



HELLEN'S MUSIC 2024

ANNUAL REPORT
FOR THE PERIOD ENDED
31 JULY 2024 ANNUAL REPORT



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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	<hr/> 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.

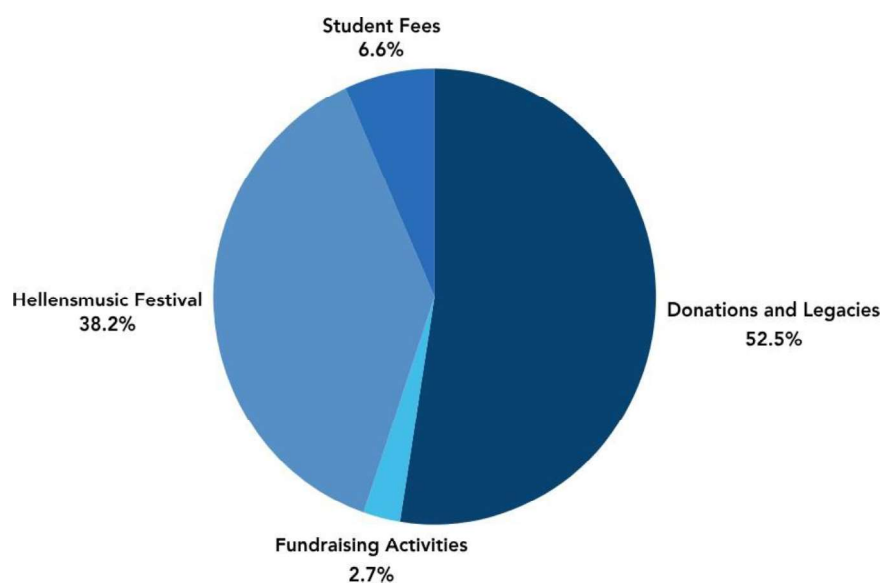
During the same period costs were incurred of £64,370 (2023: £65,808) as a result of organising and delivering our various charitable activities before, during and after the Festival. These are also detailed in the relevant section of the report below. The net overall result of all these activities was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

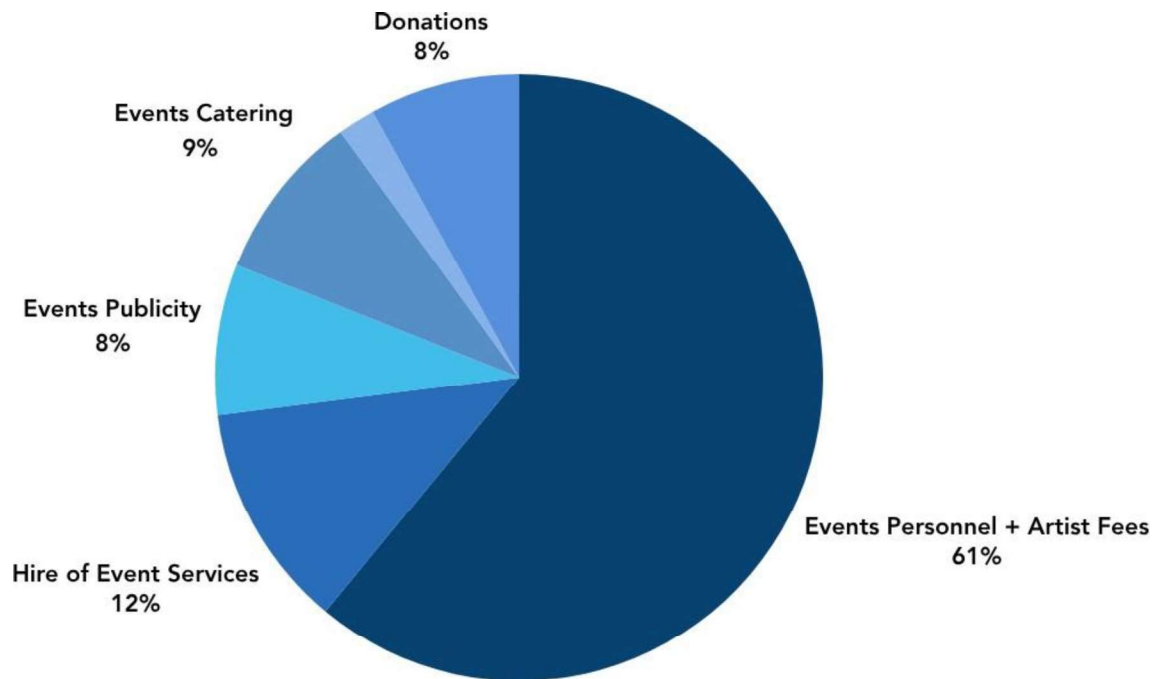


EXPENDITURE – How the money was spent

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.