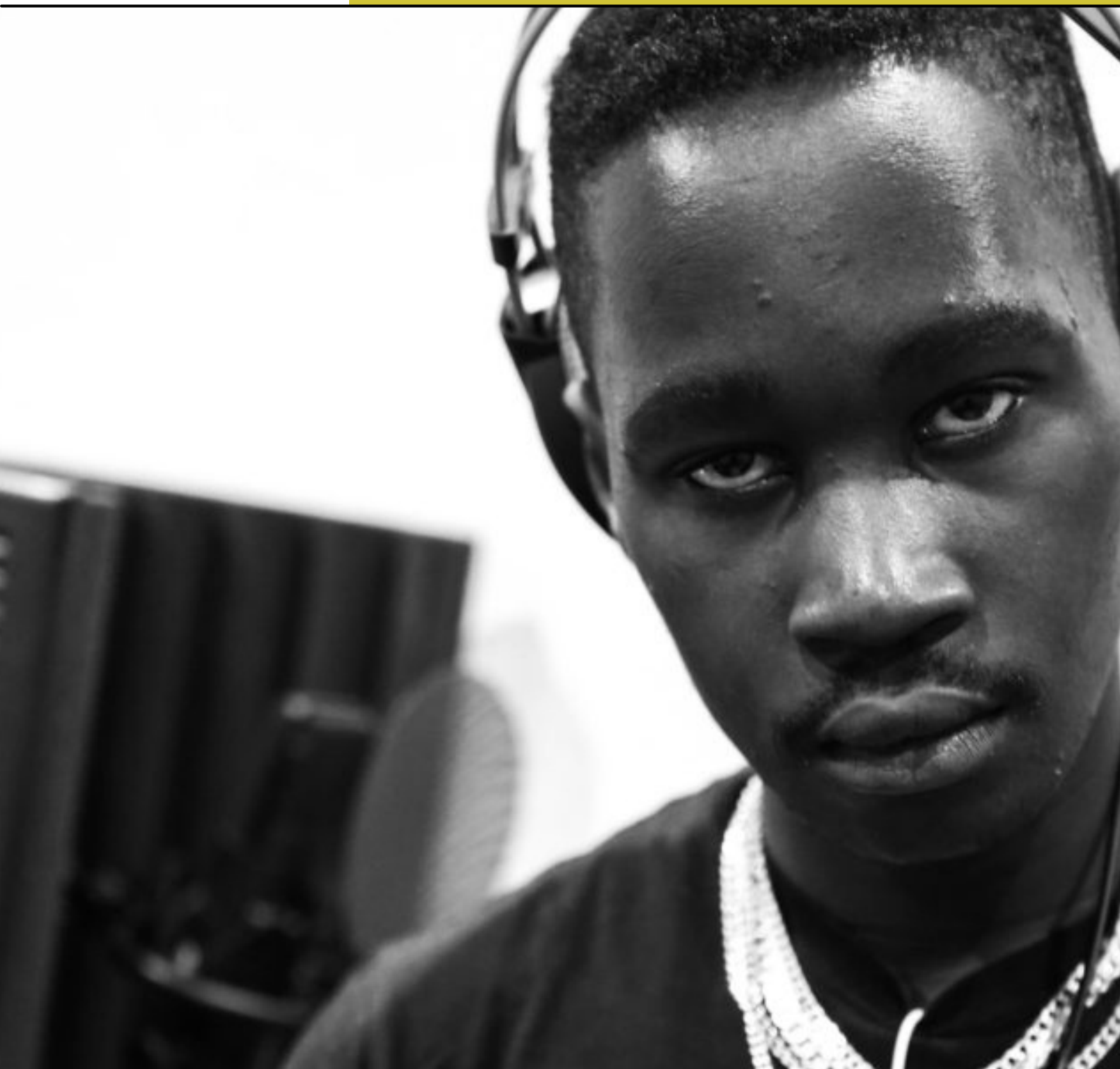


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20



Annual Report

AWARD-WINNING RECOVERY
PROGRAMMES FOR MUSICIANS
EXPERIENCING MENTAL HEALTH
PROBLEMS



[KEYCHANGES.ORG.UK](https://keychanges.org.uk)

Report & Financial Statements for the Year Ended 31 March 2020

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Report & Financial Statements for the Year Ended 31 March 2020

Report of the Trustees for the year ended 31 March 2020

The Trustees present their annual report and financial statements for the year ended 31 March 2020.

The annual report and accounts have been prepared in accordance with the SORP issued in October 2019; Financial Reporting Standard 102; the Charities Act 2011; the Companies Act 2006 (including provisions in Part 15 applicable to companies subject to the small companies regime), and UK Generally Accepted Accounting Practice.

Objectives & activities

The Charity's objects as set out in our governing documents are to preserve and protect mental health and assist in the rehabilitation of people with long term mental health problems through the provision of music therapy.

Key Changes uses a unique, music industry informed approach to increase the mental health and wellbeing of people with a wide range of mental health challenges. Our core programming is delivered both in hospitals and the community setting, and offers professional, music focused recovery support and artist development opportunities. These activities promote wellbeing and recovery through developing creative, technical and vocational skills and open pathways to mainstream opportunities in volunteering, training, work experience and employment.

Trustees review the objectives and activities of the charity each year. We refer to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities, and ensure they reflect the purposes that the charity was set up to further.

This annual report looks at what we achieved and the outcomes of our work in the 12 months to 31st March 2020. In light of the Coronavirus pandemic's significant impact, we have also included key information for the period of 1st April – 31st December 2020.

Reference & Administrative Information

Charity Name: Key Changes: Positive Mental Health Through Music Ltd
Charity registration No: 1103774
Company registration No: 4641867
Registered Office: St Luke’s Community Centre, 90 Central Street,
London EC1V 8AJ

| | |
|--|---|
| <p>Trustees</p> <p>Trustees, who are also directors under company law, who served during the period of the report were:</p> <p>Adam Thomas (Chair) Johnny Brown Andrew Denney (Appointed 10 Dec 2019) Ashley Mackenzie Francesca Peck (Appointed 9 May 2019) Mark Vincent</p> | <p>Key Management Personnel</p> <p>Peter Leigh (Chief Executive Officer and Company Secretary)</p> |
| <p>Independent examiner</p> <p>Mohammad Jameer Voluntary Action Islington 200 Pentonville Road London N1 9JP</p> | <p>Bankers</p> <p>TSB Archway</p> |

Introduction from the Chair of Trustees

Adam Thomas

We are delighted to share this report on Key Changes' achievements in 2019/20 – an eventful year which saw the charity launch its innovative Music Industry Recovery Programme, harnessing professional music industry practice to promote positive changes in confidence, self-identity and wellbeing. We also developed many valuable new partnerships to enable many more people in hospital to access our support, including new in-reach projects delivered in Bristol and Sussex.



The end of the financial year coincided with the outbreak of Covid-19, and due to the significance of this unprecedented event on our beneficiaries and services, some of the key events and activities delivered in the first months of the crisis are included in this report. As highlighted by recent Public Health England research, the crisis has starkly exposed the longstanding and unacceptable health inequalities experienced by people from Black and Minority Ethnic (BAME) communities. Regrettably, young black men remain overrepresented in the mental health patient population, particularly among those with severe illnesses.

Our activities in 2019/20 have been highly effective in engaging those most in need, and over 85% of people we have supported during the period were from BAME backgrounds. We are proud of the impact of our services in helping so many people to achieve increased levels of wellbeing, social connection and hope for the future through our support. In our strategic planning for 2021-24 we have prioritised the development of our Board to ensure it continues to reflect the communities we support – both in terms of mental health lived experience and diversity.

We would like to take this opportunity to thank the many music industry organisations and professionals who have supported our activities in 2019/20, most notably:

5th Element
All Under One Roof
Ben Jay (Prime Loops)
BT Sport Music
Creative Artists Agency
Container Records
Heels & Souls
Hip Hop Psych
Last Night a DJ Foundation

Musicians Union
NAO
Nathan Barley Phillips (Nuclear Blast)
No Hats No Hoods
Paul Bonham (Music Managers Forum)
Ronan Morrissey (British Underground)
Red Bull Music
Solidarity Sounds

We would also like to acknowledge the valued support of the following community partners:

Arts Council England
Austin & Hope Pilkington Trust
BUPA Foundation
City of London Corporation
Camden Giving
Chalk Cliff Trust
D'Oyly Carte Trust

ELBA
Healthier City & Hackney Fund
Lloyds Bank Foundation
London Borough of Islington
Magdalen Lasher Charity
National Lottery Fund

One in an Army
PRS Foundation
RBKC Culture Grants
St James Place Foundation
Tudor Trust
Youth Music

Achievements & Performance

HOW OUR ACTIVITIES DELIVER PUBLIC BENEFIT:



4,670 sessions delivered in total - in hospitals, music studios & online



2,000 one-to-one studio sessions and over 200 concert events



More than 3,000 people were supported - including over 2,000 people in hospital



85% of people we supported were from BAME backgrounds



31 new EP releases on Key Changes Records - available on all digital streaming platforms



1,000+ hours of support delivered during the first nationwide lockdown



Average 40% improvement in sense of Connection*



Self-scores for Optimism rose by 50% on average*



Average 43% improvement in overall wellbeing*



Hospital services provided in valued partnership with:

Camden & Islington NHS Foundation Trust
Barnet, Enfield & Haringey Mental Health NHS Trust
East London NHS Foundation Trust
South London & Maudsley NHS Foundation Trust

Central & North West London NHS Foundation Trust
Avon & Wiltshire Mental Health Partnership NHS Trust
Sussex Partnership NHS Foundation Trust

* SWEMWBS data



100%

would recommend us to a friend

Community Programmes

In 2019/20 Key Changes launched its 12-week Music Industry Recovery Programme – offering studio sessions and artist development opportunities for all musicians, composers, song writers, lyricists, producers, vocalists and MC's with mental health experience. The programme empowers artists in recovery to collaborate with expertly-matched Music Industry Mentors – exploring song-writing, production and recording in a professional studio environment.

It also offers continual artist development through regular live performance opportunities, support to release music via our in house label, Key Changes Records, and A&R feedback and coaching from our vibrant team of music industry experts – including JORDS (UK rapper & producer), NAO (BRIT award winning singer-songwriter), Jules Dickens (Producer), Greg Dugan (Producer & Tutor (Point Blank Music School), Steve Odufuye (Music Manager), Ben Jones (A&R Manager & Tutor (BIMM), Ishani Jasmin (Music Social Media Specialist), Ronan Morrissey (Production Manager, British Underground) & Paul Bonham (Music Managers Forum).

This unique approach promotes positive self-identity by offering artists a new way of knowing themselves and a chance to redefine who they are, through professional music videos, photography, artist biographies, and artwork which are shared and promoted through our vibrant digital media channels. This is further enhanced by weekly group workshops featuring 'Ted' style talks from guest speakers from across the industry – recent guests have included professionals from Eglo Records, Mute Records, Step Management, NTS Radio, Big Sync Music, Prime Loops, British Underground, MU and many more.



← Tweet

great talk from @iambarley about all things digital distribution to an enthusiastic audience of artists and volunteers... @keychangesmusic #musicindustry #mentalhealth #recovery



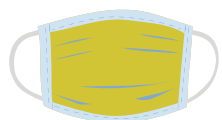
Our person-centred and collaborative mentoring approach enables those in recovery to increase confidence and self-esteem and opens pathways to new life opportunities by building skills and resilience. All participating artists receive tailored one-to-one support to explore, identify and access appropriate progression opportunities once they complete their 12-week programme. Weekly progression support sessions are now delivered from our new satellite service at London's prestigious Barbican centre with valued support from a team of skilled community volunteers.

Reaching more people in hospitals

Throughout the year we continued to deliver 'in-reach' support to young people and adults receiving treatment on acute, intensive care, forensic and rehabilitation psychiatric wards in hospitals in London and other locations in the UK. This included new partnerships with John Howard Centre (Hackney), St Charles Hospital (West London), Conquest Hospital (Hastings) and Riverside Hospital (Bristol),

To support a smooth transition to community support for those leaving hospital care, our new Studio Discovery programme model (launched in early 2020) offers a five-week taster experience of music studio mentoring sessions, enabling new artists in recovery to learn more about Key Changes' collaborative, music industry informed approach.

To date we have delivered Discovery programmes in Royal Borough of Kensington & Chelsea, Hastings and Bristol, with further programmes soon to be taking place in the Square Mile and West London (in partnership with Park Royal Mental Health Centre).



New Digital Access following Covid-19

Following the Coronavirus outbreak in March 2020, Key Changes moved swiftly to develop appropriate and timely digital support for those living in 'high-risk' settings including hospitals and care homes. With valued emergency funding from Arts Council England, Youth Music and the MIND Coronavirus Mental Health Fund, we developed Studio Connect, to provide a lifeline for those in isolated settings during lockdown. The service gives artists online access to studio mentoring sessions, with real-time production support, and weekly online interactive workshops featuring Music Industry guest speakers and opportunities for live performance, A&R feedback and valuable social interaction.

Studio Connect is helping to ensure vital flexibility of our support amid variable ongoing restrictions – with artists progressing at their own pace to live studio sessions – at Key Changes' flagship studio in Islington, or our new space at South London's bustling Pop Brixton. Both sites offer safe, Covid-secure professional studio facilities.

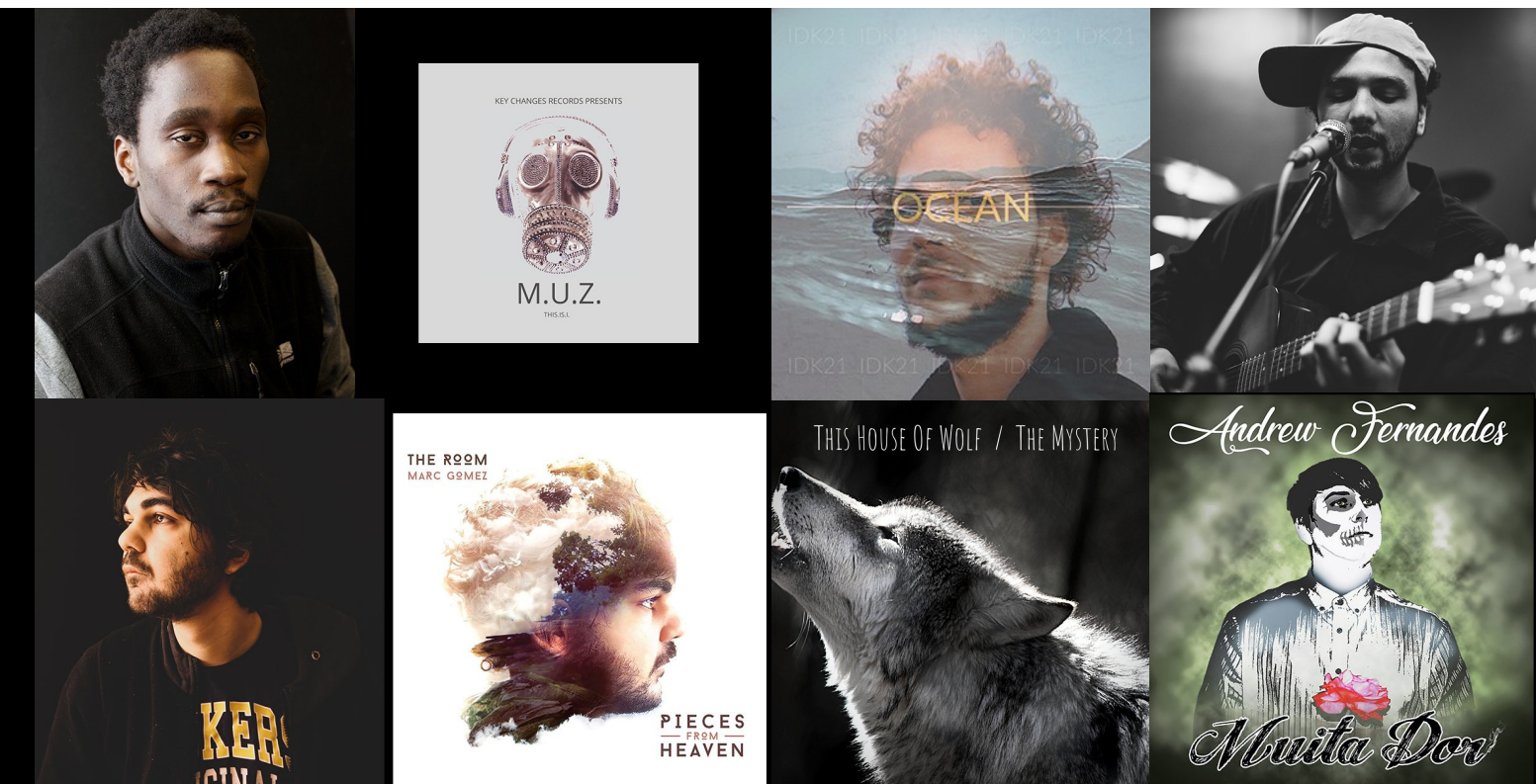
Following the introduction of lockdown, the C&I Choir (managed by Key Changes in partnership with Camden & Islington NHS Foundation Trust) also moved its weekly rehearsal sessions to an online format. The Choir has over 70 regular attendees (primarily NHS service users/staff, carers and other key workers), who (until the crisis) met weekly for rehearsals at St Pancras Hospital. Weekly online singing sessions have helped to ensure that many older and vulnerable people have remained connected and supported throughout lockdown periods.





In 2019 we launched Key Changes Records, our in-house label exclusively for musicians with mental health experience. The label offers every artist comprehensive professional development, incorporating one-to-one music mentoring, industry masterclasses and career coaching from music industry professionals.

With this support, Key Changes artists developed, released and promoted a vibrant range of fresh new music throughout the year, spanning everything from Soul, Funk, Hip Hop, Reggae and R'n'B to Indie, Jazz, Folk and Blues.



Artist Insights: Dionysius



Rapper Dionysius was brought up in North London, with parental roots from Gambia, Barbados and England. Born 16 weeks prematurely, he describes himself as a 'fighter from birth', and says artists such as Nas, Bob Marley, Prodigy, Dead Prez, Chief Keef and Michael Jackson are his biggest influences. Rapping from a very young age helped Dionysius build his confidence through school.

Dionysius says that growing up in Camden Town (which he and his friends often describe as 'Cracktown') exposed him to many negative influences, taking a toll on his mental health. His joint passions, music and kickboxing, have helped him on his road to recovery.

Dionysius aspires to encourage young people to do better, have better relationships with families and to make people more aware of their mental health. His first Key Changes EP release - 'Lost Souls' - is an unflinching yet uplifting reflection on his experiences of youth violence, mental illness and homelessness.



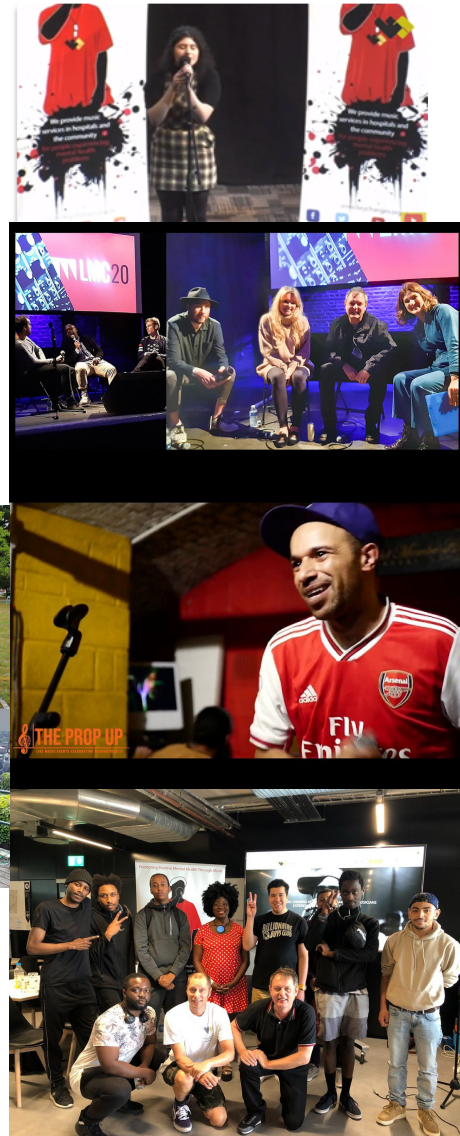
In addition to a plethora of new releases, Key Changes artists were engaged in performance and presentation opportunities across Greater London and beyond.

This included the University of Nottingham's Power of Music in Healthcare conference (right) where Key Changes staff and artists delivered a keynote presentation, and the London Music Conference 2020 at Fabric - joining a panel with BBC/Selector DJs Nemone and Goldirocks.

Other key performances included:

- **St Mungos Festival 2019 at Calthorpe Project**
- **Word 2019 Festival Islington**
- **NHS Choirs Festival 2019**
- **Good Thinking LDN Conference**
- **Hip Hop Psych: Prop Up East London**
- **World Mental Health Day Talent Show**
- **Monthly Open Mic events at St Luke's Centre**

Following the Covid-19 outbreak, Key Changes also delivered one of London's first 'socially-distanced' concerts in the grounds of Bethlem Royal Hospital.



Artist Insights: Chantelle

"So many mental health services just didn't work for me, like group therapy, where hearing the problems other people had would often upset me deeply. Being able to come to a music studio for support with my recovery was a joy. Key Changes has given me confidence in my music and my life generally."

Chantelle (22) is an R'n'B songstress who crafts straight-talking narratives, bursting with vocal melody. A lifelong music lover, Chantelle's mental health diagnosis had shattered her confidence and subdued her natural creativity. Now a polished live performer, she says this was once "unthinkable", but became possible with her music mentor's support.

"I learned that anxiety and excitement are the same thing, it's the thoughts you have behind them that are different."



Artist Insights: Kory



“Five different mental health wards in three months – but Key Changes was always there for me.”

A musician since the age of ten, Kory is a distinctive artist, who blends rap and hip-hop with a range of rock influences. He first accessed Key Changes’ support through our InReach programme, which helped him move forward positively from some difficult experiences of being repeatedly detained in hospital.

Building a strong relationship with his music mentor was hugely valuable in supporting Kory’s continuing recovery post-discharge. Now accessing our community-based Music Industry Recovery Programme, he remains firmly focused on staying well to pursue his music, which he describes as “positive stuff about living good and behaving.”

Throughout the year, Key Changes artists, volunteers and mentors were featured on multiple digital media and radio channels, including Sky Breakfast, BBC London’s Robert Elms Show, Riverside Radio, Resonance FM and the Lyrix Organix ‘Lockdown your Aerial’ session.

Artists and mentors were also featured on Sky News Breakfast, plus a wide range of music industry publications including Clash, Trench, GigSoup and Vents.

Media Coverage



TRENCH



NAO JOINS SMOKEY DANGER FOR PROFOUNDLY TOUCHING “DEAR GOD”
October 14, 2020

In a bid to promote mental health awareness, rapper and singer Smokey Danger has teamed up with his sister NAO for “Dear God”.

The track comes in partnership with charity and record label Key Changes and the NHS to promote positive mental health through music. Smokey Danger (real name Duane Davis) unfortunately suffered from schizophrenia, however he is now on the road to recovery. The illness left Smokey unable to communicate verbally, but his work with Key Changes has reshaped his fortunes, resulting in a dramatic improvement.

Music has played an influential part in Smokey’s life, and he’s now ready to throw himself into his artistic endeavours as a rapper, singer and songwriter once more. With the help of Key Changes, Smokey Danger is now flourishing and “Dear God” is a touching testament to his progress, laying bare his inconceivable experiences. The track is undeniably human, fueling vulnerability and spirituality with deeply affecting results.

Both moving and powerful, “Dear God” is an always-welcome reminder that support is there for those who need it. There are many who find solace in music, and it’s heartwarming to see the medium has served yet another soul.



Words: Ian Opatol
Photography: Raman McKenzie

CLASH

NAO's Collaboration With Smokey Danger Is Endlessly Moving

Check it out now...

ROBIN MURRAY / NEWS / 09.10.2020

Key Changes is a charity that binds mental health and music, aiming to help those in need.

Duane Davis recently started working with the charity, following a lengthy spell recovering from the impact of schizophrenia.

When he started working alongside the organisation, he had lost the ability to communicate verbally - in essence, scarcely able to talk.

Since then, though, he has improved. Working on his ability to talk, he then focussed on rap, and has now even tried his hand at singing.

Emboldened by the impact of Key Changes' work, he has started writing his own songs, using the name Smokey Danger to bring those elements together.

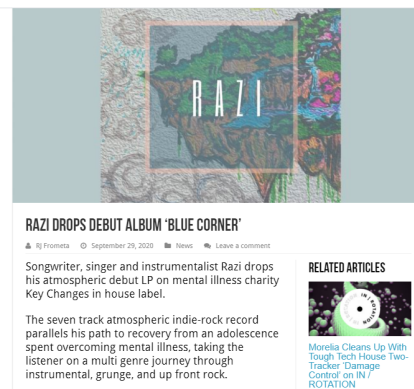
New single 'Dear God' is tremendously moving, a song born out of unimaginable experiences, but rooted in a common humanity.

Out now, it finds Smokey Danger working alongside his sister NAO, whose breathtakingly beautiful vocals elevate it to another level.

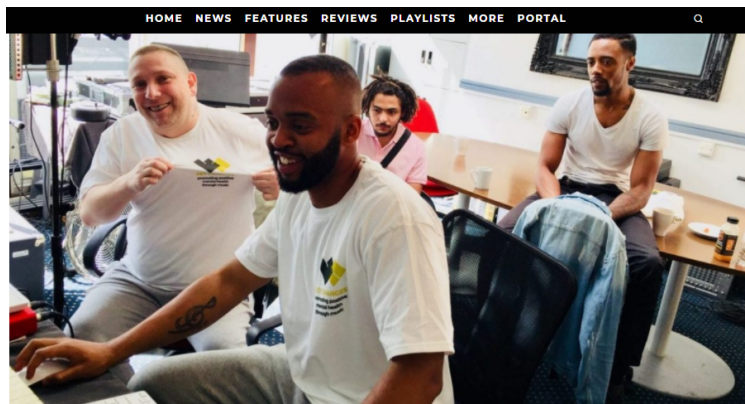
A truly wonderful piece of music, you can check out 'Dear God' below.



VENTS MAGAZINE



Media Coverage (continued)



Key Changes

WORLD MENTAL HEALTH DAY OCT 10TH: ADMISSIONS TO NHS MUSIC MENTAL HEALTH KEY CHANGES CHARITY RISE BY 30% DURING PANDEMIC



[Click to read article](#)

[Click to read article](#)

Smokey Danger Teams Up with NAO For New Single 'Dear God'

After suffering with a range of mental health problems, including loss of speech, Essex based rapper, MC and vocalist Smokey Danger releases his hauntingly honest debut single 'Dear God', as an ode to his road to recovery and the impact religion has had on his life. With the assistance of London based mental health charity and record label 'Key Changes', Smokey managed to not only regain his ability to speak, but was also given the opportunity to express his experiences through both rap and singing.

'Dear God' manages to encapsulate an ethereal musicality throughout, drawing similarities to the heartfelt, sincere vocal lines and harrowing electronic instrumentation of artists such as Sampha. The honesty within the track is apparent from it's opening, which feels appropriately stripped back, before building its layers as it progresses.

Joining Smokey on the track is his younger sister, and Mercury Prize nominee, NAO, who elevates the song with her instantly recognisable, silken tones and effortless harmonies with her brother.

'Dear God' progresses from a simplistic opening, to a multilayered soundscape of warmth and honesty, which is redolent to Smokey's own journey with his mental health, steadily improving as time passes.

The finale of the track utilises punchy drums paired with a playful synth line to generate an optimistic instrumentation, amplified by the unified vocals of Smokey and NAO.

Smokey Danger's self titled first album utilises 'Dear God' as it's opening track, with it's placing here seeming to act as a 'calm before the storm' scenario, being followed by six tracks consisting of an eclectic mixture of jungle, drum and bass and electro-rap.

It's clear from the existence of 'Dear God' that Smokey Danger isn't afraid of experimentation of form, enabling him to capture a diverse spectrum of sounds from a variety of genres within one product, suggesting an intriguing future as to where Smokey will take his sound next.



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Music artists join Studio Connect mental health support programme

BRIT award winning artist NAO, and acclaimed rapper/producer Jords have joined the Key Changes "Studio Connect" programme as music industry mentors. The Studio Connect programme is an online service designed to support the mental health needs of vulnerable Black, Asian and minority ethnic groups following the Covid-19 crisis.

The programme has been developed with a specific focus on Black, Asian and minority ethnic men who are over-represented in the mental health patient population, and who have been disproportionately affected by the crisis. The programme will deliver therapeutic outcomes for approximately 100 individuals in 2020/21, particularly those who are vulnerable and living in care homes, hospitals and other high-risk settings.

Individuals will take part in weekly online creative collaboration sessions with the music industry mentors to co-create themes, lyrics and beats, with real-time studio production support. The approach is designed to harness the creative process of making music to develop conversations around mental health and provide an ideal setting for mentoring in mental health management skills, and early intervention/advocacy support.

Participants are also able to access social interaction and peer support through weekly online open mic events, and weekly online group workshops featuring guest speakers from across the music industry.

The programme will be independently evaluated by MIND and the Department of Health in late 2020.

[Click to read article](#)



The year ahead will continue to focus on the responsive adaptation of our services, ensuring we keep reaching those with mental health challenges who are now more vulnerable than ever before in the wake of Covid-19. Recent data from mental health practitioners, police and social services has confirmed a significant increase in the numbers of people experiencing mental health crisis following many months of restrictions to daily life.

Our services in secure hospitals will remain vital, by helping those in in-patient treatment to recover more quickly and to leave hospital with increased resilience and optimism. Equally important will be ensuring that those discharged – particularly young BAME males who may have limited networks of family support around them – are offered a seamless transition to continuing support in the community.

Shortly following the close of the financial year, Key Changes secured emergency grant funding from the London Community Response Fund which will enable the charity to trial a new post within the team from January to July 2021. The new role – Community Gateway Manager – will focus on identifying vulnerable individuals and supporting their access to appropriate community based support – whether at our studios in Islington and Brixton, or online via the Studio Connect service.

We will also take forwards the success of our independent record label and artist development programme, by developing innovative new routes for hospital patients to publish music and gain increased levels of music industry awareness and valuable transferable skills.

In 2021 we will also begin our 3-yearly Board audit and development plan to identify and address skills and representation gaps on our management committee, with the valued support of several expert organisations including Lloyds Bank Foundation (via the Enhance programme) and ELBA. This will build on valuable strategic development work undertaken with Pilotlight in 2017/18.

Our key priorities for 2021-2022 are to:

- **Continue effectively meeting changing mental health support needs in the wake of Covid-19**
- **Ensure we are recognised as the leading provider of music services for mental health by practitioners and the wider music industry**
- **Build on current music industry support to raise profile with wider public audiences**
- **Develop further impact research opportunities to strengthen the evidence base for our work**

Financial Review

Key Changes generated total income of £351,247 in 2019/20, an increase of 35 per cent on 2018/19. £118,592 of income was from unrestricted sources. Grant income increased by £113,000, including new grants from the National Foundation of Youth Music and National Lottery Fund. At year end, forward commitments from existing funders (subject to ongoing satisfactory project performance) amounted to approximately £99,000. General donations increased by just under £9,000.

Expenditure increased by 22 per cent to £303,793 representing additions to staff and increased project activity. Total surplus for the 2019/20 was £47,454 including a £27,223 surplus from unrestricted income.

Reserves policy:

The trustees seek to maintain a financial reserve in order to protect the organization and its services from financial disruption, and provide working capital for innovation and service development. In order to maximize funding of service delivery and minimize unnecessary retention of income, the trustees have determined that the organization needs free reserves to cover:

- 3 months of core costs
- 1 month of project delivery costs.

At budgeted activity levels (as at 31 March 2020) this would have equated to £37,000. At the same date the organization had unrestricted cash reserves of £36,973. Total reserves were £84,674.

Structure, governance and management

The organisation is a charitable company limited by guarantee, incorporated on 20th January 2003 and registered as a charity on 17th May 2004. The company was established under a Memorandum of Association which established the objects and powers of the organisation. Key Changes is governed under its Articles of Association which were most recently updated in October 2020. In the event of the charitable company being wound up members are required to contribute an amount not exceeding £1.

Organisational structure and decision making

The governance of Key Changes is overseen by a Board of Trustees (the Board), which sets strategic direction, agrees budgets and operational policies, and monitors performance. Trustees are recruited to provide the skills and insights the Board judges necessary for the effective management of the organisation. These currently include organisational strategy, financial management, fundraising, arts administration, mental health experience and music industry expertise. Trustees are also appointed to provide service user and staff representation. We are currently in the process of recruiting a new treasurer. The Chief Executive Officer attends the Board in his role as Company Secretary but has no voting rights.

All trustees give their time voluntarily and receive no benefits from the charity, except for the single staff-representative trustee who receives payment for work undertaken towards the normal operation of business as governed by contracts of service. Trustee expenses reclaimed from the organisation are shown as governance costs in Note 5(d) of the accounts. Trustees are required to disclose all relevant interests and withdraw from any decisions where a conflict of interest arises.

Day-to-day management of the organisation is delegated to the Chief Executive Officer. The Chief Executive is responsible for ensuring that the charity delivers the services specified and that key performance indicators are met. The Chief Executive provides individual supervision of the staff team and also ensures that the team continue to develop their skills and working practices in line with good practice.

Recruitment and induction of Trustees

Requirements for new trustees are identified by the Board, and selective advertising and networking is used to identify candidates with the skills and insights required. Potential candidates are interviewed by the Chief Executive Officer and invited to observe a Board meeting prior to appointment being formalized by the remaining Board members. New trustees are provided with induction materials covering the organization's strategy, operating procedures and the expectations and responsibilities of trustees. Where required, training on mental health awareness is also provided by our in-house experts.

Responsibilities of the trustees

The trustees (who are also directors of Key Changes for the purposes of company law) are responsible for preparing the annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards. Company law requires the Management Committee to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company, and to enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The annual report and accounts have been prepared in accordance with the SORP issued in October 2019, Financial Reporting Standard 102, the Charities Act 2011, the Companies Act 2006 (including provisions in Part 15 applicable to companies' subject to the small companies' regime), and UK Generally Accepted Accounting Practice.

Approved by the Management Committee on: 18th March 2021

and signed on its behalf by: Adam Thomas

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED

FINANCIAL STATEMENTS

31 MARCH 2020

Company Number 4641867

Charity Number 1103774

**KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY
YEAR ENDED 31 MARCH 2020**

| | |
|------------------------------------|--|
| Name of Organisation | Key Changes: Positive Mental Health Through Music Limited |
| Registered Office | Highgate Mental Health Centre Dartmouth Park Hill London N19 5NX |
| Charity Registration Number | 1103774 |
| Company Registration Number | 4641867 |
| Trustees | Adam Thomas, Chair Johnny Brown Ashley Mckenzie Francesca Peck Andrew Denney Mark Vincent |
| Management Committee | Adam Thomas, Chair Johnny Brown Ashley Mckenzie Francesca Peck Andrew Denney Mark Vincent Peter Leigh, Secretary |
| Bankers | TSB Archway Branch 19 Highgate Hill London N19 |

**KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
INDEPENDENT EXAMINER'S REPORT TO THE MEMBERS
YEAR ENDED 31 MARCH 2020**

I have examined the accounts of the charity for the period ended 31st March 2020, which are set out on pages 3 to 10.

RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND EXAMINER

The charity's trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

BASIS OF EXAMINER'S REPORT

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently, I do not express an audit opinion on the view given by the accounts.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention:

1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep proper accounting records in accordance with section 386 of Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Mohammad Jameer
London N4 2QY
1st February 2021

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING THE
INCOME AND EXPENDITURE ACCOUNT)
YEAR ENDED 31 MARCH 2020

| | Note | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2020 £ | Total Funds 2019 £ |
|---|-------------|-------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| INCOME FROM | | | | | |
| Donations & legacies | 2 | 16,839 | | 16,839 | 8,209 |
| Income from charitable activities | 3 | 101,753 | 232,655 | 334,408 | 250,712 |
| Investment income | | | | | |
| TOTAL INCOME | | <u>118,592</u> | <u>232,655</u> | <u>351,247</u> | <u>258,921</u> |
| EXPENDITURE ON | | | | | |
| Cost of raising funds | 4 | (14,852) | | (14,852) | (12,352) |
| Charitable activities | 5 | (76,517) | (212,424) | (288,941) | (235,886) |
| TOTAL EXPENDITURE | | <u>(91,369)</u> | <u>(212,424)</u> | <u>(303,793)</u> | <u>(248,238)</u> |
| NET INCOME /(EXPENDITURE) FOR THE YEAR | | 27,223 | 20,231 | 47,454 | 10,683 |
| RECONCILIATION OF FUNDS | | | | | |
| Total funds brought forward | | <u>9,720</u> | <u>27,500</u> | <u>37,220</u> | <u>26,537</u> |
| TOTAL FUNDS CARRIED FORWARD | | <u>36,943</u> | <u>47,731</u> | <u>84,674</u> | <u>37,220</u> |

The Statement of Financial Activities includes all gains and losses in the year and therefore a statement of total recognised gains and losses has not been prepared.

All of the above amounts relate to continuing activities

The notes on pages 5 to 10 form part of these financial statements.

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
BALANCE SHEET
YEAR ENDED 31 MARCH 2020

Company No 4641867

| | Note | 2020 £ | 2019 £ |
|---|------|----------------|----------------|
| CURRENT ASSETS | | | |
| Cash at Bank and in Hand | 6 | 72,997 | 27,351 |
| Debtors | 7 | 16,296 | 15,495 |
| | | <u>89,293</u> | <u>42,846</u> |
| CREDITORS: Amounts falling due within one year | 8 | <u>(4,619)</u> | <u>(5,626)</u> |
| NET CURRENT ASSETS | | 84,674 | 37,220 |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | 84,674 | 37,220 |
| CREDITORS: Amounts falling due after one year | | | |
| NET ASSETS | | 84,674 | 37,220 |
| CHARITY FUNDS | | | |
| Unrestricted Funds | 9 | 36,943 | 9,720 |
| Restricted Funds | 10 | 47,731 | 27,500 |
| TOTAL FUNDS | | 84,674 | 37,220 |

For the year ended 31 March 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Trustees' responsibilities:


The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies' subject to the small companies' regime and in accordance with the Financial Reporting Standard 102

These financial statements were approved by the Trustees on: 18th March 2021

Adam Thomas (Chair): 

Mark Vincent : 

The notes on pages 5 to 10 form part of these financial statements

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2020

1. ACCOUNTING POLICIES

Basis of accounting

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

Income

All incoming resources are included in the Statement of Financial Activities when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy, except as follows:

- When donors specify that donations and grants given to the charity must be used in a future accounting period, the income is deferred until those periods.
- When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.

The value of services provided by volunteers has not been included

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis

General funds

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the charitable objects of Islington Music Forum and which have not been designated for particular purposes

Restricted funds

Restricted income received are accounted for separately as restricted funds and are used for the purposes specified by the donor

2. DONATION AND LEGACIES:

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2020 £ | Total Funds 2019 £ |
|-----------|-------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Donations | 16,839 | | 16,839 | 8,209 |
| | <u>16,839</u> | | <u>16,839</u> | <u>8,209</u> |

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2020

2a. DONATION AND LEGACIES: DONATIONS:

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2020 £ | Total Funds 2019 £ |
|---------------|----------------------------|--------------------------|--------------------------|--------------------------|
| Miscellaneous | 16,839 | | 16,839 | 8,209 |
| | <u>16,839</u> | | <u>16,839</u> | <u>8,209</u> |

3. INCOME FROM CHARITABLE ACTIVITIES:

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2020 £ | Total Funds 2019 £ |
|--------|----------------------------|--------------------------|--------------------------|--------------------------|
| Grants | | 232,655 | 232,655 | 119,602 |
| Fees | 101,753 | | 101,753 | 131,110 |
| | <u>101,753</u> | <u>232,655</u> | <u>334,408</u> | <u>250,712</u> |

3a. INCOME FROM CHARITABLE ACTIVITIES: GRANTS

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2020 £ | Total Funds 2019 £ |
|------------------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| Arts Council | | 1,500 | 1,500 | 13,500 |
| Awards For All | | | | 9,800 |
| Barchester Charitable Foundation | | | | 500 |
| BUPA | | | | 22,989 |
| Camden Giving | | 6,340 | 6,340 | |
| Chalk Hill Trust | | 4,900 | 4,900 | |
| D Oyly Carte Charitable Trust | | 3,000 | 3,000 | 3,000 |
| Goldsmith's Charity | | 3,200 | 3,200 | |
| LB Hackney | | 37,594 | 37,594 | |
| LB Islington | | 19,700 | 19,700 | 18,133 |
| Lloyds Bank Foundation | | 25,000 | 25,000 | 25,000 |
| London Catalyst | | | | 4,000 |
| Mrs Smith and Mount Trust | | | | 4,680 |
| National Foundation of Youth Music | | 42,034 | 42,034 | |
| National Lottery | | 47,417 | 47,417 | |
| Postcode Community Trust | | | | 18,000 |
| PRS Foundation | | 5,000 | 5,000 | |
| St James Place | | 9,970 | 9,970 | |
| Tudor Trust | | 27,000 | 27,000 | |
| | | <u>232,655</u> | <u>232,655</u> | <u>119,602</u> |

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2020

3b. INCOME FROM CHARITABLE ACTIVITIES: FEES

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2020 £ | Total Funds 2019 £ |
|--|----------------------------|--------------------------|--------------------------|--------------------------|
| Music Engagement and Recovery Services and Musical Performances | 101,753 | | 101,753 | 131,110 |
| | <u>101,753</u> | <u> </u> | <u>101,753</u> | <u>131,110</u> |

4. COSTS OF GENERATING FUNDS:

| | Total Funds 2020 £ | Total Funds 2019 £ |
|-------------|--------------------------|--------------------------|
| Fundraising | 14,852 | 12,352 |
| | <u>14,852</u> | <u>12,352</u> |

5. COSTS OF CHARITABLE ACTIVITIES:

| | Total Funds 2020 £ | Total Funds 2019 £ |
|----------------------------|--------------------------|--------------------------|
| Staff Costs | 65,806 | 32,445 |
| Support Costs | 29,023 | 29,680 |
| Direct Project Expenditure | 189,018 | 168,954 |
| Governance | 5,094 | 4,807 |
| | <u>288,941</u> | <u>235,886</u> |

5a. STAFF COSTS:

| | Total Funds 2020 £ | Total Funds 2019 £ |
|----------------|--------------------------|--------------------------|
| Staff Salaries | 64,068 | 32,445 |
| Employers NI | 1,738 | |
| | <u>65,806</u> | <u>32,445</u> |

The average number of employees during the year was two.

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2020

5b. SUPPORT COSTS:

| | Total Funds | Total Funds |
|-----------------------------|---------------|---------------|
| | 2020 | 2019 |
| | £ | £ |
| Volunteers Expenses | 1,683 | 887 |
| Office and Studio Rent | 21,093 | 21,884 |
| Marketing/Publicity/Website | 590 | 1,219 |
| Printing,Postage,Stationery | 2,079 | 1,816 |
| Telecommunications | 1,293 | 2,166 |
| Computer Expenses | 769 | 668 |
| Equipment | 243 | 275 |
| Membership/Subscription | 527 | 152 |
| Insurance | 746 | 439 |
| Miscellaneous | | 174 |
| | <u>29,023</u> | <u>29,680</u> |

5c. DIRECT PROJECT EXPENDITURE:

| | Total Funds | Total Funds |
|-----------------------------|----------------|----------------|
| | 2020 | 2019 |
| | £ | £ |
| Musicians and Tutors | 165,712 | 150,043 |
| Facilitators | | 1,345 |
| Equipment | 10,759 | 5,535 |
| Events/Festivals/Activities | 6,582 | 9,619 |
| Film and Radio Production | 1,809 | 72 |
| Travel & Other Expenses | 4,156 | 2,340 |
| | <u>189,018</u> | <u>168,954</u> |

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2020

5d. GOVERNANCE:

| | Total Funds 2020 £ | Total Funds 2019 £ |
|----------------------------|--------------------------|--------------------------|
| Independent Examination | 775 | 775 |
| Bookkeeping | 2,105 | 2,030 |
| DBS | 856 | 472 |
| Bank Charges | 257 | 140 |
| AGM/Board Meeting Expenses | 1,101 | 1,390 |
| | <u>5,094</u> | <u>4,807</u> |

Note 5(d) Board member Mark Vincent acts as staff representative on the board. In the line of his normal duties with Key Changes Mark received contractual payments for services in 2019/20 totalling £5,202. Payments were approved by the Board. Payments form part of the musicians and tutors costs shown in Note 5(c). 2 Board members incurred travel expenses totaling £197.42 in the year.

6. CASH AT BANK AND IN HAND

| | 2020 £ | 2019 £ |
|------------|---------------|---------------|
| TSB | 72,997 | 27,351 |
| Petty Cash | | |
| | <u>72,997</u> | <u>27,351</u> |

7. DEBTORS

| | 2020 £ | 2019 £ |
|----------------|---------------|---------------|
| Accrued Income | 15,000 | 15,000 |
| Other Debtors | 1,296 | 495 |
| | <u>16,296</u> | <u>15,495</u> |

8. CREDITORS: Amounts falling due within one year

| | 2020 £ | 2019 £ |
|----------------|--------------|--------------|
| Accruals | 2,455 | 775 |
| Inland Revenue | 2,164 | 4,851 |
| | <u>4,619</u> | <u>5,626</u> |

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2020

9. UNRESTRICTED INCOME GENERAL FUNDS:

| | Balance at 1 April 2019 | Incoming resources | Outgoing resources | Transfers In/(Out) | Balance at 31 Mar 2020 |
|---------|----------------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| General | 9,720 | 118,592 | (91,369) | | 36,943 |
| | <u>9,720</u> | <u>118,592</u> | <u>(91,369)</u> | <u></u> | <u>36,943</u> |

10. RESTRICTED INCOME FUNDS:

| | Balance at 1 April 2019 | Incoming resources | Outgoing resources | Transfers In/(Out) | Balance at 31 Mar 2020 |
|------------------------|----------------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| Hospital Programme | | 57,294 | (57,294) | | |
| Community Programme | 6,000 | 123,361 | (101,630) | | 27,731 |
| Lloyds Bank Foundation | 21,500 | 25,000 | (26,500) | | 20,000 |
| Tudor Trust | | 27,000 | (27,000) | | |
| | <u>27,500</u> | <u>232,655</u> | <u>(212,424)</u> | <u></u> | <u>47,731</u> |

11. SUMMARY OF NET ASSETS BY FUNDS:

| | Unrestricted Funds £ | Restricted Funds £ | Total Funds 2020 £ | Total Funds 2019 £ |
|-----------------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| Net Current Assets | 36,943 | 47,731 | 84,674 | 37,220 |
| Creditors due in more than a year | | | | |
| | <u>36,943</u> | <u>47,731</u> | <u>84,674</u> | <u>37,220</u> |

**KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 MARCH 2020**

The following pages do not form part of the statutory financial statements

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
DETAILED STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 31 MARCH 2020

| | 2020 £ | 2019 £ |
|---|----------------|----------------|
| INCOME FROM | | |
| DONATION AND LEGACIES | | |
| Donations | | |
| Miscellaneous | 16,839 | 8,209 |
| | <u>16,839</u> | <u>8,209</u> |
| INCOME FROM | | |
| CHARITABLE ACTIVITIES | | |
| Grants | | |
| Arts Council | 1,500 | 13,500 |
| Awards For All | | 9,800 |
| Barchester Charitable Foundation | | 500 |
| BUPA | | 22,989 |
| Camden Giving | 6,340 | |
| Chalk Hill Trust | 4,900 | |
| D Oylly Carte Charitable Trust | 3,000 | 3,000 |
| Goldsmith's Charity | 3,200 | |
| LB Hackney | 37,594 | |
| LB Islington | 19,700 | 18,133 |
| Lloyds Bank Foundation | 25,000 | 25,000 |
| London Catalyst | | 4,000 |
| Mrs Smith and Mount Trust | | 4,680 |
| National Foundation of Youth Music | 42,034 | |
| National Lottery | 47,417 | |
| Postcode Community Trust | | 18,000 |
| PRS Foundation | 5,000 | |
| St James Place | 9,970 | |
| Tudor Trust | 27,000 | |
| Fees | | |
| Music Engagement and Recovery Services and Musical Performances | 101,753 | 131,110 |
| | <u>334,408</u> | <u>250,712</u> |
| INVESTMENT INCOME | | |
| Bank Interest Received | | |
| | <u>351,247</u> | <u>258,921</u> |
| TOTAL INCOME | | |

KEY CHANGES: POSITIVE MENTAL HEALTH THROUGH MUSIC LIMITED
DETAILED STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 31 MARCH 2020

| | 2020 £ | 2019 £ |
|--|----------------|----------------|
| EXPENDITURE | | |
| COST OF RAISING FUNDS | | |
| Fundraising | 14,852 | 12,352 |
| | <u>14,852</u> | <u>12,352</u> |
| CHARITABLE ACTIVITIES | | |
| Staff Costs | | |
| Salaries | 64,068 | 32,445 |
| Employers NI | 1,738 | |
| Support Costs | | |
| Volunteers Expenses | 1,683 | 887 |
| Office and Studio Rent | 21,093 | 21,884 |
| Marketing/Publicity /Website | 590 | 1,219 |
| Printing,Postage,Stationery | 2,079 | 1,816 |
| Telecommunications | 1,293 | 2,166 |
| Computer Expenses | 769 | 668 |
| Equipment | 243 | 275 |
| Membership/Subscription | 527 | 152 |
| Insurance | 746 | 439 |
| Miscellaneous | | 174 |
| Direct Project Costs | | |
| Musicians & Tutors | 165,712 | 150,043 |
| Facilitators | | 1,345 |
| Equipment | 10,759 | 5,535 |
| Events/Festivals/Activities | 6,582 | 9,619 |
| Film and Radio Production | 1,809 | 72 |
| Travel & Other Expenses | 4,156 | 2,340 |
| Governance Costs | | |
| Independent Examination | 775 | 775 |
| Bookkeeping | 2,105 | 2,030 |
| DBS | 856 | 472 |
| Bank Charges | 257 | 140 |
| AGM/Board Meeting Expenses | 1,101 | 1,390 |
| | <u>288,941</u> | <u>235,886</u> |
| TOTAL EXPENDITURE | <u>303,793</u> | <u>248,238</u> |
| NET INCOME / (EXPENDITURE) FOR THE YEAR | <u>47,454</u> | <u>10,683</u> |