

# BLUETONIC

England & Wales · Charity number 1190871

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2020-08-14

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 6 Hall Drive  
Wollaton  
Nottingham  
NG8 2PW

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**Website** [www.bluetonic.org.uk](http://www.bluetonic.org.uk)

## Activities

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**Objects:** TO PROVIDE OR ASSIST IN THE PROVISION OF FACILITIES IN THE INTERESTS OF SOCIAL WELFARE FOR RECREATION OR OTHER LEISURE TIME OCCUPATION OF INDIVIDUALS WHO HAVE NEED OF SUCH FACILITIES BY REASON OF THEIR YOUTH, AGE, INFIRMITY OR DISABILITY, FINANCIAL HARDSHIP OR SOCIAL CIRCUMSTANCES WITH THE OBJECT OF IMPROVING THEIR CONDITIONS OF LIFE.

**Activities:** To provide or assist in the provision of activities in the interest of social welfare. This is for individuals who may not usually have access due to youth, age, infirmity or disability, financial hardship or social circumstances. The object is to improve their conditions of life. We do this by creating experiences in, on or around blue spaces in the East Midlands.

## Classification

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- **How:** Makes Grants To Individuals, Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives, Disability, Amateur Sport, Environment/conservation/heritage, Economic/community Development/employment
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, Other Charities Or Voluntary Bodies, The General Public/mankind

## Geography

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- Derby City
- Derbyshire
- Leicester City
- Leicestershire
- Nottingham City
- Nottinghamshire
- Staffordshire

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-03-31	£20,709	£31,717	-	-
2024-03-31	£40,365	£18,978	-	-
2023-03-31	£10,464	£17,748	-	-
2022-03-31	£10,294	£967	-	-
2021-03-31	£525	£122	-	-

## Trustees

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Name	Role	Appointed
<b>Paul Dickens</b>	Chair	2020-03-11
CLARA MORLEY		2020-03-11
Jane North		2022-01-28
Richard Langford Grieve		2024-09-04

**BLUETONIC**

England & Wales - Charity number 1190871

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# Accounts

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**Bluetonic**  
(Registered charity, number 1190871)  
**Financial statements**  
**for the year ended 31 March 2025**

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**Bluetonic**  
**Trustees' annual report**  
**for the year ended 31 March 2025**

**Full name** Bluetonic

**Organisation type** Charitable incorporated organisation

**Registered charity number** 1190871

**Principal address**

6 Hall Drive, Wollaton, Nottingham, NG8 2PW

**Trustees**

Paul Dickens

Richard Grieve, from 04/09/2024

Jane North

Clara Morley

**Independent examiner**

Eva Stevens, employee of Community Accounting Plus, Units 1 & 2 North West, 41 Talbot Street, Nottingham, NG1 5GL

**Governance and management**

The charity is operated under the rules of its constitution adopted 14/08/2020.

Bluetonic currently has four trustees and aims to expand to five. In 2025, we will prioritise succession planning, with trustee term rotation and new recruitment aligned with Charity Commission guidance.

Trustees are selected based on our constitution terms, and have responsibility for governing the charity and signing off on proposals. Volunteers are invited to support the charity with their time and contribute ideas for the charity's development.

**Objectives and activities**

To provide or assist in the provision of facilities in the interests of social welfare for Recreation or other leisure time occupation of individuals who have need of such Facilities by reason of their youth, age, infirmity or disability, financial hardship or Social circumstances with the object of improving their conditions of life.

## **Bluetonic**

### **Summary of the main activities undertaken for the public benefit and the main achievements during the period**

#### **Online Guest Chats**

We delivered four online guest sessions across the winter season, continuing to attract global interest and broaden Bluetonic's reach. Each session was hosted by charity founder Scott Clayton and contributed to the build-up of our Awaken Your Blue Mind winter challenge fundraiser.

The programme opened with a social launch event introducing the 2024 challenge, offering space for past and new participants to connect, reflect, and prepare for the blue-space inspired activities ahead.

Other featured guests included:

- Paul Flynn, a conservation fundraiser and year-round wild swimmer based at the Cotswold Lakes. Drawing from his childhood on the Isle of Wight, Paul led an open discussion on men's mental health and the healing power of open water. He has since taken up an ambassador role with the organisation.
- Nick Hugh McCann, artist, performer, filmmaker, and lifelong swimmer, shared a deeply personal journey of water and art, shaped by early swims along the Mersey and inspired by the romantic spirit of Lord Byron.
- Gary Glazner, a US-based poet and pioneer in using poetry and song to support people living with Alzheimer's, offered an uplifting and moving session on creativity, memory, and the rhythm of water.

Across all four sessions, we welcomed 153 attendees, with international engagement continuing to grow, especially from the USA.

These sessions not only provided rich and varied insight into blue space wellbeing but also played a key role in generating momentum for our Awaken Your Blue Mind fundraising challenge.

#### **Awaken Your Blue Mind Challenge**

The 2024 edition built on last year's success creating new participation and community engagement:

- Participants: 129
- Funds Raised: £1,580
- Costs badges and postage: Postage £173.98 + Badges
- Net Profit: £1,406.02

## **Bluetonic**

Entrants received:

- Digital challenge journal
- 100 blue-space inspired activities
- Access to private Facebook group
- Custom badge

Participation came from the UK, USA, Canada, Germany, France, and beyond. The challenge remains a core fundraising tool and community builder for the winter months.

### **Under the Bridge Project**

Continuing to grow, the project has this year secured funding from smaller local funding pots with a focus on reducing suicide and improving people's mental health as well as an increased amount of fund raising. Ran in partnership with Nottingham CAN.

- Participant Reach: Over 115 men to date; weekly engagement ranges from 12–30.
- Key Activities (2024–25):
  - Fundraising Christmas video
  - Winter wellbeing sessions incorporating wild swimming and outdoor sauna
  - Greater engagement with local services and partners such as public health and social prescribers
  - Cold water resilience workshops
  - The second Walking Music Festival is planned to be bigger and better

A three-year continuation bid is currently being drafted with the National Lottery, aiming to extend the program's reach and embed it further into community health initiatives.

### **Swim Safe**

The 2024 Swim Safe delivery reached 512 children and parents, combining water safety education with emotional wellbeing lessons inspired by Blue Mind principles.

Funding from the Thomas Farr Foundation made this year's program possible, including bespoke training for swim coaches in health-based communication. Funding has been applied for and secured via the Co-op Community Fund, Amount dependant on local campaigning but at Least £500 has been secured for delivery in summer 2026 already.

## Bluetonic

### **Undercurrents Project**

The Undercurrents Project is a women-led and women-designed initiative created to provide a safe, welcoming space for people to come together, share experiences, and offer peer support around all aspects of the menopause. The project recognises the physical, emotional, and social challenges that menopause can bring, and aims to reduce isolation while promoting wellbeing, connection, and understanding. Undercurrents launched in the summer of 2024, made possible by a generous £2,000 donation from Bluetonic Ambassador Rachel Hazel. This initial funding enabled the project to establish regular sessions and offer accessible, supportive activities rooted in Bluetonic's BlueMind ethos.

Sessions run on a bi-weekly basis on Thursday evenings and focus on creating time and space for connection through shared experiences. Activities vary and include BlueMind-inspired experiences such as wild swimming, alongside creative and reflective craft activities. These sessions encourage participants to reconnect with themselves, with others, and with nature, while opening up conversations around menopause in a supportive, non-judgemental environment.

Since its launch, the Undercurrents Project has been attended by 55 women, with an average of 12 women taking part in each session. Feedback has highlighted the value of peer support, shared understanding, and the opportunity to engage in meaningful activities while navigating menopause.

The Undercurrents Project continues to grow as an important part of Bluetonic's work, demonstrating the impact of community-led, preventative wellbeing support and the power of women supporting women.

### **Together by Nature: Collaborative Working Across South East Derbyshire**

Together by Nature is a South East Derbyshire network of voluntary, community, and social enterprise (VCSE) providers working in partnership and supported by the NHS. The collaborative was established to strengthen local pathways into non-clinical support, ensuring that people across the area can access high-quality, person-centred activities that promote wellbeing, connection, and resilience.

The collaborative is coordinated by Elephant Rooms, bringing together a diverse group of specialist providers including Bluetonic, Helping Hooves, Long Eaton Community Garden, and Whispering Trees. Each organisation contributes its own expertise, creating a rich ecosystem of mental-health-focused activities that reflect the needs and preferences of local people.

Together by Nature focuses on three shared priorities:

- Improving the patient pathway by offering clear, coordinated routes into community-based support
- Placing individual needs and preferences at the centre of every intervention
- Building the capacity of local VCSE organisations to deliver consistent, high-quality experiences

## **Bluetonic**

### **How Bluetonic Benefits from Being Part of Together by Nature**

For Bluetonic, being part of the Together by Nature collaborative brings significant strategic and operational advantages. As a provider specialising in mental health and wellbeing activities, Bluetonic gains:

- Stronger referral pathways

Through the collaboration, Bluetonic becomes part of a supportive network recognised by local Voluntary Sector, Adult Social Care and NHS services. This increases visibility among health professionals and ensures that individuals who would benefit from Bluetonic's services are more easily directed to them.

- Shared learning and peer support

Working alongside organisations such as Helping Hooves, Long Eaton Community Garden, and Whispering Trees enables Bluetonic to exchange knowledge, share best practice, and develop new approaches informed by the wider sector.

- Greater capacity and sustainability

By being part of a coordinated network, Bluetonic can access joint opportunities, shared resources, and collaborative funding possibilities that strengthen long-term sustainability.

- Enhanced impact for local people

The collaborative model ensures that Bluetonic's work is not delivered in isolation. Instead, it forms part of a broader, holistic offer that supports individuals through a range of nature-based, therapeutic, and community-led activities. This increases the overall impact on wellbeing and ensures people receive the right support at the right time.

Together by Nature enables Bluetonic to operate within a supportive, connected ecosystem where collaboration amplifies the reach and effectiveness of each provider. By working collectively, the network ensures that people across South East Derbyshire can access meaningful, high-quality mental health support rooted in community, nature, and partnership.

### **Volunteers**

#### **Bluetonic Ambassadors**

Ambassadors have been notably more engaged this year, particularly online. Following a refresh of the ambassador list, with two individuals stepping down from the role, this change has helped galvanise the remaining ambassadors to become more active. They have increased their involvement by attending meetings and creating and sharing content to promote the charity and its activities across a range of social media platforms.

Special recognition goes to Rachel Andrews (The Everyday Athlete) for her outstanding support in the redesign and promotion of the Awaken Your Blue Mind campaign, working alongside Jane North (Trustee). Rachel has also visited the East

## **Bluetonic**

Midlands to help promote Bluetonic in person, strengthening the charity's regional presence.

We are also pleased to welcome Paul Flynn as a new ambassador. Paul has been highly supportive in helping the charity grow, explore further funding opportunities, and generate ideas to develop Bluetonic meet-ups. He brings a wealth of experience in charity fundraising and is currently establishing a Community Interest Company (CIC) in the Cotswolds, focused on supporting people to improve their mental health.

Rachel Hazel is now an official ambassador and has been highly active in promoting the charity's work across social media. Profits donated from her book (Today's Changing Room) have been used to launch the Undercurrents project, which is detailed in this report.

### **Local Volunteers and Trustees**

Trustees continue to play a vital role in supporting operational activities across the charity:

- Paul Dickens (Chair) regularly attends Under the Bridge sessions and actively supports peer engagement.
- Jane North (Secretary) has significantly expanded Bluetonic's Instagram presence and leads the Awaken Your Blue Mind challenge.
- Clara Morley (Treasurer) has established a robust financial tracking process and also volunteers at Swim Safe events.
- Richard Grieve joined the trustee team this year. He has previously attended the Under the Bridge project and brings valuable experience in project management and IT.

### **Public benefit statement**

The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

### **Financial review**

During the financial year ending 31 March 2025, Bluetonic continued to operate on a sound financial footing, with income generated through a combination of charitable grants, donations, fundraising activities, and partnership funding. The charity's financial position reflects careful management of resources, with expenditure closely aligned to charitable objectives and project delivery.

Income during the year supported the continued development and delivery of core projects including Under the Bridge, Swim Safe, Undercurrents, and online engagement activity such as the Awaken Your Blue Mind challenge. Restricted funds were applied in accordance with funder requirements, while unrestricted income was used to support essential running costs, project development, and organisational sustainability.

## Bluetonic

The charity benefited from successful small-grant funding, individual donations, and community fundraising, alongside in-kind support and significant volunteer contribution, which continues to add value to service delivery while keeping overheads low. Trustees remain mindful of the importance of diversifying income streams and have actively pursued new funding opportunities, including multi-year grant applications, to support future growth and stability.

Bluetonic maintains appropriate financial controls and oversight, with the Treasurer providing regular financial updates to the trustee board. The trustees consider the charity to be financially resilient, with prudent reserves held to manage risk and support ongoing operations. Final figures are presented in the accompanying Financial Statement.

### **The charity's policy on reserves**

We aim to keep from 3-6 months' worth of reserves to cover running costs of the charity.

Signed on behalf of the charity's trustees:

Signed  Date 23/1/26  
Paul Dickens, Trustee

**Independent examiner's report to the trustees of  
Bluetonic  
for the year ended 31 March 2025**

I report to the trustees on my examination of the accounts of Bluetonic (the charity) for the year ended 31 March 2025.

**Responsibilities and basis of report**

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').

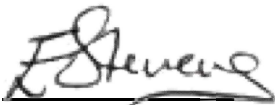
I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no 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.

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  Date 23/01/2026  
Eva Stevens BSc, CPFA  
Employee of Community Accounting Plus



**Bluetonic**  
**Statement of assets and liabilities**  
**at 31 March 2025**

2024		2025
£		£
	<b>Cash assets</b>	
24480	Bank accounts	13472
<u>24480</u>		<u>13472</u>
	<b>Other monetary assets</b>	
43	Prepayment- Insurance	90
<u>43</u>		<u>90</u>
	<b>Assets retained for the charity's own use</b>	
	General equipment.	
	2x Defibrillators, purchased February 2025, cost £1320	
	10x Paddel Boards, purchased March 2025, cost £3490	
	<b>Liabilities</b>	
(480)	Creditor- Independent examination fee	(504)
<u>(480)</u>		<u>(504)</u>

These financial statements are accepted on behalf of the charity by:

Signed Clara Morley Date 23/1/26  
 Clara Morley, Trustee

**Bluetonic**  
**Notes to the accounts**  
**for the year ended 31 March 2025**

**1. Receipts & payments accounts**

Receipts and payments accounts contain a summary of money received and money spent during the period and a list of assets and liabilities at the end of the period. Usually, cash received and cash spent will include transactions through bank accounts and cash in hand.

**2. Grants & donations**

	Unrestricted £	Restricted £	Total £
R Hazell	-	2500	2500
Coop Sawley store	-	500	500
Erewash Borough Council	4820	1500	6320
Nottingham City Council	-	2995	2995
Elephant rooms	663	3000	3663
General donations	1911	-	1911
	<u>7394</u>	<u>10495</u>	<u>17889</u>

**3. Funds analysis**

	Opening balance £	Receipts (Payments) £		Transfers £	Closing balance £
<b>Restricted funds</b>					
Under the Bridge Choir	20516	6755	(20845)	-	6426
Accounting	1422	-	(768)	-	654
Awaken your Blue Mind	-	-	(973)	973	-
Swim Safe	-	500	(1900)	1400	-
Under Currents	-	4000	(1300)	-	2700
	<u>21938</u>	<u>11255</u>	<u>(25786)</u>	<u>2373</u>	<u>9780</u>
<b>Unrestricted funds</b>					
General Fund	<u>2542</u>	<u>9454</u>	<u>(5931)</u>	<u>(2373)</u>	<u>3692</u>
	<u>2542</u>	<u>9454</u>	<u>(5931)</u>	<u>(2373)</u>	<u>3692</u>

The transfer from the General fund to the Awaken your Blue Mind and Swim Safe funds is to cover the deficit on these activities.

## Bluetonic

**Under the Bridge:** is a weekly wellbeing project delivered by Bluetonic, providing a safe, supportive outdoor space where men come together to improve their mental health and overall wellbeing through positive social connection and activity. The project uses a social-therapy approach, reducing isolation and creating opportunities for peer support among men who may be experiencing poor mental health, loneliness, or life challenges.

All sessions take place outdoors and focus on structured activities in, on, and around water. These activities encourage physical movement, connection with nature, confidence building, and mindfulness, while also providing a non-clinical environment where participants feel comfortable engaging and talking openly.

A key element of the project is a community singing and choir programme. Participants take part in regular singing sessions, which support emotional expression, confidence, and group bonding. The choir also performs publicly to raise awareness of the challenges surrounding men's mental health and to generate funds to support the continuation of the project.

Funding for Under the Bridge supports session delivery, qualified facilitators, safety and safeguarding measures, equipment, and resources. The project contributes directly to Bluetonic's charitable aims by promoting positive mental health, reducing social isolation, and encouraging healthier, more connected lives for men.

**Under Currents:** is a bi-weekly wellbeing project delivered by Bluetonic, providing a safe and supportive outdoor space for women to come together to improve their mental health and overall wellbeing, with a specific focus on the menopause and related life transitions. The project offers a social-therapy approach, helping to reduce isolation and stigma while creating opportunities for peer support and shared understanding.

All sessions take place outdoors and involve positive activities in, on, and around water. These activities support physical health, relaxation, confidence, and connection with nature, while providing a non-clinical environment where women feel able to speak openly about their experiences and challenges.

The project also incorporates facilitated discussion and wellbeing activities focused on menopause awareness, emotional resilience, and self-care strategies. By combining physical activity, social connection, and open conversation, Under Currents supports women to better understand and manage the physical and emotional impacts of menopause.

Funding for Under Currents supports qualified facilitators, session delivery, safety and safeguarding measures, equipment, and resources. The project contributes directly to Bluetonic's charitable aims by promoting positive mental health, reducing isolation, and improving wellbeing for women during the menopause.

## Bluetonic

**Swim Safe:** is a national water-safety and skills project delivered by Bluetonic in the East Midlands partnership with Swim England and the Royal National Lifeboat Institution (RNLI), aligned with the UK's flagship water safety programme created to help children enjoy open water safely. The initiative provides free, fun, structured one-hour outdoor water safety sessions for young people aged 7–14 years old and their families, with a strong focus on teaching essential skills for staying safe in and around open water.

Sessions are delivered during the summer months. Participants learn about recognising safe places to swim, how outdoor water differs from pools, and practical skills such as floating and self-rescue techniques. All sessions include appropriate safety equipment such as wetsuits, hats, and flotation aids.

Funding for Swim Safe supports session coordination, qualified instructors and lifeguards, venue costs, equipment provision, publicity and partnership activity with Swim England and the RNLI. The project supports Bluetonic's charitable objectives of promoting education, physical wellbeing, and safety awareness for children and young people.

**Awaken Your Blue Mind:** is Bluetonic's annual autumn and winter wellbeing challenge, designed to improve mental health, encourage positive behaviour change, and raise unrestricted funds to support the charity's wider work. Now in its fifth year, the challenge has become a core fundraising and community-building activity, engaging participants from across the UK and internationally.

The challenge is open to people of all abilities and backgrounds and is based on the principle that connection with blue spaces—whether through physical activity, creativity, mindfulness, or learning—can improve wellbeing. Participants are invited to complete 21 activities from a menu of over 100 blue-space-inspired challenges over the winter period. Activities range from gentle and accessible actions to more active or reflective experiences, allowing participants to tailor the challenge to their own circumstances.

On registration, participants receive a digital challenge journal, a full list of activities, access to an online community for peer support, and invitations to free online events hosted by Bluetonic. Those who complete the challenge receive a commemorative badge, reinforcing achievement and ongoing engagement with the charity.

Funds raised through Awaken Your Blue Mind directly support Bluetonic's charitable activities, enabling more people to access the mental health and wellbeing benefits of blue spaces. The challenge also plays an important role in raising awareness of Bluetonic's mission, reducing seasonal isolation, and maintaining community connection during the autumn and winter months.

## Bluetonic

**Accounting:** Bluetonic operates a restricted fund within its accounting structure to record and manage income received for specific purposes. These funds are used solely in accordance with the conditions set by donors or funders and are accounted for separately from unrestricted funds to ensure transparency and proper financial control.

### 4. Trustees' remuneration

Trustees received no expenses, remuneration or benefits in this period.

### 5. Related party transactions

There were no related party transactions in this period.

### 6. Glossary of terms

**Creditors:** These are amounts owed by the charity, but not paid during the accounting period.

**Prepayments:** These are services that the charity has paid for in advance, but not used during the accounting period.

**Restricted funds:** These are funds given to the charity, subject to specific restrictions set by the donor, but still within the general objects of the charity.

**BLUETONIC**

England & Wales - Charity number 1190871

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# Accounts

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**Bluetonic**  
(Registered charity, number 1190871)  
**Financial statements**  
**for the year ended 31 March 2024**

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**Bluetonic**  
**Trustees' annual report**  
**for the year ended 31 March 2024**

**Full name** Bluetonic

**Organisation type** Charitable incorporated organisation

**Registered charity number** 1190871

**Principal address**

6 Hall drive, Wollaton, Nottingham, NG8 2PW

**Trustees**

Paul Dickens, Chair

Clara Morley, Treasurer

Richard Grieve, Started 04/09/2024

Jane North, Secretary

**Independent examiner**

John O'Brien, employee of Community Accounting Plus, Units 1 & 2 North West, 41 Talbot Street, Nottingham, NG1 5GL

**Governance and management**

The charity is operated under the rules of its constitution adopted 14/08/2020.

There are currently 4 trustees and ideally the charity would like to increase to 5 trustees. We are aware that it is recommended that people in named roles stay in them for 2 / 3 terms and will be looking to rotate / recruit new trustees to fill roles.

Trustees are selected based on our constitution terms, and have responsibility for governing the charity and signing off on proposals. Volunteers are invited to support the charity with their time and contribute ideas for the charity's development.

Trustees are responsible for decisions about funding distribution.

**Objectives and activities**

We are a charity dedicated to creating experiences in, on or around blue spaces. Blue spaces are areas that are close to water either inland or by the sea. Spending time by blue spaces can make us happier and healthier.

Bluetonic offers resources, activity and information that helps anyone become more active in blue spaces.

## Bluetonic

### Objectives

In our fourth period of reporting, in the Midlands specifically we have objectives to:

- Developed activity and test ideas alongside local people.
- Look to secure funding for future projects for face to face delivery.

Relating to the broader work our objectives have been:

- Continue to grow our presence on social media and traffic to our website
- Review and develop all infrastructure we need to run the charity, with a focus on recruiting at least one more trustee and improving our governance and procedures around finance.
- Grow and develop revenue via donations for swimming hats / awaken your blue mind challenge.
- Provide opportunities for people to network and develop ideas relating to being active in, on and around water.

### Summary of the main activities undertaken for the public benefit and the main achievements during the period

#### Online guest chats

Our free online sessions are designed for people to hear stories from inspirational people, about the benefits of blue spaces. This year four sessions were delivered over the winter months and this has continued to grow Bluetonic's presence online. They have helped create an interest in the charity and develop networking opportunities locally and internationally.

This winter the highlight was a session with the author of "The Blue Mind" Dr Wallace J Nichols. The award winning book was published back in 2014 and is the biggest inspiration for our charity. He was so impressed with the charity's work he reached out to offer his support and to network the charity into a network he has created called "The Blue Mind Movement".

In the chat he brought to life, the cutting-edge neuroscience with compelling personal stories. He discussed how proximity to water can improve performance, increase calm, diminish anxiety, and increase professional success. All knitted together with stories from his fascinating life.

Over 70 people attended this chat and over half of those came from outside of the UK with over 30 people from America.

Other guests supporting the chats were:

**Imogen Radford:** Imogen volunteers for the Outdoor Swimming Society playing an important role as one of their Inland Access Officers. She had initially supported a previous guest Shauna Tate, who talked about the positive impact wild swimming had on her health and wellbeing. She gave some brilliant insight into people's legal rights in relation to wild swimming as well as the campaign to create greater levels of access.

## Bluetonic

**Rachel Hazell aka “The Travelling Bookbinder”**: came on the chat to celebrate the launch of her book, *Today's Changing Room*. Recording year-round swims in the Hebridean waters around Iona, the book introduces the idea that every rock is a hook to hang clothes on. We talked with Rachel about her island home, her tips when taking cold water dips and the benefits she has experienced when cold water swimming.

Rachel kindly then gave the proceeds of £2,500 from the book sales to support Bluetonic's charity activity.

The format allows time for people to network with each other from wherever they are. Most people are from all over the UK, but increasingly our audience is widening.

The benefits of this year's chats have been:

- Engagement directly with Dr Wallis J Nichols increasing the charity's kudos in relation to promoting the blue mind.
- Scott Clayton Bluetonic founder is now an official “Blue Mind Ambassador” and this supports the charity to be at the forefront of pioneering work to engage people to be active in on and around water and improve their health and wellbeing.
- The chats were attended by 182 people from all over the world.
- The chats played a big part in launching our winter fundraising “Awaken Your Blue Mind” challenge, and generating participation from people all over the world.
- The chats helped engage “Rachel Hazell” who kindly donated £2500 - our biggest donation so far.

### **Awaken your blue mind**

This year the charity continued to develop an online challenge to help raise funds for running costs and charity activity. Awaken your blue mind is a journaling exercise that sees participants provided with a list of challenges that encourage people to get out and about in, on and around the water during the winter months.

Participants paid £10 entry fee for individuals (£12 outside the UK) or £20 for families.

People entering received:

- ‘Awaken your blue mind’ e-journal.
- List of challenges.
- Access to a dedicated Facebook group.
- The challenge badge.

This year 191 people took part in the challenge raising a total of £2,076. Costs were £412.85 with a total net profit raised of £1,663.15. Participants took part from all over the world including Germany, USA, Canada, France, Netherlands, Sweden and Switzerland.

## **Bluetonic**

### **Under the Bridge**

The project started in 2022 supported by National Lottery funding and then match funding which allowed a successful 24 week program that engaged around 31 men living in the East Midlands.

The project is continuing to run in partnership with not for profit organisation Nottingham CAN, using funding secured from winning the National Lottery, ITV East Midlands Peoples project.

Participants are coached on the benefits of connecting in local blue spaces via simple mindfulness techniques. They also were made aware of the natural restorative effects of being active in, on and around water and how they can spread their knowledge to others.

The Lottery funding has allowed the project to run in 10 week delivery blocks for a full year. At the end of each time is taken to evaluate impact, reflect on sessions and design the next block. Sessions are all in, on and around water and some of the highlights have been:

- A visit from Wim Hoff breathing and cold water exposure coach, Emma Estrell who volunteered to deliver a session after working with Scott Clayton at Deershed Festival.
- A cook out and wild swim at the ancient Achour Church caves.
- Various water sports engagement session at Spring Lakes.
- Sailing taster and painting by the water both held at Trent Valley sailing club.

Also during this reporting year the project held its first residential and a field trip both in the Matlock area of Derbyshire. A further residential is planned in Scarborough in the next reporting year.

Also the project is about to deliver its first community engagement day. The "Under the Bridge" walking music festival will take place on the 13th April 2024. Seeing musical artists from the local area performing under a variety of bridges in a walking music festival. The participants of the choir are already volunteering time to help design, plan and promote the day. The "Under the Bridge" choir will sing at the end of the event to highlight the importance of men engaging in activity that improves mental health and wellbeing.

Numbers of participants have grown to over 60 men attending at least one session. Each week sees between 12 and 25 men coming together.

A meeting has taken place with the lottery and as a result the charity is exploring submitting a bid to sustain delivery for the next three years.

## **Bluetonic**

### **Swim Safe**

Swim Safe was successfully delivered in summer of 2023 to 498 young people and their parents / guardians. Funding was provided via an under-spend from the previous year's lottery bid and via a fundraising evening run at the delivery venue.

Swim Safe gets children and their families actively learning in the environment about water safety to help reduce risk of drowning.

Our delivery is unique as we include supporting education related to the Blue Mind. The Blue mind is about the positive impact of blue spaces on your mental health and our swimming coaches are trained to:

- Talk about the positive impact to health and wellbeing when being active in, on and around water.
- Signpost children and families to resources that help them be active in, on and around water.
- Talk about the science that backs up the theory that blue spaces are good for our health.

The charity has secured funding from the Thomas Farr Foundation to run Swim Safe again in the summer of 2024.

### **South East Derbyshire Provider Collaboration**

Blue Tonic is a part of this collaboration between local support providers. This is still a relatively new way of working involving five providers working together to enable flexible local support.

Three of the providers involved offer counselling / therapy support and have made this available if needed to the "Under the Bridge" participants. This has provided a safety net of support to attendees and has been utilized by at least one group member and helped prevent his issues escalating into crisis.

The partnership really helps by creating peer support, exploring funding and developing the potential to change the local approaches in NHS, Public health and Derbyshire County Council.

The four other providers in the network are:

<https://www.elephantrooms.co.uk/>

<https://www.honeyhopefarm.org/>

<https://www.longeatoncommunitygarden.org.uk/>

<https://www.whisperingtrees.org.uk/>

There is increasing cross over support especially with the "Under the Bridge" project with sessions being held at the Elephant Rooms and Honey Hope farm.

More recently a new project similar to 'Under the Bridge' is in its earliest stage of development which will see a focus on positive activity for women experiencing the menopause. Scope is being explored for some of the initial sessions to be delivered at another partner Long Eaton Community Garden.

# Bluetonic

## Volunteers

### Bluetonic Ambassadors

Our ambassadors continue to support the charity by supporting the design and promotion of charity activity. It has been acknowledged that there are Ambassadors who are not supporting the charity to grow to the agreed original scope created for this role.

Scott has been tasked to speak to all ambassadors about minimal levels of engagement with potential to refresh the ambassadors list.

Other ambassadors are going above and beyond their roles. One particular mention in this regard is Rachel Andrews aka 'the everyday athlete'. She has supported by coming to events in person as well as helping design and promote "Awaken Your Blue Mind". She regularly comes along to our online sessions and at times has volunteered as a co-host.

### Local volunteers

Bluetonic has increasing support from volunteers. Our three main volunteers are our trustees, who on top of fulfilling their roles running and organising the charity, they also support other things.

Jane North our Secretary is leading growing our social media with a focus on Instagram, creating regular posts and proactively engaging other users to grow our following. She also coordinates Awaken your blue mind.

Clara Morley our treasurer has led the work creating robust procedures in terms of recording and monitoring our finances. But she also supports by attending swim safe sessions and helping out.

Paul Dickens fulfils his Chair role. But also volunteers to be a key member of the "Under the Bridge" project offering peer support to other attendees.

Outside of our trustees the attendees of the 'Under the Bridge' are increasingly taking on volunteering roles. Helping by supporting each other and by promoting charity activity via personal social media feeds. Around 14 attendees volunteer in this way.

### Public benefit statement

The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

### The charity's policy on reserves

We aim to keep from 3-6 months' worth of reserves to cover running costs of the charity.

Signed on behalf of the charity's trustees:

Signed Clara Morley  
Clara Morley, Trustee

Date 29/1/25

**Independent examiner's report to the trustees of  
Bluetonic  
for the year ended 31 March 2024**

I report to the trustees on my examination of the accounts of Bluetonic (the charity) for the year ended 31 March 2024.

**Responsibilities and basis of report**

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 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 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.

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 \_\_\_\_\_

John O'Brien MSc, FCIE

Employee of Community Accounting Plus

Date \_\_\_\_\_

29/1/25



**Bluetonic**  
**Statement of assets and liabilities**  
**at 31 March 2024**

2023		Note	2024
£	<b>Cash assets</b>		£
3093	Bank Account		244480
<u>3093</u>			<u>244480</u>
	<b>Other monetary assets</b>		
-	Prepayment	4	43
<u>-</u>			<u>43</u>
	<b>Liabilities</b>		
-	Creditors	5	(480)
<u>-</u>			<u>(480)</u>

These financial statements are accepted on behalf of the charity by:

Signed Clara Morley Date 29/1/25  
 Clara Morley, Trustee

**Bluetonic**  
**Notes to the accounts**  
**for the year ended 31 March 2024**

**1. Receipts & payments accounts**

Receipts and payments accounts contain a summary of money received and money spent during the period and a list of assets and liabilities at the end of the period. Usually, cash received and cash spent will include transactions through bank accounts and cash in hand.

**2. Grants & donations**

	Unrestricted £	Restricted £	Total £
East Midland Railway	-	820	820
Elephants Room	-	1125	1125
National Lottery	-	33700	33700
Thomas Farr	-	2000	2000
Co-Op Sawley Store	150	-	150
Foundation Derbyshire	-	1422	1422
General Donations	1010	-	1010
	<u>1160</u>	<u>39067</u>	<u>40227</u>

**3. Funds analysis**

	Opening balance £	Receipts (Payments) £		Transfers £	Closing balance £
<b>Restricted funds</b>					
Under the Bridge Choir	-	35645	(15129)	-	20516
Swim Safe	-	2000	(2535)	535	-
Accounting	-	1422	-	-	1422
	<u>-</u>	<u>39067</u>	<u>(17664)</u>	<u>535</u>	<u>21938</u>
<b>Unrestricted funds</b>					
General Fund	3093	1298	(1314)	(535)	2542
	<u>3093</u>	<u>1298</u>	<u>(1314)</u>	<u>(535)</u>	<u>2542</u>

**Swim Safe:** Support's children aged 7–14 to learn about swimming in open water and was created by Swim England and the RNLI. It's a free session with a focus on water safety lasting 1 hour. Swim Safe is mainly taught at the coast, but Bluetonic has pioneered delivering inland. This is targeted at reducing the fact that the vast majority of people getting into difficulty and drowning or in need of rescuing at the coast, come from inland. Over the summer months for the last three years the Bluetonic team of coaches delivered sessions to over 2,500 children.

## Bluetonic

**Under the bridge:** Supports men to come together for weekly engaging sessions, in, on and around the water. Lottery and grants from Nottinghamshire and Derbyshire have supported sessions where men have taken part in activities like paddle boarding, sailing, tubing, kayaking, swimming, walking, painting and singing all in, on and around the water. The men have also learned about the powerful positive benefits of stimulating the blue mind in these spaces. Impact reports have been developed to evidence the positive effect sessions have had on participants one of which is available via this link: [https://www.bluetonic.org.uk/files/ugd/b39045\\_d585bd184c7b47dbaa4cf28a775b14fd.pdf](https://www.bluetonic.org.uk/files/ugd/b39045_d585bd184c7b47dbaa4cf28a775b14fd.pdf)

**Accounting:** This is a pot of funding that must be spent on accounting.

### 4. Prepayments

	£
Insurance	43
	<u>43</u>

### 5. Creditors

	£
Independent examination fee	480
	<u>480</u>

### 6. Previous period comparison

The previous period's figures have not been fully analysed because a breakdown of receipts and payments was not available for that period.

### 7. Glossary of terms

**Creditors:** These are amounts owed by the charity, but not paid during the accounting period.

**Prepayments:** These are services that the charity has paid for in advance, but not used during the accounting period.

**Restricted funds:** These are funds given to the charity, subject to specific restrictions set by the donor, but still within the general objects of the charity.

**BLUETONIC**

England & Wales - Charity number 1190871

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# Accounts

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Bluetonic

**1190871**

April 2022 - 2023

Annual Report and Accounts

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- Administrative Information
- Aims and Purpose
- Objectives and Activities
- Achievements and Performance
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- Governance and Management
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- Financial Statement

### **Administrative Information**

Reference and administrative information:

Charity Name: Bluetonic

Charity No. **1190871**

Registered address: 6 HALL DRIVE, WOLLATON, NOTTINGHAM, NG8 2PW

Trustees: P Dickens, Chair

J North, Secretary

C Morley, Treasurer

### **Aims and Purpose**

We are a charity dedicated to creating experiences in, on or around blue spaces. Blue spaces are areas that are close to water either inland or by the sea. Spending time by blue spaces can make us happier and healthier.

Bluetonic offers resources, activity and information that helps anyone become more active in blue spaces.

### **Objectives**

In our third period of reporting our objectives have been:

- Continue to grow our presence on social media and our website
- Develop revenue via donations for swimming hats / awaken your blue mind challenge
- Provide opportunities for people to network and develop ideas relating to being active in, on and around water
- In the Midlands specifically, develop activity and test ideas alongside local people
- Review and develop all infrastructure we need to run the charity
- Look to secure funding for future projects

### **Activity**

#### **Online guest chats**

These online sessions are designed for people to hear stories from inspirational people, about the benefits of blue spaces. This year, one session was delivered in each of the winter months (November to March) and has continued to grow Bluetonic's presence online. They have continued to help create an interest in the charity with more peoples asking to become Bluetonic Ambassadors.

The chats involve storytelling with guests talking about times in their lives they have been active in, on and around water. This includes talking about struggles, highs, lows and how being in, on and around water has helped health and wellbeing. The format allows time for people to network with each other from wherever they are. Most people are from all over the UK, but increasingly our audience is widening. We have had guests from Australia, USA, Canada and Ireland. Networking is completed via breakout rooms as a safe space for people to reflect on the session, then share and listen to other people's experiences.

Sessions attendance is down on the previous year. It's felt this is because people do not want to login to online chat as much as they did in lock down. But the people that do come seem more engaged in supporting the charity via promotion or via awaken your blue mind. Here are some of the impacts:

- Increased following on social media.
- People from across the UK and around the world looking to help grow the charity.
- Increased revenue via donations, swim hat purchases and awaken your blue mind entry.

The sessions have involved costs to Scott who has hosted them in terms of planning time and purchasing zoom license. He has been paid a total of £500 to deliver the sessions.

149 people attended our five chats.

### **Awaken your blue mind**

This year the charity was able to develop an online challenge to help raise funds for running costs and charity activity. Awaken your blue mind is a journaling exercise that sees participants provided with a list of 80 challenges that encourage people to get out and about in, on and around the water during the winter months. Participants paid £5 to enter and they receive the challenges, an online journal to record and reflect on their experiences and entry to a Facebook group where people share their experiences.

In total 130 people took part in the sessions.

This was an incredible success for the charity and Jane North along with Rachel Andrews can be credited with the design and drive to create resources. We also had help from Paul Dicken's daughter Gemma Dickens, who did a brilliant job designing the online resources.

### **Bluetonic Ambassadors**

Our Volunteer Ambassadors continue to support the charity by helping to raise awareness of our work by:

- Promoting our offer on various social media platforms
- Attending events to promote our work
- Encourage others to get involved

- Support fundraising activity

### **Under the Bridge**

Initially National Lottery funding allowed a successful 12-week programme that engaged around 22 men living in the East Midlands. The project involved the men being supported with a range of activities in, on and around water such as:

- Paddle boarding
- Swimming
- Wake Boarding
- Walking
- Fishing

Participants were coached on the benefits of connecting in local blue spaces via simple mindfulness techniques. They also were made aware of the natural restorative effects of being active in, on and around water and how they can spread their knowledge to others.

The men were coached to sing and practiced in a studio and out in blue spaces with a choir master. The end of the project saw the men deliver a live performance, under a bridge on the river Trent. This was featured on the local BBC and Notts TV and various local radio outlets.

Nottingham University produced a study on the impact to the participants and the wider reach of its delivery. This is available on the Bluetonic website.

Since the initial funding, East Midlands Trains and the South East Derbyshire Provider Collaboration (explained below), provided funding to continue running the choir beyond the 12 weeks. 31 men have engaged to date.

### **South East Derbyshire Provider Collaboration**

As part of networking the choir and widening support available for the men attending, Bluetonic has been part of a new collaboration between local support providers. This is a new way of working involving five providers working together to enable flexible local support.

Three of the providers involved offer counseling / therapy support and have made this available if needed to the “Under the Bridge” participants. This has provided a safety net of support to attendees and has been utilized by at least one group member and helped prevent his issues escalating into crisis.

This has seen £1600 provided to match fund East Midlands trains funding and support delivery of sessions beyond the initial lottery funding.

### **Swim Safe**

Swim safe was successfully delivered in summer of 2022 to 100 young people and their parents/ guardians. Funding was provided via Sport England.

Swim safe gets children and their families actively learning in the environment about water safety to help reduce risk of drowning.

Our delivery is unique as we include supporting education related to the Blue Mind. (The Blue mind is about the positive impact of blue spaces on your mental health and our swimming coaches are trained to:

- Talk about the positive impact to health and well being when being active in, on and around water.
- Signpost children and families to resources that help them be active in, on and around water
- Talk about the science that backs up the theory that blue spaces are good for our health

### **Volunteers**

Since its formation, Bluetonic has had continued support from 5 volunteers. The trustees would like to take this opportunity to thank all the volunteers for their contributions thus far. They have supported in the following ways:

- created content and support advertising events on social media helping to grow our online
- Supported our Under the Bridge performance, by stewarding spectators
- created content and helped update website
- created competitions to help grow our presence online

Without our volunteers, we would not have been able to achieve so much this year.

### **Structure, governance and management**

There are currently 3 trustees and 5 volunteers. Trustees are selected based on our constitution terms,

and have responsibility for governing the charity and signing off on proposals. Volunteers are invited to support the charity with their time and contribute ideas for the charity's development. Trustees are responsible for decisions about funding distribution.

### **Financial review**

	Unrestricted funds	Restricted Funds	Total Funds
<b>Income</b>			
Donations and legacies	526.21	0	526.12
Charitable activity	0	9438	9438
Other income	500	0	500
Total income	1026.21	9438	10464.12
<b>Expenditure</b>			
Expenditure on charitable activities	552.68	17,195	17,747.68
Total Expenditure	552.68	17,195	17,747.68
NET Income / Expenditure	473.53	-7,757	-7283.56

Totals carried forward			
		Carried over balance £9327.4	Bank balance at close of financial year 31 <sup>st</sup> March 2023 £1985.80

**BLUETONIC**

England & Wales - Charity number 1190871

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# Accounts

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Bluetonic

**1190871**

April 2021 - 2022

Annual Report and Accounts

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### **Administrative Information**

Reference and administrative information:

Charity Name: Bluetonic

Charity No. **1190871**

Registered address: 6 HALL DRIVE, WOLLATON, NOTTINGHAM, NG8 2PW

Trustees: P Dickens, Chair

J North, Secretary

C Morley, Treasurer

## **Aims and Purpose**

We are a charity dedicated to creating experiences in, on or around blue spaces. Blue spaces are areas that are close to water either inland or by the sea. Spending time by blue spaces can make us happier and healthier.

Bluetonic offers resources, activity and information that helps anyone become more active in blue spaces.

## **Objectives**

In our second period of reporting our objectives have been:

- Continue to grow our presence on social media and our website
- Develop revenue via donations for swimming hats
- Provide opportunities for people to network and develop ideas relating to being active in, on and around water
- In the Midlands specifically, develop activity and test ideas alongside local people
- Review and develop all infrastructure we need to run the charity
- Look to secure funding for future projects

## **Activity**

### **Cold water Catch Up**

Cold water catch up is an online session for people to get together to talk about the benefits of blue spaces and specifically, swimming in open water. Developed by Scott Clayton who is an experienced community builder, he has used his experience as an open water swimming coach to deliver cold water chats over the winter months between the end of October 2021 to the end of March 2022.

The chats have continued to grow Bluetonic presence online. This has led to a number of social media influencers being recruited to support this growth and become Bluetonic Ambassadors.

The chats involve storytelling with guests talking about times in their lives they have been active in, on and around water. This includes talking about struggles, highs, lows and how being in, on and around water has helped health and wellbeing. The format allows time for people to network with each other from wherever they are. Most people are from all over the UK, but we have also had guests from places like Australia and Israel. Networking is completed via breakout rooms as a safe space for people to reflect on the session, then share and listen to other people's experiences.

Below is a summary of the the cold water chats for 2021/22.

Date	Description	Ticket sales
2/11/21	<b>Bluetonic, free Cold Water Catch Up re-launch.</b> Welcome back session.	21
9/11/21	<b>Kathleen Watton</b> has always been drawn to the ocean. Suffering with Lipoedema had led her to think her life would soon be over. Getting back into the water has had a positive impact on her, especially on her health and wellbeing.	78
23/11/21	<b>Team Bits Missing:</b> As a direct result of last season's cold water chats a team of amputees has met each other online line and have booked a potential record breaking swim between Northern Ireland and Scotland. They are coming together to tell us all about it.	36
7/12/21	<b>Juliet Turnbull</b> lives on her boat on the Thames and is a big part of Surrey Outdoor Swimmers. Juliette has made amazing life choices that have led to her being surrounded by and constantly inspired by water. She is a renowned textiles artist using her sewing machine to create beautiful pieces influenced by water.	21
21/12/21	<b>Alan White's</b> Christmas poetry chat. A Christmas get together to talk about our favorite poems inspired by being in, on or around water.	15

4/1/22	<p><b>Amy Ritchie</b> moved to Fife's coast 5 years ago. She left behind city life and a stressful career to focus on finding a better environment for my family. She was Introduced to cold water swimming by a local friend, and it came just in the nick of time as the pandemic hit.</p> <p>She discussed mental wellbeing, autism, physical benefits and how this has all impacted her wild water journey.</p>	29
18/1/22	<p><b>Jo Gifford</b>, Since 2020 Jo co-founded the Cambs Bluetits group and is writing a book about how water is an incredible agent for positive change during turbulent times..</p> <p>Water has helped her with grief, anxiety, depression, and managing symptoms of the pre menopause, endometriosis, and chronic fatigue.</p>	27
1/2/22	<p><b>Cuddy Cudworth</b> began dipping in lockdown 2020. He used his skills in life coaching to create the fife dippers men's mental health dipping society.</p> <p>Cuddy will be discussing how to overcome stress by using cold water dipping in your life and using conscious rules to effect powerful change in your emotional state</p>	17
15/2/22	<p><b>Ger Kennedy</b>, Ger has swam ice miles around the world and became the first man to achieve the ice sevens challenge.</p>	73
1/3/22	<p><b>Cadi Lambert</b>, Immersion in nature and water has been the savior for Cadi following the death of her partner in 2014 and Mum in 2019. We all experience loss at some point in our lives. Cadi is a strong believer in the power of taking positivity forwards after loss. In 2020 she retrained as a life coach and left her job to realize her dream of a freer life in self employment. She gave her the time to swim, run, leap and enjoy the outdoors when she wants to.</p>	46
22/3/22	<p><b>Cath Pendleton</b>, was booked to close the talks. She is the star of a BBC documentary about her life as a cold water swimmer. Unfortunately she dropped out of the session at the last minute due to personal reasons. But has expressed</p>	0

	a interest in being a guest in the future.	
	<b>Total</b>	363

Sessions attendance is up on the previous year and running these sessions had numerous benefits to the charity in the following ways:

- Increased following on social media, for example Facebook followers increased over the winter period by around 450 people. While this was not just down to these events, increases in followers did occur in line with advertising and running of events, especially the events with around 30 plus people booking tickets.
- people from across the UK looking to help grow the charity leading to the creation of Bluetonic Ambassador role
- Increased revenue via donations and swim hat purchases. One person was so impressed with the charity that they made a £50 donation

The sessions have involved costs to Scott who has hosted them in terms of planning time and purchasing zoom license. He will be paid a total of £660 to deliver the sessions. This was covered by funding of £500 sourced via 'magic little grants' with the rest covered via donations.

### **Bluetonic Ambassadors**

Developed by Scott Clayton this is a group of people that have been engaged by the cold water chats and want to continue to help grow the charity presence especially online. They are volunteers, who support the charity via social media and links to national networks.

### **Mindfulness walks and social swims**

In the summer of 2021 the charity tested 3 activities where people could come along and meet the Bluetonic team to find out more about the charity and share in an experience together. These were:

- **Mindfulness walk**, this was led by volunteers. It was attended by a wide ranging group of people.
- **Social Swim at Anchor Church in South Derbyshire**, this was ran by a volunteer and was an informal gathering where people gathered at their own risk to swim. The session followed guidance by Open water Swimming Society on gatherings related to swimming in the wild.

- People really enjoyed a short walk to the swim, and people came from across the midlands. The session ended at the pub where people could talk and learn more about the charity.
- **Social Swim at Stoney Cove, Swim Venue**, this was run at an open water venue.

### **Future Activity, Under the Bridge**

Funding has been secured to run a 12 week program that will engage around 18 men living in the East Midlands. The project will involve the men being supported with a range of activities in, on and around water such as:

- Paddle boarding
- Swimming
- Wake Boarding
- Walking
- Fishing

Participants will be coached on the benefits of connecting in local blue spaces via simple mindfulness techniques. They will also be made aware of the natural restorative effects of being active in, on and around water and how they can spread their knowledge to others. We want the participants to stay active in Blue Spaces as they live their lives and reap the benefits.

A video crew will capture the progress of the group and produce material that should maximise key messages about the impact the programme has. Also, Nottingham University has been commissioned to produce a study on the impact to the participants and the wider reach of its delivery.

The men will be coached to sign and practice in a studio and out in blue spaces by a choir master. The end of the project will see the men deliver a live performance in the summer of 2022, floating under a bridge on the River Trent.

### **Future Activity, Swim Safe**

Bluetonic has submitted a funding bid to deliver free water safety sessions designed by Swim England and the RLNI. Swim Safe takes place every summer at inland and coastal sites throughout the UK. Since its conception in 2013, Swim Safe has never been delivered in the East Midlands, leaving children traveling long distances to access the provision. Bluetonic is looking to overcome related barriers to children by bringing the opportunity into the area.

Nationally, only around 20% of Swim Safe happens at inland venues and in the future Bluetonic aims to deliver at more inland venues.

The urgency to get key messages about water safety living inland has never been greater. This is highlighted in the most recent report relating to key accidental drowning death WAID from the National Water Incident Database that states:

*“Inland open waters, such as rivers, canals, lakes, reservoirs and quarries continue*

*to be the leading locations with 58% of deaths”*

Getting children and their families actively learning in the environment about water safety will help reduce risk of drowning.

The application includes supporting education related to the Blue Mind. (The Blue mind is about the positive impact of blue spaces on your mental health coaches are trained to :

- Talk about the positive impact to health and well being when being active in, on and around water.
- Signpost children and families to resources that help them be active in, on and around water
- Talk about the science that backs up the theory that blue spaces are good for our health

## **Volunteers**

Since the formation of Bluetonic, it has attracted support from 5 volunteers. The trustees would like to take this opportunity to thank all the volunteers for their contributions in our first year. They have supported in the following ways:

- led activity around creating walks in blue spaces local to the Midlands that we have displayed on our website.
- led a mindfulness walk we tested
- supported organizing and leading social swimming meets
- created content and support advertising events on social media helping to grow our online presence
- created content and helped design the website

- coached everyone involved with ideas for running social media
- created competitions to help grow our presence online

Without our volunteers, we would not have been able to achieve so much. The newly created Ambassador role is also voluntary and we will report on its impact in our next annual report.

### **Structure, governance and management**

There are currently 3 trustees and 5 volunteers. Trustees are selected based on our constitution terms, and have responsibility for governing the charity and signing off on proposals. Volunteers are invited to support the charity with their time and contribute ideas for the charity's development. Trustees are responsible for decisions about funding distribution.

### **Financial review**

During the this year we have raised £1364 via donations, sales and unrestricted funding bids. These funds have been used to cover the running costs of the charity and cold water catch up sessions. Any leftover has been used for activities to increase fundraising capacity. Due to the continuing pandemic, it has been a slow start financially, but some good activity has taken place that builds a strong foundation to be built upon.

#### Financial Statement

Income Funds	Unrestricted Funds	Restricted Funds	Total
Donations and legacies £ 716.1	£ 716.1		£ -0
Charitable activities £9577.9	£ 647.9		£ 8930
Other income £ -0	£ -0		£ -0
Total Income £ 10294	£ 1364		£ 8930

Expenditure  
Expenditure on charitable

Activities		£ 966.6		£ -0
	£ 966.6			
Total Expenditure	£ 966.6		£ -0	£
966.6				
NET Income/Expenditure	£ 397.4		£ 8930	
£ 9327.4				
Total funds carried forward	£ 397.4		£ 8930	
£ 9327.4				

**BLUETONIC**

England & Wales - Charity number 1190871

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# Accounts

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Bluetonic

**1190871**

August 2020 - 2021

Annual Report and Accounts

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**Administrative Information**

Reference and administrative information:

Charity Name:	Bluetonic
Charity No.	<b>1190871</b>
Registered address:	6 HALL DRIVE, WOLLATON, NOTTINGHAM, NG8 2PW
Trustees:	A Goodship, Chair C Morely, Secretary P Dickens, Treasurer

**Aims and purpose**

Our aim, as stated in our constitution, is to provide or assist in the provision of facilities in the interests of social welfare, for recreation or other leisure time occupation of individuals who have need of such facilities by reason of their youth, age, infirmity or disability, financial hardship or social circumstances with the object of improving their conditions of life.

We do this by creating experiences in, on or around blue spaces in the East Midlands. Blue spaces are areas that are close to water either inland or by the sea. Although the East Midlands is inland, there are many beautiful blue spaces - lakes, reservoirs, canals and rivers. Spending time by blue spaces on our doorstep can make us happier and healthier.

**Objectives**

In our first year our objectives have been to:

- Establish an online presence via our website and social media
- Create a logo and brand that can start to be used to raise money for merchandising
- Provide opportunities for people to network and develop ideas reacting to being active in, on and around water
- In the Midlands specifically, develop activity and test ideas alongside local people
- Set up all infrastructure we need to run the charity

**Activity****DAN SOUP (Dragons den style event)**

In November 2020 Bluetonic applied for a place to pitch at an event for charities and not for profit organisations to present ideas to a panel. Each organisation pitched for 5 minutes and Bluetonic were awarded joint winners of the event.

The event was much more valuable to the charity than we realised. We were able to network with so many people and as a result two people came forward wanting to help us.

The DanSoup event also allowed us to network with other organisations. The co winners of the event were Nottingham CAN, who are a Community Interest Company who focus on engaging communities using music. After the event Nottingham CAN and Bluetonic have kept in touch and gradually developed an idea to raise awareness about men's health and wellbeing. A funding bid was successfully written to the National Lottery awards for all and this will see delivery of project called "*under the bridge*" to create a male choir by the water, in the summer of 2022. Please see more detailed explanation later in this report.

### **Cold water Catch Up**

Cold water catch up was developed by one of the founders of Bluetonic. Scott Clayton is an experienced community builder, working with people across the public sector to encourage a focus on working alongside people to develop their ideas. He is also an open water swimming coach and during the initial lockdown in the winter of 2020 he decided to test running a free online networking session called the "Cold Water Catch Up". These are a series of free online networking events that anyone can attend to listen and learn about open water swimming.

Initially the sessions were just about coming together and talking about swimming with Scott there to offer advice and guidance. Scott kept asking attendees how they felt we could grow the chats to include more people. The attendees suggested getting guests to come along who are active in the open water swimming community. Over the initial few weeks people coming to the sessions helped with sourcing guest and this led to our first guest attending a session which was Channel Swimming Coach and extreme outdoor swimmer Loretta Cox.

The chat always involves story telling with guests talking about times in their lives they have been active in, on and around water and the positive effect it has on them. Talking about struggles, highs, lows and how being in, on and around water has helped.

The format always allows time for people to network with each other from wherever they are. Most people are from all over the UK, but we have also had guests from places like Australia and Israel. The networking is completed via breakout rooms as a safe space for people to reflect on the session and share and listen to other people's experiences.

## **Achievements and Performance**

### **Website**

Money from DanSoup event enabled the charity to successfully launch our website by paying for costs. Trustees and volunteers have worked together to develop the site and develop content. The website has been designed so people can use it to get inspiration to be safely active, on and around water. In the future we would like to gradually grow resources on the website alongside people who come forward with ideas.

Ideas such as local walks and mindfulness activities that people can use when in Blue Spaces have been added to the website. They are totally free for anyone to access and use.

### Cold Water Catch Up

The numbers of guests grew and very quickly other people were in touch looking to join in the chats. Over that initial winter here are some of the guests that attended the chat and the number of tickets booked on the platform Eventbrite:

Date	Description	Ticket bookings
13/1/21	Pure networking session no guests	3
20/1/21	Pure networking session no guests	5
27/1/21	Pure networking session no guests	4
3/2/21	<b>Loretta Cox</b> , a channel swimming coach Loretta came back to swimming in her mid 20's due to a running career ending knee injury. Loretta was pushing to be on the Olympic Marathon running when disaster struck. Swimming has helped pull her out of difficult times and she has become a cult hero as an extreme swimmer and channel swimming coach.	52
10/2/21	Pure networking session no guests	8
17/2/21	Pure networking session no guests	12
24/2/21	<b>Shauna Tate</b> , Shauna came to talk about her life as a young single parent and how swimming had helped her through some dark times.	14
3/3/21	<b>Penny Wilkin and Emma O' Brien</b> Talking about their new book an illustrated guide to swimming in the central England. Dips and Chips. Come hear from the creators of this beautiful book to be published this summer. With helpful advice to take your first dip, Penny is an experienced triathlon coach and Emma a talented illustrator. They share a passion for swimming and can enlighten via their stories.	23
10/3/21	<b>David Burke</b> A paralympian, a double world record holder and a passion for all things swimming. Losing his leg as boy in a stock car racing accident as a boy to becoming a double world record holder as an open water swimmer. David's life living in Northern Ireland has been varied to say the least. It's going to be great to have our first guests from across the water..	31
17/3/21	<b>Rachael Andrews</b> Rachel is a YouTube star with an amazing amount of knowledge that she shares via her channel. She is determined to provide content that busts myths and supports people's choices when looking to swim safely in open water. Come listen to her swimming journey.	54
24/3/21	<b>Alan White</b> , at 70 years old Alan started outdoor swimming and has gone on to be a cold water swimming champion, star in a film as a swimmer and write some amazing poetry.	35
31/3/21	<b>Celebration Night</b> , a chance to say good bye for now for the summer lets come together and share our plans for the summer and come back together next year.	18
	<b>Total attendees</b>	259

Running these sessions had numerous benefits to the charity in the following ways:

- Increased following on social media, for example Facebook followers increased over the winter period by around 300 people. While this was not just down to these events, increases in followers did occur in line with advertising and running of events, especially the events with around 30 plus people booking tickets.
- people from across the UK looking to help grow the charity
- an opportunity to fundraise via donations

The sessions led to a visit to Northern Ireland by some of the Bluetonic team to look at lake swimming in a different part of the UK and how it has helped people after experiences related to the troubles. The trip was to see David Burke a record breaking amputee swimmer and he was able to give insight into barriers disabled swimmers can face.

### Mapping walks

Trustees and volunteers have rallied behind an idea by one of our most active volunteers to create a series of Bluetonic walks. 12 walks are available free to anyone to access. They are based across Nottingham and Derbyshire and the majority of the walks are by a lake, river or canal. The walks have suggested locations that people can stop and take in a blue space, be mindful and connect with the environment. They can be used in conjunction with free mindfulness activities listed on the website.

The walks can be printed and include:

- A route map
- Start and end point with advice for parking
- Pictures and text to describe the walk
- A suggested stop to connect with surroundings

A group of volunteers and the trustees then created walks using guidance. A template was then people went out walking and capturing the information required.

### Mindfulness walks and social swims

In the summer of 2021 the charity tested 3 activities where people could come along and meet the Bluetonic team to find out more about the charity and share in an experience together. These were:

- **Mindfulness walk**, this was led by volunteers. It was attended by a wide ranging group of people.
- **Social Swim at Anchor Church in South Derbyshire**, this was ran by a volunteer and was an informal gathering where people gathered at their own risk to swim. The session followed guidance by Open water Swimming Society on gatherings related to swimming in the wild. People really enjoyed a short walk to the swim, and people came from across the midlands. The session ended at the pub where people could talk and learn more about the charity.
- **Social Swim at Stoney Cove, Swim Venue**, this was run at an open water venue where people could book on using venue booking system and come and swim, chat and find out more about the charity.

### **Volunteers**

Since the formation Bluetonic has attracted support from the following volunteers. The trustees would like to take this opportunity to thank all the volunteers for their contributions in our first year. They have supported in the following ways:

- led activity around creating walks in blue spaces local to the Midlands that we have displayed on our website.
- led a mindfulness walk we tested
- supported organizing and leading social swimming meets
- created content and support advertising events on social media helping to grow our online presence
- created content and helped design the website
  
- create the logo, social media assets and designs we use across our online platforms
- coached everyone involved with ideas for running social media
- created competitions to help grow our presence online

Without our volunteers, we would not have been able to achieve so much in our first year.

### **Structure, governance and management**

There are currently 3 trustees and 5 volunteers. Trustees are selected based on our constitution terms, and have responsibility for governing the charity and signing off on proposals. Volunteers are invited to support the charity with their time and contribute ideas for the charity's development.

Trustees are responsible for decisions about funding distribution.

### **Financial review**

During the first year we have raised £525 from winning the Dansoup competition for start up charities. These funds are to cover the small running costs of the charity and to pay for activity once all COVID restrictions are lifted. Due to the pandemic it has been a slow start financially but some good activity has taken place that builds a strong foundation to be built upon.

**Financial Statement**

<b><u>Income</u></b>	<b><u>Unrestricted Funds</u></b>	<b><u>Restricted Funds</u></b>	<b><u>Total Funds</u></b>
Donations and legacies	£ -0	£ -0	£ -0
Charitable activities	£525	£ -0	£525
Other income	£ -0	£ -0	£ -0
<b><u>Total Income</u></b>	£525	£ -0	£525
<b><u>Expenditure</u></b>			
Expenditure on charitable activities	£122	£ -0	£122
<b><u>Total Expenditure</u></b>	£122	£ -0	£122
<b><u>NET Income/Expenditure</u></b>	£525	£ -0	£122
<b><u>Total funds carried forward</u></b>	£403	£ -0	£403