total funds 2023 £</i>
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 Heart Beat CIC is the social enterprise for World Heart Beat Music Academy Ltd with the purpose of ensuring future sustainability to the charity.