



Annual Report 2019

World Heart Beat Music Academy Limited · Company Limited by Guarantee Annual Report & Financial Statements – 31 August 2019

Charity number: 1139579 · Company number: 06984769



Annual Report

Chairman's Statement	1
CEO's Statement	2
Trustees Annual Report	5
ndependent Examiner's Report	23
Statement of Financial Activities	24
Statement of Financial Position	25
Statement of Cash Flows	26
Notes to the Financial Statements	27

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 2019. 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)

COMPANY REGISTRATION NUMBER: 06984769 CHARITY REGISTRATION NUMBER: 1139579

McKELVIE & CO LLP

Chartered accountant 82 Wandsworth Bridge Road London SW6 2TF UK

Chairman's Statement



I consider music to be the most important school subject. Celebrated author and educationalist Philip Pullman, a former English teacher, says it most eloquently:

"Too much of what passes for education splits children in two and throws away half. Children are turned into little exam-takers far too early; to think of infants being sent home with homework to do is to contemplate a sort of wilful maiming.

The half that's thrown away is the body, and all the ways it can move and feel and be intelligent and cause delight. And of all the things the body can do, the richest, the most interesting, the most emotionally and intellectually fulfilling thing is music. Every child needs to encounter music as early as possible, and I don't mean just listen and then answer questions: I mean make, with voice, with clapping hands and stamping feet, with instruments of every kind.

First of all, I'd make sure that every school had a talented and qualified teacher of singing. Children will sing very willingly if they can see and hear that it's fun. Then I'd require every school to provide instrumental teaching for every child. The recorder used to be the first instrument children were given, but I'm glad to see the ukulele being used a lot nowadays. You can play it and sing at the same time, and it's a great gateway to other instruments.

And finally, once I'd got all the schools making music, I'd do something about the wretched conditions many fine professional musicians have to work in: exiguous rehearsal time, povertylevel pay, a culture that regards music as a free good and sees no need to pay composers or performers properly for their skill and their work. Children need to see that the music they begin to learn in school has a real cultural and social purpose and is properly valued by the nation." With these words ringing in our ears, at a time when music education continues to be jeopardised, World Heartbeat Music Academy's mission and purpose shows itself to be ever more crucial and relevant:

It believes in the power of music to transform lives; World Heart Beat Music Academy creates educational experiences where young people are inspired to achieve excellence in a vast array of musical forms.

It is a specialist environment for young people in London, brings and teaches music from all over the world and provides disadvantaged youth with instruments and tuition.

It envisions a world where music, as a universal form of communication, bridges cultural, political, economic and linguistic barriers.

It aims to bring the world's many cultures together through music, providing an environment where all people can experience harmony with their fellow citizens and be empowered to create a feeling of identity and oneness with humanity at large.

It is with huge excitement and anticipation that we now journey towards the Academy's second venue at Embassy Gardens, Vauxhall. By creating this new cultural anchor, which partner's our Southfields venue, we will be ensuring that even more children will experience the rich and long lasting cultural and social purpose that Philip Pullman so wisely deems is necessary.

Rachel Van Walsum

Kahenawar

Chair of Trustees

Chief Executive Officer's Statement – building on growth



This year has seen World Heart Beat Music Academy's 'big dreams and big goals' come to fruition. The commitment from our exceptional music staff continue to impress, providing over 4,877 student hours of free music tuition to disadvantaged children and preparing our young people to be able to perform in over 25 public performances. We have had the privilege of watching first-hand, over the last 19 years, how young lives have been transformed through learning music.

It is this experience that drives us all at World Heart Beat. We develop and nurture children and young people throughout their musical journey, teaching and encouraging them to progress beyond pre-set limitations. Our ethos is crystallised by the belief that achievement is boundless if one dares to try.

This year we have expanded our staff to cater for the greater demand; to further our reach, deepen our relationships with existing partners and make new ones.

I am delighted to welcome Sal Goldsmith as Head of Philanthropy and Partnerships and a senior member of our team. Sal has been instrumental in strategically developing our revenue to match the growing needs of the organisation as we expand our work.

As a result, in March 2019 we employed a specialist outreach member of staff which has meant that World Heart Beat is able to extend our work to include five key boroughs, developing numerous new partners and taking our music into a number of estates, some of which represent the lowest 10% deprived area in the country with 22% leaving school with no qualifications.

Children come to World Heart Beat having struggled academically, 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, and we work with young people over the long term to make life-long impact, with many students coming to us for 7 years or more.

Our capital campaign is progressing well with the façade having been fitted and the mezzanine structure awaiting arrival. It is an extremely exciting phase in the ecology of World Heart Beat, being able to develop a grassroots venue with superb recording, broadcasting facilities, a digital suite and an enlarged education facility. This new centre will continue to offer disadvantaged young people the opportunity to learn music and develop skills necessary to take them into employment. It will link up our present activities and enable World Heart Beat to introduce new disciplines that align with the wider creative industry. At the same time the Embassy Gardens development will deepen our engagement with our community, enlarge our reach across the whole of London and enable us to continue to develop.

We have managed to build a community of young people who are motivated at the very core, and want to give back to society. I have no doubt that these aspirations will continue throughout their lives, as they become positive citizens of the world. One such programme that has left its mark on our students was the Cascade Programme, designed and blueprinted at World Heart Beat, supported by the Arts Council in 2014 that has far outlived its original funding period. A teaching methodology that enabled senior students to acquire knowledge through professional musicians and pass this newly acquired knowledge to younger students. Mentoring and leadership skills and giving back is widely evident throughout the World Heart Beat community.

Cascade has now been superseded by Musical Leaders and Musical Communities, an even more focused approach to the development of young people as musicians.

I also need to thank our supporters, who have been so significant in helping World Heart Beat become one of the most prominent music charities in the country. It has enabled World Heart Beat to develop the young people from the ground up, become non-selective, and take risks to deliver richly diverse musical education programmes to children from a vast array of backgrounds. We teach gypsy to Celtic, from classical to New Orleans and from tabla to jazz to name a few. Almost 70% of our students come from low-income families and only pay what they can afford. A large number of our students come from challenging circumstances to find sanctuary and opportunity at World Heart Beat, attending entirely cost free.

The continued bombardment of cuts in the arts and cultural programmes in state schools would otherwise deprive these young people of being able to access music education. The consequences of these cuts are being seen across the nation, impacting on individual creativity, confidence, academic performance and well-being as well as community cohesion. You will see as you continue to read our annual report just how much engagement World Heart Beat does throughout the year, the opportunities that we have created for our young people, the kind support that has been given, the uniqueness in our approach and the tangible results.

We know that the World Heart Beat's approach is fresh, modern and life-changing for the children and young people who already study with us, and we invite our supporters to visit us so you can see for yourselves just how palpable the results are.

We announced last year that we have launched our Capital Campaign to further be able to support the musicians of the future. Every time we enjoy a concert, we must always remember that the orchestra or band have only achieved this by opportunities provided throughout their childhood and that this journey has most likely taken many years. World Heart Beat is very much one of the organisations that are continually developing the musicians of the future. None of this would be possible without the generous support of trusts and foundations, liveries, public funders, businesses and individuals. By supporting World Heart Beat you are investing in young people's futures. We do what we say. We have big goals and endeavour each year to not only achieve them, but to surpass them too. We hope that you will join us on this journey and change young lives.

Thank you

My deepest gratitude and best wishes,

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 P Highland (Retired 26 June 2019) Mr N Bush Mr Z M Quinn (Appointed 24 September 2019) Ms J A Sutcliffe (Appointed 24 September 2019)

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 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 for all. We want to 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; and to encourage parents/schools/communities/policy makers to recognise the transformative power generated by high quality music education, engagement and performance.

Wandsworth contains pockets of extreme deprivation causing social polarisation. Children and young people aged under 20 make up almost 21% of the population in the borough; 18.6% of children under 16 live in extreme poverty and 73.8% are from a minority ethnic group – much higher than the national average (Wandsworth's Child Health Report 2016).

We know from personal experience that young people from low-income/disadvantaged backgrounds are less likely to take up music, enter higher or further education, and therefore find gainful employment when they are older. Outside of formal education, the cost of music tuition and instruments are prohibitive and not a priority for parents from low-income families, who struggle to meet their basic household needs and are unaware of the benefits music education can bring.

It is now widely recognised that participation in music can have a positive impact on well-being, mental health & confidence and help young people to raise their aspirations and maximise their potential.

Deprivation

- The percentage of children under 16 living in households in deprivation in the Nine Elms estates and those neighbouring it, is as high as 34%
- A third of the population in areas such as the Winstanley Estate (Wandsworth) are economically inactive
- 7% of homes in the Savona and Carey Gardens Estate have no central heating – more than 3 times the national average
- Looking at the Nine Elms estates and the neighbouring Winstanley and York Road estate, all of these areas fall in the lowest third of deprived communities nationally, sitting in Decile 2 or 3 of the Index of Multiple Deprivation (IDM). The index, which measures a number of key deprivation factors, divides the population of England into 10 segments with decile 1 being most deprived and decile 10 being the least
- The Income Deprivation Affecting Children Index (IDACI) reveals poverty amongst children and young people, for example, the Winstanley and York Road estate falls into Decile 1, the lowest 10% in terms of deprivation in the country

Attainment

• The % of young people leaving education without qualifications from the Nine Elms Estates and the estates surrounding the area, is as high as 22% compared to 12% nationally

Ethnicity

• For many residents of the Nine Elms estates and those surrounding the area, English is not a first language. For example, on the Doddington and Rollo estate 30% of people do not cite English as their main language



Annual Report

World Heart Beat Music Academy Ltd was incorporated as a non-profit company in August 2009 and commenced teaching on private premises. In April 2012, it welcomed its first students to an imaginatively refurbished 1,200 square feet of rented space on a firstfloor warehouse in Wandsworth. From an initial 70 students in 2010, no less than 350 young students have attended regularly during the 2018-2019 academic year.

Completing our next development goal is imperative to the long-term ecology of World Heart Beat. It will provide a platform for future sustainability, one of our strong long-term focuses, as this will enable continued growth and maximise our long-term impact.

Our revenue has grown from \pounds 7,130 (first year of incorporation) to \pounds 578,352 in the 2018-2019 financial year alongside 18 programmes that we now offer. We are excited to be moving into our second premises at Embassy Gardens Nine Elms, in the next 12 months, which will give us the golden opportunity to increase our intake of students, our community and social impact and the ability to offer career pathways to older pupils. Our focus will be on doubling our student intake, still maintaining our core mission of providing in the region of 50% free tuition to disadvantage children and young people.

Our new premises will enable World Heart Beat to deliver over 150 concerts per annum and provide a platform for students to learn front of house, marketing, event management, lighting, recording, performance and production. Furthermore, our reach will significantly expand to serving and providing interactive opportunities to over 40,000 people per annum, through our enriched concert and event programme and our community outreach work.

Our strategy on successful execution of our Business plan will enable World Heart Beat to: employ a team of 9 full time staff; over 41 musicians on a regular basis; engage a number of volunteers to support key areas of our operation; provide 6 internships; and continue to offer 10 work experience places for young people per annum. Our long-term aim is to offer meaningful apprenticeship training for the creative industry.

A local enterprise with global reach

World Heart Beat's activities will be expanded across two locations in Wandsworth. World Heart Beat at Kimber Road and World Heart Beat at Embassy Gardens which will have the ability to offer greater depth to our already rich programmes. World Heart Beat in Kimber Road is widely used as an educational facility. Our Embassy Gardens facility will be able to offer a far greater degree of performances, superb recording capabilities, talent and career development opportunities as well as broadcasting and education. The construction of our new building at Embassy Gardens will enable us to develop our global reach through online streaming and our online music syllabus which is presently being developed and should place World Heart Beat rightfully on the map as a centre of musical excellence.

Progress to date

The building of Embassy Gardens has already



got underway with the façade installed and the mezzanine and stairs due in November 2019. We anticipate being able to show our detailed designs towards the end of the calendar year. Work on the internal structures is due to start on the 1st February 2020 with completion in the third quarter of 2020.

Background of Music in the UK

Children from low-income families are more likely to feel a failure according to a report from the Children's Society in 2016. 1 in every 6 will fall behind in communications 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 future chances and wellbeing of living a happy life. The decline has been outstanding over the last six years.

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. In 2012/2013, for children in year 9 (14 year olds), music was compulsory for all students in 84% of the 504 schools surveyed. This has fallen to 47.5% within five short years. This is further compounded by the lack of music teachers specialising in the subject providing quality tuition. In 88% of the 504 schools surveyed, there were only 2 Full Time Equivalent (FTE) teachers or less providing vital musical education. Children in state schools suffered the most. 18% of schools did not offer GCSE Music, and this is predicted to fall a further 5.7% over the course of the year. Yet again, elitism plagues the entry point of permitting young people to study music. 22% of schools have specific entry criteria for taking music GCSE. The devastating music decline that is presently being experienced was also mirrored at A-level, where music learning fell by 15.4% and is forecasted to fall a further 15% in 2019-2020. A-level music technology fell also by 31.7% between 2016-2018. In comparison, World Heart Beat is proud to have 41 part-time specialist music teachers delivering the rich and diverse music programme, providing over 10,000 student hours, which is set to double over the next four years.

The world creative industry is significant. It accounts for 10% of all the jobs across the UK and employs over 3.2m people. It has been reported that 87% of the creative jobs are at low risk of automation. There are over 289,000 businesses in the creative industry and the sector now brings in over £105 billion GDP, twice the speed of the economy (Department of Culture, Media and Sport & Creative Industries Federation) and an 8% increase of GDP from 2016, if it continues by 2030, will have provided 1 million career opportunities in just 15 years (nesta.org.uk). In Wandsworth alone, there are estimated to be 2,774 creative companies. We aim to deliver industry related experience providing young people with a solid platform for the future.



Objectives and Aims

World Heart Beat Music Academy aims to establish a world class, sustainable 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 within a structured programme, alongside other young people and 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.

It is 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.

Our main focus as an organisation is to:

• Widen participation in music education for children and young people from socio-

economic disadvantaged backgrounds and challenging circumstances

- Provide a world-class music-led education and performance centre that promotes a global music programme, extends our reach to audiences and promotes social cohesion
- Support gifted and under-represented artists and generate more opportunities for them to perform and showcase their talents
- Upscale our operation to diversify our income generation and ensure our long term resilience.

Objective 1

Embassy Gardens (funding for our new venue)

World Heart Beat will build a world class musicled performance and education facility to fulfil our aim of becoming the Shangri-La of global music, embracing the very best and most exciting music and musicians from all corners of the world.

We were selected from a competitive field of applicants to become the Cultural Anchor of 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 homes and millions of visitors to the area. During the year, March 2018, we launched our Capital campaign to fully fit out, acoustically treat and soundproof the new premises. This has been a key focus during 2018-2020. We will take up the occupancy during the Q3 2020. We have already secured £850,000 of the £2m required as of 31st August 2019 and we will be looking for those foundations, philanthropist and individuals who want to support an exciting well-proven charity that successfully delivers on their promises and unlocks young people's potential whilst fulfilling their personal mission to create a better and happier society.

Nine Elms is split into two distinct areas. It houses some of the lowest and most deprived in the UK. Utilising the MOSAIC segments it is a polarised community with 39% who are municipally challenged, (those classified as people who face an array of obstacles including limited employment options and low household income). To compare with the national average of 6% demonstrates the need to connect and create

World Heart Beat | Trustees Annual Report

a platform for social cohesion. Lambeth and Southwark (next door and easily commutable) both have high municipally challenged communities at a combined average of 36.5%.

Wandsworth is one of Inner London's largest boroughs and it suffers from extreme social polarisation; with pockets of severe deprivation. A number of estates are considered to be in the 1% most deprived in the country (Income Deprivation Affecting Children Index). We remove barriers by providing bursaries and free instruments, and work closely with partners to engage those most in need.

Embassy Gardens will enable World Heart Beat 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
- Increase our outreach programmes and provide a facility to enhance social and community cohesion
- Further opportunities for our students to participate in more performances
- Diversify our product offering by launching new projects that are related to our core profile and that can generate surpluses to help fund our charitable activities
- Incorporate a café as part of the public space
- Introduce and create of the World Heart Beat music syllabus
- Opportunities to promote live recordings and streaming

World Heart Beat at Embassy Gardens will be:

- A vibrant grassroots venue
- Social space: we are currently in discussion with an independent coffee chain on how this might be managed as a small cafe and to provide refreshments for evening performances
- High tech recording studio
- Media/journalist studio
- Music production/composition studio
- Film screenings

The plan for Embassy Gardens includes a live room, acoustically treated that can cater for an orchestral recording, connectivity to be able to record from any teaching room and a control room that can handle a vast range of professional recordings and acoustic frequencies. The ability to make high quality recordings and replicate acoustic halls from around the world in addition to being able to broadcast the events live, will be a significant factor in attracting high-calibre artists to the venue and for us to engage them in Masterclasses for World Heart Beat students. We will continue to take advantage of visiting musicians to put on related courses as and when the opportunity arises (For example, a recent visit by Viola Caipira Maestro, Almir Pessoa followed on with the first UK's course in the Brazilian Viola Caipira, a 10 string guitar). A digital room will also be available for writing music, journalism courses, script writing, film and TV music and songwriting.

World Heart Beat will be available throughout the day, seven days a week.



Music education

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

- 51st State Band (American-style concert band)
- Asian School
- Celtic fiddle
- Gig training



- Gypsy violin
- Jazz School
- Jazz Improvising vocal choir
- New Orleans band
- Vocal School
- World Heart Beat Music Bambinos (using aural traditions such as Asian, Celtic, folk and jazz to create an inclusive early years music curriculum)

In addition, World Heart Beat offers individual/ group tuition for the following:

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

There are also an increasing number of courses available to cover wider aspects of music making, including music industry and

presentation techniques

- Music management
- Music production and engineering
- Radio production
- Radio presentation
- Vlogging
- Event management and stage technique
- Journalism
- Scriptwriting
- Film score development

Objective 2

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

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). We enable young people to learn music from different cultures and genres including Asian, Celtic, Classical, Eastern European, Gospel, Gypsy, Jazz and Reggae and explore how these different genres can be brought together. Our music programmes map the cultural diversity of Londoners, leading to greater social cohesion and mutual respect for different traditions and cultural practices.

These include:

- Offering a non-elitist admissions philosophy with no financial barriers, catering for students from diverse backgrounds
- Releasing talent and transforming young lives, 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. We have radio and recording facilities where young people can receive expert training and gain invaluable experience in radio production, sound engineering, composition, band leadership and promotion.
- Nurturing and showcasing musical talent by engaging participants who are at the very beginning of their music practice; cultivate and develop the skills and aspirations of intermediate, and advance students who are on the cusp of entering a professional musical career by providing objective 3

Objective 3

To continue to develop our music leaders and music communities programme:

Music Leaders has engaged 50 advanced students selected from all our music programmes and supports them to become the Music Leaders of the future. Through a programme of masterclasses, one-to-one mentoring, networking, professional development and work experience opportunities, participants hone their musical abilities, gain leadership qualities and receive support tailored towards their individual goals and aspirations.

We are piloting the programme for one year and are gathering outcomes and evidence to make the case for WHB courses to be formally accredited by Ofqual. We will aim to launch the 'Music Leaders Apprenticeship programme' in 2021-22. Students completing the programme will be in a good position to pursue a viable career in the music and creative sectors. Participants in Music Leaders will be selected from a range of cultural backgrounds, and priority will be given to students from disadvantaged and low-income backgrounds.

Music communities provide students with a practical and in-depth introduction to music and the confidence to explore a range of 'folk' instruments whilst learning music orally. The programme will deliver a series of 'outreach' events where participants and their families will be invited to contribute songs, folk-tales and stories from their own traditions.

Objective 4

To utilise talent and demonstrate genuine ambition and skill:

- Utilising the skills and specialisms of worldclass musicians to nourish and develop students from grass roots onwards
- Using the talents of advanced students to support beginners, helping them to gain leadership and career development skills in the process
- Develop an 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
- Sharing best practice with key influencers and policy makers to remove the barriers to participating in high quality music education and music careers and demonstrating the value of a grass-roots approach which responds to the needs of different communities
- Developing an online teaching resource for our own exam syllabus
- We will continue to develop corporate partnerships and major donor programmes to develop and expand our work. We will continue to build a strong group of advisers, who support and provide expertise for the Academy.



Achievement and Performance

Charitable activities

World Heart Beat Music Academy aims to make music non-exclusive providing children and young people opportunities to learn musical instruments.

Some highlights

- 70% of our students enrolled in our programmes are BAME
- Prior to attending WHB, 55% of students never played and instrument or sang, since studying at WHB, 65% of students now play in extracurricular bands & ensembles
- 20% of our students have completed Bronze, Silver & Gold Art Awards – qualifications nationally recognised by creative industry employers and higher education institutions
- In 2019, 77% of our students taking Trinity/ ABRSM exams received a merit or distinction
- 70% of our advanced students now study at top music conservatoires/universities or have secured professional roles in the music industry
- 92% of our students agree/strongly agree studying music at WHB improves their confidence and feel proud of what they have achieved at WHB



 WHB plays a key role in delivering Wandsworth's cultural calendar – over the past year we have performed and participated in community events such as Nine Elms 'Happy Streets' festival and Wandsworth Arts Fringe. We have performed to over 10,000 audience members across the year in total, at a wide range of venues including Ronnie Scotts, Speakers House and Kensington Palace.

External Exams:

Another super year with 76 students taking either ABRSM or Trinity exams, with 77% passing with Merit or Distinction of which 17.1% taking were above Grade 5. This brings our 3-year average to 73.2% who gain the upper grades of Merit or Distinction.

World Heart Beat students continue to gain places in top universities: A number of students have won prestigious scholarships at renowned institutions for the arts, Royal Academy of Music, Royal College of Music & Drama; Royal Northern College of Music; Trinity Laban Conservatoire for Music & Dance, as well as Berklee School of Music, USA.

Alumni

We are just beginning to see the successes of our alumni. It is wonderful to see them grow into the 'musicians of the future'. Those that do not follow music as a career, still hold the creative arts and the ethos of World Heart Beat close to their hearts. It is interesting to hear so many of our alumni telling us that they want to 'give back to society' and it was at World Heart Beat that this passion was developed.

"Having something you can do, something you can be passionate about, a skill you can develop and really hone, makes such a difference. I think expanding World Heart Beat so we can reach more of these kids, and make a difference in that way, is so very important." (Student, 2018)

"World Heart Beat has been invaluable to me. I am so grateful to the place. I can't thank everyone enough." (Student, 2019)

Corporate Partnerships and diversity of income generation:

We have developed partnerships with local, highprofile businesses and organisations including Domino Records, Beggars and Dalian Wanda. This has led to diversity in income generation supporting more student scholarships. World Heart Beat is seeking new partners to continue to develop programmes.

Wanda Young Persons Talent Programme:

Wanda Group is recognised as China's largest private charitable donor, championing the idea of giving back to the community. One of its core values is "social value is the most important value".

Wanda One UK has sponsored 7 music scholarships over a period of four years through the World Heat Beat Music Academy. The students were selected based on evidence of early music ability and a commitment to learning. This programme supported students who otherwise would not have the means for additional non-school based musical education. 'The Wanda Young Musician Scholarships' will actively help to support students in the Wandsworth area from diverse social and cultural backgrounds. Students each get a tailored programme, dependent on their instrument, of music lessons, preparation for exams, access to an instrument and further ranges of instruments. In addition they have opportunities to join artist development workshops and ensembles. They have a place to practise and rehearse in the evenings and at weekends, and to take part in public performances.

Domino Records Programme:

Supported by Domino Records, this partnership supports one of our core programmes. Our Partnership with Domino has been extended with mentoring from staff within the organisation to guide and help World Heart Beat students aged 16-24 years.

Beggars Music Group

Beggars, the largest and most influential independent group of labels in Europe started to sponsor World Heart Beat in 2017, and continued their support during the last financial year. We look forward to exploring ways to develop our partnership with Beggars over the coming months.



Yokomoko Calling

Our on-going partnership with Yokomoko Calling has meant that World Heart Beat has had access to some of Japan's most exciting talent who have given Masterclasses and workshops to our students.

National Portfolio Organisation of the Arts Council

Arts Council England (ACE) announced that World Heart Beat has been included for the first time – as one of its National Portfolio Organisations for 2018 – 2022.

According to Arts Council Chief Executive, Darren Henley, "The National Portfolio is a fresh, ambitious and wide-ranging group of organisations that we believe will bring new energy to the arts and cultural sector."

With ACE giving much higher priority to the regions than to the capital, just three new London-based organisations for music have been accepted into the portfolio.

World Heart Beat is honoured to have been chosen, a testimony to its very special role in teaching diverse music to a highly diverse young community. For World Heart Beat, this means that an important level of annual funding is guaranteed for four years, which will help underpin our cause of transforming young lives through music.

Awards Collection

World Heart Beat is delighted to have been shortlisted for the Achates Philanthropy Award where we put forward one of our kind donors. The award recognises the philanthropic generosity, the immense engagement and impact of the individual. Winners will be announced later on in the 2019.



Sahana Gero, Founder and artistic director of World Heart Beat, who had her dedication, inspiration and enormous talent for music rewarded last year in the Queen's Birthday Honours List says:

"This is such an important milestone for World Heart Beat and for music, arts and culture in Wandsworth. World Heart Beat is committed to ensure that the live music offer is nurtured, developed and enjoyed by all with its continued focus on identifying new talent and finding new audiences through our collaborations and presenting music in fresh ways."

Sahana Gero MBE

Community Outreach

Our students are continuously being invited to perform within our London community. From school workshops, festivals, and corporate events to public performances. WHB students have inspired over 1800 young children at schools through innovative outreach programmes including working with International Japanese Jazz musicians, a world-leading Indian Sarongi player and renowned Tabla musicians.

Some of the highlights for 2018-2019... a timeline of events:

Speakers House – October 2018

World Heart Beat students were invited to play for the second time at the State Rooms in Speakers House Palace at Westminster. Invited by Speaker John Bercow and hosted by Baroness Floella Benjamin the gypsy ensemble, lead by 6th generation violinist Laci Olah were accompanied by some students from the jazz programme. We were delighted and truly grateful that Knight Frank underpinned the concert costs and supported us with a sizeable donation.

Guggi at Embassy Gardens – October 2018

World Heart Beat students had the pleasure to perform at Embassy Gardens, amongst some amazing creative and top A-list celebrities at the unveiling of Irish artist Guggi's outdoor art sculpture, entitled 'Rice Bowl' which now sits in the landscaped gardens of the development.

Kensington Palace – November 2018

World Heart Beat students were invited for the third time to perform at an exclusive event at Kensington Palace. Hosted by the Paley Centre for Media in New York, the young musicians enjoyed performing in the opulent rooms in the King George Gallery. The successful gypsy and flute performance led to Hearst Corporation becoming a major capital donor.

51st State Band – November 2018

An outstanding performance from the previously largest community band in London, the 51st State Band consisting of 100 young musicians, took to the centre stage at Putney Arts Theatre for the 18th Year.

This year's concert included repertoire from Captain America March, On Bourbon Street, Steve Wonder, Blazing Bones of the West, Summertime, It Had Better Be Tonight, Black Panther, If I Didn't Have You, and two pieces arranged by acclaimed jazz musician, Julian Joseph, Mood Indigo and Nobody Else But Me. We were delighted to welcome Byron Wallen as our guest musician. Byron Wallen is 'one of the most innovative, exciting and original trumpet players alive' (Jazzwise magazine). Widely recognised as a seminal figure in world jazz, he is constantly travelling the globe – recording, teaching and performing.

Sian Kelly was the first of our students to present the 51st State Band Concert. Sian is an incredible and joyful part of the World Heart Beat family, who has developed with us from a talented teenager to a productive singer-songwriter and performer.

Guildhall – December 2018

On 10th December 2018, the City of London's Guildhall Club provided the setting for an increasingly pressing debate..."*Music; The preserve of the rich?*"

In an era when we continue to see music education being cut from our state schools, how can we ensure that the transformative power of music remains accessible for all?

Chaired by Radio and Television broadcaster Petro Trelawny, regarded as one of the bestknown voices in classical music.

Winstanley Christmas Celebration – December 2018

World Heart Beat were invited to artistically direct and have students perform at the community programme at Winstanley and York Road Regeneration Christmas for the second year. Winstanley has a tainted history of deprivation, drugs and gang violence. Yet another uplifting and innovative Christmas show full of vocalists, a New Orleans second line band and flutist playing Christmas Carols has led to discussions to lead the Christmas Celebration for the third year.

Winter Warmer – January 2019

World Heart Beat held their second winter warmer party at Kimber road, to say thank you to all our supporters. Our new gypsy violinists performed to over 170 people who came to the evening event. CEO James Gero announced the plans for the new Academy.

Cascade Private Function – Century Club – March 2019

World Heart Beat was requested to perform for the second time at the Century Club in Soho for Cascade. One of the USP's of studying at World Heart Beat are the unparalleled opportunities for young people to perform.

Recitals - September 2018-July 2019

Throughout the year, we offer our more advanced students the chance to perform a recital to the public. World Heart Beat live streamed Venezuelan student Arnaldo Cogorno performances so his family, cousins and friends in Venezuela could enjoy it.

"Thank you so much for all your kindness and for making me feel so much at home. Being connected with my family made my performance so special tonight, not only for me but my family too. It's been difficult for me to be away from them and they were so upset when I couldn't take any more music lessons, so sharing my journey and new found success will make them very happy." Arnaldo

Embassy Gardens – Open Market – March 2019

EcoWorld Ballymore gave World Heart Beat a super platform for our students (15-19 years) to perform live to the public during their monthly market days during Spring and Summer. It was the perfect platform for students to hone their skills and gain confidence.

Hazelfest - May 2019

Open Workshop (come and try an instrument)

On Sunday 19th March World Heart Beat Music Academy, took part in Hazelfest – an afternoon bringing together communities across Tooting providing music, arts & crafts, food and family activities for locals in and around Hazelhurst Estate. With our pop up music tent we enabled children of all ages to drop by and sample instruments of their choice.

The Academy bought a range of instruments including trumpets, violins, saxophones and tablas to name a few. Some of our young students were on site to help children select an instrument and give it a go; some of whom had never played an instrument before. Our students encouraged the children to try out an array of different instruments and discussed with them the ways in which they can learn music at the Academy.

Private Functions September 2018 - May 2019

World Heart Beat are frequently being asked if they have any young musicians to perform, demonstrating the high level of musicianship being developed at the Academy. Private functions were as far as Suffolk, including a 70th Birthday party, a 25th anniversary at the Connaught Hotel, and 3 charity events at Astor Hostels for young travellers.

Skinners Hall – June 2019

The Worshipful Company of Fanmakers have been long term supporters of World Heart Beat and our friendship each year becomes more profound. This year, the Worshipful Company of Fanmakers invited World Heart Beat to Skinners Hall, an ancient monument with an unparalleled collection of art, artefacts and furniture. We took our young Gypsy band to show first hand what an amazing difference support can make and it provided a perfect opportunity for the young members to show their appreciation.

Riversdale School – June 2019

Our Outreach Coordinator Lara bought Red Bull saxophonist Quinn Oulton to Riversdale School to provide an enlightening and exciting workshop to all year 5's and 6's; engaging with 80 students in an assembly style setting. Our team gave a short performance, a Q&A session about the saxophone and then asked the audience for an array of songs to demonstrate that once you can learn by ear, you can play virtually any song. A number of students trialled the alto saxophone which gave a brilliant highlight to the end of the session; with many students walking out eager to find out how they could learn an instrument.

World Heart Beat Events From June 2019

Our exciting programmes enable us to have some wonderful community engaging events. This year World Heart Beat put more events on than any other year. We continued our successful Stardust choir, a jazz improvisation choir led by sensational vocalist Cleveland Watkis. At the end of the course Cleveland graced our academy with an inspiring and well-received concert.

In addition to Stardust, our students have had the opportunity to perform at the Piano Party and at our Summer Vocal Fiesta, which was, World Heart Beat's music programme that sat within the Wandsworth Arts Fringe Festival.

We also performed with the New Orleans Ensemble at the Happy Street Festival and at the Winstanley estate where we took centre stage for the afternoon.

Some of the young students took part in our outreach programmes and even performed to raise money for another Charity, called 'Music for Liberia' (providing African children the opportunity to learn music).

Coronation Gardens – July 2019

World Heart Beat was invited to take part in Love Parks Picnic held at Coronation Gardens; a free event in the gardens which encouraged local families to bring a picnic and enjoy the space in the sun. We bought our latest edition of 'the popup music tent' which inspired children to take up a musical instrument. They had the choice of clarinets, tablas, saxophones, trombones, percussion, a range of stringed instruments and trumpets. By the end of the event we'd engaged nearly 400 people including the Mayor of Wandsworth, Cllr Jane Cooper.

Storytelling and music workshop at Scrapstore – July 2019

After a successful pop up academy session at Hazelfest, Scrapstore invited World Heart Beat back to do a workshop for local people of Hazlehurst Estate, Lara, our outreach Coordinator alongside Chiara our intern at the time, took 3 work experience students to Scrapstore to lead a workshop in storytelling. Together they shared stories from their past and discovered a unified theme of childhood and growing up. Using direct quotes from each participants story they created a beautiful song with a positive message that although growing up isn't always easy we seem to nearly always find our way back home. This was an intimate workshop with a small number of participants to enable us to fully engage and listen to each story told. We facilitated a relaxed environment outside the scrapstore with guitars, percussion and ukuleles.

Nightingale School

World Heart Beat took 14 students from their Second Line band to lead a workshop by one of our tutors Ayo Vincent in New Orleans style jazz to Nightingale School: "a school for boys aged between 5 and 19 who have an Education Health and Care Plan (EHCP) or Statement of SEN for social, emotional and mental health (SEMH) needs."

Out of all of the outreach work that we've done, working in this incredible school was a highlight. We started with a performance of the song 'I'm Walking' followed by a breakdown of the components that make up the bass and rhythm of this style of music.

All 15 students learned to sing the song before splitting off into sections; drums and percussion, bass, trombones, and vocals with a group of students each learning their part before we did a parade through the school; ending in a brilliant performance that involved all the students fully engaged with the song and their part and even some of the students did an improvised solo!

We were kindly shown around the school which had amazing facilities for their students including a farm which is provided as a therapeutic resource to help their students learn about growing food and empathy in the care for animals. Our students had an incredible time and this created a beautiful atmosphere of learning and sharing with each other.

"You and your young musicians were an absolute delight. You have clearly nurtured something special at the WHBMA and it was a real treat to welcome that creative generosity into the school and introduce such positivity into the lives of our learners.

You achieved the extraordinary feat of making the boys feel both safe and excited, happy to play and ready to learn. I should imagine they will remember the magic they made on that sunny morning for a long time." Ashley Scott Layton – Teacher at Nightingale School

Sheringdale Primary School

This workshop had a composition and notation theme. It was based around using graphic scores as a method of composition. Interpreting different shapes and lines into music and using symbols as a method to plan a composition before translating it into a standard notation. By the end of the session students from year 5 and 6, had created their own graphic score composition and as a whole group they performed a few of the students' compositions using our voices and body percussion.

"Thank you for the workshop, it was great and I loved the use of pictorial notation that could then be turned into music." Philip Rickner – Teacher at Sheringdale Primary School

Hillbrook Primary School

We worked with Hillbrook Primary School's year two students and gave workshops on New Orleans style jazz. World Heart Beat took guest musician/trombonist Raphael Clarkson.

Following a brief introduction and demonstration of the saxophone and trombone, together they explored the history of jazz including the context around the popular songs 'When the Saints Go Marching In' and 'Down by the Riverside'. The students learned both songs and our leaders demonstrated how improvisation works over both these tunes as the students sang along.

Astor Hostel

Our long-term partnership with Astor Hostel's has been a privilege and one of the venues that World Heart Beat students enjoy playing at. The Astor gigs are chilled out performances where the audience of similar ages to the students sit on the cushions and beanbags. They have performed for two charity events this year.

Happy streets

"Happy Street made me smile"

A fantastic outdoor festival in Wandsworth to bring arts and cultural activities into the heart of our communities and make them accessible to residents of all ages. Over 1,800 people joined in with free activities, workshops, live outdoor performances and music throughout the happiness-themed festival at venues on and around Thessaly Road.

World Heart Beat organised a pop up academy and our New Orleans band led the celebrations as well as bringing music into the estates.

The National Campaign for the Arts awards shortlisted the Thessaly Road bridge and celebratory Happy Street Festival in the category of Best Arts Project – Community Cohesion.

Performance Opportunities

World Heart Beat seeks opportunities for the students to showcase their music in public. World Heart Beat has provided our students opportunities to perform at some amazing venues including;

- Kensington Palace with the attendance of HRH Prince & Princess Michael of Kent
- Winfield House (The US Ambassador residence)
- The Wallace Collection
- Speakers House
- Palazzo Corsini in Florence
- Open Colonna in Rome
- Royal Festival Hall
- The All-England Club
- Ronnie Scott's
- The 606 Club
- Putney Arts Theatre
- Kings Place
- Brazilian Embassy
- Century Club
- Emirates Stadium
- Soho Hotel
- Verdi Restaurant
- Royal Albert Hall
- Design Centre
- Maestro Arts ...to name but a few.

The students raised over £16,800 this year contributing to World Heart Beat's revenue, through our events programme and it is wonderful that Ronnie Scotts continued their strong support to World Heart Beat providing an array of much needed instruments.

Social Media & Website Development

World Heart Beat has commissioned a new website which is to accommodate the strategy that the board and senior management team have developed. WHB has had 89,520 visitors to its website over the course of the year.

Our Brazilian Flash Mob in London Southside Shopping Centre playing Cidade Maravilhosa continues to gain traction passing 500,000 views during the course of the year which is featured on You Tube. There are a further 2.9 million views on Facebook where it had 75k shares and 3.4k comments with 29k likes.

We have increased our subscribers on You Tube by 76% during the last year.

Change Board

Our Change Board chaired by Nick Bush (35 years in change management) takes place every month involving EcoWorld Ballymore, Wandsworth Council, the senior management team at World Heart Beat and GRID architects and, when required, to bring in other entities closely tied to our new building project.

Some of the firms involved in the process are MDA Consulting, Hans Tucker and Veda Engineers. The aim of these meetings are to find a path of least resistance and ensure a smooth build at Embassy Gardens.

Partnerships

EUSA

World Heart Beat continues to take two interns a year from the USA for 3 months, developing and strengthening our international links and sowing the seeds to grow a truly global community.

Wandsworth Radio

World Heart Beat Music Hour is a weekly radio show produced by World Heart Beat on Wandsworth Radio Station at 4pm every Sunday.

Since Wandsworth Radio Station's start in January 2015, this community-based station has prospered with the World Heart Beat Music Hour bringing in record numbers of listeners and becoming a highlight of the week with many special guests performing and talking live.

The students at the Academy have taken courses in radio producing and presenting and are now presenting the show each week and inviting younger students to come on as guests. This is a very exciting new venture for us and we hope that the project will continue for many years.

"The World Heart Beat team has stormed the Top Ten chart with four entries. This is exceptional and much deserved. World Heart Beat's success lies in offering something different, local and making sure they promote the show to as many people as they can." – Jason Rosam, BBC radio and founder/director of Wandsworth Radio.



Friends of World Heart Beat Music Academy

The support of the Friends of the Academy initially enabled us to open and transform an abandoned top floor space in an industrial building on Kimber Road, Wandsworth into a beautiful music school complete with performance space and teaching rooms.

World Heart Beat has launched a new 'Friends of the Academy' programme' ranging from 'Con Spirito' and 'Con Amore' donation levels to 'Prima Donna', and packaged with priority invitations to all World Heart Beat concerts and other public events, seasonal newsletters highlighting our past and forthcoming activities and behind the scenes news.

Julian Joseph Jazz Academy

World Heart Beat Music Academy works very closely with the Julian Joseph Jazz Academy – jazz expertise is shared with tutors from JJJA teaching at World Heart Beat, with a directed and specific comprehensive approach garnered from the way the programme at JJJA is spearheaded.

Students with an aspiration in jazz are sent to JJJA to benefit from the tailored programme there, and JJJA students are able expand their experience in classical music and performance at World Heart Beat. They also get the opportunity to mentor the younger students at World Heart Beat, and to take part in a variety of bands including the 51st State band and World Heart Beat orchestra.

Julian comes in to World Heart Beat when young students work on his 'Jazz 5' repertoire certificate. He also runs his 'Tree-O' University training band at World Heart Beat, to give rhythm section players the opportunity to develop jazz performance skills at a higher level.

Julian Joseph Jazz Academy and World Heart Beat Music Academy are intertwined – each Academy partners with the other for the enrichment of the students, supporting the creation of more well-rounded musicians.

Structure, Governance & Management

World Heart Beat has a growing team that will develop in line with the organisational structural table below.

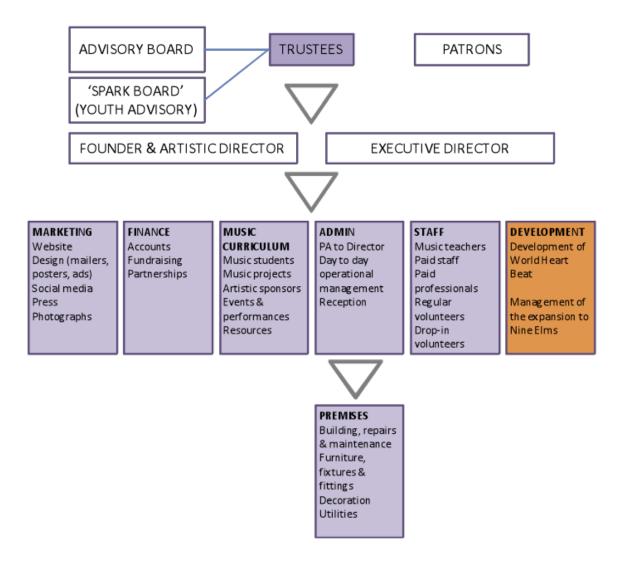
The Board of Trustees closely monitor the Governance of the Academy. World Heart Beat manages monthly change board meetings with Wandsworth Council and Ecoworld Ballymore regarding the build of World Heart Beat at Embassy Gardens and reporting quarterly to the Board of Trustees covering overall progress, financial impact and risk management as outlined.

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Recruitment and appointment of new trustees

The trustees are elected by company members. Each trustee may be re-elected. There are six trustees forming the board.



Reserve Policy

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 £100,000 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.General reserves at 31st August 2019 totalled £20,075 (2018: £87,515)

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

Our total fundraising and teaching revenues increased from £443,965 to £578,352 during the financial year ending in August 2019. Donations from private individuals stood at £67,028. Grants were £293,919. Charitable activities continued to grow with music tuition, examinations and concert revenue increasing 13.8% or £15,090 from the previous year of which, concert & event revenue contributed £20,179.

World Heart Beat total expenditure slightly increased with three key posts being filled during the year. This year's expenditure on charitable activities increased from £274,754 to £479,456. WHB kept its Sales & Marketing to under £10,000, as much of the marketing is done through exposure at events where our students performed. Our support costs were kept under tight control amounting to £145,517 of which governance costs were £4,620.

Along with our Capital Campaign of raising $\pounds 2$ million, we expect that 2019-2020 will result in an increase in staffing. We have recently taken on our first full time Head of Philanthropy and Partnerships (Q2 of 2019), a part-time Head of Monitoring & Evaluation, and an Outreach Specialist. World Heart Beat will be adding a full time Education Officer and Head of Marketing in Q1 of 2020. The hiring of key personnel in development, marketing/events, venue management and administration are expected to join the team within the next 12 months.

In 2017-2018, our medium term goals were:

1. World Heart Beat bid to join the Arts Council England National Portfolio Organisations

2. Secure a new premise and home for World Heart Beat

During the year, we are thrilled to report that we were successful in achieving both of these goals.

In 2018-2019 our goals were to start raising funds for Embassy Gardens, and meet the developers target of match funding £375,000, which we are pleased to have achieved. This has subsequently unlocked further work taken by the developer to put in the façade and order the mezzanine and stairs.

In 2019-2020 our goal is to focus on securing all the funds required to fully kit-out the Embassy Gardens premises, and build a student base still maintaining our mission to support a high level of disadvantage young people whilst at the same time supporting and developing programmes, workshops, masterclasses and mentoring for the 350 students we currently have.

World Heart Beat will be taking up an additional residency at what is being dubbed the most significant regeneration programme in Europe for 30 years. World Heart Beat has been given the opportunity to become the Cultural Anchor of Embassy Gardens at Nine Elms.

World Heart Beat is now approaching the current Academic Year 2019-2020, in a strong position to become a prominent cultural and educational organisation, rich in delivering some of the most exciting and engaging musical programmes for young people.

We are now in a position to become a significant contributor to the cultural richness of London. At the same token World Heart Beat will continue to develop our core mission by unlocking the potential in young people, championing and providing opportunities to those from disadvantaged backgrounds and becoming a beacon for social inclusion.

Future Developments for 2018 - 2022

We will be seeking funding in three main areas:

Funding Goal 1 (2018-2022) – Continuous

Our aim is to find funding that will support 50% children from low income families to have music tuition on one or more of our core programmes.

Funding Goal 2 (2019-2020) - Specific

We need to raise £2m in order to develop a new teaching and performance venue at Embassy Gardens. A World Class acoustically treated auditorium, fully integrated recording studios, rehearsal/practice specially designed spaces, a broadcasting room and a digital/technology learning music lab will enable students to learn from grass roots to career under the World Heart Beat umbrella, making us one of the few organisations around the globe, that takes young people from as young as 5 years old, nurturing all the way through to 25 years old, without preselection to career launch.

This second venue will help in our mission to provide more disadvantage children and inspiring young people the opportunities to develop and succeed as creative musicians.

For two years, World Heart Beat Music Academy has been running at full capacity, so this extension with an additional facility, a space that will be five times larger than our present World Heart Beat home, will enable us to increase our programmes. In addition, our reach of students to the whole of London, and exponentially extend our outreach and event programmes to a participation audience of 7,000 to 40,000.

Funding Goal 3 (2018-2022) – Continuous

To launch a number of initiatives to make World Heart Beat more financially robust. Building a multi-faceted social enterprise that consists of the development of a World Heart Beat syllabus, broadcasting of live performances, specific 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:

aherawar

Mrs Rachel Van Walsum – Chair of Trustees

Ms Sahana Gero, MBE – Charity Secretary

Date: 5 August 2020

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 2019.

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 $\pounds 250,000$ 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.

1 Www

Allan McKelvie, F.C.A

Independent Examiner 82 Wandsworth Bridge Road London SW6 2TF

Date: 5 August 2020

Company Limited by Guarantee

Statement of Financial Activities

(including income and expenditure account) Year ended 31 August 2019

		Unrestricted	2019 Restricted		2018
		funds	funds	Total funds	Total funds
	Note	£	£	£	£
Income and endowments					
Donations	5	70,198	382,394	452,592	334,205
Charitable activities	6	124,649	-	124,649	109,559
Investment income	7	1,086	-	1,086	201
Other income	8	25	-	25	_
Total income		195,958	382,394	578,352	443,965
Expenditure Expenditure on raising funds: Costs of raising donations and legacies	9	(20,385)	_	(20,385)	(18,970)
Expenditure on charitable activities	10,11	(251,612)	(227,844)	(479,456)	(274,754)
Total expenditure		(271,997)	(227,844)	(499,841)	(293,724)
Net income and net movement in f	unds	(76,039)	154,550	78,511	150,241
Reconciliation of funds Total funds brought forward		147,307	139,495	286,802	136,561
Total funds carried forward		71,268	294,045	365,313	286,802

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

Company Limited by Guarantee

Statement of Financial Position

31 August 2019

	Note	£	2019 £	2018 £
Fixed assets Tangible fixed assets Investments	18 19		51,144 49	59,743 49
			51,193	59,792
Current assets Debtors Cash at bank and in hand	20	12,601 312,893 325,494		79,673 156,381 236,054
Creditors: amounts falling due within one year	21	(11,374)		(9,044)
Net current assets			314,120	227,010
Total assets less current liabilities			365,313	286,802
Net assets		_	365,313	286,802
Funds of the charity Restricted funds Unrestricted funds			294,045 71,268	139,495 147,307
Total charity funds	23	_	365,313	286,802

For the year ending 31 August 2019 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.

These financial statements were approved by the board of trustees and authorised for issue on 5th August 2020, and are signed on behalf of the board by:

Rahenawan

Mrs R Van Walsum Chair of Trustees

Company Limited by Guarantee

Statement of Cash Flows Year ended 31 August 2019

	2019 £	2018 £
Cash flows from operating activities Net income	78,511	150,241
Adjustments for: Depreciation of tangible fixed assets Dividends, interest and rents from investments	12,787 (1,086)	14,935 (201)
<i>Changes in:</i> Trade and other debtors Trade and other creditors	67,072 2,330	(54,195) (24,600)
Cash generated from operations	159,614	86,180
Net cash from operating activities	159,614	86,180
Cash flows from investing activities Dividends, interest and rents from investments Purchase of tangible assets Purchases of other investments	1,086 (4,188) –	201 (1,074) (49)
Net cash used in investing activities	(3,102)	(922)
Net increase in cash and cash equivalents Cash and cash equivalents at beginning of year	156,512 156,381	85,258 71,123
Cash and cash equivalents at end of year	312,893	156,381

Company Limited by Guarantee

Notes to the Financial Statements

Year ended 31 August 2019

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 2019

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 2019

3. Accounting policies (continued)

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 Instrument	_	20% reducing balance
Fixtures and fittings	_	20% reducing balance
Equipment	_	20% reducing balance

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.

Year ended 31 August 2019

3. Accounting policies (continued)

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.

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

Donations	Unrestricted Funds £	Restricted Funds £	Total Funds 2019 £
Donations Donations Gift aid Corporate donations	23,553 11,895 29,750	43,475 50,000	67,028 11,895 79,750
Grants Grants	5,000	288,919	293,919
	70,198	382,394	452,592
	Unrestricted Funds £	Restricted Funds £	Total Funds 2018 £
Donations Donations	~ 22,771	~ 114,900	~ 137,671
Gift aid Corporate donations	11,784 42,000	- -	11,784 42,000
Grants Grants	_	142,750	142,750
	76,555	257,650	334,205

Year ended 31 August 2019

6. Charitable activities

	Unrestricted	Total Funds	Unrestricted	Total Funds
	Funds	2019	Funds	2018
	£	£	£	£
Music tuition	99,199	99,199	87,504	87,504
Music examinations	5,271	5,271	4,182	4,182
Concert revenue	20,179	20,179	17,873	17,873
	124,649	124,649	109,559	109,559

7. Investment income

	Unrestricted	Total Funds	Unrestricted	Total Funds
	Funds	2019	Funds	2018
	£	£	£	£
Deposit account interest	1,086	1,086	201	201

8. Other income

	Unrestricted	Total Funds	Unrestricted	Total Funds
	Funds	2019	Funds	2018
	£	£	£	£
Other income	25	25	-	-

9. Costs of raising donations and legacies

	Unrestricted	Total Funds	Unrestricted	Total Funds
	Funds	2019	Funds	2018
Costs of raising donations and legacies	£	£	£	£
	20,385	20,385	18,970	18,970

Year ended 31 August 2019

10. Expenditure on charitable activities by fund type

Music tuition Music examination Events and concerts	Unrestricted Funds £ 6,755 3,878 14,010	Funds £ 142,545 2,500 –	Total Funds 2019 £ 149,300 6,378 14,010
Grants Support costs	96,876 130,093	67,375 15,424	164,251 145,517
	251,612	227,844	479,456
	Unrestricted Funds £	Restricted Funds £	Total Funds 2018 £
Music tuition	~ 65,561	~ 107,051	- 172,612
Music examination	4,203	-	4,203
Events and concerts	12,922	-	12,922
Grants	-	-	-
Support costs	65,813	19,204	85,017
	148,499	126,255	274,754

11. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Grant Funding £	Support costs £	Total funds 2019 £	Total fund 2018 £
Music tuition	149,300	_	112,717	262,017	239,040
Music	6,378	_	7,045		
examination				13,423	11,476
Events and	14,010	_	21,135		
concerts				35,145	20,638
Grants	-	164,251	-	164,251	-
Governance		_	4,620		
costs				4,620	3,600
	169,688	164,251	145,517	479,456	274,754

Year ended 31 August 2019

12. Analysis of support costs

	Music tuition £	Music examination £	Events and concerts £	Total 2019 £	Total 2018 £
Staff costs	64,914	4,057	12,171	81,142	22,706
Premises	11,611	726	2,177	14,514	13,078
Communications and IT	2,412	151	452	3,015	3,420
General office	10,543	659	1,977	13,179	10,382
Finance costs	2,212	138	415	2,765	693
Governance costs	3,696	231	693	4,620	3,600
Depreciation	3,515	220	659	4,394	14,935
Advertising	743	46	139	928	3,897
Travelling	1,201	75	225	1,501	1,194
Miscellaneous expenses	11,095	694	2,081	13,870	5,364
Repairs and renewals	4,471	279	839	5,589	5,748
	116,413	7,276	21,828	145,517	85,017

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 and concerts.

13. Analysis of grants

	2019 £	2018 £
Grants to institutions Grants to World Heart Beat CIC	164,251	
Total grants	164,251	

14. Net income

Net income is stated after charging/(crediting):

	£	£
Depreciation of tangible fixed assets	12,787	14,935

15. Independent examination fees

	2019 £	2018 £
Fees payable to the independent examiner for: Independent examination of the financial statements	4,620	3,600

2019

2018

_

Year ended 31 August 2019

16. Staff costs

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

	2019 £	2018 £
Wages and salaries	128,318	91,209
Social security costs	9,797	6,163
Employer contributions to pension plans	2,154	967
	140,269	98,339

The average head count of employees during the year was 5 (2018: 3). The average number of full-time equivalent employees during the year is analysed as follows:

	2019 No.	2018 No.
Chief Executive	1	1
Artistic Director	1	1
Administration and Support	3	1
	5	3

No employee received employee benefits of more than £60,000 during the year (2018: Nil).

17. 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 2019 (2018: nil)

No trustee expenses have been incurred for the year ended 31 August 2019 (2018: nil)

18. Tangible fixed assets

	Land and buildings £	Musical Instrument £	Fixtures and fittings £	Equipment £	Total £
Cost					
At 1 September 2018	22,057	112,698	23,223	16,553	174,531
Additions		1,480	1,900	808	4,188
At 31 August 2019	22,057	114,178	25,123	17,361	178,719
Depreciation					
At 1 September 2018	22,056	72,214	8,995	11,523	114,788
Charge for the year	_	8,393	3,226	1,168	12,787
At 31 August 2019	22,056	80,607	12,221	12,691	127,575
Carrying amount					
At 31 August 2019	1	33,571	12,902	4,670	51,144
At 31 August 2018	1	40,484	14,228	5,030	59,743

Year ended 31 August 2019

19. Investments

Cost or valuation At 1 September 2018	Other investments £ 49
Additions	49 -
At 31 August 2019	49
Impairment At 1 September 2018 and 31 August 2019	-
Carrying amount At 31 August 2019	49
At 31 August 2018	49

All investments shown above are held at valuation.

20. Debtors

	2019 £	2018 £
Trade debtors Other debtors	10,412 2,189	3,826 75,847
	12,601	79,673

21. Creditors: amounts falling due within one year

	2019	2018
	£	£
Trade creditors	1,320	3,472
Accruals and deferred income	1,320	2,850
Social security and other taxes	8,066	2,446
Other creditors	668	276
	11,374	9,044

22. 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 $\pounds 2,154$ (2018: $\pounds 967$).

Year ended 31 August 2019

Makers of Playing Cards Charity

Sir Walter St John's Educational

The Goldsmith Company Charity

Worshipful Company of Builders

Worshipful Company of Insurers

Worshipful Company of Security Professional Charitable Trust

Worshipful Company of Fan Makers

Social Investment for Business (SIB)

Charity

The Coln Trust

The Grocers Charity

The Nugee Foundation

23. Analysis of charitable funds

Unrestricted funds

General funds	At 1 September 2018 £ 147,307	Income £ 195,958	Expenditure £ (271,997)	At 31 August 2019 £ 71,268
General funds	At 1 September 2017 £ 128,461	Income £ 186,315	Expenditure £ (167,469)	At 31 August 2018 £ 147,307
Restricted funds	^ +			
	At 1 September			At 31 August
	2018	Income	Expenditure	2019
	£	£	£	£
Capital Donations	114,900	193,475	(67,375)	241,000
Arts Council	-	87,872	(86,084)	1,788
Jack Petchey Foundation	-	4,800	(4,800)	-
Chapman Charitable Trust	180	_	(180)	_
Mercers Company	14,560	24,960	(6,248)	33,272
Taylor Family Foundation	3,200	-	-	3,200
Thomas School Foundation	1,035	3,105	(3,105)	1,035
Wandsworth Borough Council	4 500	1,282	(1,282)	-
Wandsworth Community Grant Worshipful Company of Gold & Silver	4,500	_	_	4,500
Worshipldi Company of Gold & Silver Wyre Drawers	1,000		(1,000)	_
Angus Allnatt Charitable Foundation	120	_	(1,000)	_
-	120		· · ·	_
Brian Murtagh Charitable Trust	_	25,000	(25,000)	_

1,500

3,750

4,000

294,045

_

(1,000)

(4,980)

(1,500)

(4,000)

(1, 250)

(2,000)

(2.000)

(1,620)

(500)

(227, 844)

(500)

(13, 300)

1,000

4,980

13,300

3,000

4,000

5,000

2,000

2,000

5,620

382,394

500

500

_

_

_

_

_

_

_

_

_

_

139,495

Year ended 31 August 2019

23. Analysis of charitable funds (continued)

	At 1 September			At 31 August
	2017	Income	Expenditure	2018
	£	£	£	£
Capital Donations	-	114,900	-	114,900
Battersea Power Station	4,100	-	(4,100)	-
Ronnie Scotts Foundation	4,100	1,500	(5,500)	-
Arts Council	-	74,010	(74,010)	-
Jack Petchey Foundation	-	4,280	(4,280)	-
Awards for Young Musicians	-	200	(200)	-
Chapman Charitable Trust	-	1,000	(820)	180
Garfield Weston Foundation	-	10,000	(10,000)	-
Mercers Company	-	24,960	(10,400)	14,560
Taylor Family Foundation	-	10,000	(6,800)	3,200
The D'Oyly Carte Charitable Trust	-	2,800	(2,800)	-
The Headley Foundation	-	2,585	(2,585)	-
The Woodward Charitable Trust	-	500	(500)	-
Thomas School Foundation	_	3,105	(2,070)	1,035
Wandsworth Borough Council	_	590	(590)	-
Wandsworth Community Grant	_	5,220	(720))	4,500
Worshipful Company of Gold & Silver				
Wyre Drawers	-	1,000	_	1,000
Angus Alnatt Charitable Foundation		1,000	(880)	120
	8,100	257,650	(126,255)	139,495

Year ended 31 August 2019

24. Analysis of net assets between funds

	Unrestricted	Restricted	Total Funds
	Funds	Funds	2019
	£	£	£
Tangible fixed assets	51,144	-	51,144
Investments	49	-	49
Current assets	31,449	294,045	325,494
Creditors less than 1 year	(11,374)		(11,374)
Net assets	71,268	294,045	365,313
	Unrestricted	Restricted	Total Funds
	Funds	Funds	2018
	£	£	£
Tangible fixed assets	59,743	-	59,743
Investments	49	-	49
Current assets	96,559	139,495	236,054
Creditors less than 1 year	(9,044)		(9,044)
Net assets	147,307	139,495	286,802

25. Related parties

During the year the Charity paid Grants of £90,814 to its wholly owned subsidiary World Heart Beat CIC. During the year brought forward debtor of £73,437 owed by World Heart Beat CIC was converted to Grant. As at 31 August 2019 balance due from World Heart Beat CIC was Nil (2018: £73,437). 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 Heat Beat CIC is the social enterprise for World Heart Beat Music Academy Ltd with the purpose of ensuring future sustainability to the charity.