

Ashdon Jazz Academy



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

Contact Details:

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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 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.

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	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.

Girls attending Events	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Drop-In Sessions	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 podcast 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.

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

Gambia 2021¹

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

¹ 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 I 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., Nonwood 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)

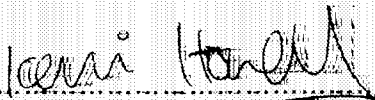
The Trustees Statement:

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 445(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

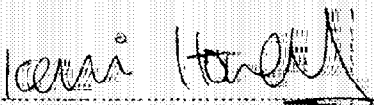
	Note	Unrestricted Funds	Restricted Funds	2020 Total	2019 Total
Incoming Resources					
Incoming resources from generated funds:	2	0	35,782	35,782	20,700
Incoming resources from charitable activities	3	9,835	3,649	13,484	5,497
Other income	4	6,382	929	7,311	4,885
Total incoming resources		16,217	40,360	56,577	31,082
Resources Expended					
Charitable activities					
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
Total Resources Expended		9,018	32,441	41,459	32,459
Net expenditure for the year		7,189	7,919	15,108	-1,377
Net movement in funds					
Fund balance at 1 October		12,988	2,220	15,148	16,525
Fund balances at 30 September		20,117	10,139	30,256	15,148

ASHDON JAZZ ACADEMY
BALANCE SHEET
AS AT 30 SEPTEMBER 2020

	Notes	2020	2019
CURRENT ASSETS			
Debtors		£0	£0
Cash at bank and in hand		£37,291	£18,376
		<u>£37,291</u>	<u>£18,376</u>
CREDITORS: due within one year	10	£7,035	£3,230
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>£30,256</u>	<u>£15,146</u>
INCOME FUNDS			
UNRESTRICTED FUNDS			
General purpose fund		£20,117	£12,928
RESTRICTED FUNDS			
Funding		£10,139	£2,220
		<u>£30,256</u>	<u>£15,148</u>

The accounts were approved by the Trustees on

Signed on their behalf by:



Signature:

Chair/Treasurer: Kevin Howell

1/7/2021



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
Rose Fund	£9,660	£0
Invesco	£0	£4,200
London Youth	£0	£4,500
Merton Voluntary Service	£2,189	£0
Raleigh Park	£0	£5,000
	£35,782	£20,700

3 CHARITABLE ACTIVITIES

	2020	2019
Croydon Project	£2,699	£5,497
Magdalen Hospital	£2,000	£0
St James	£2,600	£0
City Of London	£8,335	£0
Jack Petchy	£760	£0
	£13,494	£5,497

4 OTHER INCOME

	2020	2019
Fundraising	£4,156	£1,000
Payroll	£0	£1,564
Donations	£3,039	£2,240
Interest	£18	£0
	£7,213	£4,804

5 Maintaining

	2020	2019
Facilitation & Supervision	£17,466	£12,277
Advertising & Promotion	£306	£173
Resources & Expenses	£749	£2,375
Administrative cost	£0	£0
Workshop expenses	£1,801	£733
	£20,322	£15,558

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

6 Projects	2020	2019
Facilitation & Supervision	£6,523	2,700
Ambassador & Gambia	£1,045	£1,112
Venue Hire	£435	£500
Events	£1,356	£2,359
Resources & Expenses	£3,656	£2,648
	£12,974	£9,319
7 Support costs	2020	2019
Rent for office	£4,200	£4,200
Accounting software	£71	£217
Office supplies & Stationery	£1,322	£1,215
Subscriptions	£72	£144
Insurance	£320	£801
Postage & Printing	£742	£361
Travel & Transportation Expenses	£1,446	£256
Phone cost	£0	£386
	£8,173	£7,580
8 Employees	2020	2019
The average number of employees and volunteers during the year was		
Staff	0	0
Volunteers and Mentors	40	16
	40	16
Employment cost		
Wages and salaries	£0	£0
9 Debtors	2020	2019
Other debtors	£0	£0
	£0	£0

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.