Ashdon Jazz Academy



TRUSTEES' REPORT & ACCOUNTS FOR THE YEAR ENDING 30 SEPTEMBER 2024

Contact Details

Patricia Muirhead, CEO
Ashdon Jazz Academy
The Old Library, 14-16 Knights Hill, West Norwood, London SE27 0HY
07949875605

ashdonjazzacademy@yahoo.co.uk

www.ashdonjazzacademy.org.uk

Charity Number: 1161413

Empowering and Inspiring Young Women

I am pleased to introduce our latest annual report setting out our achievements and challenges over the financial year 2023-24.

We now have over 9 years' experience as a charity supporting vulnerable girls and young women across Lambeth, Croydon, Merton and Lewisham. We have developed from a grassroots organisation in 2015 to one which is now well established, respected and consistently making a difference to the service users we support each year. None of this would have been possible without the efforts and dedication of Trisha (Founder and CEO), the team of part time staff, volunteers and charity supporters, plus the generosity of our donors and the trust shown by our funders.

However, we are not content to 'sit back' as we want to do much more - and we are not averse to taking measured risks. 2025 will mark our 10th year anniversary as a registered charity and we are already looking ahead. We have used this current year to draft, debate and refine our next business plan. Our vision is to double our capacity during 2025-2035 and reach over 300 vulnerable girls and young women in south London. To do this we will need to increase the number of paid staff and their hours, find new premises for office and meeting space, secure more long-term funding from charitable trusts and review our management and government arrangements. We are clear that we will need to plan and deliver this exciting development in a prudent manner so there is the minimal disruption to our core services.

Delivering services through a charity requires considerable resources, and we are very proud to have doubled our income in the last two years. This is a significant achievement. We are very grateful that the charity was able to secure two large 3-year grants from national charitable trusts along with other important 2-year or one-off funding.

We acknowledge and thank all our supporters and I wish to make a special mention to those who donate every month or on a one-off basis. This regular giving is a healthy sign for any charity. It shows that people want to be part of our success and contribute to our programmes that make a real difference to girls and young women in south London. Many of our donors are given the opportunity to ensure we can claim gift aid - which gives the charity an extra 25% on their donations.

In this report you will see that since early 2024, we have run a unique sports and physical activities projects for girls called Let's Go! This was requested and inspired by our service users during a consultation event in 2023. This is a great example of how the charity listens to and acts upon the ideas of the girls and young women who take part in our projects. You will also read about how we have started giving 15 teenage girls extra academic tuition through our new Starprise project.

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

Kevin Howell Trustee Chairperson & Treasurer Ashdon Jazz Academy July 2025

BACKGROUND

The Ashdon Jazz Academy (AJA) was started in 2015 by Patricia Muirhead, the charity's CEO. This was a year after the tragic death of her daughter Ashdon who ended her life aged 14 years. As a teenager Ashdon - who liked to be called "Jazz" - struggled with peer pressure, peer aggression at school and lacking confidence about being herself in a society that pressurises young women to be and act a certain way. Whilst our charity's name is in memory of Ashdon, the term 'Academy' relates to giving young women a place and opportunities to learn skills for life.

Through our *Empowering and Inspiring* initiatives, we engage vulnerable girls and young women 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 girls and 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 parents/carers, 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:

- mentoring with a trained and supervised volunteer mentor
- drop-in sessions, called Girls' Nights, in Lambeth (weekly) and Merton (fortnightly)
- school holiday activities (Easter, Summer and half term holidays)
- work in schools to improve mental wellbeing and resilience (Stronger Minds)
- · Let's Go! sports and physical activities
- extra academic tuition (Starprise Project)
- female only events and activities that facilitate wellbeing and learning experiences (e.g. workshops, conferences, residential breaks)
- OG (Older Girls) Project.

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.

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

Mentors are appointed through a rigorous recruitment process, including interview by the CEO and the Mentoring Co-ordinator, vetting procedures and completing specialist and safeguarding 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 823 one-to-one sessions for 40 girls from the four boroughs we work in: Lambeth (13), Croydon (6), Merton (20) and Lewisham (1). 31 girls were referred for mentoring, with an average of 5 on the waiting list at any one time. Those girls who waited to be matched with a mentor, were offered our weekly drop-in sessions or other interim support. Referrals were mainly made by the Youth Services, parents, Social Care, Early Help Teams and CAMHS across all boroughs.

Evaluation	2019-20	2020-21	2021-22	2022-23	2023-24
Percentage of girls with increased self-confidence/esteem at end of mentoring (Target 85%)	95%	76%	80%	100%	100%
Percentage of girls meeting personal targets at end of mentoring (Target 85%)	92%	73%	80%	100%	100%

Mentors	2019-20	2020-21	2021-22	2022-23	2023-24
Number of vetted and	25	31	23	17	21
trained mentors at					
end of year					
Number of new vetted	25	17	7	5	12
and trained mentors					
during the year					
Percentage of vetted	92%	100%	100%	100%	100%
and trained mentors					
with up-to-date DBS					
Percentage of vetted	92%	100%	100%	100%	100%
and trained mentors					
with up-to-date					
safeguarding training					
every 2 years					
Percentage of vetted	73%	100%	100%	100%	100%
and trained mentors					
receiving regular					
supervision once a					
month					

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

During the year, we facilitated 48 weekly drop-in sessions in Lambeth with a total of 56 individual girls attending and an average of 13 girls at each session. Nearly all the girls attended more than once - with many taking part regularly each week.

We started the fortnightly drop-in sessions in Merton in July 2023 and we have been able to deliver 24 Girls' Nights in that borough, with most sessions taking place at Pollards Hill Youth Club. An average of 8 girls attended each session with a total of 15 individual girls attending during the year.

Over the last year we have continued to see a high percentage of girls stating they have increased self-confidence/esteem at the end of the weekly or bi-weekly drop-in sessions.

Number of Drop-In Sessions Held	2019-20	2020-21	2021-22	2022-23	2023-24
Number of weekly Drop-In Sessions (Lambeth)	65	66	61	46	48
Number of weekly Drop-In Sessions (Merton)				10 [1]	24

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

Evaluation	2019-20	2020-21	2021-22	2022-23	2023-24
Percentage of girls with increased self-confidence/esteem at end of drop-in, outreach or other event - Lambeth only (Target 85%)	90%	90% [2]	73% [2]	80%	
Percentage of girls with increased self-confidence/esteem at end of drop-in, outreach or other event - Lambeth & Merton (Target 85%)					85%

[2] This data relates to the girls who were present at the weekly online sessions when these were held during the lockdown arrangements during 2020-2022.

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

- February Half Term 2024 project: 11 individual girls took part in a variety of fun and engaging activities. During the week, the girls learned about sustainable living (e.g. how food is grown to minimise the impact on the environment) and took part in physical exercises, as well as creative workshops such as perfume making and smoothie making. The girls also enjoyed swimming sessions, which helped build their confidence and fitness in the water. Overall, the programme provided a positive mix of learning, creativity, and physical activity.
- Easter Holiday Programme 2024: we welcomed 17 attendees who took part in a variety of fun and creative activities. The programme included roller skating, cooking sessions at the Garden Museum, a braiding and eyelash workshop, baking, and a hands-on pottery session. The girls also enjoyed nail art, swimming, and a rap session with Rhyme with Diamond. The project ended with an exciting visit to a pop-up Bubble Museum rounding off a memorable and engaging holiday experience.
- Summer Project 2024: we had 41 individual girls take part in a range of fun and engaging activities. These included Go Ape, soap making and mood boards, pour and paint, trampolining, and a Crystal Maze experience. The group also enjoyed swimming, visiting the interactive Frameless Museum, and a games day with the Norwood Youth Collective. Other highlights included cooking at the Garden Museum an interactive, multisensory experience.
- Rosa Safe and Sound Project: began in 2024, focused on themes of consent, feeling safe, and empowering young women to make positive choices. We had 39 attendees take part in a range of creative and meaningful sessions. The girls designed custom T-shirts around the theme of consent in collaboration with local community printers, South Prints. They also wrote and recorded a powerful song with Rhyme with Diamond, exploring consent and the importance of positive decision-making. This was followed by a professional studio session with Love Wins at the Black Gold Sun Studios in Lewisham to record their track. The project concluded with a photography shoot, where the girls proudly wore their custom T-shirts, celebrating their work and messages.

Older Girls Project (previously Ambassadors)

During the year we decided to review the offer for women aged 18-21 who have previously been supported by the Ashdon Jazz Academy. In the past the Ambassador's programme had concentrated on developing this group's leadership, entrepreneurial talents and social responsibilities. For example, we did this through them representing the charity at public events or shadowing a local business leader. During the national lockdowns (2020-22) there were no opportunities for them and it was very difficult to maintain the young women's commitment to our Ambassadors programme. Since then, we have consulted some exservice users and older current service users on the type of programme they would be most interested in. Many of them wish to maintain a link with our charity and offer their time as volunteers.

During the year we launched the Older Girls (OG) project, which is active and attended by some of the original Ambassadors and also a new number of young women aged 18-21 years. The aim is for those who remain interested to eventually be trained as peer mentors. We have 25 young women engaged in the OG project and to date have held 6 social events, including bowling, concert and theatre.

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 2023–24, we delivered six sessions in two Lambeth schools, supporting 25 female students. Developed in partnership with Lambeth voluntary sector organisations and local young people trained as Peer Facilitators, the programme is built on evidence-based theories and techniques designed to help young people manage complex thoughts and feelings, build protective factors, focus on goals, and pursue healthy relationships both online and in person. It is informed by local knowledge of the specific challenges faced by young people in Lambeth.

In an evaluation, 100% of participants rated the workshops as excellent, with all agreeing that the facilitators were highly engaging. One student shared that the sessions and talks were "very relatable" and helped her "learn a lot," while another said she felt "more confident applying self-esteem strategies" by the end of the programme.

Stronger Minds Activity	2022-23	2023-24
Number of schools engaged with Stronger Minds	3	2
Number of Stronger Minds sessions held in schools	9	6
Number of students supported through Stronger Minds	23	25

Let's Go!

Let's Go! is a unique sports and physical activities project for girls and young women who use our programmes and open to 50% who are not known to our charity. The project started in early 2024 using two grants.

The ideas for the Let's Go! were originally requested by our service users during a consultation event in 2023. They have told us they would like to engage in sports, but the main reasons they do not is because of "not being very healthy", a fear of water (e.g. swimming), the cost, feeling unsafe getting to and from venues and a lack of local facilities.

Let's Go! is offered to 60 service users a year and provides:

- taster sessions on a variety of sports,
- safe travel in groups,
- support to take up a particular sport,
- regular work out/fitness sessions, and
- guidance on healthy lifestyles (e.g. fitness; diet; motivation).

Over the first nine months of the project, 182 sports or physical activity places were provided to 42 individuals. A wide range of activities have been delivered:

- Roller Skating (24 girls) at Roller Nation, Tottenham with instructors in site
- Yoga (15 girls) at our base in West Norwood with a qualified PT Teacher
- Basketball (15 girls) at Norwood Park with a qualified PE Teacher
- Swimming (14 girls) at Bromley Pavilion with life guards on site
- Swimming (12 girls) at West Norwood Leisure Centre with life guards on site
- Trampolining (18 girls) at Oxygen, Greenwich with an instructor
- Wellbeing Workshop (19 girls) at our base in West Norwood with a facilitator

- Ice Skating (12 girls) at Streatham Leisure Centre with instructors on site
- Climbing and Outdoor Agility Course (24 girls) at Battersea Park with instructors on site
- Sports Day (16 girls) in conjunction with the Norwood Consortium (attended by 55 young people)
- Residential Weekend (13 girls) at Woodrow House, Amersham in June 2024 with 5 instructors (activities: archery, obstacle course, high ropes, swimming, agility course, blindfolding/trust exercise)

Due to the success of project, the positive outcomes in terms of (a) improving mental and physical wellbeing and (b) reducing loneliness and the good engagement by the girls and young women, further funding is being sort to continue the project in 2024-25 and beyond.

Starprise Project

In August 2024 we were able to start a new project to provide tutoring in Maths & English for 15 girls in Years 8-10 living in Lambeth. The aim of Starprise is to increase their Maths and English skills and increase their confidence, engagement and enjoyment in learning.

We became aware of some girls who were struggling academically and needed extra help with Maths & English outside of school and whose families could not afford private tuition. We also prioritised any girls for the programme who were at risk of school exclusion.

We worked closely in partnership with Peppo Tutors to establish this initiative and then go on to match the girls needing this support with experienced tutors who are vetted and supervised by that organisation.

Staffing, Volunteers and Governance

The charity continues to resource and deliver its programmes through various grants from charitable trusts, our own fundraising and personal donations. We now have over 9 years' experience as a charity and our plans are to double our capacity by 2035 across the four boroughs we provide services in south London.

The charity continues to be managed by Patricia Muirhead (CEO & Founder) who worked 28 hours a week, plus extra hours as a volunteer. During 2023-24, she was supported by the following part time staff:

- Laura Pearson (Mentoring Support)
- Christine Bramwell (Project Worker) up to January 2024
- Beth Springer (Project Outreach Worker) from May 2024
- Athena Fuller (Project Outreach Worker) from November 2023
- Fabiah Fuller (Sessional Project Outreach Worker) from February 2024
- Kate Burry (Admin Worker)
- Kalliyah Kirlew (Social Media Administrator)

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

During 2023-24, 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 (shown below after their name).

All Trustees have a current Disclosure & Barring Scheme check and have attended safeguarding training in the last 2 years. As at 30 September 2024, the trustees were:

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

During the year Donna Fraser, OBE, continued as our Patron. She is a well-respected former British athlete.

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

Rathbone Youth Club
West Norwood Library
Rathbone Society
Coombewood School
Lambeth Social Care
Norwood Consortium
Metton Connected
Garden Museum
Becmead College
Merton CAMHS
Croydon Social Care

We are extremely grateful for the grants given by charitable trusts and money given by other supporters during the year:

Rosa UK, The National Lottery (Awards for All),
The National Lottery (Reaching Communities), The Henry Smith Charity,
Postcode Society Trust, Lambeth Community Fund,
Lambeth HAF (Holiday and Food programmes), Walcot Foundation,
Merton Connected, Thrive Norwood.

Regular monthly and one-off donors.

Fundraisers arranging sponsored events.

The Trustees confirm they have approved the Annual Report above.

Kevin Howell

Linda Neal

Chairperson

Trustee

Date: 16th July 2025

Date: 16th July 2025

ASHDON JAZZ ACADEMY

INDEPENDENT EXAMINAER'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 2024 which are set out on pages 11-15.

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.

Michael Rowe FCCA

Flat 9

1 Ashby mews

London SW2 5EQ

Date: 16th July 2025

ASHDON JAZZ ACADEMY STATEMENT OF FINANCIAL ACTIVITIES AS AT 30 SEPTEMBER 2024

	Notes	Unrestricted Funds	Restricted Funds	2024 Total	2023 Total
	Notes	<u>ruius</u>	Fullus	TOtal	TOtal
Incoming Resources	_				
Incoming resources from generated funds	2		179,751	179,751	81,339
Incoming resources from charitable activities	3	8,071		8,071	8,025
Other Income	4	6,483		6,483	19,121
Total incoming resources		14,554	179,751	194,305	108,485
Resources Expended	_				
Charitable activities					
Mentoring	5		52,882	52,882	61,953
Projects	6		39,557	39,557	18,789
Support costs	7	7,915	24,697	32,612	46,406
Total Resources Expended		7,915	117,136	125,051	127,148
Net expenditure for the year/ Net movement in funds		6,639	62,615	69,254	-18,663
Fund balance at 1 October		9,934	0	9,934	28,597
Fund balances at 30 September		16,573	62,615	79,188	9,934

ASHDON JAZZ ACADEMY BALANCE SHEET AS AT 30 SEPTEMBER 2024

	Notes	2024	2023
CURRENT ASSETS			
Debtors	9	£5,920	£0
Cash at bank and in hand		£95,831	£27,198
		£101,751	£27,198
CREDITORS: due within one year	10	£22,563	£17,264
TOTAL ASSETS LESS CURRENT LIA	ABILITIES	£79,188	£9,934
INCOME FUNDS			
UNRESTRICTED FUNDS			
General purpose fund		£16,573	£9,934
RESTRICTED FUNDS			
Funding		£62,615	£0
		£79,188	£9,934

The accounts were approved by the Trustees on

Signed on their behalf by:

Signature tavil Signature

Chair/Treasurer: Kevin Howell Trustee: Linda Neal

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	2024	2023
	Walcot Foundation	£7,760	£0
	Lambeth General	,	£12,870
	Lambeth Propel Funding	£14,604	£0
	EIPS Funding	£3,108	£6,215
	Lambeth Community Fund	£7,356	£0
	Rosa Foundation	£6,152	£24,400
	Garfield Weston		£12,500
	Henry Smith Charitable Trust	£50,000	£0
	Postcode Society Trust	£15,000	£0
	LB Merton		£14,800
	Wow Foundation		£4,620
	LB of Lambeth (HAF)	£4,780	£0
	The Invesco Cares		£4,200
	National Lottery	£10,000	£0
	Norwood Forum		£1,734
	Reaching Communities Funding	£48,591	£0
	Jack Petchy	£900	£1,400
	Merton Propel Funding - Merton Connect	£11,500	£0
		£179,751	£82,739
3	CHARITABLE ACTIVITIES	2024	2023
	Wimbledon Foundation	£5,983	£0
	Magdalen Hospital Trust	,	£2,000
	Skipton Building Society		£2,625
	Yorkshire Building Society		£2,000
	COOP - Funding	£2,088	£0
	3	£8,071	£6,625
		2004	2000
4	OTHER MICCHE	2024	2023
	OTHER INCOME		
	Gambia Exhibition		£180
	HMRC-Gift Aid		£8,869
	Donations	£6,483	£10,070
	Interest		£2
		£6,483	£19,121

ASHDON JAZZ ACADEMY NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 SEPTEMBER 2024

5	Mentoring	2024	2023
	Facilitation & Supervision	£47,673	£54,878
	Advertising & Promotion	·	£513
	Resources & Expenses	£4,473	£6,193
	Training	£736	£369
		£52,882	£61,953
6	Projects	2024	2023
	Facilitation & Supervision	£28,569	13,355
	Gala event		£500
	Girls night	£2,512	
	Resources & Expenses	£8,476	£4,934
	•	£39,557	£18,789
7	Support costs	2024	2023
	Rent for office	£6,746	£7,863
	Staff	£14,503	£31,719
	Accountancy fees	£3,772	£180
	Office supplies & Stationary	£1,491	£477
	Dues & Subscriptions	£2,458	£2,733
	Insurance	£802	£327
	Postage & Printing	£507	£525
	Travel & Transportation cost	£573	£1,785
	Telecommunication cost	£1,760	£797
		£32,612	£46,406

ASHDON JAZZ ACADEMY NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 SEPTEMBER 2024

8	Employees	2024	2023
	The average number of employees and voluments Staff Volunteers and Mentors	nteers during the year w 6 40 46	4 30 34
	Employment cost Mentoring Projects Support	38,241 28,569 £14,502	£31,719
9	Debtors	2024	2023
	Other debtors	£5,920 £5,920	£0
10	CREDITORS: AMOUNTS FALLING DUE WI	THIN ONE YEAR 2024	2023
	Other creditors	£22,563 £22,563	£17,264 £17,264

11 TRUSTEES

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