

MUSIC AT MALLING LTD

REPORT AND ACCOUNTS FOR THE YEAR ENDED 30 NOVEMBER 2018

Company number : 8048051
Charity Commission number : 1150337

MUSIC AT MALLING LIMITED

Report and accounts for the year ended 30 November 2018

The Directors and Trustees have pleasure in presenting the report and accounts of Music at Malling for the year ended 30 November 2018.

The Company and its aims

The Company was registered at Companies House on 26 April 2012 as a company limited by guarantee. On 4 January 2013 the company was entered on the Register of Charities, with the Registered Charity Number 1150337.

Registered office:

Went House
83 Swan Street
West Malling ME19 6LW

Music at Malling was established with the objective of establishing and promoting a festival of outstanding music in West Malling, Kent, and surrounding villages. The festival is centred on professional musicians and encourages in particular the involvement of local schools. Funds are raised through sponsorship and ticket sales. The programme is developed under the auspices of the festival's Artistic Director, Thomas Kemp.

Directors and Trustees

The directors and trustees who held office throughout the year are:

Alan Gibbins (Chairman)
Jane Anderson
Rebecca Clifford
Nick Crutchfield (Hon Treasurer)
David Kemp
Peter Rutland
David Shuker

The Festival Committee consists of the above and the following:

Deborah Sutch (Company Secretary)
Andrew Cornish
Peter Cosier
Veronica Cosier
Roger Evernden
Mary Gibbins

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Activity in 2018

The eighth Music at Malling Festival ran from 16-29 September with twenty nine events featuring outstanding artists in concerts, workshops and participatory events in historic venues in and around West Malling: 2299 people attended these events. Ticket receipts (excluding schools) were significantly ahead of 2017 at £20,989 (2017 £13,396). Schools concert/workshop income was down from £9,910 in 2017 to £4,880 and this is described further in the following section.

Schools and young people

The schools programme continues to be a core strength of the Festival. The Festival Committee strongly believes that the main portal into the world of classical music is early exposure - children need to opportunity to hear such music preformed with passion. Its provision in schools should be automatic and our efforts in this area are supported by Kent Music:

- 583 children took part in an outreach project based around Michael Rosen's Great Enormo. In collaboration with Kent Music, 12 primary schools took part in a project that developed new pieces in whole class groups which were performed alongside professional musicians in four concerts. Set to music by Morgan Pochin, this was the premiere of a new version for chamber ensemble. Once again, Discovery School on Kings Hill generously shared their hall for two of the concerts, the other two being at St Mary's church in West Malling
- 14 Young composers took part in a Go Compose day held at the St Benedict's Centre, Malling Abbey. Ranging from GCSE to Undergraduate level, each young composer was mentored by a professional composer and instrumentalists from Chamber Domaine, writing, recording and performing a new piece in a day.
- 30 young musicians took part in a side-by-side workshop and concert with Tenebrae directed by Nigel Short, which included a performance of a new work, Footsteps, by Owain Park.
- 11 young string players from across Kent took part in a side-by-side rehearsal and concert with Chamber Domaine and Charles Dance OBE, commemorating the Armistice of 1918.

Other outreach activities included study mornings and CPD to embed music in local primary schools and develop music teaching skills for non-specialist teachers

We had anticipated that 20 schools would participate in The Great Enormo workshops and concerts. In the event only 12 schools took part. The principal issues are getting schools to commit and finances: for some schools the cost of £5 per child is too expensive despite the cost of the workshops and concerts being heavily subsidised. One academy chain with 4 schools pulled out at very short notice. We are working with Kent Music to look at this area, including getting schools to commit much earlier in the year.

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Activity in 2018 (continued)

Jason Rowland was the lead animator on the Great Enormo and his fees were covered by Kent Music, who also helped to develop the white board materials and teachers' pack.

We saw an increased uptake for the side-by-side events and Go Compose as compared with 2017 but the majority of students were from private schools. We hope to address this through a social media campaign and a video specific to these events which we will circulate to engage a wider range of students.

Other highlights

*Judith Weir, Master of the Queen's Music, was featured across the programme and attended several concerts and Meet the Composer events.

*thematic strands included:

- Debussy 100 with sonatas written at the end of his life to honour those fighting in the Great War;
- Bach Pilgrimages, with guitarist Craig Ogden playing the complete Bach Lute Suites in Mallory Abbey to capacity audiences;
- also at the Abbey, Richard Harwood, now principal Cellist at the RPO, playing Weir, Ligeti and Crumb;
- the complete violin sonatas of Eugène Ysaÿe played by Tom Bowes;
- a tribute to Frieda Kahlo with Lizzie Ball and Morgan Szymanski;
- Charles Dance in an Armistice concert of words by Siegfried Sassoon and music written during the Great War- again with a capacity audience; and
- Tenebrae giving a concert in Tonbridge School Chapel of music by Stanford, Parry, Elgar and Vaughan Williams;
- an organ recital by Rupert Jeffcoat on the Marcussen organ in Tonbridge School Chapel featuring Debussy, Bridge, Elgar and Judith Weir; and
- the Tippett Quartet playing Debussy and Elgar in the beautiful Birling church

This year Music at Mallory had a Young Artist Platform for the first time, with a harpist, Gabriella Jones from the Park Lane Group in a concert including music by Debussy and Ravel and a very entertaining piece 'Bugs' by contemporary composer Paul Patterson, who we were delighted to have in the audience.

We were also pleased to welcome Steinway Artist Vanessa Benelli Mossel playing Debussy and Weir.

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Activity in 2018 (continued)

Jazz events are always well attended and greatly anticipated and this year included the Callum Au Big Band and the James Pearson Trio in the Grand Finale of the Festival which brought the house down.

There were also two events which provided a modern take on Bach:

- James Pearson gave a solo piano recital of Bach Inventions Reinvented; and
- cellist Peter Gregson performed his latest album (Deutsche Grammophon) Bach recomposed, for cello and electronics.

We were also pleased to help raise funds (£800) for local charities, Pilsdon, Spadework and Dandelion Time; and £688 for the Royal British Legion (at the Armistice concert) by asking for donations in lieu of payment for interval refreshments.

Publicity

The Festival was featured in the regional and national press with 22 pieces of coverage on BBC Radio 3, ITV Meridien News, Classic FM and numerous papers and magazines.

The Festival had a longer run-in time this year than previously, allowing wider coverage in the media and helping the growth in ticket sales and income. WildKatPR began the PR campaign in May 2018 and tickets went on sale in July. The PR campaign led to a much greater number of previews than in previous years and included three short videos for Classic FM which have had over 80,000 views on the website and social media; and three appearances on Radio 3's In Tune including interviews with our Artistic Director, Thomas Kemp, live music from Vanessa Benelli Mossel and from James Pearson and Lizzie Ball .

Our social media campaign also began in May and was particularly effective on Twitter, with 330 tweets generating 228,000 impressions and 7,286 profile visits.

The website had 4,478 new users with people visiting the site from a much wider catchment area which was monitored on Google Analytics.

60% of tickets were sold online with the remainder being sold on the door and in particular through Was Down Swan Street, a shop on West Malling High Street.

Having excellent video footage and photos greatly improved the reach of our social media and is something we will continue to develop, particularly for engaging with young people.

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Feedback

Feedback forms are distributed at most events and comments received were overwhelmingly positive. We include a very small selection only below:

- a very good programme . A coming of age?
- many thanks to all those who help to bring such talented international artists to our little town
- a wonderful way to bring life to the village
- it gets better every year
- the website is beautiful and very easy to use
- beautiful music in a lovely setting
- Sassoon's words on paper could never have the impact they did spoken tonight and with the wonderful music. The whole evening was a triumph
- concept [childrens' programme] is original and outstanding
- you can tell the children really enjoyed it

There were nevertheless some critical comments which we welcome to build on for the future. Some areas are substantially outside our control such as the parking issue in West Malling (although we will increase efforts to point out what is available). But others we will seek to address. In particular there were several comments about the lack of a hand out with the words sung by Tenebrae (described nevertheless as a 'flawless' performance)

- wonderful music and participation by the children and we clearly need to work on this.

Sponsorship, funding and going concern

The quality of the programme offered by the Festival is again confirmed by the range of financial support we receive and for which we are most grateful. For the fourth year Arts Council England have given important backing); there has been continued support also from the RVW Trust, and the D'Oyly Carte Foundation . The Godinton Trust is giving multi-year support and there has also been important support from the RG Hills Trust and The Tory family Trust

The continuing level of local support is again demonstrated by the generous sponsorship in cash and kind received from a number of sources. We are also most grateful to Tonbridge & Malling Borough Council for their continuing financial and logistical support; to KCC; to West Malling Parish Council, to Kent Music; to the Malling Memorial Institute for their strong support of the schools' programme; The Farm House(Elite Pubs) for hosting Classical Kicks; and to the Malling Lions and Town Malling Club who have all given valuable support. We are delighted that Liberty Property Trust have have continued their involvement for a fourth year. Other local businesses have given support by way of

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Sponsorship, funding and going concern (continued)

advertising in the Festival programme and, in the case of West Malling Flowers, also providing beautiful bouquets for presentation to performing artists; and the Bull Inn at Wrotham generously provided accommodation for some of artists .

The support we receive continues to be excellent but this year has not covered the shortfall in income from ticket sales as compared with our costs. The Chairman has undertaken to make good any shortfall in funding by way of donations or loans for working capital purposes to ensure that the company can meet its liabilities as they fall due (amounts are shown in the notes to the accounts).

Future plans

Planning for the 2019 festival is under way. The schools programme will again be a main focus; we hope to returning to the wonderful acoustics of the Abbey Chapel and the Pilsdon Barn; we hope that James Pearson and Lizzie Ball will return by popular demand; and we are planning new ventures and new initiatives. Sponsorship is already being sought and the eventual shape of the programme will reflect our success in raising appropriate funds.

We are also giving active consideration as to how we can maintain contact with schools through the year leading up to the festival; and to the possibility of organising concerts during the year to keep the idea of the festival alive in the public imagination. Funding will be crucial to achieving these aims.

Public Benefit

The Company's stated aims are the advancement of the arts for the public benefit by staging in particular but not exclusively, a festival in West Malling and the surrounding area to promote appreciation of music of the highest standard, and to advance the education of the public in the arts.

The participation of people of all ages in the programme described in outline in this report, supported by our concessionary pricing policy, demonstrates the achievement of these aims; and we will be building further on this in future festivals.

Risk management

The Directors and Trustees confirm that they have carried out a review of the major risks that Music at Malling presently faces, and have considered the necessary procedures to minimise any potential impact should those risks materialise. These include the identification and mitigation of all perceived risk of physical accident to audiences and performers. Financial risks are dealt with earlier in this report.

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Directors' and Trustees' responsibilities in relation to the financial statements

Company law requires the Directors and Trustees to prepare financial statements that give a true and fair view of the state of affairs of the Company and Charity at the end of the financial period and of its surplus or deficit for the financial period.

In so doing, the Directors and Trustees are required to:

- Select suitable accounting policies and apply them consistently
- Make sound judgements and estimates that are reasonable and prudent
- Prepare the financial statements on a going concern basis unless it is appropriate to presume that the Company will not continue in business
- Select suitable accounting policies and apply them consistently
- Make sound judgements and estimates that are reasonable and prudent
- Prepare the financial statements on a going concern basis unless it is appropriate to presume that the Company will not continue in business.

The Directors and Trustees are responsible for maintaining proper accounting records which 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 for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Independent examiner

The Trustees are most grateful to Mike Darbyshire for agreeing to be the Independent Examiner of Music at Malling.

By order of the Board

Deborah Sutch, Hon Company Secretary

16 January 2019



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Independent examiner's report to the Trustees of Music at Malling Ltd

I report on the accounts of the company for the year ended 30 November 2018, which preset out on pages 10 to 14

Respective responsibilities of trustees and examiner

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act'). The Trustees consider that an audit is not required for this year under part 16 of the 2006 Act and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent 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 no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect :

- accounting records were not kept in accordance with section 386 of the 2006 Act; or
- the accounts 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
- the accounts have not been prepared in accordance with the Charities SORP (FRS 102)

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Independent examiner's report to the Trustees of Music at Malling Ltd (continued)

I have no concern and have come across no other matters to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

A handwritten signature in black ink, appearing to read 'MJ Darbyshire', with a stylized flourish at the end.

MJ Darbyshire FCT
Libbits,
Seven Mile Lane, Mereworth
16 January 2019

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STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 30 NOVEMBER 2018

	Restricted funds	Unrestricted funds	Total funds	Total funds (Note 8)
	2018	2018	2018	2017
	£	£	£	£
Incoming resources				
Incoming resources from generating funds				
<i>Voluntary income</i>				
Donations and grants (note 2)	8,000	31,620	39,620	42,729
Activities for generating funds				
Concerts and music workshops	4,880	20,989	25,869	23,306
Advertising in programmes	0	720	720	780
Total incoming resources	<u>12,880</u>	<u>53,329</u>	<u>66,209</u>	<u>66,815</u>
Resources expended				
Costs of generating funds				
Charitable Activities				
Concerts and music workshops	13,294	30,558	43,852	41,247
Other costs (note 3)	4,147	22,965	27,112	22,592
Governance costs	0	0	0	0
Total resources expended	<u>17,441</u>	<u>53,523</u>	<u>70,964</u>	<u>63,839</u>
Net income for year	-4,561	-194	-4,755	2,976
Reconciliation of funds				
Total funds brought forward	1,171	4,612	5,783	2,807
Transfer between funds	<u>3,390</u>	<u>-3,390</u>	0	0
Total funds carried forward	<u>0</u>	<u>1,028</u>	<u>1,028</u>	<u>5,783</u>

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Balance Sheet at 30 November 2018

	2018	2017
	£	£
Current Assets		
Debtors (note 6)	9,250	1,500
Cash at bank and in hand	<u>2,178</u>	<u>4,283</u>
	11,428	5,783
Creditors: amounts falling due within one year (note 7)	<u>10,400</u>	<u>0</u>
Net Current Assets	<u>1,028</u>	<u>5,783</u>
Unrestricted funds	1,028	4,612
Restricted funds	<u>0</u>	<u>1,171</u>
Total funds	<u>1,028</u>	<u>5,783</u>

The Trustees consider that the Company is entitled to exemption from the requirement to have an audit under the provisions of Section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit of its accounts for the year ended 30 November 2018 in accordance with Section 476 of the Act. The Trustees acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with Section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company at 30 November 2017 and of its result for the period then ended in accordance with Section 396 of the Act and which otherwise comply with the requirements of the Companies Act relating to the accounts as far as applicable to the Company.

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

Signed:


N. G. Crutchfield

AB Gibbins
Chairman

Nick Crutchfield
Hon Treasurer

Approved by the Board on 16 January 2019

The notes on the following pages form part of these accounts

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Notes to the accounts for the year ending 30 November 2018

1. Accounting policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the preceding year.

(a) Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with the Companies Act 2006 the Statement of Recommended Practice: Accounting and Reporting by Charities issued in March 2005 and the Charities SORP (FRS 102).

(b) Fund accounting

- unrestricted funds are available for use at the discretion of the trustees in furtherance of the general activities of the charity.
- restricted funds are subjected to restrictions on their expenditure imposed by the donor.

A large majority of restricted funds is for the schools and outreach programme and for clarity of presentation, only these funds are included in the restricted funds column of the Statement of Financial Activities. See note 2 for further explanation.

(c) Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to, and virtually certain to receive, the income and the amount can be quantified with reasonable accuracy. The following policies are applied to particular categories of income:

- Voluntary income is received by way of grants and donations and is included in full in the Statement of Financial Activities when receivable.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.
- Incoming resources from concerts, music workshops and programme advertising are accounted for when earned.

(d) Resources expended

Expenditure is recognised on an accrual basis as a liability when incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

- Costs of generating funds comprises costs associated with delivering the Festival and associated workshops. These costs include those which can be allocated directly, principally musicians, and those indirect costs necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity.

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Notes to the accounts for the year ended 30 November 2018 (continued)

2. Donations and grants

Restricted donations in both years relate primarily to the schools/music education programme which includes the composition workshop and the side-by-side concert.

In 2018 unrestricted donations included £7,400 (2017 £nil) from the Chairman of the Festival.

3. Costs of generating funds- charitable activities

These include:	2018	2018	2018	2017
	Restricted	Unrestricted	Total	Total
	£	£	£	£
Hire of venues	300	3,245	3,545	3,363
Music composition and hire	457	786	1,243	1,485
Piano hire	-	3,381	3,381	3,139
Printing and publicity inc website	1,270	12,601	13,871	10,690
Toilet hire	400	452	852	918
Sound and lighting	1,520	1,520	3,040	2,370
Other inc insurance	<u>200</u>	<u>979</u>	<u>1,179</u>	<u>629</u>
	<u>4,147</u>	<u>22,964</u>	<u>27,111</u>	<u>22,592</u>

4. Trustee remuneration

No trustee or volunteer received any remuneration during the year (2017 £0). In both years the Artistic Director waived his fee of £5000. The income and expenditure relating to this fee waiver are not reflected in these accounts.

5. Taxation

As a charity, Music at Malling is exempt from tax on income falling within section 505 of the Taxes Act 1988. No tax charges have arisen in the Charity.

6. Debtors

	2018	2017
	£	£
Gift Aid receivable	1,850	0
Amounts due from sponsors	6,400	0
Other	<u>1,000</u>	<u>0</u>
	<u>9,250</u>	<u>0</u>

7. Creditors

Working capital advance to be repaid to Chairman	3,500	0
Musicians for concerts	<u>6,900</u>	<u>0</u>
	<u>10,400</u>	<u>0</u>

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Notes to the accounts for the year ended 30 November 2018

8. Analysis of restricted and unrestricted income and expenditure for 2017

	Restricted funds	Unrestricted funds	Total funds
	2017	2017	2017
	£	£	£
Incoming resources			
Incoming resources from generating funds			
<i>Voluntary income</i>			
Donations and grants (note 2)	20,500	22,229	42,729
Activities for generating funds			
Concerts and music workshops	9,910	13,396	23,306
Advertising in programmes	0	780	780
Total incoming resources	<u>30,410</u>	<u>36,405</u>	<u>66,815</u>
Resources expended			
Costs of generating funds			
Charitable Activities			
Concerts and music workshops	23,361	17,886	41,247
Other costs (note 3)	5,878	16,714	22,592
Governance costs	0	0	0
Total resources expended	<u>29,239</u>	<u>34,600</u>	<u>63,839</u>
Net income for year	1,171	1,805	2,976
Reconciliation of funds			
Total funds brought forward	0	2,807	2,807
Total funds carried forward	<u>1,171</u>	<u>4,612</u>	<u>5,783</u>