

SongEasel

Report of the Trustees and Unaudited Financial Statements

For the 9 months to 31 October 2022

Registered Charity number: 1197751

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Report of the Trustees

The Trustees are pleased to present their annual report and financial statements for the nine months to 31 October 2022 since gaining charitable status in February 2022. The Trustees have adopted the provisions of 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 the Republic of Ireland (FRS 102) (effective 1 January 2019).

Objectives and Activities

The charity's purposes, as set out in its governing document are:

To advance the education of the public, groups and individuals in, and promote the understanding, appreciation, composition, and performance of song, both its poetry and music, through a series of events governed by a strong artistic vision including (but not limited to):

- a) The arrangement of an annual song recital series; and
- b) A significant outreach and audience development component incorporating:
 - (i) Workshops with local schoolchildren;
 - (ii) A Young Artist programme;
 - (iii) Talks and educational events; and
 - (iv) Ad hoc events to bring music and poetry to new audiences;

for the benefit of all sectors of the community in South East London and elsewhere.

During the course of the year the charity was successfully able to undertake all of the activities set out above in relation to its purposes, as set out in more detail in Achievements and Performance below.

The Trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2)'.

Achievements and performance

SongEasel was founded by Jocelyn Freeman in 2018 with a mission to fill South East London with song. Operating across Lewisham, Southwark and Blackheath to date, the initiative has grown steadily, and by 2021 had run four song recital series, and set up an acclaimed outreach programme and a burgeoning Young Artist Programme. Charitable status was achieved in February 2022 and what began as a vehicle to share the joy of song is now gathering momentum and gaining international recognition for its impact on the musical and educational sectors.

The 2022 series, "Icons & Legends", was the biggest and most ambitious series to date, with nearly thirty events presented across a variety of venues in South East London over the course of three months. Over one hundred and sixty performers – both professional and participatory – shared music that celebrated a notorious dinner meeting in Paris in May 1922 following the premiere of Stravinsky's opera-ballet, *Le Renard*. Hosted by philanthropic Londoners Violet and Sydney Schiff, and including Proust, Joyce, Picasso, Stravinsky and Diaghilev, this series paid homage to the meeting of minds of these creative luminaries.

Ticketed Recitals

As planned three recitals were held at Blackheath Halls for a ticketed audience:

- Acclaimed bass-baritone Laurent Naouri, accompanied by SongEasel Artistic Director, pianist Jocelyn Freeman, with a carefully chosen programme of French songs by Poulenc, Crickboom, Chaminade, Fauré, which intertwined versions of the legend of Don Quichotte by both Ravel and Ibert. This recital included the world premiere of four songs by Mathias Crickboom, eloquently introduced by the world's leading scholar on this composer, Anna Ovsyanikova.
- Rising star mezzo-soprano Fleur Barron with a programme of songs inspired by the Greek poet, Sappho with series curator and pianist, Jocelyn Freeman. Their creatively devised recital included items by Brahms, Gurney and Hahn alongside Elizabeth Vercoe's Irreveries from Sappho and intertwined musical responses to the iconic Bilitis from Rita Strohl and Claude Debussy.
- Award-winning singers Gemma Summerfield (soprano) and Gareth Brynmor John (baritone) joined talented cellist Abi Hyde-Smith and pianist Jocelyn Freeman for an evening of chamber music and song. This concert included the world-premiere of a new arrangement of Benjamin Britten's The Poet's Echo for soprano, cello and piano alongside works by Prokofiev, Stravinsky and Shostakovich, in honour of the 185th anniversary of Alexander Pushkin, the grandfather of Russian literature.

Free Recitals

The charity also held three free recitals at St Laurence Church Catford, a parish in an area high in the statistics of overall deprivation, to provide access to world-class performances available to the local community, particularly those who might not otherwise be able to experience song performance of this quality and beauty.

- "Icons" was performed by Indonesian tenor Satriya Krisna, a Samling Artist who has sung at the Dutch National Opera and the Verbier Festival and Lied program, accompanied by Jocelyn Freeman on piano. Through the music of Schubert, Schumann, Faure and Wolf the recital explored tales that excite, inspire and transport to a bygone era or a dear person, departed or far away.
- "Belonging" was performed by baritone Markus Mattheis and soprano Lynda Nwabudike accompanied by Jocelyn Freeman on piano. In this recital we paid homage to victims of displacement: those who for whatever reason have been separated from places or people who inspire a sense of belonging and unbreakable bonds. In Europe's nineteenth-century creative circles the concept of wanderlust ('yearning to travel') was very much in vogue, and the recital opened with four songs that epitomise these ideals through the embodiment of a wanderer figure.
- "Meeting of Minds" was performed by Ailish Tynan accompanied by Jocelyn Freeman on piano. Irish soprano Tynan won the 2003 Rosenblatt Recital Song Prize at BBC Cardiff Singer of the World, later returning as a Jury member, and has sung at all the major British opera houses, in recitals at Wigmore Hall, Oxford Lieder, and the National Concert Hall, Dublin, and has appeared at both first and last night of the BBC Proms. The programme directly related to the dinner party that inspired the Icons and Legends theme, and paid homage to iconic and legendary creative partnerships such as the ones enabled by that event.

"I'm sorry I'm unable to donate, these are the clothes I sleep in. I love Schubert." (Audience member, May 2022)

Outreach and Development

Schools Workshops

In 2022 the charity sought to build on the success of 2021's "Mini Winterreise" schools' project, which engaged over 200 children who sang songs from Schubert's Winterreise song cycle in an English translation.

"I've just caught up with this now, barely an hour before I sing some of these songs myself in Jeremy Sams' wondrous translations... How fabulous is this? Children singing/owning Schubert! It's a dream come true. Bravo!"

(Roderick Williams OBE, July 2021)

Our schools' project, Potpourri, had three-fold aims: to introduce children to singing in French through light-hearted macaronic (bi-lingual) songs; to bring high-quality live music performance directly to them; and to explore themes of belonging and place-making through the dinner party theme.

The Potpourri schools project was a huge success, engaging approximately 400 children in years 3-8 from six schools across the London Borough of Lewisham in partnership with Lewisham Music. The schools involved had an average pupil premium level of 21%. The children enjoyed performances of English and Yuroba songs from Lynda Nwabudike and had the chance to ask her questions about her singing career and life. They learned about the nuances of singing in French, particularly the exaggerated use of facial muscles and silent consonants. Poet Eleanor Brown translated two songs specially for this project.

The final project saw groups from three schools perform lesson-known macaronic songs in French and English in St Laurence Church Catford, directed by Claire Bond and Jocelyn Freeman, accompanied by Lucy Morrell on the piano. Clare Caddick led an inspiring vocal warm-up for the children as part of the event. Each school shared their creative responses to the notorious Parisian dinner party of 1922 and demonstrated uplifting creativity in the fields of art, dance, poetry and song.

"The workshop was enjoyed by all and Lynda was an inspiration to many of the children who listened. We simply need more of this to raise aspirations!" (Teacher at a participating school)

Young Artists Programme

Our Young Artists were selected on the merits of video submissions and proposed repertoire with eight opportunities offered to under-25 Lewisham residents. Nineteen young musicians benefitted from a variety of coaching, masterclasses and professional performance platforms.

The two masterclasses were provided enabling the Young Artists to benefit from the expertise and experience of the internationally renowned Laurent Naouri and Ailish Tynan. Both masterclasses provided detailed instruction relating to breathing, muscle training and memory, interpretation, language, collaborative relationships, using recorded material as a tool, and effective practice.

"The masterclass with Ailish Tynan showed me how to harness emotion into my performance, and I was then able to use those techniques in the Oxford Proms." (SongEasel Young Artist)

The Young Artists were also provided the opportunity to perform on four professional platforms, at Ageing Well, Lewisham, a local charity that works to enhance the quality of life of vulnerable older people, especially those who are isolated due to physical or cognitive challenges. The recitals reached over 115 listeners and were deeply appreciated by performers and audiences alike.

"It was really liberating to perform at the Ageing Well meeting after years of the music college environment... This is what music is all about." (SongEasel Young Artist, June 2022)

In addition there were four coaching sessions with industry professionals, and two under-25 Lewisham residents went on to win an international song competition in Slovenia after their Young Artist coaching session.

Talks and Educational Events

All recitals had an introduction explaining the themes and the context of the music, but this season featured a talk about Mathias Crickboom, his life and his music, presented by Anna Ovsyanikova the world's leading scholar on this composer and a violinist with the orchestra of the Royal Opera House.

Ad hoc events to bring music and poetry to new audiences

In the spirit of taking classical song to places it doesn't usually go, the charity put on three recitals in unusual locations, to catch an audience who might not otherwise experience classical song of this quality. Award winning Spanish soprano Lorena Paz Nieto, a former winner of the Oxford Lieder Young Artist Platform and of the Ludmilla Andrews Russian Song Prize, and pianist Jocelyn Freeman gave two early evening performances at Rocketvan, a café in Elephant and Castle, and a lunchtime recital at Ninth Life pub in Lewisham.

"That was incredible, people were stopping in the street and coming to listen. Some of the residents in the flats opposite were hanging out the windows to listen" (Julian, Rocketvan owner).

"So nice to put it in a different location, and it was just really relaxed. The music and performance was excellent... and I loved that kids were bopping away to cabaret classics!" (Audience member, Ninth Life, May 2022)

Financial Review

Significant Events

SongEasel was incorporated as a charity on 1 February 2022 to develop and enhance the charitable activities undertaken by Jocelyn Freeman over the previous four years.

Financial Summary

The charity's income for the period was £20,768 primarily made up of donations from Trusts and Foundations (£7,715 - 38%), private donations augmented by Gift Aid (£4,770 - 23%), donations in kind (£6,030 - 29%) made up of facilities hire of £1,950 plus artists' fees waived to support the charity's activities, and corporate sponsorship (£2,000 - 10%) giving total donations of £20,515.

The remaining income came from ticket sales for recitals of £253. This represents a low proportion of income as ticketed recitals are a relatively small element of the charity's work, ticket prices are held low to make the work accessible in line with the charity's objectives and the figure is based on a revenue share basis with the venue. However additional effort will be made in future years to promote these recitals to increase audience numbers and therefore income to contribute to SongEasel's charitable objectives.

The charity's largest area of expenditure was for Artistic and Creative costs at £10,124 (49% of total expenditure) primarily made up of musicians' fees plus some pre-recital talks and recital programmes. A number of artists generously waived a proportion of their fees to support the charity which is reflected as donations in kind with an equal amount under expenditure.

Venue Hire and Stewarding represented a further £2,220 of costs, much of it through donations in kind in the form of hall hire fees waived.

Outreach and educational expenditure in the form of Schools and Young Artists programmes made up the second largest outgoing for the year at £5,151 (25%) with support costs, primarily the creation of a charity website, accounting for £2,295 (11%) of total expenditure.

The remaining expenditure was for Fundraising which accounted for £829 (4%) of the total, representing an allocation of 30% of website costs and the costs of preparing submissions to Trusts and Foundations and administering private donations.

Costs were carefully managed by the charity to ensure that a small surplus of £149 was achieved for the year. In addition fundraising activities commenced for the programme for 2023 with funds received in advance which are carried forward on the balance sheet for the following year's activities.

Reserves

At the end of the financial year cash reserves stood at £9,568, and after the deduction of credit balances owed the charity has a net reserve position of £8,149. This is primarily due to grants received in advance, the majority being restricted funds, and which are fully committed to activities to be carried out in the following financial year. As a new charity with limited funds SongEasel does not have the capacity to hold a material reserve and instead focuses on fundraising at the earliest opportunity to cover its planned activities in support of its charitable object.

Independent Examination

As the charity's income for the period was less than £25,000 it is not required to have an independent examiner review the accounts.

Trustee Benefits

No Trustee was paid for carrying out their role as a Trustee, claimed expenses or was employed by the charity.

One Trustee received fees for specialist services provided to the charity as Artistic Director and for performances in some of the charity's recitals. There were no other related party transactions.

Details of the services and fees are disclosed in Note 8 to the Accounts.

Structure, Governance and Management

Governing document

The charity is constituted as a Charitable Incorporated Organisation and governed by its Constitution.

Recruitment and Appointment of Trustees

Trustees are chosen on the basis of merit and their ability to contribute to the charity in terms of skills, knowledge and experience.

All Trustees are provided on appointment with the charity's governing document, the relevant guidance from the Charity Commission and the latest Annual Report and Accounts and are given informal personal guidance by an existing Trustee.

Reference and Administrative Information

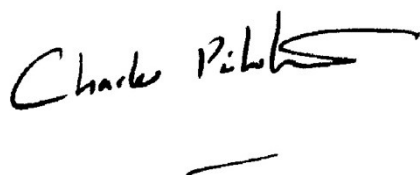
Name of Charity	SongEasel
Charity Registration number	1197751
Date of Registration	1 February 2022
Principal Address	The Rectory Meadow Row London SE1 6RG

Trustees

The Trustees who have served during the year and since the establishment as a charity were as follows:

Jocelyn Freeman
Matthew Gasser
Clare Glover
The Rev'd Canon Charles Faulkner Pickstone
Jeremy Young

Approved by the Board of Trustees and signed on their behalf by:



The Rev'd Canon Charles Faulkner Pickstone
Chair

SongEasel
Statement of Financial Activities
For the 9 months to 31 October 2022

	Note	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Income:				
Donations	2	6,770	13,745	20,515
Charitable Activities	3	253	-	253
Total Income		7,023	13,745	20,768
Expenditure:				
Charitable Activities	4	6,045	13,745	19,790
Raising Funds	5	829	-	829
Total Expenditure		6,874	13,745	20,619
Net Income / (Expenditure)		149	-	149
Reconciliation of Funds				
Total Funds brought forward		-	-	-
Total Funds carried forward		149	-	149

SongEasel
Statement of Financial Position
As at 31 October 2022

	Note	£
Current Assets		
Cash at Bank and in hand		9,568
Debtors	9	1,048
		<u>10,616</u>
Creditors: amounts falling due within one year	10	2,467
Net Current Assets		<u>8,149</u>
Total Assets less current liabilities		<u><u>8,149</u></u>
Charity Funds		
Restricted Funds	11	5,000
Unrestricted Funds	11	3,149
Total Charity Funds		<u>8,149</u>

SongEasel
Notes to the Financial Statements
For the 9 months to 31 October 2022

1 Accounting Policies

Basis of Accounting

The Charity constitutes a public benefit entity under FRS 102. The financial statements have been prepared in accordance with the Charities SORP (October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Charities Act 2011. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Going Concern

The financial statements are prepared, on a going concern basis, under the historical cost convention.

Fund Descriptions

a) Unrestricted Funds

Unrestricted Funds are available for use at the discretion of the Trustees in furtherance of the objects of the Charity and which have not been designated for other purposes.

b) Restricted Funds

Restricted Funds are funds which are to be used in accordance with specific restrictions set out by the donors or which have been raised by the Charity for particular purposes.

Income Recognition

Income is included in the statement of financial activities when the Charity is entitled to the income and the amount can be quantified with reasonable accuracy.

Donated Goods, Services and Facilities

Donated goods and services are disclosed as restricted donations with corresponding expenditure, and are valued at the amount that the charity would pay in the open market.

Expenditure Recognition

All expenditure is accounted for on an accruals basis and is classified under headings that aggregate all costs related to the category. Expenditure is recognised when there is a legal or constructive obligation committing the Charity to the expenditure, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

2 Income from Donations

	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Private Donations	3,816	-	3,816
Gift Aid Recoverable	954	-	954
Trusts and Foundations	-	7,715	7,715
Corporate Sponsorship	2,000	-	2,000
Support in Kind	-	6,030	6,030
	6,770	13,745	20,515

3 Income from Charitable Activities

	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Ticket Income for events based on revenue share with venue	253	-	253

4 Costs of Charitable Activities

	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Artistic and Creative Costs	4,591	5,533	10,124
Venue Hire and Stewarding	205	2,015	2,220
Schools Projects	-	2,861	2,861
Young Artists Projects	-	2,290	2,290
Support	1,249	1,046	2,295
	6,045	13,745	19,790

The charity received donated facilities hire from St Laurence Church catford and Blackheath Halls to the value £1,950 in total, valued at market rental rates for the venues.

5 Costs of Fundraising

	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Website and media	464	-	464
Trust Applications and Supporter administration	365	-	365
	829	-	829

6 Analysis of support costs

	Unrestricted Funds £	Restricted Funds £	Total 2022 £
Website and other media	1,530	325	1,855
Marketing	147	60	207
Fundraising	365	-	365
Administrative Support	36	661	697
	2,078	1,046	3,124

7 Particulars of Employees

	2022
Number of employees	0

8 Trustee Benefits

No Trustee was paid for carrying out their role as a Trustee or received expenses.

One Trustee, Jocelyn Freeman, received fees for services provided to the Charity as follows:

	2022
	£
Performance in recitals	2,295
Preparation and delivery of Schools Projects	1,375
Preparation and delivery of Young Artists Programme	1,060
Programme Administration	180
Fundraising (Trust Applications)	350
	<u>5,260</u>

In addition Jocelyn Freeman provided services as donations in kind to the value of £1,880, as well as carrying out her role as a Trustee.

The Trustees have fully disclosed the circumstances of the services and Trustee benefits to the Charity Commission and are satisfied that they comply with the standard constitution of a Charitable Incorporated Organisation, with Charity Commission guidance and with Section 185 to 188 of the Charities Act 2011.

The work of the charity requires a high degree of skill in curating, organising and managing the projects, and performing the works involved. Jocelyn Freeman is a concert standard pianist and curator of music with considerable experience and has organised similar activities promoting song for the benefit of the community for several years. The Trustees believe that Jocelyn's intimate knowledge of the specific requirements of the charity and it's working environment, her competence in this specialist field, and her willingness to carry out the services for less or no more than the market rate mean that using her services in such circumstances is in the best interest of the Charity and supports delivery of the charity's object.

Fees do not exceed what is reasonable for the services provided; are measured by market comparison; the Trustee to benefit is absented from the Board discussion and vote; no other Trustee receives any benefits; remuneration for services from the Trustee is approved only when it is in the best interests of the charity and in support of the charity's object.

9 Debtors

	2022
	£
Amounts due within one year:	
Prepayments and Accrued Income	<u>1,048</u>

10 Creditors

	2022
	£
Amounts due within one year:	
Accruals	<u>2,467</u>

11 Fund Reconciliation

	Brought Forward £	Incoming Resources £	Outgoing Resources £	Carried Forward £
Unrestricted	-	10,473	- 7,324	3,149
Restricted	-	12,265	- 7,265	5,000
	-	22,738	- 14,589	8,149

Funds carried forward represent donations already received for activities in 2023 plus the 2022 surplus of £149.