



# HELLENISMUSIC

## 2020

**ANNUAL REPORT**  
FOR THE PERIOD ENDED  
31 JULY 2020



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## REFERENCE AND ADMINISTRATIVE DETAILS

Principal address	5 Earls Walk London W8 6EP
Telephone	0207 937 0415
Website	<a href="http://www.hellensmusic.com">www.hellensmusic.com</a>
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.

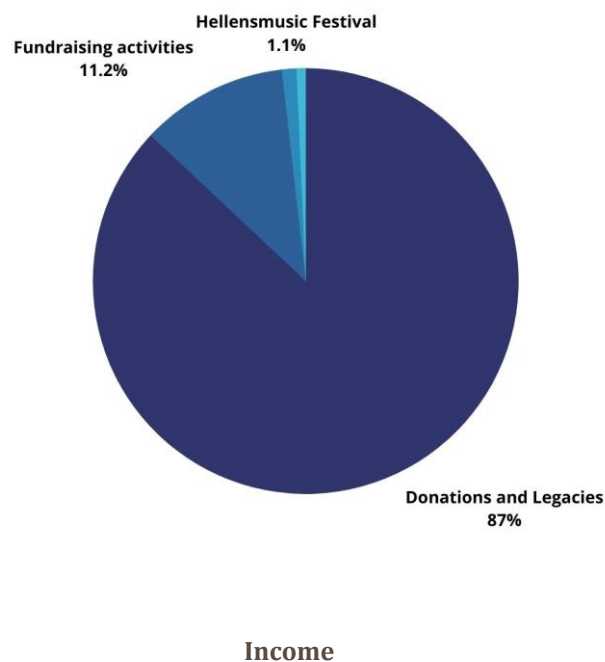
During the same period costs were incurred of £51,786 (2019: £57,706) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was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

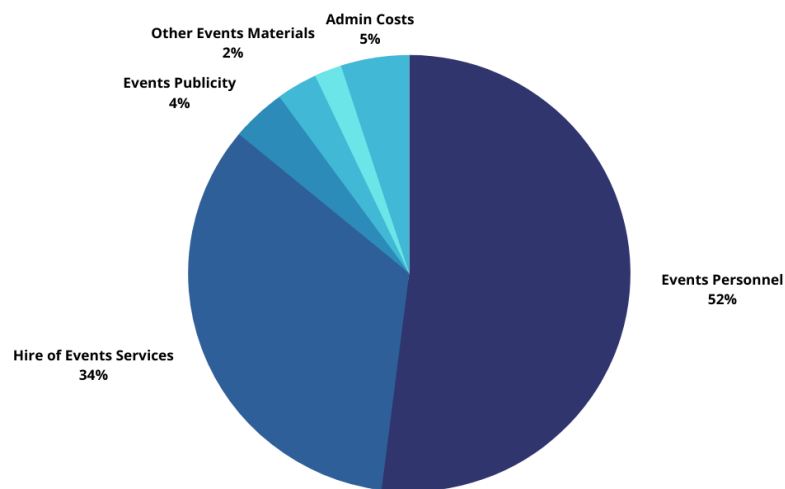


### EXPENDITURE – How the money was spent

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

The financial statements were approved by the Board of Trustees on 18<sup>th</sup> 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
	£	£
<b>INCOME AND ENDOWMENTS</b>		
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
<b>EXPENDITURE</b>		
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>