

HELLEN S MUSIC 2023



ANNUAL REPORT
FOR THE PERIOD ENDED
31 JULY 2023



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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 Ian Venables James Scott Graham Sheffield
Secretary	Josephine Sheridan
Independent Examiner	Susan Barnwell Much Marcle Herefordshire

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 JULY 2023

The Trustees present their report with the unaudited financial statements for the period ended 31 July 2023. 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 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. 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. 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 Deleplaie (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.

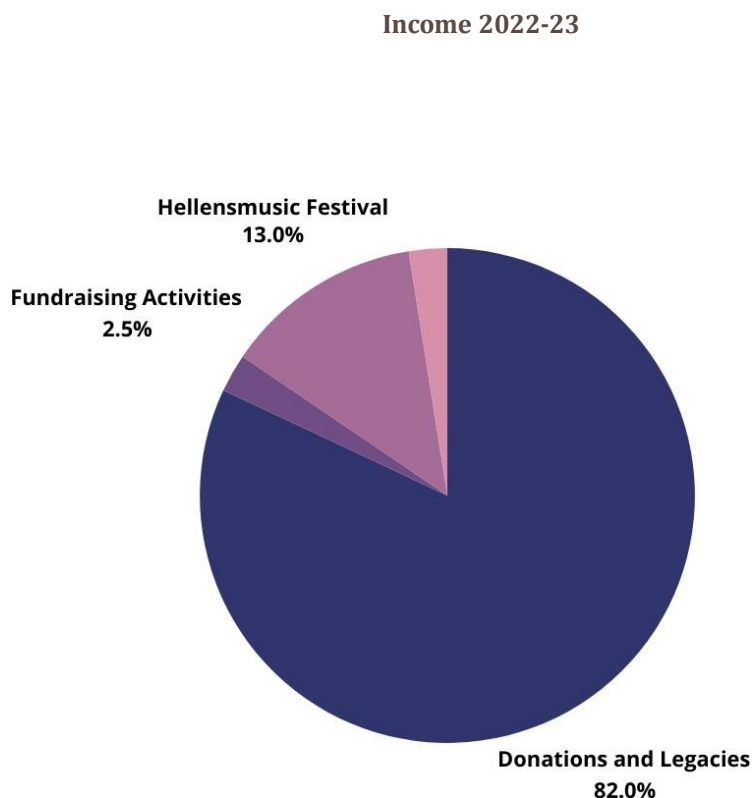
During the same period costs were incurred of £65,808 (2022: £59,500) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was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

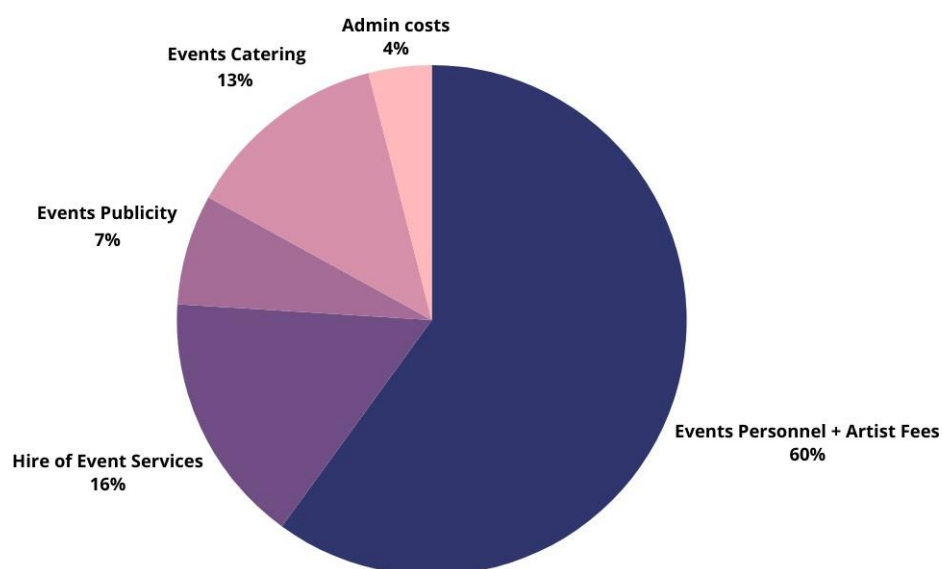


EXPENDITURE – How the money was spent

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.