

The Choral Evensong Trust

England & Wales · Charity number 1190208

Details

Other names	THE CHORALEVENSONG.ORG TRUST, CHORALEVENSONG.ORG
Status	Registered
Legal form	CIO
Registered	2020-07-01
Register	View on the Charity Commission register

Contact

Address	20 Willow Road London NW3 1TJ
Phone	07841518110
Email	info@choralevensong.org
Website	choralevensong.org

Activities

Objects: TO PROMOTE, IMPROVE, DEVELOP AND MAINTAIN PUBLIC EDUCATION IN, AND APPRECIATION OF, THE ART AND SCIENCE OF CHORAL MUSIC IN ALL ITS ASPECTS BY THE PRESENTATION OF CHORAL SERVICES AND BY SUCH OTHER WAYS AS THE TRUSTEES CONSIDER APPROPRIATE.

Activities: The Choral Evensong Trust (Charity no. 1190208) exists to see an increase of attendance at Choral Evensong services in all abbeys, cathedrals, chapels, churches, and minsters, and to celebrate its three pillars: [i] its uniqueness as a British tradition, [ii] its provision of free music in communities, and [iii] its nurturing of musical training for young singers.

Classification

- **How:** Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Arts/culture/heritage/science
- **Who:** The General Public/mankind

Geography

- Ireland
- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£47,243	£37,494	-	-
2024-12-31	£12,000	£4,365	-	-
2023-12-31	£2,905	£3,169	-	-
2022-12-31	£2,905	£3,169	-	-
2021-12-31	£12,775	£6,904	-	-

Trustees

Name	Role	Appointed
Dr RALPH ALLWOOD MBE, DMus	Chair	2020-07-01
Canon Sir Jonathan Guy Jones KCB KC hon		2020-10-16
Dr Alfred Rupert Sheldrake		2020-07-01
Dr Guy Daniel Hayward		2020-07-01
Sian Ferguson		2025-11-27

The Choral Evensong Trust

England & Wales - Charity number 1190208

Accounts

Choral Evensong Trust Trustees' Annual Report for the year 2025

As in previous years, our core function was to maintain and update the website www.choralevensong.org, enabling anyone to look up where and when choral evensong services would be happening near any location in Britain or Ireland. Then with one or two clicks, in many cases it is possible to go to the music list and see exactly what will be sung in each service. This website is particularly useful in London, Oxford and Cambridge, each of which has a special page, because of multiple evensongs on every day of the week. As well as all Anglican cathedrals, this website lists choral evensong services in more than 600 parish churches, and also covers choral vespers in Roman Catholic cathedrals and monasteries.

The Trust also maintains social media on Facebook and Instagram, and these give a continual stream of updates relating to choral evensong the website and social media were principally managed by Tim Popple, who was employed as a part time website and social media co-ordinator throughout the year.

Patronal Festivals

In 2025, the Choral Evensong Trust launched a new initiative to promote choral evensong in parish churches and in particular in connection with a revival of the church's patronal festival. Almost every Anglican church has a dedication, usually to a saint, such as St John the Baptist, St Mary Magdalene and the Blessed Virgin Mary, or to an aspect of God, as in Holy Trinity churches, or of Christ, as in Holy Redeemer churches and Christ churches. Each of these dedications has a particular feast day during the year, such as Trinity Sunday, St Mary Magdalene's day on July 22nd and St Michael and All Angels on September 29th.

In pre-Reformation England each parish celebrated its saint's day or feast of title (as in the case of churches dedicated to Holy Trinity or to Christ) and in countries like Italy and Spain these feast days are still celebrated in towns and villages in a way that involves most of the community with processions special services and feasting.

To assist the revival of patronal festivals in the UK, the trust offered grants to parish churches at two levels. The full patronal festival grant of £500 was for churches without a choir of their own, to help cover the cost of a visiting choir, for example, from a local cathedral, and also to cover a reception after choral evensong. For churches with their own choir, there were patronal festivities grants of £250 to help towards the costs of the party after the service and other festivities, including bell ringing.

We advertised these grants at the end of 2024, and the closing date was February 2nd 2025. We were expecting only a small number of applications and advertised this project on a trial basis only in two dioceses, Bath and Well and Chichester and also through the Save the Parish newsletter. We received 87 applications of which 80 were eligible for the grant. We raised funds through private donations from trustees, their friends, families and well-wishers that were sufficient to cover grants towards 80 churches.

In practically every case these festivals were a great success with full churches, beautiful singing, and a joyful sense of community. They were written up in the Church Times: see the attached article. The Patronal Festival of the Year Award went to one of the last festivals in the year at St Nicholas Kittisford, the smallest village in Somerset, as described in another article in the Church Times, attached

On our website we had map of Britain and Ireland indicating where festivals were taking place, and a calendar of festivals we were sponsoring throughout the year. Reports from various churches are online [HERE](#).

These grants were one-off and were given in the hope that churches would continue to celebrate these festivals in years to come, finding ways of funding them locally. This is indeed the intention of most parishes who received these grants, and some are also planning to institute regular choral evensong services because of the success of these festivals. In some cases, churches formed new choirs for this purpose, and these choirs want to continue to sing together.

The Trust is planning to award similar grants to churches throughout the UK in 2026.

Trustees

For most of 2025 the Trustees of the Trust were, as before,

Chairman:

Dr Ralph Allwood

Trustees:

Sir Jonathan Jones

Dr Guy Hayward

Dr Rupert Sheldrake

A new Trustee was appointed this year, Ms Sian Ferguson.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name THE CHORAL EVENSONG TRUST	No (if any) 1190208
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CC16a

Receipts and payments accounts

For the period from	Period start date 01/01/2025	To	Period end date 31/12/2025
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	44,450	-	-	44,450	12,000
Gift Aid	2,793	-	-	2,793	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	47,243	-	-	47,243	12,000
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	47,243	-	-	47,243	12,000
A3 Payments					
Fundraising costs	-	-	-	-	-
Patronal Festival Grants	30,000	-	-	30,000	-
Website costs	7,296	-	-	7,296	4,293
Accountancy fees	-	-	-	-	-
Bank Fees	-	-	-	-	72
Administration Costs	198	-	-	198	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	37,494	-	-	37,494	4,365
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	37,494	-	-	37,494	4,365
Net of receipts/(payments)	9,749	-	-	9,749	7,635
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	11,371	-	-	11,371	3,736
Cash funds this year end	21,120	-	-	21,120	11,371

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at Bank	21,120	-	-
		-	-	-
		-	-	-
	Total cash funds	21,120	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Guy Hayward	



Section A Independent Examiner's Report

**Report to the trustees/
members of** THE CHORAL EVENSONG TRUST

**On accounts for the year
ended** 31 December 2025 **Charity no
(if any)** 1190208

Set out on pages 1-2

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 12 / 2025**.

**Responsibilities and
basis of report** As the charity trustees of the Trust, 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 Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the 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 which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:  **Date:** 17/2/2026

Name: GUY BARAGWANATH FCA

**Relevant professional
qualification(s) or body
(if any):** FCA (ICAEW)

Address: C&GB ASSOCIATES
37-39 WESTGATE, THIRSK, YO7 1QR

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

The Choral Evensong Trust

England & Wales - Charity number 1190208

Accounts

Choral Evensong Trust – Annual Trustees’ Report 2024

Overview

The Choral Evensong Trust (Charity no. 1190208) exists to support and promote the service of choral evensong in parish churches across the UK, recognising its unique capacity to bring together music, worship and community. The Trust’s main vehicle for this support continues to be their website directory of venues where evensong is sung, and their *Patronal Festival Grant Scheme*, which helps churches celebrate their patronal festival with a service of choral evensong and a community reception. The Trust continues to uphold its broader mission “to see an increase of attendance at Evensong services in all abbeys, cathedrals, chapels, churches, and minsters”, and to celebrate the three pillars of Choral Evensong: a unique British tradition, a provider of free music in communities, and a means of nurturing musical training for young singers.

Patronal Festival Grants

In 2024 the Trust received **15 applications** for funding under the current scheme.

- **13** applications were for the *Full Patronal Festival Grant* (£500 each), which encourages a visiting choir to come and sing, if evensong is not already sung there.
- **14** were for the *Festivities Grant* (£250 each)
The total required to fund all applications was **£10,000**, which was covered by donations received during the year.

The Trustees agreed to **maintain the current grant criteria** for the coming year, with a view to possibly introducing a separate grant scheme for travelling choirs in future.

In 2025, the Trustees aim to showcase this year’s funded festivals and encourage further interest and donations for 2026. Anecdotal evidence suggests that Patronal Festival services are drawing new congregants who may not otherwise attend Sunday worship, reflecting the Trust’s aim of reviving community engagement through music.

Communications and Outreach

In 2024, **Tim Popple** joined the Trust as **Website and Social Media Manager**, significantly improving the Trust’s digital presence.

Website Review

A detailed review of the *choralevensong.org* website was completed, identifying areas for improvement in clarity, navigation and design. Recommendations included:

- Simplifying and condensing content across pages.

- Improving readability and layout, especially on the homepage.
- Introducing a cleaner and more modern visual identity.
- Clarifying the Trust's role within the broader "Choral Evensong" brand.
- Increased engagement with church admin to take ownership of church pages

A refreshed logo and colour palette were introduced, inspired by the colours of traditional choir cassocks (red, blue, green, purple). The redesign created a more timeless, modern aesthetic while retaining the trust's liturgical and musical character.

These improvements were implemented, focusing on structure, accessibility and visual consistency.

Ongoing work includes verifying and updating individual venue pages, contacting churches to correct details and ensure that each listing accurately reflects current Evensong provision.

Social Media Strategy

A new social media strategy was adopted in mid-2024 with clear audience and content objectives. The focus is on increasing awareness of both evensong and the Trust through:

- Regular and engaging content across Facebook, X/Twitter and Instagram, highlighting livestreamed services.
- Themed monthly campaigns, highlighting aspects of evensong such as psalms, canticles, voluntaries and visiting choirs.
- Growth metrics based on engagement rates, click-throughs and follower increases.

Quantitative data from the first quarter of activity indicates significant digital growth – Facebook reached 13.6K accounts with 1.8K interactions and 66 new followers, while Instagram saw a 3,245% increase in reach, with 1,840 accounts reached and over 1,000 followers by late September 2024.

The first phase (June–August 2024) established a baseline of followers and engagement, while the second phase (August 2024–August 2025) introduced monthly campaign themes.

Future Plans

- Continue offering both tiers of Patronal Festival Grants.
- Review options for a separate travelling-choir grant scheme.
- Maintain a balanced approach to fundraising and publicity to ensure demand remains manageable.
- Complete website updates and monitor social media growth.
- Publish features in the *Church Times* and other relevant national publications throughout 2025 to highlight the success of the scheme and inspire participation for 2026.

Conclusion

2024 has been a year of steady consolidation and growth for the Choral Evensong Trust. The Patronal Festival Grants continue to demonstrate how a modest investment can catalyse renewed engagement with choral worship and parish life. The strengthening of our communications platforms and online visibility provides a solid foundation for future development. Early signs indicate not only digital growth but also tangible increases in Evensong attendance at featured venues. The Trustees view this as evidence that renewed digital presence and storytelling can translate into revived liturgical participation.

The Trustees express their gratitude to all donors and supporters for their generosity, and to the parishes, choirs and volunteers who continue to keep the spirit of choral evensong alive across the country.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
THE CHORAL EVENSONG TRUST

No (if any)
1190208

CC16a

Receipts and payments accounts

For the period from: 01/01/2024 To: 31/12/2024

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	12,000	-	-	12,000	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	12,000	-	-	12,000	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	12,000	-	-	12,000	-
A3 Payments					
Fundraising costs	-	-	-	-	-
Advertising & Marketing	-	-	-	-	-
Website costs	4,293	-	-	4,293	1,871
Accountancy fees	-	-	-	-	-
Bank Fees	72	-	-	72	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	4,365	-	-	4,365	1,871
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	4,365	-	-	4,365	1,871
Net of receipts/(payments)	7,635	-	-	7,635	- 1,871
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	3,736	-	-	3,736	5,607
Cash funds this year end	11,371	-	-	11,371	3,736

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at Bank	11,371	-	-
		-	-	-
		-	-	-
	Total cash funds	11,371	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Guy Hayward	

The Choral Evensong Trust

England & Wales - Charity number 1190208

Accounts

Annual Report for the Charity Commission – The Choral Evensong Trust

Reporting Period: 1 January 2023 – 31 December 2023

Charity Number: 1190208

Website: <https://choralevensong.org>

Principal address: 20 Willow Road, London, NW3 1TJ

1. Overview of Charitable Objectives and Activities

The Choral Evensong Trust was established to promote the appreciation and accessibility of choral evensong, a traditional, free-to-attend Anglican service combining spoken and sung prayer in the heart of local communities, through education, outreach, and digital resources. Our mission is to introduce and engage the public with this rich cultural heritage, fostering a deeper understanding of its historical, musical and religious significance.

2. Achievements and Performance

The website choralevensong.org remains central to our outreach. In 2023, we enhanced the user experience with updated resources and interactive features such as livestream schedules to support newcomers and enthusiasts in finding and understanding choral evensong services nationwide. Visitor engagement had thousands of users regularly accessing our “Find a Service” feature.

3. Financial Review

The Trust’s financial position remains stable, supported by donations and grants. We allocated funding to maximize outreach and digital development.

4. Plans for 2024

In the coming year, the Trust aims to further its mission by:

- Developing additional online resources and how-to guides, including videos and improved social media content, to increase accessibility.
- Expanding partnerships with schools and community groups.
- Hosting regional events to bring choral evensong to wider audiences.

5. Public Benefit

The Trustees confirm that all activities undertaken in 2023 were aligned with our charitable objectives and provided public benefit, in accordance with the Charity Commission’s guidance.

6. Structure, Governance and Management

Governing document

The British Pilgrimage Trust is constituted as a Charitable Incorporated Organisation (CIO) and is governed by its Constitution.

Trustees:

Ralph Allwood
Rupert Sheldrake
Sir Jonathan Jones
Guy Hayward

Approved by the Trustees on:

31st Oct 2024

Signed:

Guy Hayward

Independent Examiner:

C&GB Associates
37-39 Millgate
Thirsk
Y07 1QR



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
THE CHORAL EVENSONG TRUST

No (if any)
1190208

CC16a

Receipts and payments accounts

For the period
from

Period start date
1/1/23

To

Period end date
12/31/23

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	- 0	-	-	-	2,905
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
Sub total (Gross income for AR)	- 0	-	-	-	2,905
A2 Asset and investment sales, (see table).					
	- 0	- 0	- 0	-	
	- 0	- 0	- 0	-	- 0
Sub total	- 0	- 0	- 0	-	- 0
Total receipts	- 0	- 0	- 0	-	2,905
A3 Payments					
Fundraising costs	- 0	-	-	-	-
Advertising & Marketing	- 0	-	-	-	329
Website costs	1,871	-	-	1,871	2,720
Accountancy fees	- 0	-	-	-	120
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
	- 0	-	-	-	-
Sub total	1,871	-	-	1,871	3,169
A4 Asset and investment purchases, (see table)					
	- 0	- 0	- 0	-	
	- 0	- 0	- 0	-	- 0
Sub total	- 0	- 0	- 0	-	- 0
Total payments	1,871	- 0	- 0	1,871	3,169
Net of receipts/(payments)	- 1,871	-	-	- 1,871	- 264
A5 Transfers between funds	- 0	-	-	-	-
A6 Cash funds last year end	5,607	-	-	5,607	5,871
Cash funds this year end	3,736	-	-	3,736	5,607

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at Bank	3,736	-	-
		-	-	-
		-	-	-
	Total cash funds	3,736	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities		Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		Guy Hayward	31st Oct 2024	

The Choral Evensong Trust

England & Wales - Charity number 1190208

Accounts

Choral Evensong

Choral Evensong Trust Annual Report *Charitable Activities and Accounts – 1 January 2022 – 31 Dec 2022*

Introduction

The Choral Evensong Trust promotes the traditional Church of England service of choral evensong. Choral evensong is a unique British tradition and an important part of our cultural heritage, dating back to 1549 as set out in Archbishop Cranmer's *Book of Common Prayer*. We formed the charity during the Covid pandemic, as it had silenced many of our cathedral and church choirs. It is of utmost importance to promote, preserve and re-generate this valuable tradition by encouraging and enabling attendance.



*St Wulfram's Church Choir in Westminster Abbey.
Used with kind permission of the choir.*

Evensong is important for four main reasons:

- Encourages engagement with our heritage: Evensong provides an ideal gateway for experiencing our church heritage and an appreciation of our historic religious buildings, introducing congregations to the beautiful 16th-century words of Cranmer's *Book of Common Prayer* and the many uplifting and beautiful musical settings of the Magnificat, Nunc Dimittis and Psalms.
- Provides a spiritual and musical experience for free: Evensong provides a high quality, free, musical and spiritual experience, inviting people of any and no religion to enter our magnificent cathedrals, chapels and churches (without an entry fee!) and spend a moment of reflection and calm.

- Maintains our strong choral tradition: Its popularity and perpetuation benefit young choristers across the UK who learn its musical requirements and develop a life-long relationship with this part of our heritage, as well as becoming many of our leading professional musicians.
- Improves wellbeing: many studies show that choral singing has a positive impact on our personal wellbeing. The combination of beautiful music and language within inspiring surroundings away from our daily worries serves as a meditation and respite for many.

“Choral Evensong gladdens the heart, ravishes the ear, and restores the soul – my favourite way of spending an hour with glorious music in a glorious building.” John Rutter, composer and conductor.

Our primary aim is to increase the number of people attending choral evensong and to this end we have set ourselves the aim of increasing attendance to choral evensong across Britain and Ireland.

Need

There are over 750 cathedrals, churches and college chapels in the UK that regularly sing evensong. These services are free to attend, even those that take place in major tourist attractions such as King’s College, Cambridge, or Westminster Abbey. However, information about each institution’s services is not always easy to find or necessarily top-of-mind to those unfamiliar with evensong.

Around 37,000 people attend a cathedral service each week (Church of England Research & Statistics, 2019), roughly half of those attending a midweek service (generally Evensong). Attendance to cathedral services has remained relatively stable over the last decade but we would like to see an increase. A further 1.1m people regularly attend a church service each week (Church of England Research & Statistics, 2019). However, this represents a fall of an average of 3% between 2014-19, and by between 15% and 20% between 2009 and 2019.

We would argue that high quality choral music, especially evensong, is a significant draw for many to attend a service who might not otherwise, because its music and poetic language appeals to those of any and no faith. Needless to say, attendance across the 2020-21 period was severely affected by the Covid-19 pandemic, and choral music silenced for long periods. This important cultural tradition is endangered, and the beauty of the music and language will be lost if we do not do all we can to educate the public and encourage engagement and thereby increase demand. In addition, the service of Evensong can be an appealing entry point for people unfamiliar with what happens in churches, due to its greater emphasis on poetic words and music than other services.

“Choral Evensong” has been broadcast by the BBC for nearly 90 years and claims to be the longest running radio outside broadcast in the world. 250,000 people listen to the two transmissions each week and invariably we receive many messages of appreciation for the beauty of the music and the timeless quality of the words.”

Stephen Shipley, BBC Senior Producer

Our Work

Searchable Listings Website

Much of our work through this period has been around updating and building resilience for our core output: *choralevensong.org*. The maintenance of information to ensure that service times, links to resources, and information about churches and choirs is accurate is key to ensuring that the website retains relevance and continues to aid its users.

To this end, the Choral Evensong Trust's Website Director, Joseph Priestley worked with Beachshore Design Ltd, the Trust's web developer, to enable a full audit of every church on the site. New functionality allowing the website's events to be exported has created an independent backup of event data, hosted on Google Sheets, which then allowed data to be checked line by line. The end result was that over 900 events were checked by rigorously trawling church's websites, A Church Near You (The Church of England's web presence for its churches), and social media sites to update our central database of events.

The result allowed the CET to build a picture of how the service of Choral Evensong had 'bounced back' after the worst of the COVID-19 pandemic. Of the 724 services audited, 98 were untraceable online and were thus made inactive on *choralevensong.org*. Happily, we were able to chart the reemergence of several services that had been in abeyance through the pandemic, and we are beginning to see the number of services slowly returning to their pre-pandemic levels.

This work has been vital to ensuring the viability of the Trust going forwards.

Alongside updating the existing website, significant investment was made in developing a new site, built on the open-source Content Management System, WordPress. Efforts were made to duplicate the functionality of the existing site whilst modernising the design and allowing future improvements at a reduced cost. However, we reverted to the existing site, first developed in 2015, as it has stood the test of time and shall continue as our primary platform until such a time as an open-source replacement, such as WordPress, can match it in functionality.

Live streaming of choral services

The Choral Evensong Trust's database of streamed services continues to drive growth in audiences for regular online worship. Whilst most of the livestreams of Choral Evensong were established in response to the COVID-19 pandemic and the subsequent closure of churches for worship, many have continued beyond this period and continue to grow their audience numbers. This was noted in the Cathedral Music Trust's *Cathedral Music Review*.¹

Alongside work to audit physical services of Choral Evensong, the livestreamed offer has also been audited and updated on *choralevensong.org*. We will continue to monitor changes to the offer of livestreams as churches, chapels and cathedrals continue to adapt to post-pandemic realities and a return to in-person worship. This makes it easy for people around the world who might not be able to attend in person to instantly watch and listen to Evensong from their desk.

¹Cathedral Music Review 2022. Retried 29th October 2023
(<https://www.cathedralmusictrust.org.uk/Common/Uploaded%20files/Uploads/Cathedral%20Music%20Review%20June%202022%20FINAL.pdf>)

Fundraising

We were granted £2000 by the Prayer Book Society, and £900 by our founding trustee Rupert Sheldrake.

Choral Evensong Receptions

One drinks reception at St Mary Magdalene Parish Church, Newark, after a well-publicised evensong, was made possible by a £200 donation from our Trust, which resulted in a full church and many more locals experiencing evensong, many for the first time.

Contact

Contact info@choralevensong.org (email) / [@choralevensong](#) (social media)



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name THE CHORAL EVENSONG TRUST	No (if any) 1190208
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CC16a

Receipts and payments accounts

For the period from	Period start date 1/1/2022	To	Period end date 12/31/2022
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	2,905	-	-	2,905	12,775
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	2,905	-	-	2,905	12,775
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	2,905	-	-	2,905	12,775
A3 Payments					
Fundraising costs	-	-	-	-	790
Advertising & Marketing	329	-	-	329	3,615
Website costs	2,720	-	-	2,720	2,499
Accountancy fees	120	-	-	120	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	3,169	-	-	3,169	6,904
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	3,169	-	-	3,169	6,904
Net of receipts/(payments)	- 264	-	-	- 264	5,871
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	5,871	-	-	5,871	-
Cash funds this year end	5,607	-	-	5,607	5,871

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at Bank	5,607	-	5,871
		-	-	-
		-	-	-
	Total cash funds	5,607	-	5,871
	(agree balances with receipts and payments account(s))	OK	OK	Agreement Error
B2 Other monetary assets	Details	to nearest £	to nearest £	to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		Guy Hayward	10/31/2023	

The Choral Evensong Trust

England & Wales - Charity number 1190208

Accounts

Choral Evensong

The Choral Evensong Trust

Charitable Activities and Accounts – 1 July 2020 – 31 Dec 2021

Introduction

The Choral Evensong Trust is a newly formed charity (No. 1190208) to promote the traditional Church of England service of choral evensong. Choral evensong is a unique British tradition and an important part of our cultural heritage, dating back to 1549 as set out in Archbishop Cranmer's *Book of Common Prayer*. We formed the charity during the Covid pandemic, as it had silenced many of our cathedral and church choirs. It is of utmost importance to promote, preserve and re-generate this valuable tradition by encouraging and enabling attendance.

Evensong is important for four main reasons:



- *Encourages engagement with our heritage:* Evensong provides an ideal gateway for experiencing our church heritage and an appreciation of our historic religious buildings, introducing congregations to the beautiful 16th-century words of Cranmer's *Book of Common Prayer* and the many uplifting and beautiful musical settings of the Magnificat, Nunc Dimittis and Psalms.
- *Provides a spiritual and musical experience for free:* Evensong provides a high quality, free, musical and spiritual experience, inviting people of any and no religion to enter our magnificent cathedrals, chapels and churches (without an entry fee!) and spend a

moment of reflection and calm.

- *Maintains our strong choral tradition:* Its popularity and perpetuation benefit young choristers across the UK who learn its musical requirements and develop a life-long relationship with this part of our heritage, as well as becoming many of our leading professional musicians.
- *Improves wellbeing:* many studies show that choral singing has a positive impact on our personal wellbeing. The combination of beautiful music and language within inspiring surroundings away from our daily worries serves as a meditation and respite for many.

“Choral Evensong gladdens the heart, ravishes the ear, and restores the soul – my favourite way of spending an hour with glorious music in a glorious building.” John Rutter, composer and conductor

Our primary aim is to increase the number of people attending choral evensong and to this end we have set ourselves the aim of increasing attendance to choral evensong across Britain and Ireland.

Need

There are over 750 cathedrals, churches and college chapels in the UK that regularly sing evensong. These services are free to attend, even those that take place in major tourist

Choral Evensong

attractions such as King's College, Cambridge or Westminster Abbey. However, information about each institution's services is not always easy to find or necessarily top-of-mind to those unfamiliar with evensong.

Around 37,000 people attend a cathedral service each week (Church of England Research & Statistics, 2019), roughly half of those attending a midweek service (generally Evensong). Attendance to cathedral services has remained relatively stable over the last decade but we would like to see an increase.

A further 1.1m people regularly attend a church service each week (Church of England Research & Statistics, 2019). However, this represents a fall of an average of 3% between 2014-19, and by between 15% and 20% between 2009 and 2019. We would argue that high quality choral music, especially evensong, is a significant draw for many to attend a service who might not otherwise, because its music and poetic language appeals to those of any and no faith.

Needless to say, attendance across the 2020-21 period was severely affected by the Covid-19 pandemic, and choral music silenced for long periods. This important cultural tradition is endangered and the beauty of the music and language will be lost if we do not do all we can to educate the public and encourage engagement and thereby increase demand.

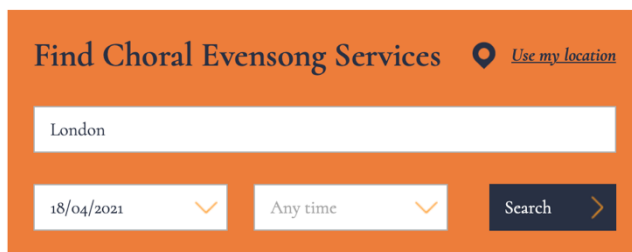
In addition, the service of Evensong can be an appealing entry point for people unfamiliar with what happens in churches, due to its greater emphasis on poetic words and music than other services.

"Choral Evensong" has been broadcast by the BBC for nearly 90 years and claims to be the longest running radio outside broadcast in the world. 250,000 people listen to the two transmissions each week and invariably we receive many messages of appreciation for the beauty of the music and the timeless quality of the words."

Stephen Shipley, BBC Senior Producer

Our work

Searchable listings website



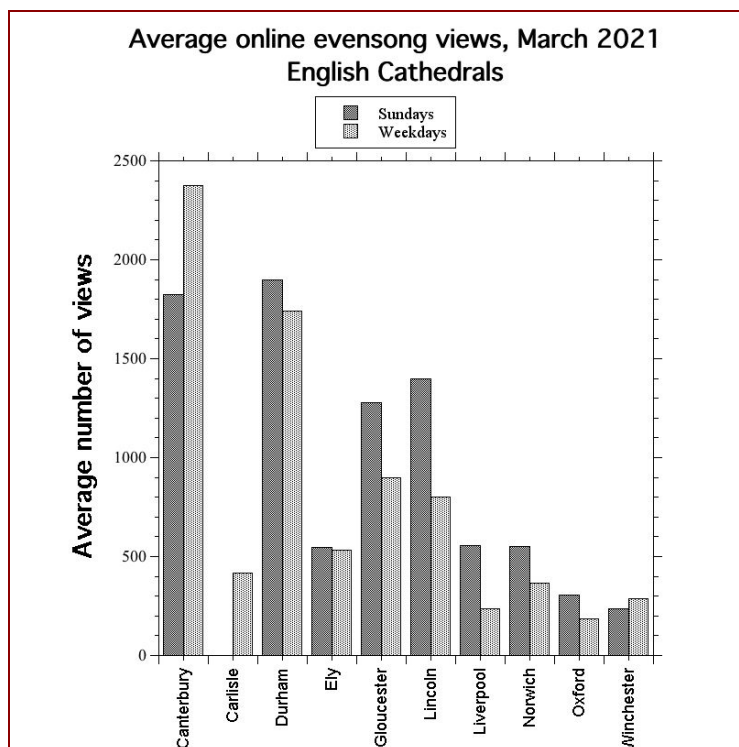
Our main activity is the [website](https://www.choralevensong.org) [choralevensong.org](https://www.choralevensong.org) which we first began developing in 2015 to address the lack of a central information resource around the timing and locations of evensongs.

We have so far engaged with over 700 churches and cathedrals whose service times are updated regularly on our

website by team of volunteers and by the venues themselves. The website provides a one-stop shop for the user to search for services near them or services that are being live-streamed from anywhere in Britain and Ireland.

Live-streaming of choral services

A recent innovation on our website is to list those services which will be live-streamed, linking the user to the cathedral or chapel's website, YouTube channel or Facebook page, enabling vastly more people to attend virtually than might otherwise attend in person. Analysis of online evensong views in March 2021 demonstrates the high numbers these services are reaching, in particular Canterbury Cathedral with well over 2000 views and Durham with well over 1500 views to its midweek services.



Source: Choral Evensong Trust, March 2021

Invitation Evensongs + Reception

More recently, we have developed a model for outreach for any church or cathedral that wishes to participate; to provide a drinks reception following an evensong to which a targeted group of local people are invited. We have so far supported at least 12 Evensong Receptions in London, Cambridge, Leicester, Lancaster, Liverpool, Southwell, Maldon, New Alresford, and Winchester, where typically 150 or more people attended (many more than usual) and afterwards are encouraged to stay for a drink and a chat. Each of the venues who have hosted an Evensong Reception have been very pleased with the result.

One of the first Evensong Receptions was held at Queen's College, Cambridge. Amongst the invited guest list were political and civic leaders, the local press, schools, hotels, B&Bs, residents' associations, universities, historical preservation societies, other religious denominations, chambers of commerce, the local tourist offices and even doctor's surgeries. Guests attended evensong and then were invited to refreshments in the beautiful Long Gallery of the President's Lodge of Queen's College.

One guest representing a local hotel, said, "*... it has been a special night for me- beautiful music, a sublime atmosphere and lovely people to talk to. We will surely promote the events as I believe it is of a great interest to many of our guests, we only need to tell them about it.*"

Local poster campaigns

We have developed a template for a local poster/flyer campaign to promote Evensong services which a participating church or cathedral can customise and distribute in their community in order to encourage attendance and broaden access. We provide a suggested layout and design of the flyers, advise on distribution and have paid for printing. This approach is particularly appropriate for small towns and village

Choral Evensong

communities where older residents are more likely to see promotions in their local shops than to be reached online.

Partnerships and cross-promotion

We develop marketing partnerships with relevant organisations, such as those we have already developed with *Visit Cambridge*, *Visit London/Time Out* and *Experience Oxford* whose users are looking for things to do in those cities. We aim to promote attending evensong as an ideal way of visiting an historic religious building and experiencing our unique heritage, both architectural, musical and religious. (We are currently re-negotiating these partnerships, having had a presence on their websites for the last 3 years). We are also exploring other possibilities such as the British Pilgrimage Trust.

Press and Awareness Raising

We have worked hard to generate press interest and provide articles and interviews across a range of media including BBC Radio 4, the Independent newspaper and the global Religion News Service. (There is a full list to date on our website 'media' page).

Our impact

We are a young organisation and as such do not have extensive measurement and evidence of our impact yet. However, we currently have around 5000 unique visits to our website each month and have reached 1500 individuals so far through our Evensong Receptions.

We have taken advantage of a special Google Ads for Charities programme which provides up to \$10,000 of advertising per month, for free which we can use in a range of ways to promote our content and that of our partners. We also regularly run paid-for Facebook adverts: over an annual period we have reached 600,000 users and received 60,000 clicks through to our website as a result of these adverts. Across our Facebook, Instagram and Twitter channels we finished 2021 at close to 7000 followers.

Evaluation

We are planning to monitor our effectiveness in 4 ways:

- Year-on-year increase of attendance at choral evensong (Church of England Research and Statistics).
- Number of churches and cathedrals we directly engage with through one of our activities (Evensong receptions; flyer campaigns) and the number of people that attend as a result. This data is collected by the participating church.
- Number of partner organisations through whom we cross-promote and the reach/number of unique visits they receive per month.
- Unique visits to our website.

Fundraising

To kickstart this newly formed charity, a few individual donors created seed funding, but as we progress we will develop our fundraising strategy to ensure more sustainable income streams.

Contact

info@choralevensong.org (email) / @choralevensong (social media)



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
THE CHORAL EVENSONG TRUST

No (if any)
1190208

CC16a

Receipts and payments accounts

For the period from 01/07/2020 To 31/12/2021

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	12,775	-	-	12,775	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	12,775	-	-	12,775	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	12,775	-	-	12,775	-
A3 Payments					
Fundraising costs	790	-	-	790	-
Advertising & Marketing	3,615	-	-	3,615	-
Website costs	2,499	-	-	2,499	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	6,904	-	-	6,904	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	6,904	-	-	6,904	-
Net of receipts/(payments)	5,871	-	-	5,871	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	5,871	-	-	5,871	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at Bank	5,871	-	-
		-	-	-
		-	-	-
	Total cash funds	5,871	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

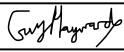
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Guy Hayward	29-10-22