

HELLENSMUSIC

England & Wales · Charity number 1167396

Details

Status Registered

Legal form CIO

Registered 2016-06-01

Register [View on the Charity Commission register](#)

Contact

Address 5 Earls Walk
London
W8 6EP

Phone 02079370415

Email info@hellensmusic.com

Website www.hellensmusic.com

Activities

Objects: TO PROMOTE THE ARTS AND TO ADVANCE EDUCATION IN THE ARTS, PARTICULARLY THE ART OF CLASSICAL MUSIC THROUGH THE PROVISION OF SUCH MUSICAL PERFORMANCES, WORKSHOPS, CLASSES AND FESTIVALS AS SHALL BE THOUGHT FIT.

Activities: Promote the arts and advance education in the arts, particularly in music, through the provision of such musical seminars, classes, workshops, performances and festivals as shall be thought fit. Musical tuition of the highest standard is provided to promising students who otherwise would not be to receive such tuition, as well as to schoolchildren in underprivileged areas of the West Midlands.

Classification

- **How:** Makes Grants To Individuals, Provides Human Resources, Provides Buildings/facilities/open Space, Provides Services
- **What:** Education/training, Arts/culture/heritage/science, Human Rights/religious Or Racial Harmony/equality Or Diversity, Recreation
- **Who:** Children/young People, The General Public/mankind

Geography

- Gloucestershire
- Herefordshire
- Worcestershire

Finances

Period end	Income	Expenditure	Assets	Employees
2024-07-31	£31,298	£64,370	-	-
2023-07-31	£104,821	£65,808	-	-
2022-07-31	£32,300	£59,500	-	-
2021-07-31	£18,130	£34,579	-	-
2020-07-31	£107,550	£51,786	-	-

Trustees

Name	Role	Appointed
Amanda Salmon		2020-09-15
Turi Munthe		2026-04-07

HELLENSMUSIC

England & Wales - Charity number 1167396

Accounts



HELLEN'S MUSIC 2024

ANNUAL REPORT
FOR THE PERIOD ENDED
31 JULY 2024 ANNUAL REPORT



CONTENTS

3	REFERENCE AND ADMINISTRATIVE DETAILS
4	TRUSTEES' REPORT
4	OBJECTIVES AND ACTIVITIES
4	Introduction
5	Our Mission
5	Our Objectives
5	Our Activities
6	ACHIEVEMENTS AND PERFORMANCE
6	HELLENSMUSIC 2024
7	Masterclasses
8	AUDIENCES
9	MARKETING AND PUBLICITY
10	FUNDRAISING
10	VISION AND GOALS FOR 2025
11	FINANCIAL REVIEW
11	Income
12	Expenditure
13	STATEMENT OF TRUSTEES' RESPONSIBILITIES
14	INDEPENDENT EXAMINER'S REPORT
15	STATEMENT OF FINANCIAL ACTIVITIES
16	BALANCE SHEET
17-18	NOTES TO THE FINANCIAL STATEMENTS

REFERENCE AND ADMINISTRATIVE DETAILS

Principal address	5 Earls Walk London W8 6EP
Telephone	0207 937 0415
Website	www.hellensmusic.com
Registered Charity number	1167396
Bankers	HSBC plc 94 Kensington High Street London W8 4SH
Trustees	Adam Munthe (Chair) Amanda Salmon Ian Venables James Scott Graham Sheffield
Secretary	Josephine Sheridan
Independent Examiner	Susan Barnwell Much Marcle Herefordshire

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 JULY 2024

The Trustees present their report with the unaudited financial statements for the period ended 31 July 2024. The Trustees have adopted the provisions of Statement of Recommended Practice, 'Accounting and Reporting by Charities', applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2019.

OBJECTIVES AND ACTIVITIES

INTRODUCTION

Hellensmusic is a registered charity whose objectives are to promote the arts and advance education in the arts, particularly in music, through a number of different activities, including the provision of music masterclasses, lessons, workshops and performances.

It fulfils these objectives principally, but not exclusively, through the organisation of a music Festival which takes place every spring at Hellens Manor in Much Marcle, Herefordshire. The event gathers some of the world's finest musicians together to work, and to explore ideas in a unique setting; provides talented music students with the opportunity of learning from world-class professional musicians; and brings great music to a sometimes forgotten corner of England, inspiring local audiences, both children and adults, to a greater understanding and appreciation of music.

Hellensmusic has a strong focus on music education and training for the young. During the Festival week, the performing musicians deliver a series of Masterclasses to talented students from the UK and abroad who are already attending music colleges of the highest standards. Participating students have the chance to learn from renowned professionals coming from some of the best orchestras and ensembles in the world. Hellensmusic continues throughout the year with concerts, masterclasses and work with local schools.

At the heart of what we do is a belief that music has the power to transcend barriers and to develop capacities and character. Human quality is critically important to us, and we profoundly believe that the greatest music is made by the greatest human beings.

Hellensmusic started in 2013 as a small private initiative and has been growing steadily ever since. In June 2016 it was registered as an independent Charitable Incorporated Organisation

(CIO) in its own right.

OUR MISSION

To be a hub for the exploration and creation of music that brings together world-class musicians and future music professionals, to produce the highest quality music for the enjoyment of all; engaging local and wider audiences, and offering unique opportunities for music education for children and young people.

OUR OBJECTIVES

All of our activities are driven and inspired by the following core objectives:

1. **To create opportunities** for world-class musicians to collaborate outside the concert circuit and explore new ideas.
2. **To provide a platform** for students from the best music schools and colleges in the UK and abroad to learn from leading experts.
3. **To motivate and inspire** local children to love and live music through multiple opportunities of participation and engagement.
4. **To offer** local audiences exceptional music in a beautiful environment.

OUR ACTIVITIES

In order to accomplish these objectives, Hellensmusic normally provides and supports a number of events and activities during the festival week and throughout the year that include:

1. A series of evening concerts that take place at Hellens, and at other nearby venues during the Festival and throughout the year, at which world-class musicians are invited to perform and work together during their stay.
2. Individual and chamber music Masterclasses, with a variety of instruments to music students of all ages, both local and from some of the best music colleges in Britain and abroad.
3. Music education activities involving local primary schools throughout the year, and performances during the festival period.
4. In addition to the main concerts, some Masterclasses and rehearsals are also open to the

public. The Festival also offers pre-concert meals at the house so that audiences can come and enjoy the venue, and feel part of the joyful atmosphere of the event.

ACHIEVEMENTS AND PERFORMANCE

HELLENSMUSIC 2024

The year 2024 marked the 11th anniversary of Hellensmusic.

In line with our continued commitment to bringing world-class music-making to Herefordshire, Hellensmusic 2024 welcomed an outstanding group of internationally renowned musicians for a full week of masterclasses, rehearsals and concerts in May. Many of these performers are long-standing collaborators who have been part of Hellensmusic over the years, and we are proud to count on their continued support and artistic commitment.

The 2024 edition featured the return of Hellensmusic's co-founder and pianist Christian Blackshaw, alongside Maya Iwabuchi (violin – Leader, Royal Scottish National Orchestra), clarinettist and newly appointed co-artistic director Matthew Hunt, Bruno Delepelaire (Principal Cello – Berlin Philharmonic), Máté Szücs (former First Solo Viola - Berlin Philharmonic), and pianist Julien Quentin. We also welcomed new guest artists including soprano Borbála Szuromi, violinist Josef Špaček, violist Scott Dickinson, and double bassist Alexandre Jones.

Twelve outstanding students (violin, viola, cello, oboe, bassoon and French horn) took part in an intensive masterclass programme, rehearsing and performing alongside our resident artists throughout the week. While the festival is open to the public from Wednesday to Sunday, musicians and students begin work on Monday — allowing for several days of focused rehearsal before the performances begin.

Seven concerts were presented over five days, across our usual venues: the Great Barn at Hellens, St Bartholomew's Church, and the Walwyn Arms Pub in Much Marcle. The festival opened on Thursday evening with a bold and atmospheric performance of voice and electronics at the church, featuring Borbála Szuromi in a contemporary soprano solo programme that offered something entirely new to our audiences. Friday brought two further concerts, including the ever-popular pub night at the Walwyn Arms. Saturday featured two performances, including a catered festival supper and a moving Schubert evening with Christian Blackshaw. The festival concluded on Sunday with two final concerts, separated by a BBQ lunch served in the gardens of Hellens.

The festival meals (Saturday supper and Sunday BBQ) were once again a success, encouraging audience members to stay on-site and enjoy a deeper sense of community and conversation between concerts. While the opening concert required some additional support in terms of pricing and outreach — due to its more experimental character — it was ultimately well attended and warmly received. All other concerts sold well, with high audience engagement across the board.

Hellensmusic continues to offer a rare platform: one that supports musical excellence and deep creative exchange while remaining rooted in the intimacy of place, community, and shared artistic experience.

Masterclasses

Our aim is to create a rich and inspiring musical week for all participants, fostering an environment that stimulates the love and appreciation of music, and emphasises the importance of cross-connections and collaboration as vital components for the development of every musician. Beyond the masterclasses, students have the chance to engage with their tutors at meals and breaks and work hand in hand with them at rehearsals and performances. This provides a unique opportunity for informal learning, which sets Hellensmusic apart from other short courses.

In 2024, we welcomed 12 students from some of the finest music institutions in the UK, Europe, and the US, including the Guildhall School of Music & Drama, Royal Academy of Music, Royal College of Music, Escuela Superior de Música Reina Sofía, Zürcher Hochschule der Künste, Musik-Akademie Basel FHNW, Rice University, and Cal State University Long Beach. Applications were accepted for violin, viola, cello, oboe, bassoon, and French horn.

Students were selected through an open call, as in previous years, following a competitive application process which included CV and recording submissions, reviewed by the festival tutors.

Throughout the week, students participated in:

- Three individual 60-minute solo masterclasses;
- Chamber music rehearsals and coaching sessions with resident artists;
- Improvisation sessions led by violist Máté Szücs;
- Performances in four of the seven festival concerts, including solo appearances during the closing Sunday events.

The Friday concert was reserved for performances by resident musicians, while students took part in the Saturday and Sunday concerts, working and performing alongside their tutors. Once again, the week offered participants not only intensive instruction but also a space for shared experience and artistic exchange.

AUDIENCES AND AUDIENCE DEVELOPMENT

In 2024, Hellensmusic continued to enjoy strong public support, with enthusiastic audiences attending concerts, rehearsals, and masterclasses throughout the week. Most concerts were well attended, and some—such as the popular Friday evening pub concert—sold out months in advance. While the Thursday opening concert presented a more experimental artistic programme and required some pricing adjustments to encourage attendance, it was ultimately well received and nearly full, affirming the festival’s ability to take creative risks.

As in previous years, audiences primarily came from the West Midlands, with some visitors joining from Greater London and other regions of the UK.

We remain committed to keeping Hellensmusic open and accessible to the local community. Ticket prices continue to be kept as low as possible, and all concerts are free for full-time students. In addition, audiences are invited to attend rehearsals and masterclasses at no cost during the week. This informal access contributes to a sense of inclusion and shared musical discovery that is central to our mission.

Our now well-established pub concert at the Walwyn Arms continues to bring classical music to broader and more diverse audiences. The 2024 edition offered a dynamic programme blending classical, jazz, film music, and popular tunes, performed by festival artists and students in a relaxed setting. The event has become a highlight of the week, consistently selling out and drawing new faces into the festival.

We also continued our tradition of festival meals for audiences, including a supper in-between concerts on Saturday and a BBQ lunch on Sunday. These meals encourage people to stay for the full day of concerts, creating a warm and welcoming festival environment.

MARKETING AND PUBLICITY

Hellensmusic continues to employ a multi-layered approach to marketing and publicity, combining traditional offline techniques with digital tools and partnerships. Our strategy includes printed materials, local visibility, email marketing, social media engagement, online listings, and a strong website presence.

Printed Materials: Posters and flyers were distributed again this year across Herefordshire, Worcestershire, Gloucestershire, and Monmouthshire, targeting local businesses, music venues, and community boards. Road signage and banners were placed in strategic, high-visibility areas around Much Marcle in the weeks leading up to the festival.

Social Media: While we did not run paid campaigns this year, our regular activity on Instagram and Facebook maintained strong engagement. Notably, we observed organic growth among younger audiences and classical music students, reflecting the festival's evolving appeal and educational profile.

Email Marketing: Our mailing list remains an essential tool for audience engagement, with a reach of approximately 4,000 subscribers and consistently high open rates (averaging 47%). In 2024, we continued our reciprocal marketing partnerships.

Listings: The festival was again featured in major classical music and cultural listings, including Concert Diary, What's On, The List, Visit Heart of England, Eat Sleep Live Herefordshire, and local press event calendars.

Ticketing: We continued to manage ticket sales through TicketSource, which offers control over sales, data collection, and customer experience. This has proven valuable in understanding audience trends and refining communications.

Website: In 2024, we redesigned the Hellensmusic website. With a more modern layout, updated artistic photography, and improved navigation, the site now offers a more intuitive and visually engaging experience. It remains our central platform for ticket sales, information, and students applications.

Public Relations: While we did not secure national or radio coverage this year, we maintained our presence in regional print media. Strengthening relationships with press and broadcasters remains a priority, particularly as we look to grow our visibility and broaden audience engagement in future editions.

FUNDRAISING

Hellensmusic continues to rely heavily on external funding and donations to deliver its activities each year.

Our Regular Supporters Programme, launched in 2018, remains a cornerstone of our fundraising efforts. This three-tier scheme invites individuals to support the festival as Friends, Patrons or Benefactors, with an annual contribution. In 2024, the programme maintained a solid base of 56 supporters whose generosity helps ensure the continuity and development of our work.

We are especially grateful to the Pennington-Mellor-Munthe Charitable Trust for its ongoing and vital support. The Trust provides the venue and infrastructure at Hellens Manor, and we are indebted to the Hellens team for their time and dedication before, during and after the festival. Without this invaluable support, Hellensmusic would not be possible.

VISION AND GOALS FOR 2025

As we look ahead to the 2025 edition, our ambition is to further establish Hellensmusic as one of the UK's most distinctive chamber music festivals and a sought-after destination for exceptional musical training.

We are proud of our artistic direction, the outstanding calibre of our guest artists, and the unique learning environment we create for young musicians. In 2025, we are also pleased to mark a new chapter in the festival's artistic leadership with the appointment of **Matthew Hunt** as **co-artistic director**, joining **Maya Iwabuchi** in shaping the creative vision of Hellensmusic. Both bring a deep understanding of the festival's values, alongside world-class artistic expertise.

Feedback from 2024's masterclass participants reflects the transformative nature of the experience, with many describing the festival as inspiring, life-changing, and professionally invaluable.

To build on this foundation, our priorities for the year ahead are:

- **Strengthening Media Presence:** We aim to secure a committed media partner who can help raise the festival's national profile through coverage in leading publications and platforms.
- **Expanding Strategic Partnerships:** We will continue to foster relationships with festivals, music conservatoires, and arts institutions across the UK and Europe.

Through these actions, we hope to continue evolving Hellensmusic into a landmark in the classical music calendar — a festival defined by artistic excellence, community spirit, and a bold approach to education and performance.

FINANCIAL REVIEW

In the following review of our financial performance during the year ended 31 July 2024 the corresponding figures for the previous period appear in brackets, in order to enable a comparison to be made between the two sets of figures.

Total income generated during the year amounted to £31,298 (2023: £104,821), details of which are presented in the following section of this report.

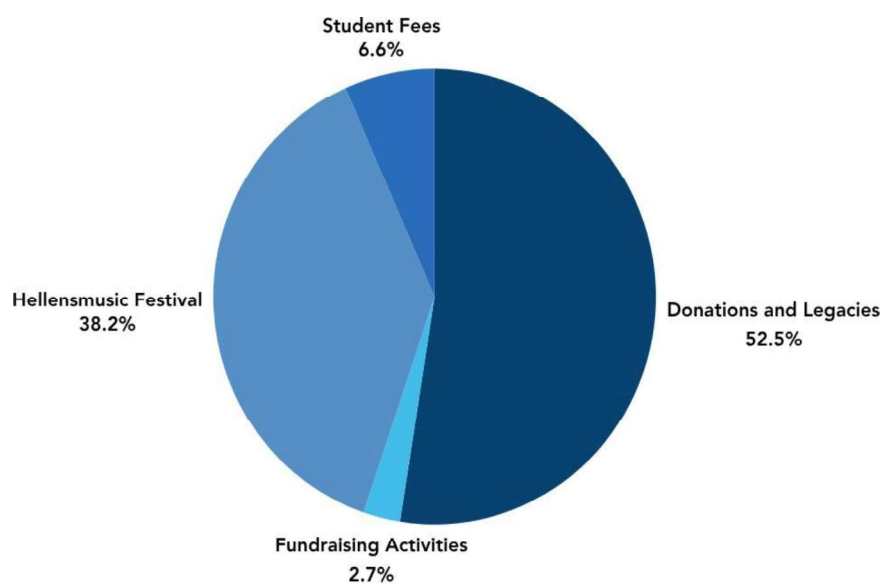
During the same period costs were incurred of £64,370 (2023: £65,808) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was to generate an operating deficit of £33,072 (2023: surplus of £39,013).

INCOME – Where the money came from

The total income for the period of £31,298 (2023: £104,821) was generated by the following activities (figures in brackets show % share of total income):

- £14,041 (44.9%) - Donations and Legacies
- £17,257 (55.1%) - Charitable Activities, consisting of:
 - £996 (3.2%) - Fundraising & Advertising activities
 - £13,868 (44.3%) - Hellensmusic Festival
 - £2,393 (7.6%) - Student fees (from those attending Masterclasses).

These are presented in the chart below:

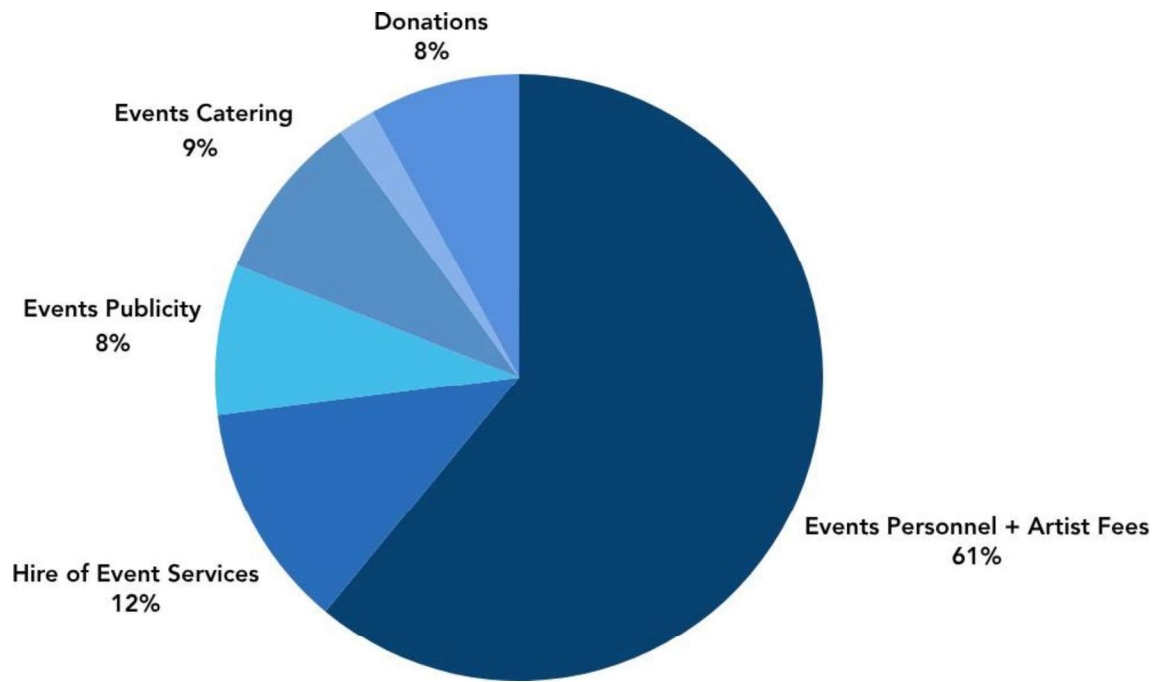


EXPENDITURE – How the money was spent

Our total costs of £64,370 (2023: £65,808), all of which were incurred in carrying out our Charitable Activities, have been broken down in the following way (figures in brackets show % share of total expenditure):

- £57,802 (90%) on Events-related expenditure, consisting of:
 - £38,868 (61%) - Events Personnel
 - £7,657 (12%) - Hire of Events Services & Other Materials
 - £5,297 (8%) - Events Publicity
 - £5,980 (9%) - Events Catering
- £5,000 (8%) on Donations
- £1,568 (2%) on Admin costs

These are shown in the chart below:



Expenditure 2023-24

The above details of our income and expenditure are presented in the Statement of Financial Activities (SoFA) for the period on page 15 of this report. The SoFA is more of a 'narrative' of the financial activities during the period, whilst the Balance Sheet, which can be found on page 16, provides more of a 'snapshot' of the charity's financial position as at the end of its financial year on 31 July 2024.

BALANCE SHEET – How we ended the period

The balance sheet shows that as at 31 July 2024, the charity had current assets of £24,458 (2023: £54,264) in the form of cash, and current liabilities of £5,000 (2023: £1,734).

This has left a net surplus of £19,458 (2023: £52,530) which is represented as a positive balance in the General Fund in the charity’s reserves.

STATEMENT OF TRUSTEES’ RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees’ Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities requires the Trustees to prepare financial statements for each financial year or period which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing the financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the method and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the on-going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust governing documents. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity’s website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.


..... Adam Munthe
Trustee
Date:..... 13th May 2025

INDEPENDENT EXAMINERS' REPORT TO THE TRUSTEES OF THE HELLENSMUSIC

I report to the charity trustees on my examination of the accounts of Hellensmusic (the Charity) for the year ended 31 July 2024.

Respective responsibilities of Trustees and examiner

As the Trustees of the Charity 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 Charity's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145 (5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Charity as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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 confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.



Susan Barnwell
Much Marcle
Herefordshire

Date 13th May 2025

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 JULY 2024

	Notes	2024 £	2023 £
INCOME AND ENDOWMENTS			
Donations and legacies		14,041	86,345
Charitable activities		<u>17,257</u>	<u>18,476</u>
Total Income		31,298	104,821
EXPENDITURE			
Charitable activities	3	<u>64,370</u>	<u>65,808</u>
NET INCOME/ (EXPENDITURE)		<u>(33,072)</u>	<u>39,013</u>
RECONCILIATION OF FUNDS			
Total funds brought forward		<u>52,530</u>	<u>13,517</u>
TOTAL FUNDS CARRIED FORWARD		<u>19,458</u>	<u>52,530</u>

CONTINUING OPERATIONS

All income and expenditure have arisen from continuing activities.

BALANCE SHEET
AT 31 JULY 2024

	Notes	2024 £	2023 £
CURRENT ASSETS			
Cash at bank		<u>24,458</u>	<u>54,264</u>
		24,458	54,264
CREDITORS			
Amounts falling due within one year	5	<u>(5,000)</u>	<u>(1,734)</u>
NET CURRENT ASSETS		<u>19,458</u>	<u>52,530</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>19,458</u>	<u>52,530</u>
FUNDS			
Unrestricted funds	6	<u>19,458</u>	<u>52,530</u>
TOTAL FUNDS		<u>19,458</u>	<u>52,530</u>

The financial statements were approved by the Board of Trustees on 13th May 2025 and were signed on its behalf by:



.....
Adam Munthe -Trustee

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

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The charity does not currently receive any restricted funds, and all figures in the financial statements therefore relate to unrestricted funding

2. TRUSTEES' REMUNERATION AND BENEFITS

There was no Trustees' remuneration or other benefits, nor were any Trustees' expenses paid during the period.

3. STAFF COSTS	2024	2023
	£	£
Staff costs	<u>38,868</u>	<u>39,685</u>

These consisted of payments to events personnel who assisted in preparing and delivering activities during the Festival. This figure also includes performance fees for all the participating artists at the event.

4. DEBTORS

There were no debtors as at 31 July 2024.

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Accruals	-	500
Other creditors	<u>5,000</u>	<u>1,234</u>
TOTAL CREDITORS	<u>5,000</u>	<u>1,734</u>

6. MOVEMENT IN FUNDS

	At 1 August 2023	Net movement in funds	At 31 July 2024
Unrestricted funds	£	£	£
General fund	52,530	(33,072)	19,458

Net movement in funds included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
Unrestricted funds	£	£	£
General fund	<u>31,298</u>	<u>64,370</u>	<u>(33,072)</u>
TOTAL FUNDS	<u>31,298</u>	<u>64,370</u>	<u>(33,072)</u>

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 July 2024.

HELLENSMUSIC

England & Wales - Charity number 1167396

Accounts

HELLEN S MUSIC 2023



ANNUAL REPORT
FOR THE PERIOD ENDED
31 JULY 2023



CONTENTS

4	Reference and Administrative Details
5	Trustees' Report
5	Objectives & Activities
	Introduction
	Our Mission
	Objectives
	Activities
7	Achievements and Performance
7	Hellensmusic 2023
9	Audiences
10	Marketing and Publicity
11	Fundraising
12	Financial Review
14	Statement of Trustees' Responsibilities
15	Independent Examiner's Report
16	Statement of Financial Activities
17	Balance Sheet
18	Notes to the Financial Statements

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Hellensmusic has a strong focus on music education and training for the young. During the Festival week, the performing musicians deliver a series of Masterclasses to talented students from the UK and abroad who are already attending music colleges of the highest standards. Participating students have the chance to learn from renowned professionals coming from some of the best orchestras and ensembles in the world. Hellensmusic continues throughout the year with concerts, masterclasses and work with local schools.

At the heart of what we do is a belief that music has the power to transcend barriers and to develop capacities and character. Human quality is critically important to us, and we profoundly believe that the greatest music is made by the greatest human beings.

Hellensmusic started in 2013 as a small private initiative and has been growing steadily ever since. In June 2016 it was registered as an independent Charitable Incorporated Organisation (CIO) in its own right.

OUR MISSION

To be a hub for the exploration and creation of music that brings together world-class musicians and future music professionals, to produce the highest quality music for the enjoyment of all; engaging local and wider audiences, and offering unique opportunities for music education for children and young people.

OUR OBJECTIVES

All of our activities are driven and inspired by the following core objectives:

1. **To create opportunities** for world-class musicians to collaborate outside the concert circuit and explore new ideas.
2. **To provide a platform** for students from the best music schools and colleges in the UK and abroad to learn from leading experts.
3. **To motivate and inspire** local children to love and live music through multiple opportunities of participation and engagement.
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1. A series of evening concerts that take place at Hellens, and at other nearby venues during the Festival and throughout the year, at which world-class musicians are invited to perform and work together during their stay.
2. Individual and chamber music Masterclasses, with a variety of instruments to music students of all ages, both local and from some of the best music colleges in Britain and abroad.
3. A dedicated music education programme involving local primary schools that takes place throughout the year, and offers performances during the festival period.
4. In addition to the main concerts, some Masterclasses and rehearsals are also open to the public. The Festival also offers pre-concert suppers at the house so that audiences can come and enjoy the venue, and feel part of the joyful atmosphere of the event.

ACHIEVEMENTS AND PERFORMANCE

HELLENSMUSIC 2023

The year 2023 marked the 10th anniversary of Hellensmusic. 2022 saw the full return of our festival to its pre-COVID format, so 2023 found Hellensmusic in a good shape to celebrate its anniversary.

In line with our commitment to bringing the finest music-making to Herefordshire, Hellensmusic 2023 welcomed an exceptional group of world-class musicians to perform and teach for a full week in May. Many of these professionals form the core team with whom we work almost every year, and they were the main performers during the week. We are honoured and proud to have their continued presence and commitment to our project.

In 2023, we welcomed: internationally renowned pianist and Hellensmusic co-founder Christian Blackshaw, Maya Iwabuchi (violin - Leader Royal Scottish National Orchestra), Máté Szücs (former First Solo Viola - Berlin Philharmonic), Matthew Hunt, one of Britain's leading clarinetists, Bruno Deleplaire (First Solo Cello - Berlin Philharmonic), and Julien Quentin, a French pianist who regularly appears in the best concert halls around the world

As special guests for the 10th anniversary edition, we hosted violinist Alena Baeva (internationally renowned soloist), viola player Vicki Powell (Principal Viola of the Royal Stockholm Philharmonic Orchestra), and one of our star alumni, Belgian violinist Nicolas Dupont. Additionally, we invited the celebrated Klezmer trio, Trio Dor, who opened the festival concert series at St Bartholomew's Church with an exceptional performance.

We hosted seven concerts over five days, organised at three different venues: the 16th-century Great Barn at Hellens (our main space), St Bartholomew's Church in Much Marcle, and The Walwyn Arms Pub in Much Marcle. Most of the concerts featured both senior musicians and students performing together, providing students with a unique opportunity to work closely with some of today's leading classical music performers.

The 10th anniversary was a real success for all senior musicians, music students, and the audiences. All concerts were sold out. We reintroduced two festival meals for audiences: a Saturday gala concert dinner and a BBQ lunch on Sunday, encouraging audiences to join us for longer periods and creating a strong sense of community festival.

On Saturday, 13th May, we held our Anniversary Gala Concert, which, for the first time, included a piano concerto (Chopin Piano Concerto No. 2 in F minor, Op. 21) with 19 musicians on stage. It was an unforgettable and moving evening for all performers involved and for the full-house audience.

The festival closed on Sunday, 15th May, with two final concerts featuring a chamber music programme and a selection of solo pieces, where the 12 masterclass students had the opportunity to showcase the work they developed during the week.

Each year, we aim to present a programme of excellence for the local and wider community, enriching the artistic creativity of the area. At the same time, we provide performing artists with an intimate and supportive platform, both formal and informal, for collaboration, allowing them to explore new ideas and ways of working together.

Masterclasses

Our aim is to create a rich and inspiring musical week for all participants, fostering an environment that stimulates the love and appreciation of music, and emphasises the importance of cross-connections and collaboration as vital components for the development of every musician. Beyond the masterclasses, students have the chance to engage with their tutors at meals and breaks and work hand in hand with them at rehearsals and performances. This provides a unique opportunity for informal learning, which sets Hellensmusic apart from other short courses.

In 2023, we welcomed 12 students from some of the best music colleges in the UK, the EU, and beyond. Over the seven days of their stay, they participated in a series of solo masterclasses, chamber music rehearsals, improvisation sessions, and main festival concerts with the performing musicians.

The application process for students to participate is conducted through an open call, communicated to all music colleges in the UK and advertised online on major classical music websites in the UK and Europe. Students are asked to submit recordings and CVs, which are reviewed by the tutors to select the final masterclass participants.

The participating colleges in 2023 were: Royal Academy of Music, Royal College of Music, Guildhall School of Music and Drama, Harvard Musical Association, Hochschule für Musik und Tanz - Köln, University of the Arts Berlin, Haute École de Musique de Genève, and the Barenboim-Said Akademie – Berlin. Applications were accepted for the following categories: piano, violin, viola, cello, oboe, bassoon and French horn.

The activities carried out throughout the week included:

Solo Masterclasses: three 60-minute one to one Masterclasses for each instrument.

Chamber music practice: Students rehearsed in chamber music ensembles together with their tutors to work on the repertoire for the main festival concert.

Improvisation sessions: Máté Szücs and the musicians from Trio Dor introduced students to the world of music improvisation. These sessions have become an essential part of the festival, proving to be an immensely inspiring experience for all involved.

Festival concerts: Since 2023, students have participated in all main festival concerts at Hellensmusic. This involvement allows them to collaborate closely with senior musicians throughout the week and experience performing alongside accomplished professionals.

Primary School Involvement

The 2023 festival week began with a special concert on Sunday, 7th May, featuring children from Bosbury Primary School. They showcased work developed since January in preparation for the festival. Led by experienced choir conductor and inspirational teacher Daniella Hathaway, this activity was based on the Kodály method—a practical, fun, and long-established approach to training the musical ear. Through singing games and rhymes, the children had the opportunity to sing both as a group and individually, exploring simple folk melodies from around the British Isles, as well as songs and rhymes from other English-speaking countries.

AUDIENCES AND AUDIENCE DEVELOPMENT

For the 2023 festival, we were fortunate to see a significant recovery in audience confidence, which had still been hesitant in the 2022 post-COVID event. Audiences were once again trusting and eager to attend, resulting in most of our concerts being sold out. This remarkable support made our 10th anniversary edition a resounding success.

As in pre-COVID times, audiences come mainly from the West Midlands, with a smaller percentage of people coming from Greater London and other parts of the UK.

It is our intention to increase the opportunities for engagement with the arts at all levels (including age, gender, race and social-economic classification) in the area. Since the beginning Hellensmusic has fulfilled its commitment to being accessible to the local community and we intend it to remain so. Our ticket prices are kept as low as possible and we offer free access for full-time students to all concerts. Audiences are also invited to attend some rehearsals and all masterclasses throughout the week for free.

One of our efforts in trying to reach a wider audience is our pub concert with the aim of taking classical music to a different context. This concert took place at the Walwyn Arms, our local pub. For this occasion, festival musicians performed a varied programme of classical pieces together with music from films, jazz, and arrangements from well-known pop songs. Our Pub Evening is now a popular event at Hellensmusic, an essential part of the festival, and the first concert in the programme to sell-out.

We also reinstated two festival meals for our audiences: a Saturday pre-concert dinner and a Sunday BBQ lunch in between concerts. These events encouraged attendees to stay for extended periods, thereby enhancing the sense of community within the festival.

MARKETING AND PUBLICITY

Hellensmusic employs a multi-layered approach to marketing and publicity that combines traditional offline marketing techniques and local advertising with digital elements such as social media and e-marketing. Our comprehensive marketing mix includes printed materials (posters and flyers), local advertising, social media, email marketing, word of mouth, listings, ticketing, and our website.

Printed Materials (Posters and Flyers): We target towns and businesses in Herefordshire, Worcestershire, Gloucestershire, and Monmouthshire, as well as villages and venues in between. Strategic events such as classical music concerts are also targeted. In addition to flyers, our team distributes posters for display in local shops, venues, and on message boards.

Local Advertising: A month before the Festival, banners are placed in strategic, high-visibility areas around Hellens (Much Marcle). We also secure advertising space in local magazines and newspapers.

Social Media: In addition to regular promotional activity on Facebook and Instagram, we place targeted advertising on these platforms in the lead-up to the Festival to ensure optimum delivery of our messages.

Email Marketing: We benefit from a strong email marketing list with a reach of over 4,000 households. Our regular newsletters achieve an open rate of 47%, which is well above average for such publications. Additionally, we have reciprocal marketing arrangements with The Courtyard (Hereford), Espresso Concerts, the Carducci Festival, and the Elgar Festival, among others, all of whom promote Hellensmusic to their mailing lists in the months leading up to the Festival.

Word of Mouth: With strong ties to the local community, Hellensmusic benefits from word-of-mouth marketing through a network of friends and partners who actively and passionately promote the Festival each year.

Listings: Hellensmusic is featured in listings such as Concert Diary, What's On, The List, Visit Heart of England, and Eat Sleep Live Herefordshire, as well as the concert listings in The Hereford Times and associated publications.

Ticketing: We operate our own ticketing system through the online box office TicketSource. This allows us to maintain full control of sales and gather important data from our audiences to enhance our marketing efforts.

Website: We sell tickets and receive donations directly through the festival's official website. The website provides information about current and previous editions of the Festival, our Masterclass course for UK and international students, and includes a section for press and FAQs.

Public Relations: PR for Hellensmusic is managed at both regional and national levels. The team liaises with local and regional newspapers, as well as BBC Hereford and Worcester radio. PR efforts are also extended to the music education community, aiming to strengthen relationships and promote Hellensmusic's education programmes in the future.

FUNDRAISING

Hellensmusic strongly relies upon funding and donations for the organisation and delivery of its activities every year.

We have a Regular Supporters Programme, which started in 2018. This is a three-tier programme that allows people to become friends, patrons or benefactors of Hellensmusic for an annual fee. The programme currently has 55 supporters.

None of the Hellensmusic activities could have been achieved without the invaluable and generous support of the Pennington-Mellor-Munthe Charitable Trust which provides the space for the presentation of our activities at Hellens, together with considerable work delivered by members of the Hellens' team before, during and after our events.

VISION AND GOALS FOR 2025

Looking ahead to our 2025 edition, we aim to elevate Hellensmusic Festival and Chamber Music Course to a more prominent position on both the national and international classical music agenda. Our goal is to be recognised as a leading event among small classical music festivals and music courses.

We are confident in our line-up of artists, who are some of the leading professionals in the field today, and we pride ourselves on delivering high-quality artistic events and an outstanding masterclass course that provides a life-changing experience for most of the students involved. Feedback from our 2024 students consistently rates Hellensmusic 10/10, highlighting the invaluable and unforgettable experiences for both participating students and senior artists.

To achieve our goals, we will focus on the following areas:

Enhanced Media Presence: For 2024, we aim to secure a key media partner who can ensure coverage in respected publications and platforms. This will increase our visibility and attract a broader audience.

Strengthening Partnerships: We will continue to build and strengthen partnerships with other festivals, music schools, and cultural institutions, not only in the UK but across Europe, focusing on collaboration with key players in the classical music scene.

By implementing these strategies, we are confident that Hellensmusic will become a reference point in the classical music calendar, known for its excellence and innovative approach to music education and performance.

FINANCIAL REVIEW

In the following review of our financial performance during the year ended 31 July 2023 the corresponding figures for the previous period appear in brackets, in order to enable a comparison to be made between the two sets of figures.

Total income generated during the year amounted to £104,821 (2022: £32,300), details of which are presented in the following section of this report.

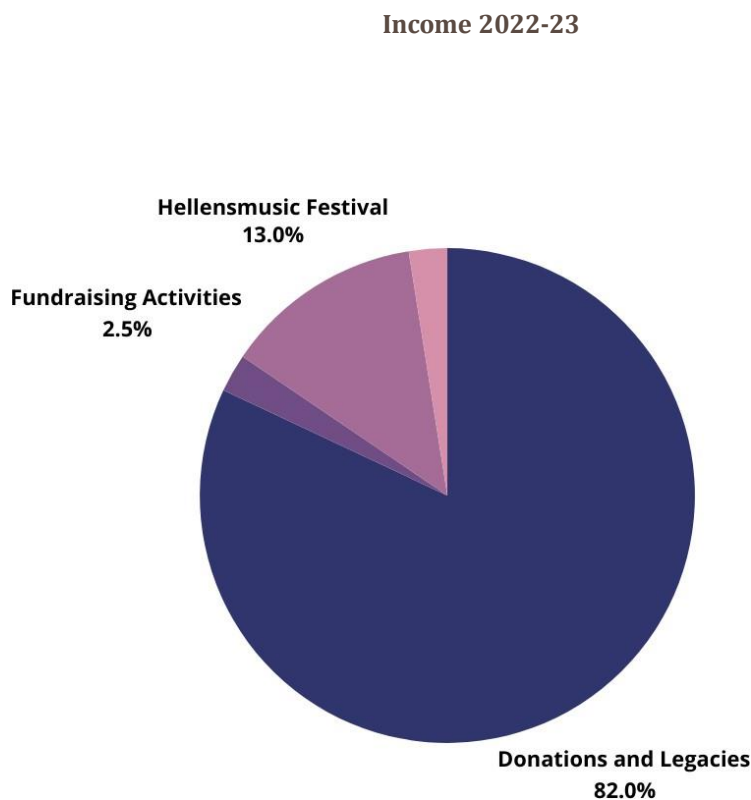
During the same period costs were incurred of £65,808 (2022: £59,500) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was to generate an operating surplus of £39,013 (2022: deficit of £27,200).

INCOME – Where the money came from

The total income for the period of £104,821 (2022: £32,300) was generated by the following activities (figures in brackets show % share of total income):

- £86,345 (82%) - Donations and Legacies
- £18,476 (18%) - Charitable Activities, consisting of:
 - £2,339 (2.5%) - Fundraising & Advertising activities
 - £13,762 (13.0%) - Hellensmusic Festival
 - £2,375 (2.5%) - Student fees (from those attending Masterclasses).

These are presented in the chart below:

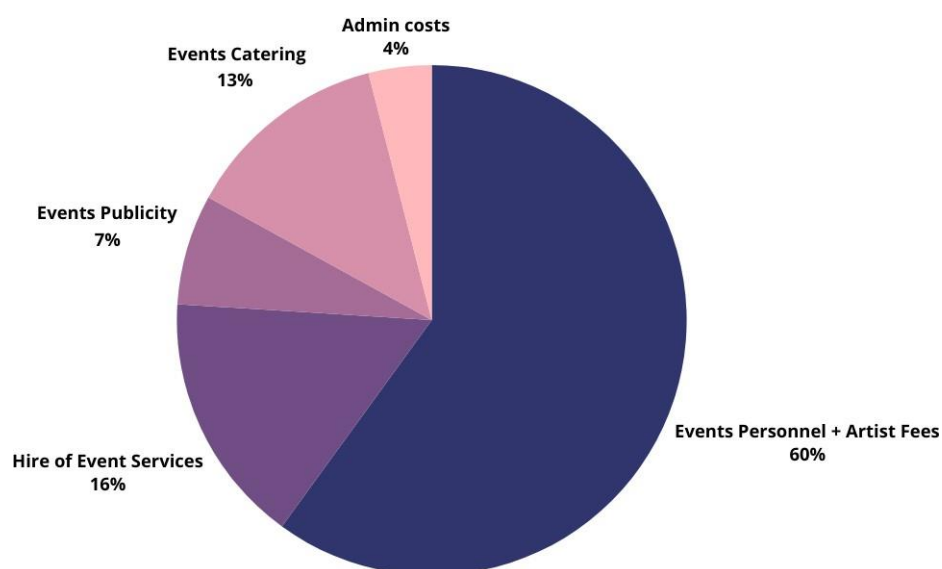


EXPENDITURE – How the money was spent

Our total costs of £65,808 (2022: £59,500), all of which were incurred in carrying out our Charitable Activities, have been broken down in the following way (figures in brackets show % share of total expenditure):

- £63,262 (96%) on Events-related expenditure, consisting of:
 - £39,685 (60%) - Events Personnel
 - £10,406 (16%) - Hire of Events Services & Other Materials
 - £4,546 (7%) - Events Publicity
 - £8,625 (13%) - Events Catering
- £2,546 (4%) on Admin costs

These are shown in the chart below:



Expenditure 2022-23

The above details of our income and expenditure are presented in the Statement of Financial Activities (SoFA) for the period on page 16 of this report. The SoFA is more of a 'narrative' of the financial activities during the period, whilst the Balance Sheet, which can be found on page 17, provides more of a 'snapshot' of the charity's financial position as at the end of its financial year on 31 July 2023.

BALANCE SHEET – How we ended the period

The balance sheet shows that as at 31 July 2023, the charity had current assets of £54,264 (2022: £14,217) in the form of cash, and current liabilities of £1,734 (2022: £700), consisting of various accrued expenses and other creditors.

This has left a net surplus of £52,530 (2022: £13,517) which is represented as a positive balance in the General Fund in the charity's reserves.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities requires the Trustees to prepare financial statements for each financial year or period which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing the financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the method and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the on-going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust governing documents. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



.....
Adam Munthe
Trustee

Date:.....20th May 2024

INDEPENDENT EXAMINERS' REPORT TO THE TRUSTEES OF THE HELLENSMUSIC

I report to the charity trustees on my examination of the accounts of Hellensmusic (the Charity) for the year ended 31 July 2023.

Respective responsibilities of Trustees and examiner

As the Trustees of the Charity 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 Charity's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145 (5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Charity as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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 confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.



Susan Barnwell
Much Marcle
Herefordshire

Date: 24 May 2024

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 JULY 2023

	Notes	2023 £	2022 £
INCOME AND ENDOWMENTS			
Donations and legacies		86,345	11,958
Charitable activities		<u>18,476</u>	<u>20,342</u>
Total Income		104,821	32,300
EXPENDITURE			
Charitable activities	3	<u>65,808</u>	<u>59,500</u>
NET INCOME/ (EXPENDITURE)		<u>39,013</u>	<u>(27,200)</u>
RECONCILIATION OF FUNDS			
Total funds brought forward		<u>13,517</u>	<u>40,717</u>
TOTAL FUNDS CARRIED FORWARD		<u>52,530</u>	<u>13,517</u>

CONTINUING OPERATIONS

All income and expenditure have arisen from continuing activities.

BALANCE SHEET AT 31 JULY 2023

	Notes	2023 £	2022 £
CURRENT ASSETS			
Cash at bank		<u>54,264</u>	<u>14,217</u>
		54,264	14,217
CREDITORS			
Amounts falling due within one year	5	<u>(1,734)</u>	<u>(700)</u>
NET CURRENT ASSETS		<u>52,530</u>	<u>13,517</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>52,530</u>	<u>13,517</u>
FUNDS			
Unrestricted funds	6	<u>52,530</u>	<u>13,517</u>
TOTAL FUNDS		<u>52,530</u>	<u>13,517</u>

The financial statements were approved by the Board of Trustees on 20th May. 2024 and were signed on its behalf by:



.....
Adam Munthe -Trustee

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JULY 2023

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The charity does not currently receive any restricted funds, and all figures in the financial statements therefore relate to unrestricted funding.

2. TRUSTEES' REMUNERATION AND BENEFITS

There was no Trustees' remuneration or other benefits, nor were any Trustees' expenses paid during the period.

3.	STAFF COSTS	2023	2022
		£	£
Staff costs		<u>39,685</u>	<u>44,079</u>

These consisted of payments to events personnel who assisted in preparing and delivering activities during the Festival. This figure also includes performance fees for all the participating artists at the event.

4. DEBTORS

There were no debtors as at 31 July 2023.

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Accruals	500	700
Other creditors	<u>1,234</u>	<u>-</u>
TOTAL CREDITORS	<u>1,734</u>	<u>700</u>

6. MOVEMENT IN FUNDS

	At 1 August 2022	Net movement in funds	At 31 July 2023
	£	£	£
Unrestricted funds			
General fund	13,517	39,013	52,530

Net movement in funds included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	<u>104,821</u>	<u>65,808</u>	<u>39,013</u>
TOTAL FUNDS	<u>104,821</u>	<u>65,808</u>	<u>39,013</u>

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 July 2023.

HELLENSMUSIC

England & Wales - Charity number 1167396

Accounts



HELLENISMUSIC 2022

ANNUAL REPORT
FOR THE PERIOD ENDED
31 JULY 2022



CONTENTS

4	Reference and Administrative Details
5	Trustees' Report
5	Objectives & Activities
	Introduction
	Our Mission
	Objectives
	Activities
7	Achievements and Performance
7	Hellensmusic 2022
9	Audiences
10	Marketing and Publicity
11	Fundraising
12	Financial Review
14	Statement of Trustees' Responsibilities
15	Independent Examiner's Report
16	Statement of Financial Activities
17	Balance Sheet
18	Notes to the Financial Statements

REFERENCE AND ADMINISTRATIVE DETAILS

Principal address	5 Earls Walk London W8 6EP
Telephone	0207 937 0415
Website	www.hellensmusic.com
Registered Charity number	1167396
Bankers	HSBC plc 94 Kensington High Street London W8 4SH
Trustees	Adam Munthe (Chair) Amanda Salmon Theresa Tollemache
Secretary	Josephine Sheridan
Independent Examiner	John Thacker FCA DChA Chariot House Limited 44 Grand Parade Brighton BN2 9QA

TRUSTEES' REPORT FOR THE YEAR ENDED 31 JULY 2022

The Trustees present their report with the unaudited financial statements for the period ended 31 July 2022. The Trustees have adopted the provisions of Accounting and Reporting by Charities Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2019.

OBJECTIVES AND ACTIVITIES

INTRODUCTION

Hellensmusic is a registered charity whose objectives are to promote the arts and advance education in the arts, particularly in music, through a number of different media and activities, including the provision of musical seminars, classes, workshops, performances and festivals.

It fulfils these objectives principally, but not exclusively, through the organisation of a music Festival which takes place every spring at Hellens Manor in Much Marcle, Herefordshire. The event gathers some of the world's finest musicians together to work, and to explore ideas in a unique setting; provides talented music students with the opportunity of learning from world-class professional musicians; and brings great music to a sometimes forgotten corner of England, inspiring local audiences, both children and adults, to a greater understanding and appreciation of music.

Hellensmusic has a strong focus on music education and training for the young. During the Festival week, the performing musicians deliver a series of Masterclasses to talented students from the UK and abroad who are already attending music colleges of the highest standards. Participating students have the chance to learn from renowned professionals coming from some of the best orchestras and ensembles in the world.

At the heart of what we do is a belief that music has the power to transcend barriers and to develop capacities and character. Human quality is critically important to us, and we profoundly believe that the greatest music is made by the greatest human beings.

Hellensmusic started in 2013 as a small private initiative and has been growing steadily ever since. In June 2016 it was registered as an independent Charitable Incorporated Organisation (CIO) in its own right.

OUR MISSION

To be a hub for the exploration and creation of music that brings together world-class musicians and future music professionals, to produce the highest quality music for the enjoyment of all; engaging local and wider audiences, and offering unique opportunities for music education for children and young people.

OUR OBJECTIVES

All of our activities are driven and inspired by the following core objectives:

1. **To create opportunities** for world-class musicians to collaborate outside the concert circuit and explore new ideas.
2. **To provide a platform** for students from the best music schools and colleges in the UK and abroad to learn from leading experts.
3. **To motivate and inspire** local children to love and live music through multiple opportunities of participation and engagement.
4. **To offer** local audiences exceptional music in a beautiful environment.

OUR ACTIVITIES

In order to accomplish these objectives, Hellensmusic normally provides and supports a number of events and activities during the festival week and throughout the year that include:

1. A series of evening concerts that take place at Hellens, and at other nearby venues during the Festival and throughout the year, at which world-class musicians are invited to perform and work together during their stay.
2. Individual and chamber music Masterclasses, with a variety of instruments to music students of all ages, both local and from some of the best music colleges in Britain and abroad.
3. A dedicated music education programme involving local primary schools that takes place throughout the year, and offers performances during the festival period.
4. In addition to the main concerts, some Masterclasses and rehearsals are also open to the public. The Festival also offers pre-concert suppers at the house so that audiences can come and enjoy the venue, and feel part of the joyful atmosphere of the event.

ACHIEVEMENTS AND PERFORMANCE

HELLENSMUSIC 2022

The exceptional circumstances posed by the COVID-19 pandemic in 2020 and 2021 seriously affected the charity's activities. In 2020, we saw ourselves forced to cancel the delivery of Hellensmusic Festival and all the activities that are normally associated with it, including all concerts, Masterclasses and our children's education programme with the local schools. The context of uncertainty was such that it was decided to fully postpone the event until conditions were appropriate to plan the festival again.

The 2020-21 season also proved difficult for the production of the annual festival, and it therefore had to be drastically adapted and reduced. International travel regulations made it impossible for our international musicians and students to attend. It was therefore decided to organise a much-reduced version of our Masterclass Course, which was closed to the public and arranged only for students and teachers based in the UK. The event took place from 11th to 16th May 2021 at Hellens Manor with all health regulations in place in order to deliver a safe working environment for all participants involved.

The year 2022 saw the full return of our festival in the same format that it had before the COVID pandemic. Following our commitment to bring the finest music-making to Herefordshire, Hellensmusic welcomed an exceptional group of world-class musicians to perform and teach for a full week in May. Most of these professionals form the core team with whom we work almost every year, and are the main performers during the week. We are honoured and proud to have their continued presence and commitment to our project.

In 2022 we welcomed: internationally renowned pianist Christian Blackshaw, Maya Iwabuchi (violin - Leader Royal Scottish National Orchestra), Máté Szücs (First solo viola - Berlin Philharmonic), Matthew Hunt - one of Britain's leading clarinetists, and Julien Quentin, French pianist who regularly appears in the best concert halls around the world.

In addition, we welcomed Alice Neary (Principal Cello of the BBC National Orchestra of Wales) and Agnes Langer (Solo violinist and leading member of the Mainzer Virtuosi Chamber Orchestra).

As in previous years, we hosted 7 concerts in 5 days that were organised at three different venues: the 16th century Great Barn at Hellens (our main space), St Bartholomew's Church in Much Marcle, and The Walwyn Arms Pub in Much Marcle.

The festival closed on Sunday May 15th with two final concerts performed by the 12 Masterclass students who worked intensively during the week with the professionals. Students played solo pieces and chamber music in five different ensembles together with their tutors.

Every year, we aim to present a programme of excellence for the local and wider community which enriches the artistic creativity of the area, whilst at the same time providing the performing artists with an intimate and supportive platform, both formal and informal, for collaboration, where they can find time to explore new ideas and ways of working together.

Masterclasses

Our aim is to create a rich and inspiring musical week for all participants involved, an environment that stimulates the love and appreciation of music, and highlights the importance of cross-connections and collaboration as a vital component for the development of every musician.

Everyone stays at Hellens, sharing meals and leisure time together. In addition to their individual lessons, students perform with their teachers in chamber music ensembles, and are invited every day to listen to their tutors' rehearsals and performances. This provides a unique opportunity for informal learning, which sets Hellensmusic apart from other short-term music courses.

In 2022 we received 12 students coming from some of the best music colleges in the UK and other countries in Europe. Over the six days of their stay, they received a series of solo Masterclasses, chamber music classes and improvisation sessions with the performing musicians.

The application process for students to participate is done through an open call that is communicated to all music colleges in the UK, as well as advertised online in some of the main classical music websites for these purposes. Students are asked to submit recordings and CVs, which are later reviewed by the tutors to select the final masterclass participants.

Participating colleges in 2022 were: Royal Academy of Music, Royal College of Music, Guildhall School of Music and Drama, Royal Conservatoire of Scotland, *Hochschule für Musik "Franz Liszt"* Weimar, *Musik-Akademie* Basel, and the Royal Conservatoire The Hague. Applications were accepted for the following categories: piano, violin, viola, cello and clarinet.

The activities carried out throughout the week included:

Solo Masterclasses: three 60-minute one to one Masterclasses for each instrument.

Chamber music classes: Students were divided into five ensembles where they rehearsed with their tutors to work on the repertoire for the final concerts.

Improvisation sessions: Máté Szücs introduced students to the world of music improvisation. These sessions have now become an essential part of the festival - they have proved to be an immensely inspiring experience for all involved.

Final concerts: Students performed either solos, or in a chamber group together with their tutors at the Festival's closing concert on Sunday 15th May.

Some comments from our Masterclass students 2022:

"Absolutely incredible. I've never in my life experienced such a life-changing and inspiring week of sharing and making music. The manor and grounds are amazing, and absolutely perfect place for these masterclasses. It feels too good to be true.... I loved the lessons, loved spontaneously playing chamber music with the rest of the gang, as well as the teachers. Loved the concerts, the atmosphere, the place, the people."

"AMAZING! I have learned so much more than I would in a normal summer course. It is so refreshing to have the opportunity to speak and play with working professionals".

"It was a great opportunity to spend time with such incredible musicians and people, and to be able to do that in such a beautiful place, away from the crazy everyday city life. I have learned a lot through the masterclasses (both playing and listening to others), through the professors' concerts, and generally through conversations and music-making".

AUDIENCES AND AUDIENCE DEVELOPMENT

The return of Hellensmusic Festival in its full format allowed us to restart our audience work that was seriously affected by 2 years of break due to the COVID 19 pandemic. In May 2022 audiences were still hesitant about attending live music events in closed venues - especially our audiences who belong mainly to the 45-64 year-old group. This had a clear impact on our marketing efforts and was reflected in ticket sales which were lower than in pre-COVID years. Nevertheless, we had a good turn-out of people throughout the festival in each of the concerts with a total audience number of 524.

Audiences come mainly from the West Midlands, with a smaller percentage of people coming from Greater London and other parts of the UK.

It is our intention to increase the opportunities for engagement with the arts at all levels (including age, gender, race and social-economic classification) in the area. Since the beginning Hellensmusic has fulfilled its commitment to being accessible to the local community and we intend it to remain so. Our ticket prices are kept as low as possible and we offer free access for full-time students to all concerts. Audiences are also invited to attend some rehearsals and all masterclasses throughout the week for free.

One of our efforts in trying to reach a wider audience is our pub concert with the aim of taking classical music to a different context. This concert took place at the Walwyn Arms, our local pub. For this occasion, festival musicians performed a varied programme of classical pieces together with music from films, jazz, and arrangements from well-known pop songs. Our Pub Evening is now a popular event at Hellensmusic, an essential part of the festival, and the first concert in the programme to sell-out.

MARKETING AND PUBLICITY

Hellensmusic normally has a multi-layered approach to marketing and publicity that combines traditional techniques of off-line marketing and local advertising with the digital elements of social media and e-marketing. Our marketing mix includes: printed materials (posters and flyers), local advertising, social media, email marketing, word of mouth, listings, ticketing, and our website.

Printed materials (posters and flyers): We target towns and businesses in Herefordshire, Worcestershire, Gloucestershire and Monmouthshire, plus villages and venues in-between. Strategic events such as classical music concerts are also targeted. In addition to the use of flyers the team also distributes posters for display in local shops, venues and message boards.

Local advertising: A month before the Festival, banners are placed in strategic, high-visibility areas around Hellens (Much Marcle). We also secure advertising space in local magazines and newspapers.

Social media: In addition to regular promotional activity on Facebook and Instagram, we place targeted advertising on these platforms in the lead-up to the Festival to ensure optimum delivery of our messages.

Email marketing: We benefit from having a strong email marketing list with a reach of over 3,800 households. Our regular newsletters are opened by some 47% of recipients, which is well above the average figure for such publications. In addition to this, we have reciprocal marketing arrangements in place with The Courtyard (Hereford), Espresso Concerts, the Carducci Festival and Elgar Festival, among others, all of whom promote Hellensmusic in their mailing lists in the months leading to the Festival.

Word of mouth: Having strong ties with the local community, Hellensmusic also benefits from word-of-mouth marketing through a network of friends and partners who actively and passionately promote the Festival year after year.

Listings: Hellensmusic is featured in listings such as Concert Diary, What's On, The List, Visit Heart of England and Eat Sleep Live Herefordshire, plus the concerts listing in The Hereford Times and associated publications.

Ticketing: We run our own ticketing system through the online box office TicketSource. This allows us to be in full control of sales as well as gather important data from our audiences to improve our marketing efforts. In 2022, we also sold tickets through The Courtyard Theatre, benefiting from their communication channels.

Website: We sell tickets and receive donations directly on the festival's official page. The website offers information about current and previous editions of the Festival, our Masterclass course for UK and international students, as well as a section for press and FAQs.

PR for Hellensmusic is done both at regional and national levels. The team liaises with local and regional newspapers, together with BBC Hereford and Worcestershire radio, securing 5 to 10 articles for each edition of the Festival and a live radio interview with our Chairman. PR efforts are also extended to the music education community (colleges as well as local schools), with a view to strengthening relationships and promoting Hellensmusic's education programmes in the future.

FUNDRAISING

Hellensmusic strongly relies upon funding and donations for the organisation and delivery of its activities every year.

We have a Regular Supporters Programme, which started in 2018. This is a three-tier programme that allows people to become friends, patrons or benefactors of Hellensmusic for an annual fee. The programme currently has 55 supporters.

None of the Hellensmusic activities could have been achieved without the invaluable and generous support of the Pennington-Mellor-Munthe Charitable Trust which provides the space for the presentation of our activities at Hellens, together with considerable work delivered by members of the Hellens' team before, during and after our events.

FINANCIAL REVIEW

In the following review of our financial performance during the year ended 31 July 2022 the corresponding figures for the previous period appear in brackets, in order to enable a comparison to be made between the two sets of figures.

Total income generated during the year amounted to £32,300 (2021: £18,130), details of which are presented in the following section of this report.

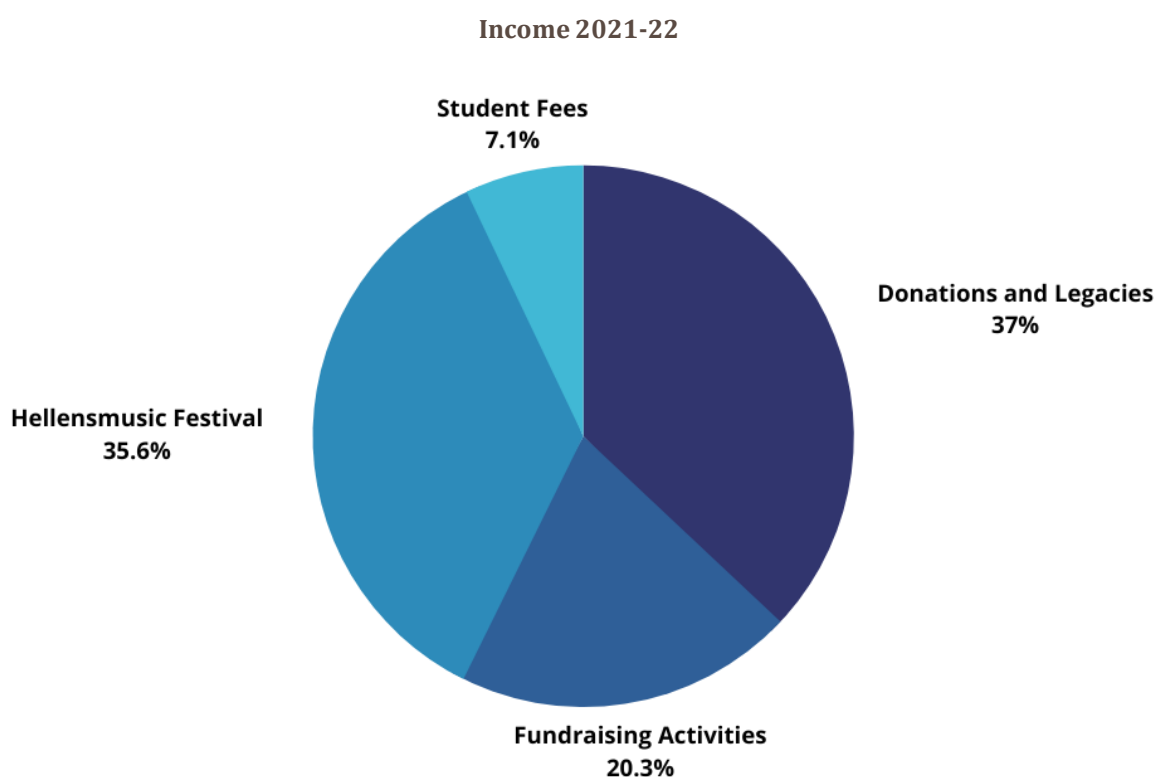
During the same period costs were incurred of £59,500 (2021: £34,579) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was to generate an operating deficit of £27,200 (2021: deficit of £16,449).

INCOME – Where the money came from

The total income for the period of £32,300 (2021: £18,130) was generated by the following activities (figures in brackets show % share of total income):

- £11,958 (37%) - Donations and Legacies
- £20,342 (63%) - Charitable Activities, consisting of:
 - £6,543 (20.3%) - Fundraising activities
 - £11,502 (35.6%) - Hellensmusic Festival
 - £2,297 (7.1%) - Student fees (from those attending Masterclasses).

These are presented in the chart below:

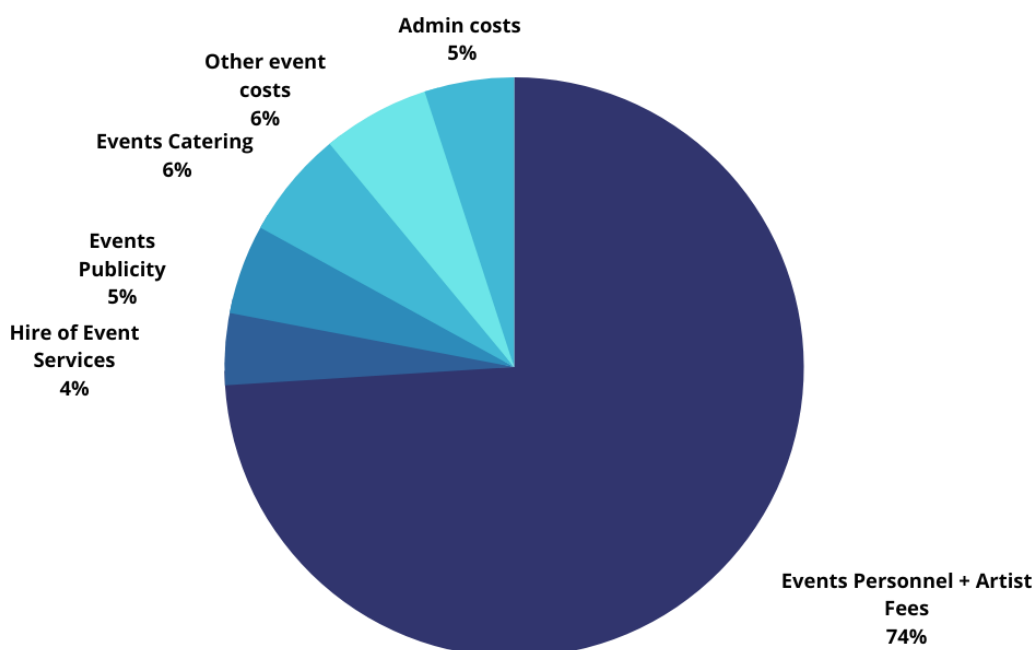


EXPENDITURE – How the money was spent

Our total costs of £59,500 (2021: £34,579), all of which were incurred in carrying out our Charitable Activities, have been broken down in the following way (figures in brackets show % share of total expenditure):

- £56,354 (95%) on Events-related expenditure, consisting of:
 - £44,079 (74%) - Events Personnel
 - £2,702 (4%) - Hire of Events Services
 - £2,853 (5%) - Events Publicity
 - £3,185 (6%) - Events Catering
 - £3,535 (6%) - Other Events Materials
- £3,146 (5%) on Admin costs

These are shown in the chart below:



Expenditure 2021-22

The above details of our income and expenditure are presented in the Statement of Financial Activities (SoFA) for the period on page 20 of this report. The SoFA is more of a 'narrative' of the financial activities during the period, whilst the Balance Sheet, which can be found on page 21, provides more of a 'snapshot' of the charity's financial position as at the end of its financial year on 31 July 2022.

BALANCE SHEET – How we ended the period

The balance sheet shows that as at 31 July 2022, the charity had current assets of £14,217 (2021: £43,917) in the form of cash, and current liabilities of £700 (2021: £3,200), consisting of various accrued expenses and other creditors.

This has left a net surplus of £13,517 (2021: £40,717) which is represented as a positive balance in the General Fund in the charity's reserves. This reduction of £27,200 in the Fund's surplus represents the challenges which the charity has had to face in the last year, in spite of the efforts we have made to maintain our fund-raising activities and to minimise the impact on our reserves for future years.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities requires the Trustees to prepare financial statements for each financial year or period which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing the financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the method and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the on-going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust governing documents. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



.....
Adam Munthe
Trustee

Date: 2023

INDEPENDENT EXAMINERS' REPORT TO THE TRUSTEES OF THE HELLENSMUSIC

I report to the charity trustees on my examination of the accounts of Hellensmusic (the Charity) for the year ended 31 July 2022.

Respective responsibilities of Trustees and examiner

As the Trustees of the Charity 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 Charity's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145 (5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Charity as required by Section 130 of the ; or
2. the accounts do not accord with those records; or
3. the accounts do 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 confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.

John Thacker FCA DChA
Chariot House Limited
44 Grand Parade
Brighton
East Sussex BN2 9QA

Date: 2023

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 JULY 2022

	Notes	2022 £	2021 £
INCOME AND ENDOWMENTS			
Donations and legacies		11,958	13,374
Charitable activities		<u>20,342</u>	<u>4,756</u>
Total income		32,300	18,130
EXPENDITURE			
Charitable activities	3	<u>59,500</u>	<u>34,579</u>
NET INCOME/ (EXPENDITURE)		<u>(27,200)</u>	<u>(16,449)</u>
RECONCILIATION OF FUNDS			
Total funds brought forward		<u>40,717</u>	<u>57,166</u>
TOTAL FUNDS CARRIED FORWARD		<u>13,517</u>	<u>40,717</u>

CONTINUING OPERATIONS

All income and expenditure have arisen from continuing activities.

BALANCE SHEET
AT 31 JULY 2022

	Notes	2022 £	2021 £
CURRENT ASSETS			
Cash at bank		<u>14,217</u>	<u>43,917</u>
		14,217	43,917
CREDITORS			
Amounts falling due within one year	5	<u>(700)</u>	<u>(3,200)</u>
NET CURRENT ASSETS		<u>13,517</u>	<u>40,717</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>13,517</u>	<u>40,717</u>
FUNDS			
Unrestricted funds	6	<u>13,517</u>	<u>40,717</u>
TOTAL FUNDS		<u>13,517</u>	<u>40,717</u>

The financial statements were approved by the Board of Trustees on 2023 and were signed on its behalf by:



.....
Adam Munthe -Trustee

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JULY 2022

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The charity does not currently receive any restricted funds, and all figures in the financial statements therefore relate to unrestricted funding.

2. TRUSTEES' REMUNERATION AND BENEFITS

There was no Trustees' remuneration or other benefits, nor were any Trustees' expenses paid during the period.

3. STAFF COSTS	2022	2021
	£	£
Staff costs	<u>44,079</u>	<u>19,136</u>

These consisted of payments to events personnel and staff from Hellens Manor who assisted in preparing and delivering activities during the Festival. This figure also includes performance fees for all the participating artists at the event.

4. DEBTORS

There were no debtors as at 31 July 2022.

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Accruals	700	3,200
Other creditors	-	-
TOTAL CREDITORS	<u>700</u>	<u>3,200</u>

6. MOVEMENT IN FUNDS

	At 1 August 2021	Net movement in funds	At 31 July 2022
	£	£	£
Unrestricted funds			
General fund	40,717	(27,200)	13,517

Net movement in funds included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	<u>32,300</u>	<u>59,500</u>	<u>(27,200)</u>
TOTAL FUNDS	<u>32,300</u>	<u>59,500</u>	<u>(27,200)</u>

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 July 2022.

HELLENSMUSIC

England & Wales - Charity number 1167396

Accounts



HELLENISMUSIC

2021

ANNUAL REPORT
FOR THE PERIOD ENDED
31 JULY 2021



CONTENTS

4	Reference and Administrative Details
5	Trustees' Report
5	Objectives & Activities
	Introduction
	Our Mission
	Objectives
	Activities
7	Achievements and Performance
7	Hellensmusic 2021
7	Audiences
8	Marketing and Publicity
8	Fundraising
9	Impact of Covid-19 and the Future of Hellensmusic
10	Financial Review
12	Statement of Trustees' Responsibilities
13	Independent Examiner's Report
14	Statement of Financial Activities
15	Balance Sheet
16	Notes to the Financial Statements

REFERENCE AND ADMINISTRATIVE DETAILS

Principal address	5 Earls Walk London W8 6EP
Telephone	0207 937 0415
Website	www.hellensmusic.com
Registered Charity number	1167396
Bankers	HSBC plc 94 Kensington High Street London W8 4SH
Trustees	Adam Munthe (Chair) John Brain (resigned 15 th September 2020) Amanda Salmon (appointed 15 th September 2020) Theresa Tollemache
Secretary	Josephine Sheridan
Independent Examiner	John Thacker FCA DChA Chariot House Limited 44 Grand Parade Brighton BN2 9QA

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 JULY 2021

The Trustees present their report with the unaudited financial statements for the period ended 31 July 2021. The Trustees have adopted the provisions of Accounting and Reporting by Charities Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2019.

OBJECTIVES AND ACTIVITIES

INTRODUCTION

Hellensmusic is a registered charity whose objectives are to promote the arts and advance education in the arts, particularly in music, through a number of different media and activities, including the provision of musical seminars, classes, workshops, performances and festivals.

It fulfils these objectives principally, but not exclusively, through the organisation of a music Festival which normally takes place every spring at Hellens Manor in Much Marcle, Herefordshire. The event usually gathers some of the world's finest musicians together to work, and to explore ideas in a unique setting; provides talented music students with the opportunity of learning from world-class professional musicians; and brings great music to a sometimes forgotten corner of England, inspiring local audiences, both children and adults, to a greater understanding and appreciation of music.

Hellensmusic has a strong focus on music education and training for the young. During the Festival week, the performing musicians deliver a series of Masterclasses to talented students from the UK and abroad who are already attending music colleges of the highest standards. Participating students have the chance to learn from renowned professionals coming from some of the best orchestras and ensembles in the world.

At the heart of what we do is a belief that music has the power to transcend barriers and to develop capacities and character. Human quality is critically important to us, and we profoundly believe that the greatest music is made by the greatest human beings.

Hellensmusic started in 2013 as a small private initiative and has been growing steadily ever since. In June 2016 it was registered as an independent Charitable Incorporated Organisation (CIO) in its own right.

OUR MISSION

To be a hub for the exploration and creation of music that brings together world-class musicians and future music professionals, to produce the highest quality music for the enjoyment of all; engaging local and wider audiences, and offering unique opportunities for music education for children and young people.

OUR OBJECTIVES

All of our activities are driven and inspired by the following core objectives:

1. **To create opportunities** for world-class musicians to collaborate outside the concert circuit and explore new ideas.
2. **To provide a platform** for students from the best music schools and colleges in the UK and abroad to learn from leading experts.
3. **To motivate and inspire** local children to love and live music through multiple opportunities of participation and engagement.
4. **To offer** local audiences exceptional music in a beautiful environment.

OUR ACTIVITIES

In order to accomplish these objectives, Hellensmusic normally provides and supports a number of events and activities during the festival week and throughout the year that include:

1. A series of **evening concerts** that take place at Hellens, and at other nearby venues during the Festival and throughout the year, at which world-class musicians are invited to perform and work together during their stay.
2. Individual and chamber music Masterclasses, with a variety of instruments to music students of all ages, both local and from some of the best music colleges in Britain and abroad.
3. A dedicated music education programme involving local primary schools that takes place throughout the year, and offers performances during the festival period.
4. In addition to the main concerts, some Masterclasses and rehearsals are also open to the public. The Festival also offers pre-concert suppers at the house so that audiences can come and enjoy the venue, and feel part of the joyful atmosphere of the event.

ACHIEVEMENTS AND PERFORMANCE

HELLENSMUSIC 2021

The exceptional circumstances posed by the COVID-19 pandemic in 2020 and 2021 seriously affected the charity's activities. In 2020, we saw ourselves forced to cancel the delivery of Hellensmusic Festival and all the activities that are normally associated with it, including all concerts, Masterclasses and our children's education programme with the local schools. The context of uncertainty was such that it was decided to fully postpone the event until conditions were appropriate to plan the festival again.

The 2020-21 season also proved difficult for the production of the annual festival, and it therefore had to be drastically adapted and reduced. International travel regulations made it impossible for our international musicians and students to attend.

It was therefore decided to organise a much-reduced version of our Masterclass Course, which was closed to the public and arranged only for students and teachers based in the UK. The event took place from 11th to 16th May 2021 at Hellens Manor with all health regulations in place in order to deliver a safe working environment for all participants involved.

The team of tutors for the week were recognised musicians from the UK classical music scene: Tom Poster, (piano), Maya Iwabuchi (violin), Laura Samuel (violin), Lawrence Power (viola) and Alice Neary (cello). They taught chamber and solo masterclasses to eight students from some of the best music colleges in the UK.

The week of work was focused on chamber music masterclasses where students and professors played together. There was also time for one-to-one masterclasses for each of the students involved. The week finished with a final performance closed to the public. The reduced version of our masterclass course was a success, with all participants very grateful for the opportunity. Some of the students' feedback can be read below:

"This week was very inspiring - working with chamber music with world-class musicians have been a dream. It gave me so much motivation to work harder and do more chamber music".

"[I gained] lots more confidence performing - especially after the lockdown period. And a fresh perspective on my musical goals. It was fantastic to receive guidance from such phenomenal musicians and people".

AUDIENCES AND AUDIENCE DEVELOPMENT

Due to the impossibility of hosting an open to the public edition of our festival and masterclass course, our work with our audiences was reduced. Nevertheless, we kept communicating and informing our audiences about our activities through our regular communication channels.

Year 2022 will see the return of Hellensmusic Festival and it will allow us to continue our audience work.

MARKETING AND PUBLICITY

Hellensmusic normally has a multi-layered approach to marketing and publicity that combines traditional techniques of off-line marketing and local advertising with the digital elements of social media and e-marketing. Our marketing mix includes: printed materials (posters and flyers), local advertising, social media, email marketing, word of mouth, listings, ticketing, and our website.

Due to the decision of keeping the Hellensmusic closed to the public, our marketing/promotion efforts for 2021 were mainly focused in promoting our masterclass course with Colleges and Music Schools in the UK, as well as our March fundraiser.

FUNDRAISING

Hellensmusic strongly relies upon funding and donations for the organisation and delivery of its activities every year.

Since the start of the covid-19 pandemic in 2020, the charity had to make significant changes to the ways of working and fundraising. The charity normally hosts two fundraising concerts during the year that contribute to support the delivery of the May festival through donations and through subscription to our Supporters Programme. However, the impossibility to host concerts with a live audience made it impossible to host our events during the year 2021.

In looking for alternatives to fundraise, on March 2021 we organised an online event with the aim of maintaining our presence, supporting musicians, and reaching regular and new audiences. We invited four musicians to perform at Hellens and hired an experienced team of filmmakers and online streaming professionals to help create a special and intimate online concert. Performing musicians were Maya Iwabuchi (violin), Matthew Hunt (clarinet), Christian Blackshaw (piano) and Huw Watkins (piano). Tickets were sold online, with an international audience from over 10 countries and great feedback from the attendees. The event was a success and a good way to keep our presence in times of no physical events.

On addition to our online funding efforts, Hellensmusic counts with a Regular Supporters Programme, started in 2018. This is a three-tier programme that allows people to become friends, patrons or benefactors of Hellensmusic for an annual fee.

None of the Hellensmusic activities could have been achieved without the invaluable and generous support of the Pennington-Mellor-Munthe Charitable Trust which provides the space for the presentation of our activities at Hellens, together with considerable work delivered by members of the Hellens' team before, during and after our events.

THE IMPACT OF COVID-19 AND THE FUTURE OF HELLENSMUSIC

Since the end of the financial year on 31 July 2020 the charity has had to deal with the most significant challenge it has faced since it was created, resulting from the coronavirus outbreak at the beginning of 2020. The ensuing epidemic has had a serious and systemic impact on the charity's ability to fulfil its charitable objectives, due to its potential threat to the health and wellbeing of performers and other events personnel, participants in the charity's various activities, our supporters and the members of the public attending our events.

The cancellation of the 2020 festival edition and the impossibility to host events with an audience until the end of May 2021 brought inevitable consequences to our levels of funding and on the nature and level of activities which we were able to carry out.

Fortunately, health regulations have eased and the year 2022 will see the return of Hellensmusic in full, with seven concerts opened to the public which will be taking place at Hellens Manor, St Bartholomew's church and The Walwyn Arms in Much Marcle. We will receive 7 internationally renowned guest musicians and 12 students who will join the masterclass course from music colleges in the UK and abroad.

FINANCIAL REVIEW

In the following review of our financial performance during the year ended 31 July 2021 the corresponding figures for the previous period appear in brackets, in order to enable a comparison to be made between the two sets of figures.

Total income generated during the year amounted to £18,130 (2020: £107,550), details of which are presented in the following section of this report.

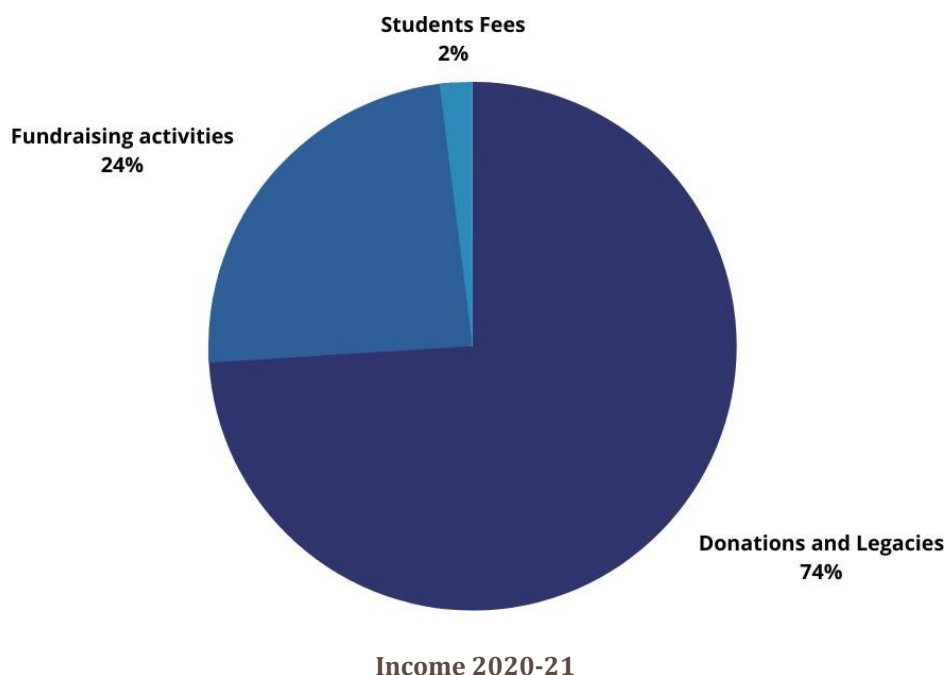
During the same period costs were incurred of £34,579 (2020: £51,786) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was to generate an operating deficit of £16,449 (2020: surplus of £55,764).

INCOME – Where the money came from

The total income for the period of £18,130 (2020: £107,550) was generated by the following activities (figures in brackets show % share of total income):

- £13,374 (74%) - Donations and Legacies
- £4,756 (26%) - Charitable Activities, consisting of:
 - £4,356 (24.0%) - Fundraising activities
 - £0 (0%) - Hellensmusic Festival
 - £400 (2.0%) - Student fees (from those attending Masterclasses).

These are presented in the chart below:

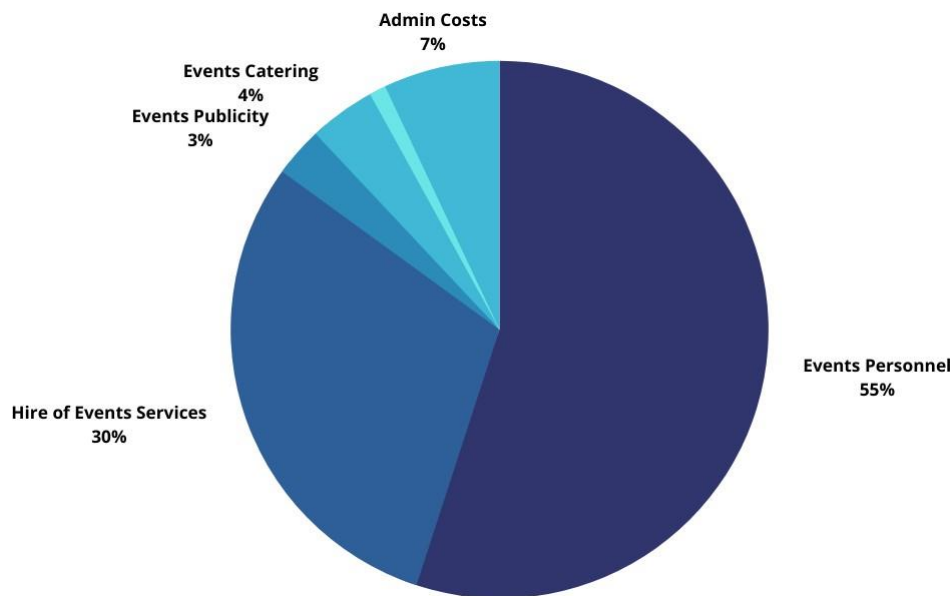


EXPENDITURE – How the money was spent

Our total costs of £34,579 (2020: £51,786), all of which were incurred in carrying out our Charitable Activities, have been broken down in the following way (figures in brackets show % share of total expenditure):

- £32,013 (93%) on Events-related expenditure, consisting of:
 - £19,136 (55%) - Events Personnel
 - £10,145 (30%) - Hire of Events Services
 - £1,111 (3%) - Events Publicity
 - £1,223 (4%) - Events Catering
 - £398 (1%) - Other Events Materials
- £2,566 (7%) on Admin costs

These are shown in the chart below:



Expenditure 2020-21

The above details of our income and expenditure are presented in the Statement of Financial Activities (SoFA) for the period on page 20 of this report. The SoFA is more of a 'narrative' of the financial activities during the period, whilst the Balance Sheet, which can be found on page 21, provides more of a 'snapshot' of the charity's financial position as at the end of its first full operating period on 31 July 2021.

BALANCE SHEET – How we ended the period

The balance sheet shows that as at 31 July 2021, the charity had current assets of £43,917 (2020: £57,816) in the form of cash, and current liabilities of £3,200 (2020: £650) , consisting of various accrued expenses and other creditors.

This has left a net surplus of £40,717 (2020: £57,166) which is represented as a positive balance in the General Fund in the charity's reserves. This reduction of £16,449 in the Fund's surplus represents the challenges which the charity has had to face in the last year, in spite of the efforts we have made to maintain our fund-raising activities and to minimise the impact on our reserves for future years.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities requires the Trustees to prepare financial statements for each financial year or period which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing the financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the method and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the on-going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust governing documents. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



Adam Munthe
Trustee

Date 18th May 2022

INDEPENDENT EXAMINERS' REPORT TO THE TRUSTEES OF THE HELLENSMUSIC

I report to the charity trustees on my examination of the accounts of Hellensmusic (the Charity) for the year ended 31 July 2021.

Respective responsibilities of Trustees and examiner

As the Trustees of the Charity 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 Charity's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145 (5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Charity as required by Section 130 of the ; or
2. the accounts do not accord with those records; or
3. the accounts do 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 confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.



John Thacker FCA DChA
Chariot House Limited
44 Grand Parade
Brighton
East Sussex BN2 9QA

Date:  20th May 2022

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 JULY 2021

	Notes	2021 £	2020 £
INCOME AND ENDOWMENTS			
Donations and legacies		13,374	93,543
Charitable activities		<u>4,756</u>	<u>14,007</u>
Total income		18,130	107,550
EXPENDITURE			
Charitable activities	3	<u>34,579</u>	<u>51,786</u>
NET INCOME/ (EXPENDITURE)		<u>(16,449)</u>	<u>55,764</u>
RECONCILIATION OF FUNDS			
Total funds brought forward		<u>57,166</u>	<u>1,402</u>
TOTAL FUNDS CARRIED FORWARD		<u>40,717</u>	<u>57,166</u>

CONTINUING OPERATIONS

All income and expenditure have arisen from continuing activities.

BALANCE SHEET
AT 31 JULY 2021

	Notes	2021 £	2020 £
CURRENT ASSETS			
Cash at bank		<u>43,917</u>	<u>57,816</u>
		43,917	57,816
CREDITORS			
Amounts falling due within one year	5	<u>(3,200)</u>	<u>(650)</u>
NET CURRENT ASSETS		<u>40,717</u>	<u>57,166</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>40,717</u>	<u>57,166</u>
FUNDS			
Unrestricted funds	6	<u>40,717</u>	<u>57,166</u>
TOTAL FUNDS		<u>40,717</u>	<u>57,166</u>

The financial statements were approved by the Board of Trustees on 18th May 2022 and were signed on its behalf by:



.....
Adam Munthe -Trustee

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JULY 2021

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The charity does not currently receive any restricted funds, and all figures in the financial statements therefore relate to unrestricted funding.

2. TRUSTEES' REMUNERATION AND BENEFITS

There was no Trustees' remuneration or other benefits, nor were any Trustees' expenses paid during the period.

3. STAFF COSTS	2021	2020
	£	£
Staff costs	<u>19,136</u>	<u>27,099</u>

These consisted of payments to events personnel and staff from Hellens Manor who assisted in preparing and delivering activities during the Festival. This figure also includes performance fees for all the participating artists at the event.

4. DEBTORS

There were no debtors as at 31 July 2021.

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Accruals	3,200	650
Other creditors	<u>-</u>	<u>-</u>
TOTAL CREDITORS	<u>3,200</u>	<u>650</u>

6. MOVEMENT IN FUNDS

	At 1 August 2020	Net movement in funds	At 31 July 2021
	£	£	£
Unrestricted funds			
General fund	57,166	(16,449)	40,717

Net movement in funds included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	<u>18,130</u>	<u>34,579</u>	<u>(16,449)</u>
TOTAL FUNDS	<u>18,130</u>	<u>34,579</u>	<u>(16,449)</u>

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 July 2021.

HELLENSMUSIC

England & Wales - Charity number 1167396

Accounts



HELLENISMUSIC

2020

ANNUAL REPORT
FOR THE PERIOD ENDED
31 JULY 2020



CONTENTS

4	Reference and Administrative Details
5	Trustees' Report
5	Objectives & Activities
	Introduction
	Our Mission
	Objectives
	Activities
7	Achievements and Performance
7	Hellensmusic 2020
7	Audiences
7	Marketing and Publicity
8	Fundraising
9	Impact of Covid-19 and the Future of Hellensmusic
10	Financial Review
12	Statement of Trustees' Responsibilities
13	Independent Examiner's Report
14	Statement of Financial Activities
15	Balance Sheet
16	Notes to the Financial Statements

REFERENCE AND ADMINISTRATIVE DETAILS

Principal address	5 Earls Walk London W8 6EP
Telephone	0207 937 0415
Website	www.hellensmusic.com
Registered Charity number	1167396
Bankers	HSBC plc 94 Kensington High Street London W8 4SH
Trustees	Adam Munthe (Chair) John Brain Theresa Tollemache
Secretary	Josephine Sheridan
Independent Examiner	John Thacker FCA DChA Chariot House Limited 44 Grand Parade Brighton BN2 9QA

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 JULY 2020

The Trustees present their report with the unaudited financial statements for the period ended 31 July 2020. The Trustees have adopted the provisions of Accounting and Reporting by Charities Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), effective 1 January 2015.

OBJECTIVES AND ACTIVITIES

INTRODUCTION

Hellensmusic is a registered charity whose objectives are to promote the arts and advance education in the arts, particularly in music, through a number of different media and activities, including the provision of musical seminars, classes, workshops, performances and festivals.

It fulfils these objectives principally, but not exclusively, through the organisation of a music Festival which would normally take place every spring at Hellens Manor in Much Marcle, Herefordshire. The event usually gathers some of the world's finest musicians together to work, and to explore ideas in a unique setting; provides talented music students with the opportunity of learning from world-class professional musicians; and brings great music to a sometimes forgotten corner of England, inspiring local audiences, both children and adults, to a greater understanding and appreciation of music.

Hellensmusic has a strong focus on music education and training for the young. During the Festival week, the performing musicians deliver a series of Masterclasses to talented students from the UK and abroad who are already attending music colleges of the highest standards. Participating students have the chance to learn from renowned professionals coming from some of the best orchestras and ensembles in the world.

Hellensmusic also seeks to motivate and inspire local children with the value of music. In 2019 we started a 3-to-5-year music education programme - *Hellens For All Times* – working in weekly sessions with the children from Much Marcle primary school. The programme focuses on the dynamic collaborative practice of the Kodály approach, developed from the belief that 'music belongs to everybody' and that the best starting point is through the instrument accessible to all – the human voice. The aim of the programme is to transform the way in which children learn and relate to music at school.

At the heart of what we do is a belief that music has the power to transcend barriers and to develop capacities and character. Human quality is critically important to us, and we profoundly believe that the greatest music is made by the greatest human beings.

Hellensmusic started in 2013 as a small private initiative and has been growing steadily ever since. In June 2016 it was registered as an independent Charitable Incorporated Organisation (CIO) in its own right.

OUR MISSION

To be a hub for the exploration and creation of music that brings together world-class musicians and future music professionals, to produce the highest quality music for the enjoyment of all; engaging local and wider audiences, and offering unique opportunities for music education for children and young people.

OUR OBJECTIVES

All of our activities are driven and inspired by the following core objectives:

1. **To create opportunities** for world-class musicians to collaborate outside the concert circuit and explore new ideas.
2. **To provide a platform** for students from the best music schools and colleges in the UK and abroad to learn from leading experts.
3. **To motivate and inspire** local children to love and live music through multiple opportunities of participation and engagement.
4. **To offer** local audiences exceptional music in a beautiful environment.

OUR ACTIVITIES

In order to accomplish these objectives, Hellensmusic normally provides and supports a number of events and activities during the festival week and throughout the year that include:

1. A series of evening concerts that take place at Hellens, and at other nearby venues during the Festival and throughout the year, at which world-class musicians are invited to perform and work together during their stay.
2. Individual and chamber music Masterclasses, with a variety of instruments to music students of all ages, both local and from some of the best music colleges in Britain and abroad.
3. A dedicated music education programme involving local primary schools that takes place throughout the year, and offers performances during the festival period.
4. In addition to the main concerts, some Masterclasses and rehearsals are also open to the public. The Festival also offers pre-concert suppers at the house so that audiences can come and enjoy the venue, and feel part of the joyful atmosphere of the event.

ACHIEVEMENTS AND PERFORMANCE

HELLENSMUSIC 2020

The exceptional circumstances posed by the COVID-19 pandemic in 2020 seriously affected the charity's activities. We saw ourselves forced to cancel the delivery of Hellensmusic Festival 2020 and all the activities that are normally associated with it, including all concerts, Masterclasses and our children's education programme with the local schools. The context of uncertainty was such that it was decided to fully postpone the event until conditions were appropriate to plan the festival again.

This decision to cancel the event was made late in the planning-year, which meant that most of the preparations for the festival had already taken place, including all expenses associated with it: all artists booked, Masterclass students' international auditions completed, all students confirmed, most of the festival promotion printed and paid for, and almost 50% of tickets sold, all of which were subsequently refunded. The charity therefore incurred a significant amount of costs with little or no financial return - with the exception of the income received from donations and the fundraising activities that had been organised earlier in the year.

Nevertheless, being a charity in the fortunate position of having sufficient financial reserves, it was decided to provide support to the musicians who had been engaged for the 2020 event, and the charity duly paid a substantial portion of their fees by way of compensation. In exchange, they were asked to record brief online videos including a brief message and a performance of a piece of music of their choice, to share with our audiences, through our social media channels and mailing lists.

As for the 13 confirmed students for the Masterclass course, they were offered to keep their vacancies for the following year - or whenever the conditions became appropriate to organise the event again.

Finally, our annual *Hellens for All Times* music education project had to be cancelled as well, both due to the closure of primary schools, the impossibility of travel for the programme's Danish Director, and the constant uncertainty that made planning extremely difficult. The programme is currently on hold until conditions become appropriate again to develop ensemble singing groups with children at primary schools.

AUDIENCES AND AUDIENCE DEVELOPMENT

We are lucky to have a faithful audience who follow our activities, and come to the Festival every year. By the end of March 2020 we had sold almost 50% of our tickets. As soon as the decision to cancel the event had been announced, everyone was offered a full refund of their booking. People were also offered the opportunity to donate the equivalent of the cost of their tickets to the charity in order to help cover the significant financial impact caused by the pandemic.

Our audiences are great supporters of our activities and are regularly informed and updated with the charity's news.

MARKETING AND PUBLICITY

Hellensmusic normally has a multi-layered approach to marketing and publicity that combines traditional techniques of off-line marketing and local advertising with the digital elements of social media and e-marketing. Our marketing mix includes: printed materials (posters and flyers), local advertising, social media, email marketing, word of mouth, listings, ticketing, and our website.

Most marketing efforts were already in place when the decision to close the Hellensmusic festival was made. The decision therefore had to be announced through all our communications channels.

FUNDRAISING

Hellensmusic relies strongly upon funding and donations for the organisation and delivery of its activities every year. For the 2019-20 season almost all our income was generated through our fundraising efforts, and by donations from individuals and Trust and Foundations. Further details of these figures are provided in the Financial Review on page 10 below.

The charity organised two fundraiser concerts during the year, one at Southside House, the 'sister house' in Wimbledon, and the other at Hellens, the main Festival venue. Our Wimbledon fundraiser focused on showcasing the work we do with our Masterclass students; we invited three of our alumni to play with co-artistic director Maya Iwabuchi. Money was raised through ticket sales for the concert and dinner, donations, and new subscriptions to our Regular Supporters Programme.

Our Hellens Manor fundraiser was a free concert by co-artistic director Máté Szücs and French pianist Julien Quentin, for the local community, to raise awareness of the charity's work during the festival as well as throughout the year. It was also a way of promoting our Supporters Programme locally, thereby gaining valuable new members.

Our Regular Supporters Programme, initiated in 2018, is a three-tier programme which allows people to become friends, patrons or benefactors of Hellensmusic for an annual fee. The programme now has 70 members and raises around £7,600 annually.

None of the Hellensmusic activities could have been achieved without the invaluable and generous support of the Pennington-Mellor-Munthe Charitable Trust which provides the space for the presentation of our activities at Hellens, together with considerable work delivered by members of the Hellens' staff team before, during and after the event.

THE IMPACT OF COVID-19 AND THE FUTURE OF HELLENSMUSIC

Since the end of the financial year on 31 July 2020 the charity has had to deal with the most significant challenge it has faced since it was created, resulting from the coronavirus outbreak at the beginning of 2020. The ensuing epidemic has had a serious and systemic impact on the charity's ability to fulfil its charitable objectives, due to its potential threat to the health and wellbeing of performers and other events personnel, participants in the charity's various activities, our supporters and the members of the public attending our events.

In addition to the cancellation of the 2020 festival edition, the charity had to make significant changes to its previous ways of working and fundraising. These continue to have inevitable consequences on our levels of funding and on the nature and level of activities which we are able to carry out.

In our search for alternative ways to raise funds, in March 2021 we decided to organise an online event with the aim of maintaining our presence, supporting musicians, and reaching regular and new audiences. We invited four musicians to perform at Hellens and hired an experienced team of filmmakers and online streaming professionals to help create a special and intimate online concert. The musicians involved were Maya Iwabuchi, Matthew Hunt, Christian Blackshaw and Huw Watkins. Tickets were sold online, with an international audience from over 10 countries, and the event received very positive feedback from attendees. The event was a great success and will probably be repeated in the near future.

The 2020-21 season has also proved difficult for the production of the annual festival, and it has therefore had to be drastically adapted and reduced. All international travel has had to be cancelled, making it impossible for our international musicians and students to attend.

It was therefore decided to organise a much-reduced version of our Masterclass Course, which was closed to the public and arranged only for students and teachers based in the UK. The event will take place for a week at Hellens Manor with all health regulations in place in order to deliver a safe working environment for all participants involved. The team of tutors for the week are recognised musicians from the UK classical music scene: Tom Poster, (piano), Maya Iwabuchi (violin), Laura Samuel (violin), Lawrence Power (viola) and Alice Neary (cello). They will be teaching eight students from some of the best music colleges in the UK.

It is our hope that in the near future we will be able to resume our activities and be able to plan our 2022 festival with international artists and students as we have done over the past eight years, and in a safe environment for everyone involved.

FINANCIAL REVIEW

In the following review of our financial performance during the year ended 31 July 2020 the corresponding figures for the previous period appear in brackets, in order to enable a comparison to be made between the two sets of figures.

Total income generated during the year amounted to £107,550 (2019: £59,864), details of which are presented in the following section of this report.

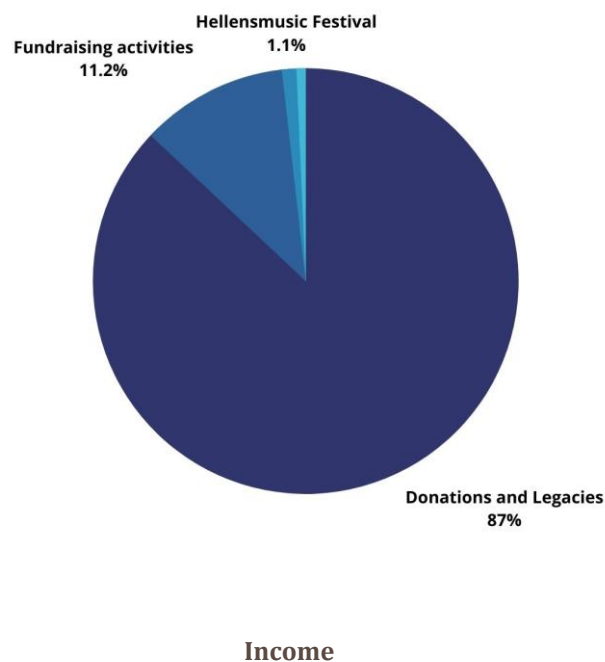
During the same period costs were incurred of £51,786 (2019: £57,706) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was to generate an operating surplus of £55,764 (2019: surplus of £2,158).

INCOME – Where the money came from

The total income for the period of £107,550 (2019: £59,864) was generated by the following activities (figures in brackets show % share of total income):

- £93,543 (87%) - Donations and Legacies
- £14,007 (13%) - Charitable Activities, consisting of:
 - £12,079 (11.2%) - Fundraising activities
 - £1,127 (1.1%) - Hellensmusic Festival
 - £800 (0.7%) - Student fees (from those attending Masterclasses).

These are presented in the chart below:

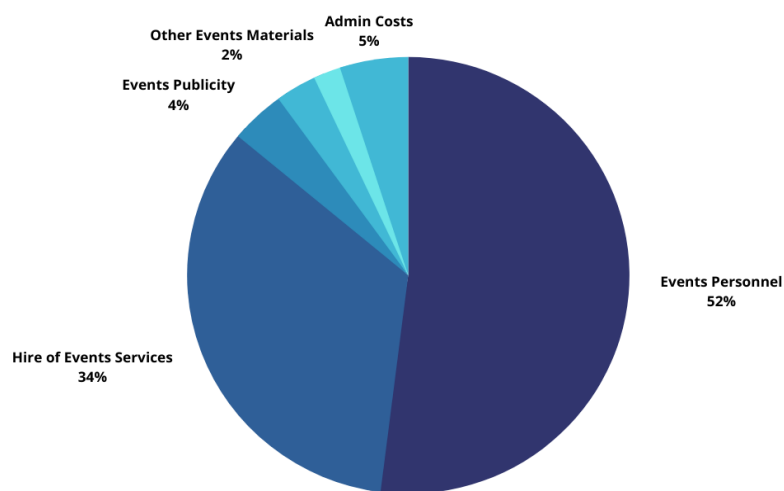


EXPENDITURE – How the money was spent

Our total costs of £51,786 (2019: £57,706), all of which were incurred in carrying out our Charitable Activities, have been broken down in the following way (figures in brackets show % share of total expenditure):

- £48,998 (95%) on Events-related expenditure , consisting of:
 - £27,099 (52%) - Events Personnel
 - £17,499 (34%) - Hire of Events Services
 - £1,934 (4%) - Events Publicity
 - £1,733 (3%) - Events Catering
 - £733 (2%) – Other Events Materials
- £2,788 (5%) on Admin costs

These are shown in the chart below:



Expenditure

The above details of our income and expenditure are presented in the Statement of Financial Activities (SoFA) for the period on page 20 of this report. The SoFA is more of a ‘narrative’ of the financial activities during the period, whilst the Balance Sheet, which can be found on page 21, provides more of a ‘snapshot’ of the charity’s financial position as at the end of its first full operating period on 31 July 2020.

BALANCE SHEET – How we ended the period

The balance sheet shows that as at 31 July 2020, the charity had current assets of £57,816 (2019: £2,002) in the form of cash, and current liabilities of £650 (2019: £600) , consisting of various accrued expenses and other creditors.

This has left a net surplus of £57,166 (2019: £1,402) which is represented as a positive balance in the General Fund in the charity’s reserves. This increase in the Fund’s surplus represents the continued achievement of our stated intention in last year’s annual report to increase our fund-raising activities in order to consolidate the surplus of £1,402 which we established in 2019.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees are responsible for preparing the Trustees' Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities requires the Trustees to prepare financial statements for each financial year or period which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing the financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the method and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the on-going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust governing documents. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

INDEPENDENT EXAMINERS' REPORT TO THE TRUSTEES OF THE HELLENSMUSIC

I report to the charity trustees on my examination of the accounts of Hellensmusic (the Charity) for the year ended 31 July 2020.

Respective responsibilities of Trustees and examiner

As the Trustees of the Charity 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 Charity's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145 (5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Charity as required by Section 130 of the ; or
2. the accounts do not accord with those records; or
3. the accounts do 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 confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.

John Thacker FCA DChA
Chariot House Limited
44 Grand Parade
Brighton
East Sussex BN2 9QA

Date...18th....May 2021.....

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 JULY 2020

	Notes	2020 £	2019 £
INCOME AND ENDOWMENTS			
Donations and legacies		93,543	36,447
Charitable activities		<u>14,007</u>	<u>23,417</u>
Total income		107,550	59,864
EXPENDITURE			
Charitable activities	3	<u>51,786</u>	<u>57,706</u>
NET INCOME/ (EXPENDITURE)		<u>55,764</u>	<u>2,158</u>
RECONCILIATION OF FUNDS			
Total funds brought forward		<u>1,402</u>	<u>(756)</u>
TOTAL FUNDS CARRIED FORWARD		<u>57,166</u>	<u>1,402</u>

CONTINUING OPERATIONS

All income and expenditure have arisen from continuing activities.

BALANCE SHEET
AT 31 JULY 2020

	Notes	2020 £	2019 £
CURRENT ASSETS			
Cash at bank		<u>57,816</u>	<u>2,002</u>
		57,816	2,002
CREDITORS			
Amounts falling due within one year	5	<u>(650)</u>	<u>(600)</u>
NET CURRENT ASSETS		<u>57,166</u>	<u>1,402</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>57,166</u>	<u>1,402</u>
FUNDS			
Unrestricted funds	6	<u>57,166</u>	<u>1,402</u>
TOTAL FUNDS		<u>57,166</u>	<u>1,402</u>

The financial statements were approved by the Board of Trustees on 18th May 2021 and were signed on its behalf by:



.....
Adam Munthe -Trustee

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JULY 2020

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

The charity does not currently receive any restricted funds, and all figures in the financial statements therefore relate to unrestricted funding.

2. TRUSTEES' REMUNERATION AND BENEFITS

There was no Trustees' remuneration or other benefits, nor were any Trustees' expenses paid during the period.

3. STAFF COSTS	2020	2019
	£	£
Staff costs	<u>27,099</u>	<u>18,305</u>

These consisted of payments to events personnel and staff from Hellens Manor who assisted in preparing and delivering activities during the Festival. This figure also includes performance fees for all the participating artists at the event.

4. DEBTORS

There were no debtors as at 31 July 2020.

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Accruals	650	600
Other creditors	<u>-</u>	<u>-</u>
TOTAL CREDITORS	<u>650</u>	<u>600</u>

6. MOVEMENT IN FUNDS

	At 1 August 2019	Net movement in funds	At 31 July 2020
	£	£	£
Unrestricted funds			
General fund	1,402	55,764	57,166

Net movement in funds included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	<u>107,550</u>	<u>51,786</u>	<u>55,764</u>
TOTAL FUNDS	<u>107,550</u>	<u>51,786</u>	<u>55,764</u>

7. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 July 2020.

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 JULY 2020**

	2020	2019
	£	£
INCOME AND ENDOWMENTS		
Donations and legacies	93,543	36,447
Charitable activities		
Fundraising	12,079	8,140
Students' fees	800	1,300
Festival activities	<u>1,128</u>	<u>13,977</u>
	<u>14,007</u>	<u>23,417</u>
Total income	107,550	59,864
EXPENDITURE		
Charitable activities		
Events personnel	27,099	18,305
Events publicity	1,934	2,273
Events services hire & fees	17,499	20,736
Events materials (non-catering)	733	232
Events catering	1,733	13,664
Charitable donations	36	36
IT & Website	200	-
Accountancy fee	1,600	1,600
Independent examination fees	680	618
Bank charges	<u>272</u>	<u>242</u>
Total resources expended	<u>51,786</u>	<u>57,706</u>
Net (expenditure)/income	<u>55,764</u>	<u>2,158</u>