

Ashdon Jazz Academy



TRUSTEES' REPORT & ACCOUNTS FOR THE YEAR ENDING 30 SEPTEMBER 2023

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Charity Number: 1161413



Patricia Muirhead
(left)



Clara Amfo
(right)



Patricia with
Emma Willis and
Ronan Keating
(left)

Empowering and Inspiring Young Women

WELCOME BY KEVIN HOWELL, TRUSTEE CHAIRPERSON

I am pleased to introduce you to our latest annual report. We now have over 8 years' experience and expertise as a charity supporting vulnerable young women in Lambeth, Croydon, Merton and Lewisham. Three matters stand out during our last year; budget pressures, increased demand for our services and an unexpected recognition.

This period has been significantly challenging for us as a charity – and we are not alone across the voluntary sector. Whilst the cost-of-living crisis has had a significant impact on individuals and families, it has also created a 'cost of giving' crisis in terms of people's capacity for donations and volunteering. In addition, the emergency grants that were helpfully made available during the Covid pandemic came to an end in 2022. Applying to charitable trusts has since become more competitive. Consequently, we have needed to keep a careful eye on our finances to ensure our core services were maintained during the last year. Through careful management of our budget and our limited resources, we have seen through this period and are confident to meet the challenge of achieving even more for young women.

During the year, we have noted an increase in referrals and the complexities of issues presented by the young women we support (e.g. increase in eating disorders and self-harm). We have tried to respond to this rise in demand by starting drop-in sessions in Merton and increasing the number of places during holiday programmes. We have however regularly needed to place girls on a waiting list for mentoring. We do not feel comfortable about doing this and our aim over the next 5 years will be to expand our offer so we can support more vulnerable girls and young women across the four boroughs we currently work in.

It is appropriate in every annual report to endorse the huge contribution made by everyone involved with our charity. Firstly, on behalf of the Trustees, I want to acknowledge the resilience and hard work achieved by the girls we support. We are grateful for the care and commitment by our volunteer mentors, the small staff group and other supporters over this last year. The positive difference made to the girls' lives is consistently evidenced through the project evaluations and the feedback given by our service users and parents/carers.

We remain grateful to Patricia Muirhead for her dedication as the charity's founder and CEO. In last year's report I stated that she rarely gets the recognition she deserves. It was therefore very fitting (and certainly no surprise to us!) that she was selected for the 'One Big Thank You' on the BBC One Show in March 2023. Every week someone who makes a significant contribution to helping others in their community is acknowledged on the programme. She was nominated by the charity's Trustees. Patricia actually appeared live on the One Show at the BBC studios when she was interviewed by Emma Willis and Ronan Keating! She received several heartwarming video messages and had a special time with Clara Amfo (radio and television presenter). Well done Patricia for this unique commendation! See photos from the day on previous page. To view the episode, go to our ['Media' webpage - BBC The One Show](#).

On behalf of the Trustees, it is our hope that every girl or young woman who contacts the Ashdon Jazz Academy and uses our programmes of support will be inspired, empowered and find their lives enriched for the immediate and for the long term.

Kevin Howell
Trustee Chairperson & Treasurer
Ashdon Jazz Academy

INTRODUCTION

The Ashdon Jazz Academy (AJA) started in 2015, a year after the tragic death of Ashdon Muirhead who ended her life at the age of just 14 years. As a teenager Ashdon struggled with peer pressure, peer aggression at school and lacking confidence about being herself in a society that often pressurises young women to be and act a certain way.

Through our *Empowering and Inspiring* initiatives, we engage vulnerable teenage girls to enable them to feel confident about themselves, develop personal life skills and deal better with the negative challenges they face. Our core aim is support them to find their place in society and mature as responsible young women. We are led by women for young women. Although our offer is open to all girls across four south London boroughs, we note that 95% of our service users are from black and ethnic minority communities.

MISSION STATEMENT

“Our mission is to work in partnership with vulnerable and disengaged girls and young women aged 11-21 and provide a dedicated emotional well-being service which in turn supports positive mental health from the boroughs of Lambeth, Lewisham, Merton and Croydon.”

AIMS

The charity aims to provide vulnerable young women aged 11-21 years with the insight, confidence and resilience to overcome the negative impact of feelings of isolation, peer pressure, bullying, family breakdown, stress and anxiety, the risk of or involvement in criminality and gangs and those who may be at risk of school exclusion. By working in partnership with youth clubs, schools, children’s social care and other statutory and voluntary organisations, the charity is able to target young females who may benefit from being referred or may wish to self-refer directly for mentoring or to attend one of our events.

The charity offers girls and young women:

- the opportunity to build up a trusted and mutual relationship with a trained volunteer mentor
- drop-in sessions, called Girls’ Nights, in Lambeth (weekly) and Merton (fortnightly)
- school holiday activities
- work in schools to improve mental wellbeing and resilience (Stronger Minds)
- female only events and activities that facilitate wellbeing and learning experiences (e.g. workshops, conferences, residential breaks, taking a group to Gambia - last held in 2022),
- a programme of ongoing learning to further education and careers (Ambassadors).

OVERVIEW OF YEAR

Mentoring Project

Mentors give our service users the opportunity to build a trusted and supportive relationship for up to 12 months. They work with their mentee to identify their needs, desired outcomes and how best to achieve better resilience and self-confidence. The mentor will have regular communication with the mentee (e.g. in person, messaging, video phone calls), including checking in on their welfare when appropriate – which took place during 2020-22 when the national restrictions were in place due to the Coronavirus pandemic.

The Ashdon Jazz Academy mentors continue to be trained using the XLP Mentoring – a nationally-recognised mentoring programme which matches an at-risk young people with a trained mentor who encourages them to make positive choices. Mentoring provides young

people with a safe space to talk with a committed adult, who helps them work hard to achieve the goals they set.

Mentors are appointed through rigorous recruitment (including interview by the CEO and two Trustees), vetting procedures and completing specialist training. Mentors are required to undergo further training each year, regular supervision (every 6 weeks) and attend mentor network meetings. Mentors are required to follow the charity's Safeguarding Policy and Procedures, Code of Conduct and Working Alone Procedure. Quarterly evaluation summaries are being completed by mentees to help evidence the impact of mentoring.

During the year, the mentors delivered 478 one to one sessions for 27 girls from the four boroughs we work in: Lambeth (9), Croydon (2), Merton (15) and Lewisham (1). Referrals were mainly made by The Well Centre in Streatham, Lambeth Social Care and Merton Propel. 7 girls completed the mentoring programme during the year. 11 girls were referred for mentoring, with an average of 3 on the waiting list at any one time. Those girls who waited to be matched with a mentor, were offered weekly drop-in sessions or other interim support.

Evaluation	2018-19	2019-20	2020-21	2021-22	2022-23
Percentage of girls with increased self-confidence/esteem at end of mentoring	89%	95%	76%	80%	100%
Percentage of girls meeting personal targets at end of mentoring	100%	92%	73%	80%	100%

Mentors	2018-19	2019-20	2020-21	2021-22	2022-23
Number of vetted and trained mentors at end of year	20	25	31	23	17
Number of new vetted and trained mentors during the year	20	25	17	7	5
Percentage of vetted and trained mentors with up-to-date DBS	100%	92%	100%	100%	100%
Percentage of vetted and trained mentors with up-to-date safeguarding training every 2 years	100%	92%	100%	100%	100%
Percentage of vetted and trained mentors receiving regular supervision once a month	80%	73%	100%	100%	100%

Following the Coronavirus pandemic and lockdown restrictions (which ended in February 2022), some girls were reluctant to leave their homes to meet their mentors. Our mentors worked hard through the year to re-engage those girls in face-to-face sessions and by summer 2023 this had been achieved.

Weekly Drop-in Sessions (Girls' Night) and other Events

During the year, we facilitated 46 weekly drop-in sessions in Lambeth with a total of 464 attending (an average of 10 girls attending each session). Around 75% attended more than once - with many taking part regularly each week.

Over the last year we have seen a positive rise in the percentage of girls stating they have increased self-confidence/esteem at the end of the weekly drop-in sessions. Our assessment of this data indicates the girls' mental wellbeing was negatively impacted by the Coronavirus pandemic (e.g. disruption with education, less opportunities for socialising, feeling less hopeful about the future).

We also started fortnightly drop-in sessions in July 2023 in Merton at Pollards Hill Baptist Church, with the most sessions taking place at Pollards Hill Youth Club. An average of 8 girls attended each session.

Number of Drop-In Sessions Held	2018-19	2019-20	2020-21	2021-22	2022-23
Number of weekly Drop-In Sessions (Lambeth)	57	65	66	61	46
Number of weekly Drop-In Sessions (Merton)	N/A	N/A	N/A	N/A	10 [1]

[1] Drop-in sessions started in Merton in July 2023.

Evaluation	2018-19	2019-20	2020-21	2021-22	2022-23
Percentage of girls with increased self-confidence/esteem at end of drop-in, outreach or other event (Lambeth only)	85%	90%	90% [2]	73% [2]	80%

[2] This data mainly relates to the girls who were present at the weekly online sessions when these were held during the lockdown arrangements.

We were able to deliver the following other events during the year:

- April 2023 Half Term Holiday Programme: 15 existing service users and 3 new young women attended. We produced a variety of creative events requested by the girls, ranging from cooking to gardening. We have a long-term collaboration with the garden museum and started a new partnership with one of our mentors who is also a Permaculture Teacher. Permaculture gives design tools for planning and implementing garden, home, work and community projects that look after the environment and people.

- Summer 2023 Holiday Programme: Attended by 44 young women. We received a high level of interest is year with our 6-week programme. After consultation with the girls, we planned and delivered a variety of activities for those attending the holiday programme. There was a mixture of physical activities such as swimming and boxing, creative workshops on photography, perfume and crafting experiences held at the Old Library in West Norwood and at outside venues.
- Wow! Project: Events attended by 20 young women during February 2022 to February 2023. A large collaborative project with Women of the World, to promote creative careers and introduce our service users to creative jobs. We have had one young person find the confidence to take part in a drama production and another to pursue a creative course in graphic design.
- Thrive Dawn Stories: An event held in early September 2023 for 20 girls aged 12-18 years to meet 8 older women (5 who were over 70 years) who identified as Afro-Caribbean. They shared their stories as part of the Windrush generation. This included watching 8 short films produced by black producers and writers on Windrush themes.
- Older Girls (OG) Event: 6 young women attended to watch a talent show event in Croydon in September 2023. The event was hosted by an ex-service user who had previously been mentored by our charity and also volunteered at our drop-in sessions.

Ambassadors

Ambassadors are either previous mentees or girls who have attended our events who are recognised as being positive role models and want to give something back to their community. They have represented our charity at public events and may even become a peer mentor to younger girls. We work to develop their life, leadership and team building skills, entrepreneurial talents and social responsibilities. We were very pleased to celebrate the news that our first ever Ambassador graduated with a law degree during the year.

During the national lockdowns it was very difficult to maintain the young women’s commitment to our Ambassador Scheme. During the last year, we were able to identify 2 young women who showed an interest in becoming new Ambassadors, but they had difficulty attending the training. We decided that due to other priorities we would re-start the Ambassadors’ Programme in 2023-24.

Ambassador Events	2018-19	2019-20	2020-21	2021-22	2022-23
Number of Ambassador events	16	18	[3]	[3]	0
Number of girls as Ambassadors during year	24	24	11	10	2

[3] Unable to hold any events due to national lockdown restrictions and other priorities.

Stronger Minds

In October 2020 we started our Stronger Minds programme of mental health resilience sessions for Year 7-10 students in Lambeth schools. During 2022-23, we delivered 9 sessions in 3 schools in Lambeth. 23 young women were supported during the programme between February to July 2023.

The Stronger Minds programme has been developed by a partnership of Lambeth voluntary sector organisations and local young people who have been trained as Peer Facilitators.

Stronger Minds is built around evidence-based theories and techniques to help young people build protective factors to manage complex thoughts and feelings, focus on goals and pursue healthy relationships in real life and online. It's informed by local knowledge of specific issues facing many of the young people in Lambeth.

Our Capacity and Capability

The charity continues to deliver its programmes and develop through grants from charitable trusts, our own fundraising and personal donations. We now have over 8 years' experience as a charity and our plans are to expand our offer so we can respond to the demand for our type of support across the four boroughs we provide services in.

The charity continues to be managed by Patricia Muirhead (CEO & Founder) who worked 28 hours a week, plus extra hours as a volunteer. During 2022-23, she was supported by the following part time staff:

- Laura Pearson (Mentoring Support Admin)
- Christine Bramwell (Project Worker)
- Kate Burry (Admin Worker)

We are grateful to all the volunteer mentors who support the young women they are matched with. We also express thanks to the other volunteers and supporters who help with facilitating the activities (e.g. holiday programmes), fundraising and improving the profile of the Ashdon Jazz Academy.

During the year, five Trustees served on the Board and met quarterly to monitor the business plan, set the annual budget, review and confirm policies and conduct financial reviews. Each Trustee takes the lead on the charity's policies and procedures and these are shown after their name below. All Trustees have a current Disclosure & Barring Scheme check and have attended safeguarding training in the last 2 years. As at 30 September 2023, the trustees were:

- Kevin Howell (Chairperson and Treasurer)
- Linda Neal (Human Resources)
- Michelle Nicholas (Charity Secretary)
- Pauline Thomas (Safeguarding)
- Kate Wilson (Fundraising)

We remain grateful to Donna Fraser, OBE, for being our patron since 2019. She is a well-respected former British athlete and currently is a leading Inspirational Speaker, an Equality, Diversity & Inclusion Specialist and a Breast Cancer Now Ambassador.

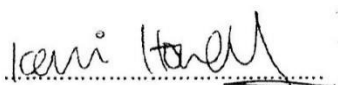
We continue to collaborate with a large number of local partnerships on projects:

Rathbone Youth Club, Norwood Consortium, Motivate Merton, West Norwood Library, Merton Connected, Lambeth Well Centre, Ezra Lloyd-Jackson (perfumer), Garden Museum, Women of the World, Lambeth Careers, Lambeth Wellness Centre, Ezra Lloyd Jackson (Facilitator), Rathbone Society, Odd Eyes Theatre, Money Charity, Lambeth Youth Drugs and Alcohol Service, Community Sparks Change and Merton Propel.

We are extremely grateful for the donations and grants given by our supporters during the year (some of whom do not wish to be named):

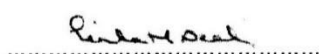
Yorkshire Building Society, Invesco, The Magdalen Hospital Trust, Albert Hunt Trust, Merton Connected, Skipton BS Charity Foundation, EIPS Lambeth Consortium, Tesco Community Fund, Lambeth Holiday Activities & Food Programme, Hale Trust, Rosa UK, Wimbledon Foundation Community Fund, Lambeth Summer Violence Prevention Programme, Thrive Norwood, Covid 19 Response Fund, Merton Giving Fund, Merton Connected, Lambeth General Fund, Rosa UK, Jack Petchey Foundation, Croydon Mayor, Streatham Baptist Church, Energie Fitness, Fawcett Wolf, St Nicholas church, Carne Global, Lush, Garfield Weston and Wimbledon Community Foundation.

The Trustees confirm they have approved the Annual Report above.



Chairperson

Date: 29th July 2024



Trustee

Date: 29th July 2024

ASHDON JAZZ ACADEMY

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF ASHDON JAZZ ACADEMY

I report to the trustees on my examination of the accounts of the above charity for the year ended 30 September 2023 which are set out on pages

Responsibilities and basis of report

As the charity's trustees, 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 all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiners statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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



Michael Rowe FCCA

Flat 9

1 Ashby mews

London SW2 5EQ

Date:

30/7/24

**ASHDON JAZZ ACADEMY
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 SEPTEMBER 2023**

	Note:	Unrestricted Funds	Restricted Funds	2023 Total	2022 Total
<u>Incoming Resources</u>					
Incoming resources from generated funds	2	28,820	52,519	81,339	78,620
Incoming resources from charitable activities	3	8,025		8,025	6,678
Other Income	4	19,121		19,121	5,790
Gambia Girls Gift Trip 2022	5			0	5,460
Total incoming resources		55,966	52,519	108,485	96,548
<u>Resources Expended</u>					
Charitable activities					
Mentoring	6		61,953	61,953	49,217
Projects	7	15,848	2,941	18,789	13,177
Support costs	8	46,406		46,406	36,769
Gambia Girls Gift Trip 2022	9			0	30,760
Total Resources Expended		62,254	64,894	127,148	129,923
Net expenditure for the year/ Net movement in funds		-6,288	-12,375	-18,663	-33,375
Fund balance at 1 October		16,222	£12,375	28,597	61,972
Fund balances at 30 September		9,934	0	9,934	28,597

**ASHDON JAZZ ACADEMY
BALANCE SHEET
AS AT 30 SEPTEMBER 2023**

	Notes	<u>2023</u>	<u>2022</u>
CURRENT ASSETS			
Debtors	11		£8,045
Cash at bank and in hand		<u>£27,198</u>	<u>£24,833</u>
		£27,198	£32,878
CREDITORS: due within one year			
	12	£17,264	£4,281
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>£9,934</u>	<u>£28,597</u>
INCOME FUNDS			
UNRESTRICTED FUNDS			
General purpose fund		£9,934	£16,222
RESTRICTED FUNDS			
Funding		<u><u> </u></u>	£12,375
		<u>£9,934</u>	<u>£28,597</u>

The accounts were approved by the Trustees on: 29th July 2024

Signed on their behalf by:

.....
Signature

Chair/Treasurer: Kevin Howell

.....
Signature

Trustee: Linda Neal

**ASHDON JAZZ ACADEMY
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 30 SEPTEMBER 2023**

1 ACCOUNTING POLICIES

1.1 Basis of preparation

The accounts are prepared under the historical cost convention.

The accounts have been prepared in accordance with the statement of recommended practice, "Accounting and Reporting by Charities" in accordance with the Financial Reporting Standard issued in July 2014 and the provisions of the Charities Act 2011

1.2 Incoming Resources

Incoming resources are recognised in the statement of financial activities when entitlement has passed and the amounts are certain and measurable.

1.3 Allocation of costs

Direct activity cost are those costs which contribute directly to an activity and are allocated to the relevant activity. Support cost are those cost that are necessary to deliver an activity but in themselves do not deliver an activity, include cost incurred to meet statutory and constitutional requirements.

1.4 Funds

Restricted funds represent income received that is subject to donor restrictions on use.

General funds are available for furthering the cause of the organisation.

2 GRANT AND SIMILAR FUNDING

	<u>2023</u>	<u>2022</u>
Lambeth General	£12,870	£13,433
DWP Resource Management		£3,589
EIPS Funding	£6,215	
Fawcett-wolf Andrew		£15,000
Rosa Foundation	£24,400	£12,700
Garfield Weston	£12,500	£12,500
London Youth Fund		£0
Merton Voluntary Service		£3,790
LB Merton	£14,800	£7,773
Wow Foundation	£4,620	£0
The Invesco Cares	£4,200	£0
London Communication		£9,835
Norwood Forum	£1,734	£0
	<u>£81,339</u>	<u>£78,620</u>

3 CHARITABLE ACTIVITIES

	<u>2023</u>	<u>2022</u>
Magdalen Hospital Trust	£2,000	£0
Skipton Building Society	£2,625	£0
Yorkshire Building Society	£2,000	£185
St Nicholas Church		£444
Lust Retail Ltd		£3,000
Carne Global Finance	£1,400	£3,049
Jack Petchy	<u>£8,025</u>	<u>£6,678</u>

4

OTHER INCOME

	<u>2023</u>	<u>2022</u>
Fundraising		£2,967
Gambia Exhibition	£180	£0
HMRC	8869	£2,819
Donations	£10,070	
Interest	2	£4
	<u>£19,121</u>	<u>£5,790</u>

**ASHDON JAZZ ACADEMY
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 30 SEPTEMBER 2023**

5 Gambia Girls Gift Trip 2022	2023	2022
Dane Trust		£800
Serinity		£2,625
Deposit		£2,035
	<u>£0</u>	<u>£5,460</u>
6 Mentoring	2023	2022
Facilitation & Supervision	£54,878	£43,019
Advertising & Promotion	£513	£0
Resources & Expenses	£6,193	£5,157
Training	£369	£1,010
Workshop expenses		£31
	<u>£61,953</u>	<u>£49,217</u>
7 Projects	2023	2022
Facilitation & Supervision	£13,355	9,338
Gala event	£500	£0
Resources & Expenses	£4,934	£3,839
	<u>£18,789</u>	<u>£13,177</u>
8 Support costs	2023	2022
Rent for office	£7,863	£6,740
Staff	£31,719	£21,831
Accountancy fees	£180	
Office supplies & Stationary	£477	£1,513
Dues & Subscriptions	£2,733	£705
Insurance	£327	£1,177
Postage & Printing	£525	£2,400
Travel & Transportation cost	£1,785	£252
Telecommunication cost	£797	£2,151
	<u>£46,406</u>	<u>£36,769</u>

**ASHDON JAZZ ACADEMY
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 30 SEPTEMBER 2023**

9 Gambia Girls Gift Trip 2022	<u>2023</u>	<u>2022</u>
Travel Cost		28,463
Other Expenses		<u>2,297</u>
	<u>£0</u>	<u>30,760</u>
10 Employees	<u>2023</u>	<u>2022</u>
The average number of employees and volunteers during the year was:		
Staff	<u>4</u>	<u>4</u>
Volunteers and Mentors	<u>30</u>	<u>30</u>
	<u>34</u>	<u>34</u>
Employment cost		
Wages and salaries	<u>£31,719</u>	<u>£21,831</u>
11 Debtors	<u>2023</u>	<u>2022</u>
Other debtors	<u>£0</u>	<u>£8,045</u>
	<u>£0</u>	<u>£8,045</u>
12 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	<u>2023</u>	<u>2022</u>
Other creditors	<u>£17,264</u>	<u>£4,281</u>
	<u>£17,264</u>	<u>£4,281</u>

13 TRUSTEES

None of the trustees (or any persons connected with them) received any remuneration or reimbursement of expenses during the year.