



Transforming lives through music and the arts

## Report of the Trustees

For the Year ended 4<sup>th</sup> January 2024

### Objectives and Activities

The charity's objects ('the objects') are:

The relief of need of those experiencing of at risk of poor mental health by providing a range of musical community outreach programmes to educate, enhance, train and improve the lives of participants.

Apollo has two main strands to its work:

1. Co-producing and delivering performance-based and participatory projects with the whole community for the public benefit, to improve mental health and well-being through the therapeutic and healing power of music and the arts.
2. Training young musicians, for the public benefit, in the skills and opportunities available within the world of community music and music for health. Through partnerships, Apollo work with young people aged 15-25 working with them to co-produce innovative projects, supporting their progression, training and giving them transferable skills.

Trustees give regard to the public benefit of any project development or change to ensure that it furthers our objectives and gives the best value for money to the public and our funders. Apollo has a policy of providing all services and events free at the point of service, the only way to make them truly inclusive and remove barriers to attendance for many. This ensures that public benefit is at the heart of everything we do.

Our partnerships with Birmingham Women's and Children's NHS Trust and the support from Birmingham Children's Hospital Charity and Birmingham Women's Hospital Charity have given us the opportunity to bring live music performance into the public spaces in the hospital on a regular basis through our Health in Harmony project. Performances are given by our Associate Musicians and by students from partner organisation, Royal Birmingham Conservatoire, who receive a free training programme and weekly support from senior staff in return for their performances.

Our community projects, based in Sutton Coldfield, thanks to support from Sutton Coldfield Charitable Trust (SCCT), bring music and performing arts training to children and young people aged 6-26 and are free at point of service, the only way to make them truly inclusive. Even our concerts and events are all free too with suggested donation levels given for those who can afford to donate. Donations can be one-off or regular and either cash or online via Give Tap, a proprietary charity donation management system which allow detailed reporting. For instance, Give Tap allows us to have different QR codes for different positions in concert venues, allowing us to learn where the best places are for donation points. Youth voice was very important to us within the scope of these projects.

Both Apollo Children's Drama and Apollo Academy Youth Orchestra with a difference started in September 2023 and gave public performances before the end of the year. The participants then told us what they wanted to achieve next year, with loads of idea, enthusiasm and inspiration. We recruited 14 young leaders, 10 with additional needs, who have managed, led and supported these projects with amazing maturity, confidence and great skill.

[www.apollouk.org](http://www.apollouk.org)  
[info@apollouk.org](mailto:info@apollouk.org)  
07908789253



Registered Charity  
Number 1197355



## Transforming lives through music and the arts

Alongside our main projects, trustees were very pleased to work with Midlands Wind Ensemble to host a play day for adults who enjoy music making for their wellbeing in September 2023. We hope to achieve funds to support more events for adults in the future. Given that jazz music and improvisation have both been shown to enhance the mood-enhancing benefits of group music making, we trialled SCYJO (a jazz-based group for young people). Trustees hope to revisit this project once more firmly established.

The role of volunteers this year has been significant. We have volunteers at the core of our Health in Harmony project and all our community projects also benefitted from considerable volunteer contributions from skilled musicians to support us in our first year of activity.

### **Achievements and Performance**

Health in Harmony provides weekly performance in the public spaces of Birmingham Children's Hospital and Birmingham Women's Hospital. Our analysis shows that we perform to an average of 500 people per hour during these performances. We trained twenty Royal Birmingham Conservatoire students in our first intake. All received training in Health and Safety, Safeguarding, hospital induction, infection control, GDPR and musical support and training on choosing and preparing repertoire and on performing in public spaces.

---

*A lady came to speak to us to say what a profound difference our music had on her visit to the hospital. She explained that she attends hospital regularly for cancer treatment but today she is stressed because it is a scan to find out whether treatment is working. She tells us how she went to the toilet and could hear the music and thought how wonderful it was to have such lovely music piped into the toilets. She said how, whilst sitting on the toilet listening to the music, she felt her stress-levels drop and found time to breathe. She said it was a total joy to then come out of the toilet and discover that she had heard real musicians playing just there.*

---

Our community projects started in September 2023 after receiving grant funding from SCCT towards the costs over two years. The children's drama group had interest from over 30 children of whom 22 attended regularly and performed in a play in December 2023. Of those 22 children, nine children had significant barriers to attendance at such groups that our inclusive and supportive environment removed.

Apollo Academy Youth Orchestra with a difference recruited 30 members in September, 12 of whom had additional needs or medical conditions which could have become barriers to attending groups. Our first concert was in November of classical works for small orchestra. The concert was of an exceptional standard and achieved a very good-sized public audience who benefitted from free tickets, continuing our policy of providing all services and events free at point of service for the public benefit. Feedback from audience members was good and the members chose the plan for the following term. The young people suggested and voted on music choices, choosing the Nutcracker ballet and music from Harry Potter alongside Dance Macabre – a piece with a solo part for violin which was to be played by our violin section leader, one of our young leaders from Royal Birmingham Conservatoire.

[www.apollouk.org](http://www.apollouk.org)  
[info@apollouk.org](mailto:info@apollouk.org)  
07908789253



Registered Charity  
Number 1197355



## Transforming lives through music and the arts

The young people also asked that we perform a children's concert, with the theme of magic, for children and families who might not have heard live orchestral music before and this was timetabled for March 2024 including dressing up, craft activities and of course free tickets. Young people report that Apollo Academy is unlike their other music groups as we are low pressure. They appreciate the trust we put in them and are self-motivated as a result. They tell us that Apollo Academy is a safe place where they can be themselves, take risks and make mistakes without fear of reaction. We have seen strong friendships develop and seen young people of all ages support each other.

Our Young Leaders scheme has recruited fourteen fabulous young people, of whom ten had additional needs. They have been trained in safeguarding, GDPR, health and safety and supported to work as leaders on our other community projects. They have helped run sectional rehearsals at the orchestra, arranged parts for less-able players, transposed parts for other players, arranged folders and the music library, run warm up activities and games and taught at the children's drama group.

Trustees are grateful to the support on St Matthew's church for the gift of the venue for our first concert and their ongoing support of Apollo's work. Trustees are also grateful for the gift of professional services from our Apollo Academy conductor.

### **Financial Review**

Principal sources of funding this year have been from the SCCT grant, support from Birmingham Children's Hospital Charity and unrestricted donations from individuals supporting our work.

Primary expenditure has been on venue hire and staffing. Volunteers have been incredibly important to our success this year and we appreciate that they are an incredibly important part of the success of all the best third-sector organisations. It is important to Apollo trustees that musicians are paid a fair rate of pay. We are a Living Wage Employer and have a robust fee policy for our freelance musicians, chaperones and staff.

At the end of this year we have declared a small surplus. Trustees report that we are in a strong position for the end of our first year of activity and we are delighted with the relationships we have built with stakeholders from both the community and professional sectors of music and health. The trustees reviewed the reserve policy and decided to designate £4000 of unrestricted income to reserves. This money will be held in the main account to assist with cashflow and to mitigate future risks to delivery which could leave vulnerable service users without support.

Grant funding is secured for the next 18 months for our community projects and donation levels are reaching trustees forecasts. Funding is secured for the next 15 months for Health in Harmony too. As a result, trustees are confident to report as a going concern.

### **Structure, Governance and Management**

The charity is a CIO and hold a Foundation model constitution. It was registered with Charity Commission on 4<sup>th</sup> January 2022.

[www.apollouk.org](http://www.apollouk.org)  
[info@apollouk.org](mailto:info@apollouk.org)  
07908789253



Registered Charity  
Number 1197355



Transforming lives through music and the arts

Potential new trustees are recruited via volunteering forums online and via advertisement. The current trustees are keen to expand the size of the board. They have identified the following priorities: young trustees, world majority and SEND trustees, trustees with skills in mental health or health, trustees with experience in legal / financial / charity governance sectors. Potential trustees are assessed using safer recruiting processes (as for our staff) and references are sought.

**Reference and Administrative Details**

**Name and Registration Number**

Apollo 1197355

Registered as a CIO with Charity Commission in England and Wales on 4<sup>th</sup> January 2022 using the Foundation model Constitution

**Principal Address**

42 Kempson Ave  
Sutton Coldfield  
West Midlands, B721HE

**Trustees**

Paul Ecclestone-Brown  
Nicola Gilbert  
Phillene Spencer

This report was approved by the trustees on 24<sup>th</sup> October 2024 and signed on their behalf by:

*Paul Ecclestone-Brown*

Paul Ecclestone - Brown

[www.apollouk.org](http://www.apollouk.org)  
[info@apollouk.org](mailto:info@apollouk.org)  
07908789253



Registered Charity  
Number 1197355



Transforming lives through music and the arts

## Statement of Financial Activities

For year ending 4<sup>th</sup> January 2024

	Unrestricted Funds	Restricted Funds	Total 2023	Total 2022	
<b>Income and endowments from:</b>					
Donations and legacies	5,289	8,007	13,296	0	A1
Charitable Activities	0	2,310	2,310	0	A2
<b>Total</b>	<b>5289</b>	<b>10,317</b>	<b>15,606</b>	<b>0</b>	
<b>Expenditure on:</b>					
Raising funds	282	0	282	0	B1
Charitable Activities	303	8,616	8,919	0	B2
<b>Total</b>	<b>585</b>	<b>8,616</b>	<b>9201</b>	<b>0</b>	
<b>Net Income/(Expenditure)</b>	<b>4,704</b>	<b>1,701</b>	<b>6,405</b>	<b>0</b>	
<b>Reconciliation of funds:</b>					
Total funds brought forward	0	0	0	0	
<b>Total funds carried forward</b>	<b>4704</b>	<b>1,701</b>	<b>6,405</b>	<b>0</b>	

A2 charitable activities includes income a performance-related grant from EnjoyArt for the provision of weekly performances in hospitals.





Transforming lives through music and the arts

## Balance Sheet

For year ending 4<sup>th</sup> January 2024

	Unrestricted	Restricted	2023 Total	2022 Total	
<b>Fixed Assets</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Current Assets</b>					
Cash at bank and in hand	4,056	(1,667)	2,389	0	
Debtors	1,107	5,934	7,041	0	B2
<b>Total current assets</b>	<b>5,163</b>	<b>4,267</b>	<b>9,430</b>	<b>0</b>	
<b>Liabilities</b>					
Creditors: falling due within one year	(459)	(2,566)	(3,025)	0	C1
<b>Net current assets</b>	<b>4,704</b>	<b>1,701</b>	<b>6,405</b>	<b>0</b>	
<b>Funds of the charity</b>	<b>4704</b>	<b>1701</b>	<b>6405</b>	<b>0</b>	<b>D</b>

This Balance Sheet was approved by the trustees on 24<sup>th</sup> October 2024 and signed on their behalf by:

*Paul Ecclestone-Brown*

Paul Ecclestone - Brown

[www.apollouk.org](http://www.apollouk.org)  
[info@apollouk.org](mailto:info@apollouk.org)  
07908789253



Registered Charity  
Number 1197355



Transforming lives through music and the arts

## Accounting Policies

The principal accounting policies, all of which have been applied consistently throughout the year, are set out below. Where a change of accounting policy has occurred, the prior year figures have been adjusted to reflect the new treatment.

These accounts present a true and fair view. The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS102) Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019). The presentation currency of the financial statements is the Pound Sterling (£).

### ***Basis of Preparation***

The consolidated financial statements have been prepared under the historical cost convention, as modified by the revaluation of investments at market value, and are in accordance with trust law, applicable accounting standards and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issues in March 2005.

### ***Fund Accounting***

Unrestricted funds are general funds that are available for use at the trustees' discretion in furtherance of any of the objectives of the charity.

Designated funds are unrestricted funds set aside at the discretion of the trustees for specific purposes. The designated fund for reserves at year ending 4<sup>th</sup> January 2024 is £4,000.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area of purpose and restriction means that the funds can only be used for specific projects or activities.

### ***Incoming Resources***

Voluntary income, including donations, gifts and legacies and grants that provide core funding or are of a general nature are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability. The grant from SCCT is spread across three financial periods. The certainty of receipt criteria is not met as we need to provide match funding. Therefore, the proportion of the grant which was allocated to the accounting period has been reported.

Income from charitable activities includes income recognised as earned (as the related goods and services are provided) under contract or where entitlement to grant funding is subject to specific performance conditions. Grant income included in this category provides funding to support programme activities and is recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability. The

[www.apollouk.org](http://www.apollouk.org)  
[info@apollouk.org](mailto:info@apollouk.org)  
07908789253



Registered Charity  
Number 1197355



Transforming lives through music and the arts

#### **Resources Expended**

Expenditure is recognised when a liability is incurred. Costs of generating funds are those costs incurred in attracting voluntary income, and those incurred in trading activities that raise funds. Governance costs include those incurred in the governance by the trustees of the charity's assets and are primarily associated with constitutional and statutory requirements of operating the charity.

#### **Donated Goods and volunteer and other donated services**

The charity did not receive any donated goods. The trustees acknowledge the importance of volunteers to support the projects and governance of the charity. The value of general volunteering is not incorporated in these financial statements. Where services are provided to the charity as a donation that would normally be purchased from our suppliers, this contribution is included in the financial statements at an estimate based on the value of the contribution to the charity had the charity purchased them. In this accounting period, we valued donated services from two freelance professionals at our standard senior staff fee for the hours donated. This was £1800 in the reporting period. We also valued the gift of venue hire for a concert at £150, the sum that trustees had agreed could be sent for a suitable venue. These are included in A2 and B2 in the SoFA.

#### **Trustee Remuneration and Benefits**

None of the trustees have been paid any remuneration or has received any other benefits from an employment with their charity or any related entity.

#### **Trustee Expenses**

Our policy is to reimburse trustees who attend our projects for their travel expenses at cost (train / taxi travel) or at a mileage rate of 45p per mile (private car use). The total trustee payments in this reporting period was £138.60 to one trustee.

#### **Related Party transactions**

There were no related party transactions during this reporting period.

#### **Financial Service Fees**

As our income was below the £25,000 threshold, there has been no independent examination of this set of accounts. No fees for financial services were incurred in this reporting period.

#### **Ex-Gratia Payments**

There were no ex-gratia payments made during the reporting period.

#### **Staff Costs and Employee Benefits**

All our staff are part-time freelance contractors. No social security or pension costs were incurred during the reporting period. A total of eight part-time staff were contracted during the period. The total costs of staff was £3,738. No employees received benefits of more than £60,000.

#### **Key Management Personnel**

Payments to senior management in the reporting period were £1035.

[www.apollouk.org](http://www.apollouk.org)  
[info@apollouk.org](mailto:info@apollouk.org)  
07908789253



Registered Charity  
Number 1197355





Transforming lives through music and the arts

## Detailed Statement of Financial Activities

For year ending 4<sup>th</sup> January 2024

### Income and Endowments

	2023	2022
<b>Donations and Legacies</b>		
Grant from Sutton Coldfield Charitable Trust (Community Projects) 5626	5,626	0
Grant from Enjoy Art (Health in Harmony)	2,310	0
Donations	4,773	0
Gift aid	947	0
Gifts in kind	1,950	0
<b>Total</b>	<b>15,606</b>	<b>0</b>

### Expenditure

	2023	2022
<b>Raising donations and legacies</b>		
Advertising, publicity and trade bodies	110	0
Website costs	172	0
<b>Charitable activities</b>		
Payments to freelance staff (project costs)	3538	
Direct project costs (not staff payments)	5078	0
Governance costs	178	0
General office communications	125	0
<b>Total expenditure</b>	<b>9201</b>	<b>0</b>

### Outline Summary of Fund Movements

Year ending 4<sup>th</sup> January 2024

Fund name	Balance brought forward	Income	Expenditure	Transfers	Gains (Losses)	Balance carried forward
Community Projects (Children's Drama, Apollo Academy and Young Leaders)	0	7,576	7,573		3	3
Adult Play Day	0	430	412		18	18
Health in Harmony	0	2,310	630		1,680	1,680

[www.apollouk.org](http://www.apollouk.org)  
[info@apollouk.org](mailto:info@apollouk.org)  
07908789253



Registered Charity  
Number 1197355