



World Heart Beat Music Academy | Charter

Our vision

World Heart Beat Music Academy envisions a global environment where music – as a universal form of communication – bridges cultural, political, social, economic and linguistic barriers.

In pursuit of our dream, we will extend 'the art of the possible' to thousands of young people from all backgrounds through the medium of music. "We are truly unlimited if only we dare to try." *Sri Chinmoy*.

We will celebrate every young person's potential for lifelong achievement in the field of music and beyond. We will create a realm of opportunities for children and young people who would not normally have the chance to learn and play music, inspiring those with passion but not the means.

We will connect young people to the power of music, providing a foundation for rewarding and successful careers in all forms of the music and creative industries, not just playing an instrument.

We believe that, through this vision, World Heart Beat will contribute enormously to:

- 1) The transformational impact on society and on individuals through music.
- 2) Music's capacity to act as a socio-economic force.
- 3) Fulfilling opportunities in the huge variety of jobs offered in the music industry.

Our core values

Our core values drive the vision and ensure that community and individual outcomes are at the forefront of the work that takes place. The values embody an approach that runs through every aspect of the Academy. These are:

- > An enduring passion to release talent and transform young lives through music.
- > Unique devotion of our world class musicians to passing on their art to young students.
- > A non-exclusive, non-elitist admission philosophy with no financial barriers.
- > Freshness, youthfulness and innovation in a joyful and vibrant teaching environment.
- > Dedication to providing opportunities for lifelong fulfilment of musical aspirations.
- > A warm embrace of people, cultures and world music that transcends borders.
- > A powerful commitment to musical excellence and diversity.

What makes us special?

Founded in 2012, World Heart Beat provides excellence in music teaching and learning. We serve a broad age range of students, from infants through to 24 years and over. We are non-exclusive and non-elitist. We provide music education for young people from all social backgrounds, especially from socio-economically disadvantaged families.

Increasingly low volumes of music tuition in primary and secondary schools, combined with their narrow music curriculum, mean that families and children are seeking other places to develop their musical talents outside school hours.

In this market environment, World Heart Beat's accessibility, our strong reputation for excellence and our multi-genre range of programmes are attracting an ever-greater number of students. During the 2015-16 academic year, we delivered approximately 11,000 tuition hours to some three hundred students across 18 different programmes.



As a social enterprise with the community at our heart, we give equal opportunity to young people to learn – through music – skills with which they can address the challenges that they face throughout their lives. These social and personal skills include leadership, communication and team-work – attributes that engender confidence and empowerment.

World Heart Beat removes financial barriers that are associated with music tuition by offering bursaries and low fees, and by loaning instruments, the cost of which is an obstacle for many parents.

Some children come to World Heart Beat branded as academic failures, only to discover that they can excel in music. This discovery gives them self-discipline, a focus to succeed and the drive to achieve. The transformation is tangible and long lasting.

World Heart Beat is a place where students feel a sense of belonging no matter what their background or present situation in life.

Our emphasis is on long-term sustainability. We plan to be firmly established in the United Kingdom for future generations.

Our philosophy is simple – in a caring environment, we provide excellence and expect excellence.

World Heart Beat's goals to support student attainment

In order to support high levels of attainment and social and personal development, World Heart Beat must focus on a set of clear structural objectives. Our core medium-term objective is to increase the number of students we teach from three hundred in 2015/16 to five hundred in 2020/21 and simultaneously further raise the quality of our entrants. In order to do this we must:



This entails:

1. Diversification of our product offering by launching new projects that relate organically to our core profile and that generate surpluses to help fund our charitable activities. We will use this diversification to reduce business risk.
2. Enhancing our reputation as a unique social enterprise teaching music and performance skills, and providing apprentice programmes for the creative industries.
3. Growth in market share through the delivery of unique music education.
4. Expansion of the student numbers and revenue by:
 - a. Maximising capacity on existing programmes
 - b. Introducing new music teaching and learning programmes, in new genres and at new levels, such as foundation courses, diplomas and degrees.

How the outcomes are measured

As we have shown, World Heart Beat is focused on driving clear outcomes for our students and providing the highest standard of community cohesion. These can be summarised as:

Human outcomes:

- > Learning new skills
- > Developing into rounded, holistic and open-minded individuals
- > Increasing confidence in working with others and taking a leadership role
- > Becoming more self-aware
- > Developing awareness and skills to enhance opportunity in employment
- > Developing a passion for life-long learning and a disciplined approach to achieving success
- > Focusing on positive life experiences
- > Learning mentoring and teaching skills
- > Learning to be proactive and to use initiative

Community outcomes:

- > Community cohesion, involvement in community initiatives, happier citizens
- > Enhanced aspirations
- > Greater parental and family participation

These are some of our programmes:

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| 51st State Band – an American-style concert band | Early Years Music |
| Accordion | Flute and Clarinet |
| Arts Awards | French Horn |
| Asian Music | Gospel Choir |
| Bass Guitar | Guitar |
| Celtic Fiddle | Jazz Improvisation Choir |
| Composition | Jazz School |
| Drums | Mentoring |

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Mission critical goal

Above all, through a major capital raising campaign, we plan to acquire a new home for World Heart Beat, accommodating our expansion in custom-designed bespoke premises. All aspects of our development are demonstrating that our goals are achievable. **The financing and construction of a new home is critical in doing so.**

Financing our journey

Tuition fees only cover 20% of our income. As an independent company with charitable status, World Heart Beat relies on sponsorship, grants and donations for both capitalisation and revenue.

Top-level investment – For the acquisition of a significantly larger building which includes a performance space. This will enable us to teach many more young people.

Mid-level investment – Our core activities demand substantial annual revenues to sustain our programmes and to allow us to diversify our music portfolio.

Lower-level investment – Supports specific projects such as concerts, and bursaries for individual students.



Our route to funding

Grants from funding bodies such as the Arts Council and Wandsworth Council enable us to sustain certain programmes and part of our fundraising is targeted at major grant-giving bodies.

Our top funding priority is to attract sponsorship from companies and corporations. Those whose stated values align with those of World Heart Beat are able to fulfil their philanthropic goals for engagement directly in the community.

Providing reciprocal benefits for our corporate funders is core to our philosophy of partnership. This includes our top students performing at their events. Companies have found that their collaboration with us has fed in to their fabric, motivating their people at all levels.

Here are some examples of funding needs and the matching scale of sponsorship:

- > £195,000 covers five core programmes for three years and contributes significantly to our capacity building
- > £65,000 covers five core programmes for one year
- > £20,000 provides a bursary to ten young musicians for one year
- > £14,600 enables 40 children to learn both classical and Celtic violin
- > £12,500 supports one of our core programmes for one year
- > £6,000 enables songwriting classes with a recording artist for one year
- > £2,000 is a bursary for one child to learn an instrument for one year

Transforming 1,500 young lives through music by 2032

By its twentieth anniversary in 2032, World Heart Beat aims to have brought musical fulfilment into the lives of 1,500 or more young people who will have spent seven to twelve years studying with us. Most of these will have experienced a vital transformation through music, whether major – being rescued from a life of serious social disadvantage – or minor – realising new life skills that have shaped their careers and added value to their own existence and that of those around them.

World Heart Beat Music Academy will combine its core community-inspired values with its sound business acumen to build an important social enterprise that surpasses the norms of music education and makes a huge contribution to our society.



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