

# ASHDON JAZZ ACADEMY

England & Wales · Charity number 1161413

## Details

---

Other names	AJA
Status	Registered
Legal form	CIO
Registered	2015-04-24
Register	<a href="#">View on the Charity Commission register</a>

## Contact

---

Address	Old Library 14- 16 Knights Hill South West London South West London West Norwood SE27 0HY
Phone	07949875605
Email	<a href="mailto:ashdonjazzacademy@yahoo.co.uk">ashdonjazzacademy@yahoo.co.uk</a>
Website	<a href="http://www.ashdonjazzacademy.org.uk">www.ashdonjazzacademy.org.uk</a>

## Activities

---

**Objects:** To advance in life and relieve the needs of female teenagers aged 11- 21 through:(a) Providing support and activities, in particular mentoring support to those with low self-esteem and low self-confidence, which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals.(b) providing recreational and leisure time activities provided in the interest of social welfare, designed to improve their conditions of life.

**Activities:** CHARITY PROVIDED 1:1 MENTORING SUPPORT TO FEMALES AGED 11- 21 YEARS OLD. CHARITY ALSO HOSTS WORKSHOPS, CONFERENCES AND FOCUS GROUPS FOCUSING ON RAISING SELF CONFIDENCE AND SELF ESTEEM IN FEMALE TEENAGERS.

## Classification

---

- **How:** Provides Human Resources, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People

## Geography

---

- Croydon
- Lambeth
- Lewisham
- Merton
- Southwark
- Sutton
- Wandsworth

## Finances

---

Period end	Income	Expenditure	Assets	Employees
2024-09-30	£194,305	£125,051	-	-
2023-09-30	£108,485	£127,148	-	-
2022-09-30	£96,548	£129,923	-	-
2021-09-30	£112,280	£80,564	-	-
2020-09-30	£56,577	£41,469	-	-

## Trustees

---

Name	Role	Appointed
<b>Kevin Howell</b>	Chair	2018-01-25
Kate Wilson		2021-10-26
LINDA NEAL		2016-04-18
Michelle Nicholls		2018-01-10
Pauline Thomas		2019-01-27

**ASHDON JAZZ ACADEMY**

England & Wales - Charity number 1161413

---

# Accounts

---

# Ashdon Jazz Academy



## TRUSTEES' REPORT & ACCOUNTS FOR THE YEAR ENDING 30 SEPTEMBER 2024

### Contact Details

Patricia Muirhead, CEO  
Ashdon Jazz Academy  
The Old Library, 14-16 Knights Hill, West Norwood, London SE27 0HY  
07949875605

[ashdonjazzacademy@yahoo.co.uk](mailto:ashdonjazzacademy@yahoo.co.uk)

[www.ashdonjazzacademy.org.uk](http://www.ashdonjazzacademy.org.uk)

Charity Number: 1161413

# Empowering and Inspiring Young Women

I am pleased to introduce our latest annual report setting out our achievements and challenges over the financial year 2023-24.

We now have over 9 years' experience as a charity supporting vulnerable girls and young women across Lambeth, Croydon, Merton and Lewisham. We have developed from a grassroots organisation in 2015 to one which is now well established, respected and consistently making a difference to the service users we support each year. None of this would have been possible without the efforts and dedication of Trisha (Founder and CEO), the team of part time staff, volunteers and charity supporters, plus the generosity of our donors and the trust shown by our funders.

However, we are not content to 'sit back' as we want to do much more - and we are not averse to taking measured risks. 2025 will mark our 10<sup>th</sup> year anniversary as a registered charity and we are already looking ahead. We have used this current year to draft, debate and refine our next business plan. Our vision is to double our capacity during 2025-2035 and reach over 300 vulnerable girls and young women in south London. To do this we will need to increase the number of paid staff and their hours, find new premises for office and meeting space, secure more long-term funding from charitable trusts and review our management and government arrangements. We are clear that we will need to plan and deliver this exciting development in a prudent manner so there is the minimal disruption to our core services.

Delivering services through a charity requires considerable resources, and we are very proud to have doubled our income in the last two years. This is a significant achievement. We are very grateful that the charity was able to secure two large 3-year grants from national charitable trusts along with other important 2-year or one-off funding.

We acknowledge and thank all our supporters and I wish to make a special mention to those who donate every month or on a one-off basis. This regular giving is a healthy sign for any charity. It shows that people want to be part of our success and contribute to our programmes that make a real difference to girls and young women in south London. Many of our donors are given the opportunity to ensure we can claim gift aid - which gives the charity an extra 25% on their donations.

In this report you will see that since early 2024, we have run a unique sports and physical activities projects for girls called Let's Go! This was requested and inspired by our service users during a consultation event in 2023. This is a great example of how the charity listens to and acts upon the ideas of the girls and young women who take part in our projects. You will also read about how we have started giving 15 teenage girls extra academic tuition through our new Starprise project.

On behalf of the Trustees, it is our hope that every girl and young woman who contacts the Ashdon Jazz Academy and uses our various programmes of support will be empowered, inspired and find their lives positively enriched for the present and the long term.

**Kevin Howell**  
**Trustee Chairperson & Treasurer**  
**Ashdon Jazz Academy**  
**July 2025**

## **BACKGROUND**

The Ashdon Jazz Academy (AJA) was started in 2015 by Patricia Muirhead, the charity's CEO. This was a year after the tragic death of her daughter Ashdon who ended her life aged 14 years. As a teenager Ashdon - who liked to be called "Jazz" - struggled with peer pressure, peer aggression at school and lacking confidence about being herself in a society that pressurises young women to be and act a certain way. Whilst our charity's name is in memory of Ashdon, the term 'Academy' relates to giving young women a place and opportunities to learn skills for life.

Through our *Empowering and Inspiring* initiatives, we engage vulnerable girls and young women to enable them to feel confident about themselves, develop personal life skills and deal better with the negative challenges they face. Our core aim is support them to find their place in society and mature as responsible young women. We are led by women for girls and young women. Although our offer is open to all girls across four south London boroughs, we note that 95% of our service users are from black and ethnic minority communities.

## **MISSION STATEMENT**

*"Our mission is to work in partnership with vulnerable and disengaged girls and young women aged 11-21 and provide a dedicated emotional well-being service which in turn supports positive mental health from the boroughs of Lambeth, Lewisham, Merton and Croydon."*

## **AIMS**

The charity aims to provide vulnerable young women aged 11-21 years with the insight, confidence and resilience to overcome the negative impact of feelings of isolation, peer pressure, bullying, family breakdown, stress and anxiety, the risk of or involvement in criminality and gangs and those who may be at risk of school exclusion. By working in partnership with parents/carers, youth clubs, schools, children's social care and other statutory and voluntary organisations, the charity is able to target young females who may benefit from being referred or may wish to self-refer directly for mentoring or to attend one of our events.

The charity offers girls and young women:

- mentoring with a trained and supervised volunteer mentor
- drop-in sessions, called Girls' Nights, in Lambeth (weekly) and Merton (fortnightly)
- school holiday activities (Easter, Summer and half term holidays)
- work in schools to improve mental wellbeing and resilience (Stronger Minds)
- Let's Go! sports and physical activities
- extra academic tuition (Starprise Project)
- female only events and activities that facilitate wellbeing and learning experiences (e.g. workshops, conferences, residential breaks)
- OG (Older Girls) Project.

## **OVERVIEW OF YEAR**

### ***Mentoring Project***

Mentors give our service users the opportunity to build a trusted and supportive relationship for up to 12 months. They work with their mentee to identify their needs, desired outcomes and how best to achieve better resilience and self-confidence. The mentor will have regular communication with the mentee (e.g. in person, messaging, video phone calls), including checking in on their welfare when appropriate.

The Ashdon Jazz Academy mentors continue to be trained using the XLP Mentoring – a nationally-recognised mentoring programme which matches at-risk young people with a trained and supervised mentor. Mentoring provides young people with a safe space to talk with a committed adult, who helps them work hard to achieve the goals they set and encourages them to make informed and positive choices.

Mentors are appointed through a rigorous recruitment process, including interview by the CEO and the Mentoring Co-ordinator, vetting procedures and completing specialist and safeguarding training. Mentors are required to undergo further training each year, regular supervision (every 6 weeks) and attend mentor network meetings. Mentors are required to follow the charity’s Safeguarding Policy and Procedures, Code of Conduct and Working Alone Procedure. Quarterly evaluation summaries are being completed by mentees to help evidence the impact of mentoring.

During the year, the mentors delivered 823 one-to-one sessions for 40 girls from the four boroughs we work in: Lambeth (13), Croydon (6), Merton (20) and Lewisham (1). 31 girls were referred for mentoring, with an average of 5 on the waiting list at any one time. Those girls who waited to be matched with a mentor, were offered our weekly drop-in sessions or other interim support. Referrals were mainly made by the Youth Services, parents, Social Care, Early Help Teams and CAMHS across all boroughs.

<b>Evaluation</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24</b>
<b>Percentage of girls with increased self-confidence/esteem at end of mentoring (Target 85%)</b>	95%	76%	80%	100%	100%
<b>Percentage of girls meeting personal targets at end of mentoring (Target 85%)</b>	92%	73%	80%	100%	100%

<b>Mentors</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24</b>
<b>Number of vetted and trained mentors at end of year</b>	25	31	23	17	21
<b>Number of new vetted and trained mentors during the year</b>	25	17	7	5	12
<b>Percentage of vetted and trained mentors with up-to-date DBS</b>	92%	100%	100%	100%	100%
<b>Percentage of vetted and trained mentors with up-to-date safeguarding training every 2 years</b>	92%	100%	100%	100%	100%
<b>Percentage of vetted and trained mentors receiving regular supervision once a month</b>	73%	100%	100%	100%	100%

### **Drop-in Sessions (Girls' Night) and other Events**

During the year, we facilitated 48 weekly drop-in sessions in Lambeth with a total of 56 individual girls attending and an average of 13 girls at each session. Nearly all the girls attended more than once - with many taking part regularly each week.

We started the fortnightly drop-in sessions in Merton in July 2023 and we have been able to deliver 24 Girls' Nights in that borough, with most sessions taking place at Pollards Hill Youth Club. An average of 8 girls attended each session with a total of 15 individual girls attending during the year.

Over the last year we have continued to see a high percentage of girls stating they have increased self-confidence/esteem at the end of the weekly or bi-weekly drop-in sessions.

<b>Number of Drop-In Sessions Held</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24</b>
<b>Number of weekly Drop-In Sessions (Lambeth)</b>	65	66	61	46	48
<b>Number of weekly Drop-In Sessions (Merton)</b>				10 [1]	24

[1] Drop-in sessions started in Merton in July 2023.

<b>Evaluation</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24</b>
<b>Percentage of girls with increased self-confidence/esteem at end of drop-in, outreach or other event - <u>Lambeth only</u> (Target 85%)</b>	90%	90% [2]	73% [2]	80%	
<b>Percentage of girls with increased self-confidence/esteem at end of drop-in, outreach or other event - <u>Lambeth &amp; Merton</u> (Target 85%)</b>					85%

[2] This data relates to the girls who were present at the weekly online sessions when these were held during the lockdown arrangements during 2020-2022.

We were able to deliver the following other events during the year:

- February Half Term 2024 project: 11 individual girls took part in a variety of fun and engaging activities. During the week, the girls learned about sustainable living (e.g. how food is grown to minimise the impact on the environment) and took part in physical exercises, as well as creative workshops such as perfume making and smoothie making. The girls also enjoyed swimming sessions, which helped build their confidence and fitness in the water. Overall, the programme provided a positive mix of learning, creativity, and physical activity.
- Easter Holiday Programme 2024: we welcomed 17 attendees who took part in a variety of fun and creative activities. The programme included roller skating, cooking sessions at the Garden Museum, a braiding and eyelash workshop, baking, and a hands-on pottery session. The girls also enjoyed nail art, swimming, and a rap session with Rhyme with Diamond. The project ended with an exciting visit to a pop-up Bubble Museum rounding off a memorable and engaging holiday experience.
- Summer Project 2024: we had 41 individual girls take part in a range of fun and engaging activities. These included Go Ape, soap making and mood boards, pour and paint, trampolining, and a Crystal Maze experience. The group also enjoyed swimming, visiting the interactive Frameless Museum, and a games day with the Norwood Youth Collective. Other highlights included cooking at the Garden Museum – an interactive, multisensory experience.
- Rosa Safe and Sound Project: began in 2024, focused on themes of consent, feeling safe, and empowering young women to make positive choices. We had 39 attendees take part in a range of creative and meaningful sessions. The girls designed custom T-shirts around the theme of consent in collaboration with local community printers, South Prints. They also wrote and recorded a powerful song with Rhyme with Diamond, exploring consent and the importance of positive decision-making. This was followed by a professional studio session with Love Wins at the Black Gold Sun Studios in Lewisham to record their track. The project concluded with a photography shoot, where the girls proudly wore their custom T-shirts, celebrating their work and messages.

### ***Older Girls Project (previously Ambassadors)***

During the year we decided to review the offer for women aged 18-21 who have previously been supported by the Ashdon Jazz Academy. In the past the Ambassador's programme had concentrated on developing this group's leadership, entrepreneurial talents and social responsibilities. For example, we did this through them representing the charity at public events or shadowing a local business leader. During the national lockdowns (2020-22) there were no opportunities for them and it was very difficult to maintain the young women's commitment to our Ambassadors programme. Since then, we have consulted some ex-service users and older current service users on the type of programme they would be most interested in. Many of them wish to maintain a link with our charity and offer their time as volunteers.

During the year we launched the Older Girls (OG) project, which is active and attended by some of the original Ambassadors and also a new number of young women aged 18- 21 years. The aim is for those who remain interested to eventually be trained as peer mentors. We have 25 young women engaged in the OG project and to date have held 6 social events, including bowling, concert and theatre.

## **Stronger Minds**

In October 2020, we started our Stronger Minds programme of mental health resilience sessions for Year 7–10 students in Lambeth schools. During 2023–24, we delivered six sessions in two Lambeth schools, supporting 25 female students. Developed in partnership with Lambeth voluntary sector organisations and local young people trained as Peer Facilitators, the programme is built on evidence-based theories and techniques designed to help young people manage complex thoughts and feelings, build protective factors, focus on goals, and pursue healthy relationships both online and in person. It is informed by local knowledge of the specific challenges faced by young people in Lambeth.

In an evaluation, 100% of participants rated the workshops as excellent, with all agreeing that the facilitators were highly engaging. One student shared that the sessions and talks were “*very relatable*” and helped her “*learn a lot,*” while another said she felt “*more confident applying self-esteem strategies*” by the end of the programme.

<b>Stronger Minds Activity</b>	<b>2022-23</b>	<b>2023-24</b>
<b><i>Number of schools engaged with Stronger Minds</i></b>	3	2
<b><i>Number of Stronger Minds sessions held in schools</i></b>	9	6
<b><i>Number of students supported through Stronger Minds</i></b>	23	25

## **Let's Go!**

Let's Go! is a unique sports and physical activities project for girls and young women who use our programmes and open to 50% who are not known to our charity. The project started in early 2024 using two grants.

The ideas for the Let's Go! were originally requested by our service users during a consultation event in 2023. They have told us they would like to engage in sports, but the main reasons they do not is because of “not being very healthy”, a fear of water (e.g. swimming), the cost, feeling unsafe getting to and from venues and a lack of local facilities.

Let's Go! is offered to 60 service users a year and provides:

- taster sessions on a variety of sports,
- safe travel in groups,
- support to take up a particular sport,
- regular work out/fitness sessions, and
- guidance on healthy lifestyles (e.g. fitness; diet; motivation).

Over the first nine months of the project, 182 sports or physical activity places were provided to 42 individuals. A wide range of activities have been delivered:

- Roller Skating (24 girls) at Roller Nation, Tottenham with instructors in site
- Yoga (15 girls) at our base in West Norwood with a qualified PT Teacher
- Basketball (15 girls) at Norwood Park with a qualified PE Teacher
- Swimming (14 girls) at Bromley Pavilion with life guards on site
- Swimming (12 girls) at West Norwood Leisure Centre with life guards on site
- Trampolining (18 girls) at Oxygen, Greenwich with an instructor
- Wellbeing Workshop (19 girls) at our base in West Norwood with a facilitator

- Ice Skating (12 girls) at Streatham Leisure Centre with instructors on site
- Climbing and Outdoor Agility Course (24 girls) at Battersea Park with instructors on site
- Sports Day (16 girls) in conjunction with the Norwood Consortium (attended by 55 young people)
- Residential Weekend (13 girls) at Woodrow House, Amersham in June 2024 with 5 instructors (activities: archery, obstacle course, high ropes, swimming, agility course, blindfolding/trust exercise)

Due to the success of project, the positive outcomes in terms of (a) improving mental and physical wellbeing and (b) reducing loneliness and the good engagement by the girls and young women, further funding is being sort to continue the project in 2024-25 and beyond.

### ***Starprise Project***

In August 2024 we were able to start a new project to provide tutoring in Maths & English for 15 girls in Years 8-10 living in Lambeth. The aim of Starprise is to increase their Maths and English skills and increase their confidence, engagement and enjoyment in learning.

We became aware of some girls who were struggling academically and needed extra help with Maths & English outside of school and whose families could not afford private tuition. We also prioritised any girls for the programme who were at risk of school exclusion.

We worked closely in partnership with Peppo Tutors to establish this initiative and then go on to match the girls needing this support with experienced tutors who are vetted and supervised by that organisation.

### ***Staffing, Volunteers and Governance***

The charity continues to resource and deliver its programmes through various grants from charitable trusts, our own fundraising and personal donations. We now have over 9 years' experience as a charity and our plans are to double our capacity by 2035 across the four boroughs we provide services in south London.

The charity continues to be managed by Patricia Muirhead (CEO & Founder) who worked 28 hours a week, plus extra hours as a volunteer. During 2023-24, she was supported by the following part time staff:

- Laura Pearson (Mentoring Support)
- Christine Bramwell (Project Worker) up to January 2024
- Beth Springer (Project Outreach Worker) from May 2024
- Athena Fuller (Project Outreach Worker) from November 2023
- Fabiah Fuller (Sessional Project Outreach Worker) from February 2024
- Kate Burry (Admin Worker)
- Kalliyah Kirlew (Social Media Administrator)

We are grateful to all the volunteer mentors who support the girls and young women they are matched with. We also express thanks to the other volunteers and supporters who help with facilitating activities, fundraising and improving the profile of the Ashdon Jazz Academy.

During 2023-24, five Trustees served on the Board and met quarterly to monitor the business plan, set the annual budget, review and confirm policies and conduct financial reviews. Each Trustee takes the lead on the charity's policies and procedures (shown below after their name).

All Trustees have a current Disclosure & Barring Scheme check and have attended safeguarding training in the last 2 years. As at 30 September 2024, the trustees were:

- Kevin Howell (Chairperson and Treasurer)
- Linda Neal (Human Resources)
- Michelle Nicholas (Charity Secretary)
- Pauline Thomas (Safeguarding)
- Kate Wilson (Fundraising)

During the year Donna Fraser, OBE, continued as our Patron. She is a well-respected former British athlete.

We continue to collaborate with a large number of local partnerships on projects:

<i>Rathbone Youth Club</i>	<i>Norwood Consortium</i>	<i>Motivate Merton</i>
<i>West Norwood Library</i>	<i>Merton Connected</i>	<i>Garden Museum</i>
<i>Rathbone Society</i>	<i>Odd Eyes Theatre</i>	<i>Becmead College</i>
<i>Coombeewood School</i>	<i>Lambeth Wellness Centre</i>	<i>Merton CAMHS</i>
<i>Lambeth Social Care</i>	<i>Croydon Social Care</i>	

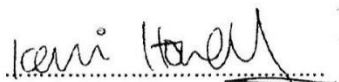
We are extremely grateful for the grants given by charitable trusts and money given by other supporters during the year:

*Rosa UK, The National Lottery (Awards for All),  
The National Lottery (Reaching Communities), The Henry Smith Charity,  
Postcode Society Trust, Lambeth Community Fund,  
Lambeth HAF (Holiday and Food programmes), Walcot Foundation,  
Merton Connected, Thrive Norwood.*

*Regular monthly and one-off donors.*

*Fundraisers arranging sponsored events.*

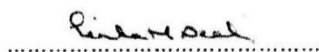
The Trustees confirm they have approved the Annual Report above.



Kevin Howell

Chairperson

Date: 16th July 2025



Linda Neal

Trustee

Date: 16th July 2025

ASHDON JAZZ ACADEMY

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF ASHDON JAZZ ACADEMY

---

I report to the trustees on my examination of the accounts of the above charity for the year ended 30 September 2024 which are set out on pages 11-15.

### **Responsibilities and basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiners statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Michael Rowe FCCA

Flat 9

1 Ashby mews

London SW2 5EQ

Date: 16th July 2025

**ASHDON JAZZ ACADEMY  
STATEMENT OF FINANCIAL ACTIVITIES  
AS AT 30 SEPTEMBER 2024**

	Notes	Unrestricted Funds	Restricted Funds	2024 Total	2023 Total
<b>Incoming Resources</b>					
Incoming resources from generated funds	2		179,751	179,751	81,339
Incoming resources from charitable activities	3	8,071		8,071	8,025
Other Income	4	6,483		6,483	19,121
Total incoming resources		14,554	179,751	194,305	108,485
<b>Resources Expended</b>					
Charitable activities					
Mentoring	5		52,882	52,882	61,953
Projects	6		39,557	39,557	18,789
Support costs	7	7,915	24,697	32,612	46,406
Total Resources Expended		7,915	117,136	125,051	127,148
Net expenditure for the year/ Net movement in funds		6,639	62,615	69,254	-18,663
Fund balance at 1 October		9,934	0	9,934	28,597
Fund balances at 30 September		16,573	62,615	79,188	9,934

**ASHDON JAZZ ACADEMY  
BALANCE SHEET  
AS AT 30 SEPTEMBER 2024**

	Notes	<u>2024</u>	<u>2023</u>
<b>CURRENT ASSETS</b>			
Debtors	9	£5,920	£0
Cash at bank and in hand		<u>£95,831</u>	<u>£27,198</u>
		<b>£101,751</b>	<b>£27,198</b>
<b>CREDITORS: due within one year</b>			
	10	£22,563	£17,264
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u><b>£79,188</b></u>	<u><b>£9,934</b></u>
<b>INCOME FUNDS</b>			
<b>UNRESTRICTED FUNDS</b>			
General purpose fund		£16,573	£9,934
<b>RESTRICTED FUNDS</b>			
Funding		<u>£62,615</u>	£0
		<u><b>£79,188</b></u>	<u><b>£9,934</b></u>

The accounts were approved by the Trustees on

Signed on their behalf by:

.....  
Signature

Chair/Treasurer: Kevin Howell

.....  
Signature

Trustee: Linda Neal

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**1 ACCOUNTING POLICIES**

**1.1 Basis of preparation**

The accounts are prepared under the historical cost convention.

The accounts have been prepared in accordance with the statement of recommended practice, "Accounting and Reporting by Charities" in accordance with the Financial Reporting Standard issued in July 2014 and the provisions of the Charities Act 2011

**1.2 Incoming Resources**

Incoming resources are recognised in the statement of financial activities when entitlement has passed and the amounts are certain and measurable.

**1.3 Allocation of costs**

Direct activity cost are those costs which contribute directly to an activity and are allocated to the relevant activity. Support cost are those cost that are necessary to deliver an activity but in themselves do not deliver an activity, include cost incurred to meet statutory and constitutional requirements.

**1.4 Funds**

Restricted funds represent income received that is subject to donor restrictions on use.

General funds are available for furthering the cause of the organisation.

**2 GRANT AND SIMILAR FUNDING**

	<u>2024</u>	<u>2023</u>
Walcot Foundation	£7,760	£0
Lambeth General		£12,870
Lambeth Propel Funding	£14,604	£0
EIPS Funding	£3,108	£6,215
Lambeth Community Fund	£7,356	£0
Rosa Foundation	£6,152	£24,400
Garfield Weston		£12,500
Henry Smith Charitable Trust	£50,000	£0
Postcode Society Trust	£15,000	£0
LB Merton		£14,800
Wow Foundation		£4,620
LB of Lambeth (HAF)	£4,780	£0
The Invesco Cares		£4,200
National Lottery	£10,000	£0
Norwood Forum		£1,734
Reaching Communities Funding	£48,591	£0
Jack Petchy	£900	£1,400
Merton Propel Funding - Merton Connect	£11,500	£0
	<u>£179,751</u>	<u>£82,739</u>

**3 CHARITABLE ACTIVITIES**

	<u>2024</u>	<u>2023</u>
Wimbledon Foundation	£5,983	£0
Magdalen Hospital Trust		£2,000
Skipton Building Society		£2,625
Yorkshire Building Society		£2,000
COOP - Funding	£2,088	£0
	<u>£8,071</u>	<u>£6,625</u>

**4**

**OTHER INCOME**

	<u>2024</u>	<u>2023</u>
Gambia Exhibition		£180
HMRC-Gift Aid		£8,869
Donations	£6,483	£10,070
Interest		£2
	<u>£6,483</u>	<u>£19,121</u>

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

<b>5 Mentoring</b>	<b>2024</b>	<b>2023</b>
Facilitation & Supervision	£47,673	£54,878
Advertising & Promotion		£513
Resources & Expenses	£4,473	£6,193
Training	£736	£369
	<b>£52,882</b>	<b>£61,953</b>
<b>6 Projects</b>	<b>2024</b>	<b>2023</b>
Facilitation & Supervision	£28,569	13,355
Gala event		£500
Girls night	£2,512	
Resources & Expenses	£8,476	£4,934
	<b>£39,557</b>	<b>£18,789</b>
<b>7 Support costs</b>	<b>2024</b>	<b>2023</b>
Rent for office	£6,746	£7,863
Staff	£14,503	£31,719
Accountancy fees	£3,772	£180
Office supplies & Stationary	£1,491	£477
Dues & Subscriptions	£2,458	£2,733
Insurance	£802	£327
Postage & Printing	£507	£525
Travel & Transportation cost	£573	£1,785
Telecommunication cost	£1,760	£797
	<b>£32,612</b>	<b>£46,406</b>

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

<b>8 Employees</b>	<b><u>2024</u></b>	<b><u>2023</u></b>
The average number of employees and volunteers during the year was:		
Staff	6	4
Volunteers and Mentors	<u>40</u>	<u>30</u>
	<u>46</u>	<u>34</u>
<b>Employment cost</b>		
Mentoring	38,241	
Projects	28,569	
Support	<u>£14,502</u>	<u>£31,719</u>
	<u>46</u>	<u>34</u>
<b>9 Debtors</b>	<b><u>2024</u></b>	<b><u>2023</u></b>
Other debtors	<u>£5,920</u>	<u>£0</u>
	<u>£5,920</u>	<u>£0</u>
<b>10 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	<b><u>2024</u></b>	<b><u>2023</u></b>
Other creditors	<u>£22,563</u>	<u>£17,264</u>
	<u>£22,563</u>	<u>£17,264</u>

**11 TRUSTEES**

None of the trustees (or any persons connected with them) received any remuneration or reimbursement of expenses during the year.

**ASHDON JAZZ ACADEMY**

England & Wales - Charity number 1161413

---

# Accounts

---

# Ashdon Jazz Academy



## TRUSTEES' REPORT & ACCOUNTS FOR THE YEAR ENDING 30 SEPTEMBER 2023

### Contact Details

Patricia Muirhead, CEO  
Ashdon Jazz Academy  
The Old Library, 14-16 Knights Hill, West Norwood, London SE27 0HY  
07949875605

[ashdonjazzacademy@yahoo.co.uk](mailto:ashdonjazzacademy@yahoo.co.uk)

[www.ashdonjazzacademy.org.uk](http://www.ashdonjazzacademy.org.uk)

Charity Number: 1161413



Patricia Muirhead  
(left)



Clara Amfo  
(right)



Patricia with  
Emma Willis and  
Ronan Keating  
(left)

# Empowering and Inspiring Young Women

## WELCOME BY KEVIN HOWELL, TRUSTEE CHAIRPERSON

I am pleased to introduce you to our latest annual report. We now have over 8 years' experience and expertise as a charity supporting vulnerable young women in Lambeth, Croydon, Merton and Lewisham. Three matters stand out during our last year; budget pressures, increased demand for our services and an unexpected recognition.

This period has been significantly challenging for us as a charity – and we are not alone across the voluntary sector. Whilst the cost-of-living crisis has had a significant impact on individuals and families, it has also created a 'cost of giving' crisis in terms of people's capacity for donations and volunteering. In addition, the emergency grants that were helpfully made available during the Covid pandemic came to an end in 2022. Applying to charitable trusts has since become more competitive. Consequently, we have needed to keep a careful eye on our finances to ensure our core services were maintained during the last year. Through careful management of our budget and our limited resources, we have seen through this period and are confident to meet the challenge of achieving even more for young women.

During the year, we have noted an increase in referrals and the complexities of issues presented by the young women we support (e.g. increase in eating disorders and self-harm). We have tried to respond to this rise in demand by starting drop-in sessions in Merton and increasing the number of places during holiday programmes. We have however regularly needed to place girls on a waiting list for mentoring. We do not feel comfortable about doing this and our aim over the next 5 years will be to expand our offer so we can support more vulnerable girls and young women across the four boroughs we currently work in.

It is appropriate in every annual report to endorse the huge contribution made by everyone involved with our charity. Firstly, on behalf of the Trustees, I want to acknowledge the resilience and hard work achieved by the girls we support. We are grateful for the care and commitment by our volunteer mentors, the small staff group and other supporters over this last year. The positive difference made to the girls' lives is consistently evidenced through the project evaluations and the feedback given by our service users and parents/carers.

We remain grateful to Patricia Muirhead for her dedication as the charity's founder and CEO. In last year's report I stated that she rarely gets the recognition she deserves. It was therefore very fitting (and certainly no surprise to us!) that she was selected for the 'One Big Thank You' on the BBC One Show in March 2023. Every week someone who makes a significant contribution to helping others in their community is acknowledged on the programme. She was nominated by the charity's Trustees. Patricia actually appeared live on the One Show at the BBC studios when she was interviewed by Emma Willis and Ronan Keating! She received several heartwarming video messages and had a special time with Clara Amfo (radio and television presenter). Well done Patricia for this unique commendation! See photos from the day on previous page. To view the episode, go to our ['Media' webpage - BBC The One Show](#).

On behalf of the Trustees, it is our hope that every girl or young woman who contacts the Ashdon Jazz Academy and uses our programmes of support will be inspired, empowered and find their lives enriched for the immediate and for the long term.

Kevin Howell  
Trustee Chairperson & Treasurer  
Ashdon Jazz Academy

## **INTRODUCTION**

The Ashdon Jazz Academy (AJA) started in 2015, a year after the tragic death of Ashdon Muirhead who ended her life at the age of just 14 years. As a teenager Ashdon struggled with peer pressure, peer aggression at school and lacking confidence about being herself in a society that often pressurises young women to be and act a certain way.

Through our *Empowering and Inspiring* initiatives, we engage vulnerable teenage girls to enable them to feel confident about themselves, develop personal life skills and deal better with the negative challenges they face. Our core aim is support them to find their place in society and mature as responsible young women. We are led by women for young women. Although our offer is open to all girls across four south London boroughs, we note that 95% of our service users are from black and ethnic minority communities.

## **MISSION STATEMENT**

*“Our mission is to work in partnership with vulnerable and disengaged girls and young women aged 11-21 and provide a dedicated emotional well-being service which in turn supports positive mental health from the boroughs of Lambeth, Lewisham, Merton and Croydon.”*

## **AIMS**

The charity aims to provide vulnerable young women aged 11-21 years with the insight, confidence and resilience to overcome the negative impact of feelings of isolation, peer pressure, bullying, family breakdown, stress and anxiety, the risk of or involvement in criminality and gangs and those who may be at risk of school exclusion. By working in partnership with youth clubs, schools, children’s social care and other statutory and voluntary organisations, the charity is able to target young females who may benefit from being referred or may wish to self-refer directly for mentoring or to attend one of our events.

The charity offers girls and young women:

- the opportunity to build up a trusted and mutual relationship with a trained volunteer mentor
- drop-in sessions, called Girls’ Nights, in Lambeth (weekly) and Merton (fortnightly)
- school holiday activities
- work in schools to improve mental wellbeing and resilience (Stronger Minds)
- female only events and activities that facilitate wellbeing and learning experiences (e.g. workshops, conferences, residential breaks, taking a group to Gambia - last held in 2022),
- a programme of ongoing learning to further education and careers (Ambassadors).

## **OVERVIEW OF YEAR**

### ***Mentoring Project***

Mentors give our service users the opportunity to build a trusted and supportive relationship for up to 12 months. They work with their mentee to identify their needs, desired outcomes and how best to achieve better resilience and self-confidence. The mentor will have regular communication with the mentee (e.g. in person, messaging, video phone calls), including checking in on their welfare when appropriate – which took place during 2020-22 when the national restrictions were in place due to the Coronavirus pandemic.

The Ashdon Jazz Academy mentors continue to be trained using the XLP Mentoring – a nationally-recognised mentoring programme which matches an at-risk young people with a trained mentor who encourages them to make positive choices. Mentoring provides young

people with a safe space to talk with a committed adult, who helps them work hard to achieve the goals they set.

Mentors are appointed through rigorous recruitment (including interview by the CEO and two Trustees), vetting procedures and completing specialist training. Mentors are required to undergo further training each year, regular supervision (every 6 weeks) and attend mentor network meetings. Mentors are required to follow the charity's Safeguarding Policy and Procedures, Code of Conduct and Working Alone Procedure. Quarterly evaluation summaries are being completed by mentees to help evidence the impact of mentoring.

During the year, the mentors delivered 478 one to one sessions for 27 girls from the four boroughs we work in: Lambeth (9), Croydon (2), Merton (15) and Lewisham (1). Referrals were mainly made by The Well Centre in Streatham, Lambeth Social Care and Merton Propel. 7 girls completed the mentoring programme during the year. 11 girls were referred for mentoring, with an average of 3 on the waiting list at any one time. Those girls who waited to be matched with a mentor, were offered weekly drop-in sessions or other interim support.

<b>Evaluation</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>
<b>Percentage of girls with increased self-confidence/esteem at end of mentoring</b>	89%	95%	76%	80%	100%
<b>Percentage of girls meeting personal targets at end of mentoring</b>	100%	92%	73%	80%	100%

<b>Mentors</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>
<b>Number of vetted and trained mentors at end of year</b>	20	25	31	23	17
<b>Number of new vetted and trained mentors during the year</b>	20	25	17	7	5
<b>Percentage of vetted and trained mentors with up-to-date DBS</b>	100%	92%	100%	100%	100%
<b>Percentage of vetted and trained mentors with up-to-date safeguarding training every 2 years</b>	100%	92%	100%	100%	100%
<b>Percentage of vetted and trained mentors receiving regular supervision once a month</b>	80%	73%	100%	100%	100%

Following the Coronavirus pandemic and lockdown restrictions (which ended in February 2022), some girls were reluctant to leave their homes to meet their mentors. Our mentors worked hard through the year to re-engage those girls in face-to-face sessions and by summer 2023 this had been achieved.

### **Weekly Drop-in Sessions (Girls' Night) and other Events**

During the year, we facilitated 46 weekly drop-in sessions in Lambeth with a total of 464 attending (an average of 10 girls attending each session). Around 75% attended more than once - with many taking part regularly each week.

Over the last year we have seen a positive rise in the percentage of girls stating they have increased self-confidence/esteem at the end of the weekly drop-in sessions. Our assessment of this data indicates the girls' mental wellbeing was negatively impacted by the Coronavirus pandemic (e.g. disruption with education, less opportunities for socialising, feeling less hopeful about the future).

We also started fortnightly drop-in sessions in July 2023 in Merton at Pollards Hill Baptist Church, with the most sessions taking place at Pollards Hill Youth Club. An average of 8 girls attended each session.

<b>Number of Drop-In Sessions Held</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>
<b>Number of weekly Drop-In Sessions (Lambeth)</b>	57	65	66	61	46
<b>Number of weekly Drop-In Sessions (Merton)</b>	N/A	N/A	N/A	N/A	10 [1]

[1] Drop-in sessions started in Merton in July 2023.

<b>Evaluation</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>
<b>Percentage of girls with increased self-confidence/esteem at end of drop-in, outreach or other event (Lambeth only)</b>	85%	90%	90% [2]	73% [2]	80%

[2] This data mainly relates to the girls who were present at the weekly online sessions when these were held during the lockdown arrangements.

We were able to deliver the following other events during the year:

- April 2023 Half Term Holiday Programme: 15 existing service users and 3 new young women attended. We produced a variety of creative events requested by the girls, ranging from cooking to gardening. We have a long-term collaboration with the garden museum and started a new partnership with one of our mentors who is also a Permaculture Teacher. Permaculture gives design tools for planning and implementing garden, home, work and community projects that look after the environment and people.

- Summer 2023 Holiday Programme: Attended by 44 young women. We received a high level of interest is year with our 6-week programme. After consultation with the girls, we planned and delivered a variety of activities for those attending the holiday programme. There was a mixture of physical activities such as swimming and boxing, creative workshops on photography, perfume and crafting experiences held at the Old Library in West Norwood and at outside venues.
- Wow! Project: Events attended by 20 young women during February 2022 to February 2023. A large collaborative project with Women of the World, to promote creative careers and introduce our service users to creative jobs. We have had one young person find the confidence to take part in a drama production and another to pursue a creative course in graphic design.
- Thrive Dawn Stories: An event held in early September 2023 for 20 girls aged 12-18 years to meet 8 older women (5 who were over 70 years) who identified as Afro-Caribbean. They shared their stories as part of the Windrush generation. This included watching 8 short films produced by black producers and writers on Windrush themes.
- Older Girls (OG) Event: 6 young women attended to watch a talent show event in Croydon in September 2023. The event was hosted by an ex-service user who had previously been mentored by our charity and also volunteered at our drop-in sessions.

### **Ambassadors**

Ambassadors are either previous mentees or girls who have attended our events who are recognised as being positive role models and want to give something back to their community. They have represented our charity at public events and may even become a peer mentor to younger girls. We work to develop their life, leadership and team building skills, entrepreneurial talents and social responsibilities. We were very pleased to celebrate the news that our first ever Ambassador graduated with a law degree during the year.

During the national lockdowns it was very difficult to maintain the young women’s commitment to our Ambassador Scheme. During the last year, we were able to identify 2 young women who showed an interest in becoming new Ambassadors, but they had difficulty attending the training. We decided that due to other priorities we would re-start the Ambassadors’ Programme in 2023-24.

<b>Ambassador Events</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>
<b>Number of Ambassador events</b>	16	18	[3]	[3]	0
<b>Number of girls as Ambassadors during year</b>	24	24	11	10	2

[3] Unable to hold any events due to national lockdown restrictions and other priorities.

## ***Stronger Minds***

In October 2020 we started our Stronger Minds programme of mental health resilience sessions for Year 7-10 students in Lambeth schools. During 2022-23, we delivered 9 sessions in 3 schools in Lambeth. 23 young women were supported during the programme between February to July 2023.

The Stronger Minds programme has been developed by a partnership of Lambeth voluntary sector organisations and local young people who have been trained as Peer Facilitators.

Stronger Minds is built around evidence-based theories and techniques to help young people build protective factors to manage complex thoughts and feelings, focus on goals and pursue healthy relationships in real life and online. It's informed by local knowledge of specific issues facing many of the young people in Lambeth.

## ***Our Capacity and Capability***

The charity continues to deliver its programmes and develop through grants from charitable trusts, our own fundraising and personal donations. We now have over 8 years' experience as a charity and our plans are to expand our offer so we can respond to the demand for our type of support across the four boroughs we provide services in.

The charity continues to be managed by Patricia Muirhead (CEO & Founder) who worked 28 hours a week, plus extra hours as a volunteer. During 2022-23, she was supported by the following part time staff:

- Laura Pearson (Mentoring Support Admin)
- Christine Bramwell (Project Worker)
- Kate Burry (Admin Worker)

We are grateful to all the volunteer mentors who support the young women they are matched with. We also express thanks to the other volunteers and supporters who help with facilitating the activities (e.g. holiday programmes), fundraising and improving the profile of the Ashdon Jazz Academy.

During the year, five Trustees served on the Board and met quarterly to monitor the business plan, set the annual budget, review and confirm policies and conduct financial reviews. Each Trustee takes the lead on the charity's policies and procedures and these are shown after their name below. All Trustees have a current Disclosure & Barring Scheme check and have attended safeguarding training in the last 2 years. As at 30 September 2023, the trustees were:

- Kevin Howell (Chairperson and Treasurer)
- Linda Neal (Human Resources)
- Michelle Nicholas (Charity Secretary)
- Pauline Thomas (Safeguarding)
- Kate Wilson (Fundraising)

We remain grateful to Donna Fraser, OBE, for being our patron since 2019. She is a well-respected former British athlete and currently is a leading Inspirational Speaker, an Equality, Diversity & Inclusion Specialist and a Breast Cancer Now Ambassador.

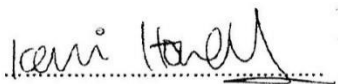
We continue to collaborate with a large number of local partnerships on projects:

*Rathbone Youth Club, Norwood Consortium, Motivate Merton, West Norwood Library, Merton Connected, Lambeth Well Centre, Ezra Lloyd-Jackson (perfumer), Garden Museum, Women of the World, Lambeth Careers, Lambeth Wellness Centre, Ezra Lloyd Jackson (Facilitator), Rathbone Society, Odd Eyes Theatre, Money Charity, Lambeth Youth Drugs and Alcohol Service, Community Sparks Change and Merton Propel.*

We are extremely grateful for the donations and grants given by our supporters during the year (some of whom do not wish to be named):

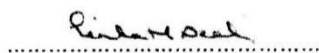
*Yorkshire Building Society, Invesco, The Magdalen Hospital Trust, Albert Hunt Trust, Merton Connected, Skipton BS Charity Foundation, EIPS Lambeth Consortium, Tesco Community Fund, Lambeth Holiday Activities & Food Programme, Hale Trust, Rosa UK, Wimbledon Foundation Community Fund, Lambeth Summer Violence Prevention Programme, Thrive Norwood, Covid 19 Response Fund, Merton Giving Fund, Merton Connected, Lambeth General Fund, Rosa UK, Jack Petchey Foundation, Croydon Mayor, Streatham Baptist Church, Energie Fitness, Fawcett Wolf, St Nicholas church, Carne Global, Lush, Garfield Weston and Wimbledon Community Foundation.*

The Trustees confirm they have approved the Annual Report above.



Chairperson

Date: 29th July 2024



Trustee

Date: 29th July 2024

**ASHDON JAZZ ACADEMY**

**INDEPENDENT EXAMINER'S REPORT**

**TO THE TRUSTEES OF ASHDON JAZZ ACADEMY**

---

I report to the trustees on my examination of the accounts of the above charity for the year ended 30 September 2023 which are set out on pages

**Responsibilities and basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

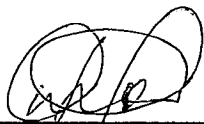
I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiners statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached. C



Michael Rowe FCCA

Flat 9

1 Ashby mews

London SW2 5EQ

Date:

30/7/24

**ASHDON JAZZ ACADEMY  
STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 SEPTEMBER 2023**

	Note:	Unrestricted Funds	Restricted Funds	2023 Total	2022 Total
<b><u>Incoming Resources</u></b>					
Incoming resources from generated funds	2	28,820	52,519	81,339	78,620
Incoming resources from charitable activities	3	8,025		8,025	6,678
Other Income	4	19,121		19,121	5,790
Gambia Girls Gift Trip 2022	5			0	5,460
<b>Total incoming resources</b>		<b>55,966</b>	<b>52,519</b>	<b>108,485</b>	<b>96,548</b>
<b><u>Resources Expended</u></b>					
<b>Charitable activities</b>					
Mentoring	6		61,953	61,953	49,217
Projects	7	15,848	2,941	18,789	13,177
Support costs	8	46,406		46,406	36,769
Gambia Girls Gift Trip 2022	9			0	30,760
<b>Total Resources Expended</b>		<b>62,254</b>	<b>64,894</b>	<b>127,148</b>	<b>129,923</b>
<b>Net expenditure for the year/ Net movement in funds</b>		<b>-6,288</b>	<b>-12,375</b>	<b>-18,663</b>	<b>-33,375</b>
Fund balance at 1 October		<b>16,222</b>	<b>£12,375</b>	<b>28,597</b>	61,972
<b>Fund balances at 30 September</b>		<b>9,934</b>	<b>0</b>	<b>9,934</b>	<b>28,597</b>

**ASHDON JAZZ ACADEMY  
BALANCE SHEET  
AS AT 30 SEPTEMBER 2023**

	Notes	<u>2023</u>	<u>2022</u>
<b>CURRENT ASSETS</b>			
Debtors	11		£8,045
Cash at bank and in hand		<u>£27,198</u>	<u>£24,833</u>
		<b>£27,198</b>	<b>£32,878</b>
<b>CREDITORS: due within one year</b>			
	12	<b>£17,264</b>	£4,281
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u><b>£9,934</b></u>	<u>£28,597</u>
<b>INCOME FUNDS</b>			
<b>UNRESTRICTED FUNDS</b>			
General purpose fund		<b>£9,934</b>	£16,222
<b>RESTRICTED FUNDS</b>			
Funding		<u><u>                    </u></u>	£12,375
		<u><b>£9,934</b></u>	<u>£28,597</u>

The accounts were approved by the Trustees on: 29th July 2024

Signed on their behalf by:

.....  
Signature

Chair/Treasurer: Kevin Howell

.....  
Signature

Trustee: Linda Neal

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2023**

**1 ACCOUNTING POLICIES**

**1.1 Basis of preparation**

The accounts are prepared under the historical cost convention.

The accounts have been prepared in accordance with the statement of recommended practice, "Accounting and Reporting by Charities" in accordance with the Financial Reporting Standard issued in July 2014 and the provisions of the Charities Act 2011

**1.2 Incoming Resources**

Incoming resources are recognised in the statement of financial activities when entitlement has passed and the amounts are certain and measurable.

**1.3 Allocation of costs**

Direct activity cost are those costs which contribute directly to an activity and are allocated to the relevant activity. Support cost are those cost that are necessary to deliver an activity but in themselves do not deliver an activity, include cost incurred to meet statutory and constitutional requirements.

**1.4 Funds**

Restricted funds represent income received that is subject to donor restrictions on use. General funds are available for furthering the cause of the organisation.

**2 GRANT AND SIMILAR FUNDING**

	<u>2023</u>	<u>2022</u>
Lambeth General	£12,870	£13,433
DWP Resource Management		£3,589
EIPS Funding	£6,215	
Fawcett-wolf Andrew		£15,000
Rosa Foundation	£24,400	£12,700
Garfield Weston	£12,500	£12,500
London Youth Fund		£0
Merton Voluntary Service		£3,790
LB Merton	£14,800	£7,773
Wow Foundation	£4,620	£0
The Invesco Cares	£4,200	£0
London Communication		£9,835
Norwood Forum	£1,734	£0
	<u>£81,339</u>	<u>£78,620</u>

**3 CHARITABLE ACTIVITIES**

	<u>2023</u>	<u>2022</u>
Magdalen Hospital Trust	£2,000	£0
Skipton Building Society	£2,625	£0
Yorkshire Building Society	£2,000	£185
St Nicholas Church		£444
Lust Retail Ltd		£3,000
Carne Global Finance	£1,400	£3,049
Jack Petchy	<u>£8,025</u>	<u>£6,678</u>

**4**

**OTHER INCOME**

	<u>2023</u>	<u>2022</u>
Fundraising		£2,967
Gambia Exhibition	£180	£0
HMRC	8869	£2,819
Donations	£10,070	
Interest	2	£4
	<u>£19,121</u>	<u>£5,790</u>

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2023**

<b>5 Gambia Girls Gift Trip 2022</b>	<b>2023</b>	<b>2022</b>
Dane Trust		£800
Serinity		£2,625
Deposit		£2,035
	<u>£0</u>	<u>£5,460</u>
<b>6 Mentoring</b>	<b>2023</b>	<b>2022</b>
Facilitation & Supervision	£54,878	£43,019
Advertising & Promotion	£513	£0
Resources & Expenses	£6,193	£5,157
Training	£369	£1,010
Workshop expenses		£31
	<u>£61,953</u>	<u>£49,217</u>
<b>7 Projects</b>	<b>2023</b>	<b>2022</b>
Facilitation & Supervision	£13,355	9,338
Gala event	£500	£0
Resources & Expenses	£4,934	£3,839
	<u>£18,789</u>	<u>£13,177</u>
<b>8 Support costs</b>	<b>2023</b>	<b>2022</b>
Rent for office	£7,863	£6,740
Staff	£31,719	£21,831
Accountancy fees	£180	
Office supplies & Stationary	£477	£1,513
Dues & Subscriptions	£2,733	£705
Insurance	£327	£1,177
Postage & Printing	£525	£2,400
Travel & Transportation cost	£1,785	£252
Telecommunication cost	£797	£2,151
	<u>£46,406</u>	<u>£36,769</u>

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2023**

<b>9 Gambia Girls Gift Trip 2022</b>	<b><u>2023</u></b>	<b><u>2022</u></b>
Travel Cost		28,463
Other Expenses		<u>2,297</u>
	<u><b>£0</b></u>	<u><b>30,760</b></u>
<b>10 Employees</b>	<b><u>2023</u></b>	<b><u>2022</u></b>
The average number of employees and volunteers during the year was:		
Staff	<u>4</u>	<u>4</u>
Volunteers and Mentors	<u>30</u>	<u>30</u>
	<u><b>34</b></u>	<u><b>34</b></u>
<b>Employment cost</b>		
Wages and salaries	<u><b>£31,719</b></u>	<u><b>£21,831</b></u>
<b>11 Debtors</b>	<b><u>2023</u></b>	<b><u>2022</u></b>
Other debtors	<u>£0</u>	<u>£8,045</u>
	<u><b>£0</b></u>	<u><b>£8,045</b></u>
<b>12 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	<b><u>2023</u></b>	<b><u>2022</u></b>
Other creditors	<u><b>£17,264</b></u>	<u>£4,281</u>
	<u><b>£17,264</b></u>	<u><b>£4,281</b></u>

**13 TRUSTEES**

None of the trustees (or any persons connected with them) received any remuneration or reimbursement of expenses during the year.

**ASHDON JAZZ ACADEMY**

England & Wales - Charity number 1161413

---

# Accounts

---

# Ashdon Jazz Academy



## TRUSTEES' REPORT & ACCOUNTS FOR THE YEAR ENDING 30 SEPTEMBER 2022

### Contact Details

Patricia Muirhead, CEO  
Ashdon Jazz Academy  
The Old Library, 14-16 Knights Hill, West Norwood, London SE27 0HY  
07949875605

[ashdonjazzacademy@yahoo.co.uk](mailto:ashdonjazzacademy@yahoo.co.uk)

[www.ashdonjazzacademy.org.uk](http://www.ashdonjazzacademy.org.uk)

Charity Number: 1161413

# Empowering and Inspiring Young Women

## WELCOME BY KEVIN HOWELL, TRUSTEE CHAIRPERSON

At the time of writing the last year's Annual Report, I was reflecting then on the impact of the Coronavirus pandemic and the national restrictions on our service users, our organisation and the wider charity community. Again, this year, I find myself doing the same. There is no doubt the last two years has created new and difficult challenges for everyone. In response, we have needed to double our efforts to maintain and adjust our offer for vulnerable young women.

There appears to be a consistent theme running through the findings of national research into the impact of the COVID-19 pandemic. Cited is the disruption to children and young people's education, the impact on their mental wellbeing (including a rise in eating disorders) and young people feeling an increase in loneliness and feeling less positive about the future. Whilst many young people will not be adversely affected following the restrictions being lifted at the end of February 2022, some will need support from statutory and voluntary services so their welfare is not compromised. This may be for many months and even years. This is certainly where the Ashdon Jazz Academy fits in with our dedicated mentoring, weekly drop-in sessions and other programmes.

To maintain and develop our services we need to ensure there is an assured income through grants, fundraising and donations. Securing funding to cover our annual budgets over the last two years has been challenging and we know numerous small charities are dealing with the same issues. We will need to explore how we can be more effective in obtaining new funding streams, including our own fundraising.

I want to thank everyone involved with the Ashdon Jazz Academy over this last year for their commitment to continually put young women first. I am very proud of what we've achieved together – often on limited resources. As always, I acknowledge the hard work of the small part time staff team, our 30 volunteer mentors and our supporters. We remain grateful to Patricia Muirhead for her dedication as the charity's founder and CEO. She rarely gets the recognition she deserves and it was fully merited that she was a winner of the CharityComms Inspiring Communicator Awards in November 2021. CharityComms is the membership network for communications professionals working in UK charities. To read a copy of why she received this award, go to: <https://www.charitycomms.org.uk/awards/inspiring-communicator-awards-2021>

On behalf of the Trustees, it is our hope that every young woman who contacts the Ashdon Jazz Academy and uses our programmes of support will be inspired, empowered and find their lives enriched for the immediate and the long term.

Kevin Howell  
Trustee Chairperson & Treasurer  
Ashdon Jazz Academy  
July 2023

## **INTRODUCTION**

The Ashdon Jazz Academy (AJA) started in 2015, a year following the tragic death of Ashdon Muirhead who ended her own life at the age of just 14 years. As a teenager Ashdon struggled with peer pressure, peer aggression at school and lacking confidence about being herself in a society that pressurises young women to be and act a certain way.

Through our innovative interventions we engage vulnerable teenage girls to empower them to feel confident about themselves, develop personal life skills and deal better with the negative challenges they face. We want teenage girls to find their place in society and mature as responsible young women. Although our offer is open to all girls across the four boroughs we work in, we note that 95% of our service users are from black and ethnic minority communities.

## **MISSION STATEMENT**

*“Our mission is to work in partnership with vulnerable and disengaged young ladies aged 11-21 and provide a dedicated emotional well-being service which in turn supports positive mental health from the boroughs of Lambeth, Lewisham, Merton and Croydon.”*

## **AIMS**

The charity aims to provide vulnerable young women aged 11-21 years with the insight, confidence and resilience to overcome the negative impact of feelings of isolation, peer pressure, bullying, family breakdown, stress and anxiety, the risk of or involvement in criminality and gangs and those who may be at risk of school exclusion.

The charity provides young women with the opportunity to build up a trusted and mutual relationship with a trained volunteer mentor for up to 12 months. We also run weekly drop-in sessions (Girls' Nights), outreach, school holiday projects, work in schools and female only events, such as, workshops, conferences and residential breaks.

By working in partnership with youth clubs, schools, children's social care and other statutory and voluntary organisations, the charity is able to target young females who may benefit from being referred or may wish to self-refer directly for mentoring or to attend one of our events.

## **OVERVIEW OF YEAR**

### ***Mentoring Project***

Mentors give our service users the opportunity to build up a trusted and supportive relationship for up to 12 months. They work through their mentee's needs, identify their desired outcomes and how best to achieve better resilience and self-confidence. The mentor will have regular communication with the mentee (e.g. in person, messaging, phone), including checking in on their welfare when appropriate – which took place during the national restrictions due to the Coronavirus pandemic.

The Ashdon Jazz Academy mentors continue to be trained using the XLP Mentoring – a nationally-recognised mentoring programme. Mentors are appointed through rigorous recruitment (including interview by the CEO and two Trustees), vetting procedures and completing specialist training. Mentors are required to undergo further training each year, regular supervision (every 6 weeks) and attend mentor network meetings. Mentors are required to follow the charity's Safeguarding Policy and Procedures, Code of Conduct and Working Alone Procedure. Quarterly evaluation summaries are being completed by mentees to help evidence the impact of mentoring.

During the year, 31 girls were referred for mentoring, with an average of 5 on the waiting list at any one time. When some girls had to wait to be matched with a mentor, they were offered the weekly drop-in sessions. The girls came from the four boroughs we work in: Lambeth (14), Croydon (6), Merton (8) and Lewisham (3). Referrals were mainly made by Children's Social Care and Youth Services. 24 girls completed the mentoring programme during the year.

<b>Evaluation</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>
Percentage of girls with increased self-confidence/esteem at end of mentoring	86%	89%	95%	76%	80%
Percentage of girls meeting personal targets at end of mentoring	100%	100%	92%	73%	80%

<b>Mentors</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>
Number of vetted and trained mentors at end of year	21	20	25	31	23
Number of new vetted and trained mentors during the year	20	20	25	17	7
Percentage of vetted and trained mentors with up-to-date DBS	100%	100%	92%	100%	100%
Percentage of vetted and trained mentors with up-to-date safeguarding training 2 years	100%	100%	92%	100%	100%
Percentage of vetted and trained mentors receiving regular supervision once a month	80%	80%	73%	100%	100%

### ***Weekly Drop-in Sessions (Girls' Night) and other Events***

During the year, we facilitated 61 weekly drop-in sessions (some with a maximum of 15 participants to meet national guidelines during lockdown). When face to face meetings were not possible, sessions were held with video group calling. Around 75% attended more than once - with many taking part regularly each week. We have noticed a drop in the percentage of girls stating they have increased self-confidence/esteem at the end of the weekly drop-in sessions. Our assessment of this data suggests the girls' mental wellbeing has been impacted by the Coronavirus pandemic (e.g. disruption with education, less opportunities for socialising, feeling less hopeful about the future).

Number of Drop-In Sessions Held	2017-18	2018-19	2019-20	2020-21	2021-22
	55	57	65	66	61

Evaluation	2017-18	2018-19	2019-20	2020-21	2021-22
	Percentage of girls with increased self-confidence/esteem at end of drop-in, outreach or other event	88%	85%	90%	90%

We were able to deliver the following other events during the year:

- 14-16 February 2022 (half term) based in Merton attended by 14 girls. Activities included art therapy with Intuit art, eyelash and nails sessions at garden of treats, mindful meditation session, drama session and pottery session.
- 11-13 April 2022 (Easter Holiday) based in Lambeth attended by 22 girls. Activities included making our own deodorant and lotions, laser tag funded by the Jack Petchey Foundation, pottery for wellbeing and a theatre show about black male mental health.
- 8-10 April 2022 (weekend residential) in Dorset attended by 10 girls. Over the weekend the young women learnt about railway safety (e.g. risk assessments, hazards and how to avoid risks on the railway) which was funded by South Western Railway. The outcome of this residential was the group gained skills and knowledge on railway safety and it improved their confidence around solo travel.
- 15th - 24th August 2022 (2 week summer project) based in Lambeth attended by 22 (minimum) to 45 girls (maximum). Activities included pottery for wellbeing, perfume with Ezra, cooking at the garden museum, Ninja Warrior experience and visit to Thorpe Park (both requested by the young people) and visit to the beach at Brighton.

### ***Stronger Minds***

In October 2020 we started our Stronger Minds programme of mental health resilience sessions for Year 7-10 students in Lambeth schools. During 2021-22 we delivered 12 sessions across 4 schools in Lambeth. 62 young women were supported during the programme by the end of the academic year in 2021.

The Stronger Minds programme has been developed by a partnership of Lambeth voluntary sector organisations and local young people who have been trained as Peer Facilitators.

Stronger Minds is built around evidence-based theories and techniques to help young people build protective factors to manage complex thoughts and feelings, focus on goals and pursue healthy relationships in real life and online. It's informed by local knowledge of specific issues facing many of the young people in Lambeth.

### ***Gambia Girls Gift Trip 2022***

As a demonstration of our commitment to expand our service users' horizons, we took 16 girls to The Gambia for a friendship visit during 29<sup>th</sup> July – 15<sup>th</sup> August 2022. The girls were accompanied by 2 staff and 8 volunteers (one of whom is a mentor for our charity).

Planning actually started in 2019 when it was scheduled to take a group to Gambia for 8 days in July-August 2020. However, due to the worldwide pandemic this had to be cancelled and was initially delayed for one year and then for a second year. This was

extremely frustrating for the girls who had secured their place on the trip for 2020, but as an example of their determination, nearly all the original group went in 2022.

One of the aims of this trip was for our group to meet disadvantaged young women in Gambia and offer them friendship and presents (e.g. homemade soap which our girls have made). All the girls took part in in the Gambia ICE project (International Correspondence Exchange) and were all partnered with a pupil from the Mansa Colley School in Gambia. The girls had all exchanged a number of letters and video footage prior to the trip in 2022. On return, our young women are expected to give at least one presentation (e.g. to their school or college, youth club, faith group) on the challenges they faced, how they overcame these and what they learnt.

### **Schedule - Gambia Girls Gift Trip 2022**

<b>Tuesday 26th July</b>	Arrive in Gambia Settle in and adjust to climate and new surroundings
<b>Wednesday 27<sup>th</sup> July</b>	Visit to Mansa Colley School Bojang Upper B.S Jalambang Village
<b>Thursday 28<sup>th</sup> July</b>	Trip to Monkey Park Trip to Crocodile Park
<b>Friday 29th July</b>	Visit to Govi Orphanage to donate collected items.
<b>Saturday 30th July</b>	Visit Serakunda Market
<b>Sunday 31st July</b>	Chill Sunday and BBQ on the beach
<b>Monday 1st August</b>	Visit Paradise Beach Visit to Tanji Fishing Market on the way home
<b>Tuesday 2nd August</b>	Pack and leave for Home

The trip was entirely financed through a range of income sources. This involved the girls and their families' giving deposits for their air fares, all 16 girls individually applying for and receiving a grant from the Jack Petchey Foundation and fundraising events (organised by the girls, their families and our staff/volunteers). In addition, we received a generous donation from an individual, plus ring-fenced grants. Due to the national restrictions during the Coronavirus pandemic, many planned fundraising events could not happen.

Detailed risk assessments were undertaken from as early as November 2019 and updated in February 2022 when Trisha Muirhead (CEO) visited Gambia. This ensured first hand that the trip could happen safely and achieve the desired outcomes.

For more information, go to: <https://www.ashdonjazzacademy.org.uk/gambia->

It is planned to undertake another trip to Gambia in 2024.

## **Ambassadors**

Ambassadors are either previous mentees or girls who have attended our events who are recognised as being positive role models and want to give something back to their community. They have represented our charity at public events and may even become a peer mentor to younger girls. We work to develop their life, leadership and team building skills, entrepreneurial talents and social responsibilities. We were very pleased to celebrate the news that our first ever Ambassador graduated with a law degree during the year.

Due to the national lockdowns, it was very difficult to maintain the young women's commitment to our Ambassador Scheme. We were able to identify 2 new Ambassadors during the year, but they had difficulty committing time to attend training. We decided that our resources were needed to deliver our other programmes during the year and our intention is to re-start the Ambassadors' Programme in 2023.

<b>Ambassador Events</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>2021-22</b>
Number of Ambassador events	7	16	18	[1]	[1]
Number of girls as Ambassadors during year	22	24	24	11	10

[1] Unable to hold any events due to national lockdown restrictions and other priorities.

## **Our Capacity and Capability**

The charity continues to develop as a mainly volunteer-based organisation through grants from charitable trusts, our own fundraising and personal donations. As in 2020-21, we were able to secure various emergency grants which enabled us to adapt and maintain our core services during the Coronavirus pandemic until the national restrictions were finally lifted at the end of February 2022.

The next 3 year business plan for 2023-26 will be drafted and agreed by the CEO and the Trustees during 2023.

During the year, our part time staff group expanded in line with our business planning. The charity continued to be managed by Patricia Muirhead (CEO & Founder) who works 28 hours a week, plus extra hours as a volunteer. Over the last 8 years she has developed a pool of around 30 trained mentors and ensured the weekly drop-in sessions and other events are held. Patricia Muirhead was supported by:

- Laura Pearson (Mentoring Support Admin)
- Christine Bramwell (Project Worker)
- Kate Burry (Admin Worker)

We are grateful to all the volunteer mentors who support the young women they are matched with. We also express thanks to the other volunteers and supporters who help with facilitating events, fundraising and supporting the charity.

During the year, five Trustees served on the Board meeting quarterly to make decisions, review policies and conduct financial reviews. As at 30 September 2022, the trustees were Kevin Howell (Chairperson and Treasurer), Linda Neal, Michelle Nicholas, Pauline Thomas

and Kate Wilson. All Trustees have a current Disclosure & Barring Scheme check and have attended safeguarding training in the last 2 years.

We are grateful for Donna Fraser, a well-respected former British athlete, for being our patron since 2019.

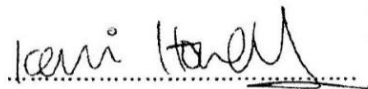
We continue to collaborate with a large number of local partnerships:

*Rathbone Youth Club, Norwood Consortium, Filmantrophy, West Norwood Library, Merton Connected, Lambeth Wellness Centre, Still Breathing book project, Ezra Lloyd-Jackson (perfumer), LEAP Confronting, Park Campus and Rathbone Girl Night.*

We are extremely grateful for the donations and grants given by our supporters during the year (some of whom do not wish to be named):

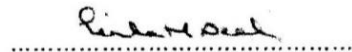
*Covid 19 Response Fund, Merton Giving Fund, Merton Connected, Lambeth General Fund, Rosa UK, Jack Petchey Foundation, Croydon Mayor, Streatham Baptist Church, Energie Fitness, Fawcett Wolf, St Nicholas church, Carne Global, Lush, Garfield Weston and Wimbledon Community Foundation.*

The Trustees confirm they have approved the Annual Report above.



**Chair/Treasurer: Kevin Howell**

Date: 14<sup>th</sup> July 2023



**Trustee: Linda Neal**

Date: 14<sup>th</sup> July 2023

**ASHDON JAZZ ACADEMY**

**INDEPENDENT EXAMINER'S REPORT**

**TO THE TRUSTEES OF ASHDON JAZZ ACADEMY**

---

I report to the trustees on my examination of the accounts of the above charity for the year ended 30 September 2022 which are set out on pages 10-14.

**Responsibilities and basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

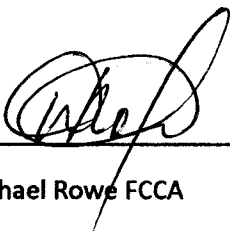
I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiners statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



---

Michael Rowe FCCA

Flat 9

1 Ashby mews

London SW2 5EQ

Date: 14<sup>th</sup> July 2023

**ASHDON JAZZ ACADEMY  
STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 SEPTEMBER 2022**

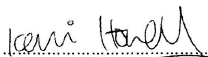
	Note:	Unrestricted Funds	Restricted Funds	2022 Total	2021 Total
<b><u>Incoming Resources</u></b>					
Incoming resources from generated funds	2	17,500	61,120	78,620	75,766
Incoming resources from charitable activities	3	3,629	3,049	6,678	11,148
Other Income	4	5,790	0	5,790	5,366
Gambia Girls Gift Trip 2022	5	0	5,460	5,460	20,000
<b>Total incoming resources</b>		<b>26,919</b>	<b>69,629</b>	<b>96,548</b>	<b>112,280</b>
<b><u>Resources Expended</u></b>					
<b>Charitable activities</b>					
Mentoring	5	0	49,217	49,217	39,831
Projects	6	13,177	0	13,177	10,779
Support costs	7	11,031	25,738	36,769	29,954
Gambia Girls Gift Trip 2022	9	5,301	25,459	30,760	0
<b>Total Resources Expended</b>		<b>29,509</b>	<b>100,414</b>	<b>129,923</b>	<b>80,564</b>
<b>Net expenditure for the year/ Net movement in funds</b>		<b>-2,590</b>	<b>-30,785</b>	<b>-33,375</b>	<b>31,716</b>
Fund balance at 1 October		<b>18,812</b>	<b>£43,160</b>	<b>61,972</b>	<b>30,256</b>
<b>Fund balances at 30 September</b>		<b>16,222</b>	<b>12,375</b>	<b>28,597</b>	<b>61,972</b>

**ASHDON JAZZ ACADEMY  
BALANCE SHEET  
AS AT 30 SEPTEMBER 2022**

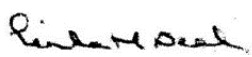
	Notes	<u>2022</u>	<u>2021</u>
<b>CURRENT ASSETS</b>			
Debtors	11	£8,045	£0
Cash at bank and in hand		<u>£24,833</u>	<u>£68,654</u>
		<b>£32,878</b>	<b>£68,654</b>
<b>CREDITORS: due within one year</b>			
	12	£4,281	£6,682
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u><b>£28,597</b></u>	<u><b>£61,972</b></u>
<b>INCOME FUNDS</b>			
<b>UNRESTRICTED FUNDS</b>			
General purpose fund		£16,222	£18,812
<b>RESTRICTED FUNDS</b>			
Funding		<u>£12,375</u>	£43,160
		<u><b>£28,597</b></u>	<u><b>£61,972</b></u>

The accounts were approved by the Trustees on 14th July 2023.

Signed on their behalf by:

  
.....  
Signature

Chair/Treasurer: Kevin Howell

  
.....  
Signature

Trustee: Linda Neal

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2022**

**1 ACCOUNTING POLICIES**

**1.1 Basis of preparation**

The accounts are prepared under the historical cost convention.

The accounts have been prepared in accordance with the statement of recommended practice, "Accounting and Reporting by Charities" in accordance with the Financial Reporting Standard issued in July 2014 and the provisions of the Charities Act 2011

**1.2 Incoming Resources**

Incoming resources are recognised in the statement of financial activities when entitlement has passed and the amounts are certain and measurable.

**1.3 Allocation of costs**

Direct activity cost are those costs which contribute directly to an activity and are allocated to the relevant activity. Support cost are those cost that are necessary to deliver an activity but in themselves do not deliver an activity, include cost incurred to meet statutory and constitutional requirements.

**1.4 Funds**

Restricted funds represent income received that is subject to donor restrictions on use. General funds are available for furthering the cause of the organisation.

**2 GRANT AND SIMILAR FUNDING**

	<u>2022</u>	<u>2021</u>
Lambeth General	£13,433	£15,849
DWP Resource Management	£3,589	
BBC Children in Need		£5,000
Fawcett-wolf Andrew	£15,000	
Rosa Fund	£12,700	£7,760
Garfield Weston	£12,500	
London Youth Fund	£0	£22,887
Merton Voluntary Service	£3,790	£6,900
LB Merton	£7,773	
Leather Sellers	£0	£1,500
Leap Confronting	£0	£600
London Communication	£9,835	
Albert Hunt	£0	£1,000
Arnold Clarke	£0	£500
Covid 19 Response	£0	£13,770
	<u>£78,620</u>	<u>£75,766</u>

**3 CHARITABLE ACTIVITIES**

	<u>2022</u>	<u>2021</u>
Croydon Project/Mayors	£0	£9,600
Streatham Baptist Church	£0	£798
St Nicholas Church	£185	
Lust Retail Ltd	£444	
Carne Global Finance	£3,000	
Jack Petchy	£3,049	£750
	<u>£6,678</u>	<u>£11,148</u>

**4 OTHER INCOME**

	<u>2022</u>	<u>2021</u>
Fundraising	£2,967	£2,138
Paypal	£0	£0
Donations	£2,819	£3,215
Interest	£4	£13
	<u>£5,790</u>	<u>£5,366</u>

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2022**

<b>5 Gambia Girls Gift Trip 2022</b>	<b>2022</b>	<b>2021</b>
B O'sullivan	£0	£20,000
Dane Trust	£800	
Serinity	£2,625	
Deposit	£2,035	
	£5,460	£20,000
<b>6 Mentoring</b>	<b>2022</b>	<b>2021</b>
Facilitation & Supervision	£43,019	£36,065
Advertising & Promotion	£0	£0
Resources & Expenses	£5,157	£3,145
Training	£1,010	£614
Workshop expenses	£31	£7
	£49,217	£39,831
<b>7 Projects</b>	<b>2022</b>	<b>2021</b>
Facilitation & Supervision	£9,338	10,474
Venue Hire	£0	£0
Fund Raising Events	£0	£0
Resources & Expenses	£3,839	£305
	£13,177	£10,779
<b>8 Support costs</b>	<b>2022</b>	<b>2021</b>
Rent for office	£6,740.00	£5,910
Staff	£21,830.92	£18,778
Accounting software	£0.00	£0
Office supplies & Stationary	£1,513.00	£920
Subscriptions	£705.00	£701
Insurance	£1,177.00	£449
Postage & Printing	£2,400.00	£1,806
Travel & Transportation cost	£251.90	£519
Telecommunication cost	£2,151.00	£871
	£36,769	£29,954

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2022**

<b>9 Gambia Girls Gift Trip 2022</b>	<b><u>2022</u></b>	<b><u>2021</u></b>
Travel Cost	£28,463	
Other Expenses	<u>£2,297</u>	
	<u><u>£30,760</u></u>	<u>0</u>
<b>10 Employees</b>	<b><u>2022</u></b>	<b><u>2021</u></b>
The average number of employees and volunteers during the year was:		
Staff	4	5
Volunteers and Mentors	<u>30</u>	<u>31</u>
	<u><u>34</u></u>	<u><u>36</u></u>
<b>Employment cost</b>		
Wages and salaries	<u>£21,831</u>	<u>£18,778</u>
<b>11 Debtors</b>	<b><u>2022</u></b>	<b><u>2021</u></b>
Other debtors	<u>£8,045</u>	<u>£0</u>
	<u><u>£8,045</u></u>	<u><u>£0</u></u>
<b>12 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	<b><u>2022</u></b>	<b><u>2021</u></b>
Other creditors	<u>£4,281</u>	<u>£6,682</u>
	<u><u>£4,281</u></u>	<u><u>£6,682</u></u>

**13 TRUSTEES**

None of the trustees (or any persons connected with them) received any remuneration or reimbursement of expenses during the year.

**ASHDON JAZZ ACADEMY**

England & Wales - Charity number 1161413

---

# Accounts

---

# Ashdon Jazz Academy



## TRUSTEES' REPORT & ACCOUNTS FOR THE YEAR ENDING 30 SEPTEMBER 2021

### Contact Details

Patricia Muirhead, CEO  
Ashdon Jazz Academy  
The Old Library, 14-16 Knights Hill, West Norwood, London SE27 0HY  
07949875605

[ashdonjazzacademy@yahoo.co.uk](mailto:ashdonjazzacademy@yahoo.co.uk)

[www.ashdonjazzacademy.org.uk](http://www.ashdonjazzacademy.org.uk)

Charity Number: 1161413

# Empowering and Inspiring Young Women

## WELCOME BY KEVIN HOWELL, TRUSTEE CHAIRPERSON

Welcome to our latest annual report. We are writing this review of 2020-21 at a time when charities like Ashdon Jazz Academy are needed now more than ever. As we all continue to recover from the Coronavirus pandemic and the national restrictions, we are aware of the increasing needs of the most vulnerable people in our communities.

During the last two years we have seen our charity adapt, be creative and use resources wisely. This has ensured we have not only maintained our services, but are now in a strong position to develop and grow our work even more.

We remain grateful to Patricia Muirhead for her hard work as the charity's founder and CEO. Over the last 7 years she has developed a pool of around 30 trained mentors and ensured the weekly drop-in sessions and other events are held. We are grateful to all the volunteer mentors who support the young women they are matched with. We also express thanks to the other volunteers and supporters who help with facilitating events, fundraising and supporting the charity.

You will see in this annual report we have displayed some of the voices of the young women we support, their parents and the mentors. We proactively invite feedback; we listen and take action where needed. This helps us develop our services so we are continually improving and young women have a genuine say in the support they receive.

On behalf of the Trustees, we hope every young woman who contacts the Ashdon Jazz Academy and uses our services will be inspired and empowered and find their life enriched.

Kevin Howell  
Trustee Chairperson & Treasurer  
Ashdon Jazz Academy

## INTRODUCTION

The Ashdon Jazz Academy (AJA) started following the tragic death of Ashdon Muirhead who ended her own life at just the age of 14 years. As a teenager Ashdon struggled with peer pressure, peer aggression at school and lacking confidence about being herself in a society that pressurises young women to be and act a certain way.

The charity has been running for 7 years. Our main focus is to engage vulnerable teenage girls to empower them to feel confident about themselves, develop personal life skills and deal better with the negative challenges they face. The aim is to enable teenage girls to find their place in society and mature as responsible young women. Although our offer is open to all girls across the four boroughs we work in, we note that 95% of our service users are from black and ethnic minority communities.

## MISSION STATEMENT

“Our mission is to work in partnership with vulnerable and disengaged young ladies aged 11-21 and provide a dedicated emotional well-being service which in turn supports positive mental health from the boroughs of Lambeth, Lewisham, Merton and Croydon.”

## AIMS

The charity aims to provide vulnerable young women aged 11-21 years with the insight, confidence and resilience to overcome the negative impact of feelings of isolation, peer pressure, bullying, family breakdown, stress and anxiety, the risk of or involvement in criminality and gangs and those who may be at risk of school exclusion.


The charity provides young women with the opportunity to build up a trusted and mutual relationship with a trained mentor for up to 12 months. We also run weekly drop-in sessions, outreach, school holiday projects, work in schools and female only events, such as, workshops, conferences and residential breaks.

By working in partnership with youth clubs, schools, children’s social care and other statutory and voluntary organisations, the charity is able to target young females who may benefit from being referred or may wish to self-refer directly for mentoring or to attend one of the events.

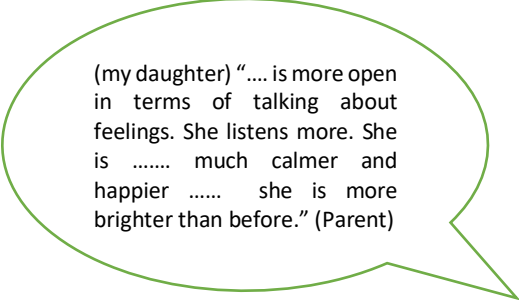
## OVERVIEW OF YEAR (OCTOBER 2020 – SEPTEMBER 2021)

### *Mentoring Project*

Mentors give the opportunity to build up a trusted and mutual relationship for up to 12 months. They will work alongside their mentee to work through their needs and discuss desired outcomes and how best to achieve them. During the agreed period the mentor will have regular dialogue with the mentee, whether in person, messaging or via phone calls.



“ ..... I am thankful and grateful for her (mentor) supporting me. She was able to support and help me a lot in trying to become more independent and confident.”  
(Mentee)



(my daughter) “.... is more open in terms of talking about feelings. She listens more. She is ..... much calmer and happier ..... she is more brighter than before.” (Parent)

The Ashdon Jazz Academy mentors continue to be trained using the XL-Mentoring Project (XLP) which is a nationally accredited scheme. Mentors are appointed through rigorous recruitment (including interview by the CEO and two Trustees), vetting procedures and completing specialist training. Mentors are required to undergo further training each year, regular supervision (every 6 weeks) and attend mentor network meetings. Mentors are required to follow the charity's Safeguarding Policy and Procedures, Code of Conduct and Working Alone Procedure. Quarterly evaluation summaries are being completed by mentees to help evidence the impact of mentoring.



During the year, 44 girls were referred for mentoring (with 5 being self-referred as a result of attending one of our events). 367 face to face mentoring sessions took place. However, due to the lockdown restrictions many other contacts to check-in on the young women's welfare took place (e.g. video calling, phone calls). The girls come from the four boroughs we work in; Lambeth (25), Croydon (7), Merton (10) and Lewisham (2). 25 girls completed the mentoring programme during the year. Referrals were mainly made by the Wellness Centre (Lambeth) and Lambeth Children's Social Care.

<b>Evaluation</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
Percentage of girls with increased self-confidence/esteem at end of mentoring	[1]	100%	86%	89%	95%	76%
Percentage of girls meeting personal targets at end of mentoring	[1]	100%	100%	100%	92%	73%

[1] Not recorded as no girls had completed the mentoring programme in 2015-16.

<b>Mentors</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
Number of vetted and trained mentors at end of year	10	14	21	20	25	31
Number of new vetted and trained mentors during the year	10	18	20	20	25	17
Percentage of vetted and trained mentors with up to date DBS	100%	100%	100%	100%	92%	100%
Percentage of vetted and trained mentors with up to date safeguarding training 2 years	100%	100%	100%	100%	92%	100%
Percentage of vetted and trained mentors receiving regular supervision once a month	[2]	78%	80%	80%	73%	100%

[2] Not recorded as service not fully established in first year.

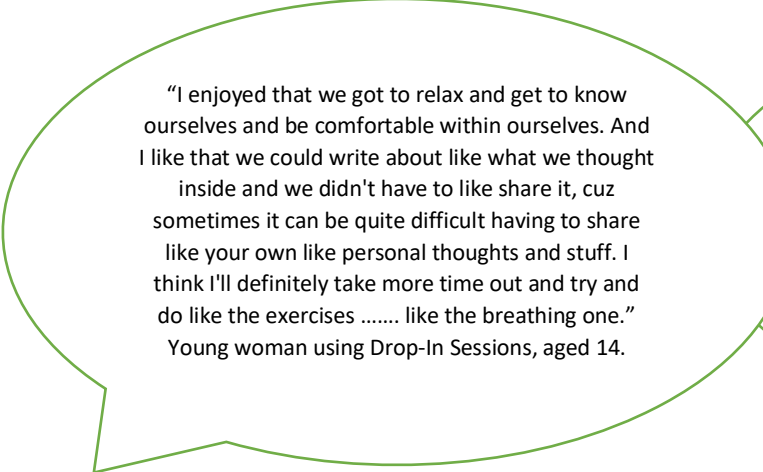
We continue to see a positive impact as reported by the girls using an evaluation questionnaire at the start and end of the mentoring programme. We have noted the drop in performance for 2020-21 and consider this to be related to the extra difficulties our mentees found during the national lockdown.

### **Weekly Drop-ins and other Events**

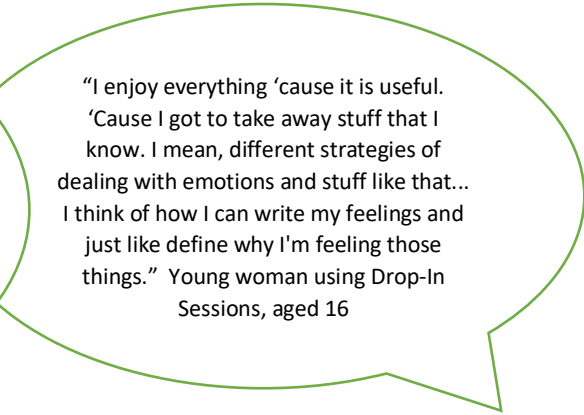
During the year, we facilitated 66 weekly drop-in sessions (some with a maximum of 15 participants to meet national guidelines during lockdown). When face to face meetings were not possible, 15 sessions were held with video group calling. Around 75% attending more than once - with many attending regularly each week.

<b>Number of Drop-In Sessions Held</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
	15	37	55	57	65	66

<b>Evaluation</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
Percentage of girls with increased self-confidence/esteem at end of drop-in, outreach or other event	38%	66%	88%	85%	90%	90%



“I enjoyed that we got to relax and get to know ourselves and be comfortable within ourselves. And I like that we could write about like what we thought inside and we didn't have to like share it, cuz sometimes it can be quite difficult having to share like your own like personal thoughts and stuff. I think I'll definitely take more time out and try and do like the exercises ..... like the breathing one.”  
Young woman using Drop-In Sessions, aged 14.



“I enjoy everything ‘cause it is useful. ‘Cause I got to take away stuff that I know. I mean, different strategies of dealing with emotions and stuff like that... I think of how I can write my feelings and just like define why I'm feeling those things.” Young woman using Drop-In Sessions, aged 16

20 workshops were held involving 128 young women. The themes covered included:

- Acrylic nails (4)
- Empowerment
- Competition
- Hairdressing
- Thorpe Park
- Healing through meditation & discussion (3)
- Film Making
- Beach Visit
- Perfume making
- Floristry

One residential was held involving 10 young women on the theme of women’s empowerment and co-facilitated by Lambeth Early Action Partnership. One fun event was held (after the national restrictions had been lifted) on Streatham Common and involved 40 young women, their parents and staff/trustees.

## **Stronger Minds**

In October 2020 we started our Stronger Minds programme of mental health resilience sessions in 2 schools and one youth club. 3 more schools wished to engage with the programme by the end of the year. We have run 16 sessions and supported 77 young women through this initiative.

“Really fun, love all of the interesting/educational things we do. I’ve recently got into debating and I think it would be fun to do some debates.”  
(Young women, aged 18)

## **Ambassadors**

Ambassadors are either previous mentees or girls who have attend our events who are recognised as being positive role models and want to give something back to their community. They represent our charity at public events and may even become a peer mentor to other girls. We work to develop their life, leadership and team building skills, entrepreneurial talents and social responsibilities.

Due to the national lockdown, it was very difficult to maintain the young women’s commitment to our Ambassador Scheme. However, two spoke at the London Youth Mayor Event in July 2021 in conjunction with Merton Connected and one completed her Duke of Edinburgh Silver Award in summer 2021.

<b>Ambassador Events</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
Number of Ambassador events	0	3	7	16	18	[3]
Number of girls as Ambassadors during year	0	16	22	24	24	11

[3] Unable to hold any events due to national lockdown restrictions.

## **Gambia**

As a demonstration of our commitment to expand our beneficiaries’ horizons, we started planning to take a group of young women to Gambia in July 2020. Due to the worldwide Coronavirus this had to be cancelled and delayed again in 2021. It is planned to take 15 young women in July 2022. This initiative is for our group to meet disadvantaged young women in Gambia and offer them friendship and presents (e.g. soap which our girls have made when attending an Ashdon Jazz Academy event in England). On return, our young women are expected to give at least one presentation (e.g. to their school or college, youth club, faith group) on the challenges they faced, how they overcame these and what they learnt. On site risk assessments have been carried out. Our young women have been involved in funding their flights, accommodation and other costs through their own fundraising. We anticipate this becoming an annual event and will be another opportunity we can offer young women who engage with us. The girls will all take part in the Gambia ICE project (International Correspondence Exchange) and have each been partnered with a pupil from the Mansa Colley School in Gambia. The girls have all exchanged a number of letters and video footage in preparation for the forthcoming trip.

## **Our Capacity and Capability**

The charity continues to develop as a mainly volunteer based organisation through charitable trusts’ grants, our own fundraising and personal donations. These have all helped the charity to grow and be maintained over the last 7 years for which we are grateful. To enable us to reach more young women, we will need to be ambitious in our funding strategy over the coming years.

All our staff work part time. The charity is managed by Patricia Muirhead (CEO). Claire Douglas is the Mentoring Coordinator. Christine Bramwell started as the Outreach Worker in March 2021. Laura Pearson is the Mentoring Admin Support Worker. Kate Burry is the Admin Worker for the charity and started in October 2020.

During the year, four Trustees served on the Board meeting quarterly to make decisions, review policies and conduct financial reviews. Sabrina John stepped down as Chairperson in Summer 2020. The trustees (as at 30 September 2021) were Kevin Howell (Chairperson and Treasurer), Linda Neal, Michelle Nicholas and Pauline Thomas. All Trustees have a current Disclosure & Barring Scheme check and have attended safeguarding training in the last 2 years.

We are grateful for Donna Fraser for being our patron for the last 3 years. Her standing as a well-respected former British athlete and role model for young women has been invaluable to our charity.

We continue to collaborate with a large number of local partnerships:

- Rathbone Youth Club
- Filmantrophy
- West Norwood Library
- Garden of Treats
- Dwaynamics
- Birds Eye View
- Merton Connected
- Lambeth Wellness Centre
- Energie Fitness
- Still we Breathe book project
- Lambeth Early Action Partnership
  - Artists: Ezra Lloyd-Jackson (perfumer) and Viktoria Spittler (Designer)
  - Schools | Clubs : Park Campus, Beckmead College, Rathbone Girl Night

### ***Our main funders***

We are extremely grateful for the donations or grants given by our supporters during the year. We note the importance of emergency grants awarded by various charitable trusts during the Coronavirus pandemic. This helped us maintain our services at a time when other sources of income were not possible.

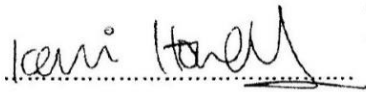
- BBC
- Covid 19 Response Fund
- Merton Giving Fund
- Merton Connected
- HAF Fund Merton
- Lambeth General Fund
- Rosa Fund
- LEAP Confronting
- Albert Hunt
- UK Youth Fund
- Jack Petchey
- Croydon Mayor
- Streatham Baptist Church
- Arnold Clarke
- The Leathersellers' Company

## Business Planning

We have followed through on many areas of our business plan – despite the uncertainty of the Coronavirus epidemic. Our priority was to increase the management, outreach worker and administration capacity to meet the increased demands.

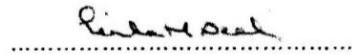
Business Plan 2020-23	Progress
<ul style="list-style-type: none"> <li>Employ an Administrative Assistant to assist with admin duties (e.g. book keeping, gift aid, maintaining activity and evaluation data, producing publicity, such as, flyers and posters)</li> </ul>	10 hour post created (October 2020).
<ul style="list-style-type: none"> <li>Increase the hours for an Outreach Worker to facilitate the drop-in sessions and visit schools, youth clubs and other organisations</li> </ul>	22 hours maintained and will increase subject to new funding.
<ul style="list-style-type: none"> <li>Consider the best way to remunerate the CEO for hours working as the charity develops and expands</li> </ul>	28 hours maintained and will increase subject to new funding.
<ul style="list-style-type: none"> <li>Relaunch our website and promotional materials</li> </ul>	Website relaunched with new web address in oct 2020. The charity has Facebook, Twitter and Instagram accounts.
<ul style="list-style-type: none"> <li>Consider gaining access to a vehicle to assist with trips and workshops</li> </ul>	Not progressed due to uncertainty of securing grants and generating own fundraising during national lockdown.
<ul style="list-style-type: none"> <li>Continue work with other organisations across the boroughs (e.g. Norwood Consortium)</li> </ul>	Continued engagement with the Norwood Consortium until March 2023.  Continued engagement with Merton Connected.
<ul style="list-style-type: none"> <li>Review the methods for evaluating impact (e.g. commence using Outcome STAR to better assess services being delivered)</li> </ul>	In November 2020 the Rossenberg accredited self esteem scales started to be used across mentoring and the drop-in sessions.  An evaluation framework will be drafted by March 2023.
<ul style="list-style-type: none"> <li>Agree a fundraising strategy to generate and sustain income for projects over next 3 years</li> </ul>	Not progressed due to uncertainty of securing grants and generating own fundraising during national lockdown.
<ul style="list-style-type: none"> <li>Increase number of girls involved with the various programmes of support (target: double number of girls needing mentoring to 40 by end 2022).</li> </ul>	This may not be achievable as the number of women applying to be mentors has lockdown has tailed off during the coronavirus pandemic.
<ul style="list-style-type: none"> <li>NEW – added during 2021: All policies reviewed and signed off by lead trustees with review dates by March 2022</li> </ul>	Ongoing.

The Trustees declare they have approved the Trustees' report above.



**Chair/Treasurer: Kevin Howell**

Date: 30<sup>th</sup> July 2022



**Trustee: Linda Neal**

Date: 30<sup>th</sup> July 2022

**ASHDON JAZZ ACADEMY**

**INDEPENDENT EXAMINER'S REPORT**

**TO THE TRUSTEES OF ASHDON JAZZ ACADEMY**

---

I report to the trustees on my examination of the accounts of the above charity for the year ended 30 September 2021 which are set out on pages 11 to 15.

**Responsibilities and basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiners statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



---

Michael Rowe FCCA

Flat 9

1 Ashby mews

London SW2 5EQ

Date:

2/8/2022

**ASHDON JAZZ ACADEMY  
STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 SEPTEMBER 2021**

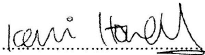
	Note:	Unrestricted Funds	Restricted Funds	2021 Total	2020 Total
<b><u>Incoming Resources</u></b>					
Incoming resources from generated funds	2	0	95,766	95,766	35,782
Incoming resources from charitable activities	3	10,398	750	11,148	13,484
Other Income	4	5,366	0	5,366	7,311
<b>Total incoming resources</b>		<b>15,764</b>	<b>96,516</b>	<b>112,280</b>	<b>56,577</b>
<b><u>Resources Expended</u></b>					
<b>Charitable activities</b>					
Mentoring	5	0	39,831	39,831	20,322
Projects	6	10,779	0	10,779	12,974
Support costs	7	6,290	23,664	29,954	8,173
Others		0	0	0	0
<b>Total Resources Expended</b>		<b>17,069</b>	<b>63,495</b>	<b>80,564</b>	<b>41,469</b>
<b>Net expenditure for the year/ Net movement in funds</b>		<b>-1,305</b>	<b>33,021</b>	<b>31,716</b>	<b>15,108</b>
Fund balance at 1 October		20,117	10,139	30,256	15,148
<b>Fund balances at 30 September</b>		<b>18,812</b>	<b>43,160</b>	<b>61,972</b>	<b>30,256</b>

**ASHDON JAZZ ACADEMY  
BALANCE SHEET  
AS AT 30 SEPTEMBER 2021**

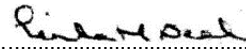
	Notes	<u>2021</u>	<u>2020</u>
<b>CURRENT ASSETS</b>			
Debtors		£0	£0
Cash at bank and in hand		<u>£68,654</u>	<u>£37,291</u>
		<b>£68,654</b>	<b>£37,291</b>
<b>CREDITORS:</b> due within one year	<b>10</b>	<b>£6,682</b>	£7,035
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u><b>£61,972</b></u>	<u>£30,256</u>
<b>INCOME FUNDS</b>			
<b>UNRESTRICTED FUNDS</b>			
General purpose fund		<b>£18,812</b>	£20,117
<b>RESTRICTED FUNDS</b>			
Funding		<b>£43,160</b>	£10,139
		<u><b>£61,972</b></u>	<u>£30,256</u>

The accounts were approved by the Trustees on 30/07/2022.

Signed on their behalf by:

  
.....  
Signature

Chair/Treasurer: Kevin Howell

  
.....  
Signature

Trustee: Linda Neal

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2021**

**1 ACCOUNTING POLICIES**

**1.1 Basis of preparation**

The accounts are prepared under the historical cost convention.

The accounts have been prepared in accordance with the statement of recommended practice, "Accounting and Reporting by Charities" in accordance with the Financial Reporting Standard issued in July 2014 and the provisions of the Charities Act 2011

**1.2 Incoming Resources**

Incoming resources are recognised in the statement of financial activities when entitlement has passed and the amounts are certain and measurable.

**1.3 Allocation of costs**

Direct activity cost are those costs which contribute directly to an activity and are allocated to the relevant activity. Support cost are those cost that are necessary to deliver an activity but in themselves do not deliver an activity, include cost incurred to meet statutory and constitutional requirements.

**1.4 Funds**

Restricted funds represent income received that is subject to donor restrictions on use.

General funds are available for furthering the cause of the organisation.

**2 GRANT AND SIMILAR FUNDING**

	<u>2021</u>	<u>2020</u>
Lambeth General	£15,849	£10,909
BBC Children in Need	£5,000	£13,024
Rosa Fund	£7,760	£9,660
B O'sullivan	£20,000	£0
London Youth Fund	£22,887	£0
Merton Voluntary Service	£6,900	£2,189
Leather Sellers	£1,500	£0
Leap Confronting	£600	£0
Albert Hunt	£1,000	£0
Arnold Clarke	£500	£0
Covid 19 Response	£13,770	£0
	<u>£95,766</u>	<u>£35,782</u>

**3 CHARITABLE ACTIVITIES**

	<u>2021</u>	<u>2020</u>
Croydon Project/Mayors	£9,600	£2,899
Streatham Baptist Church	£798	£0
Magdalen Hospital	£0	£2,000
St James	£0	£2,500
City Of London	£0	£5,335
Jack Petchy	£750	£750
	<u>£11,148</u>	<u>£13,484</u>

**4 OTHER INCOME**

	<u>2021</u>	<u>2020</u>
Fundraising	£2,138	£4,156
Paypal	£0	£0
Donations	£3,215	£3,039
Interest	£13	£16
	<u>£5,366</u>	<u>£7,211</u>

**5 Mentoring**

	<u>2021</u>	<u>2020</u>
Facilitation & Supervision	£36,065	£17,466
Advertising & Promotion	£0	£306
Resources & Expenses	£3,145	£749
Training	£614	£0
Workshop expenses	£7	£1,801
	<u>£39,831</u>	<u>£20,322</u>

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2021**

<b>6 Projects</b>	<b>2021</b>	<b>2020</b>
Facilitation & Supervision	<b>£10,474</b>	6,523
Ambassador & Gambia	<b>£0</b>	£1,005
Venue Hire	<b>£0</b>	£435
Events	<b>£0</b>	£1,356
Resources & Expenses	<b>£305</b>	£3,655
	<b>£10,779</b>	£12,974
<b>7 Support costs</b>	<b>2021</b>	<b>2020</b>
Rent for office	<b>£5,910</b>	£4,200
Staff	<b>£18,778</b>	£0
Accounting software	<b>£0</b>	£71
Office supplies & Stationary	<b>£920</b>	£1,322
Subscriptions	<b>£701</b>	£72
Insurance	<b>£449</b>	£320
Postage & Printing	<b>£1,806</b>	£742
Travel & Transportation Expenses	<b>£519</b>	£1,446
Phone cost	<b>£871</b>	£0
	<b>£29,954</b>	£8,173
<b>8 Employees</b>	<b>2021</b>	<b>2020</b>
The average number of employees and volunteers during the year was:		
Staff	<b>5</b>	0
Volunteers and Mentors	<b>31</b>	40
	<b>36</b>	40
<b>Employment cost</b>		
Wages and salaries	<b>£7,940</b>	£0
<b>9 Debtors</b>	<b>2021</b>	<b>2020</b>
Other debtors	<b>£0</b>	£0
	<b>£0</b>	£0
<b>10 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	<b>2021</b>	<b>2020</b>
Other creditors	<b>£6,682</b>	£7,035
	<b>£6,682</b>	£7,035

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2021**

---

**11 TRUSTEES**

None of the trustees (or any persons connected with them) received any remuneration or reimbursement of expenses during the year.

**ASHDON JAZZ ACADEMY**

England & Wales - Charity number 1161413

---

# Accounts

---

# Ashdon Jazz Academy



## TRUSTEES' REPORT & ACCOUNTS FOR THE YEAR ENDING 30 SEPTEMBER 2020

### Contact Details:

Patricia Hewitt  
The Old Library, 14-16 Knights Hill, West Norwood, London SE27 0HY  
07949875605  
[ashdonjazzacademy@yahoo.co.uk](mailto:ashdonjazzacademy@yahoo.co.uk)  
[www.ashdonjazzacademy.org](http://www.ashdonjazzacademy.org)  
Charity Number: 1161413

**Welcome to our latest annual report. We are writing this review of 2019/2020 following a year of lockdowns and unprecedented times. The pandemic has had an impact on not only our service users but our volunteers and our wider community.**

**We are now working hard to recover from some exceedingly difficult months and addressing many of the issues the pandemic has raised grief, loss, trauma, and unemployment. We have been reflective in our practice and have been able to reach service users and their families despite lockdowns.**

**We have relied heavily on digital resources to adapt and deliver our service to our users. A big thank you must be afforded to our mentors who despite their own personal challenges continued to engage and mentor the young women they were assigned. The mentors have upskilled themselves in virtual meeting platforms and provided much needed emotional support to young women who have struggled immensely with uncertain times.**

**Another vote of thanks must also be afforded to our charity consultants who have worked continually through the pandemic to deliver exciting virtual projects, ensure mentors are supported, complete administrative duties and provide leadership.**

**The charity with the help of a volunteer bid/writer has managed to secure a number of coronavirus emergency funding. A special thanks to our volunteer bid writer whose tireless work has ensured the charity was able to continue delivering services as a result of the secured finance.**

**On behalf of the Ashdon Jazz Academy, we hope to ensure every young woman engaging with the charity continues to feel supported as they adapt to a new normal way of living.**

## **INTRODUCTION**

**The Ashdon Jazz Academy (AJA) started following the tragic death of Ashdon Muirhead who ended her own life at just the age of 14 years. As a teenager, Ashdon struggled with peer pressure, peer aggression at school and lacking confidence about being herself in a society that pressurises young women to be and act a certain way. The focus of our charity's work is to engage a mentor with vulnerable teenage girls to empower them to feel confident about themselves, develop personal life skills and deal better with challenges (such as peer pressure and bullying). The aim is to enable teenage girls to find their place in society and mature as responsible young women.**

## **AIMS**

**The charity aims to provide vulnerable young women aged 11-21 years with the insight, confidence and resilience to overcome the negative impact of feelings of isolation, peer pressure, bullying, family breakdown, stress and anxiety, the risk of over-involvement in criminality and gangs and those who may be at risk of school exclusion.**

**The charity provides young women with the opportunity to build up a trusted and mutual relationship with a trained mentor for up to 12 months.**

**By working in partnership with youth clubs, schools, children's social care and other statutory and voluntary organisations, the charity is able to target young females who may benefit from being referred or may wish to self-refer directly for mentoring or to attend one of the events.**

## **CURRENT POSITION**

Ashdon Jazz Academy has been running for 6 years and has supported more than 300 female teenagers through the charity's mentoring project and female-only events (e.g., weekly drop-in sessions, workshops and mentoring).

Once a teenage girl has accepted mentoring support, the sessions are conducted in a neutral and familiar setting which the female teenager and her mentor jointly decide. This could be a park, a fast-food outlet, a place of interest or on an outing...

The Ashdon Jazz Academy mentors continue to be trained using the XL-Mentoring Project (XLP) which is a nationally accredited scheme... Mentors are appointed through rigorous recruitment (including interview by the CEO and two Trustees), DBS, reference and vetting procedures and completing specialist training. Mentors are required to undergo further training each year, regular supervision (every 6 weeks) and attend mentor network meetings. Mentors are required to follow the charity's Safeguarding Policy and Procedures, Code of Conduct and Working Alone Procedure. Mentors understand their role is not to be a parent, counsellor, rescuer, social worker or other authority figure. An Ashdon Jazz Academy mentor's fundamental role is to be a befriender.

As of September 2020, 27 women support the charity as volunteer mentors. All have had references confirmed, been interviewed by the CEO and have an up-to-date Enhanced DBS before starting. All are trained using the XLP training model. All mentors complete accredited level one and two safeguarding training. Mentors also receive training throughout the year and undertake monthly supervision with coordinator.

As of September 2020, the charity has, in addition to a mentoring coordinator, now assigned an Outreach worker to engage even further with service users. The outreach worker has been contracted to work with the charity for six months. Following further funding we aim to extend this work for a further six months.

## **OVERVIEW OF LAST YEAR**

### ***Mentoring Project***

The mentoring project has been our primary focus during the year, and it has been fundamentally important to ensure all referred young women receive support from a trained mentor.

Two cohorts of mentors were trained during the year. The training was adapted to virtual training for mentors. This new training mode also involved mentors being able to access online support training resources to help with their role as mentors. Eight new mentors were trained and taken on during the year. Having trained two cohorts of mentoring volunteers over the year, there was a need to ensure all young ladies who had been identified were matched with a suitable mentor. Supervision consultations and weekly summaries demonstrate that the mentees are progressively working through their difficulties assisted by their mentor. Quarterly evaluation summaries are being completed by mentees to help evidence the impact of mentoring.

During the year, 27 girls were referred for mentoring, 8 girls being referred from Lambeth and Merton social care and 2 young women from Merton CAMHS. 1080 mentoring sessions took place (an increase of 97 sessions on the previous year). There were 4 girls needing to be on a waiting list for mentoring support during the year.

The girls receiving mentoring come from the four boroughs we work in: Lambeth (9); Croydon (5); Merton (8) and Lewisham (5). We continue to see a positive impact as reported by the girls using an evaluation questionnaire at the start and end of the mentoring programme:

Evaluation	2015-16 <sup>[1]</sup>	2016-17	2017-18	2018-19	2019-20	2020-2021
Percentage of girls with increased self-confidence/esteem at end of mentoring	0	100 %	88%	89 %	95%	95%
Percentage of girls meeting personal targets at end of mentoring	0	100 %	100 %	100 %	92%	90%

[1] Not recorded as no girls had completed the mentoring programme in 2015-16.

There were 27 active trained mentors at the end of September 2020 - this is from a baseline of 10 at the end of March 2016. All mentors have a current Disclosure & Barring Scheme check and have attended accredited safeguarding training in the last 2 years. The percentage of vetted and trained mentors receiving regular supervision once every two months is 100 % (up from the previous year).

This has been as a result of employing the Mentoring Coordinator who is responsible for conducting supervision with all mentors.

Mentors	2015-16	2016-17	2017-18	2018-19	2019-20	2020-2021
Number of vetted and trained mentors at end of year	10	14	21	20	25	27
Number of new vetted and trained mentors during the year	10	18	20	20	25	27
Percentage of vetted and trained mentors with up-to-date DBS	100%	100%	100%	100%	92%	100%
Percentage of vetted and trained mentors with up-to-date safeguarding training 2 years	100%	100%	100%	100%	92%	100%
Percentage of vetted and trained mentors receiving regular supervision once a month	[2]	78%	80%	80%	73%	100%

[2] Not recorded as a service not fully established in the first year.

### **Weekly Drop-ins and other Events**

During the year, the charity facilitated 20 weekly drop-in sessions and 18 virtual zoom sessions. Weekly drop-in sessions dropped as a result of lockdown restrictions. The sessions were under strict government guidance, whereby 15 young women were permitted to attend the drop-in sessions once lockdown eased slightly.

There has been a drop in attendance at the sessions from the previous years, as a result of lockdown.

Throughout the year there were a total of 37 women attending from Lambeth, Croydon and Merton boroughs with around 85% attending more than once with many attending regularly each week.

<b>Girls attending Events</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
<b>Drop-In Sessions</b>	15	37	55	57	65	37

Prior to lock down the young women collaborated with West Norwood Youth club and hosted a Christmas Youth Party at The Old Library. This proved so successful that a second event was planned for the Easter holidays. It would have been a collaborative project which was intended to form many more partnership events. However, as a result of covid restrictions, the event was cancelled.

A lockdown Legend project was provided during the summer of 2020. Young women were invited to create mini podcasts which were published and released on social media platforms and new website. 10 young women took place and the estimated target audience reached was 63 listeners. The podcasts is available for download on the charity website.

No other charity events for young women were planned or conducted. The charity placed a high emphasis on providing 1:1 mentoring support and virtual interaction.

### **Ambassadors**

This year our ambassadors have organised a sponsored walk through the main line stations. This was in an effort to raise funds for Gambia. The sponsored walk was successful, and the girl raised over £200.00 towards the trip.

The numbers of ambassadors remained the same.

<b>Ambassador Events</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
<b>Number of Ambassador events</b>	0	3	7	16	18	2
<b>Number of girls engaged as Ambassadors during year</b>	0	16	22	24	24	24

## **Gambia 2021<sup>1</sup>**

As a demonstration of our commitment to expand our beneficiaries' horizons, we started planning to take a group of young women to Gambia in July 2020.

However, as a result of travel restrictions the trip was postponed until July 2021. The charity continues to engage with their Gambian partner schools - Mansa Colley and Gowi School.

The charity was able to collect and send three barrels of stationery, toiletries and books to our Gambian partner schools. The girls have all exchanged a number of letters and video footage about their own experiences of the pandemic.

The charity will endeavour to complete the trip July 2021 subject to UK travel restrictions.

## **Fundraising**

As part of the Croydon Mayor's Charities a number of fundraising events were promoted and attended by volunteers. The events were hosted and funded by local businesses and organisations in an effort to raise funds for the mayor's charities. The charity attended, promoted and publicised these fundraising events...

We would like to express our heartfelt thanks to the mayor for selecting AJA as one of his chosen charities. It has been a pleasure working with him and his team to help raise funds towards our programmes. The charity was able to plan and host a zoom fundraising quiz for the mayor's charities fund. The event went well and £120.00 was raised from the event.

## **Our Capacity and Capability**

The charity has been able to start from scratch and develop as a mainly volunteer based organisation through grants, fundraising and donations. These have all helped the charity to grow and be maintained over the last 4 years for which we are grateful. We have become more successful in our funding strategies. Assisted by our volunteer bid writer who has ensured the charity has been financially supported during the pandemic. This increase in funding has ensured the charity has been able to reach more young women and train the mentors further. In August 2020 Clare Douglas trained the mentors and some of the peer mentors in stronger minds training. This ensured the mentors were fully equipped to deal with the various issues the pandemic brought about. We will be more ambitious in our funding strategy over the coming years.

The charity is managed by Patricia Muirhead (CEO) who is the founder. All work to set up and begin the charity was undertaken by volunteers. The CEO has been paid a small allowance since 2017 to reflect the increase in workload and not being able to pursue employment in addition to running the charity. Patricia regularly works 35-45 hours and receives payment for 28 hours.

We continue to value the work of Claire Douglas who is supporting mentors as our Mentor Coordinator, for 5 hours (funded by the Lambeth CLIPS Fund until February 2021).

The charity has recently successfully contracted Christine Bramwell, who will be responsible for the charity Outreach Work and delivering well-being programmes in schools, Girls Night

---

<sup>1</sup> At the time of writing this report the Gambia trip has been postponed until 2021 because of the uncertainty regarding travel, health and safety due to the worldwide Coronavirus pandemic.

and Youth Clubs. Christine will receive stronger mind training in order to facilitate the workshops in schools.

There is a Board now of 4 Trustees who meet bi-monthly to make decisions, review policies and conduct financial reviews. All Trustees have a current Disclosure & Barring Scheme check and have attended safeguarding training in the last 2 years. Our trustees have had nearly 100% attendance at trustees' meetings over the 2 years. The trustees (as at June 2021) are: Kevin Howell (Treasurer and Interim Chairperson); Mrs Linda Neal (HR Trustee); Michelle Nicholas (Secretary) and Pauline Thomas (appointed in November 2019).

We would like to thank Sabrina John for her tireless work as chairperson for the charity. Sabrina helped to establish the charity and has been a valuable asset to AJA. Sabrina resigned from her role in August 2020.

We are grateful for the continued support from our patron Donna Fraser. Her standing as a well-respected former British athlete and role model for young women is invaluable to our charity. We had the pleasure of Donna supporting the young women on the sponsored tube line walk. Donna accompanied and encouraged the young women on the walk which we afford our thanks.

We would like to thank all the volunteers who work hard to make our charity a success. We would like to mention the mentors who have consistently met with their young ladies and have made such an impact on their lives. A special thanks also to those who have helped deliver the weekly drop-in sessions, workshops and fundraising events.

We have also been able to develop our website and special thanks is afforded to Trustee Kevin Howell who has played a key role in the planning and implementation of the new website. The website now features up to date information and events.

### ***Working in partnership with other organisations***

There have been a number of other organisations we have worked with throughout the year:

- Rathbone Society
- Merton Connected
- Greater Height
- Norwood Consortium
- Lambeth Youth and Play
- Women's Federation

### **Our main funders**

We are extremely grateful for the donations or grants given by our supporters during the year:

Lambeth General  
BBC Children in Need  
Rosa Fund  
Invesco  
London Youth  
Merton Voluntary Service  
Raleigh Park  
Oroydon Project  
Magdalen Hospital  
St James  
City Of London  
Jack Petchy

### **Feedback Received**

"During the pandemic, AJA had the Wednesday Girl Night sessions through zoom. In the zoom we planned online drawing games and we did some sewing." Young Women aged 14.

During the pandemic AJA kept us young girls active and occupied through operating workshops in our weekly Wednesday sessions. They were incredibly fun and informative. young woman aged 15....

"I was a mentor supporting the zoom sessions and mentored two young women. The online sessions were useful, and we introduced a lot of Ted Talks... There was also a good art and sewing sessions provided during this period. Girls were able to learn transferable skills through the zoom sessions." Mentor

### **Our Business Plan 2020-23**

We are keen to establish the charity on a secure footing for the next 3 years. Our plan is to double the number of girls we can support over the next 18 months. To do this, the charity will need to increase the management and outreach capacity, as well as recruit administration support. Presently the CEO manages the charity and undertakes most of the administration, training and recruitment tasks. We have agreed the following:

- Employ an Administrative Assistant to assist with admin duties (e.g., bookkeeping, maintaining activity and evaluation data, producing publicity such as flyers and posters)
- Increase the hours for an Outreach Worker to facilitate the drop-in sessions and visit schools, youth clubs etc.
- Consider best way to remunerate the CEO for hours working as the charity develops and expands.
- Consider gaining access to a vehicle to assist with trips and workshops.

- Attend Lambeth schools and publicise services with an emphasis on Stronger Mind Programme and Girls Night
- Continue work with other organisations across the boroughs (e.g., Norwood Consortium)
- Agree a fundraising strategy to generate and sustain income for projects over next 3 years
- Increase the number of trustees including a youth representative.
- Increase the number of girls involved with the various programmes of support (target to double the number of girls needing mentoring to 40 by end 2022)

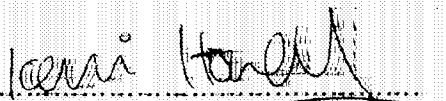
**The Trustees Statement:**

We have highlighted the charity's achievements and challenges over the last 12 months but are aware that whilst there has been both a reduction in grants and donations due to the Coronavirus there, we have also benefited from some additional emergency funding. Our continued aspirations to meet the needs of vulnerable young women have not altered and we will continue to adapt, be innovative and do our best for our service users.

The charity's founder and leader Patricia Hewitt works diligently and tirelessly to guarantee our young women receive a first-class mentoring service and participate in exciting Girls Night activities and other events. It is a testimony to her that currently the charity has now significantly increased the number of trained mentors and we are indebted to Patricia and the mentors who are all volunteers and give us their valuable time.


We also express our thanks to the other volunteers and supporters who help with fundraising, facilitating events and supporting the charity in so many ways. On behalf of the trustees, we hope every young woman who uses our services will have developed self-confidence and a sense of wellbeing resulting in them feeling empowered and inspired as they continue their life's journey.

The Trustees declare that they have approved the trustees report above.



Chair/Treasurer: Kevin Howell

Date: 01/07/2021



Trustee: Linda Neal

Date: 01/07/2021



**ASHDON JAZZ ACADEMY**

**INDEPENDENT EXAMINER'S REPORT**

**TO THE TRUSTEES OF ASHDON JAZZ ACADEMY**

---

I report to the trustees on my examination of the accounts of this above charity for the year ended 30 September 2019 which are set out on pages 10 to 14.

**Responsibilities and basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 (the Act)...

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 45(5)(b) of the Act.

**Independent examiners statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached...



Michael Rowe FCA

Flat 9

1 Ashby mews

London SW2 5EQ

Date:

2/7/2021

**ASHDON JAZZ ACADEMY**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2020**

	Note	Unrestricted Funds	Restricted Funds	2020 Total	2019 Total
<b><u>Incoming Resources</u></b>					
Incoming resources from generated funds:	2	0	35,782	35,782	20,700
Incoming resources from charitable activities	3	9,835	3,649	13,484	5,497
Other income	4	6,382	929	7,311	4,885
<b>Total incoming resources</b>		<b>16,217</b>	<b>40,360</b>	<b>58,577</b>	<b>31,082</b>
<b><u>Resources Expended</u></b>					
<b>Charitable activities:</b>					
Mentoring	5	4,475	15,847	20,322	15,560
Projects	6	1,682	11,282	12,974	9,319
Support costs	7	2,861	5,312	8,173	7,580
Others		0	0	0	0
<b>Total Resources Expended</b>		<b>9,018</b>	<b>32,441</b>	<b>41,465</b>	<b>32,459</b>
<b>Net expenditure for the year</b>		<b>7,189</b>	<b>7,919</b>	<b>15,108</b>	<b>-1,377</b>
<b>Net movement in funds</b>					
Fund balance at 1 October		12,988	2,220	15,148	16,525
<b>Fund balances at 30 September</b>		<b>20,117</b>	<b>10,139</b>	<b>30,256</b>	<b>15,148</b>

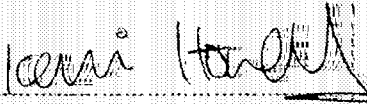
**ASHDON JAZZ ACADEMY**  
**BALANCE SHEET**  
**AS AT 30 SEPTEMBER 2020**

	Notes	2020	2019
<b>CURRENT ASSETS</b>			
Debtors:		£0	£0
Cash at bank and in hand		£37,291	£18,376
		<u>£37,291</u>	<u>£18,376</u>
<b>CREDITORS: due within one year</b>	10	£7,035	£3,230
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>£30,256</u>	<u>£15,146</u>
<b>INCOME FUNDS</b>			
<b>UNRESTRICTED FUNDS:</b>			
General purpose fund		£20,117	£12,928
<b>RESTRICTED FUNDS:</b>			
Funding		£10,139	£2,220
		<u>£30,256</u>	<u>£15,146</u>

The accounts were approved by the Trustees on

1/7/2021

Signed on their behalf by:



Signature:

Chair/Treasurer: Kevin Howell



Signature

Trustee: Linda Neal

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2020**

**1 ACCOUNTING POLICIES**

**1.1 Basis of preparation**

The accounts are prepared under the historical cost convention.

The accounts have been prepared in accordance with the statement of recommended practice, "Accounting and Reporting by Charities" in accordance with the Financial Reporting Standard issued in July 2014 and the provisions of the Charities Act 2011.

**1.2 Incoming Resources**

Incoming resources are recognised in the statement of financial activities when entitlement has passed and the amounts are certain and measurable.

**1.3 Allocation of costs**

Direct activity costs are those costs which contribute directly to an activity and are allocated to the relevant activity. Support costs are those costs that are necessary to deliver an activity, but in themselves do not deliver an activity, include costs incurred to meet statutory and constitutional requirements.

**1.4 Funds**

Restricted funds represent income received that is subject to donor restrictions on use. General funds are available for furthering the cause of the organisation.

**2 GRANT AND SIMILAR FUNDING**

	2020	2019
Lambeth General	£10,809	£0
BBC Children in Need	£13,024	£7,000
Rosa fund	£9,660	£0
Invesco	£0	£4,200
London Youth	£0	£4,500
Merton Voluntary Service	£2,189	£0
Raleigh Park	£0	£5,000
	<b>£38,782</b>	<b>£20,700</b>

**3 CHARITABLE ACTIVITIES**

	2020	2019
Croydon Project	£2,889	£5,497
Magdalen Hospital	£2,000	£0
St James	£2,500	£0
City Of London	£8,336	£0
Jack Petchy	£760	£0
	<b>£18,484</b>	<b>£5,497</b>

**4 OTHER INCOME**

	2020	2019
Fundraising	£4,156	£1,081
Paypal	£0	£1,564
Donations	£3,039	£2,240
Interest	£18	£0
	<b>£7,213</b>	<b>£4,885</b>

**5 Maintaining**

	2020	2019
Facilities & Supervision	£17,466	£12,277
Advertising & Promotion	£306	£173
Resources & Expenses	£749	£2,375
Administrative cost	£0	£0
Workshop expenses	£1,801	£733
	<b>£20,322</b>	<b>£18,558</b>

**ASHDON JAZZ ACADEMY  
NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2020:**

<b>6 Projects:</b>	<b>2020</b>	<b>2019</b>
Facilitation & Supervision	£6,523	2,700
Ambassador & Gambia	£1,005	£1,112
Venue Hire	£435	£500
Events	£1,356	£2,359
Resources & Expenses	£3,656	£2,648
	<b>£12,974</b>	<b>£9,319</b>
<b>7 Support costs</b>	<b>2020</b>	<b>2019</b>
Rent for office	£4,200	£4,200
Accounting software	£71	£217
Office supplies & Stationery	£1,322	£1,215
Subscriptions	£72	£1,441
Insurance	£320	£801
Postage & Printing	£742	£361
Travel & Transportation Expenses	£1,446	£256
Phone cost	£0	£386
	<b>£8,173</b>	<b>£7,580</b>
<b>8 Employees</b>	<b>2020</b>	<b>2019</b>
The average number of employees and volunteers during the year was:		
Staff	0	0
Volunteers and Mentors	40	16
	<b>40</b>	<b>16</b>
<b>Employment cost</b>		
Wages and salaries	£0	£0
<b>9 Debtors:</b>	<b>2020</b>	<b>2019</b>
Other debtors	£0	£0
	<b>£0</b>	<b>£0</b>

**ASHDON JAZZ ACADEMY  
 NOTES TO THE ACCOUNTS  
 FOR THE YEAR ENDED 30 SEPTEMBER 2020**

**10 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR:**

	<u>2020</u>	<u>2019</u>
Other creditors	<u>£7,035</u>	<u>£3,290</u>
	<u>£7,035</u>	<u>£3,290</u>

**11 TRUSTEES**

None of the trustees (or any persons connected with them) received any remuneration or reimbursement of expenses during the year.