



Transforming lives through music and the arts

Report of the Trustees

For the Year ended 4th January 2025

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. We are delighted that this year RBC made it possible for students to use the work with Apollo Health in Harmony as work placement for certain modules.

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.

This year Youth Voice at Apollo Academy led to an exciting development of the provision of a very successful Family Concert Series. The young members told us that they wanted to share their love of music with the younger generation and developed the idea of themed concerts that would be a relaxed and inclusive safe space for families

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to enjoy live music (possibly for the first time). This began in March 2024 with our first concert. The members chose a magical theme, bringing together music from The Nutcracker ballet, Saint Saen's Danse Macabre and Harry Potter films. They wanted the young audience to enjoy craft and refreshments before the concert in order to become comfortable in the space and also for them to be free to dress up when they attended. We had a lot of little fairies, witches and wizards attend and an audience of over 250 at this first concert. The music we hired for Harry Potter was incredibly difficult for some instruments, but our wonderful orchestral leader (a student herself) arranged the parts to make them more possible- the result was amazing.

Following on from the enormous success of this, we had a second family concert in September 2024 with a theme of animals, featuring Carnival of the Animals and Pirates of the Caribbean, another huge success. A more formal concert in November, back at St Matthew's Church, Walsall followed. We finished the year with a performance of The Snowman performed live with the film. We are grateful to HCB Solicitors for their support of this event and to Sutton Coldfield Girls School for their practical support in the use of the venue and equipment. We had a 'sell out' audience of over 700 attend the two performances with lots of wonderful feedback from members and audience alike.

Thank you for the wonderful concert you produced this afternoon. This was the first time my 8 year old and I attended a classical concert together. We were both blown away by the standard of musicianship ... I was moved to tears by the beauty and eloquence of the performance. My child was inspired to continue learning music after the exceptional performance she enjoyed. Thank you to the performers and conductors. We thoroughly appreciated the efforts you went to in putting together this masterpiece.

Meanwhile, the drama group went from strength to strength, staging a full-length performance of The Lion, The Witch and The Wardrobe. With over 2/3 of the members having additional needs or facing barriers to attendance we were so proud of their confident performance with everyone loving their stage experience and working together as a team.

The role of volunteers this year has continued to be vital to our success. We have volunteers at the core of our Health in Harmony project and all our community projects and we are especially grateful to those skilled musicians who continue to support our work and believe in our projects.

Achievements and Performance

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.

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Financial Review

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

Primary expenditure has been on venue hire and staffing. Volunteers continue to be an incredibly important part of our success like all the best third-sector organisations. It is important to Apollo trustees that our staff and musicians are paid a fair rate of pay and we have a robust fair wage policy as a result.

At the end of this year we have declared a small surplus for the second time. Trustees report that we are in a strong position despite strong growth in activities and we are proud of the new and strengthened 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 £6,0000 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 six months for our community projects and donation levels are within expected ranges. Funding is secured for the next fifteen months for Health in Harmony too. As a result, trustees are confident to report as a going concern. Donation levels are increasing from regular service users and we continue to seek further support from trusts and grant-making organisations to develop our capacity.

Structure, Governance and Management

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

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 4th January 2022 using the Foundation model Constitution

Principal Address

42 Kempson Ave
Sutton Coldfield
West Midlands, B721HE

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Trustees

Paul Ecclestone-Brown

Nicola Gilbert

Phillene Spencer

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

Paul Ecclestone - Brown

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Statement of Financial Activities

For year ending 4th January 2025

	Unrestricted Funds	Restricted Funds	Total 2025	Total 2024	
Income and endowments from:					
Donations and legacies	5,378	14,678	20,056	13,296	A1
Charitable Activities	0	4,467	4,467	2,310	A2
Total	5,378	19,145	24,523	15,606	
Expenditure on:					
Raising funds	240	0	240	282	B1
Charitable Activities	178	19,128	19,306	8,919	B2
Total	418	19,128	19,546	9,201	
Net Income/(Expenditure)	4,960	17	4,977	6,405	
Transfers between funds	(900)	900			C
Reconciliation of funds:					
Total funds brought forward	4,704	1,701	6,405	0	
Total funds carried forward	8,764	2,618	11,382	6,405	E

A2 charitable activities includes income from provision of staffing and workshops to third parties and a performance-related grant from EnjoyArt for the provision of weekly performances in hospitals

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Balance Sheet

For year ending 4th January 2024

	Unrestricted	Restricted	2024 Total	2023 Total	
Fixed Assets	0	0	0	0	
Current Assets					
Cash at bank and in hand	7,803	(979)	6,824	2,389	
Debtors	1,200	8,562	9,762	7,041	B2
Total current assets	9,003	7,583	16,586	9,430	
Liabilities					
Creditors: falling due within one year	(239)	(4,965)	(5,204)	(3,025)	C1
Net current assets	8,764	2,618	11,382	6,405	
Funds of the charity	8,764	2,618	11,382	6,405	D

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

Paul Ecclestone - Brown

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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 4th January 2025 is £6,000.

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.

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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 a freelance professional 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). No trustee expenses were reimbursed in the period.

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 £11,096. No employees received benefits of more than £60,000.

Key Management Personnel

Payments to senior management in the reporting period were £4,360.

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Detailed Statement of Financial Activities

For year ending 4th January 2025

Income and Endowments

	2025	2024
Donations and Legacies		
Grant from Sutton Coldfield Charitable Trust (Community Projects)	12,728	5,626
Grant from Enjoy Art (Health in Harmony)	2,695	2,310
Payment from other third parties for provision of activities	1,772	0
Donations	4,147	4,773
Gift aid	1,231	947
Gifts in kind	1,950	1,950
Total	24,523	15,606

Expenditure

	2025	2024
Raising donations and legacies		
Advertising, publicity and trade bodies	50	110
Website costs	190	172
Charitable activities		
Payments to freelance staff (project costs)	11,096	3,538
Direct project costs (not staff payments)	8,032	5,078
Governance costs	157	178
General office communications	21	125
Total expenditure	19,546	9,201

Outline Summary of Fund Movements

Year ending 4th January 2025

Fund name	Balance brought forward	Income	Expenditure	Transfers	Gains (Losses)	Balance carried forward
Community Projects (Children's Drama, Apollo Academy and Young Leaders)	3	14,678	15,574	900	4	7
Adult Play Day	18	0	0	0	0	18
Health in Harmony	1,680	2,695	1,815	0	880	2,560
RSCO collab	0	1,397	1,364	0	33	33
SEND	0	375	375	0	0	0

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