



Sing Inside: Annual Report and Accounts 2022-23

The trustees are pleased to present the annual report and accounts of Sing Inside for the year ended 31 March 2023.

Contents

Reference information	1
Structure, governance and management	2
Chair’s statement – Nigel Rothband.....	3
Chief executive’s statement – Maisie Hulbert.....	3
Report of the trustees: our objectives	4
Our work	4
Community driven, enjoyable and engaged with communities	5
Locally-focused, tailored and collaborative	6
Sustainable, inclusive and actively anti-racist.....	7
Anti-racism and inclusion	7
Demographic data.....	8
Volunteer demographic data	8
People in prison: demographic data.....	10
What have we learnt?.....	13
What’s next?	14
Financial review.....	14
Additional disclosures required for CIOs	15
Reserves policy	15
Accounts	16
Independent examiner’s report	17

Reference information

Charity name: Sing Inside

Registered CIO number: 1182678

Registered address: Sing Inside, International House, 12 Constance Street, London, E16 2DQ



Trustees

Nigel Rothband (chair, appointed 28.03.2019)
Andrea Brown (appointed 28.03.2019)
Claudia Vince (appointed 09.12.2020)
Áine Jackson (appointed 14.12.2020)
Jonathan Lucas Wood (appointed 21.12.2020)
Jenny Mercer (appointed 21.01.2021)
Edward Smyth (appointed 03.09.2021)

Executive team

Maisie Hulbert (chief executive officer)
Giverny McAndry (head of policy)
Jonathan Schranz (head of development)
Clover Willis (musical leadership executive)

With thanks to local volunteer committees based in Cambridge, Oxford and York, as well as volunteer project officers.

Structure, governance and management

Sing Inside was registered with the Charity Commission in England and Wales as a charitable incorporated organisation (CIO) on 28 March 2019 with registered charity number 1182678. Sing Inside's governing document is its constitution (last updated March 2019). The trustees confirm that the financial statements comply with the requirements in section 24 of Sing Inside's constitution and with section 133 of the Charities Act 2011 which permits non-company charities to prepare receipts and payments accounts provided the charity's gross income does not exceed £250,000.

Sing Inside provides group singing workshops in prisons across England and Wales. We enable all participants to enjoy singing with others free from judgement or assessment, inspiring hope and confidence, and facilitating connection to others. We train confident, inspiring community music leaders who deliver engaging, accessible singing sessions. We prioritise enjoyment in our approach to learning to increase confidence, promote teamwork and encourage participants to recognise their individual contribution to a shared goal.

Our executive team oversees three local committees made up of volunteers who organise workshops with prisons local to them, in Cambridge, Oxford and York. Our relationships with prisons in Staffordshire, London and the south east and all new prison partnerships are managed by the executive team.

In 2022-23, Sing Inside was able to resume face-to-face work. Over the year we have worked at approximately 50% of our pre-Covid capacity, reflecting the gradual rebuilding of relationships and reinvigorating volunteer groups. We have been able to start work with HMP Haverigg, a new partnership for us, and HMP Liverpool, expanding into the North West and hoping to develop these relationships further over 2023-24. Our 2022-25 strategy has provided us with welcome direction as we have restarted our core work, and we explore later in this report particular areas of progress. We have also developed our musical leadership training programme further, and continue to roll this out more widely, hoping to expand the programme into Liverpool and Lancaster over 2023-24.

Challenges with the external prison environment continue, and we are working to understand the changes in that context and how our work needs to adapt accordingly. In particular, the staffing crisis in prisons is putting additional pressure on enrichment work such as ours, and we are focusing on those relationships where there is capacity and resource to enable our work while we adapt our model as needed to meet these pressures.

Chair's statement – Nigel Rothband

In the final three months of the 22-23 financial year, the Board began a restructure of the Executive Team. The purpose of this was to begin the process of transitioning the management of the charity from an entirely volunteer-led organisation to a small team of part-time salaried staff. The existing volunteer chief executive and co-founder was identified as the best candidate to take the charity forward and was employed from 1 February 2023.

Alongside the chief executive, the board agreed to begin the recruitment process for a programme manager and continue support for the external fundraising consultant. The Programme Manager was seen as vital to re-establish the link between the management of the charity and its volunteers after a disruptive period during Covid-19 and the fundraising consultant would take a weight off the CEO in terms of income generation. It was reconfirmed that many of the existing voluntary members of the Executive Team still wished to remain in their roles whilst others were employed and we are extremely grateful for their continuing support during this time of change.

The year 2022-23 represented the first 7 months of our relationship with an external fundraising consultant. Whilst the Trustees will formally review the success of the fundraiser in summer 2024, the strategic ambition to increase the charity's annual income by 50% between the period of 2022-2025 is progressing ahead of schedule and has allowed the charity to begin a payroll as well as expand its offering through an Ambassadors Scheme at HMP Liverpool. Income from charitable activities increased from £6,340 in 19/20 to £27,480 in 22/23 representing an increase of 433% on pre-Covid levels.

My sincere thanks go to my fellow trustees, our supporters, donors, volunteers and of course the Sing Inside executive team for all their efforts over the past year.

Chief executive's statement – Maisie Hulbert

Sing Inside has continued to adapt over this year, responding at pace to changes in the prison system and our shifting position within it. As post-Covid pressure on the system has increased resuming meaningful activity has been challenging for many prisons. Sing Inside has worked to build site specific programmes which meet need and bring community activity which centres connection and teamwork skills back into the prison space after a period of intense isolation.

Our executive and local teams have been key drivers in this work, ensuring we are supporting volunteers where organic knowledge transfer has been interrupted by the pandemic with training and starting to build systems which will ensure the charity's future. We have continued to see volunteers engaging readily, with new joiners in Liverpool and Lancaster taking part in visits to HMP Liverpool and HMP Haverigg, and we have built promising partnerships with a number of universities, local choirs and volunteer organisations. I am particularly proud of our work on our pilot Ambassador Scheme in HMP Liverpool, where we are working consistently

with a group of residents to plan, publicise and build interest in our work within the prison. This has placed the voices of people in prison at the heart of our work and I look forward to continuing the programme over the coming financial year.

I am grateful to our board for their ongoing passion and strategic focus, and also to our many funders and supporters who have enabled our work to go from strength to strength. I am confident that this year we have set Sing Inside on a path to a sustainable post-pandemic recovery, enabling us to deliver sustainable services which respond to changing need and continue to centre enjoyment, connection and community music making.

Report of the trustees: our objectives

Sing Inside's objectives as a charity are set out in our governing document as follows.

"To advance the education of the public in the art of music by:

- *Conducting choral workshops in UK prisons and holding facilities, and promoting music and the performing arts for all who live or work within a prison setting using volunteers drawn from UK universities and local choirs;*
- *Training and developing the musicianship and educational leadership skills of volunteers drawn from UK universities and local choirs to support workshop delivery."*

All of Sing Inside's activities focus on delivering public benefit in line with these purposes. This is usually achieved through delivering day-long workshops and multi-day courses in prisons and delivering musical leadership training to volunteers outside prisons.

The trustees have referred to the Charity Commission's general guidance on public benefit when setting our objectives and in planning our future activities.

In this report we describe our main activities over the year and how we have continued to develop our organisation and deliver impactful work in line with our 2022-25 strategic goals.

What have we delivered?

- 13 visits across 9 prisons
- 5 musical leadership training sessions
- Worked with 120 prison-based participants
- Worked with 72 volunteers attending visits
- Trained 19 volunteers as future musical leaders

We are grateful to a number of funders and businesses who have supported our work over the year, including Clarasys; the Garfield Weston Foundation; the National Lottery Community Fund; the Magic Little Grants Scheme; the Samuel Gardner Memorial Trust; the Woodward Trust; the Noel Buxton Trust; the John and Susan Bowers Foundation, and the Neighbourly Foundation, as well as numerous generous donors and our regular supporters. We are further grateful to Gemma Haley who has provided us with outstanding support to achieve such significant funding success to support our work.

Our work

2022-23 provided the long-awaited opportunity for Sing Inside to return to face-to-face workshops. We worked with 9 prisons and delivered 13 visits, including an innovative multi-day project in HMP Low Newton with Levedy Ensemble and work with new prisons HMP Haverigg and HMP Liverpool. Feedback continues to demonstrate a need for our work and we have worked with our Ambassador Scheme to centre the voices of people in prison in workshop planning and delivery, to ensure we understand how interests may have changed during periods where we were unable to deliver workshops.

We are structuring this annual report around the goals identified in our 2022-25 strategy.

Community driven, enjoyable and engaged with communities

The first two goals in this section of our strategy are:

- Provide singing workshops as an opportunity for enjoyment and connection to others
- Create workshop environments which are non-judgemental in an environment which is especially punitive, allowing individuals to self-assess their development

We assessed the impact of our work in these areas this year via self-assessment forms, filled out by participants before and after sessions. We asked questions about wellbeing, confidence working in a team and meeting new people, and confidence as musicians, as well as providing space for free qualitative feedback. From this data we established a range of satisfaction scores and a net promoter score showing the following results:

- 91% satisfaction score on building confidence in singing
- 92% satisfaction score on building confidence around working in a team
- 93% satisfaction score on feeling part of a community
- 95% net promoter score (how likely prison-based participants would be to recommend the workshops to a friend)

Participants also highlighted the opportunity to work with others as changing their outlook and inspiring them to feel more positive and included:

- “Gave my mind body and spirit a boost. Really enjoyed the day. The volunteers were fantastic and motivated us all to do our best.”
- “The engagement, collaboration and celebration of voice. Thank you - it was heartwarming and life affirming.”
- “You made us all feel part of a team.”

Another strategic goal in this category commits to working with partners “**to prioritise community wellbeing in our work after a period of intense isolation**”. We received a huge range of comments highlighting the positive impact of our workshops on participant’s wellbeing, including:

- “I’ve felt so welcomed & not judged me at all. Feel more positive about things.”
- “Made my mental health grow stronger.”

Now our work has resumed, over 2023-24 we will ensure our work engages with ongoing wellbeing initiatives inside prisons and also seek advice from wider partners in this area. In 2023-24 we will also pilot our Ambassador Scheme in HMP Liverpool and recruit a programme

manager to provide renewed focus and capacity for the diversification of our musical outputs, work which we have begun to scope and cover in more detail later in this report.

Locally-focused, tailored and collaborative

Key goals in this section of our strategy relate to the effective engagement of volunteers, which was a priority post-Covid. They are:

- Place local communities at the heart of our volunteer recruitment and engagement, reducing the need to retrain committees annually while maintaining engagement with students and universities.

Over the year we worked with 72 volunteers on our visits; 46 of these submitted post visit feedback forms. These volunteers come in and form part of the choir alongside people in prison. They may be singers, but many also do not have a musical background and are interested in engaging with the prison community. We found the following results:

- 100% of volunteers felt well-briefed and adequately prepared for the prison environment
- 80% inclusivity score that a strong sense of community was created
- 78% of volunteers said the workshop improved their wellbeing or mood
- 87% of volunteers agreed that there was a positive sense of teamwork in the workshop
- 74% of volunteers said they feel more confident about meeting new people

A range of qualitative feedback included the following comments which demonstrate a sense of connection to the work and appreciation for the opportunity to work with new people from the area:

- “Good to be back doing these workshops again. I’ve missed them.”
- “I realised very early on that my concerns about the visit were unnecessary. It was an incredible educational experience all round, both musically and socially.”
- “I enjoyed how enthusiastically everyone participated and the tangible sense of pride and achievement felt by the whole community.”
- “Getting outside my comfort zone, feeling empowered to make connections with new people.”

In relation to reducing our need to retrain committees annually, we also worked with 19 volunteers who went through our musical leadership training programme, a half day training session designed to introduce new musical leaders to our pedagogical approach and prepare them for a leadership role on one of our visits. Feedback included the following comments:

- “I thoroughly enjoyed the training and am so glad I got to do it – it was better than expected and anticipated”
- “Getting the opportunity to lead myself. It was daunting at first but it was fun and worth it”
- “Appreciated the guidance in teaching songs - how to break things into sections, use call and response and offer visual support with hands etc. Also using breath as a way of starting a phrase, maintaining eye contact to build trust was all really helpful.”

- “I enjoyed reflecting on the benefits of singing in the context of a prison and thinking about tools we can use to effectively teach a song in a way that is accessible for a mixed-ability group.”

We also committed in our strategy to “Improve our engagement with people in prison, clearly communicating a timetable of sessions and driving engagement by tailoring our workshops to the specific interests of different prison communities.” This work was started by experimenting with prison partners with different periods of forward planning, balancing prison variables such as staffing with making clear commitments to potential participants. Producing CD recordings also developed a sense of ongoing connection with workshop groups, as CDs were circulated to them afterwards; this was positive in engaging people in prison between workshops and reminding them of upcoming opportunities. People in prison also submitted song suggestions more actively than in the past, which helps us to shape our future workshops to ensure they are of interest to participants. All of this information will be invaluable in planning and delivering our Ambassador Scheme, as well as securing long-term plans with prisons which enable us to commit to future work and explain timelines to people in prison with clarity.

We provide demographic data on our volunteer base later in this report.

Sustainable, inclusive and actively anti-racist

Much of 2022-23 was focused on stabilising our current levels of provision, and adjusting to changes in the system post-pandemic. This was broadly successful, with achievements against our strategic goals including:

“Secure the necessary resource to achieve our goals through increasing income from donations and grants by 50%”: over this financial year our income from charitable activities (including contracts from prisons) increased from £1,600 in 2021-22 to £23,470. This has allowed us to plan ahead for 2023-24 with much more certainty.

It has also enabled us to achieve our next strategic goal: “Establish a small team of salaried executive staff to become a more effective, efficient organisation and reduce the risk of key volunteers leaving the charity”. We established a part time chief executive position during this year and seek to supplement this with a part-time programme manager during 2023-24.

Anti-racism and inclusion

Across our strategy for 2022-25 we have set goals relating to anti-racism. In June 2020, Sing Inside committed to becoming an actively anti-racist organisation, and we have continued to deliver work over the year in pursuit of this goal. Over 2022-23 this has included:

- More consistency in when and how we collect demographic data on our volunteers and prison-based participants (see next section)
- Reviewing our musical programming to ensure artists from a range of backgrounds are represented and responding to specific requests for musical workshops tailored to particular communities (for example, workshops for Gypsy and Traveller communities, who are overrepresented in custodial settings)
- Collecting and measuring inclusion data to understand how our workshop environments could be more inclusive
- Resourcing training for our board and senior leadership team to further explore dynamics of whiteness, power and control in the prison environment. This training is due to take place in summer 2023 after a number of capacity issues and cancellations.

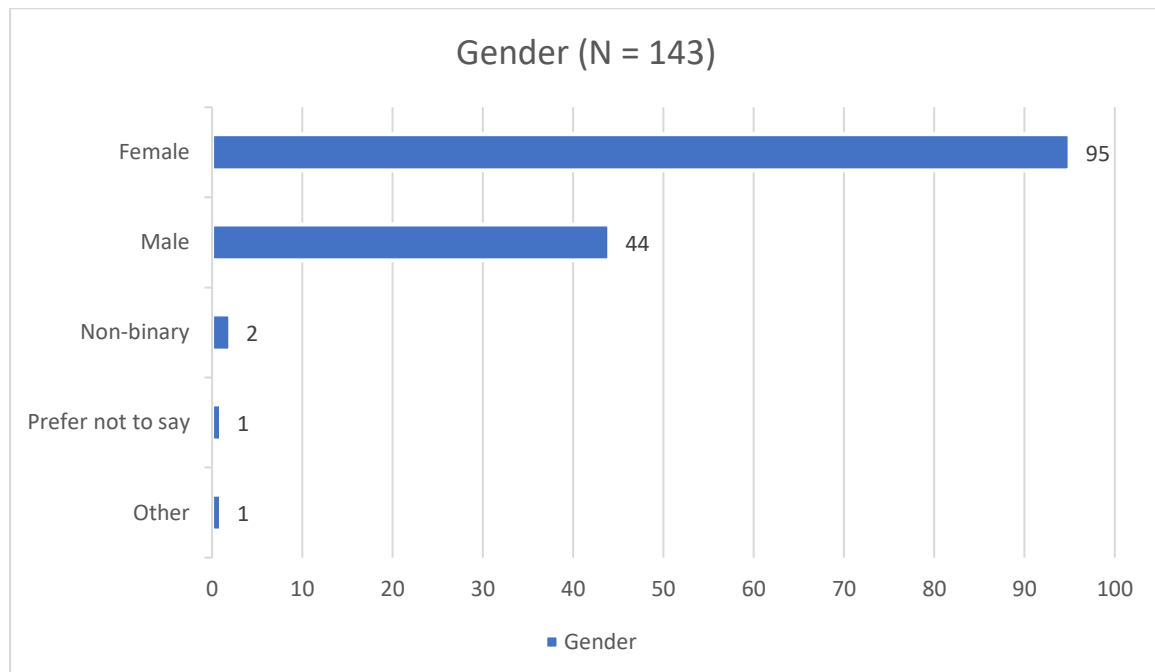
Overall participants in our workshops feel they are working in an inclusive environment. 94% of people in prison and 80% of volunteers we work with are satisfied that our workshops are inclusive. However, we know that there will be gaps in this data and through our Ambassador Scheme we aim to develop an understanding of how to improve our musical programming to meet a range of musical backgrounds and interests. We have also received feedback that being able to rework or adapt songs to reflect participant experience more accurately helps people to feel included and engaged.

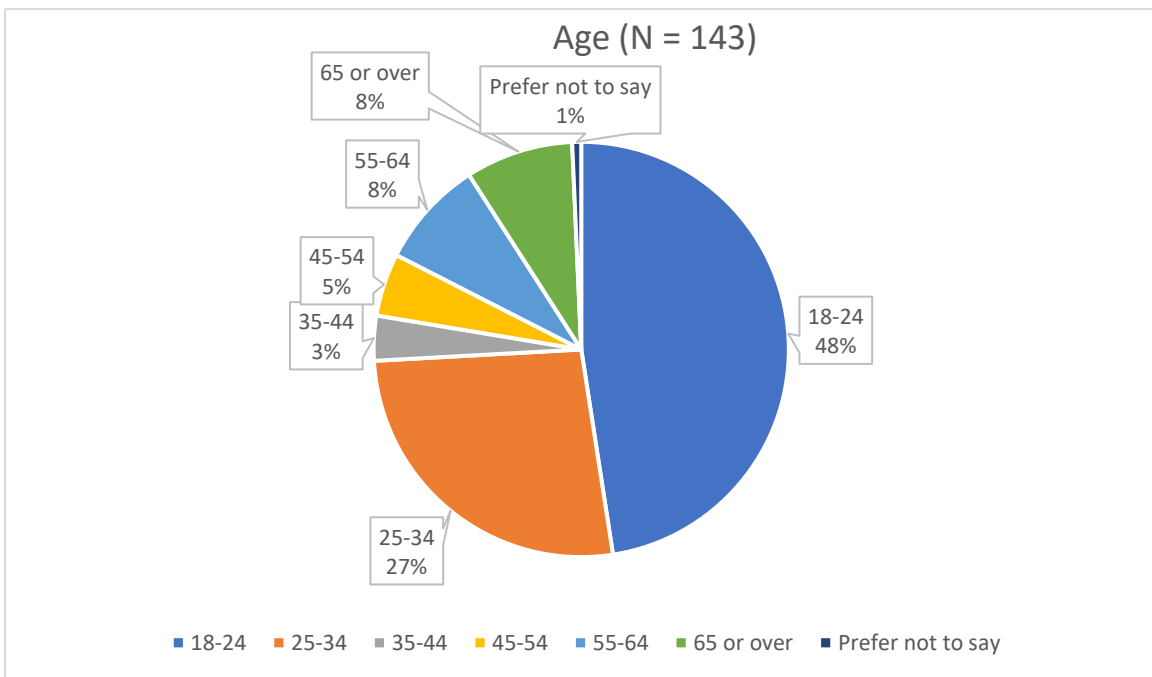
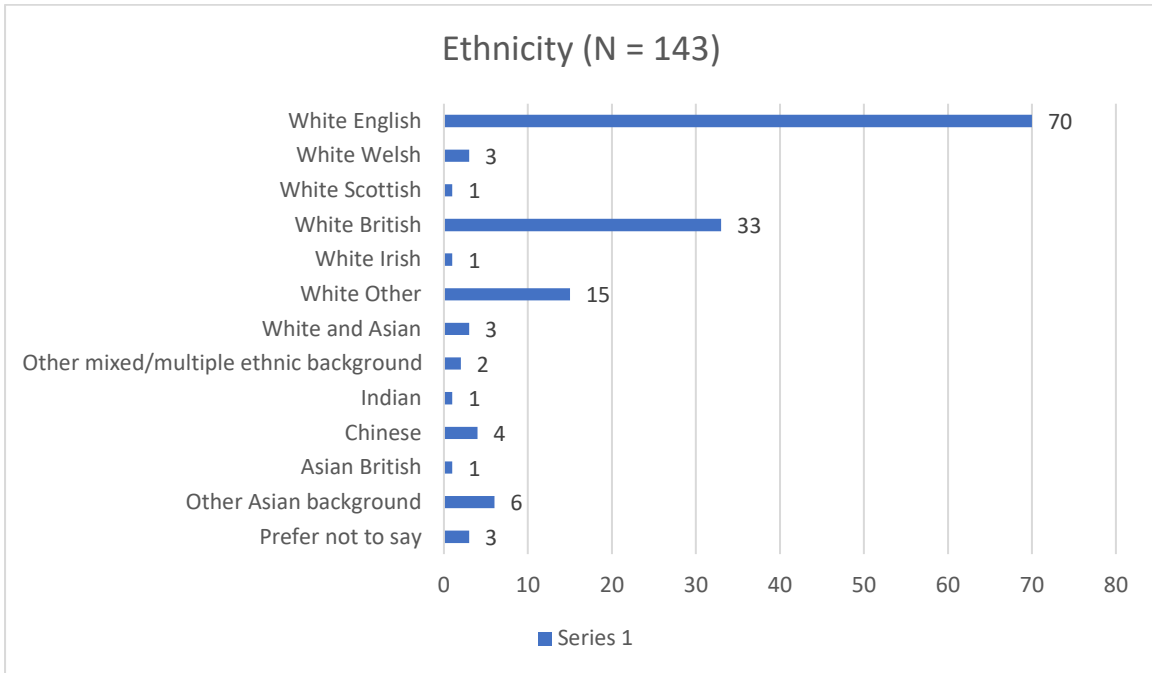
Over 2023-24 we are committing more of our resource to our anti-racism work to enable us to build stronger connections with volunteer communities and diversify our volunteer base via recruiting a programme manager. We will set targets based on the demographic data provided below to help steer this work.

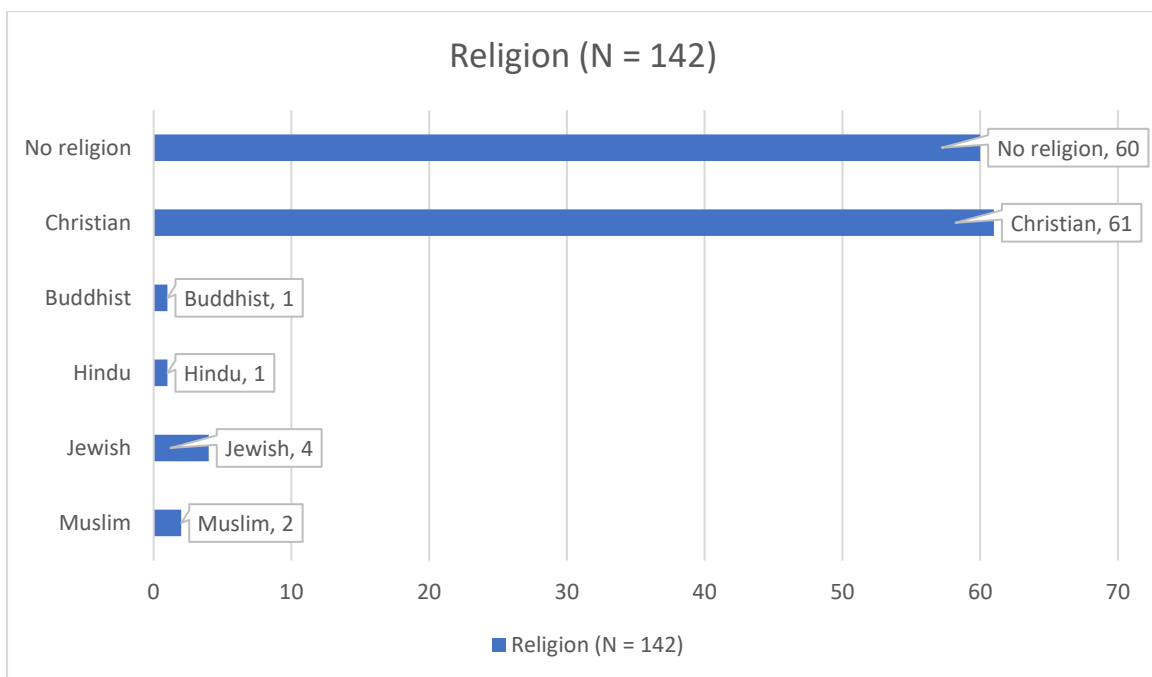
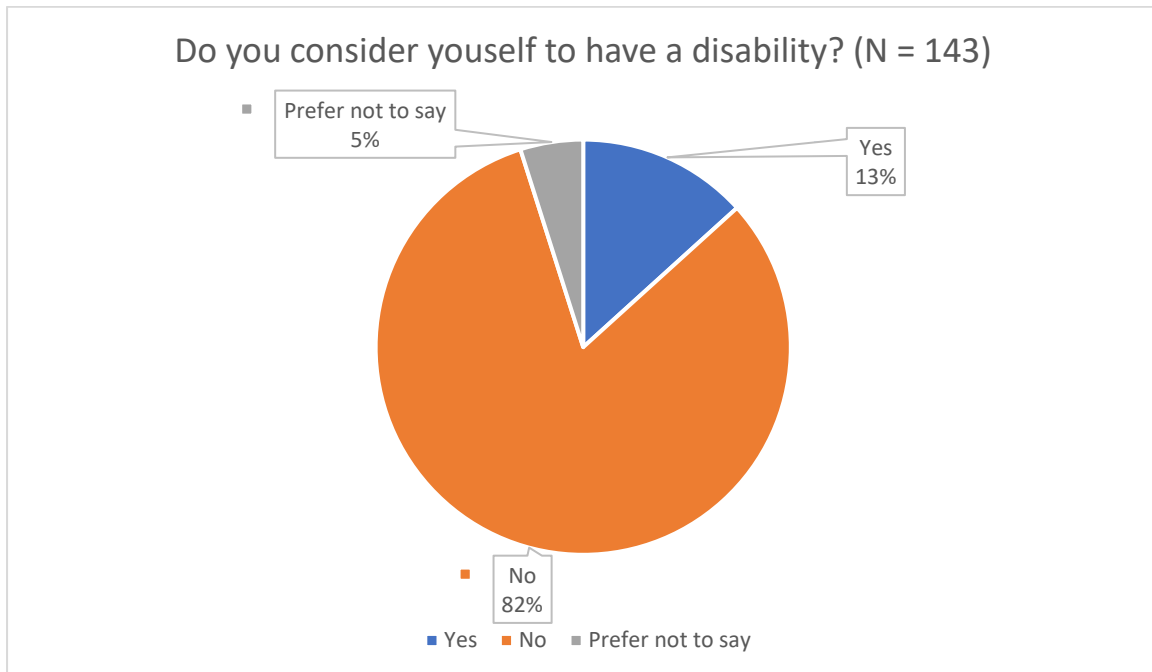
Demographic data

Volunteer demographic data

Volunteer demographic data was captured in July 2023, just after the end of the financial year. We capture data from across our registered volunteer database, not just from volunteers who are able to attend visits. This data demonstrated the following:

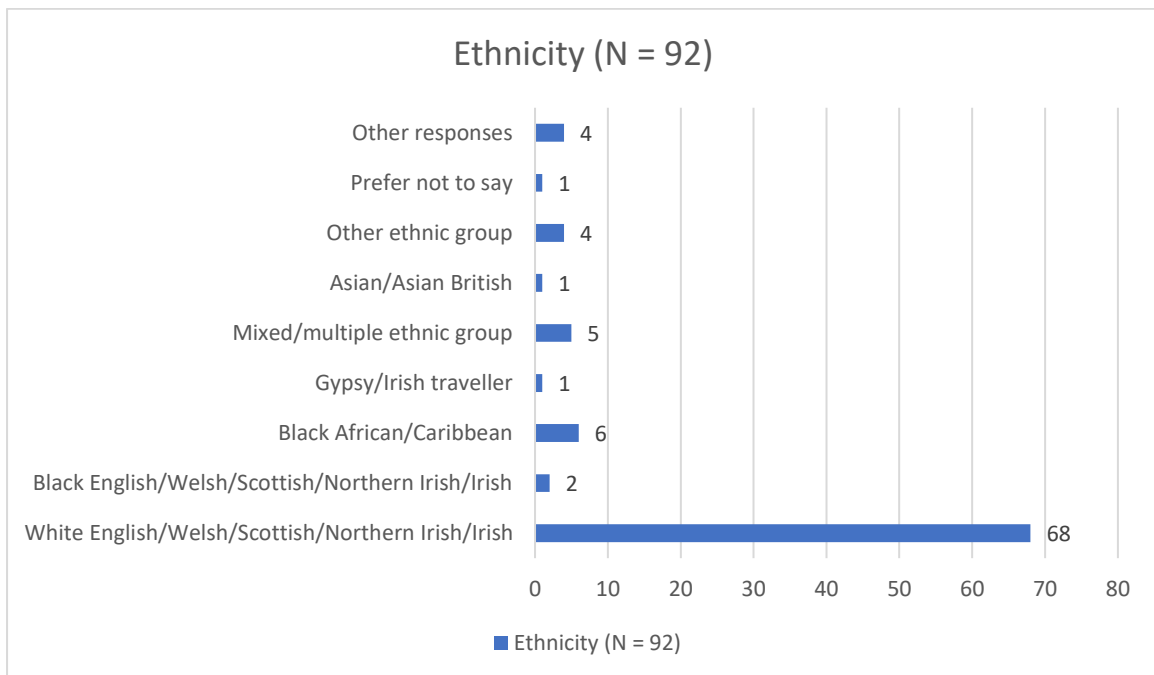
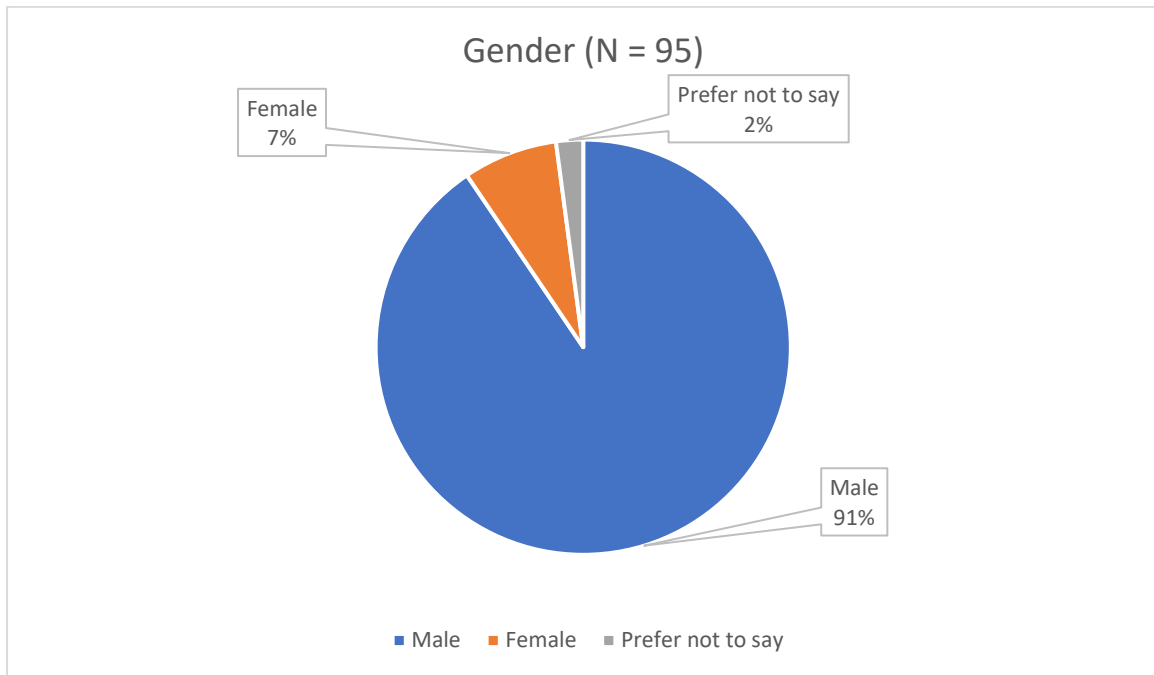


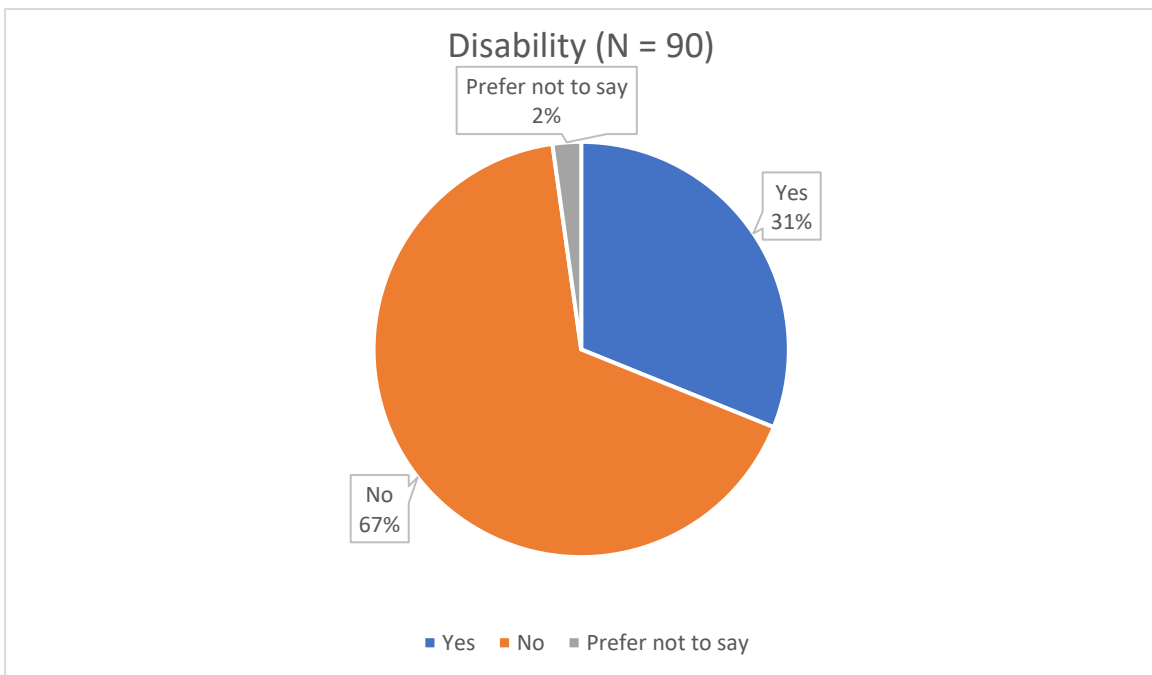
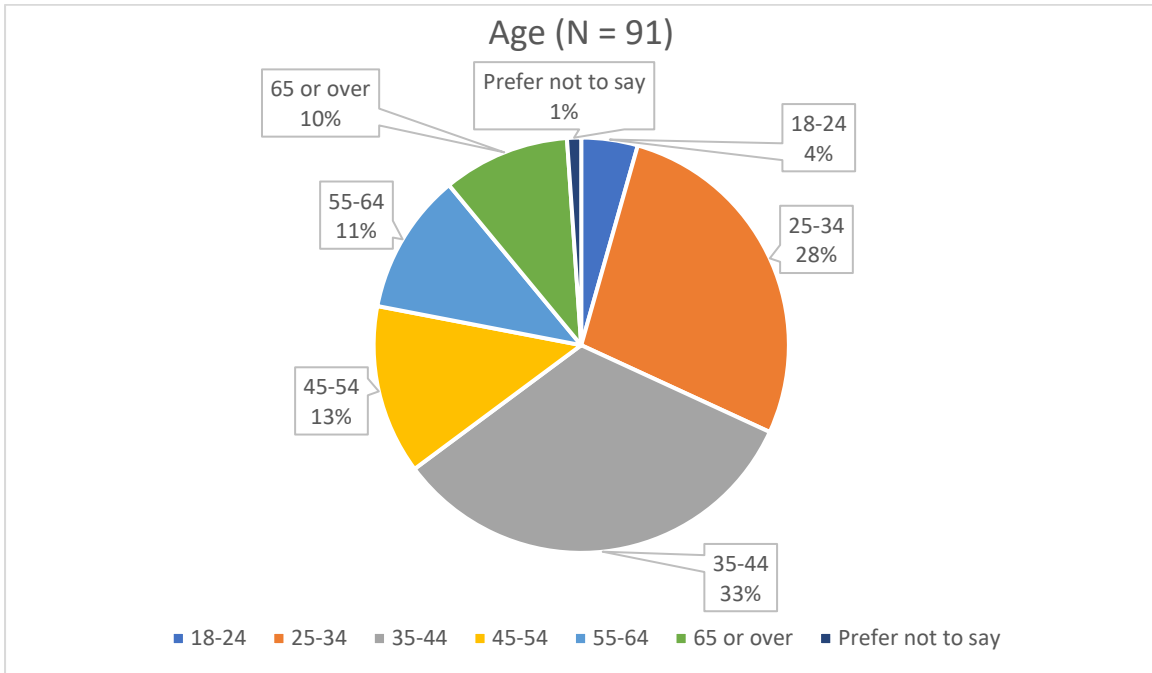


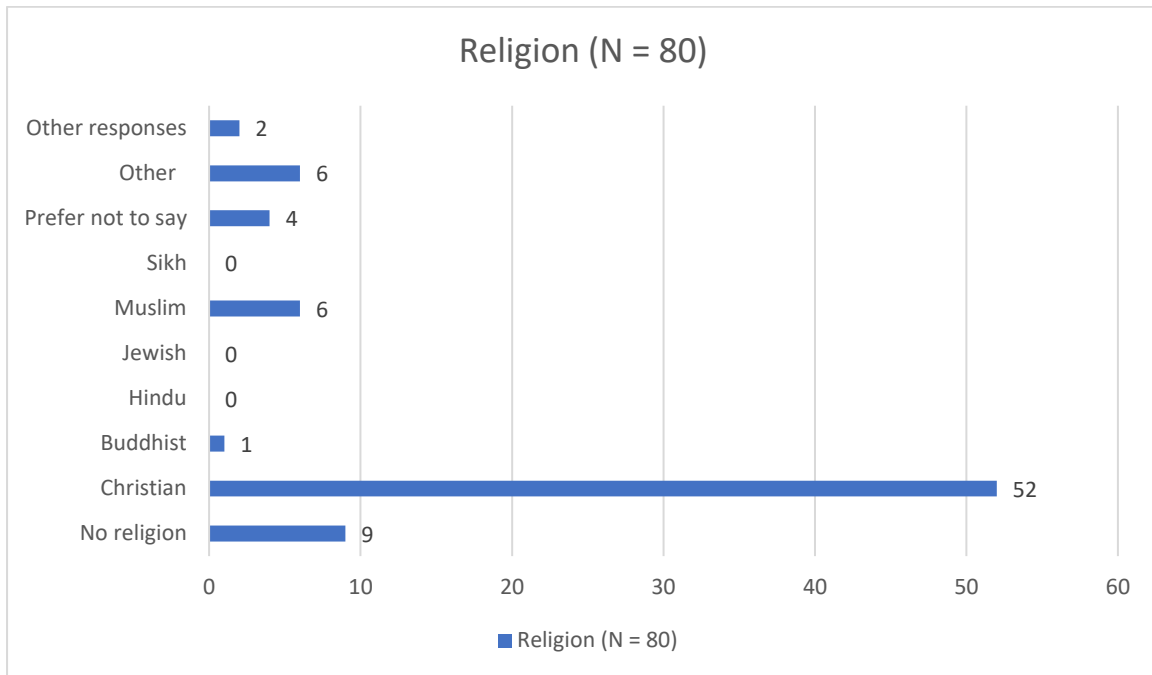


People in prison: demographic data

For the first time we have worked with a high enough number of prison based participants to gather demographic data which is an appropriate sample size. We include that data below.







What have we learnt?

We have adapted in many different ways over the last year to ensure we can return to face-to-face provision, and with a better understanding of the current state of the prison system we feel more able to respond proactively. Much of this is rooted in building back strong relationships and providing opportunities for people in prison to feed into our work more directly.

Key learning point	How we will act
Stretched prison resource makes it harder for us to ensure attendance and participation, but there is a real need for this kind of work	Focus on relationship building with prison partners to understand how our workshops fit into the current regime, as well as embedding ourselves in the prison community through programmes such as the Ambassador Scheme
People in prison value the opportunity to choose music and plan workshops with us	Pilot and evaluate our Ambassador Scheme, with the aim of rolling it out into more sites
Volunteers are still interested in our work, but we need to work harder to	Developing our musical leadership training programme to ensure we have a network of expert

re-engage them sufficiently for them to attend workshops inside prisons	musical leaders across the country who can deliver engaging workshops to local volunteers Reinvigorating our additional events programme, including fundraising and performance events and discussion or panel events to continue improving understanding of life in prison and the system
---	---

What's next?

Over 2023-24, we have a number of key goals, including:

- Restructuring our executive team to provide more day-to-day support for our local volunteers and programmes and create space for refreshed focus on our anti-racism work, by recruiting a part-time programme manager;
- Evaluate our Ambassador Scheme fully and review the project structure before rolling it out more widely into other sites;
- Set up new local committees in Liverpool and Lancaster to provide sustainable resource for our expansion into the North West;
- Continue to liaise closely with prison partners about new ways of working post-pandemic, and work to book workshops in blocks to ensure continuity of relationships.

Financial review

Non-company charities (including CIOs) where gross income does not exceed £250,000 are permitted to prepare accounts on a receipts and payments basis. The accounts record transactions from 1 April 2022 to 31 March 2023. These accounts can be found on page 13 of the report and a summary is provided below for clarity.

Sing Inside recorded net receipts of £14,510 in the year ended 31 March 2023 (2022: £4,517). This comprised receipts of £32,495 (2022: £10,191) and payments of £17,985 (2022: £5,674).

Receipts received during the year relating to restricted funds were £12,050 and reflected funds awarded for the Ambassador Scheme and musical leadership training. Unrestricted receipts received during the year amounted to £20,445 with this split between charitable activities (£15,430) donations and legacies (£4,556), and other trading activities (£459).

Total payments of £17,985 were made in the year reflecting overheads (£5,246), visit travel (£3,419), development (£3,942) and publicity and fundraising (£4,840).

Cash is the only asset of Sing Inside at the reporting date. The statement of assets and liabilities shows total cash balances at 31 March 2023 of £40,788 (2022: £26,278). Of this total, restricted cash funds amount to £11,004.

Gross income in the year exceeded £25,000 and an independent examination of the accounts is therefore required by law. The examination was undertaken by Lorna Syrett and the independent examiner's report is included below. There were no conflicts of interest identified between the examiner, the executive team and / or the trustees and no payment was made to the independent examiner for their services.

Additional disclosures required for CIOs

The Charitable Incorporated Organisations (General) Regulations 2012 do require the following information to be given by way of note:

- a) particulars of any guarantee given by the CIO, where any potential liability under the guarantee is outstanding at the date of the statement of assets and liabilities;
- b) particulars of any debt outstanding at the date the statement of assets and liabilities which is owed by the CIO and which is secured by an express charge on any of the assets of the CIO.

It is noted for Sing Inside that there was nothing to disclose in respect of either a) or b).

Reserves policy

Reserves are that part of a charity's unrestricted funds that is freely available to spend on any of the charity's purposes. Sing Inside maintains free unrestricted reserves:

- to provide a level of working capital that protects the continuity of our core work;
- to provide a level of funding for unexpected opportunities;
- to provide cover for risks such as unforeseen expenditure or unanticipated loss of income.

The board of trustees will review the above criteria with reference to Sing Inside's business plan and determine the target level of free reserves to meet these commitments. The basic target level of reserves to be reviewed annually is six months of operating expenditure to allow for a managed wind-down if necessary. At present, the board are maintaining free unrestricted reserves of £9,000 (increased from our reduced reserve levels during the Covid-19 pandemic, which were held at £7,500). This increase reflects the increase in activity over the last year and the need to ensure a managed wind-down now that the charity is an employer.

Accounts

		Sing Inside			1182678	
		Receipts and payments accounts				
From	01/04/2022	To	31/03/2023			
Section A: Receipts and payments						
	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Prior period (01/04/2021 - 31/03/2022)	
	£	£	£	£	£	
A1 - Receipts						
Charitable activities	15,430	12,050	-	27,480	1,600	
Donations and legacies	4,557	-	-	4,557	8,762	
Other trading activities	459	-	-	459	(171)	
Sub-total (Gross income for AR)	20,446	12,050	-	32,496	10,191	
A2 - Asset and investment sales						
	-	-	-	-	-	
	-	-	-	-	-	
	-	-	-	-	-	
Sub-total	-	-	-	-	-	
Total receipts	20,446	12,050	-	32,496	10,191	
A3 - Payments						
Visit travel	2,485	934	-	3,419	839	
Overheads	3,089	2,157	-	5,246	1,864	
Development	3,942	538	-	4,480	2,680	
Publicity and fundraising	4,840	-	-	4,840	291	
Sub-total	14,356	3,629	-	17,985	5,674	
A4 - Asset and investment purchases						
	-	-	-	-	-	
	-	-	-	-	-	
Sub-total	-	-	-	-	-	
Total payments	14,356	3,629	-	17,985	5,674	
Net receipts / (payments)	6,090	8,421	-	14,511	4,517	
A5 - Transfers between funds	(90)	90	-	-	-	
A6 - Cash funds last year end	23,695	2,583	-	26,278	21,761	
Cash funds this year end	29,695	11,094	-	40,789	26,278	

Section B: Statement of assets and liabilities at the end of the period

Categories	Details of bank accounts	Unrestricted funds £	Restricted funds £	Endowment funds £
B1 Cash funds	Central account	22,488	11,094	-
	Cambridge account	2,959	-	-
	Oxford account	4,248	-	-
	York account	-	-	-
	Petty cash account	-	-	-
	Total cash funds	29,695	11,094	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
	Details	Unrestricted funds £	Restricted funds £	Endowment funds £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval
	<i>Jonathan Lucas Wood</i>	Jonathan Lucas Wood		31/12/23
	<i>Nigel Rothband</i>	Nigel Rothband		31/12/23

Independent examiner's report

The independent examiner's report can be found on the next page of this document.



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
SING INSIDE

**On accounts for the year
ended**

31/03/2023

**Charity no
(if any)**

1182678

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2023**.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

12/12/2023

Name:

Lorna Syrett

**Relevant professional
qualification(s) or body
(if any):**

Member of ACCA – Association of Chartered Certified Accountants

Address:

3 The Drive, Bicton, East Budleigh, Devon, EX9 7BH

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.