

# PLAYING FOR CAKE

England & Wales · Charity number 1205912

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2023-11-27

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

## Contact

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**Address** 37 Alexandra Road  
Sheringham  
NR26 8HU

**Phone** 07771605188

**Email** [info@playingforcake.uk](mailto:info@playingforcake.uk)

**Website** [playingforcake.uk](http://playingforcake.uk)

## Activities

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**Objects:** FOR THE PUBLIC BENEFIT TO ADVANCE HEALTH AND RELIEVE SICKNESS OF PEOPLE OF ALL AGES AND ABILITIES PRIMARILY IN (BUT NOT LIMITED TO) NORTH NORFOLK BY PROVIDING COMMUNITY SINGING, MUSIC-MAKING AND CREATIVE ACTIVITIES WHICH PROMOTE PROVEN MENTAL, PHYSICAL AND SOCIAL HEALTH AND WELLBEING BENEFITS AND, BY EXTENSION, PROVIDE SUPPORT FOR FAMILY, FRIENDS AND CARERS, INCLUDING THROUGH THE PROVISION OF ONLINE RESOURCES.

**Activities:** Playing for Cake delivers fun, interactive and participatory community-based singing, music-making and other creative opportunities for all ages and abilities in accessible locations in Norfolk.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

## Geography

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- Norfolk

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-10-31	£58,706	£66,651	-	-
2024-10-31	£66,791	£43,259	-	-

## Trustees

Name	Role	Appointed
Deborah Neale		2025-04-28
Jane Elizabeth Crane		2026-02-21
Jodie Claxton		2023-10-03
Melanie Teresa Isherwood		2025-04-28
Perry Douglas Marshall		2026-02-21
Sky Nuttall		2026-02-21
Terence Cooke		2023-10-03

**PLAYING FOR CAKE**

England & Wales - Charity number 1205912

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# Accounts

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# Playing\* for Cake

## **PLAYING FOR CAKE**

### **TRUSTEES' ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**

#### **FOR THE YEAR 01 NOVEMBER 2024 - 31 OCTOBER 2025**

Page

#### **CONTENTS**

SECTION A: REFERENCE AND ADMINISTRATION DETAILS	2
SECTION B: STRUCTURE, GOVERNANCE AND MANAGEMENT	3
SECTION C: OBJECT AND ACTIVITIES	5
SECTION D: MAIN ACHIEVEMENTS AND ACTIVITIES OF THE CHARITY	6
SECTION E: FUTURE PLANS	16
SECTION F: FINANCIAL REVIEW	17
SECTION G: DECLARATION	20
Independent Examiner's Report on the Accounts	21
STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 OCTOBER 2025	22

## **SECTION A: REFERENCE AND ADMINISTRATION DETAILS**

### **Charity name**

Playing for Cake

### **Registered charity number**

1205912

### **Charity's principal address**

37 Alexandra Road, Sheringham, Norfolk NR26 8HU

### **Names of the trustees who manage the charity**

Dr Tina Blaber (Founder)

Jodie Claxton

Terence Cooke

Jamie Fisher

Richard Grieve (resigned 06/05/2025)

Melanie Isherwood (appointed 14/07/2025)

Debbie Neale (appointed 14/07/2025)

### **Bank**

Lloyds Bank plc, PO Box 800, Tredegar Park, Newport, South Wales NP10 8SB

### **Independent examiner of the accounts**

Jonathan Saunderson, Little Mount, Links Road, Mundesley, Norwich NR11 8AT

## **SECTION B: STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **• GOVERNING DOCUMENT**

Playing for Cake (PfC) adopted a Charity Commission Foundation Model Constitution for a Charitable Incorporated Organisation (CIO), whose only voting members are its trustees, on 3 October 2023. This came into effect at confirmation of PfC's charity registration on 27/11/2023. There were no subsequent changes to the governing document.

### **• POLICIES**

PfC has policies governing conflicts of interest and loyalty, the control and monitoring of private benefits, rates of pay for connected persons (i.e. trustees or people connected to them who are engaged to provide goods and/or services over and above that which should be reasonably expected of them), data protection, equity, diversity and inclusion, internal financial controls, the allocation of reserve funds, safeguarding, volunteering, and environmental sustainability.

There is a timetable in place to ensure that all these policies are reviewed on a rolling programme and at least annually.

A health and safety policy is not required by law, however PfC is mindful of our duty of care and has procedures in place to minimise risk and ensure the health, safety and wellbeing of all involved in the delivery of our activities (trustees, volunteers, session leaders, support musicians and those engaged to provide professional services on a self-employed basis).

### **• APPOINTMENT OF TRUSTEES**

Apart from the first charity trustees, every trustee must be appointed for a minimum term of two years and must be elected under the terms of the constitution. In selecting individuals for appointment as trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration and governance of PfC.

### **• ORGANISATIONAL STRUCTURE AND DECISION MAKING**

The trustees meet quarterly. A register of interests is maintained, and "declarations of interest" is a standing agenda item at the beginning of trustee meetings.

The trustees exercised the option, under the terms of the constitution, not to appoint the officers of chair, secretary and treasurer. Trustees chair meetings in rotation. A treasurer is not needed at present because there is a Finance Manager, who also takes minutes at trustee meetings, negating the need for a secretary.

There are currently 34 volunteers involved in both the development and delivery of our activities and the day-to-day running of PfC. This includes 6 trustees, 12 people who regularly help out at sessions, and 16 members of Sheringham Ukulele Band who deliver sessions in local care homes and other community settings, responding to requests that PfC does not have the capacity to meet.

PfC does not directly employ anyone but does engage individuals to provide professional services on a self-employed basis. These are:

- Rosie Glasgow, Finance Manager.
- Tina Blaber, Singing for Health Development Officer.
- Daniel Spencer, Media and Comms Manager.
- Tina Blaber, Nicky Childerhouse, Alisha Hart, Sky Carver, Saffron Summerfield, Emma Ewins and Jane Wells as regular session leaders.
- Other choir leaders/music groups/Singing for Health (S4H) practitioners as session leaders/support musicians on a session-by-session basis.

The engagement of trustees (namely Tina Blaber) to provide professional services was considered appropriate under the terms of PfC's Policy for the Control and Monitoring of Private Benefits which states:

The charity may engage the professional services of its trustees and connected persons provided:

- a. The goods or services are entirely necessary for the charity to meet its objects.
- b. The goods or services required go above and beyond any that could be reasonably expected of a voluntary trustee because they require a very large time commitment and/or specialist skills for example leading specific Singing for Health groups.
- c. The trustee or connected person is the most appropriate person to provide the goods or services by virtue of qualifications, knowledge, experience, skills and track record.
- d. The trustees have adequately considered the pros and cons of engaging someone who is not a trustee or connected person to provide goods or services.

Where trustees or connected persons are engaged to provide goods or services, the charity will:

- a. Evaluate payment terms and conditions annually.
- b. Issue a letter of engagement which clearly states expectations and responsibilities and provides all parties with a point of reference to enable impartial review by the trustees.
- c. Require the trustee or connected person in question to absent themselves from the discussion and abstain from the vote.

It was further agreed that Tina Blaber would be paid at the same rate as all other S4H practitioners for the delivery of sessions and at the same rate as administrative professionals for development work.

## **SECTION C: OBJECT AND ACTIVITIES**

### **• OBJECT**

The charitable object of Playing for Cake is: for the public benefit to advance health and relieve sickness of people of all ages and abilities primarily in (but not limited to) North Norfolk by providing community singing, music-making and creative activities which promote proven mental, physical and social health and wellbeing benefits and, by extension, provide support for family, friends and carers, including through the provision of online resources.

### **• MAIN ACTIVITIES UNDERTAKEN FOR THE PUBLIC BENEFIT IN RELATION TO THIS OBJECT**

In fulfilment of this purpose, PFC provides public benefit by:

1. Promoting better health and wellbeing for people of all ages and abilities to assist in the healing of mind, body and spirit.
2. Helping people with a range of physical, mental, emotional and social health conditions to alleviate symptoms and better manage a specific condition and/or general health and wellbeing.
3. Assisting the recovery of people who are sick, convalescent, disabled or infirm and providing support and comfort to them and/or their carers.
4. Facilitating social interaction and helping people to gain confidence, through improved peer-support networks, to participate more fully in society.
5. Contributing to the vibrancy, sustainability and quality of life of our local communities through improved health and wellbeing and increased social and cultural opportunities.
6. Advancing the collective knowledge and understanding of the benefits of participation in creative activities to health and wellbeing, specifically, but not exclusively, in the relief of those with Parkinson's, Dementia, Alzheimer's and lung disease.

PFC strives to achieve these benefits by:

- Providing fun, interactive and participatory community-based singing, music-making and other creative opportunities for all ages and abilities in accessible locations.
- Encouraging participants to increase physical activity using the voice, movement, percussion and/or props as appropriate using established Singing for Health techniques.
- Injecting targeted exercises/techniques into activities as appropriate to help people improve or manage specific health conditions.
- Working with health care professionals and community group leaders to design tailored creative activities that can help with specific health needs or goals.
- Providing supported volunteering opportunities relating to all aspects of running the organisation as well as for delivering sessions.
- Supporting participants to take ownership of their group by contributing to the organisation of sessions.
- Fundraising to keep activities affordable for participants (wherever possible pay what you can) whilst being able to pay experienced and qualified Singing for Health practitioners at the appropriate level, reimbursing volunteer expenses and operating as a going concern.
- Building and developing links with relevant local, regional and national organisations and partnerships, such as the North Norfolk Healthy Ageing Project, by attending meetings, networking and sharing experiences, participant feedback and evaluations of our activities.
- Providing online sessions (as capacity allows) and/or resources for the benefit of the wider public.

## SECTION D: MAIN ACHIEVEMENTS AND ACTIVITIES OF THE CHARITY

2024-25 was a hugely productive year for Playing for Cake. We started on a solid financial footing, thanks in the main to the National Lottery grant, and good progress was made towards achieving a sustainable future for Pfc.

Organisational development and capacity building were central to this, as were enhancing our profile and reputation, consistently and appropriately monitoring and evaluating our work, and solid financial management, with careful budgeting and planning allowing us to strengthen our financial resilience.

Significant achievements were also made in regard to our core purpose - to deliver community-based Singing for Health (S4H) sessions in Norfolk - with existing groups sustained and new groups trialled and, in some instances, continued. In no small part to the growth and enthusiasm of our partner, the Sheringham Ukulele Band (SUBs), we were able to respond to significantly more requests for services, including from several new community events, groups and care homes.

Another success story was beginning to fulfil our ambition to engage with a younger audience as participants, volunteers and session leaders.

### ORGANISATIONAL DEVELOPMENT AND CAPACITY BUILDING

We would be nothing without our people - our volunteers, SUBs members, session leaders, support musicians, paid workers and last, but by no means least, our participants/beneficiaries. We are therefore committed to do the very best we can to acknowledge their invaluable contributions, be warm and welcoming to all, and to respect every voice.

#### • VOLUNTEERS and TRUSTEES

We provided two opportunities for volunteers to meet, mingle/socialise, have their say and contribute to the development of Pfc and their group/sessions:

1. The **Pfc Social and AGM** on 22 February 2025 to which all on our mailing list were invited. Several volunteers said how useful it had been to meet people from other groups, put names to faces, gain a better understanding of everything that goes on behind the scenes, how much things cost, how the money is spent and how invaluable their donations are to long-term sustainability. The event concluded with a joyful SUBs sing-along!
2. A **Volunteer Consultation Meeting** on 20 March 2025 was attended by 14 volunteers, who were invited to discuss the strengths and weaknesses of Pfc in the form of a fun interactive game facilitated by our Media and Comms Manager.

The discussions highlighted that Pfc had a strong foundation of friendliness, creativity, and community spirit. However, areas such as communication, diversity, and volunteer onboarding could benefit from more attention. Introducing light-touch structures, such as an induction programme or improved communication tools, could address some of these challenges without compromising the organisation's welcoming and flexible ethos. At the same time, efforts to diversify participation and ensure all volunteers feel valued would further strengthen the group's inclusivity and impact. We started to address some of these issues including the development of a new Volunteer Welcome Pack.

Our volunteers (most of whom started their Pfc journey as participants) have contributed in many ways in relation to helping us run our sessions or take part in community events, for example setting up and

clearing rooms, organising refreshments, handing out percussion instruments and song sheets, welcoming participants and looking after those with health challenges, providing transport for those in need, printing song-sheets, collating feedback, taking photographs and videos and attending community events as advocates for PFC.

In recognition of this, we worked hard in 2024-25 to retain and nurture our volunteers (e.g. to take on more responsibility or fulfil personal goals) whilst, at the same time, encouraging others to join our community:

- We featured several volunteers' PFC stories in our newsletters as well as their cake recipes!
- We nominated one of our longest-serving volunteers, David Moore, for a Sheringham Town Council Community Thank You Award, and he won!
- We supported two volunteers to attend a film-making workshop.
- We supplied all volunteers with a PFC t-shirt to ensure that they feel an integral part of the team.

As part of our ambition to encourage participants and volunteers to lead songs and/or sessions, we welcomed the initiative of one of our long-standing support musicians, Amanda Crofts, and Tommy Watson Bell from the SUBs, to form *The Cupcakes*. They have actively encouraged others to join, including Lorna McKail (who volunteers at The Hub), Terry, one of our trustees and Eve Clarke, who is a regular participant and who, as a result of being involved in PFC, periodically leads sing-alongs in her care home, Shannock Court. To support this, PFC booked *The Cupcakes* to deliver sessions at The Hub, Cameo Café and in West Wood Care Home.

We are very grateful for the commitment and dedication of our trustees, all of whom make significant contributions above and beyond attending meetings.

Tina Blaber's passion for embedding Singing for Health in local communities continued. She maintained a watchful eye on all our activities, kept us on track, and supported all members of the team. As Founder of PFC, she has the vision; one that she shared by giving several talks and presentations.

Jodie Claxton, a mental healthcare professional, took responsibility for advising the trustees on policies for safeguarding, volunteering and data protection. She ensured that appropriate amendments were agreed to reflect changes in legislation, particularly in the area of sexual harassment. As a result of her diligence, all PFC emails display a suitable disclaimer and three volunteers completed the Gov.uk 'Prevent Duty' training as part of our safeguarding procedures.

Terry Cooke regularly attended several groups on a weekly basis, providing valuable support for both participants and session leaders, and provided invaluable feedback to the team to ensure that standards were maintained and new session leaders/volunteers felt supported.

Jamie Fisher is working towards starting a new group for people wanting to learn to play the guitar. The SUBs started in a similar way and his ambition is that the guitar group will develop, over time, into something similar i.e. performing at PFC sessions and independently at local community events such as Sheringham Carnival.

We were disappointed that our new trustee, Richard Grieve (appointed on 01/10/ 2024) resigned on 01/05/2025; but were thrilled to welcome two new trustees to the board in July 2025. Debbie Neale and Melanie Isherwood had already shown their commitment by assisting with the organisation of their North Walsham group and completing Save a Life training with the Royal Life Saving Society UK. Melanie also made cake-themed lanyards for all the PFC team, and has plans to craft other items to raise funds

for the group; and Debbie Neale is providing valuable advice on how to make song-sheets and print appropriate for partially sighted.

- **SHERINGHAM UKELELE BAND (SUBs)**

To maintain our strong relationship, the unofficial SUBs organiser, Jane Crane, attended trustee meetings and the Volunteer Meeting, and all the SUBs were invited to attend, and perform at, our AGM. SUBs remains an integral part of Pfc: SUBs doing *Sing-along-a-SUBS* gigs under the Pfc banner in local care homes and at community events alleviates pressure on our session leaders, thus allowing us to respond to more requests for our S4H services. Pfc providing governance (including admin support and insurance) for SUBs means that its members can concentrate on the joy of playing and performing, which in turn strengthens the group's viability.

In 2024-25 SUBs performed 39 gigs (compared to 13 in 2023-24). They sustained a membership of 16 (with some older members dropping off but being replaced by new members). The group started to meet half an hour earlier to teach new beginners the basics so that they could instantly feel more involved. Funds raised from their gigs allowed them to purchase equipment, and fleeces for all members, to improve sound quality and comfort at outdoor performances.

- **SESSION LEADERS**

In 2023-24, we welcomed several new community musicians/choir leaders to the Pfc team. Our ambition in 2024-25 was to hold onto them (!) by offering them opportunities to lead sessions, maintaining appropriate levels of pay, and continuing to support their training and development.

We now have a pool of 8 session leaders, 7 of whom, with Pfc support, have completed *The Musical Breath: Singing for Lung Health* (SfLH) training. Not only has this helped us develop our team and capacity in general, but it has also helped progress Pfc's ambitions to develop a localised Norfolk & Waveney SfLH network. We now have a presence in North, South and West Norfolk as session leaders have set up and run ongoing '*Stronger Breaths, Brighter Voices*' (SBBV) groups in these districts.

Session leaders with limited availability have led occasional sessions or as holiday/illness cover; others have been engaged to deliver regular groups; but all have been employed. We maintained the rate of pay of £100 per session plus travel and printing expenses.

We continued to encourage session leaders (not least by paying for their time and expenses) to represent Pfc at various (appropriate to their group and/or interest) health, social care and community meetings, networking events, conferences and local community events; thus contributing to their professional development as S4H practitioners.

A networking meeting was held in February 2025 where these practitioners were invited to contribute to the development of a 'gold standard' S4B delivery framework to differentiate S4B practice from general wellbeing groups, and to ensure strong links to 'medical models' (i.e. Pulmonary Rehabilitation practices and techniques) are maintained. S4B has now been re-branded to SBBV, as mentioned above, to help promote and raise awareness of the fundamental relationship between better breathing and SfLH principles and practices and with helping maintain and improve speech quality (such as is used in speech and language therapy). We hope this will help attract participants from target groups such as stroke survivors and people living with Parkinson's, for example.

- **SUPPORT MUSICIANS**

Feedback suggests that it was particularly beneficial to new session leaders to be supported by an experienced Pfc person who knows the dynamics of the group and the appropriate S4H methods. Our regular participants had commented that they like to see a familiar face and that sessions can be more engaging when there are support musicians providing instrumental back-up. Session leaders have also told us how helpful they can be with their session planning too. Thus in 2023-24, we introduced the payment of a small fee to support musicians, principally (but not exclusively) Amanda Crofts and Suzanne Williams. This continued in 2024-25, acknowledging the invaluable work they do in supporting sessions and session leaders, organisationally, musically, socially and in facilitating maximum enjoyment and engagement from participants.

- **PAID WORKERS**

In July 2023, we recruited an experienced Financial Administrator, Rosie Glasgow. Her contract expired in May 2024 but retaining the post for five years for 8 hours per week was embedded into the National Lottery grant proposal. A new 4-year contract was agreed with Rosie (promoted to Finance Manager) from 1 May 2025 to 30 April 2029.

In May 2024, we recruited a specialist Media and Comms Manager, Daniel Spencer. A priority for the trustees in 2024-25 was allocating funds to retain Daniel's services. A new contract was agreed with Daniel from 1 October 2025 to 30 September 2026.

In 2023-24, the National Lottery grant enabled us to engage a S4H Development Officer for 1 year. Tina Blaber, as Pfc's Founder, our principal advocate over the years and the person most informed about, and experienced in, developing and delivering S4H services, was the obvious choice for undertaking much of this work. A new contract was agreed with Tina from 1 October 2025 to 30 September 2026 enabling her to support Pfc's management and underpin core practices and operations while making connections across our communities, local organisations and national movements to help develop our services and help more people.

- **PARTICIPANTS**

Our participants/beneficiaries are our inspiration and motivation. Many have been with us since the first ever Pfc session and several regularly attend more than one group, in some cases travelling some distance to be there. Quite a few participants also attended our AGM and have supported the endeavours of our team members' work outside Pfc, for example enjoying live music events at individual performances (such as some of Tina's gigs) and *Cutting the Mustard* gigs (of which both Tina Blaber and Jamie Fisher are members).

Our participants are actively involved in planning groups and session content, via their ongoing feedback about preferences etc and we have a wide range of ages and abilities represented amongst them. It is a magical thing to see people in wheelchairs, people living with dementia and their carers/loved-ones alongside children with Downs Syndrome, people with lung health issues and mental health conditions all meeting up for the joy of just singing together (a sight regularly seen at our Wednesday community, café-style drop-in sessions!). We are particularly proud of the fact that no one is excluded from benefiting from our activities by continuing the practice, throughout the year, of delivering sessions on a "pay what you can afford" basis, with a suggested voluntary donation of £5.

In 2023-24 the average group size was 13; in 2024-25 this increased to 15. Our mailing list has also grown to over 150 people! There is no better indication of the value of our work and the loyalty of our participants!

## ENHANCING OUR PROFILE AND REPUTATION

By retaining Daniel Spencer as our Media and Comms Manager, great strides were made in raising our profile, improving our professionalism, and strengthening our reputation. This work included:

- Promoting, coordinating the attendance list, and attending/documenting our AGM and Social.
- Facilitating our Volunteer Consultation Meeting, recording the outcomes, and using feedback to develop a new Volunteer Welcome Pack.
- Reviewing Pfc social media channels and website to compile a list of keywords to improve our Google ranking.
- Setting up a TikTok account.
- Adding videos to the Singing for Breathing webpage.
- Working on messaging and social media strategies.
- Developing sliders for sessions at The Hub.
- Creating a new abridged logo.
- Taking possession of all footage and photos to begin cataloguing.
- Designing and organising the print of roll-up banners.
- Creating assets for NHS COPD.
- Successfully migrating our newsletter account from Brevo to MailChimp, increasing the open rate by 7%.
- Designing poster and leaflet templates with the new branding.
- Creating posters and leaflets for existing groups.
- Preparing messaging and marketing for our new groups in King's Lynn and Norwich.
- Organising strategies for lower age target audiences (guitar and assembly songs).
- Facilitating a fun and interactive session for trustees, volunteers, and session leaders to explore Pfc values and support messaging and marketing.
- Designing new t-shirts.
- Setting up a local 'landline' through which all calls are received, establishing Pfc as professional and instilling confidence in those who make contact.
- Beginning to film and photograph interviews and sessions for future marketing.
- Attending a lecture on neuroscience and music for research and networking purposes.
- Running a short Facebook campaign for Long Stratton to investigate a realistic CPC.

Perhaps the most important work was the development of a marketing strategy, which fed into a new visual identity (brand) for Pfc and a relaunch of our website, developed in partnership with marketing professionals Oliver Milner-Smith and Ian Pegg of Eggcup Web Design Ltd. This led to the term *Caker* to reflect our community.

As in previous years, we found that word of mouth and networking were our most effective marketing tools. In addition to the above work, the following methods were used to promote Pfc and its activities:

- Website: [playingforcake.uk](http://playingforcake.uk), with links from the websites of Tina Blaber and Cutting the Mustard.
- Website traffic:
  - Last year (15 Sept – 31 Dec): 729 new users (523 based in the UK).
  - This year (1 Jan – 20 Sept): 1.6k new users (1.1k based in the UK).
- News media: interview on Future Radio.
- Branding: ensuring session leaders are supplied with a Pfc T-shirt.
- Social media: we are building a presence and currently have:
  - 416 Facebook followers (369 in 2023–24)

- 13 LinkedIn followers; 393 impressions; 11 reactions; 16 unique visitors (3 in 2023–24). Articles written and published on this platform are helping improve our profile amongst professionals and help us link to national movements.
- 0 TikTok followers (0 in 2023–24)
- 27 Instagram followers (17 in 2023–24)
- 70 X (Twitter) followers (36 in 2023–24)
- Newsletter: Now a regular feature. 6 editions sent to our mailing list of 155 subscribers (141 in 2023–24), with an average open rate of 54% (up from 47% the previous year).
- Printed material: we have a general PFC leaflet and routinely produce short print runs of A5 leaflets and A4 posters for our various sessions.
- Other: PFC is listed in the Healthier Sheringham local directory, delivered to every household in Sheringham via the local free paper, and also available online. PFC is also featured in the North Norfolk Healthy Ageing Programme (NNHAP) directory.

Another key way in which we raised our profile was by ensuring we had a presence at a broad range of local, regional and national meetings and events, giving presentations where invited, including:

- Cultural and Community Action Workshops at North Norfolk District Council (NNDC)
- Health, Wellbeing, Dementia and Community Events in Sheringham, Cromer, North Walsham and Aylsham
- Talks/Demos at North Walsham Mother's Union, Kaleidoscope, the NNDC Civic Event and the Voluntary Norfolk Volunteering Extravaganza in Norwich
- Regular Meetings of the North Norfolk Dementia Working Group, North Norfolk Community Hub, Creative Sheringham and Healthier Sheringham
- Norfolk Community Foundation *Illuminate Norfolk* Event
- Singing for Health National Network Webinar


This work is essential, not only in promoting our work, but also in:

- Keeping PFC plugged in to local and national thinking.
- Sharing experiences and practice.
- Contributing to the growing body of evidence of the benefits to health and wellbeing of participation in community music and singing.
- Establishing and maintaining relationships and connections.

## **MONITORING AND EVALUATING OUR WORK**

We have always endeavoured to consistently and appropriately monitor and evaluate the impact of our services to ensure health outcomes are achieved. This was particularly important in 2024-25 to secure the second year (from 1 May 2025- 30 April 2026) of the National Lottery grant. This was contingent on us achieving the end of year one targets and match funding as outlined in our original funding application. Many hours were spent on collating the data and shaping this report (available on request), which led to the release of funds for year two of the five-year grant.

The following page provides some examples of feedback from the AGM and Social.

<p><b>Why did you get involved with Pfc?</b></p> <ul style="list-style-type: none"> <li>○ <i>It made me happy</i></li> <li>○ <i>Community singing is fun and rewarding</i></li> <li>○ <i>I was lonely</i></li> <li>○ <i>It is so friendly and joyous</i></li> <li>○ <i>Strangely enough, cake!</i></li> <li>○ <i>To improve my breathing</i></li> <li>○ <i>Because everyone is welcomed</i></li> <li>○ <i>I was looking for new friends</i></li> <li>○ <i>Because of lung problems/damaged vocal cords. Now I do open mics. THANKS PFC!</i></li> </ul>	<p><b>What do you like about Pfc?</b></p> <ul style="list-style-type: none"> <li>○ <i>To see the smiles on faces when they sing</i></li> <li>○ <i>Wonderful people getting together</i></li> <li>○ <i>A relaxed atmosphere</i></li> <li>○ <i>Singing, meeting people and friends</i></li> <li>○ <i>The variety of things on offer</i></li> <li>○ <i>Lots of singing!</i></li> <li>○ <i>Good accessibility</i></li> <li>○ <i>PfC has helped me control my breathing</i></li> <li>○ <i>Helped with meditation</i></li> <li>○ <i>If you were down before you'll be up after</i></li> <li>○ <i>Leave with that "feel-good factor"</i></li> <li>○ <i>Boosts immune system</i></li> <li>○ <i>I always leave feeling we've had a fun time in a group of like-minded people!</i></li> </ul>
<p><b>What support does Pfc offer you?</b></p> <ul style="list-style-type: none"> <li>○ <i>Socialise</i></li> <li>○ <i>Helps me feel better, happiness</i></li> <li>○ <i>Helps to keep me conscious of how to improve my breathing</i></li> <li>○ <i>Motivation to get out of the house</i></li> <li>○ <i>Meeting other people in a friendly place</i></li> <li>○ <i>Happy, happy group</i></li> </ul>	<p><b>What can Pfc do better?</b></p> <ul style="list-style-type: none"> <li>○ <i>Spread the word via Nextdoor and Facebook</i></li> <li>○ <i>Doing great as it is at this moment in time</i></li> <li>○ <i>Not much! Keep up good work!</i></li> <li>○ <i>Provide basic introduction to breathing techniques</i></li> <li>○ <i>Words for songs</i></li> <li>○ <i>Weekly sessions on Tuesdays North Walsham</i></li> <li>○ <i>Words written for people with limited vision</i></li> <li>○ <i>Specialist work with/for Parkinsons speech</i></li> </ul>
<p>We invited people to describe Pfc in one word and here's what they said:</p> 	

**DELIVERY OF COMMUNITY-BASED SINGING FOR HEALTH (S4H) SESSIONS IN NORFOLK**

Taken as a whole in 2024-25, Playing for Cake and SUBs directly supported over **380 individuals** in **251 S4H sessions** across **28 groups/community settings**, providing **5,020 opportunities for participation**. The average group size was 15 participants and the sessions were held in **13 towns/villages** across **5 local authorities**.

**PfC delivered 251 sessions** (a 66% increase on the 151 sessions in 2023-24). Our S4H services fell into 5 main strands of work:

- 1) Singing for Breathing (now Stronger Breaths, Brighter Voices) (112)
- 2) Singing for Health, Wellbeing & Fun! (40)
- 3) Singing for Health, Harmony and Happiness (39)
- 4) Tailored Sessions for Health and Support Groups (16)
- 5) Community Engagement (44)

### **1) Stronger Breaths, Brighter Voices (SBBV)**

These sessions comprise songs tailored around breathing exercises using established A+LUK and *The Musical Breathing* techniques with the primary aim to *have fun singing with others while learning exercises that help you adopt better breathing habits for everyday life*.

In 2024-25 we were able to sustain and develop our existing groups in Sheringham, Long Stratton and North Walsham, complete the pilot in Fakenham, deliver a taster and new pilot in King's Lynn, and start a new trial group in Norwich.

We delivered **112 SBBV sessions** in total:

- 22 in Sheringham (finished and rebranded – see below)
- 40 in North Walsham (ongoing)
- 33 in Long Stratton in South Norfolk (ongoing to Dec 2025 with continuation contingent on demand)
- 04 in Fakenham (finished due to low numbers)
- 07 in King's Lynn in West Norfolk (due to resume in November 2025)
- 06 in Norwich (a pilot with continuation contingent on demand)

### **2) Singing for Health, Wellbeing & Fun! (SFHWF)**

These are our café-style, drop-in sessions at The Hub in Sheringham Little Theatre. They comprise mainly sing-a-longs but, depending on the session leader, may include some songs with parts or rounds. They are promoted as being dementia-friendly, open to all ages and abilities, carers as well as the cared-for.

**40 sessions** were delivered weekly during term-time, after school to encourage engagement with families, children and younger people.

To facilitate diversity and provide a range of musical genres (with the intention of providing something for everyone), sessions were led by established PfC session leaders and support musicians, as well as a broad range of our new session leaders and other local community musicians and groups.

Where not directly involved in leading the sessions, Amanda Crofts attended every single one as a support musician. Her feedback on what worked and what was less well-received by our regular participants will be invaluable to future programming.

### **3) Singing for Health, Harmony and Happiness (SFHHH)**

This is a new title to differentiate between the café-style of The Hub sessions and our more structured sessions, which invariably include some songs with rounds or parts for harmony singing, and which are

hosted in community halls. Our SFHHH sessions aim to deliver the broader set of physical, social, mental and emotional health benefits that singing and music-making with others can provide:

- Improve general physical and mental health and wellbeing.
- Increase physical activity.
- Reduce stress/anxiety and manage depression.
- Reduce social isolation and loneliness.
- Build new friendships and peer-support networks.
- Feel motivated and confident to go on to join other community/physical/social activities.

**A total of 39 SFHHH sessions were delivered:**

- 04 in Upper Sheringham Village Hall (part of a pilot, rebranding the former S4B Sheringham group to be more inclusive, with continuation contingent on demand)
- 29 in North Walsham (ongoing and with additional sessions provided in response to a request from the group)
- 06 in the Salvation Army Hall in Aylsham (with a 6 planned in 2025-26 in response to demand).

#### **4) Tailored Sessions for Health and Support Groups**

In addition, PfC delivered **16 tailored sessions** for 5 groups which provide support for people living with specific health conditions and their carers:

- 10 sessions for North Walsham Dementia Support Group in Cameo Café in North Walsham.
- 04 sessions for Supporting Women Activities Network (SWAN) in Stalham (a support group for ladies with mental health issues run by sufferers for sufferers).
- 01 session at Melody Memories Café in Blofield (a new dementia support initiative comprising monthly meetings, which was started by one of our Support Musicians, Suzanne Williams, with our support).
- 01 taster session for the North Norfolk Stroke Support Group.

#### **5) Community Engagement**

PfC/SUBs delivered **42 demos, sing-along or busking sessions** at:

- St David's Nursing Home in Sheringham (x7)
- West Wood Care Home in Sheringham (x12).
- Sheringham Day Services (x6)
- Sheringham Carnival (x3)
- Sheringham Creativity Week
- Halsey House Care Home in Cromer (x5)
- Kelling Heath Holiday Park
- Shannock Court in Sheringham (x2)
- Sheringham Girl Guides
- Sheringham Uke Fest
- Crab & Lobster Festival in Cromer
- NNDC Chair Civic Event in Cley
- Volunteering Extravaganza at The Forum in Norwich

10 of these groups/events were new to Pfc/SUBs and were in response to requests. This is important work in reaching out to the wider public who may not be aware of our services or how they could improve their quality of life.

We also delivered **2 arts and crafts workshops** in tandem with our Hub programme: *Easter Bonnets* and a *Shake, Rattle and Roll* percussion workshop. These were part of our ongoing endeavour to attract younger participants and thus were scheduled in school holidays and promoted as family-friendly. Whilst numbers were lower than we had hoped, the participants included young children, parents and grandparents.

## ENGAGING WITH A YOUNGER AUDIENCE

In 2024-25 we maintained strong links with Sheringham Little Theatre and continue to work towards supporting the resurgence of their Youth Choir, which folded due to financial constraints.

We recruited a member of the Youth Choir, Attia Law (aged 16), in October 2024 on a work experience basis to attend and support at all The Hub sessions. Attia remained with us until August 2025 when, sadly, her college timetable precluded her ongoing involvement. Throughout her time with us, Attia rarely missed a session, and her perspective at the Volunteer Meeting was invaluable. She is missed!

Perhaps the greatest achievement in 2024-25 was our accreditation as a Trinity College Arts Award Centre and the wonderful work of Saffron Summerfield, who worked closely with two young people, both home-schooled, to achieve their Bronze Awards. One of these, Timmy (aged 8), presented his showcase in the form of a rap video posted on Facebook; the other, James (despite his arm being in a splint), performed with Saffron at our Hub session at the end of October:



A third candidate, Harry, is nearing completion of his award and his grandmother sent this:

*I just wanted you to know how much Harry has enjoyed the music course and how much he's got out of doing it. He's thoroughly enjoyed working on his music and has had a lot of positive feedback about this, but perhaps more important has been the feedback he's had about him as a person. We all know it's hard being fifteen so to hear that people appreciate him for who he is has really boosted his confidence. It's been great for me to see him grow and achieve so much with expert guidance while allowing him the autonomy to forge his own path. Many thanks, Harry's Grandma.*

All three young people had the opportunity to record their original soundscapes in a professional studio with Paul Thompsom and to design their own CD sleeves. Pfc has committed funds for the ongoing development of the Arts Award project.

## SECTION E: FUTURE PLANS

Our plans are centred on continuing, effectively and efficiently, to embed and build high quality, fit-for-purpose S4H services across Norfolk. By providing PfC with the capacity, resilience and resources (financial and human), we will ensure a sustainable future for PfC and become an exemplar of what can be achieved through community partnership for the benefit of residents' health and wellbeing.

Our priorities for the 2025-26 financial year will be to:

- Plan and deliver singing, music-making and other creative health and wellbeing sessions consistently in Sheringham and North Walsham, as well as in other locations in West Norfolk, South Norfolk, Norwich and Broadland, where there is a need and/or demand.
- Secure funding to retain Daniel Spencer as our Media and Comms Manager and Tina Blaber as our S4H Development Officer.
- Ensure we retain the interest and commitment of all our session leaders by continuing to support, mentor and train them, and providing assurance that we can pay appropriately and sustainably for a sufficient period of time, including for representing PfC at meetings and events.
- Respond to demands for the development of new services from health/social care professionals (e.g. local Pulmonary Rehabilitation groups and the Stroke Unit at QEH in King's Lynn) working towards a greater number of commissioned and privately funded sessions/services over time.
- Meet the increasing demand for our services from care homes and other local health and carer support groups.
- Continue to improve engagement with young people through the Trinity College Arts Award and by enabling emerging talent to lead songs and sessions in a safe and supported environment.
- Support the formation and development of a guitar group in Sheringham.
- Support the resurgence of the Sheringham Little Theatre Youth Choir.
- Continue to work with SUBs by promoting their work and offering them opportunities to lead sessions at The Hub and in West Wood Care Home.
- Capitalise on the opportunities to promote our work to the wider public by participating in the plethora of local carnivals, festivals and other community events.
- Improve the online resources we offer/signpost on our website, contributing to the growing body of evidence of proven health benefits and low-cost, quality interventions that can help reduce health and social care system pressures.
- Continue to implement the marketing strategy and allocate sufficient resources to its delivery. Key elements will be a commitment to producing regular printed and/or electronic newsletters, improving our presence on social media, and commissioning high quality images/videos.
- Organise our online resources in a user-friendly and cohesive way. Building capacity for the delivery of online sessions for people who are unable to come to our groups is also important.
- Maintain where possible "a pay what you can" principle with a suggested voluntary donation.
- Support volunteers to take greater ownership of their groups (to build their confidence and commitment) by having more responsibility for some of the organisational duties.
- Raise awareness of PfC with local business, exploring the feasibility of offering corporate away day/team building type services.

## **SECTION F: FINANCIAL REVIEW**

As stated, sustained and diligent financial and risk management, with careful budgeting and planning and robust policies and internal financial controls (reviewed annually), allowed us to strengthen our financial resilience.

The security of National Lottery funding for 5 years enabled us to retain professionals to provide essential organisational/management services and S4H practitioners and support musicians to deliver sessions. This in turn allowed us to consistently deliver high-quality sessions on an ongoing and regular basis; and this helped us to retain our long-standing participants whilst attracting new beneficiaries. Participant donations are critical to the sustainability of groups, contribute greatly to the match-funding required for most grant applications and, as unrestricted income, enable us to continue to operate when grant funding ends.

The impact of the National Lottery funding is huge; but it must be reiterated that the grant remains restricted for:

- S4H practitioner fees.
- Retention of the Finance Manager.
- A marketing strategy, new visual identity (i.e. rebranding) and website development.
- Insurance and accountancy.
- 50% of travel/mileage expenses, monitoring and evaluation, publicity and training costs.
- 40% of venue hire costs.

It does not cover:

- Organisational costs/overheads (such as printing, postage, stationery, web hosting and domain fees, subscriptions).
- Other session costs (refreshments, song sheets, props, percussion instruments).
- 50% of travel/mileage, monitoring/evaluation, publicity and training costs.
- 60% of venue hire.

This is where earned and unrestricted income from donations and commissioned services/sales play a crucial part. Participant donations are voluntary but, the better the experience, the more people are inclined to put money in the donation bucket and/or to bring their friends and family to sessions. The larger the group and the greater the quality of experience, the bigger the collection. The same applies to referrals and the direct commissioning of our services e.g. from the NHS and affiliates. In short, participant donations, referrals and commissioned services/sales remain the best way to secure a sustainable future for PFC.

The allocation of reserve funds was reviewed by the trustees and the following policy was agreed.

### **Reserves Policy**

Wherever possible, participant donations will be held as restricted funds to enable the continuation of sessions/groups when grant-funding comes to an end and for as long as the donations allow, in fulfilment of PFC's ongoing commitment to participants and session leaders.

The breakdown in Note 9 on page 28 shows the total held at 2024-25 year-end as £11,840.53. This represents accumulated donations brought forward, donations collected in this financial year minus any

session costs not covered by grants (namely some venue hire, publicity and travel expenses, and refreshments, song sheets, and percussion instruments).

PfC will continue to allocate surplus unrestricted income and Project Administration Fees (calculated at £18.90 per session delivered) to its Reserve Funds, principally to enable the retention of key posts but also to allow the charity to operate for 6 months without grant aid. Thus, the total held in reserves should not exceed 50% of the organisational and governance costs, excluding specific grant-funded projects. At year end the Reserve Funds held are £5,391 with the total allowable under this policy being £8,275.85.

Wherever possible, PfC will continue to build up Project Funds to allow the charity to respond to requests for new services.

Unrestricted funds held on 31 October 2025 are therefore:

General Funds	1,299.09
Project Funds	850.00
Reserve Funds	5,931.00
<b>Total</b>	<b><u>8,080.09</u></b>

Responsibility for this policy and its implementation lies with the Finance Manager and ultimately with the trustees. This policy will be reviewed regularly, at least every 6 months, and updated as required.

#### • KEY FINANCIAL PERFORMANCE INDICATORS

Restricted funds are those which may only be used for the specific purpose/project for which they were given. These are usually grants but also include the income and expenditure for SUBs and the remaining funds available to them and participant donations from sessions/groups at which donations were collected.

Unrestricted funds are those which can be used for any purpose in furtherment of the charity's object, namely earned income from sales and participant donations (where not received for a specific ongoing project).

Total income decreased by 12.10% from £66,791 in 2023-24 to £58,706 in 2024-25.

The allocations for unrestricted income were:

- £281 (0.5%) from grants and donations (0.3% in 2023-24)
- £1,410 (2.4%) from sales (1.8% in 2023-24)
- £3,222 (5.5%) from charitable activities (2.4% in 2023-24)
- £118 (0.2%) from interest (0% in 2023-24)

The allocations for restricted income were:

- £41,892 (71.4%) from grants and donation (84.7% in 2023-24)
- £1,102 (1.8%) from sales (0.6% in 2023-24)
- £10,681 (18.2%) from charitable activities (10.2% in 2023-24)

Combined restricted and unrestricted income allocations were:

- £42,174 (71.9%) from grants and donations (£56,794 in 2023-24)
- £2,512 (4.2%) from sales (£1,598 in 2023-24)
- £13,902 (23.7%) from charitable activities (£8,399 in 2023-24)
- £118 (0.2%) from interest (£0 in 2023-24)

This demonstrates:

- A 25% reduction in grant income. Fewer funding bids were submitted while we focussed on organisational development and fulfilling the conditions of the National Lottery grant. We also brought forward £26,525 restricted grant income which had to be spent on specific groups and projects.
- A 65% increase in income from our charitable activities (which mainly comes from the “pay what you can afford” participant donations). This is to be expected given the 66% increase (from 151 to 251 sessions) in service delivery. It is worth noting, however, that the average per head donation decreased from £3.12 to £2.98. Whilst this seems small, in reality it equates to a reduction of £630.

This may be attributed to three factors:

1. 16 sessions (e.g. tasters/demos) were delivered entirely free of charge for promotional/goodwill purposes.
2. 18 sessions were pilot groups where the low number of participants did not warrant continuation.
3. We know that several of our “regulars” attend more than one group each week (as well as other community groups) and so may find it difficult to pay multiples of our suggested £5 donation.

Conversely, participant donations in 2024-25 accounted for 23% of our project delivery costs (compared to 24% in 2023-24); so thank you to all who consistently put coins into our coffers!

- A 57% increase in income from sales and commissioned services.
- The overall trend of reducing reliance on grant aid and increasing earned income streams is the best way to sustain our services on an ongoing and regular basis. Other ways to achieve this, which could be explored, are:
  1. Encouraging established groups to organise small fundraising activities (e.g. a raffle).
  2. Merchandising.

Total expenditure increased by 54% from £43,259 in 2023-24 to £66,651 in 2024-25.

The allocations for unrestricted expenditure were:

- £1,249 (1.8%) on core organisational costs (2.5% in 2023-24)
- £0 (0%) on charitable activities (0% in 2023-24)
- £47 (0.1%) on cost of sales (0% in 2023-24)
- £0 (0%) on governance (1% in 2023-24)

The allocations for restricted expenditure were:

- £14,517 (21.8%) on organisational costs (38.3% in 2023-24)
- £48,725 (73.1%) on charitable activities (57.2% in 2023-24)
- £1,327 (2%) on cost of sales (0.3% in 2023-24)
- £786 (1.2%) on governance (0.7% in 2023-24)

Combined restricted and unrestricted income allocations were:

- £15,766 (23.6%) on core organisational costs (£17,618 in 2023-24)

- £48,725 (73.1%) on charitable activities (£24,755 in 2023-24)
- £1,374 (2.1%) on cost of sales (£148 in 2023-24)
- £786 (1.2%) on governance (£738 in 2023-24)

This demonstrates:

1. A 10.5% decrease in organisational costs, despite the retention of posts and the significant investment in the new identity and website.
2. A 97% increase in expenditure on service delivery for the public benefit. This is to be expected given commitment to Youth Development and the Arts Award project plus the 66% increase in service delivery. The per session delivery cost increased from £164 to £171, which can be attributed, in the main, to increased spend on printed publicity materials.
3. A £1,237 increase in the cost of sales which is due, in the main, to the SUB's expenditure on equipment. Without this, there would have been a 100% reduction in cost of sales.
4. The overall trend of spending over 73% on charitable activities is as it should be for a charity committed to providing public benefit.

The overall position is that PfC made an operating surplus of £3,735. With £11,680 of restricted funds spent, this equates to a £7,945 loss overall. PfC carries forward £8,080 unrestricted funds for core costs, post retention and to allocate to projects when needed. Restricted funds held at year end are £17,877. The allocations for these restricted funds are shown in Note 9 of the financial statements.

#### • GOING CONCERN

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

#### SECTION G: DECLARATION

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees by



Tina Blaber, Trustee & Founder  
24 / 11 / 2025



**CHARITY COMMISSION**  
FOR ENGLAND AND WALES

## **Independent Examiner's Report on the Accounts**

**Report to the trustees/ members of:** PLAYING FOR CAKE

**Charity no:** N/A

**On accounts for the year ended:** 31 October 2025

**Set out on pages:** 22 -28

### **Responsibilities and basis of report**

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/10/2025.

As the charity trustees, you are responsible for the preparation of the accounts in accordance with the Charities Act 2011 ("the Act").

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

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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:**

A handwritten signature in black ink, appearing to read 'Jonathan Saunderson'.

**Date:** 08 / 12 / 2025

**Name:** Jonathan Saunderson

**Address:** Little Mount, Links Road, Mundesley, Norwich NR11 8AT

# STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 OCTOBER 2025

## PROFIT AND LOSS ACCOUNT

		Unrestricted Funds	Restricted Funds	Total Funds	<i>Total Funds</i>
		2024-25	2024-25	2024-25	2023-24
	Note	£	£	£	£
<b>INCOME FROM:</b>					
Grants	1	281	41,892	42,174	56,603
Donations	2	0	0	0	191
Bank Interest		118	0	118	0
Commissioned Services and Sales	3	1,410	1,102	2,512	1,598
Charitable Activities	4	3,222	10,681	13,902	8,399
<b>TOTAL INCOME</b>		<b>5,031</b>	<b>53,674</b>	<b>58,706</b>	<b>66,791</b>
<b>EXPENDITURE ON:</b>					
Organisational Costs	5	1,249	14,517	15,766	17,618
Charitable Activities	6	0	48,725	48,725	24,755
Costs of Sales	7	47	1,327	1,374	148
Governance	8	0	786	786	738
<b>TOTAL EXPENDITURE</b>		<b>1,296</b>	<b>65,354</b>	<b>66,651</b>	<b>43,259</b>
<b>NET PROFIT / LOSS</b>		<b>3,735</b>	<b>-11,680</b>	<b>-7,945</b>	<b>23,532</b>
Project Admin Fees to Post Retention					
<b>NET MOVEMENT IN FUNDS</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>RECONCILIATION OF FUNDS:</b>					
Total funds brought forward		4,345	29,557	33,902	10,370
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>8,080</b>	<b>17,877</b>	<b>25,957</b>	<b>33,902</b>

## STATEMENT OF ASSETS AND LIABILITIES

	Note	2024-25 £	2023-24 £
<b>CURRENT ASSETS</b>			
Cash in current account		7,839	33,902
Cash in savings account		18,118	
<b>NET ASSETS</b>		<u>25,957</u>	<u>33,902</u>
<b>CHARITY FUNDS</b>			
Restricted funds	9	17,877	29,557
Unrestricted funds	10	8,080	4,345
<b>TOTAL FUNDS</b>		<u>25,957</u>	<u>33,902</u>

The financial statements were approved by the trustees and signed on their behalf by



Dr Tina Blaber

		<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>	<i>Total Funds</i>
		<b>2024-25</b>	<b>2024-25</b>	<b>2024-25</b>	<i>2023-24</i>
	<b>Note</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Grants</b>	<b>1</b>				
National Lottery Community Fund			<b>40,299</b>	<b>40,299</b>	19,278
Asthma + Lung UK		<b>19</b>	<b>106</b>	<b>125</b>	1,625
Tesco Stronger Starts		<b>150</b>	<b>850</b>	<b>1,000</b>	
West Norfolk Councillor Community Grant		<b>113</b>	<b>638</b>	<b>750</b>	
Norfolk Community Foundation				<b>0</b>	10,000
Promotion of English Trust				<b>0</b>	1,210
North Walsham Community Shop				<b>0</b>	1,730
Poors & Ploughlet Charitable Trust				<b>0</b>	500
Awards for All				<b>0</b>	19,960
Geoffrey Watling Charity				<b>0</b>	1,500
Sheringham Town Council				<b>0</b>	800
<b>Total</b>		<b>281</b>	<b>41,892</b>	<b>42,174</b>	<b>56,603</b>
<b>Donations</b>	<b>2</b>				
Individual Gift Aid Donations					191
<b>Total</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>191</b>
<b>Commissioned Services and Sales</b>	<b>3</b>				
Supporting Women & Activity Network (SWAN)		<b>300</b>		<b>300</b>	300
North Walsham Dementia Support Group (Cameo)		<b>645</b>		<b>645</b>	525
West Wood Care Home Sheringham		<b>300</b>		<b>300</b>	0
Talks and Demos					210
- NNDC Civic Event		<b>50</b>		<b>50</b>	0
- Voluntary Norfolk @ The Forum		<b>32</b>		<b>32</b>	0
- North Walsham Wellbeing Festival		<b>13</b>		<b>13</b>	0
Sale of Goods/Instruments		<b>70</b>		<b>70</b>	178
SUBs					
- Crab & Lobster Festival			<b>50</b>	<b>50</b>	0
- Sheringham Creativity Week			<b>75</b>	<b>75</b>	0
- Sheringham Girl Guides			<b>30</b>	<b>30</b>	0
- Sheringham Day Services			<b>40</b>	<b>40</b>	50
- St David's Nursing Home Sheringham			<b>350</b>	<b>350</b>	250
- Shannock Court			<b>383</b>	<b>383</b>	85
- Halsey House Care Home			<b>120</b>	<b>120</b>	0
- Sheringham Carnival			<b>54</b>	<b>54</b>	0
<b>Total</b>		<b>1,410</b>	<b>1,102</b>	<b>2,512</b>	<b>1,598</b>

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2024-25	2024-25	2024-25	2023-24
	Note	£	£	£	£
<b>Income from Charitable Activities</b>	4				
SUBs		142	175	317	406
In Kind (Volunteer Time)		1,500	2,340	3,840	1,935
In Kind (Venue Hire)				0	20
Participant Donations	4.1	1,580	8,166	9,746	6,038
Gift Aid				0	0
<b>Total</b>		<b>3,222</b>	<b>10,681</b>	<b>13,902</b>	<b>8,399</b>
<b>Participant Donations</b>	4.1				
Stronger Breaths, Brighter Voices (SH)		111	630	741	1,057
Stronger Breaths, Brighter Voices (NW)		461	2,610	3,071	1,438
Stronger Breaths, Brighter Voices (S Norfolk)		136	772	908	316
Stronger Breaths, Brighter Voices (W Norfolk)		58	331	390	15
Stronger Breaths, Brighter Voices (NOR)		13	71	84	0
Singing for Health, Harmony & Happiness (NW)		254	1,442	1,697	1,289
Singing for Health, Harmony & Happiness (SH)		9	50	59	0
Singing for Health, Harmony & Happiness (AYL)		25	140	165	0
Singing for Health, Wellbeing & Fun (SH-HUB)		370	2,099	2,470	1,790
PayPal				0	35
Easyfundraising		142	19	161	89
Other Participant Donations				0	10
<b>Total</b>		<b>1,580</b>	<b>8,166</b>	<b>9,746</b>	<b>6,038</b>
<b>Organisational Costs</b>	5				
Organisation	5.1	406	295	701	1,164
Staffing Costs	5.2	800	10,646	11,446	12,694
Marketing & Promotions	5.3	0	3,414	3,414	497
Subscriptions	5.4	42	0	42	174
Training	5.5	0	163	163	3,089
<b>Total</b>		<b>1,249</b>	<b>14,517</b>	<b>15,766</b>	<b>17,618</b>
<b>Organisation</b>	5.1				
Office Supplies & Stationery		207		207	844
Insurance			295	295	262
Web Hosting & Domain		199		199	58
<b>Total</b>		<b>406</b>	<b>295</b>	<b>701</b>	<b>1,164</b>

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2024-25	2024-25	2024-25	2023-24
	Note	£	£	£	£
<b>Staffing Costs</b>	5.2				
Recruitment			0	0	757
Financial Administrator			3,915	3,915	3,791
Singing for Health Development Officer			3,154	3,154	4,355
Media & Comms Manager		800	3,441	4,241	1,890
Consultancy Fees			135	135	1,900
<b>Total</b>		<b>800</b>	<b>10,646</b>	<b>11,446</b>	<b>12,694</b>
<b>Marketing</b>	5.3				
T-Shirts			244	244	175
Advertising			110	110	0
Newsletters			396	396	68
Website Development & Visual Identity			2,250	2,250	0
Printed Publicity and Pull-Up Banners			414	414	254
<b>Total</b>		<b>0</b>	<b>3,414</b>	<b>3,414</b>	<b>497</b>
<b>Subscriptions</b>	5.4				
Acapella App				0	42
Voipfone		42		42	0
Zoom				0	132
<b>Total</b>		<b>42</b>	<b>0</b>	<b>42</b>	<b>174</b>
<b>Training</b>	5.5				
Voice Basics: Foundations for Singing for Well-Being				0	35
Sing to Beat Parkinson's				0	87
Singing for Health Network Webinar				0	27
The Musical Breath: Singing for Lung Health				0	2,450
Musical Ideas for Carers to Use with Older People				0	40
Mentoring New Practitioners			140	140	450
Filmmaking Workshop			23	23	0
<b>Total</b>		<b>0</b>	<b>163</b>	<b>163</b>	<b>3,089</b>
<b>Costs of Charitable Activities</b>	6				
Session Delivery	6.1	0	42,925	42,925	24,755
Youth Development	6.2	0	5,799	5,799	0
<b>Total</b>		<b>0</b>	<b>48,725</b>	<b>48,725</b>	<b>24,755</b>

		Unrestricted Funds	Restricted Funds	Total Funds	<i>Total Funds</i>
		2024-25	2024-25	2024-25	2023-24
	Note	£	£	£	£
<b>Costs of Charitable Activities</b>					
	6.1				
Session Leader Fees			25,100	25,100	15,100
Support Musician Fees			2,425	2,425	1,025
Travel/Mileage Expenses			3,882	3,882	2,117
Venue Hire			4,810	4,810	3,669
Volunteer Costs			112	112	285
Props & Session Materials			617	617	391
Refreshments			192	192	113
Monitoring & Evaluation			509	509	519
Publicity			630	630	178
Project Administration			4,648	4,648	1,359
<b>Total</b>		<b>0</b>	<b>42,925</b>	<b>42,925</b>	<b>24,755</b>
<b>Youth Development</b>					
	6.2				
Work Experience			725	725	0
Trinity College Bronze Arts Award			5,038	5,038	0
Sheringham Youth Choir			37	37	0
<b>Total</b>		<b>0</b>	<b>5799</b>	<b>5799</b>	<b>0</b>
<b>Costs of Sales</b>					
	7				
Creative Lives Consultancy				0	135
Purchase/Repair of Goods				0	13
North Walsham Dementia Support Group		47		47	0
SUBS			1,327	1,327	0
<b>Total</b>		<b>47</b>	<b>1,327</b>	<b>1,374</b>	<b>148</b>
<b>Governance</b>					
	8				
Independent Examiner				0	9
Charity Commission and HMRC Registration				0	144
AGM Costs			147	147	0
Preparation of Annual Report and EoY Accounts			639	639	585
<b>Total</b>		<b>0</b>	<b>786</b>	<b>786</b>	<b>738</b>

<b>Restricted Funds Balances at YE</b>	9	<b>2024-25</b>	<b>2023-24</b>
<b>Grants:</b>			
National Lottery Community Fund		-174.71	3,938.22
National Lottery Awards for All		0.00	10,543.78
NCF Love Norfolk Fund		0.00	4,118.00
NCF Sheila Ann Day Fund		0.00	5,000.00
Geoffrey Watling Charity		0.00	1,500.00
Asthma + Lung UK		0.00	625.00
Sheringham Town Council		0.00	800.00
<b>Post Retention:</b>			
Media & Comms Manager		3,627.90	
<b>Groups/Projects:</b>			
Stronger Breaths, Brighter Voices (SH)		829.07	201.05
Stronger Breaths, Brighter Voices (NW)		3,128.97	544.13
Stronger Breaths, Brighter Voices (S Norfolk)		1,056.20	234.40
Stronger Breaths, Brighter Voices (W Norfolk)		508.56	0.80
Stronger Breaths, Brighter Voices (NOR)		521.40	
Singing for Health, Harmony & Happiness (NW)		1,966.67	915.98
Singing for Health, Harmony & Happiness (SH)		50.15	
Singing for Health, Harmony & Happiness (AYL)		140.25	
Singing for Health, Wellbeing & Fun (SH-HUB)		3,639.26	484.32
SUBs		601.02	651.42
Youth Development/Engagement & Arts Award		1,982.35	
<b>Total</b>		<b>17,877.09</b>	<b>29,557.09</b>
<b>Unrestricted Fund Balances at YE</b>			
General funds	10	1,299.09	1,798.80
Project Funds		850.00	1,650.00
Reserve funds		5,931.00	896.00
<b>Total</b>		<b>8,080.09</b>	<b>4,344.80</b>

**PLAYING FOR CAKE**

England & Wales - Charity number 1205912

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# Accounts

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# Playing for Cake.uk

Singing and music-making for better health and wellbeing



## PLAYING FOR CAKE

### UNAUDITED TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2024

<b>CONTENTS</b>	Page
SECTION A: REFERENCE AND ADMINISTRATION DETAILS	2
SECTION B: STRUCTURE, GOVERNANCE AND MANAGEMENT	3
SECTION C: OBJECT AND ACTIVITIES	4
SECTION D: MAIN ACHIEVEMENTS AND ACTIVITIES OF THE CHARITY	5
SECTION E: FUTURE PLANS	16
SECTION F: FINANCIAL REVIEW	17
• FINANCIAL RISK MANAGEMENT, OBJECTIVES AND POLICIES	17
• KEY FINANCIAL PERFORMANCE INDICATORS	18
SECTION G: DECLARATION	20
Independent Examiner's Report on the Accounts	21
STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 OCTOBER 2024	22

The trustees present their annual report together with the financial statements for the year 01/11/2023 to 31/10/2024.

## **SECTION A: REFERENCE AND ADMINISTRATION DETAILS**

### **Charity name**

Playing for Cake

### **Registered charity number**

1205912

### **Charity's principal address**

37 Alexandra Road, Sheringham, Norfolk NR26 8HU

### **Names of the trustees who manage the charity**

Dr Tina Blaber (Founder)  
Elizabeth Brown (deceased 24/04/2024)  
Jodie Claxton  
Terence Cooke  
Jamie Fisher  
Richard Grieve (appointed 01/10/2024)

### **Management committee members**

The management committee was dissolved on 02/04/2024 by the trustees because two members became trustees and two members attend trustee meetings in an advisory capacity.

### **Bank**

Lloyds Bank plc, PO Box 800, Tredegar Park, Newport, South Wales NP10 8SB

### **Independent examiner of the accounts**

Jonathan Saunderson, Little Mount, Links Road, Mundesley, Norwich NR11 8AT

## **SECTION B: STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **• GOVERNING DOCUMENT**

Playing for Cake (Pfc) adopted a Charity Commission Foundation Model Constitution for a Charitable Incorporated Organisation (CIO), whose only voting members are its trustees, on 3 October 2023. This came into effect at confirmation of Pfc's charity registration on 27/11/2023. There were no subsequent changes to the governing document.

### **• APPOINTMENT OF TRUSTEES**

Apart from the first charity trustees, every trustee must be appointed for a minimum term of two years and must be elected under the terms of the constitution. In selecting individuals for appointment as trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration and governance of Pfc.

### **• ORGANISATIONAL STRUCTURE AND DECISION MAKING**

The trustees meet quarterly. A register of interests is maintained, and "declarations of interest" is a standing agenda item at the beginning of trustee meetings.

The trustees exercised the option, under the terms of the constitution, not to appoint the officers of chair, secretary and treasurer. Trustees chair meetings in rotation. A treasurer is not needed at present because there is a Financial Administrator, who also takes minutes at trustee meetings, negating the need for a secretary.

Pfc does not directly employ anyone but does engage individuals to provide professional services on a self-employed basis. These are:

- Rosie Glasgow, Financial Administrator.
- Tina Blaber, Singing for Health Development Officer.
- Daniel Spencer, Media and Comms Manager.
- Roberta Wood, Monitoring and Evaluation.
- Tina Blaber, Nicky Childerhouse, Saffron Summerfield and Jane Wells as regular session leaders.
- Other choir leaders/music groups/Singing for Health (S4H) practitioners as session leaders/support musicians on a session-by-session basis.

The engagement of trustees (namely Tina Blaber) to provide professional services was considered appropriate under the terms of Pfc's Policy for the Control and Monitoring of Private Benefits which states:

The charity may engage the professional services of its trustees and connected persons provided:

- a. The goods or services are entirely necessary for the charity to meet its objects.
- b. The goods or services required go above and beyond any that could be reasonably expected of a voluntary trustee because they require a very large time commitment and/or specialist skills for example leading specific Singing for Health groups.
- c. The trustee or connected person is the most appropriate person to provide the goods or services by virtue of qualifications, knowledge, experience, skills and track record.

- d. The trustees have adequately considered the pros and cons of engaging someone who is not a trustee or connected person to provide goods or services.

Where trustees or connected persons are engaged to provide goods or services, the charity will:

- a. Evaluate payment terms and conditions annually.
- b. Issue a letter of engagement which clearly states expectations and responsibilities and provides all parties with a point of reference to enable impartial review by the trustees.
- c. Require the trustee or connected person in question to absent themselves from the discussion and abstain from the vote.

It was further agreed that Tina Blaber would be paid at the same rate as all other Singing for Health practitioners for the delivery of sessions and at the same rate as administrative professionals for development work.

There are currently 33 volunteers involved in both the development and delivery of our activities and the day-to-day running of PfC. This includes 5 trustees, 13 people who regularly help out at sessions, and 15 members of Sheringham Ukulele Band who deliver sessions in local care homes and other community settings, responding to requests that PfC does not have the capacity to meet.

## **SECTION C: OBJECT AND ACTIVITIES**

### **• OBJECT**

The charitable object of Playing for Cake is: for the public benefit to advance health and relieve sickness of people of all ages and abilities primarily in (but not limited to) North Norfolk by providing community singing, music-making and creative activities which promote proven mental, physical and social health and wellbeing benefits and, by extension, provide support for family, friends and carers, including through the provision of online resources.

### **• MAIN ACTIVITIES UNDERTAKEN FOR THE PUBLIC BENEFIT IN RELATION TO THIS OBJECT**

In fulfilment of this purpose, PfC provides public benefit by:

1. Promoting better health and wellbeing for people of all ages and abilities to assist in the healing of mind, body and spirit.
2. Helping people with a range of physical, mental, emotional and social health conditions to alleviate symptoms and better manage a specific condition and/or general health and wellbeing.
3. Assisting the recovery of people who are sick, convalescent, disabled or infirm and providing support and comfort to them and/or their carers.
4. Facilitating social interaction and helping people to gain confidence, through improved peer-support networks, to participate more fully in society.
5. Contributing to the vibrancy, sustainability and quality of life of our local communities through improved health and wellbeing and increased social and cultural opportunities.
6. Advancing the collective knowledge and understanding of the benefits of participation in creative activities to health and wellbeing, specifically, but not exclusively, in the relief of those with Parkinson's, Dementia, Alzheimer's and lung disease.

PfC strives to achieve these benefits by:

- Providing fun, interactive and participatory community-based singing, music-making and other creative opportunities for all ages and abilities in accessible locations.

- Encouraging participants to increase physical activity using the voice, movement, percussion and/or props as appropriate using established Singing for Health techniques.
- Injecting targeted exercises/techniques into activities as appropriate to help people improve or manage specific health conditions.
- Working with health care professionals and community group leaders to design tailored creative activities that can help with specific health needs or goals.
- Providing supported volunteering opportunities relating to all aspects of running the organisation as well as for delivering sessions.
- Supporting participants to take ownership of their group by contributing to the organisation of sessions, for example by undertaking small local acts of fundraising, organising refreshments, helping to count donations, meeting, greeting and welcoming (especially new) people.
- Fundraising to keep activities affordable for participants (wherever possible pay what you can) whilst being able to pay experienced and qualified Singing for Health practitioners at the appropriate level, reimbursing volunteer expenses and operating as a going concern.
- Building and developing links with relevant local, regional and national organisations and partnerships, such as the North Norfolk Healthy Ageing Project, by attending meetings, networking and sharing experiences, participant feedback and evaluations of our activities.
- Providing online sessions (as capacity allows) and/or resources for the benefit of the wider public.

## **SECTION D: MAIN ACHIEVEMENTS AND ACTIVITIES OF THE CHARITY**

One of the most significant achievements of 2023-24 was income generation. In addition to the steady stream of donations we collected from our participants and groups, which are invaluable to continuing our activities when grant-funding ends, we also successfully secured grants from a range of charitable trusts and local government. Perhaps the most impactful of these was five-year funding from the National Lottery Community Fund to “embed, build and sustain Singing for Health across the North Place (*note*’). This grant started in May 2024 and is very much in line with our key focus in 2023-24, which was organisational development to ensure a sustainable future for PFC by:

1. Building organisational capacity.
2. Improving governance.
3. Strengthening financial resilience.
4. Enhancing our profile and reputation.
5. Facilitating the ongoing delivery of S4H services.
6. Monitoring and evaluating our work.
7. Encouraging younger people to get involved.

### **1. Building organisational capacity**

Over the years, the demand for our services has been steadily increasing. With only one S4H practitioner trained across all strands of our work, Tina Blaber, and limited funds to pay the appropriate rate for her professional services, we were unable to respond to many requests and relied heavily on her, and other musicians’, willingness to deliver sessions in kind or well below the industry standard rate of pay. The administrative burden of managing, promoting and evaluating the organisation had also increased, and the volunteers who were doing this essential work were stretched to the limit. Starting in 2023, it became a priority to secure funding to:

- a) Engage appropriately qualified and experienced specialists in financial management, fundraising, governance, marketing and communications, monitoring and evaluation, and project development and management.
- b) Recruit, train, mentor and engage appropriate community musicians and choir leaders to start to lead some of our S4H sessions.

**a) Engage appropriately qualified and experienced specialists**

In July 2023, a grant from the Love Norfolk Fund (administered by Norfolk Community Foundation) enabled us to recruit an experienced Financial Administrator, Rosie Glasgow, for 6 hours per week for 46 weeks. She quickly started to alleviate much of the administrative, financial, fundraising and governance burden, giving PFC session leaders and volunteers more time for session planning (to ensure quality and diversity) and networking (to spread the word and develop new and existing partnerships). Her contract expired in May 2024 but retaining the post for five years for 8 hours per week was embedded into the National Lottery grant proposal. A new contract was agreed with Rosie in May 2024.

In May 2024, another grant from the Love Norfolk Fund enabled us to recruit a specialist Media and Comms Manager, Daniel Spencer, for 7 hours per week for 48 weeks from July 2024. Daniel has quickly become an integral member of the PFC management team, and his knowledge and expertise has proved to be invaluable in helping us maintain and build our reputation, develop our online profile, improve our press and media relations, recruit more volunteers and reach out to more participants. A priority for the trustees in 2024-25 will be securing funds to retain Daniel's services when his contract expires. The National Lottery grant enabled us to engage a S4H Development Officer for 1 year. Tina Blaber, as PFC's Founder, our principal advocate over the years and the person most informed about, and experienced in, developing and delivering our S4H services, was the obvious choice for undertaking much of this work including:

- Scheduling and booking session leaders.
- Networking/partnership building/exploring opportunities for co-production with other local community groups and developing new projects/services.
- Recruiting and supporting emerging session/song-leaders and participants wanting to develop their skills.
- Improving engagement with young people.
- Co-ordinating activities at community events.
- Encouraging, recruiting and mentoring other S4H practitioners.
- Developing content for delivery of tailor-made sessions (e.g. for Parkinson's UK, Stroke support groups, etc) and standards of practice for other PFC session leaders to follow.
- Exploring the feasibility of delivering online sessions and S4H training courses.

More recently, to provide resilience by ensuring we do not become over-reliant on one individual, other new PFC session leaders (see 1.b) have started to represent PFC at various health, social care and community meetings, networking events, conferences and local community events.

The National Lottery grant has also enabled us to engage a Monitoring and Evaluation Consultant, Roberta Wood, who is assisting with the development of participant and volunteer feedback forms and other means of gathering evidence of the health and wellbeing benefits of our work.

**b) Recruit, train, mentor and engage appropriate community musicians and choir leaders**

Early in the year, we started working with two potential new session leaders, Stuart Paterson (based in Norwich) and Nicky Childerhouse (based in South Norfolk). Both began shadowing Tina Blaber at Singing for Breathing (S4B) sessions and we supported Nicky to complete the *Sing to Beat Parkinson's* training and Stuart the *Voice Basics: Foundations for Singing for Well-Being* training. Sadly for us, Stuart started a new job in January 2024 and so was unable to commit to any further work; but Nicky went on to become a key member of the PFC team.

Thanks to bursaries from Asthma + Lung UK (A+LUK), we supported Nicky, along with another very experienced community musician, Saffron Summerfield (based in North Norfolk), to complete *The Musical Breath: Singing for Lung Health* training in Spring 2024. Nicky now leads the North Walsham S4B group and, with funding from Awards for All, set up and piloted two new S4B groups in South Norfolk.

Since completing her training, Saffron began leading the Sheringham S4B group, has led and/or supported at Singing for Health, Wellbeing and Fun (SFHWF) at The Hub, a song-writing workshop for YESU family support centre and S4B sessions in Fakenham. She will be working in partnership with Tina Blaber to deliver a series of sessions for Stroke survivors, which have been commissioned by the Queen Elizabeth Hospital Stroke Unit in King's Lynn. Saffron has also started to represent PFC at the regular Healthier Sheringham, Creative Sheringham and North Norfolk Community Hub meetings, and at several one-off networking/conference events: NNDC PositiviTea event at The Reef in Sheringham; a Cultural Diversity/Funding event facilitated by Essex Cultural Diversity Project for artists and organisers of arts/wellbeing events in Norfolk and Suffolk; and Power Up – Amplifying Creative Energy in the East organised by the Norfolk & Suffolk Culture Board at St George's Theatre in Great Yarmouth.

Jane Wells was instrumental in the early days of PFC when it was formed as a CIC. She stepped back for several years but, since October 2024, has been leading the second session of the month at the SFHWF group in North Walsham. Jane volunteers at the North Norfolk Stroke Support Group and we hope that links can be made here when capacity allows.

More recently, we have recruited several more session leaders/support musicians:

- Suzanne Williams is particularly interested in Singing for the Brain for people with Alzheimer's and dementia. She has supported at several sessions for the North Walsham Dementia Support Group in Cameo Café and is representing PFC at the North Norfolk Dementia Working Group organised by Norfolk County Council Adult Social Care and Norfolk Community Health and Care.
- Alisha Hart has delivered, jointly with Greg Powles, their *Songs of the 60's in 60 Minutes* set at Cameo Café and at The Hub. Alisha has also led solo sessions at The Hub and for the SFHWF group in North Walsham where, it is hoped, she will regularly lead the first session of the month from November 2024.
- Emma Ewins is particularly experienced and interested in work with young people and children. She led our Halloween and Bonfire Night session at The Hub in October 2024 and we hope that she will organise a PFC fundraising Ceilidh in spring 2025.
- Sky Carver and Linds Bestwicke are both highly experienced community musicians who are interested in developing their practice to include Singing for Breathing.

Thanks to the National Lottery funding and a bursary from A+LUK we are supporting Alisha, Emma, Linds and Sky to complete *The Musical Breath: Singing for Lung Health 2024* autumn course; and there are several others who have expressed an interest in our work, with whom we continue to develop a relationship.

Integral to capacity building has been our ability, since May and the start of the Lottery grant, to pay a small fee to musicians who support session leaders, principally (but not exclusively) Amanda Crofts. Feedback suggests that it is particularly beneficial to new session leaders to be supported by an experienced Pfc person who knows the dynamics of the group and the appropriate S4H methods, which are very different to those of a sing-along. It is also crucial that we maintain support for and communication with session leaders, especially those who work a fair distance from our administrative base in Sheringham. Our regular participants have commented that they like to see a familiar face and that sessions can be more engaging when there are support musicians providing instrumental back-up. For Pfc, it is invaluable to have someone, who knows our expectations, at sessions to feedback to the management team to ensure a consistent standard is maintained across all our services.

For all these reasons and more, Tina Blaber hosted a dynamic meeting in September 2024, which brought together all the afore-mentioned practitioners. Most were meeting for the first time, so this was invaluable in learning about all their different experiences and interests. The meeting also provided a platform for sharing ideas and practice and emphasising the importance of techniques to maximise the health and wellbeing benefits of singing. It was because of this gathering that several people offered to start attending meetings, and that Linds and Alisha confirmed their booking for *The Musical Breath* training. A follow-up meeting is planned for Spring 2025.

Consolidating our relationship with Sheringham Ukulele Band (SUBs) is another way in which Pfc built organisational capacity. A SUBs representative is now invited to attend all trustee meetings, the group has a SUBs@playingforcake email address, and a pop-up banner bearing the logos of both groups and a dedicated page on the Pfc website have been developed (demonstrating that SUBs is an integral part of Pfc). SUBs doing *Sing-along-a-SUBS* gigs under the Pfc banner in local care homes and at events like Sheringham Carnival alleviates pressure on our session leaders, thus allowing us to respond to more requests for our services. Pfc providing governance for SUBs means that its members can concentrate on playing and performing, which in turn strengthens the group's viability. At the Pfc trustee meeting in October 2024, the SUBs representative stated that "the group has gone from strength-to-strength with six gigs booked before the end of 2024 and plans to start a Beginner's Ukulele Group in the pipeline."

Central to building organisational capacity was recognising the essential role that our many volunteers play in all aspects of the development and delivery of our activities. Whilst all these people contribute to the whole Pfc team, they are scattered across the county and tend to be associated with one particular group. This has meant that many involved had never had the opportunity to meet; that is until the Pfc Social! Some 30 people - trustees, session leaders, support musicians, volunteers, SUBs members and postholders - came together on 13 August 2024 in St Peter's Hall in Sheringham for an evening centred on getting to know Pfc and one another. All came armed with food and drink for a pot-luck table and Pfc thanked all involved by providing a glass of prosecco on arrival. Short presentations were given by Daniel Spencer and Tina Blaber, and Roberta Wood talked about the importance of evaluation and tested out some ideas. The gathering concluded with a sing-along-a-SUBs session to consolidate this relationship. The evening was a great success on many levels and, in consequence, the Pfc AGM in February 2025 will be an event along similar lines.

## **2. Improving governance**

A systematic review of policies and work on an appropriate governing document (constitution) began in June 2023. This resulted in Pfc having policies in place for: conflicts of interest and loyalty, the control and monitoring of private benefits, rates of pay for connected persons (i.e. trustees or people connected to them who are engaged to provide goods and/or services over and above that which should be reasonably expected of them) of data protection, equity, diversity and inclusion, internal

financial controls, the allocation of reserve funds, safeguarding, and volunteering. We also demonstrated our commitment to minimising our carbon footprint by adopting an environmental sustainability policy in October 2023. There is a timetable in place to ensure that all these policies are reviewed on a rolling programme and at least annually. A health and safety policy is not required by law, however PFC is mindful of our duty of care and has procedures in place to minimise risk and ensure the health, safety and wellbeing of all involved in the delivery of our activities (trustees, volunteers, session leaders, support musicians and those engaged to provide professional services on a self-employed basis). Alongside this, PFC developed robust and appropriate financial management systems, controls and procedures. This work ensured we achieved charitable status as a CIO on 27/11/2023 and could register with HMRC for Gift Aid, which was confirmed on 06/03/2024.

### **3. Strengthening financial resilience**

Improved governance and organisational capacity were instrumental in strengthening PFC's financial resilience and sustainability.

In the first half of the year, when funding for the continuation of groups was running low, the Financial Administrator worked with the trustees to shape and submit a steady stream of grant applications. This resulted in £37,325 (excluding the National Lottery) in grant aid (a 53% increase on the total for the 2022-23 financial year of £17,365). This was despite the closure of several local government funding streams (e.g. the Active Norfolk Fit Together Fund and the North Norfolk District Council Arts and Culture Fund), but was aided greatly by achieving CIO status, which gave us access to those charitable trusts and foundations which will only consider applications from registered charities.

During this same period, countless hours were spent on shaping our National Lottery proposal. Our efforts were rewarded in April 2024, when we received an offer from the National Lottery Community Fund of £193,237 over 5 years from May 2024 to April 2029. The impact of this funding is enormous; but there are restrictions on how the grant may be spent and, to continue to receive payments, we must show that we have secured £77,380 in match funding (equating to £15,476 per year) over 5 years.

The funding is restricted for S4H practitioners, the Financial Administrator, a marketing strategy and website development, insurance and accountancy, 50% of travel/mileage expenses, monitoring and evaluation, publicity and training costs, and 40% of venue hire costs. It does not cover organisational costs/overheads (such as printing, postage, stationery, web hosting and domain fees, subscriptions), other session costs (refreshments, course materials (songsheets/props), the remaining 50% of travel/mileage, monitoring/evaluation, publicity and training costs or 60% of venue hire. This is where earned and unrestricted income from donations and commissioned services/sales play a crucial part.

As stated, this security of funding for 5 years has enabled us to engage professionals to provide organisational/management services and to recruit and train new S4H practitioners to deliver sessions. This in turn has allowed us to commit to the ongoing delivery of sessions for our core groups in North Norfolk. Consistent and high-quality delivery on an ongoing and regular basis has helped us to retain our regular participants and attract new beneficiaries, whose donations are critical to the sustainability of groups. Participant donations have, and will continue to, contribute greatly to the match-funding required for most grant applications and, as unrestricted income, will enable us to continue to operate when grant funding ends. Charity status has also enabled PFC to register with HMRC to claim 25% on all eligible donations, which is also unrestricted income.

We are particularly proud of the fact that no one is excluded from benefiting from our activities by continuing the practice, throughout the year, of delivering sessions on a "pay what you can afford"

basis, with a suggested voluntary donation of £5. Participant donations account for 24% of our project delivery costs; so thank you to all who have consistently put coins into our coffers!

Participant donations are voluntary but, the better the experience, the more people are inclined to put money in the donation bucket and/or to bring their friends and family to sessions. The larger the group and the greater the quality of experience, the bigger the collection. The same applies to referrals and the direct commissioning of our services e.g. from the NHS and affiliates.

In short, participant donations (and Gift Aid on them), referrals and commissioned services/sales are the best way to secure a sustainable future for PFC. In 2023-24 we have been able to start to build up unrestricted funds, allocated to the continuation of specific groups/projects, to ensure their continuation in the longer term.

#### **4. Enhancing our profile and reputation**

Again, this has been facilitated by broadening our pool of session leaders (to make sure we are represented at key meetings and events) and by the appointment of Daniel Spencer as our Media and Comms Manager. Despite having only been in post since July 2024, Daniel has made huge strides into raising our profile by:

- Promoting, coordinating the attendance list and attending/documenting our PFC social.
- Providing support with the development of evaluation graphics and forms.
- Going through the PFC social media channels and website to compile a list of keywords which will improve our Google ranking.
- Setting up a TikTok account.
- Adding videos to the Singing for Breathing webpage.
- Working on messaging and social media strategies.
- Developing sliders for sessions at The Hub.
- Creating a new abridged logo.
- Taking possession of all the footage and photos to begin cataloguing.
- Designing and organising print of the roll-up banner for SUBs.
- Finding contact details for the PCNs and GP surgeries in Norfolk to get posters/literature into GP surgeries.
- Getting an article in the GP Newsletter.
- Getting our wellbeing groups onto the Parkinson's UK register/website.
- Designing a poster for the NW group and creating a template for posters for other groups.
- Preparing a post for Everyone Active social media about the new S4B group in Fakenham.
- Facilitating a fun and interactive session for trustees, volunteers and session leaders to get to the heart PFC values and to aid with messaging and marketing.

As stated above, and particularly in the latter 6 months of the year since the start of the National Lottery funding, we worked hard in 2023-24 to make sure we had a presence at a broad range of local and regional meetings and events, giving presentations to promote our work where appropriate. Since starting to record this activity in May 2024, we have attended/met with:

- Parkinson's UK event at Holt Community Centre
- Pulmonary Rehabilitation Group meetings in Spooner Row, South Norfolk
- North Norfolk Stroke Support Group, Sheringham
- Sing Your Heart Out Anniversary Big Sing, Swanton Morley Village Hall
- Age Concern North Norfolk, Sheringham

- Sam Seaton, Norfolk County Council Children's Services
- Care & Refresh Café at The Hub, Sheringham Little Theatre
- Jane Gosine, a professor in musicology who is also developing singing for health groups in Canada
- Paula Prince, Sheringham Carnival Committee
- Singing for Health Network Webinar: the ageing voice and for people with chronic health conditions
- Healthier Sheringham meetings
- NNDC PositiviTea event at The Reef, Sheringham
- Fakenham Leisure Centre
- Elaine Emms, Parkinson's Local Advisor East of England, Parkinson's UK
- Cultural Diversity/Funding event facilitated by organised by Essex Cultural Diversity Project for artists and organisers of arts/wellbeing events in Norfolk and Suffolk.
- North Norfolk Community Hub meetings at NNDC
- Creative Sheringham meetings
- Everyone Active, Everyone Healthy event at North Walsham High School
- North Walsham Mother's Union
- North Norfolk Dementia Working Group meetings organised by Norfolk County Council Adult Social Care & Norfolk Community Health & Care
- North Norfolk Community Hub meetings at NNDC
- Power Up – Amplifying Creative Energy in the East organised by the Norfolk & Suffolk Culture Board at St George's Theatre, Great Yarmouth

This work is essential in:

- Keeping Pfc plugged in to local and national thinking.
- Sharing experiences and practice.
- Contributing to the growing body of evidence of the benefits to health and wellbeing of participation in community music and singing.
- Establishing and maintaining relationships and connections.
- Promoting and raising aware of our work.

As in previous years, we found that word of mouth and networking were our most effective marketing tools. In addition to the above work, the following methods were also used to promote Pfc and its activities:

- Website at [playingforcake.uk](http://playingforcake.uk) and links from the websites of Tina Blaber and Cutting the Mustard.
- News media: interview on BBC Radio Norfolk.
- Branding: ensuring session leaders are supplied with a Pfc t-shirt.
- Social media: we are building a presence and have:
  - 369 Facebook followers (328 in 2022-23)
  - 3 Linked In followers (0 in 2022-23)
  - 0 Tik-Tok 0 followers (0 in 2022-23)
  - 17 Instagram followers (0 in 2022-23)
  - 36 X followers (36 in 2022-23).
- Newsletter: 1 edition was sent to our mailing list of 141 subscribers (112 in 2022-23).
- Printed material: we have a general Pfc leaflet and routinely do short print runs of A5 leaflets and A4 posters for our various sessions.

- Other: PfC is listed in the Healthier Sheringham local directory, which has been delivered to every household in Sheringham via the local free paper and is also available online. PfC is also featured in the North Norfolk Healthy Ageing Programme (NNHAP) directory.

A marketing strategy is under development to determine the most effective means of reaching our target markets with the most efficient use of resources. Rebranding PfC and a website overhaul are options under discussion.

## 5. Facilitating the ongoing delivery of S4H services

**PfC delivered 151 sessions in 2023-24** (an 84% increase on the 82 sessions in 2022-23). Our S4H services fell into 5 main strands of work:

- a) Singing for Breathing
- b) Singing for Health, Wellbeing & Fun!
- c) Tailored Sessions for Health and Support Groups
- d) Community Engagement
- e) Online Resources

### a) Singing for Breathing (S4B)

Our S4B sessions comprise songs tailored around breathing exercises using established A+LUK and *The Musical Breathing* techniques to help strengthen support muscles and better manage symptoms of diagnosed lung conditions such as COPD, asthma and long COVID. PfC promotes these sessions as “Singing for Breathing” to encourage inclusivity; stressing that participants do not need a referral or diagnosis to attend; and that the primary aims of the courses are to improve participants’ breathing habits, and their general health and wellbeing, by helping them to learn techniques to help manage breathlessness and adopt better breathing habits for everyday life.

Thanks to funding from the National Lottery (both the Community Fund and Awards for All), we were able to sustain and develop our existing S4B groups in Sheringham and North Walsham, pilot two new groups in South Norfolk (in Long Stratton and Attleborough), and start a new group (in response to demand from local Community Connectors and Fakenham Leisure Centre managed by Everyone Active and extending our partnership with them). We delivered **81 S4B sessions** in total:

- 29 sessions in Sheringham (ongoing into November and due to resume in January 2025)
- 28 sessions in North Walsham (ongoing into November and due to resume in January 2025)
- 09 sessions in Attleborough in South Norfolk (finished)
- 13 sessions in Long Stratton in South Norfolk (ongoing into Nov and due to resume in Jan 2025)
- 02 sessions in Fakenham (ongoing into Nov with continuation determined by demand/feedback)

In response to low numbers at the South Norfolk groups, with the same participants fluctuating between the two groups, the trustees decided (at their meeting on 1 October 2024) to merge the groups, and thus extend the offering in one location (i.e. the funding for the three remaining scheduled Attleborough sessions was diverted to extend the Long Stratton programme by three weeks).

### b) Singing for Health, Wellbeing & Fun! (SFHWF)

Our SFHWF sessions are general, community sessions where everyone can come together to gain the broader set of physical, social, mental and emotional health benefits that singing and music-making with others can provide, including to:

- Improve general physical and mental health and wellbeing.
- Increase physical activity.
- Reduce stress/anxiety and manage depression.
- Reduce social isolation and loneliness.
- Build new friendships and peer-support networks.
- Feel motivated and confident to go on to join other community/physical/social activities.

**48 SFHWF sessions** in total were delivered in Sacred Hearts Hall in North Walsham and The Hub at Sheringham Little Theatre. These sessions are open to all ages and abilities, and we stress that people are welcome to attend simply because they enjoy music-making with others. This provides our groups with a broad mix of people, which in turn enriches the experience for all.

19 twice monthly sessions in North Walsham, ongoing throughout the year with a break in August, were regularly attended by an average of 15 participants. The first of the month were delivered by Tina Blaber; the third of the month by Jane Wells.

29 sessions at The Hub in Sheringham, attended on average by 21 participants were delivered weekly during term-time, after school to facilitate engagement with families, children and young people. A total of 18 sessions were delivered from Oct 2023-April 2024 and 7 from Sept-Oct 2024. In response to both participants and Sheringham Little Theatre, and as a new initiative to maintain momentum, we continued to provide 4 monthly sessions between May and Aug 2024. All these sessions took a different, café-style, drop-in approach. To facilitate diversity and provide a range of musical genres (with the intention of providing something for everyone), sessions were led by established PfC session leaders and support musicians, as well as a broad range of our new session leaders and other local community musicians and groups including:

- Sheringham Shantymen
- Cromer and Sheringham Brass Band
- Natasha Hood of Sing Your Heart Out
- Kit Bottomley (a 13-year-old emerging talent)
- Sheringham Ukulele Band
- Ervin Munir from Rock the Lobster
- Helen McDermott of TV fame
- Saffron Summerfield
- Alisha Hart and Greg Powles (of Radio North Norfolk fame)
- Emma Ewins

### **c) Tailored Sessions for Health and Support Groups**

In addition, PfC delivered **13 tailored sessions** for 4 groups which provide support for people living with specific health conditions and their carers:

- 7 sessions for North Walsham Dementia Support Group in Cameo Café in North Walsham regularly attended by 18 participants.

- 4 sessions for Supporting Women Activities Network (SWAN) in Stalham (a support group for ladies with mental health issues run by sufferers for sufferers) with 6-8 participants.
- 1 session for the North Walsham Parkinson's Support Group
- 1 song-writing workshop for the YESU family support centre as part of Sheringham Creativity.

#### **d) Community Engagement**

PfC and/or SUBs delivered **9 sing-along sessions** for:

- St David's Nursing Home in Sheringham (x5)
- Age Concern Day Services in Sheringham (x1)
- Dorrington House Care Home in Wells-next-the Sea (x1)
- Sheringham Carnival (x2)

This is important work in reaching out to the wider public who may not be aware of our services or how they could improve their quality of life.

#### **e) Online Resources**

On our website we provide links to information about the benefits of singing for particular health conditions including research, literature, evidence of people's own experiences and participant feedback from our own sessions. There are also links to health support groups, other local singing and music-making groups, and online videos so people can practice at home. This, and delivery of online sessions to people who are unable to attend our face-to-face sessions, is an area of work we hope to develop.

### **6. Monitoring and evaluating our work**

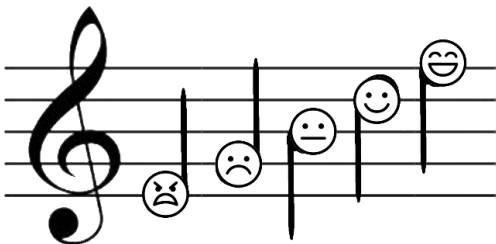
We evaluated our spring 6-week S4B courses in Sheringham and North Walsham using our old format forms from 12 respondents who completed both the beginning and end of course forms. 33% of these respondents had a diagnosed lung condition and 10 of the 12 were new to S4B. It is worth noting that it can take time for the S4B techniques to make a difference. As with any exercises and techniques, the longer sustained, the more benefits become noticeable. Thus, the improvement of new participants is slower than those who have been before, and the longer the course, the greater the impact. Nonetheless the results were largely positive:

- 100% felt their goals for attending had been achieved.
- 67% felt they understood their breathing habits better; 33% reported no change.
- 67% (8 people) felt more confident about managing episodes of breathlessness; 25% (3 people) felt the same; 8% (1 person) felt less confident.
- 58% felt the quality of their speaking and/or singing voice had improved; 42% felt the same.
- 58% felt their confidence had improved; 42% felt this hadn't changed (but most of these had high confidence levels at the start of the course).
- 58% indicated attendance had alleviated feelings of loneliness and/or isolation (the other 42% may not experience these feelings but this data was not captured so it's hard to draw a conclusion).
- 42% indicated attendance had relieved anxiety/depression (the other 58% may not experience these feelings but this data was not captured so it's hard to draw a conclusion).
- 67% had increased social circles/friendships/peer support networks.
- 83% felt motivated to join other community groups.
- 100% expressed a wish for S4B groups to continue.

Some of the comments were:

*Friendly people and Nicky is brilliant! Helped at home to continue with the exercises.  
Helped with better breath control and have passed on some of the exercises...  
... I am less short of breath going up stairs/slopes/hills.  
... has helped me to be more aware of my breathing which is helpful in handling stress & anxiety.  
Have found sessions relaxing relieving stress.  
I really look forward to this group. I don't remember which day it is but when we have the drive coming here I remember. I have started making new friends who speak to me here and also when my carer takes me out and about in Sheringham. I feel more relaxed and more able to cope with my life after the session (a dementia sufferer).  
I have noticed a big improvement in my breathing!  
I was left with a cough after bronchitis years ago and it has helped a lot with that.*

As stated, the National Lottery grant has enabled us to engage a Monitoring and Evaluation Consultant, Roberta Wood, who is assisting with the development of feedback forms and other means of gathering evidence of the benefits of our work. A specific feedback form for volunteers is under development. The new course trial forms, which use the recognised Warwick and Edinburgh scale to track wellbeing impacts, were given out to participants when sessions restarted in September 2024 after the summer break, and we will collate the data at the end of the term in December. For The Hub sessions, and one-off activities, we have developed a simple postcard to obtain a snapshot of how people felt on arrival and at the end of the session, using this image:



## **7. Encouraging younger people to get involved**

We are proud of the fact that two of our trustees are under 30 years and that 70% of the new session leaders recruited are of working age (30-55 years).

We have also started to build strong links with Sheringham Little Theatre, in particular with the Youth Choir. We have been working with the theatre to develop partnership grant applications with Norfolk Music Hub for the delivery of intergenerational community music initiatives in the town, some outreach in care homes and some based at the theatre.

We have recently recruited a member of the Youth Choir to attend all The Hub sessions to:

- Meet and greet participants.
- Help the session leaders to set up.
- Putting out our literature, percussion instruments, etc.
- Handing out evaluation cards and encouraging people to fill them in.
- Shaking the donations bucket!
- Helping to clear up at the end.

This is a very new role and, if all goes well, there is the potential for taking on more responsibility such as collating the evaluation data and getting involved in the scheduling of sessions.

We have also engaged a music student from the Creative College in Norwich, with a background in business studies, to compile spreadsheets to record evaluation feedback. He and a couple more of the students have expressed an interest in getting more involved in our work.

Promising meetings and conversations have been had with two arms of Norfolk County Council (NCC) Children's Services: the early help and family support team and the team that supports children in and/or leaving care.

Perhaps the most exciting news is that we have received a grant from the Sheila Ann Day Fund (administered by Norfolk Community Foundation) for Saffron Summerfield, who is accredited to deliver the Trinity College Bronze Arts Award, to work with a group of to 10 young people (aged 11-25 years) to:

- Learn new skills and develop their musicianship.
- Meet new people and share their experiences
- Improve self-esteem and confidence
- Learn about Singing for Health and community/participatory music-making (understanding that this is an alternative career path)
- Acquire a Bronze Arts Award which will improve access to job/volunteering prospects and going on to further education
- Engage with PfC groups who tend to be of an older demographic.

Work has just begun on recruiting participants via local schools, music groups, YESU family support centre and contacts at NCC Children's Services, with a focus on those who are:

- interested in music but not able/wanting to go through formal grades etc
- disengaged students, children in/leaving care, possibly home schooled and children who are neurodiverse.

## **SECTION E: FUTURE PLANS**

Our plans are centred on continuing, effectively and efficiently, to embed and build high quality, fit-for-purpose S4H services across Norfolk. By providing PfC with the capacity, resilience and resources (financial and human), we will ensure a sustainable future for PfC and become an exemplar of what can be achieved through community partnership for the benefit of residents' health and wellbeing.

Our priorities for the 2024-25 financial year will be to:

1. Plan and deliver singing, music-making and other creative health and wellbeing sessions consistently in Sheringham, North Walsham and South Norfolk, as well as other locations in Norfolk where there is a need and/or demand.
2. Secure funding to retain Daniel Spencer as our Media and Comms Manager.
3. Ensure we retain the interest and commitment of all our session leaders by continuing to support, mentor and train them, and providing assurance that we can pay appropriately and sustainably for a sufficient period of time, including for representing PfC at meetings and events.
4. Respond to demands for the development of new services from health/social care professionals (e.g. local Pulmonary Rehabilitation groups and the Stroke Unit at QEH in King's Lynn) working towards a greater number of commissioned and privately funded sessions/services over time.

5. Meet the increasing demand for our services from care homes and other local health and carer support groups.
6. Improve engagement with young people through links with Sheringham Little Theatre's youth choir and drama groups, the Creative College, schools and youth groups, and by enabling emerging talent to lead songs and sessions in a safe and supported environment.
7. Continue to work with SUBs by promoting their work, supporting their ambition to set up a beginner's group and offering them sing-along sessions where appropriate.
8. Capitalise on the opportunities to promote our work to the wider public by participating in the plethora of local carnivals, festivals and other community events.
9. Improve the online resources we offer/signpost on our website, contributing to the growing body of evidence of proven health benefits and low-cost, quality interventions that can help reduce health and social care system pressures.
10. Build on our relationship with Everyone Active to explore opportunities to embed S4B in their other North Norfolk sports facilities in Cromer and Stalham.
11. Develop a marketing strategy to determine the most effective means of reaching our target markets and allocate sufficient resources to its delivery. Key elements will be a commitment to producing regular printed and/or electronic newsletters, improving our presence on social media, and commissioning high quality images/videos. Rebranding PfC and a website overhaul are options under discussion.
12. Organise our online resources in a user-friendly and cohesive way. Building capacity for the delivery of online sessions for people who are unable to come to our groups is also important. We are also mindful of the possibility of a COVID (or similar) resurgence. Whilst we think another lockdown unlikely, widespread illness in the community would stop many of our participants attending in-person sessions.
13. Maintain where possible "a pay what you can" principle with a suggested voluntary donation.
14. Develop a welcome pack for volunteers and support new and existing volunteers to take greater ownership of their groups (to build their confidence and commitment and to help them participate more fully in society) by having more responsibility for some of the organisational duties.
15. Raise awareness of PfC with local business, exploring the feasibility of offering corporate away day/team building type services.

## **SECTION F: FINANCIAL REVIEW**

### **• FINANCIAL RISK MANAGEMENT, OBJECTIVES AND POLICIES**

The existing policy for internal financial controls was reviewed in October 2024. This covers all aspects of how PfC handles its money and aims to help all the individuals involved to:

1. Protect the charity's assets, including its money, and maximise its resources.
2. Make informed decisions about the charity's financial position.
3. Meet their legal duties, for example to manage the charity's resources responsibly.
4. Identify and manage risks with the charity's finances and assets.
5. Keep good quality accounting records.
6. Prepare timely and relevant financial information.
7. Make sure its financial reporting complies with the relevant legal requirements.

The purpose of the policy is to:

1. Facilitate good management of Pfc’s finances to enable successful delivery of our charitable object.
2. Protect both the charity and the individuals involved from any appearance of impropriety thereby securing its reputation and public confidence.
3. Ensure Pfc’s financial viability contributing to the morale and trust of the individuals involved.

**Reserves Policy**

The trustees are responsible for ensuring that Playing for Cake (Pfc) is financially robust and has the financial resources needed to deliver its plans and meet its commitments. To secure financial resilience and a sustainable future for Pfc, the trustees have identified the need to build up unrestricted funds to provide for both planned and unexpected expenditure and have implemented a Reserves Policy as follows:

Wherever possible, participant donations will be held as restricted funds to continue sessions/groups at which the donations were collected when grant-funding comes to an end and for as long as the donations allow, in fulfilment of Pfc’s commitment to participants and session leaders. This equates to £2,381 at 2023-24 year-end.

In addition, Playing for Cake will endeavour to create a Project Fund to enable projects to continue when grant funding has ended. This equates to £1,650 at 2023-24 year-end.

Playing for Cake will hold a Reserve Fund equivalent to a minimum of 6 months (or 50%) of organisational and governance costs of the charity, excluding specific grant-funded projects. This equates to £896 at 2023-24 financial year-end. The reserves will be built up from unrestricted income.

Unrestricted funds held on 31 October 2024 are therefore:

Reserve funds	896.00
Project funds	1,650.00
General funds	<u>1,798.80</u>
<b>Total</b>	<b><u>4,344.80</u></b>

Responsibility for this policy and its implementation lies with the Financial Administrator and ultimately with the trustees. This policy will be reviewed regularly, at least every 6 months, and updated as required.

**• KEY FINANCIAL PERFORMANCE INDICATORS**

Restricted funds are those which may only be used for the specific purpose/project for which they were given. These are usually grants but also include the income and expenditure for SUBs and the remaining funds available to them and participant donations from sessions/groups at which donations were collected. Unrestricted funds are those which can be used for any purpose in furtherment of the charity’s object, namely earned income from sales and participant donations (where not received for a specific ongoing project).

Total income increased by 183% from £23,607 in 2022-23 to £66,791 in 2023-24.

The allocations for unrestricted income were:

- £191 (0.3%) from grants and donations (7% in 2022-23)
- £1,213 (1.8%) from sales (5% in 2022-23)
- £1,612 (2.4%) from charitable activities (3% in 2022-23)

The allocations for restricted income were:

- £56,603 (84.7%) from grants and donation (67% in 2022-23)
- £385 (0.6%) from sales (0% in 2022-23)
- £6,787 (10.2%) from charitable activities (18% in 2022-23)

Combined restricted and unrestricted income allocations were:

- £56,794 (85%) from grants and donations (£17,629 in 2022-23)
- £1,598 (2.4%) from sales (£1,077 in 2022-23)
- £8,399 (12.6%) from charitable activities (£4,901 in 2022-23)

This demonstrates:

1. A greater level of success in securing grants for our activities which is positive; but conversely illustrates how dependent PFC was/is on external funding to deliver our core charitable activities. The trustees will be considering other options for income generation (such as direct commissioning) to reduce PFC's reliance on grant aid to sustain its services on an ongoing and regular basis.
2. A 71.4% increase in income from our charitable activities (which mainly comes from the "pay what you can afford" collections at our sessions) which is to be expected given the 84% increase (from 82 to 151 sessions) in service delivery.
3. A 48% increase in income from sales compared to last financial year.

Total expenditure increased by 163% from £16,463 in 2022-23 to £43,259 in 2023-24.

The allocations for unrestricted expenditure were:

- £1,054 (2.5%) on core organisational costs (4% in 2023-24)
- £0 (0%) on charitable activities (0% in 2023-24)
- £13 (0%) on cost of sales (6.5% in 2023-24)
- £423 (1%) on governance (0% in 2023-24)

The allocations for restricted expenditure were:

- £16,564 (38.3%) on organisational costs (11% in 2023-24)
- £24,755 (57.2%) on charitable activities (78.5% in 2023-24)
- £135 (0.3%) on cost of sales (0% in 2023-24)
- £315 (0.7%) on governance (0% in 2023-24)

Combined restricted and unrestricted income allocations were:

- £17,618 (40.8%) on core organisational costs (£2,507 in 2023-24)
- £24,755 (57.2%) on charitable activities (£12,903 in 2023-24)
- £148 (0.3%) on cost of sales (£1,053 in 2023-24)
- £738 (1.7%) on governance (£0 in 2023-24)

This demonstrates:

1. A significant increase in organisational costs. This is to be expected, however, given the creation of several new grant-funded posts to support the development and long-term sustainability of PFC and the additional administrative burden of accurate monitoring and evaluation for reporting to funders.
2. A 52% increase in expenditure on service delivery for the public benefit. The per session delivery cost remained at £164.
3. A significant decrease in cost of sales which is due to the fact that most delivery costs of sessions at Cameo Café, care homes and SWAN have been covered by grant income.

The overall position is that PFC made an operating surplus of £1,526 and carries forward £4,345 unrestricted funds for core costs and to allocate to projects when needed. Restricted funds held at year end are £29,557. The allocations for these restricted funds are shown in Note 9 of the financial statements.

#### • GOING CONCERN

After making appropriate enquiries, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements.

#### SECTION G: DECLARATION

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees by



Tina Blaber, Trustee & Founder  
07 / 01 / 2025



## **Independent Examiner's Report on the Accounts**

**Report to the trustees/ members of:** PLAYING FOR CAKE

**Charity no:** N/A

**On accounts for the year ended:** 31 October 2024

**Set out on pages:** 22 -28

### **Responsibilities and basis of report**

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/10/2024.

As the charity trustees, you are responsible for the preparation of the accounts in accordance with the Charities Act 2011 ("the Act").

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

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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:**

A handwritten signature in black ink, appearing to read 'Jonathan Saunderson', written over a horizontal line.

**Date:** 08 / 12 / 2024

**Name:** Jonathan Saunderson

**Address:** Little Mount, Links Road, Mundesley, Norwich NR11 8AT

# STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 OCTOBER 2024

## PROFIT AND LOSS ACCOUNT

		Unrestricted Funds	Restricted Funds	Total Funds	<i>Total Funds</i>
		2023-24	2023-24	2023-24	2022-23
	Note	£	£	£	£
<b>INCOME FROM:</b>					
Grants	1	0	56,603	56,603	17,365
Donations	2	191	0	191	264
Commissioned Services and Sales	3	1,213	385	1,598	1,077
Charitable Activities	4	1,612	6,787	8,399	4,901
<b>TOTAL INCOME</b>		<b>3,016</b>	<b>63,775</b>	<b>66,791</b>	<b>23,607</b>
<b>EXPENDITURE ON:</b>					
Organisational Costs	5	1,054	16,564	17,618	2,507
Charitable Activities	6	0	24,755	24,755	12,903
Costs of Sales	7	13	135	148	1,053
Governance	8	423	315	738	0
<b>TOTAL EXPENDITURE</b>		<b>1,490</b>	<b>41,769</b>	<b>43,259</b>	<b>16,463</b>
<b>NET PROFIT / LOSS</b>		<b>1,526</b>	<b>22,006</b>	<b>23,532</b>	<b>7,144</b>
<b>NET MOVEMENT IN FUNDS</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>RECONCILIATION OF FUNDS:</b>					
Total funds brought forward		2,819	7,551	10,370	3,226
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>4,345</b>	<b>29,557</b>	<b>33,902</b>	<b>10,370</b>

## STATEMENT OF ASSETS AND LIABILITIES

	Note	2023-24 £	2022-23 £
<b>CURRENT ASSETS</b>			
Cash in bank		33,902	10,370
Cash in hand		0	
Debtors		0	
Accounts Payable		0	
<b>NET ASSETS</b>		<u>33,902</u>	<u>10,370</u>
<b>CHARITY FUNDS</b>			
Restricted funds	9	29,557	7,551
Unrestricted funds		4,345	2,819
<b>TOTAL FUNDS</b>		<u>33,902</u>	<u>10,370</u>

The financial statements were approved by the trustees on 22 / 02 / 2025 and signed on their behalf by



Dr Tina Blaber

		Unrestricted Funds	Restricted Funds	Total Funds	<i>Total Funds</i>
		2023-24	2023-24	2023-24	2022-23
	Note	£	£	£	£
<b>Grants</b>	1				
Asthma + Lung UK			1,625	1,625	
Promotion of English Trust			1,210	1,210	
North Walsham Community Shop			1,730	1,730	
Poors & Ploughlet Charitable Trust			500	500	
Awards for All			19,960	19,960	
Geoffrey Watling Charity			1,500	1,500	
Sheringham Town Council			800	800	
National Lottery Community Fund			19,278	19,278	
NCF Sheila Ann Day Fund			5,000	5,000	
NCF Love Norfolk Fund			5,000	5,000	5,000
Tesco Stronger Starts				0	1,000
Norfolk County Council Arts Fund				0	400
NCF Community Hot-Spots Fund				0	2,000
Paul Bassham Charitable Trust				0	2,000
NNDC Arts & Culture Fund (CLOSED)				0	3,000
Active Norfolk Together Fund (CLOSED)				0	3,965
<b>Total</b>		<b>0</b>	<b>56,603</b>	<b>56,603</b>	<b>17,365</b>
<b>Donations</b>	2				
John Lewis Partnership (Waitrose NW)				0	264
Individual Gift Aid Donations		191		191	
<b>Total</b>		<b>191</b>	<b>0</b>	<b>191</b>	<b>264</b>
<b>Commissioned Services and Sales</b>	3				
Sheringham Carnival				0	150
YESU Family Support Centre				0	
Parkinson's UK NW Support Group				0	399
Southrepps Early Onset Dementia Group				0	64
Supporting Women & Activity Network (SWAN)		300		300	140
North Walsham Dementia Support Group (Cameo)		525		525	300
Age Concern Sheringham		50		50	
Dorrington House Care Home Wells		85		85	
St David's Nursing Home Sheringham (SUBs)			250	250	
Consultancy and Talks					
Care & Refresh Cafe, Sheringham Little Theatre		30		30	
Creative Lives Consultancy		15	135	150	
Mother's Union North Walsham		30		30	
Sale of Goods/Instruments		178		178	24
<b>Total</b>		<b>1,213</b>	<b>385</b>	<b>1,598</b>	<b>1,077</b>

		Unrestricted Funds 2023-24	Restricted Funds 2023-24	Total Funds 2023-24	Total Funds 2022-23
	Note	£	£	£	£
<b>Income from Charitable Activities</b>	4				
SUBs		200	206	406	285
In Kind (Volunteer Time)		675	1,260	1,935	600
In Kind (Venue Hire)		20		20	300
Participant Donations	4.1	717	5,320	6,038	3,716
Gift Aid		0		0	
<b>Total</b>		<b>1,612</b>	<b>6,787</b>	<b>8,399</b>	<b>4,901</b>
<b>Participant Donations</b>	4.1				
Singing for Breathing Sheringham		106	951	1,057	1,114
Singing for Breathing North Walsham		144	1,294	1,438	280
Singing for Breathing Attleborough		6	51	57	
Singing for Breathing Long Stratton		76	183	259	
Singing for Breathing Fakenham		14	1	15	
Singing for Health, Wellbeing & Fun NW		102	1,187	1,289	1,397
Singing for Health, Wellbeing & Fun SH		136	1,653	1,790	323
PayPal		35		35	52
Easyfundraising		89		89	19
Other Participant Donations		10		10	531
<b>Total</b>		<b>717</b>	<b>5,320</b>	<b>6,038</b>	<b>3,716</b>
<b>Organisational Costs</b>	5				
Organisation	5.1	652	511	1,164	316
Staffing Costs	5.2	127	12,566	12,694	1,884
Marketing & Promotions	5.3	100	397	497	140
Subscriptions	5.4	174		174	92
Training	5.5	0	3,089	3,089	75
<b>Total</b>		<b>1,054</b>	<b>16,564</b>	<b>17,618</b>	<b>2,507</b>
<b>Organisation</b>	5.1				
Office Supplies & Stationery		423	421	844	106
Insurance		171	91	262	140
Web Hosting & Domain		58	0	58	71
<b>Total</b>		<b>652</b>	<b>511</b>	<b>1,164</b>	<b>316</b>

		Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		2023-24	2023-24	2023-24	2022-23
	Note	£	£	£	£
<b>Staffing Costs</b>	5.2				
Recruitment		127	630	757	
Financial Administrator			3,791	3,791	1,884
Singing for Health Development Officer			4,355	4,355	
Media & Comms Manager			1,890	1,890	
Consultancy Fees			1,900	1,900	
<b>Total</b>		<b>127</b>	<b>12,566</b>	<b>12,694</b>	<b>1,884</b>
<b>Marketing</b>	5.3				
T-Shirts		32	143	175	140
Newsletters		68		68	
Pull-Up Banners			254	254	
<b>Total</b>		<b>100</b>	<b>397</b>	<b>497</b>	<b>140</b>
<b>Subscriptions</b>	5.4				
Community Action Norfolk				0	50
Acapella App		42		42	42
Zoom		132		132	
<b>Total</b>		<b>174</b>	<b>0</b>	<b>174</b>	<b>92</b>
<b>Training</b>	5.5				
Voice Basics: Foundations for Singing for Well-Being			35	35	
Sing to Beat Parkinson's			87	87	
Singing for Health Network Webinar			27	27	
The Musical Breath: Singing for Lung Health			2,450	2,450	
Musical Ideas for Carers to Use with Older People			40	40	
Mentoring New Practitioners			450	450	
Natasha Hood Folk Songs Workshop					75
<b>Total</b>		<b>0</b>	<b>3,089</b>	<b>3,089</b>	<b>75</b>

		Unrestricted Funds	Restricted Funds	Total Funds	<i>Total Funds</i>
		2023-24	2023-24	2023-24	2022-23
	Note	£	£	£	£
<b>Costs of Charitable Activities</b>	6				
Session Leader Fees		0	15,100	15,100	8,205
Support Musician Fees		0	1,025	1,025	
Travel/Mileage Expenses		0	2,117	2,117	485
Volunteer Costs		0	285	285	112
Venue Hire		0	3,669	3,669	2,640
Publicity		0	178	178	305
Props & Session Materials		0	391	391	349
Refreshments		0	113	113	258
Monitoring & Evaluation		0	519	519	550
Project Administration		0	1,359	1,359	
<b>Total</b>		<b>0</b>	<b>24,755</b>	<b>24,755</b>	<b>12,903</b>
<b>Costs of Sales</b>	7				
Creative Lives Consultancy		0	135	135	
Purchase/Repair of Goods		13	0	13	79
Sheringham Carnival		0	0	0	76
Parkinson's UK		0	0	0	399
Other		0	0	0	499
<b>Total</b>		<b>13</b>	<b>135</b>	<b>148</b>	<b>1,053</b>
<b>Governance</b>	8				
Independent Examiner		9	0	9	
Charity Commission and HMRC Registration		144	0	144	
Preparation of Annual Report and EoY Accounts		270	315	585	
<b>Total</b>		<b>423</b>	<b>315</b>	<b>738</b>	<b>0</b>

	Note	£
<b>Restricted Funds Balances at YE</b>	9	
National Lottery Community Fund		3,938.22
National Lottery Awards for All		10,543.78
NCF Love Norfolk Fund		4,118.00
NCF Sheila Ann Day Fund		5,000.00
Geoffrey Watling Charity		1,500.00
Asthma + Lung UK		625.00
Sheringham Town Council		800.00
Singing for Breathing-North Norfolk		745.18
Singing for Breathing-South Norfolk		234.40
Singing for Breathing-New/Pilot Groups		0.80
Singing for Health-Sheringham		484.32
Singing for Health-North Walsham		915.98
SUBs		651.42
	<b>Total</b>	<b><u>29,557.09</u></b>
 <b>Unrestricted Fund Balances at YE</b>	 10	
Reserve funds		896.00
Project funds		1,650.00
General funds		1,798.80
	<b>Total</b>	<b><u>4,344.80</u></b>