



# World Heart Beat Music Academy Annual Report 2021

World Heart Beat Music Academy Limited · Company Limited by Guarantee  
Annual Report & Financial Statements – 31 August 2021

Charity number: 1139579 · Company number: 06984769



## Annual Report

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 August 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102 effective 1 January 2015)

**McKELVIE & CO LLP**  
Chartered accountant  
82 Wandsworth Bridge Road  
London  
SW6 2TF  
UK

COMPANY REGISTRATION NUMBER: 06984769  
CHARITY REGISTRATION NUMBER: 1139579

## Chairman's Statement



World Heart Beat Music Academy is more than a teaching facility. It's an environment where young people can come together freely to express themselves, to create and share, to connect and communicate and to work together. The young people, teachers and staff make a vibrant family. With Covid-19 still gripping the world (during 20/21), enormous challenges persisted for many and particularly for those whose environments, already impoverished, were restricted further by school closures, self-isolation and much worse. Moving World Heart Beat on to digital platforms provided sustenance and developed resilience by sustaining and nourishing the students with regular contact via online lessons, rehearsals and concerts. This constant activity became a lifeline for many and the channel by which our young people could continue to be listened to and heard.

The dramatic upscaling of our use of digital work encouraged us to reconsider the specifications for our new, additional teaching and performance venue in Embassy Gardens, Vauxhall. We're now aiming for higher technical specifications that will allow, amongst other things, regular streaming and broadcasting to enable the Academy's wider reach and greater impact.

Kwabena Boateng first attended World Heart Beat Music Academy when he was 12 as part of the 51st State Band. He learnt the saxophone and found the environment a positive refuge from the rough estate, known for its gang culture, he lived on in Battersea. He was nurtured by the WHB family, grew in confidence and gained the courage and confidence to plough his own furrow at school and then university.

Kwabena obtained a law degree at Exeter University and is now working in a city law firm. We are delighted that he has just agreed to join the Board of Trustees of World Heart Beat Music Academy.

This story is one of several deeply satisfying outcomes that we are proud of. Hearing Kwabena's story and reading our CEO, James Gero's, full report and overview of last year's activity, you may ask yourself why we need your support, after all, ours is already an amazing achievement and a true success story.

However, as we emerge out of Covid-19 with the prospect of moving into our second venue, we find ourselves in a period of transition and ever more reliant on our fundraising needs. At the time of writing, we have a shortfall of the last tranche needed for our Capital campaign for Embassy Gardens. At the same time, we have increased our revenue targets to enable both venues to maximise the tuition and cultural provision that will make the vital difference to the young people they will reach.

Raising money, is a never-ending proposition for a charity with a vision such as ours. Every penny is important and valued and goes towards ensuring that the familial atmosphere and philosophies of World Heart Beat Music Academy empower students like Kwabena to take charge of their own path in life.



**Rachel Van Walsum**  
Chair of Trustees



# Chief Executive Officer's Statement

## Highlights from a decade of 'high octane' delivery



As we enter our tenth year since opening our doors in Kimber Road, it seems appropriate to look back at some of our achievements; however, the continuous flow of work being delivered on a daily basis has been so 'high octane' (a word expressed by one of our students), that I am struggling to pinpoint our greatest.

Even providing astonishing opportunities for our students to perform at some of the most iconic venues in the world, a great endorsement of the quality of work didn't even make the cut, nor did the 'off the scale' retention of staff and musical faculty, or the high numbers of children who have access to World Heart Beat. One must remember, I may be slightly biased, as I am deeply involved in the operational side of World Heart Beat. I have no doubt the Artistic Director would have come up with three different greatest hits!

Starting any charity from nothing, to now being amongst the top 7% performing charities (by revenue raised), whilst supporting over 300 of our students per annum (which is also set to double, as are the revenues over the next 5 years), is no small feat. As a charity it is simply remarkable. It has taken an immense amount of hard work and a labour of love from all the staff to achieve this. Gratitude, must also go out to the unbelievable generosity from those who support us. We know we are exciting, but it is so rewarding when others connect to the World Heart Beat vision and spirit too. We enjoy forming long term partnerships, collaborating and being able to leverage to maximise the impact. This year that impact will be further articulated through our new Theory of Change model, page 27.

The second unbelievable achievement, which I am so proud of, must be the winning of the competitive tender against 42 established arts and cultural organisations, to secure a 50-year lease at Embassy Gardens, Nine Elms, for a peppercorn rent. I believe we can now say that World Heart Beat's long-term future has

been vastly de-risked and as building work commences, the opportunities for World Heart Beat to increase its footprint is unfathomable.

It is always so difficult to shortlist one's greatest achievements, but my third and final greatest achievement goes back to 2018 when World Heart Beat became an Arts Council England National Portfolio Organisation.

We have enjoyed working closely with the Arts Council to deliver on their objectives and when one reflects on all the achievements of World Heart Beat, the continuous support that being an NPO affords us, has enabled us to grow to what we are today. This has of course not happened alone. There are many wonderful foundations who support World Heart Beat, listed on page 31, along with our amazing friends.

It has been a year where partnerships and artistic creativity have played a critical part in enabling our students to experience variety when so much was on taken online. Not only has World Heart Beat survived, but it has also thrived through this difficult period.

It is therefore my great pleasure to share this year's annual report.

It is action packed with stuff about amazing partnerships. Our collaboration with the Julian Joseph Jazz Academy has helped us form one of the best jazz programmes in the country, page 19. One can easily see the wonderful alumni that has been produced at World Heart Beat on page 15, many winning scholarships at some of the most impressive universities. Most of those wouldn't have had the financial means to even study music. It is possible to see the sizeable amount of work delivered by our incredible Artistic Director and artistic faculty supported by our staff on page 20, titled Timeline of Events. From the suave tones and melodies of Latin jazz, to the contemplative sounds of the sitar and tabla. I am enormously thrilled that World Heart Beat's students and staff represent the diversity of the world in which we live, and have the voices

young people strongly represent through our youth board called Ziggazah (page 16).

I am delighted that World Heart Beat is now exploring a national programme, further developing strong links across the country. We hope to launch this next year, pending support. It will be a vibrant programme, connecting World Heart Beat with young people and organisations across England.

At the time of writing (which falls outside the financial period for this annual report), I am delighted to announce we are in the final phase of our capital campaign, having raised £2.6 million to date, with only £600,000 to go, to create an amazing educational space and concert venue in the heart of Nine Elms. It will open the doors for young people to have so many opportunities as our team continue to work to link more commercial partnerships with meaningful apprenticeships, as well as contributing to the resilience of our charity.

I hope that foundations and our friends will continue to support our first years at Nine Elms, as we expand our capacity and programmes, as well as significantly ramping up our outreach. It will be a super exciting period for World Heart Beat as we extend our footprint and continue to champion providing opportunities for disadvantaged young children to be able to 'level up'.

As Jamie Njoku Goodwin, CEO of UK Music commented that 'music matters to us all'. I would go one further and say that, 'music, arts and creativity matter to us all'.

No great business evolves without creativity. Creativity is at the heart of all solutions. No problem is solved without adopting a creative approach. So, if we want to change the world, bring creativity into young people's lives. Where better to start than with music.

Finally, and most importantly, I am so proud of our team. Their utmost dedication, which has enabled World Heart Beat to see through the pandemic without furloughing any staff and keeping all 41 of our musical faculty in work, and has meant that all our young people have been able to continue their music and creative training. The Board and the staff have proved that the word 'family' resonates deep in our veins and that 'together' is far stronger than 'I'. I believe that it is these values that will make World Heart Beat become a universal brand, known for providing access to music, a modern music education programme and launching careers pathways into the creative sector for young people.



**James Gero**

Chief Executive Officer

## Reference and administrative details

**Registered charity name:**

World Heart Beat Music Academy Limited

**Charity registration number:** 1139579

**Company registration number:** 06984769

**Principal office and registered office:**

45 Gartmoor Gardens,  
London,  
SW19 6NX

**The trustees:**

Mrs R Van Walsum

Mr J Joseph

Mrs C Oulton

Mr N Bush

Mr Z M Quinn

Ms J A Sutcliffe

Ms Jas Kayser (representing Ziggazah  
Youth Board)

**Company secretary:**

Ms Sahana Gero MBE

**Independent examiner**

Allan W McKelvie F.C.A.,  
82 Wandsworth Bridge Road,  
London,  
UK,  
SW6 2TF

**Honorary Patrons:**

Julian Joseph OBE

Boris Purushottama Grebenshikov

Rezwana Choudhury Bannya

**Key management personnel:**

Ms Sahana Gero MBE (Artistic Director)

James Gero (Chief Executive Officer)

## Trustees' Responsibilities Statement

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

*"World Heart Beat is a place of excellence and joy that embraces a myriad of musical cultures. Their students love to learn and benefit from programming and teaching of the highest quality and care. World Heart Beat thrives in the positivity it radiates and is a place where students and teachers alike wish to be. I consider it a great privilege and honour to be so closely connected to such a magnificently creative and encouraging musical environment"*

**Julian Joseph OBE** (World Heart Beat Patron, pianist, composer and broadcaster)

## Our Vision

We envision a world where non-selective, richly diverse music programmes are accessible to everyone. We know that music education can be a powerful tool for positive change for young people, their families and their communities. We want all young people, including those who have struggled within formal education, to have equal access to these transformative benefits.

Our values are to nurture a powerful commitment to musical excellence; a warm embrace of people, cultures and world music; and a non-exclusive, non-elitist philosophy with no financial barriers.

### We will:

- Generate more platforms for emerging under-represented artists
- Inspire young people to excel and maximise their potential
- Connect audiences with world-class musicians
- Promote wellbeing and greater social cohesion

Founded in 2009 to address the lack of affordable music tuition available to disadvantaged young people, and to open up pathways into the music and wider creative industries, we have become one of the most prominent music charities in the country, known for our youth-led approach and our exceptional track record in making music education truly inclusive.

Our activity is rooted in the knowledge that every young person, no matter their background or level of skill, has it within them to take up an instrument, learn to play and become a musician in a short time. The emotional connection, discipline and structure involved takes them on a journey far beyond their initial expectations, and they soon recognise that there are no limits.







## A Local Enterprise with Global Reach

**World Heart Beat's (WHB) activities will be expanded across two locations in Wandsworth – World Heart Beat Kimber Road and World Heart Beat Embassy Gardens.**

This will offer greater depth to our programmes, with Kimber Road being a wholly educational facility and Embassy Gardens offering performance, recording/broadcasting facilities, talent and career development as well as music education. This will enable us to develop our global reach and place World Heart Beat firmly on the map as a centre of musical excellence.

To create a successful cultural sector that represents Britain's diverse communities and responds to new digital means of production, it is essential to provide inclusive and meaningful pathways into the music and creative industries for marginalised young people who face socio-economic barriers to participation and career development. This will be at the heart of our new centre in Nine Elms which will incorporate state-of-the-art infrastructure to create a venue that reflects the future of music education, with facilities that our students can draw on, centred on digital production and performance.

### Progress to date

With the shell and core of our new building in Embassy Gardens completed, our 1,100-page tender document went out in July 2021 to four pre-chosen contractors. The contract was awarded to award-winning refurbishment and fit-out specialists ITC, who will begin work on site on the 8th November 2021. The time to complete the build is estimated to be 36 weeks and we are looking forward to the launch of WHB Embassy Gardens in Spring 2022.

### Background to Music Education in the UK

Children from low-income families are more likely to feel a failure according to a 2016 report from the Children's Society. 1 in 6 will fall behind in communication skills before they even begin school. Evidence shows that children who live in poverty are exposed to numerous risks that can have serious long-term consequences, impacting on their mental health and well-being and future chances of living a happy life. Children living in relative poverty in the UK has risen substantially over recent years - increasing inequality and reducing life chances.

We know that music education can have a transformative impact on children, improving their confidence, academic performance, wellbeing, sense of belonging and ultimately,



their life chances. And yet, we continue to see a fall in state music provision, a situation made worse as a result of the pandemic.

A report by the Incorporated Society of Musicians (ISM) 'The Heart of the School is Missing', published in December 2020 highlighted the devastating impact of COVID-19 on music education in our schools across the UK. Based on survey responses from over 1,300 music teachers, the report demonstrates a considerable drop in music teaching in schools, revealing that almost 10% of primary and secondary schools were not teaching music class at all even though it is a requirement of the curriculum: 68% of primary schools and 39% of



secondary schools reporting a reduction in music provision and extra-curricular activities no longer taking place in 72% of primary schools and 66% of secondary schools.

Music is vital to our economy, our culture and our society and as one of our greatest national assets, it will play a crucial role in our post-pandemic recovery. It's more important than ever to invest in music education.

We welcome The Department for Education's announcement in August 2021 of the appointment of an expert advisory panel to help shape the future of music education and produce a new National Plan for Music Education next year.

#### As chair of the panel Veronica Wadley (Baroness Fleet) comments:

*"It is so important that every child and young person, from whatever background and area, has the opportunity to benefit from learning to sing and play a musical instrument, improving not only concentration, self-confidence and academic attainment but also raising expectations of what they can achieve in all areas of their lives."*

World Heart Beat is proud to provide 49% of our students with free access to our programmes. 70% of our students are from a Black and Asian Minority Ethnic (BAME) background and 70% are from low-income households. The young people we work with consistently demonstrate that a high level of achievement is possible regardless of disadvantage, when effective investment is focused at the heart of learning. Through a level of concentrated effort, often against the odds, our students have attained incredible life transforming successes.

#### Background to the Music Industry in the UK

The past 12 months has seen the UK's music industry facing many challenges as a result of the Covid-19 pandemic. The 2021 report 'This Is Music' - an annual economic study produced by UK Music which represents and champions all sectors of the UK music industry - revealed that the huge economic contribution that music made to the UK economy in 2019 almost halved – falling by 46% from a record £5.8 billion to £3.1 billion in 2020. Employment levels fell by 35% from 2019's all-time high of 197,000 to 128,000, and exports suffered a 23% drop from £2.9 billion in 2019 to £2.3 billion in 2020.

#### On a positive note, a survey also commissioned by UK Music on the views of the general public on the music industry found that:

- 75% of the public are proud of the UK music industry and its heritage
- 9% believe music improves the UK's reputation overseas
- 74% say music is important to their quality of life
- UK listens to 60 billion hours of music a year
- 1 million people took up a music instrument during lockdown

Music played a vital role in bringing comfort, solace and connection to people during the pandemic and as Jamie Njoku-Goodwin, Chief Executive, UK Music, commented:

*"Music matters to us all. And in a year when we've seen just how important music is to all our lives, it's more important than ever that we take the necessary steps to protect, strengthen and grow the industry."*

*"With the right support, the UK music industry can help drive the post-pandemic recovery. Music is a key national asset, part of our history and our heritage. More than that, it's part of our future. And we can't value it highly enough."*

World Heart Beat's two faculties will help to develop the next generation of talent - providing a pipeline of accomplished and dedicated music students to become the highly skilled professionals of the future; helping to sustain the UK's vibrant and diverse music landscape, as well as ensuring its position as a global force in music.

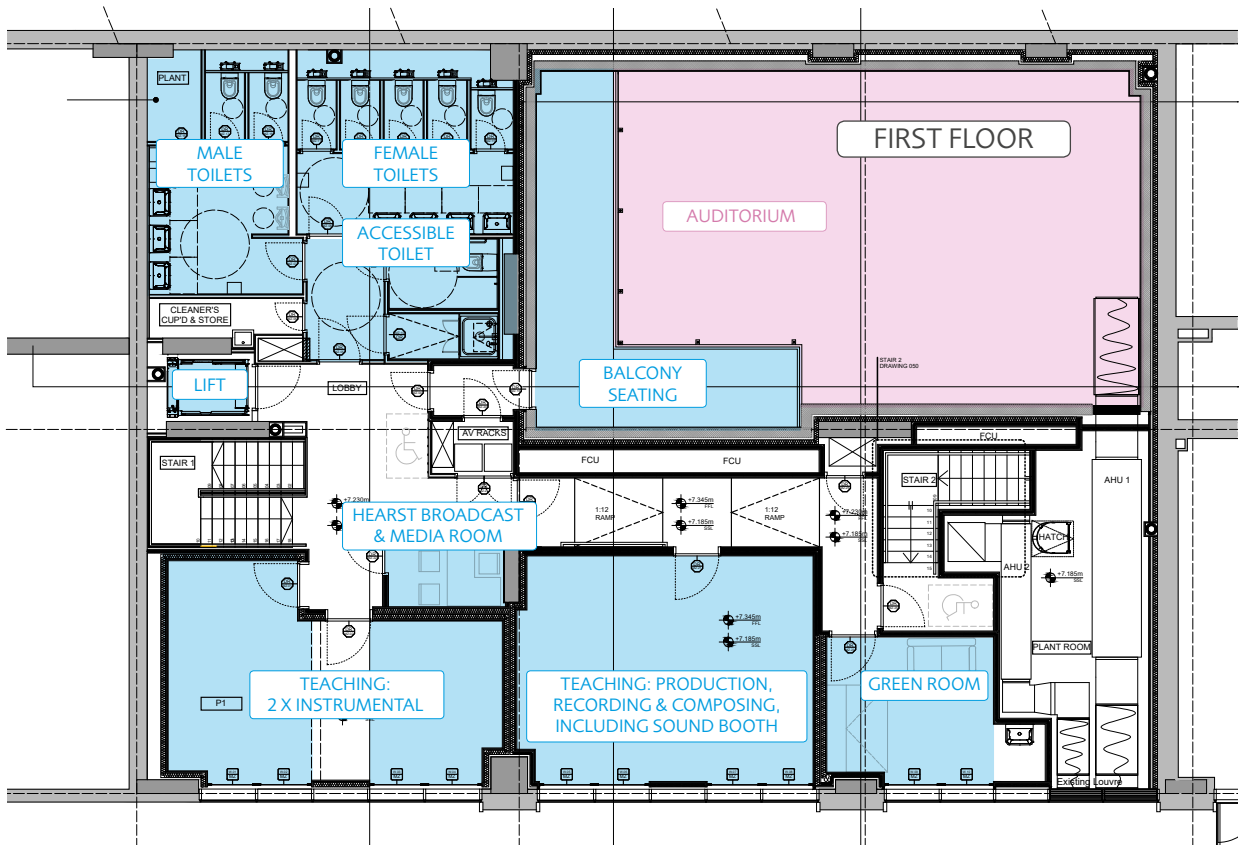
## Objectives and Aims

World Heart Beat Music Academy aims to establish a world class, non-profit music school providing an opportunity for children and young people who have the passion, but may not have the means, to learn a musical instrument alongside other young people within a structured programme under the guidance of committed and inspirational professional musicians.

World Heart Beat Music Academy creates an environment where music is the universal form of communication and bridges cultural, political, economic and linguistic barriers. Our mission is to provide children and young people with opportunities to move from grass roots towards a successful, sustainable career.

Our vision is to create an inspiring place where children of all backgrounds feel welcome. It is a place to go after school, at weekends and during the holidays for lessons, workshops, practice facilities, and to play together in a range of bands and ensembles.







## Objective 1

**To expand our programmes facilities and move into our second premises – designed to the highest technical specifications and fit for purpose:**

In 2018, World Heart Beat was awarded a building in Embassy Gardens, Nine Elms after being selected from a competitive field of applicants to become a Cultural Anchor in Nine Elms, on the South Bank of London. Nine Elms is one of Europe's most prominent developments, the second largest after Battersea Power Station, which is located adjacently. The new development will bring two new underground stations, 20,000 new homes and millions of visitors to the area.

With the award of the building, WHB began a major capital campaign to raise £3.2 million to fully fit out, acoustically treat and sound proof the new premises. We have raised £2.6 million (as at the date of writing), and continue to work vigorously towards securing sufficient funds to accomplish our ambitious plans. We will be looking to those foundations, philanthropist and individuals who want to support an exciting, well-proven charity that successfully delivers on its promises and unlocks young people's potential, to help WHB to fulfil its mission to create a better, happier and more equal society.

We are proud to be building the first public concert hall in London since 2008, which is specially designed around performance. Our goal is for WHB Embassy Gardens to be a world class music-led performance and education facility – a

Shangri-La of global music, embracing the very best and most exciting music and musicians from all corners of the world. As a bespoke, highly functional technological facility, it will develop young people from the ground up, removing barriers that prevent disadvantaged children and young people accessing excellent music education and creative industry opportunities.

Nine Elms is a polarised community – 39% of the population are social-housing tenants facing an array of challenges including limited employment options and low household income, while 53% are professionals commanding substantial salaries, who own or rent expensive properties (Audience Agency Market Analysis 2019). The Patmore, Savona, Carey Gardens, Doddington & Rollo estates are in the bottom 30% of most deprived areas in the UK (ranked at 3 in the Index Multiple Deprivation Decile 2019). This has intensified the area's marked socio-economic inequalities, leading to wariness between different communities.

Neighbouring boroughs Lambeth and Southwark within easy commute of Nine Elms, are also home to disadvantaged communities at a combined average of 36.5%, and these will also be part of our target areas for engagement.

Our expansion into Nine Elms will allow us to generate more self-sustaining and earned income streams, which will fund our charitable activities including bursaries for circa 50% of our student body who are disadvantaged and secure World Heart Beat's long-term existence and resilience.

We will increase our student population to 700 by 2025-26, generating more income from fees from better off students (maximum 50% of students),

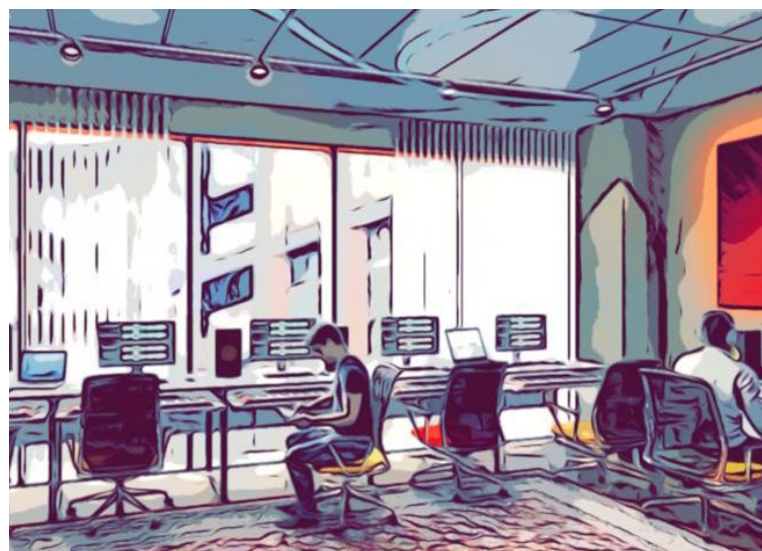


the introduction of new specialist/vocational courses in sound engineering/production, music management and music journalism, ticket income from our performance programme, launch of a new publishing and record label arm and rental revenue from state-of-the art recording studios, digital learning lab, auditorium and café.

Our new centre will encompass a 120-seat (200 standing) auditorium fitted with electro-acoustic allowing us to programme an appealing mix of music genres and enable solo artists and groups alike to perform with impact; state-of-the-art recording studios and facilities for our students, professional artists and the wider cultural sector in and around Nine Elms; a digital learning lab to support vocational courses in music production, sound-engineering, music journalism and film score composition; expanded teaching and

rehearsal spaces and a café/community hub connecting existing communities, new residents, local employees and visitors.

Our plans for Embassy Gardens include an acoustically treated live room able to cater for orchestral recordings, connectivity to record from any teaching room, and a control room to handle a vast range of professional recording and acoustic frequencies. The installation of a state of the art D&B acoustic reverberation system will give us the ability to make high quality recordings and replicate acoustic from numerous concert halls from around the world. This, in addition to being able to broadcast live events, will be a significant factor in attracting high-calibre artists to both perform at the venue and engage in leading Masterclasses for World Heart Beat students.





## Objective 2

### **To prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent:**

Evidence shows that young people from low-income/disadvantaged backgrounds are less likely to take up music, enter higher or further education, thereby reducing their future employment and career potential. It is now widely recognised that participation in music can have a positive impact on wellbeing, mental health & confidence and help young people to raise their aspirations and maximise their potential.



We prioritise children and young people from socio-economically, disadvantaged and challenging backgrounds including recent migrants, refugees and those classified as NEET (not in education, employment or training). Our focus on reducing inequalities means that 70% of our students come from Black, Asian and Minority Ethnic backgrounds, 70% from low-income households; 8% disabled and 15% are defined as 'at-risk' – for example, refugees and those at risk of exclusion.

We will continue with our mission to prioritise children and young people from socio-economically disadvantaged and challenging backgrounds and to release talent through:

- Offering a non-elitist admissions philosophy with no financial barriers, catering for students from diverse backgrounds.
- Releasing talent and transforming young lives by supporting young people to be ambitious, fulfil their musical aspirations and equip them for a sustainable career in the music and creative sectors.
- Enabling world-class musicians to pass their art and skills on to the next generation and draw out their talents.
- Practicing an enduring commitment to musical excellence and diversity.
- Providing a dedicated space in which professional musicians can expand their teaching, through workshops, band practice and by providing individual instrumental support for pupils.
- Creating an environment to provide specialised training specific to gaining employment within the creative industry, including expert training in radio production, sound engineering, composition, band leadership and promotion.
- Nurturing and showcasing musical talent by participants who are at the very beginning of their music practice; cultivating and developing the skills and aspirations of intermediate and advanced students on the cusp of entering a professional musical career through our core programmes: Music Leaders, Musical Communities and Widening Horizons.



## Objective 3

### Developing our Music Leaders, Musical Communities and Widening Horizons programmes:

Our **Music Leaders** programme engages 50 advanced students aged 15-25 and supports them with personal and skills development to become Music Leaders of the future. They benefit from masterclasses, one-to-one mentoring, networking, professional development and work experience opportunities, enabling them to hone their musical abilities, gain leadership skills, and receive tailored support to help them achieve their individual goals and aspirations. Participants in Music Leaders are selected from diverse backgrounds and priority is given to students from disadvantaged and low-income backgrounds.

Having successfully piloted the programme over 2 years we are now gathering outcomes and evidence to make the case for this programme to be formally accredited by Ofqual, with the aim to launch a 'Music Leaders Apprenticeship programme' in 2022-23. Students completing the programme will be in a good position to pursue a viable career in the music and creative industries.

**Musical Communities** provides children and young people with a fun as well as practical and in-depth introduction to music using oral/aural traditions to provide accessible and non-intimidatory pathways in to playing music. Beginner students are encouraged to explore a range of music and instruments to introduce them to the joy of music-making and sound and are supported to develop their musical skills through class tuition and ensemble playing. A key part of the programme involves community outreach activities inviting participants, their families and local communities to share songs, folktales and stories reflecting diverse cultural traditions.

**Widening Horizons** is a volunteer and new skills development programme aimed at under-represented or disengaged young people, aged 16-25, who love and want to be involved with music outside of academic learning. The aim is to promote the ethos and energy of World Heart Beat by expanding a creative community that is inclusive, welcoming and open to all backgrounds and cultures, supporting our young people to grow and elevate their voice and enabling change through the power of music.

Our young people have identified areas such as music, video, radio and stage production, sound engineering, event management, marketing and digital media training as keen interests. Listening to young voices is key in developing our objectives and deepening our impact.



## Objective 4

### To utilise talent and nurture genuine ambition and skill:

World Heart Beat Music Academy utilises the skills and specialisms of world-class musicians to nurture and develop students from grass roots upwards, and through using the talents of advanced students to support beginners – helping them to gain leadership and career development skills in the process.

We will nurture ambition and skill for every young person coming through our door by:

- Our innovative Musical Communities Ensemble, incorporating folk music from around the world informed by the cultures of its participants and their families.
- Piloting an ambitious Music Leaders programme, supporting talented musicians to excel and thrive, and pursue a sustainable career.
- Continuing our work in generating and producing our own creative digital content through devising programmes and features for World Heart Beat Music Hour, broadcast weekly on Wandsworth Radio, achieving our aim to set up World Heart Beat Radio at Embassy Gardens to broadcast and stream more content.

- Sharing best practice with key influencers and policy makers to remove the barriers to participation in high quality music education and music industry/career development.
- Pursuing a grass-roots approach which responds to the needs of different communities to unlock potential and support talent.
- Seeking accreditation from Ofqual for our own exam syllabus and online teaching resources.
- Developing corporate partnerships and major donor programmes to expand our work and build our offer
- Continuing to build a strong group of advisers to support and provide expertise for the Academy.

**To summarise our objectives; World Heart Beat's goals over the next 24 months are to:**

- Expand student numbers
- Maximise capacity on existing programmes
- Introduce new music teaching and learning programmes in new genres and to introduce short courses and foundation/diploma courses.
- Develop a Theory of Knowledge framework
- Increase our outreach programmes and provide a facility to enhance social and community cohesion

**Increase our revenues with the goal of moving towards sustainability by:**

- Expanding our revenue through concerts
- Providing opportunities to our students by undertaking more paid events
- Diversifying our product offering by launching new projects related to our core profile that can generate surpluses to help fund our charitable activities
- Incorporating a café as part of the public space
- Building an Ofqual recognised World Heart Beat music syllabus
- Providing professional recording studios and services for hire

**Music Education Provided by World Heart Beat**

World Heart Beat Music Academy currently offers the following ensemble sessions:

- 51st State Band (American-style concert band)
- Asian School
- Celtic fiddle
- Gypsy violin
- Jazz School
- New Orleans second line
- Jazz Improvising Vocal Choir
- Vocal School
- Latin American Rhythm

And individual/group tuition for the following instruments:

- Strings
- Woodwind
- Brass
- Piano/keyboard
- Drums
- Guitar/bass guitar
- Composition/song writing

Over the past year new courses have been provided in:

- Music management
- Music production and engineering
- Radio production and presentation
- Vlogging
- Event management and presentation
- Stage presence and technique

## Achievement and Performance

### Alumni Successes

World Heart Beat students continue to gain places at top universities: our students have gone on to be awarded scholarships at major music conservatoires in the UK, including the Royal Academy of Music, Royal College of Music & Drama; Royal Northern College of Music; Trinity Laban Conservatoire for Music & Dance, Guildhall College of Drama and Music, Royal Birmingham conservatoire, Royal Welsh College of Music and the prestigious Berklee School of Music in the USA.

**WHB teachers, students and alumni have continued to achieve success in 2021:**

- **Deschanel Gordon**, Pianist - BBC Young Jazz Musician of 2020
- **Jas Kayser** – Jazz Newcomer of the year – 2021 Parliamentary Jazz Awards
- **Lalou Laredo** – gained a place at Oxford University
- **Jessie Boulting** – gained a place at Oxford University
- **Arnaldo Cogorno** – awarded a Trinity Scholarship
- **Sian Kelly** – launch of band, Holocene
- **Leah Wing** – Flute Recital, Royal Liverpool Philharmonic Orchestra

- **Kwabana Boateng** – training as a lawyer and looking forward to joining our Board of Trustees
- **Mekbrakh Johnson** – former student now teaching at World Heart Beat

### Music Exams

In a normal year around 70 students take music exams. Due to the pandemic, we were only able to put forward 18 students for their ABRSM and Trinity Board music exams this year, all achieving a pass, 13 of them with merit or distinction.

### Widening Horizons Volunteers

31 young people from WHB demonstrated great resilience and generosity in giving their time and commitment to each other, the organisation and the wider community, despite a challenging and worrying time. Coming together to film, record, support and perform for our live and online community events, they have found the confidence to express their ideas on how WHB can best meet their hopes and ambition for the future. In return, this has given WHB increased clarity, focus and commitment in moving towards a youth-led model that responds to the voices and needs of young people in developing our educational, training and volunteer programmes to meet their aspirations and maximise their potential.





## Jack Petchey Awards

12 WHB students received Jack Petchey Awards for Outstanding Achievement, honouring the dedication and commitment of students who have gone above and beyond. Each recipient received a certificate and a small cash award to put towards equipment and instruments, workshops and masterclasses, or going to concerts and shows.

## Ziggazah Survey

Ziggazah, a group of 8 Music Leaders who constitute our current Generation Heartbeat Youth Board, conducted a survey of WHB students to get their views on what they gain from participation in our activities and what they would like to see us do in the future.

### **The sense of community was a strong theme for our students - comments included:**

- A loving community and family of talented musicians
- Community and comfort. People who care about what you have to say
- The feeling that it's a second home
- Regularity and a community feel
- A safe place to meet new people, learn new skills and have fun without having the fear of being embarrassed or judged
- A really positive environment
- A loving environment where people care about you
- A sense of community of people doing the same things you love doing

### **In terms of the quality of personal and musical development provided, students said:**

- Opportunities, real experienced tutors - not just tutors who are qualified on paper, friends
- Learning and confidence
- Learning and volunteering opportunities
- Support to push yourself and exit your comfort zone, people who have a vision of you that doesn't have limits
- A shared sense of love and enthusiasm for music, as well as the ability to meet a wide variety of people outside the age group of my year
- Brilliant musical education and friendly people

- A family learning environment that doesn't just focus on grades for musicians
- Access to world class equipment and world class teaching from world class musicians
- Lots of music opportunities, collaborations, professional training and learning musicianship in a range of different music based activities as well as constant challenge
- The incredible opportunities to play with great musicians and perform in concerts has really allowed me to learn a lot more than I have done anywhere else

### **Their aspiration for future opportunities and development demonstrated a strong desire for wider community involvement, testament to the holistic approach we use at WHB to develop well-rounded individuals as well as musicianship skills:**

- More outreach sessions, running groups at external venues
- See it to believe it i.e. more events in person/ open days/'Try an Instrument', to attract more musicians (difficult at the moment). In the future, sessions that people can bring their friends and family to
- Visiting more secondary schools as well as primary schools
- Running classes for adults who haven't had a chance to be musical when they were younger
- Open 'Heartbeat Clubs' in Schools

**Of those surveyed, 97% said World Heart Beat had met or more than met their expectations and are excited by the new wider opportunities that WHB Embassy Gardens will offer.**

## Partnerships and Diversity of Income Generation

World Heart Beat is pleased to have built on successful past collaborations in developing new partnerships with local, national and international high-profile businesses and organisations including Domino Records, Hearst Corporation and ZEDRA.

This has led to increased diversity of income supporting more student scholarships and talent development. We are immensely grateful to our partners and look forward to deepening our relationships with them, as well as cultivating new partnerships to continue to develop our programmes and diversify our offer.

## Corporate Partnerships

### Domino Programme:

Our partnership with Domino Recording Company (supporting Music Leaders) is one of our core programmes. Now in its third year, it has been extended to include mentoring by staff from Domino – helping to guide and support World Heart Beat students aged 16-24. We look forward to growing and developing this partnership over the next 12 months.

### EcoWorld Ballymore

EcoWorld Ballymore and Wandsworth Council selected World Heart Beat from 42 organisations to become a new cultural anchor for the Nine Elms Development area, with the award of a 50-year tenancy of 750m<sup>2</sup> of space on EcoWorld Ballymore's Embassy Gardens site at a peppercorn rent of £1 annually – estimated to have a commercial value in excess of £10m. EcoWorld Ballymore have also generously contributed towards some of our outreach activity in Nine Elms.

### Hearst Corporation

Thanks to our dearly missed friend, patron and advisor Terry Mansfield CBE, our introduction to the Hearst Corporation secured generous sponsorship of a Media Teaching Room for our new WHB Embassy Gardens Academy. This will be an essential component in unleashing the potential of young people through providing professional skills development, experience and learning that supports routes into future employment and career development.

### ZEDRA – Young Jazz Musicians Talent Programme

ZEDRA, is an independent, global specialist in trust, corporate and fund services. They are sponsoring music scholarships for 8 students selected for their music ability and commitment to learning. This initiative supports students from diverse social and cultural backgrounds in South West London, who otherwise would not have the means for additional non-school based musical education.

Each benefits from a tailored programme, encompassing music lessons, masterclasses, music exam preparation, provision of their chosen instrument and access to further ranges of instruments. In addition, they have

opportunities to join artist development workshops and ensembles. They have a place to practice and rehearse in evenings and weekends and to take part in public performances.

**Bart Deconinck, ZEDRA Executive Chairman comments:**

*"Giving disadvantaged children the opportunity to express their ideas and feelings through music and seeing so many positive impacts on other aspects in their life can be very rewarding. At ZEDRA we truly believe in self-improvement, confidence and bold ideas.*

*I am sure that the confidence you gain when standing up playing a solo changes the person you will become and the way you look at achieving excellence. If ZEDRA can help children to grow their self-confidence and lay the foundations for success, we will have already started the process of changing their lives."*

## Other Partners

### Arts Council England

After 4 years as an Arts Council England (ACE) funded National Portfolio Organisation (NPO), and just one of three new London-based organisations for music, we will be renewing our bid in 2022 for continued investment over the next 4 years.

NPO funding has provided World Heart Beat with a firm foundation from which to build two of our core programmes, Music Leaders and Musical Communities, enabling young people from all backgrounds to develop their musicianship as well as leadership and mentoring skills.

We look forward to continuing our relationship with ACE and helping to deliver their Let's Create strategy to achieve its vision that, *'by 2030, England will be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone has access to a remarkable range of high-quality cultural experiences.'*

### EUSA

EUSA is a not-for-profit international education organization that implements internship programs for US students in Europe, and we have welcomed two interns each year to come and work with us for 3 months. Due to the pandemic the programme was temporarily suspended but we are looking forward to its resumption with 2 interns ready to join WHB in September 2021.





### Focusrite

Global music and audio products group Focusrite, donated 30 Scarlett Solo audio interfaces to the Academy, enabling students to continue with their music education and learn to produce, record and mix with studio quality from their own homes during pandemic lockdowns and restrictions. This generosity has made an incredible difference to our students, who, empowered and excited by using this new technology have made enormous leaps in maximising their sound and recording production to contribute high quality performances for our online videos and concerts.

### Friends of World Heart Beat Music Academy

Our Friends of the Academy scheme was originally set up to support WHB to open and transform an abandoned top floor space in an industrial building on Kimber Road, Southfields into a beautiful, soundproofed music academy complete with performance space and teaching rooms. The development of our new Embassy Gardens facility will provide many exciting new opportunities for our Friends Scheme to expand and support WHB's activities at different levels. Friends receive priority invitations to our concerts and other public events, newsletters highlighting World Heart Beat's past and forthcoming activities and behind the scenes news. We would not be where we are now without the support of Friends to the academy and owe them immense gratitude for their ongoing commitment and belief in what we do.

### The Jack Petchey Foundation

The Jack Petchey Foundation has generously supported World Heart Beat in a myriad of ways including sponsoring Achievement Awards for "young people who have gone above and beyond to achieve – perhaps when others thought they might fail"

Thanks to funding from Jack Petchey's Open Grants scheme 'Giving Something Back', 31 young people, age 15-25 years took part in our Widening Horizons volunteer programme which delivered a skills, development and exchange programme to empower and upskill participants to support the wider World Heart Beat community.

The programme provided our volunteers with training in employable skills including expertise in using new technology encompassing sound engineering, film editing and radio production, as

well as event management, communication and presentation skills.

We were also delighted to be able to offer a 12 month paid internship to Jim Sorenson, the successful candidate selected from 127 applicants for the role of Music/Video Technology and Production Assistant, thanks to funding from the Jack Petchey Internship Programme.

### Julian Joseph Jazz Academy

The Julian Joseph Jazz Academy (JJJA) – under the artistic direction of internationally renowned jazz pianist, composer and World Heart Beat Patron Julian Joseph – offers talented young instrumentalists and vocalists an amazing opportunity to work with some of the world's top jazz musicians, developing their creative talents and performance skills, through exploring the American roots of Jazz.

JJJA and WHB are intertwined – our partnership provides shared enrichment and development opportunities for students at both academies, helping to create well-rounded and highly skilful musicians. World Heart Beat students follow specialist jazz programmes at JJJA, and JJJA students expand their experience in classical music, orchestra and band performances, as well as through mentoring WHB students.

### Yokohama Calling

Yokohama Calling is a not-for-profit organisation whose mission is to promote cross-cultural understanding through the universal power of music and arts and producing collaborative arts events, bringing together musicians from Japan, the United Kingdom and beyond. Our on-going partnership with Yokohama Calling has provided World Heart Beat with access to some of Japan's most exciting talent who have given Masterclasses and workshops to our students. This has been facilitated by leading musician and producer Nick Cohen who is Head of Digital Delivery and Young Artists' Development at World Heart Beat and also Creative Director of Yokohama Calling.

## Timeline of events

1 September 2020 – 31 August 2021

Despite the challenges of lockdowns and restrictions over the year, WHB proffered a busy and vibrant programme of online/live events, workshops and performances, reaching a combined live and digital audience of over 10,000 (in-face and online views).

### **Radio Local Nine Elms** September 2020

WHB students recorded content for *Radio Local* on life in Battersea and also took part in a radio broadcasting workshop to learn presenting skills and how to produce their own radio shows. These activities were vital in giving a platform to our young people to express their creativity, reconnect with each other and audiences, maintain their sense of well-being and retain a strong sense of hope and optimism for brighter times following the pandemic.

*Radio Local* is a community project by innovative performance artists Hunt & Darton. They were invited by Wandsworth Council and Battersea Arts Centre to bring the project to Nine Elms and work with residents and organisations in the area. They shared stories about Nine Elms and its people through a week long daily broadcast on Riverside Radio.

### **Every Child Matters** from September 2020

Supported by generous funding from The Ironmongers' Company, WHB began a programme of free music lessons to six school children (with numbers growing to date), at Riversdale Primary School. Providing weekly classes over the year and free loan of a musical instrument to each child to be able to practice at home, or at school between weekly classes, participants have enjoyed a creative outlet for self-expression and engagement, giving them a cornerstone for lifelong learning and development.

### **Masks for Seeing** October 2020

We were delighted to mark Black History Month through collaborating with musician Byron Wallen to deliver a project to deepen children's







knowledge, perception and value of works of art and music from across Africa to Year 5 pupils in South East London. Using artefacts from Byron's personal collection of musical instruments, masks, sculptures and music collected over three decades, children were able to develop a deeper understanding of the cultures and societies that created them and were inspired to develop their own musical compositions based on the themes they explored.

#### Online Supporters Event October 2020

An online fundraising event held to tell supporters and funders about the work of World Heart Beat and the opportunities our new building in Embassy Gardens will bring for young people. This was our first live streamed online event and featured live music from the academy, students talking about their World Heart Beat experiences and guest speakers including architect Rory Aitkenhead and WHB trustee James Joseph.

#### Founders Day Dinner October 2020

Young musicians from World Heart Beat presented a virtual concert of classical music to celebrate the 143rd anniversary of the United Wards Club of the City of London.

#### The Worshipful Company of Clockmakers Livery Dinner

November 2020

We were originally commissioned by the Master of The Clockmakers' Company to play live at the Clockmakers' livery dinner in the Goldsmiths' Hall. However, with the imposition of new lockdown restrictions, a medley of entertainment was presented by our young musicians via Zoom to members instead.

#### Karen Shiraishi Trio Concert

December 2020

WHB alumna Karen Shiraishi – pianist, composer and arranger - was born and raised in London. Classically trained from a young age, she fell in love with jazz at 14. Mentored in her teens by Julian Joseph OBE, Trevor Watkis, Tony Kofi and Byron Wallen, Karen won a scholarship to the prestigious Berklee College of Music in 2017 where she studied with jazz greats including NEA Jazz Master Joanne Brackeen, Ralph Peterson, Terri Lyne Carrington and Tia Fuller.

We were delighted to welcome Karen back to WHB for this **live-streamed concert** in which Karen and her trio performed a mix of jazz classics and her own original compositions. Presented in partnership with Yokohama Calling, the concert also featured as part of the British Council's '#CultureConnectsUs' online festival celebrating the rich cultural friendship between the UK and Japan and bringing diverse and vibrant work by UK artists and cultural institutions to audiences in Japan digitally.





### Heart Beat Christmas Concert

December 2020

World Heart Beat students from age 5 up to 25 brought much needed festive cheer to local audiences and further afield, performing a range of traditional classics as well as music of diverse heritage to reflect different cultural backgrounds.

**The concert** was streamed online and also streamed to Care Homes in partnership with Artists 'n' Residents – an initiative set up by Jennie Muskett (musician) and Nick Cohen (Head of Digital Production at World Heart Beat) to bring the joy of live music to residents facing isolation and loneliness during lockdown. The concert was viewed by an audience of over 1,500 and also featured as part of Andy Bungay's show on Riverside Radio.

### ZEDRA Christmas Event December 2020

ZEDRA sponsors our Jazz Talent Development Programme, supporting 8 talented WHB students with individually tailored tuition and masterclasses to enable them to achieve their full potential. This Christmas message from the ZEDRA Senior Management Team to their employees around the world featured messages of thanks and performances from students on the programme.

### Professional Development Sessions

February 2021

Organised as part of our volunteer programme Widening Horizons, London born Neo-Soul, RnB and Jazz influenced artist, creative practitioner and music industry professional Esther Bokuma Lenda, provided a series of online professional development sessions exploring the Music Business, Brand Development and Sustainable Creativity.

### Love's in Need of Love Today Online

Video February 2021

115 young World Heart Beat musicians came together online to celebrate Valentine's Day, performing Stevie Wonder's "Love's in Need of Love Today."

**The music video** featured young vocalists, plus flute, violin, drum, saxophone, trumpet, trombones, tabla players and entire rhythm sections. Recorded remotely from home, this uplifting rendition shared our common need for love and helped to lift spirits during continued lockdown.

### Alt. Vibes Initiative to Raise Community Spirits March 2021

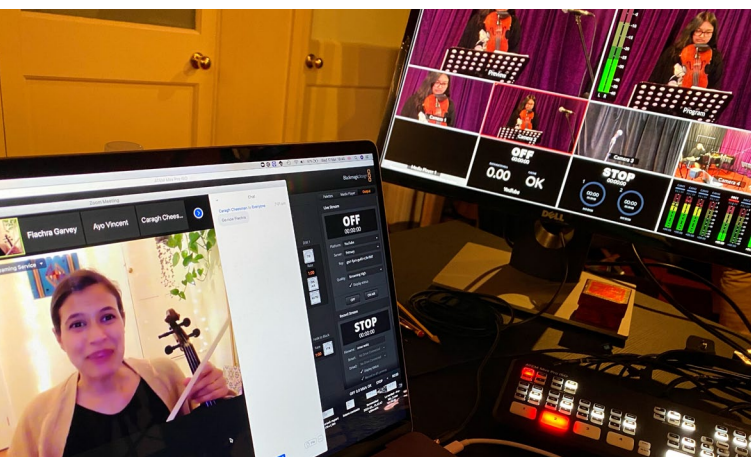
Originally planned as a live New Orleans style parade around the Alton Estate and The University of Roehampton campus to 'bring a spring in the step' to local residents, ongoing pandemic restrictions necessitated a virtual parade to be presented instead.

Produced in partnership with University of Roehampton and Wandsworth Council's community support online initiative, **the virtual parade** featured performances by students from World Heart Beat and the London Samba School. Free online Samba and Latin classes for residents to join in were also provided in the 2 weeks leading up to the event.

### Classical Vauxhall Music Festival

March 2021

Classical Vauxhall was founded to make classical music more accessible through bringing outstanding new and established artists to Vauxhall. An integral part of Classical



Vauxhall is its education programme. Funded by Vauxhall One, Classical Vauxhall partnered with the VOCES8 Foundation, World Heart Beat Music Academy and the London Philharmonic Orchestra to deliver a free and diverse programme of school workshops, masterclasses, concerts and musical activities delivered for free to school children in Vauxhall and the greater Lambeth area.

As part of this programme, two of WHB's talented young violinists, Olivia Eade (14) and Inaya Salam (15) were selected to take part in a masterclass with international concert violinist Elena Urioste.

### 'For the Struggle' Online Concert March 2021

Curated by Music Leader students and directed by Trevor Watkis, this programme of music and song was made in response to the Black Lives Matter movement to highlight the ongoing need for global awareness of racial injustice and discrimination.

Celebrating messages of hope and unity from artists – including Stevie Wonder, Jimmy Cliff and Joe Henderson – the concert also showcased a mix of influential protest music produced during the American Civil Rights Movement of the 1950s and 1960s, through to contemporary jazz pianist and producer Donald Brown, and American jazz bassist Esperanza Spalding. Also featured, was our very own Anjelo Disons – singer, songwriter and producer – performing his original song, Roots. The concert was presented by celebrated actors Hannah Azuonye and Alexander Mushoreis.



### Together We Go Forward April 2021

To celebrate International Jazz Day and in partnership with the Julian Joseph Jazz Academy (JJJA), 'Together We Go Forward' was streamed live from World Heart Beat Academy. Showcasing some of London's most exciting young jazz musicians performing music by Chick Corea and Charlie Parker, among others, we were thrilled to mark the 10th anniversary of International Jazz Day. This global event celebrates jazz, bringing together communities from countries across the world to highlight the role of music in encouraging dialogue, combatting discrimination and promoting human dignity.

### Operation Forest May 2021

As a follow up to 'For the Struggle' two of our young musicians Carla Flores and Ava Joseph curated a programme of music for their 'Operation Forest' project, that as well as exploring themes of racial injustice sought to raise awareness of the need to protect our planet.

World Heart Beat students played alongside musicians from the Julian Joseph Jazz Academy with the concert featuring an acapella performance of 'Oh Freedom' – a post-civil war African American freedom song accompanied by jazz vocalist Cleveland Watkiss, MBE, and BBC Young Jazz Musician of the Year, Deschanel Gordon performing the Duke Ellington classic 'Come Sunday'.

### Domino Recording Company June 2021

Our corporate partners Domino Recording Company provided a music entrepreneurship programme for young people aged 16-25 seeking their next steps in this sector of the creative industries.



A locally based record label known for its iconic signed bands such as The Kills, Arctic Monkeys and Hot Chip, the Domino team provided participants with a unique insight into the rapidly evolving world of the record industry and 'the how to' of music entrepreneurship as well as mentoring and further opportunities to find out more about the business.

### Vaccination Centre Performances

June 2021

5 WHB students and Piano Tutors Ayo Vincent and Kamilla Arku, entertained people waiting for their vaccinations at St. Barnabas Church Vaccination Centre in Southfields, providing a varied programme of soothing piano music.

### La Verdad June 2021

A collaboration with the Mr. Klaje Collective, a group of musicians and educators who have worked in musical-educational projects for more than ten years based in Cali, Colombia, this virtual performance of La Verdad (The Truth) brought young musicians, many of whom live in challenging circumstances, including from WHB, together across the globe.

The project was conceived as part of Make Music Day – the world's largest, annual music event. La Verdad is the product of a collaborative research project "¿Cuál es la verdad?" – "What is the Truth?" – de-constructing collective memories and imagining alternative futures with disadvantaged young people through music and arts. The original version of La Verdad in Spanish was extended to include an interwoven English version from World Heart Beat musicians.

### London Festival of Architecture (LFA) – Bringing Music to Nine Elms June 2021

A panel discussion with World Heart Beat Founder and Artistic Director, Sahana Gero MBE, CEO James Gero, and Architect Rory Aitkenhead, on our plans and vision for WHB Embassy Gardens with musical performance from World Heart Beat musicians.

### Congrego! Festival, Wandsworth Arts Fringe July 2021

Presented in the WAF21 Big Top (at King George's Park, Wandsworth), Congrego! was WHB's first live performance with an audience since the pandemic began.

Providing an explosion of Latin-American energy, Congrego! (Latin for come together), featured internationally-acclaimed Cuban violinist Omar Puente directing and performing with World Heart Beat musicians in a highly enjoyable and exciting programme showcasing Cuban, Venezuelan and Brazilian music, as well as best-loved songs from the Buena Vista Social Club repertoire. Embodying the excitement of Salsa, the wonderful rhythms of the Cha Cha Cha, Mambo, traditional Rumba and the blood-racing energy of Latin Jazz, our musicians were joined by the dynamic, high energy professional dancers of the Salsa Cabana Show to bring the warm 'Rhythms of Cuba' to a captivated and appreciative audience.





## American Cultural Concert July 2021

**Our American Cultural Concert** was presented as part of Jazz: A Transatlantic Journey, an education and performance programme, funded by the US Embassy to engage young people, local communities, residents, and workers in Nine Elms, exploring the influence of early New Orleans jazz on the British jazz scene and popular culture. WHB was one of five main presenting partners for Wandsworth Arts Fringe 2021 and the American Cultural concert was presented as part of the WAF21 online events programme.

Featuring a range of American music genres including New Orleans 2nd Line, blues, jazz, soul and R & B, and honouring American music greats such as Blossom Dearie, Harry Connick Junior and Jimi Hendrix amongst others, we were honoured to have Chargé D'Affaires at the US Embassy, A.I. Yael Lempert introduce the performance.

## Happy Streets Festival July 2021

World Heart Beat has been part of this summer community festival since it started in 2019 as a celebration of the redesign of Thessaly Road Bridge, close to WHB Embassy Gardens. This year, Happy Streets was also part of Wandsworth Arts Fringe (WAF). World Heart Beat musicians provided three live music performances at this year's festival: Brazilian Band, led by Ava Joseph, The Wavey Collective, led by Jaidon Regis and the World Heart Beat Gig Band. Percussion workshops and 'Try an Instrument' sessions were also provided as part of the day's activities.

## Online Piano Party Festival July 2021

World Heart Beat's second virtual online Piano Party Festival gave young London pianists of all abilities the opportunity to take to the spotlight in showcasing their musical skills to an online audience. Pieces from Toccata by Khachaturian to Disco Baroque by Alan Bullard and Mazurka by Chopin were performed by 40 young pianists aged 5 to 25 years ranging from beginner to advanced level. WHB awards for outstanding achievement, progress and dedication by our young pianists were also announced as part of the event.



## Sitar and Tabla Workshop July 2021

WHB music tutors Alok Verma and Jonathan Mayer provided a workshop for 120 pupils at Hillbrook Primary School in Tooting, introducing children to the instruments, teaching basic techniques and playing to a fascinated audience of children.

## Percussion workshops in Nine Elms August 2021

World renowned percussionist and composer Oli Savill worked with WHB Music Leader Students to lead 2 days of percussion workshops teaching Afro-Cuban rhythms for families and young people at St George Thessaly Church on the Patmore Estate in Nine Elms. Oli Savill has been at the heart of the UK jazz, broken beat and dance scene for the last 25 years, playing with bands such as Delata and Mala for his 'Mala in Cuba' project, as well as currently touring with dance superstars Basement Jaxx.



## Latin Jam 2 Festival August 2021

Charles Andre Souza De Almeida (known as Charles Junior) and his Samba Band accompanied by World Heart Beat musicians performed at the Latin Jam 2 Festival in Nine Elms. Charles Junior is a gifted Brazilian singer/songwriter who's making a strong impression on the UK music scene as he prepares to release his highly anticipated MPB (música popular brasileira) album in the coming months. Residents were able to enjoy live music and dance taking place at the Black Cab Coffee Company, a venue on the stunning riverside piazza overlooking the inlet dock and the River Thames in Nine Elms, as well as Brazilian drumming and guitar workshops.

## Workshops and masterclasses taking place over the year

Our young musicians enthusiastically embraced opportunities to learn from masters in their field, participating in workshops and masterclasses including:

- Marimba and Mbira – Southern African music with Otto Gumaelius from Otto and the Mutapa Calling
- New Orleans Jazz masterclasses with Orlando Gilbert
- Latin American Rhythms with Omar Puente
- Movement masterclass with Ben Love from Ballet Soul
- Online Violin Masterclass with violin maestro and humanitarian Max Vengerov

## Other News from 2020/21

World Heart Beat secured two major grants from the DCMS Culture Recovery Fund, set up to maintain England's cultural ecology through supporting significant cultural organisations to

sustain their financial viability and resilience in the face of the COVID-19 pandemic.

Crowdfunding platform Global Giving chose World Heart Beat as Project of the Month in May 2021. Each month Global Giving selects one innovative, high-impact project out of more than 5,000 projects in 170+ countries across the globe to highlight their activities and need.

WHB worked with Publisher Harper and Collins on developing free online materials and resources in African and Indian music for early years (0-5 years) children. Musicians included Ava Joseph, Otto Gumaelius (African Mbira player), Baker Mukasa (former WHB student), Ezekiel Ajie, Wilf Cameron-Marples. Sian Kelly wrote and produced original song and story.

WHB joined the Amazon Smile scheme which allows shoppers to select the charity of their choice to receive 0.5% of the purchase price at no extra cost to themselves.

Proceeds from auctioning a Formula 1 racing tyre and an iconic artwork produced for Australian rock band King Gizzard and the Lizard Wizard's album 'KG', were donated to WHB. King Gizzard and the Lizard Wizard decided to auction the 3-D artwork and found World Heart Beat after searching for ideas of music projects to support on Global Giving. World Heart Beat was chosen because of the free music tuition and free instruments we provide to disadvantaged and socially isolated children in London.

Following a break-in at Kimber Road in which, video production equipment and instruments including award-winning musician and WHB tutor Tony Kofi's vintage saxophone were stolen, the widespread broadcast news and press coverage prompted the Premises Studios in Hackney to start a GoFundMe campaign which raised over £4,000 to fund a replacement saxophone for Tony.



## Theory of Change Model

We have published our theory of change model around which the aims and mission of the organisation are being developed and implemented.

This is being developed around 7 core beliefs:

- Every young person who comes to World Heart Beat is a musician
- Generosity is the lifeblood of World Heart Beat, we go above and beyond
- Young people should be treated as creatives and equals with immense potential
- Young people should have access to all genres of music, taught by professional musicians
- A bespoke, flexible and proactive approach best meets the needs of young people
- Young people should be inspired to achieve beyond their expectations
- Musicians' and artists' careers work differently, our programme must be built around their needs

These beliefs inform World Heart Beat's Methodology in providing:

- Musical Training
- Technical Instruction
- Industry Connections
- Bespoke Support
- Entrepreneurial Coaching
- Creativity and Joy

Enabling us to deliver social, personal and professional outcomes, which cultivate:

- Leadership – Young people learn how to lead and manage others, take responsibility, develop social skills and work collaboratively
- Community Building and Enrichment – Young people at the heart of a creative community hub which provides local residents and visitors from all backgrounds with high-quality music, outreach and social events
- Discipline and Confidence – Supporting the autonomy of young people in taking responsibility for their learning and progressive self-improvement
- Ambition – Encouraging young people to think big, raising their aspirations for what they can achieve in their lives and their futures
- A Creative Mindset – Young people learn to think independently and creatively in finding solutions to problems and challenges they encounter
- Performance Skills – Confidence building through coaching and performance opportunities that equip young people to perform with confidence and flair
- Creative Careers – Providing support and opportunity for young people to find routes into employment in a variety of music and wider creative roles



## Organisational Structure & Governance

WHB is a registered charity controlled by its governing document, deed of trust and constitution as a company limited by guarantee, as defined by the Companies Act 2006. Our organisational and reporting structure is as follows:

World Heart Beat has a growing team that will develop in line with the organisational structural table below. Our Board of Trustees oversees the organisation and provides governance. They direct the affairs of the charity, ensuring it is solvent, well-run and delivers our charitable objects. We have also established an advisory Change Board made up of external 'critical friends' from Wandsworth Council, property developers EcoWorld Ballymore and local business leaders to oversee the Embassy Gardens capital project and campaign.

Quarterly reports are prepared for the Board of Trustees by our senior management team to update on progress towards our objectives, financial position, planned activities and risk management.

## Financial Review

World Heart Beat Music Academy works alongside but is independent of the educational establishment; the funding being through Trusts, Foundations, friends, corporates and the Arts Council.

Additional income is generated in the form of low cost tuition fees and our own concerts and events.

## Financial Summary

### Income

A successful 2020-21 saw an increase in donations, mainly towards charitable activities and projects (from £309,827 to £484,567), with restricted income, including for the building project at Embassy Gardens, remaining relatively consistent.

There has been a 27.4% decrease in income for paid music tuition as we come out of Covid-19. World Heart Beat supported disadvantaged young people with intensive tuition during lockdowns and many of the group sessions were turned into individual teaching.

Much of our donations were from grants in which we are not able to collect Gift Aid. The donations that we received through Global Giving amounted to £15,124 where Gift Aid was collected on our behalf. We were fortunate to become Charity of the Month (12 global charities from a pool of over 5000 selected during the year). Gift Aid on private donations have been rolled forward to 2022-2023 tax year.

We received several corporate donations within the year, but these have all been treated as accruals and show either in the previous or following tax years' accounts.

### Expenditure

Coming out of Covid lockdown, WHB started to increase activity beyond teaching, online workshops concerts and masterclasses. This is reflected in our overall expenditure especially in Nine Elms as we start to increase our presence in advance of opening the new site in 2022.

Accounts show a decrease under WHB for the cost of fund-raising, as we record CIC-specific fund-raising under the CIC accounts and there has been a significant ramping-up of activity in this area during the year, to reach our revised Embassy Gardens target of £3.2m

Tuition costs remained stable from the previous year, as the cost of teachers and associated resources remains consistent. Support costs have increased as the number of staff have started to rise to promote the growing needs of the organisation. It is anticipated these costs will significantly rise over the next 12 months as we expand into a larger premise which will double of intake.

### Instrument/asset donation

All donations of instruments and assets are recorded carefully and efficiently as they come in, with each item being labelled with a unique reference, the value recorded, and assigned to a category.

The accounting system holds the full asset register and is used to calculate value monthly. The value of donated items sits under "Other Income" in the accounts and was just over £37k in the year.

### Fixed Assets

After a thorough review of the fixed asset position, these will be restructured for the 2021-22 year to allow more detailed analysis to take place. A decision has been made to write off the remaining value of £16,246 to align with our much-improved asset reporting mechanism.

### Reserves

World Heart Beat Reserves Policy is as follows:

The policy of the trustees is to maintain a level of reserves that will provide a stable base from which to fund the charities future activity whilst ensuring that excessive funds are not accumulated. The trustees have set a target range of general reserves of £125,000 which the trustees estimate is sufficient to meet the charities legal commitments should it be required to shut down due to a lack of available funds as well as to cover three months of future operating costs. The reserves target is reviewed and updated on an annual basis.

### Funding Goals for 2020 - 2026

#### Goal 1 – Continuous

To continue to deliver our programmes and secure renewed Arts Council England National Portfolio Organisation funding.

#### Goal 2 – Continuous

To secure funding to support bursaries for children from low-income families (50% of our students), to participate in one or more of our core programmes.

#### Goal 3 – Specific 2020-2022

To raise £3.2m to develop and complete World Heart Beat Embassy Gardens. £1.8 million has been raised to date as of 31st August 2021.

#### Goal 4 – Continuous

To develop and launch a number of initiatives to make World Heart Beat more financially robust. Building a multi-faceted social enterprise including the development of a World Heart Beat syllabus, broadcasting of live performances, short courses and publishing.

We would like to thank all those that have participated in making World Heart Beat truly a magnificent creative educational organisation. We welcome and value our partnerships and will strive to leverage and maximise where possible.

Approved by order of the board of trustees  
and signed on its behalf by:



Mrs Rachel Van Walsum – Chair of Trustees



Ms Sahara Gero, MBE – Charity Secretary

Date: 27 April 2022



## Thank You So Much

We want to thank the many people and organisations who have made gifts to support our work. Every amount received, no matter how large or small, is vital to our work and immensely appreciated. Amongst others, World Heart Beat would like to thank:

- 29th May 1961 Charitable Trust
  - Alliance Big Local SW11
  - Arts Council England
  - Backstage Trust
  - Big Issue Invest
  - Big Issue Social Enterprise Support Fund
  - Brian Murtagh Charitable Trust
  - Chapman Charitable Trust
  - Cockayne – Grants for the Arts
  - Coln Trust
  - DCMS Culture Recovery Fund
  - Domino Recording Company
  - EcoWorld Ballymore
  - Fidelity Foundation UK
  - Foyle Foundation
  - Garfield Weston Foundation
  - HEARST Corporation
  - Helen Hamlyn Trust
  - Hermes Investment
  - Idlewild Trust
  - Ironmongers' Company
  - Jack Petchey Foundation
  - John Thaw Foundation
  - Julia & Hans Rausing Trust
  - Knight Frank
  - Linbury Trust
  - London Community Foundation
  - MacTaggart Third Fund
  - Merton Giving
  - Nugee Foundation
  - PF Charitable Trust
  - Philip Marsden Family Charitable Trust
  - Rivers Foundation
  - Social Investment for Business
  - St James's Place Foundation
  - Story of Christmas
  - Thistle Trust
  - Thomas's Foundation
  - Tideaway Community Fund
  - US Embassy Cultural Programme
  - Wandsworth Arts Fund
  - Wandsworth Grant Fund
  - Wavendon Foundation
  - Worshipful Company of Builders' Merchants
  - Worshipful Company of Fanmakers
  - Worshipful Company of Insurers
  - ZEDRA
- Our private donors and all of those who wish to remain anonymous.**
- With thanks to the London Borough of Wandsworth**
- Note: funding and supporters, as at 31 August 2021.*

# Independent Examiner's Report

I report to the trustees on my examination of the financial statements of World Heart Beat Music Academy Limited ('the charity') for the year ended 31 August 2021.

## Responsibilities and basis of report

As the trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

## Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charity as required by section 386 of the 2006 Act; or

2. the financial statements do not accord with those records; or

3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act 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; or

4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

**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.**



Allan W McKelvie, F.C.A

Independent Examiner  
82 Wandsworth Bridge Road  
London  
SW6 2TF

**Date:** 27 April 2022

## World Heart Beat Music Academy Limited

Company Limited by Guarantee

# Statement of Financial Activities

(Including income and expenditure account)

## Year ended 31 August 2021

|   |       |                         | 2021                  |                  | 2020             |
|---|-------|-------------------------|-----------------------|------------------|------------------|
|   | Note  | Unrestricted funds<br>£ | Restricted funds<br>£ | Total funds<br>£ | Total funds<br>£ |
| <b>Income and endowments</b>                |       |                         |                       |                  |                  |
| Donations and legacies                      | 5     | 341,582                 | 425,187               | 766,769          | 578,616          |
| Charitable activities                       | 6     | 105,099                 | –                     | 105,099          | 139,814          |
| Investment income                           | 7     | 419                     | –                     | 419              | 1,665            |
| Other income                                | 8     | 37,467                  | –                     | 37,467           | 4                |
| <b>Total income</b>                         |       | 484,567                 | 425,187               | 909,754          | 720,099          |
| <b>Expenditure</b>                          |       |                         |                       |                  |                  |
| Expenditure on raising funds:               |       |                         |                       |                  |                  |
| Costs of raising donations and legacies     | 9     | (51,858)                | –                     | (51,858)         | (69,620)         |
| Expenditure on charitable activities        | 10,11 | (237,112)               | (488,835)             | (725,947)        | (512,056)        |
| Other expenditure                           | 14    | (16,246)                | –                     | (16,246)         | –                |
| <b>Total expenditure</b>                    |       | (305,216)               | (488,835)             | (794,051)        | (581,676)        |
| <b>Net income and net movement in funds</b> |       | 179,351                 | (63,648)              | 115,703          | 138,423          |
| <b>Reconciliation of funds</b>              |       |                         |                       |                  |                  |
| Total funds brought forward                 |       | 134,420                 | 369,316               | 503,736          | 365,313          |
| <b>Total funds carried forward</b>          |       | 313,771                 | 305,668               | 619,439          | 503,736          |

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.



## Statement of Financial Position

**31 August 2021**

|  | Note | 2021<br>£       | 2020<br>£       |
|--|------|-----------------|-----------------|
| <b>Fixed assets</b>  |      |                 |                 |
| Intangible assets  | 19   | 7,631           | 15,260          |
| Tangible fixed assets  | 20   | 56,962          | 45,969          |
| Investments  | 21   | 100             | 100             |
|  |      | <u>64,693</u>   | <u>61,329</u>   |
| <b>Current assets</b>  |      |                 |                 |
| Debtors  | 22   | 27,640          | 21,677          |
| Cash at bank and in hand                                       |      | 636,376         | 536,099         |
|  |      | <u>664,016</u>  | <u>557,776</u>  |
| <b>Creditors: amounts falling due within one year</b>          | 23   | <u>(64,630)</u> | <u>(48,195)</u> |
| <b>Net current assets</b>                                      |      | <b>599,386</b>  | <b>509,581</b>  |
| <b>Total assets less current liabilities</b>                   |      | <b>664,079</b>  | <b>570,910</b>  |
| <b>Creditors: amounts falling due after more than one year</b> | 24   | <u>(44,640)</u> | <u>(67,174)</u> |
| <b>Net assets</b>  |      | <b>619,439</b>  | <b>503,736</b>  |
| <b>Funds of the charity</b>                                    |      |                 |                 |
| Restricted funds   |      | 305,668         | 369,316         |
| Unrestricted funds   |      | 313,771         | 134,420         |
| <b>Total charity funds</b>                                     | 26   | <u>619,439</u>  | <u>503,736</u>  |

For the year ending 31 August 2021 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

## World Heart Beat Music Academy Limited

Company Limited by Guarantee

# Statement of Financial Position *(continued)*

**31 August 2021**

These financial statements were approved by the board of trustees and authorised for issue on 27 April 2022, and are signed on behalf of the board by:



**Mrs R Van Walsum**

Trustee

## Statement of Cash Flows

**Year ended 31 August 2021**

|   | 2021<br>£ | 2020<br>£ |
|---|-----------|-----------|
| <b>Cash flows from operating activities</b>           |           |           |
| Net income  | 115,703   | 138,423   |
| <i>Adjustments for:</i>                               |           |           |
| Depreciation of tangible fixed assets                 | 5,727     | 7,146     |
| Amortisation of intangible assets                     | 7,629     | 7,630     |
| Dividends, interest and rents from investments        | (419)     | (1,665)   |
| Interest payable and similar charges                  | 2,956     | 1,050     |
| Loss on disposal of tangible fixed assets             | 16,246    | –         |
| <i>Changes in:</i>                                    |           |           |
| Trade and other debtors                               | (5,963)   | (9,076)   |
| Trade and other creditors                             | 5,076     | 8,238     |
| Cash generated from operations                        | 146,955   | 151,746   |
| Interest paid   | (2,956)   | (1,050)   |
| Net cash from operating activities                    | 143,999   | 150,696   |
| <b>Cash flows from investing activities</b>           |           |           |
| Dividends, interest and rents from investments        | 419       | 1,665     |
| Purchase of tangible assets                           | (39,582)  | (1,971)   |
| Proceeds from disposal of tangible assets             | 6,616     | –         |
| Purchase of intangible assets                         | –         | (22,890)  |
| Acquisition of subsidiaries                           | –         | (51)      |
| Net cash used in investing activities                 | (32,547)  | (23,247)  |
| <b>Cash flows from financing activities</b>           |           |           |
| Net proceeds from borrowings                          | (11,175)  | 95,757    |
| Net cash (used in)/from financing activities          | (11,175)  | 95,757    |
| <b>Net increase in cash and cash equivalents</b>      | 100,277   | 223,206   |
| <b>Cash and cash equivalents at beginning of year</b> | 536,099   | 312,893   |
| <b>Cash and cash equivalents at end of year</b>       | 636,376   | 536,099   |



# Notes to the Financial Statements

## Year ended 31 August 2021

### 1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 45 Gartmoor Gardens, London, SW19 6NX.

### 2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Charities SORP (FRS 102)) and the Companies Act 2006.

### 3. Accounting policies

#### Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

#### Going concern

There are no material uncertainties about the charity's ability to continue.

#### Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

#### Income tax

The company is exempt from corporation tax on its charitable activities.

#### Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

## **Notes to the Financial Statements** *(continued)*

### **Year ended 31 August 2021**

#### **3. Accounting policies** *(continued)*

##### **Incoming resources**

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

##### **Resources expended**

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

## **Notes to the Financial Statements** *(continued)*

### **Year ended 31 August 2021**

#### **3. Accounting policies** *(continued)*

##### **Intangible assets**

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at revalued amounts, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Intangible assets acquired as part of a business combination are only recognised separately from goodwill when they arise from contractual or other legal rights, are separable, the expected future economic benefits are probable and the cost or value can be measured reliably.

##### **Amortisation**

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

|                     |   |                              |
|---------------------|---|------------------------------|
| Website development | - | 33.33% straight line on cost |
|---------------------|---|------------------------------|

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

##### **Tangible assets**

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

##### **Depreciation**

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

|                          |   |  |
|--------------------------|---|--|
| Short leasehold property | - | written off over the term of the lease |
| Musical instruments      | - | 10% reducing balance                   |
| Fixtures and fittings    | - | 20% reducing balance                   |
| Equipment                | - | 20% reducing balance                   |



## **Notes to the Financial Statements** *(continued)*

### **Year ended 31 August 2021**

#### **3. Accounting policies** *(continued)*

##### **Investments**

Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

##### **Impairment of fixed assets**

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

##### **Financial instruments**

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

##### **Defined contribution plans**

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 4. Limited by guarantee

Every member of the company undertakes to contribute such amount as may be required (not exceeding £1) to the company's assets if it should be wound up while he or she is a member for payment of the charity's debts and liabilities contracted before he or she ceases to be a member and of the costs, charges and expenses of winding up and for the adjustment of the rights of the contributories among themselves

#### 5. Donations and legacies

|                     | Unrestricted<br>Funds<br>£ | Restricted<br>Funds<br>£ | Total Funds<br>2021<br>£ |
|---------------------|----------------------------|--------------------------|--------------------------|
| <b>Donations</b>    |                            |                          |                          |
| Donations           | 38,806                     | 252,400                  | <b>291,206</b>           |
| Gift aid            | –                          | –                        | –                        |
| Corporate donations | –                          | –                        | –                        |
| <b>Grants</b>       |                            |                          |                          |
| Grants              | 302,776                    | 172,787                  | <b>475,563</b>           |
|                     | <b>341,582</b>             | <b>425,187</b>           | <b>766,769</b>           |
|                     |                            |                          |                          |
|                     | Unrestricted<br>Funds<br>£ | Restricted<br>Funds<br>£ | Total Funds<br>2020<br>£ |
| <b>Donations</b>    |                            |                          |                          |
| Donations           | 41,614                     | 194,387                  | 236,001                  |
| Gift aid            | 12,674                     | –                        | 12,674                   |
| Corporate donations | 10,500                     | –                        | 10,500                   |
| <b>Grants</b>       |                            |                          |                          |
| Grants              | 103,556                    | 215,885                  | 319,441                  |
|                     | <b>168,344</b>             | <b>410,272</b>           | <b>578,616</b>           |

#### 6. Charitable activities

|                    | Unrestricted<br>Funds<br>£ | Total Funds<br>2021<br>£ | Unrestricted<br>Funds<br>£ | Total Funds<br>2020<br>£ |
|--------------------|----------------------------|--------------------------|----------------------------|--------------------------|
| Music Tuition      | 93,487                     | <b>93,487</b>            | 128,637                    | 128,637                  |
| Music Examinations | 2,780                      | <b>2,780</b>             | 3,209                      | 3,209                    |
| Concert revenue    | 8,832                      | <b>8,832</b>             | 7,968                      | 7,968                    |
|                    | <b>105,099</b>             | <b>105,099</b>           | <b>139,814</b>             | <b>139,814</b>           |

## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 7. Investment income

|                          | Unrestricted<br>Funds | Total Funds<br>2021 | Unrestricted<br>Funds | Total Funds<br>2020 |
|--------------------------|-----------------------|---------------------|-----------------------|---------------------|
|                          | £                     | £                   | £                     | £                   |
| Deposit account interest | 419                   | 419                 | 1,665                 | 1,665               |

#### 8. Other income

|              | Unrestricted<br>Funds | Total Funds<br>2021 | Unrestricted<br>Funds | Total Funds<br>2020 |
|--------------|-----------------------|---------------------|-----------------------|---------------------|
|              | £                     | £                   | £                     | £                   |
| Other income | 37,467                | 37,467              | 4                     | 4                   |

#### 9. Costs of raising donations and legacies

|  | Unrestricted<br>Funds | Total Funds<br>2021 | Unrestricted<br>Funds | Total Funds<br>2020 |
|--|-----------------------|---------------------|-----------------------|---------------------|
|  | £                     | £                   | £                     | £                   |
| Costs of raising donations and legacies -<br>Donations | 51,858                | 51,858              | 69,620                | 69,620              |

#### 10. Expenditure on charitable activities by fund type

|                     | Unrestricted<br>Funds | Restricted<br>Funds | Total Funds<br>2021 |
|---------------------|-----------------------|---------------------|---------------------|
|                     | £                     | £                   | £                   |
| Music tuition       | 28,683                | 168,749             | 197,432             |
| Music examination   | 2,488                 | –                   | 2,488               |
| Events and concerts | 4,401                 | –                   | 4,401               |
| Grant funding       | –                     | 294,000             | 294,000             |
| Support costs       | 201,540               | 26,086              | 227,626             |
|                     | 237,112               | 488,835             | 725,947             |

|                     | Unrestricted<br>Funds | Restricted<br>Funds | Total Funds<br>2020 |
|---------------------|-----------------------|---------------------|---------------------|
|                     | £                     | £                   | £                   |
| Music tuition       | 3,477                 | 192,834             | 196,311             |
| Music examination   | –                     | 3,328               | 3,328               |
| Events and concerts | 7,905                 | –                   | 7,905               |
| Grant funding       | –                     | 122,873             | 122,873             |
| Support costs       | 165,673               | 15,966              | 181,639             |
|                     | 177,055               | 335,001             | 512,056             |



## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 11. Expenditure on charitable activities by activity type

|                     | Activities<br>undertaken<br>directly | Grant funding<br>of activities | Support costs  | Total funds<br>2021 | Total fund<br>2020 |
|---------------------|--------------------------------------|--------------------------------|----------------|---------------------|--------------------|
|                     | £                                    | £                              | £              | £                   | £                  |
| Music tuition       | 197,432                              | –                              | 178,261        | 375,693             | 337,782            |
| Music examination   | 2,488                                | –                              | 11,141         | 13,629              | 12,171             |
| Events and concerts | 4,401                                | –                              | 33,424         | 37,825              | 34,430             |
| Grant funding       | –                                    | 294,000                        | –              | 294,000             | 122,873            |
| Governance costs    | –                                    | –                              | 4,800          | 4,800               | 4,800              |
|                     | <u>204,321</u>                       | <u>294,000</u>                 | <u>227,626</u> | <u>725,947</u>      | <u>512,056</u>     |

#### 12. Analysis of support costs

|                        | Music tuition  | Music<br>examination | Events and<br>concerts | Total 2021     | Total 2020     |
|------------------------|----------------|----------------------|------------------------|----------------|----------------|
|                        | £              | £                    | £                      | £              | £              |
| Staff costs            | 105,112        | 6,569                | 19,708                 | 131,389        | 107,568        |
| Premises               | 13,003         | 813                  | 2,438                  | 16,254         | 15,197         |
| Communications and IT  | 4,703          | 294                  | 882                    | 5,879          | 4,780          |
| General office         | 12,087         | 755                  | 2,266                  | 15,108         | 16,298         |
| Finance costs          | 3,352          | 210                  | 628                    | 4,190          | 2,364          |
| Governance costs       | 3,840          | 240                  | 720                    | 4,800          | 4,800          |
| Depreciation           | 8,772          | 548                  | 1,645                  | 10,965         | 11,299         |
| Advertising            | 6,220          | 389                  | 1,167                  | 7,776          | 575            |
| Travelling             | 1,492          | 93                   | 280                    | 1,865          | 1,755          |
| Miscellaneous expenses | 13,503         | 844                  | 2,532                  | 16,879         | 11,418         |
| Repairs and renewals   | 10,017         | 626                  | 1,878                  | 12,521         | 5,585          |
|                        | <u>182,101</u> | <u>11,381</u>        | <u>34,144</u>          | <u>227,626</u> | <u>181,639</u> |

Support costs attributable to more than one activity are allocated in proportion to staff time spent on the activities. The proportions are 80% Music tuition, 5% Music examination and 15% Events & concerts.

#### 13. Analysis of grants

|                                | 2021<br>£      | 2020<br>£      |
|--------------------------------|----------------|----------------|
| <b>Grants to institutions</b>  |                |                |
| Grants to World Heart Beat CIC | 294,000        | 122,873        |
| <b>Total grants</b>            | <u>294,000</u> | <u>122,873</u> |

## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 14. Other expenditure

|   | Unrestricted<br>Funds<br>£ | Total Funds<br>2021<br>£ | Unrestricted<br>Funds<br>£ | Total Funds<br>2020<br>£ |
|---|----------------------------|--------------------------|----------------------------|--------------------------|
| Loss on disposal of tangible fixed assets | 16,246                     | 16,246                   | –                          | –                        |

#### 15. Net income

Net income is stated after charging/(crediting):

|   | 2021<br>£ | 2020<br>£ |
|---|-----------|-----------|
| Amortisation of intangible assets         | 7,629     | 7,630     |
| Depreciation of tangible fixed assets     | 5,727     | 7,146     |
| Loss on disposal of tangible fixed assets | 16,246    | –         |

#### 16. Independent examination fees

|   | 2021<br>£ | 2020<br>£ |
|---|-----------|-----------|
| Fees payable to the independent examiner for:       |           |           |
| Independent examination of the financial statements | 4,800     | 4,800     |

#### 17. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

|   | 2021<br>£ | 2020<br>£ |
|---|-----------|-----------|
| Wages and salaries                      | 199,560   | 192,924   |
| Social security costs                   | 16,091    | 16,035    |
| Employer contributions to pension plans | 4,300     | 4,033     |
|   | 219,951   | 212,992   |

The average head count of employees during the year was 6 (2020: 5). The average number of full-time equivalent employees during the year is analysed as follows:

|                            | 2021<br>No. | 2020<br>No. |
|----------------------------|-------------|-------------|
| Chief Executive            | 1           | 1           |
| Artistic Director          | 1           | 1           |
| Administration and Support | 4           | 3           |
|                            | 6           | 5           |

No employee received employee benefits of more than £60,000 during the year (2020: Nil).

## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 18. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees for the year ended 31 August 2021 (2020: nil)

No trustee expenses have been incurred for the year ended 31 August 2021 (2020: nil)

#### 19. Intangible assets

|  | Website<br>development<br>£ |
|--|-----------------------------|
| <b>Cost</b>                            |                             |
| At 1 September 2020 and 31 August 2021 | 22,890                      |
| <b>Amortisation</b>                    |                             |
| At 1 September 2020                    | 7,630                       |
| Charge for the year                    | 7,629                       |
| <b>At 31 August 2021</b>               | <b>15,259</b>               |
| <b>Carrying amount</b>                 |                             |
| At 31 August 2021                      | 7,631                       |
| At 31 August 2020                      | 15,260                      |

#### 20. Tangible fixed assets

|                          | Land and<br>buildings<br>£ | Musical<br>instruments<br>£ | Fixtures and<br>fittings<br>£ | Equipment<br>£ | Total<br>£     |
|--------------------------|----------------------------|-----------------------------|-------------------------------|----------------|----------------|
| <b>Cost</b>              |                            |                             |                               |                |                |
| At 1 September 2020      | 22,057                     | 115,376                     | 25,123                        | 18,134         | 180,690        |
| Additions                | –                          | 35,087                      | 3,653                         | 842            | 39,582         |
| Disposals                | –                          | (98,857)                    | –                             | –              | (98,857)       |
| <b>At 31 August 2021</b> | <b>22,057</b>              | <b>51,606</b>               | <b>28,776</b>                 | <b>18,976</b>  | <b>121,415</b> |
| <b>Depreciation</b>      |                            |                             |                               |                |                |
| At 1 September 2020      | 22,056                     | 84,084                      | 14,801                        | 13,780         | 134,721        |
| Charge for the year      | –                          | 2,391                       | 2,410                         | 926            | 5,727          |
| Disposals                | –                          | (75,995)                    | –                             | –              | (75,995)       |
| <b>At 31 August 2021</b> | <b>22,056</b>              | <b>10,480</b>               | <b>17,211</b>                 | <b>14,706</b>  | <b>64,453</b>  |
| <b>Carrying amount</b>   |                            |                             |                               |                |                |
| At 31 August 2021        | 1                          | 41,126                      | 11,565                        | 4,270          | 56,962         |
| At 31 August 2020        | 1                          | 31,292                      | 10,322                        | 4,354          | 45,969         |



## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 21. Investments

|  | Shares in group<br>undertakings<br>£ |
|--|--------------------------------------|
| <b>Cost or valuation</b>               |                                      |
| At 1 September 2020 and 31 August 2021 | 100                                  |
| <b>Impairment</b>                      |                                      |
| At 1 September 2020 and 31 August 2021 | –                                    |
| <b>Carrying amount</b>                 |                                      |
| At 31 August 2021                      | 100                                  |
| At 31 August 2020                      | 100                                  |

All investments shown above are held at valuation.

#### 22. Debtors

|               | 2021<br>£     | 2020<br>£     |
|---------------|---------------|---------------|
| Trade debtors | 25,515        | 21,677        |
| Other debtors | 2,125         | –             |
|               | <b>27,640</b> | <b>21,677</b> |

#### 23. Creditors: amounts falling due within one year

|                                 | 2021<br>£     | 2020<br>£     |
|---------------------------------|---------------|---------------|
| Bank loans and overdrafts       | 39,942        | 28,583        |
| Trade creditors                 | 12,039        | 12,445        |
| Accruals and deferred income    | 4,325         | 2,520         |
| Social security and other taxes | 6,572         | 3,820         |
| Other creditors                 | 1,752         | 827           |
|                                 | <b>64,630</b> | <b>48,195</b> |

#### 24. Creditors: amounts falling due after more than one year

|            | 2021<br>£ | 2020<br>£ |
|------------|-----------|-----------|
| Bank loans | 44,640    | 67,174    |

## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 25. Pensions and other post retirement benefits

##### Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £4,300 (2020: £4,033).

#### 26. Analysis of charitable funds

##### Unrestricted funds

|               | At<br>1 September<br>2020<br>£ | Income<br>£ | Expenditure<br>£ | At<br>31 August<br>2021<br>£ |
|---------------|--------------------------------|-------------|------------------|------------------------------|
| General funds | 134,420                        | 484,567     | (305,216)        | 313,771                      |
|               |                                |             |                  |                              |
|               | At<br>1 September<br>2019<br>£ | Income<br>£ | Expenditure<br>£ | At<br>31 August<br>2020<br>£ |
| General funds | 71,268                         | 309,827     | (246,675)        | 134,420                      |

## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 26. Analysis of charitable funds *(continued)*

##### Restricted funds

|                                       | At<br>1 September<br>2020<br>£ | Income<br>£    | Expenditure<br>£ | At<br>31 August<br>2021<br>£ |
|---------------------------------------|--------------------------------|----------------|------------------|------------------------------|
| Capital Donations                     | 316,514                        | 252,400        | (294,000)        | <b>274,914</b>               |
| Arts Council                          | 4,132                          | 86,564         | (79,312)         | <b>11,384</b>                |
| Awards for Young Musicians            | –                              | 400            | (400)            | –                            |
| Brian Murtagh Charitable Trust        | 4,167                          | –              | (4,167)          | –                            |
| Chapman Charitable Trust              | 583                            | –              | (583)            | –                            |
| City Bridge Trust                     | 10,000                         | –              | (10,000)         | –                            |
| Idlewild Trust                        | –                              | 5,000          | (5,000)          | –                            |
| Ironmongers' Trust                    | –                              | 6,000          | (6,000)          | –                            |
| Jack Petchey Foundation               | 9,600                          | 24,072         | (27,391)         | <b>6,281</b>                 |
| John Thaw Foundation                  | –                              | 2,000          | (2,000)          | –                            |
| Musicians' Company - Guildhall School | 375                            | –              | (375)            | –                            |
| Royal Borough of Greenwich            | –                              | 2,500          | (2,500)          | –                            |
| St James's Place Foundation           | 3,200                          | –              | (3,200)          | –                            |
| The London Community Foundation       | 9,662                          | –              | (9,662)          | –                            |
| The Nugee Foundation                  | 350                            | –              | (350)            | –                            |
| Thistle Trust                         | –                              | 2,130          | (2,130)          | –                            |
| US Embassy                            | –                              | 8,800          | (4,616)          | <b>4,184</b>                 |
| Wandsworth Borough Council            | –                              | 10,000         | (10,000)         | –                            |
| Wandsworth Community Grant            | 2,000                          | –              | (2,000)          | –                            |
| Wandsworth Grant Fund                 | –                              | 4,916          | (4,916)          | –                            |
| Wavendon Foundation                   | 833                            | –              | (833)            | –                            |
| Worshipful Company of Fan Makers      | –                              | 3,000          | (3,000)          | –                            |
| Zedra                                 | 7,900                          | 17,405         | (16,400)         | <b>8,905</b>                 |
|                                       | <b>369,316</b>                 | <b>425,187</b> | <b>(488,835)</b> | <b>305,668</b>               |

## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 26. Analysis of charitable funds *(continued)*

##### Restricted funds

|  | At<br>1 September<br>2019<br>£ | Income<br>£ | Expenditure<br>£ | At<br>31 August<br>2020<br>£ |
|--|--------------------------------|-------------|------------------|------------------------------|
| Capital Donations                        | 241,000                        | 194,387     | (118,873)        | 316,514                      |
| Arts Council                             | 1,788                          | 86,564      | (84,220)         | 4,132                        |
| BLSW11 Alliance Covid Support            | –                              | 2,675       | (2,675)          | –                            |
| Brian Murtagh Charitable Trust           | –                              | 25,000      | (20,833)         | 4,167                        |
| Chapman Charitable Trust                 | –                              | 1,000       | (417)            | 583                          |
| City Bridge Trust                        | –                              | 20,136      | (10,136)         | 10,000                       |
| Jack Petchey Foundation                  | –                              | 15,520      | (5,920)          | 9,600                        |
| Merton Voluntary Service Council         | –                              | 2,550       | (2,550)          | –                            |
| Musicians' Company - Guildhall School    | –                              | 750         | (375)            | 375                          |
| Mercers Company                          | 33,272                         | –           | (33,272)         | –                            |
| Samuel Gardner Memorial Trust            | –                              | 1,000       | (1,000)          | –                            |
| Sir Walter St John's Educational Charity | –                              | 4,780       | (4,780)          | –                            |
| St James's Place Foundation              | –                              | 9,600       | (6,400)          | 3,200                        |
| Taylor Family Foundation                 | 3,200                          | –           | (3,200)          | –                            |
| The Coln Trust                           | 1,500                          | 3,000       | (4,500)          | –                            |
| The D'Oyly Carte Charitable Trust        | –                              | 3,360       | (3,360)          | –                            |
| The Grocers Charity                      | 3,750                          | –           | (3,750)          | –                            |
| The Nugee Foundation                     | –                              | 2,100       | (1,750)          | 350                          |
| Thomas School Foundation                 | 1,035                          | 3,938       | (4,973)          | –                            |
| The London Community Foundation          | –                              | 9,662       | –                | 9,662                        |
| Wandsworth Community Grant               | 4,500                          | 4,000       | (6,500)          | 2,000                        |
| Wavendon Foundation                      | –                              | 2,500       | (1,667)          | 833                          |
| Worshipful Company of Builders           | –                              | 500         | (500)            | –                            |
| Worshipful Company of Insurers           | 4,000                          | –           | (4,000)          | –                            |
| Zedra                                    | –                              | 17,250      | (9,350)          | 7,900                        |
|  | 294,045                        | 410,272     | (335,001)        | 369,316                      |



## Notes to the Financial Statements *(continued)*

### Year ended 31 August 2021

#### 27. Analysis of net assets between funds

|                               | Unrestricted<br>Funds<br>£ | Restricted<br>Funds<br>£ | Total Funds<br>2021<br>£ |
|-------------------------------|----------------------------|--------------------------|--------------------------|
| Intangible assets             | 7,631                      | –                        | 7,631                    |
| Tangible fixed assets         | 56,962                     | –                        | 56,962                   |
| Investments                   | 100                        | –                        | 100                      |
| Current assets                | 273,766                    | 390,250                  | 664,016                  |
| Creditors less than 1 year    | (24,688)                   | (39,942)                 | (64,630)                 |
| Creditors greater than 1 year | –                          | (44,640)                 | (44,640)                 |
| <b>Net assets</b>             | <b>313,771</b>             | <b>305,668</b>           | <b>619,439</b>           |

|                               | Unrestricted<br>Funds<br>£ | Restricted<br>Funds<br>£ | Total Funds<br>2020<br>£ |
|-------------------------------|----------------------------|--------------------------|--------------------------|
| Intangible assets             | 15,260                     | –                        | 15,260                   |
| Tangible fixed assets         | 45,969                     | –                        | 45,969                   |
| Investments                   | 100                        | –                        | 100                      |
| Current assets                | 92,703                     | 465,073                  | 557,776                  |
| Creditors less than 1 year    | (19,612)                   | (28,583)                 | (48,195)                 |
| Creditors greater than 1 year | –                          | (67,174)                 | (67,174)                 |
| <b>Net assets</b>             | <b>134,420</b>             | <b>369,316</b>           | <b>503,736</b>           |

#### 28. Analysis of changes in net debt

|                          | At<br>1 Sep 2020<br>£ | Cash flows<br>£ | At 31 Aug 2021<br>£ |
|--------------------------|-----------------------|-----------------|---------------------|
| Cash at bank and in hand | 536,099               | 100,277         | 636,376             |
| Debt due within one year | (28,583)              | (11,359)        | (39,942)            |
| Debt due after one year  | (67,174)              | 22,534          | (44,640)            |
|                          | <b>440,342</b>        | <b>111,452</b>  | <b>551,794</b>      |

#### 29. Related parties

During the year the Charity paid Grants of £294,000 to its wholly owned subsidiary World Heart Beat CIC. The Grant has been made to fund the new World Heart Beat building where World Heart Beat CIC has an asset lock on the new facility and also to fund the initial set up and running costs of the World Heart Beat CIC. The World Heart Beat CIC is the social enterprise for World Heart Beat Music Academy Ltd with the purpose of ensuring future sustainability to the charity.