



HELLENISMUSIC 2022

ANNUAL REPORT
FOR THE PERIOD ENDED
31 JULY 2022



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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.

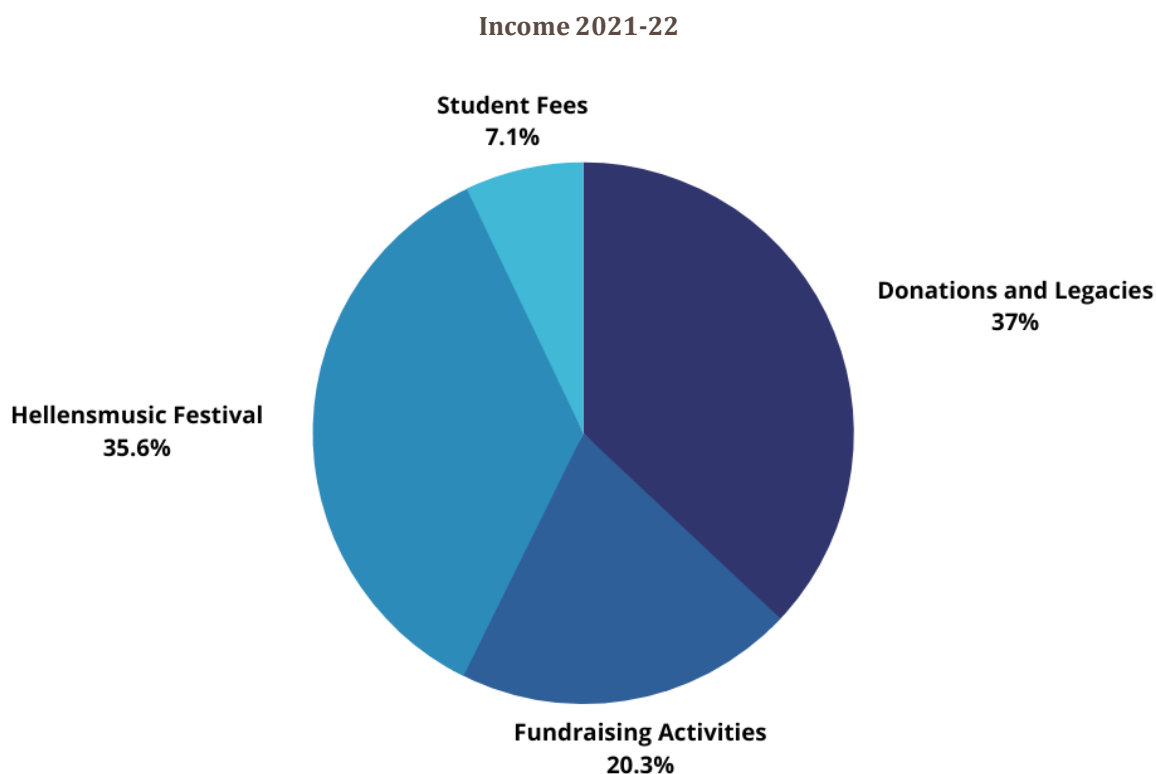
During the same period costs were incurred of £59,500 (2021: £34,579) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was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

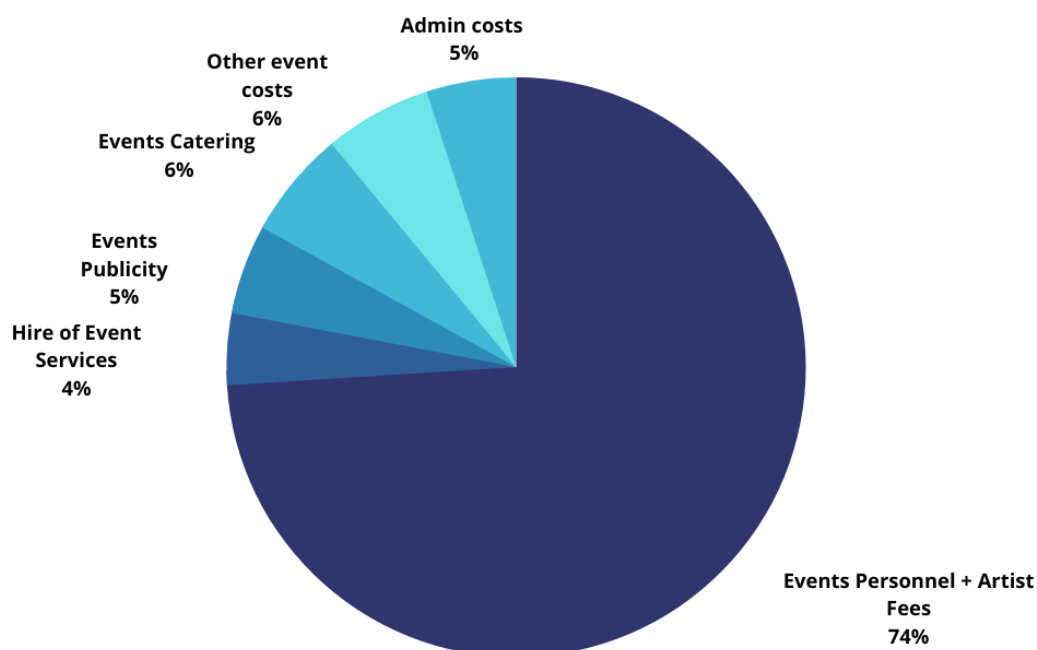


EXPENDITURE – How the money was spent

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.

