



www.allomate.co.uk

Allo Mate Report

Allo Mate Limited is a charitable organisation which exists to curate content for communities so we can impact culture. The way we do this is predominantly through rap music, currently the most popular music genre in the world.

We received grant JER3777 to contribute to our annual live event: Allo Mate Live, our online content space, and to start our new development workshop programme which aimed to see a cohort of 20 young people through modules which would equip them with the knowledge they need to excel in their artistry.

HOW DID WE DO

LIVE EVENT

Since launching in 2017, we have held 4 successful live music events, one of which took place online in 2020. Our first two events took place in Shoreditch, London and were sold out. We saw 600 pass through our doors. Due to Covid, we streamed the 3rd Allo Mate Live in official partnership with YouTube. It was viewed over 8000 times. The 4th Allo Mate Live event took place in 2022 and again, was sold out. This means we've reached nearly 9000 people since it's inception.

ONLINE CONTENT AND WORKSHOP PROGRAMME

Our workshop programme and online content strategy is completely developed and ready to be launched and integrated into what we do, however Covid completely decimated how we had planned to operate. Allo Mate Live was purely digital and offered online for free, so we didn't get the return we would usually expect to receive from ticket sales.

The production for an online event also cost significantly more than an in-person event.

The live space has returned to a near normal and we would like to take the opportunity to run another live event and launch our workshop programme off the back of it.

WHY WE WANT TO CONTINUE WITH OUR PLANS

We have seen the positive impact on the artists we've worked with. For example, Tidez is a new rapper we saw something in. He played Allo Mate Live in 2022 and we were able to

offer mentoring and a pathway to music industry contacts. He used Allo Mate Live as a springboard to continue creating uplifting and positive rap music and has since gone on to release an EP, two music videos and secure bookings at the likes of Big Church Festival.

Tidez said: “The investment from Allo Mate Live was invaluable. It was the first legitimate show I had performed at and the team were on hand before and after to offer advice, connect me with industry contacts, and they also used their network to provide me with more opportunities like performing at festivals.”

We want to carry on opening doors for artists that deserve great opportunities.

FUTURE PLANS AND SUSTAINABILITY

We know what we’re doing when it comes to the live space and after 4 successful events we will continue to run annual music events that attract young people from diverse backgrounds all over London, and give space for black artists especially, as well as those from other backgrounds to develop their craft. We have achievable plans of reaching 10,000 people with what we do by the end of the 2023.

This is made possible through continued support from yourselves, YouTube, Barnabas Trust, and donations. We will also launch our first workshop programme with a cohort of 20 which is ready to be rolled out. Our programme overview is below, and we do hope you’re able to support us once again.

Thank you
Isaac Borquaye, Director
Allo Mate Limited

Programme overview

6 workshops
5 online
Final workshop in person
Online workshops – 2 hours long
Final workshop – full day

Session breakdown

1. Who are you and why are you here?

Session 1 will explore what has caused the young people to be part of this programme. We will set the scene by thinking about what it looks like to have faith in the music industry. We will then explore the different career paths that are available in the music industry (e.g. music creation, content creation, administration, etc). Students will be given an opportunity to reflect on what roles are attractive to them. Students will then reflect on what they want to stand for within the music industry.

We will then look at the role that marketing and social media play in the music industry, breaking down the ways in which the major social media platforms can help an artist to build a fanbase, and the best ways in which students can use each platform. Students will be set the task to pick one of their favourite artists, look at that artist's social media pages, and consider what image they present, and what kind of person they come across as. Students will then consider and how to best use social media to present their image and identity in a positive way.

2. Meet the team –

Session 2 will explore in the depth the different primary roles in the music industry (e.g. artist, producer, graphic designer, video editor, Manager, PR). We will also touch on the secondary roles (e.g. Lawyer, accountant, booking agent, label rep, merchandiser). We will look at a popular artist and study who their team is, in order to see the value in having the right people in the right roles around you.

We will then set the students the challenge of thinking about the last song they released, and analysing what their campaign was around it. They will be given a template to fill in, documenting what they did in the 3 weeks run up to the single being released, and what they did in the 3 weeks after. They will be given the opportunity to think what more they could've done to maximise the publicity of the release, and who they could've collaborated with to make it happen.

3. Putting a project together

We will start session 3 by thinking about the power that music has in the world that we live in, and how the music we create can have a positive impact, challenging some of the evils that we see in our world, such as youth violence.

By this point in the programme will establish the following:

- A – some students might be putting a project such as album together
- B – some students might be putting a single together
- C – some students might be wanting to support an artist putting a project together in a management capacity

We will then use Guvna B's latest album release as a case study, and he will explain what inspired his album, and how the album process took place from start to finish – covering topics such as theme, inspiration, producers, studio time, art work, videos, distribution etc.

Students will then be given an opportunity to put a solid plan together for their next release, with support from the facilitators.

4. Revenue streams

In session 4, we will hear from an established artist called Barney Artist explain how he has been able to make a living from a music career. His story is a helpful one, as he had a job in retail for a long time while balancing a music career, and only pursued music full time once it made financial sense to do so.

We will then give a total breakdown of all the ways in which you can make money from music, covering royalties, gigs, sponsorships among other things. We will also talk about the value of budgeting, and the importance of including biblical principles of integrity and generosity when considering music and money.

Students will then be given task to decide how to spend a small budget on their next music campaign, in a fun, . Fantasy football inspired way.

5. Mental health and wellbeing

Nick Brewer will introduce this session with his personal experiences of the challenges that the music industry can cause someone's mental health. Nick will share the highs and lows that he experienced, and how God helped him with that.

We will discuss the isolated nature of the music industry, and how too much self-focus can come to be detrimental. We will highlight the importance of talking with people when we are struggling. We will talk about how to prioritise a healthy lifestyle, and the dangers that can come with pursuing a music career. We will also look at how to put healthy barriers on things such as social media use.

We will then have a panel of people from mental health charity and within the music industry, sharing best practise and experience on how to keep a healthy mindset while pursuing a music career. Students will be given the opportunity to reflect and ask questions.

6. Final session – in person

Students will meet in London for a full day. The day will give students the opportunity to network with each other, review what they have learnt through the duration of the programme, as well as hear from industry professionals. Students will then be given an opportunity to have studio sessions with music producers, and come back together at the end of the day to share what they have produced.

Entry requirements

All are welcome to apply for the programme, however we will prioritise places for those who at risk of being negatively affected by poverty. We would deem those to be at risk of poverty to meet one of the following criteria:

- ☐ Long term health condition or disability

- ☐ Large families – 3 or more children
- ☐ Education – less than 5 a* to c grades
- ☐ Personal income below national average
- ☐ Ethnic minorities
- ☐ Unemployed people
- ☐ Social housing tenants

Something to consider – what is the age range?

Is ‘underprivileged’ a requirement for the funding? Because if it isn’t, I would take it out. Anyone can apply, and you just go by what you think would be the best fit for the project.

Anyone taking part in the programme needs to have created a piece of music, or been a part of creating it, and have published it on one social media/music platform/ e.g., Instagram, Soundcloud, YouTube

Each successful applicant would also need to be able to answer the following question - what are your music goals for the next 12 months?

We strongly believe that delivering the Artist Development Programme online will be instrumental in removing barriers for people to take part in it. This will mean that people from all over the country will be able to apply for the programme, without the pressure of having to travel. Most creative music opportunities take place in the South of England, particularly London, which can often leave other parts of England, particularly in the North, disproportionately affected. The final session will be a full day that will take place in London, and the cost effectiveness of online delivery will mean that we are able to cover all expenses for anyone not living in London to take part.

Evaluation

There are 2 key aims of the programme:

1. Prepare people for a life of faith in the music industry.
2. Positive musical content creation in a genre that severely lacks it.

We will evaluate the success of the programme using the following methods:

Evaluation forms

- An opportunity for students to give an honest assessment of the programme,
- Questions focusing on themes of skill, knowledge, hope and faith in relation to the music industry
- This will take place at the end of the programme
- Forms will be anonymous

Testimonials

If students want to, they will be given an opportunity to write a short summary of their experience of the programme, and what they feel has positively changed for them.

Case studies

Facilitators and mentors will write a reflection on the changes they have seen in their mentees, and what growth has taken place

Content creation

Songs, videos and lyrics created by the students will give a key insight into what they have taken away from the programme. C

Mentoring

Mentors will continue to meet with the students monthly for 6 months following the end of the programme, where they will continue to explore what it looks like to live a life of faith while working in the music industry.

Budget

Software costs for online workshops - £500

Expenses for programme applicants– £1500

Studio time for each artist - £2500 (averaging 4 hours studio time for 20 artists)

Bursaries for standout applicants - £1500

Venue hire for final session (meeting space, studios, and food) - £2000

Producer hire for final session - £1000

Expenses for guest speakers - £500

Administrative costs - £1500

Workshop planning, facilitating and evaluation costs - £3000

Contingency costs - £1000



www.allomate.co.uk

Company registration number: **1169990**

ALLO MATE
UNAUDITED FINANCIAL STATEMENTS
for the year ended 5 April 2022

ALLO MATE

Unaudited Financial Statements

Year ended 5 April 2022

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ALLO MATE

Officers and Professional Advisers

Year ended 5 April 2022

Director	Mr Isaac BORQUAYE
Registered office	CO C C PANAYI & CO LLP 31 KENTISH TOWN ROAD LONDON NW1 8NL United Kingdom
Accountant	EHT ACCOUNTANCY LTD 15 Montpelier Vale Blackheath Greater London SE3 0TA United Kingdom

ALLO MATE

Director's Report

Year ended 5 April 2022

The director presents the report and the unaudited financial statements of the company for the year ended 5 April 2022.

DIRECTORS

The director who served the company during the year was as follows:

Mr Isaac BORQUAYE

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

This report was approved by the board of directors on 26 March 2024 and signed on behalf of the board by:

Mr Isaac BORQUAYE

Director

ALLO MATE

Report to the director on the preparation of the unaudited statutory financial statements of ALLO MATE

Year ended 5 April 2022

As described on the statement of financial position, the Board of Directors of ALLO MATE are responsible for the preparation of the financial statements for the year ended 5 April 2022, which comprise the income statement and statement of financial position.

You consider that the company is exempt from an audit under the Companies Act 2006.

In accordance with your instructions I have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and from information and explanations supplied to me.

EHT ACCOUNTANCY LTD

15 Montpelier Vale
Blackheath
Greater London
SE3 0TA
United Kingdom

ALLO MATE

Income Statement

Year ended 5 April 2022

	2022	2021
	£	£
Other income	158	3,397
Cost of raw materials and consumables	-	(500)
Other charges	(333)	(3,407)
Loss	(175)	(510)

ALLO MATE

Statement of Financial Position

5 April 2022

	2022	2021
	£	£
Current assets	(62)	(6)
Creditors: amounts falling due within one year	4,508	4,508
Net current assets	4,446	4,502
Accruals and deferred income	(360)	(240)
Net assets	4,086	4,262
Capital and reserves	4,086	4,262

NOTES TO THE FINANCIAL STATEMENTS

1 General information

The company is a private company limited by shares and is registered in England and Wales. The address of the registered office is CO C C PANAYI & CO LLP, 31 KENTISH TOWN ROAD, LONDON, NW1 8NL, United Kingdom.

2 Average number of employees

The average number of persons employed by the company during the year was Nil (2021: Nil).

For the year ending 5 April 2022, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the micro-entity provisions.

ALLO MATE

Statement of Financial Position (continued)

5 April 2022

These financial statements were approved by the board of directors and authorised for issue on 26 March 2024, and are signed on behalf of the board by:

Mr Isaac BORQUAYE

Director

Company registration number: 1169990

ALLO MATE

Detailed Income Statement

Year ended 5 April 2022

OTHER INCOME

	2022	2021
	£	£
Other operating income	158	3,397
	<u>158</u>	<u>3,397</u>

COST OF RAW MATERIALS AND CONSUMABLES

	2022	2021
	£	£
Purchases	-	500

OTHER CHARGES

	2022	2021
	£	£
Travelling	-	155
Subsistence	-	20
Marketing	-	742
Computer costs	207	360
Accountancy fees	120	1,864
Bank interest payable	6	-
Subscriptions	-	266
	<u>333</u>	<u>3,407</u>

Loss

	<u>(175)</u>	<u>(510)</u>
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