



TRUSTEES' ANNUAL REPORT

1st October 2023 to 30 September 2024

CHARITY NAME Kidenza

CHARITY NUMBER 1190855

OBJECTIVES AND ACTIVITIES	3
Summary of the Purposes of the Charity	3
Summary of the Main Activities	3
MAIN ACTIVITIES	4
Production of Showreel	4
Changing our offering to schools	4
FUNDING APPLICATIONS	6
WORKSHOPS	7
CONCERTS	8
Small Ensemble	8
Whole Orchestra	8
Schools' Concerts	8
Special Needs School	9
Statement of Public Benefit	10
FINANCIAL REVIEW	11
End of Period Financial Review	11
Policy for Holding Reserves	11
Restricted Funds	11
Charity Continuing as a Going Concern	11
STRUCTURE, GOVERNANCE AND MANAGEMENT	14
Type of Governing Document	14
How is the Charity Constituted?	14
Staff and Trustees	14
Salaried staff	14
Trustee Selection Methods	14
Reference and Administrative Details	14
Trustees	14
Advisors	15
ACCOUNTS	16
INDEPENDENT EXAMINERS REPORT	18
APPROVAL	19

OBJECTIVES AND ACTIVITIES

Summary of the Purposes of the Charity

Kidenza provides live, educational, professional, fun orchestral concerts and workshops. Our aim is to inspire children to find out more about music, learn an instrument, maybe perform with others, or simply establish a love of listening to orchestral music for their enjoyment and well-being. We also support teachers with free resources and lesson plans which we hope will help develop their skills and build confidence in delivering an inspiring music education and better understanding of the benefits of music on children's all-round ability to learn.

Our mission: to shatter the misconception that orchestral music is stuffy and inspire *every* child from *every* walk of life to listen to and maybe be involved in making music for the whole of their life. Essentially, inspiring tomorrow's musicians or at the very least, tomorrow's audiences.

By working with schools, we can ensure that ALL children have access. This goes a long way to breaking up acquired beliefs that orchestral music is 'not for the likes of us' and helping to dilute the elitism that is currently associated with classical music.

Summary of the Main Activities

The previous year had been very difficult for our organisation. Years like this focus the mind and we started the new academic year determined to raise more funds and secure more bookings.

We wanted to show schools that we were serious about delivering a quality, value for money experience unrivalled by any. We wanted to work with each school to deliver whatever they needed to best enhance their learning outcomes, and this proved to be the year where yet again, significant changes were made to improve our offering. First, we needed a showreel that was relevant to our market.

MAIN ACTIVITIES

Production of Showreel

The only showreel we had was outdated. Filmed back in 2018 at a family Christmas concert, this was clearly not the right tool to be using for schools.

An exciting conversation with a philanthropist resulted in receiving funding to produce a new showreel, in fact with some clever editing and a different voiceover, we produced two short films: one for schools and one for potential funders. We filmed in May 2024, and we were able to start sharing the films in July 2024. We were all very proud of the end result and were excited to see if it had any impact on future bookings.

You can see the films here:

[Schools showreel](#)

[Funders showreel](#)

Changing our offering to schools

Secondly, taking an orchestra to a school is not without significant cost. We wanted to show value for money, so it was important to talk to each individual school about what they wanted from the day. These conversations quickly evolved into us designing a bespoke offer which was well aligned with their learning outcomes.

Example 1 – Hilden Oaks School

A small, independent school who wanted us for the whole school day with workshops in the morning and just one concert at a different venue in the afternoon for the whole school and for parents/grandparents.

We designed three 50-minute workshops which were run concurrently. All pupils from reception to yr 6 participated and in each workshop, there was a mix of ages, so it was vital our delivery was pitched suitably for all ages. In each workshop, we covered the introduction of both musicians and their instruments (each workshop was a section of the orchestra leaving percussion until the actual concert), a short piece with all musicians playing together, a 20-minute exercise focusing on a specific musical element and then time for some Q&As.

The afternoon concert, we all agreed, was more interactive. The children felt as though they knew the musicians and we had referred to some of the pieces we played earlier on in the day, so familiarity was obvious. It was a totally immersive day, and we received the following feedback as well as enthusiasm for future bookings.

"... it was amazing to see the children so enthralled and enjoying the concert, and we've had so many parents message us saying their children have been raving about the day and how much they clearly enjoyed it..."

"The children have had the most wonderful day with Kidenza."

"It goes without saying that the musicians were phenomenal, but they were also incredibly skilled at engaging the children and managed to pitch the workshops at the right level for all ages (including the staff!)."

"The concert this afternoon was superb and because the children had spent time with the musicians in the morning they felt part of whole experience.

I am certain that today will be a day that the children will remember for years to come."

Example 2 – Hitchin Boys Grammar School

A state-run boys grammar school with good provision for music education who wanted our whole orchestra for the full school day.

We performed a 'typical' concert to yr 7 pupils for the first session. (1 hour). The second session was a much more intimate session for several of their GCSE and yr 9 and 10 pupils as well as some 'high end' instrumental players who sat amongst our musicians. This session was more a masterclass but with the opportunity to rehearse a piece that would then be performed to their peers in the afternoon concert (for yr8).

The head of music said *"this was definitely the highlight of our school year. The boys thoroughly enjoyed it, and we have enjoyed reliving some of the highlights this morning in class...*

Thank you again for all your efforts on making our Orchestra Day a huge success."

The lead up to our visit to both schools involved many emails and several Team's meetings, planning repertoire and understanding how best to achieve everyone's outcomes. Both schools were grateful for the attention to detail and tailored approach, and it was clear that following these concerts, this should be our approach to all schools going forward.

FUNDING APPLICATIONS

Canterbury UKSPF	unsuccessful
Jerwood	unsuccessful
Emerton Christie	unsuccessful
Thanet UKSPF	successful £4070
Tesco Groundworks Eastbourne	successful £500
Tesco Groundworks Horsham	successful £500
Tesco Groundworks Gravesend	successful £1500
Tesco Groundworks Sevenoaks	successful £500
Tesco Groundworks Ashford	successful £500

WORKSHOPS

Our workshop, lasting 75 minutes, is suitable for KS1 and KS2. The children work together to compose a soundtrack to accompany a poem that will then be performed. Essentially, the children will be composers, musicians and perform in their very own orchestra. These workshops are delivered by either our conductor or our animateur.

The workshops this year were for Key stage 2 pupils at Edenbridge Primary School, Kings Farm Academy, Highfield Prep, Hawkes Farm Academy and Brambletye School.



CONCERTS

Small Ensemble

Hayes Park School, Middlesex. 270 Primary school pupils.



Whole Orchestra

Family Concert at Benenden School, Benenden



Schools' Concerts

- Sevenoaks Primary School, Sevenoaks, Kent. 555 pupils plus parents and younger siblings
- Bohunt School, Horsham, West Sussex. 650 pupils including some from local primaries
- Hilden Oaks School, Tonbridge, Kent.
- Hitchin Boys Grammar school, Hitchin, Herts.



Special Needs School

- Chailey Heritage, Lewes, East Sussex



Statement of Public Benefit

Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit.

The Trustees have considered the Charity Commission's guidance on public benefit in Section 17 of the Charities Act 2011. They believe that Kidenza is achieving and continually improving its public benefit remit by the provision of music education to young people through school concerts, workshops, and online activities, especially at a time when government funding for the arts is being cut.

FINANCIAL REVIEW

End of Period Financial Review

Kidenza has no debt and there are cash reserves which combined with confirmed bookings for the year 2024-25 will be sufficient to maintain the organisation for just over eight months not withstanding future bookings and additional funding

Policy for Holding Reserves

Kidenza holds two financial reserves.

Generic administration and family concerts

Funding secured for future projects.

Restricted Funds

£7070

Charity Continuing as a Going Concern

The Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus, it continues to adopt the going concern basis of accounting in preparing the annual accounts.



Policy on Reserves

1. Introduction

This policy sets out the approach of Kidenza to holding and managing financial reserves. It ensures that our charity maintains adequate financial stability to meet its ongoing obligations and protect its work against risks and unforeseen circumstances.

2. Purpose of Reserves

The reserves held by Kidenza are to:

- Ensure the charity can continue to meet its core commitments (e.g. salaries, insurance, utilities and any such costs related to the essential running of the organisation) in the event of temporary income shortfalls.
- Allow for orderly wind-down in the case of closure.
- Provide a buffer for unexpected emergencies or opportunities.

3. Definition of Reserves

Reserves are that part of the charity's unrestricted funds that are freely available to spend on any of the charity's purposes. They do not include:

- Restricted funds.
- Designated funds earmarked for specific projects.
- Fixed assets held for charity use (e.g. buildings or equipment).

4. Target Level of Reserves

Kidenza aims to hold unrestricted reserves equivalent to a minimum of three months of regular operating costs. Based on the current budget, this equates to approximately £2896

5. Monitoring and Review

The reserves level will be reviewed:

- At least annually during budget planning.
- Whenever there is a significant change in income or expenditure.

Any decision to draw on reserves or adjust the target level must be approved by the trustees and recorded in meeting minutes.

Telephone: 01732 362820 | Email: education@kidenza.co.uk | Website: www.kidenza.co.uk
Registered Office: 35 St Marys Road Tonbridge Kent TN9 2LD
Registered Charity in England & Wales 1190855

6. Building or Using Reserves

If the reserves fall below the target level, the trustees will agree on a plan to rebuild them over a reasonable timeframe.

Where reserves exceed the target level, the trustees will consider the most effective use of the excess in line with the charity's objectives.

7. Policy Approval and Review

This policy was approved by the Board of Trustees on 23 July 2025. It will be reviewed at least every 2 years or sooner if there are significant changes to the charity's financial position or activities.

Signed:  STEPHEN HIGGINS

On behalf of the board of trustees

Date: 23rd July 2025

STRUCTURE, GOVERNANCE AND MANAGEMENT

Type of Governing Document

The governing document is the Charitable Incorporate Organisation Constitution, 10 December 2019.

How is the Charity Constituted?

Kidenza is a Charitable Incorporated Organisation.

Staff and Trustees

Over the course of this year, we have said goodbye to Barbara Stilwell, Oliver Dixon and Simon Daniels. We appointed Murray Taylor, a lawyer, in March 2024.

Salaried staff

CEO – Claire Lambert

Projects and Marketing – part-time. Self-employed – Jennie Harvey

Trustee Selection Methods

Trustees are appointed by the Board for terms of three years. The minimum number of Trustees is four and the maximum 12. In October 2023 six trustees were on the board, dropping to four in May 2024.

Trustees are appointed for their skill and experience in areas related to the charity's operation, including music, education, charity management and fundraising.

On appointment, Trustees are sent an induction pack with information about the charity and their role.

The Trustees delegate day-to-day running of the charity to the CEO.

Reference and Administrative Details

Charity Name – Kidenza

Registered Charity Number – 1190855

Charity's principal address 35 St Mary's Road, Tonbridge, Kent TN9 2LD

Trustees

Name of Trustee	Office (if any)	Dates acted if not for whole year
Barbara Stilwell	Chair	Resigned 26 May 2024
Simon Daniels		Resigned 23/10/23
Oliver Dixon		Resigned 20 January 2024
Alison Withey-Harrison		
Sophie Robertshaw		
Murray Taylor		Appointed 7 March 2024

Advisors

Type of Advisor	Name	Address
Accountant	Scott Moen	Orchard Corner, Freight Lane, Cranbrook TN17 3PF
Information Technology	Pip Meadway	35 St Marys Road, Tonbridge, Kent TN9 2LD

ACCOUNTS



Charity Name Kidenza	No (if any) 1190855
--------------------------------	-------------------------------

CC16a

Receipts and payments accounts

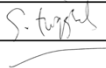
For the period from	Period start date 01/10/2023	To	Period end date 30/09/2024
---------------------	---------------------------------	----	-------------------------------

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					
Events and workshops	21,164	-	-	21,164	7,804
Grants	2,500	14,464	-	16,964	3,000
Patron donations	5,995	-	-	5,995	7,698
CJRS income	-	-	-	-	-
Tax refund	443	-	-	443	443
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	30,102	14,464	-	44,566	18,945
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	30,102	14,464	-	44,566	18,945
A3 Payments					
Salaries and subcontractors	18,845	14,464	-	33,309	22,469
Reimbursed expenses	-	-	-	-	-
Venue hire	-	-	-	-	-
Telephone, internet, postage	1,325	-	-	1,325	822
Bank charges	72	-	-	72	72
Accountancy	1,488	-	-	1,488	1,508
Advertising and promotion	500	-	-	500	500
Sundry	517	-	-	517	360
	-	-	-	-	-
Sub total	22,747	14,464	-	37,211	25,731
A4 Asset and investment purchases, (see table)					
Equipment	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	22,747	14,464	-	37,211	25,731
Net of receipts/(payments)	7,355	-	-	7,355	6,786
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	5,679	-	-	5,679	12,465
Cash funds this year end	13,034	-	-	13,034	5,679

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	Bank account	13,034	-	-
		-	-	-
		-	-	-
	Total cash funds	13,034	-	-
	(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)
	Equipment	Unrestricted	1,152	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities		Fund to which liability relates	Amount due (optional)	When due (optional)
	Salaries and expenses	Unrestricted		
	Accountancy	Unrestricted		
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		STEPHEN HIGGINS	24/01/2025

INDEPENDENT EXAMINERS REPORT



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees

Charity Name
Kidenza

On accounts for the year ended

30 September 2024

Charity no
(if any)

1190855

Set out on pages

1 of 1

(remember to include the page numbers of additional sheets)

Responsibilities and basis of report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **30/09/2024**.

As the charity's trustees, 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 all 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:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with those records.

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

Signed: *Scott Moen*

Date: 24/01/2025

Name: Scott Moen

Relevant professional qualification(s) or body (if any):

ICAEW

Address:

Orchard Corner, Freight Lane

Cranbrook TN17 3PF

APPROVAL

Signed on behalf of the charity's trustees



Signature

Full NameSTEPHEN HIGGINS.....

PositionTRUSTEE.....

Date25/07/2025.....