

community albums



ANNUAL IMPACT REPORT 2021

BUILDING BETTER COMMUNITIES
THROUGH MUSIC AND MEDIA



“I STARTED DOING LESSONS DURING LOCKDOWN WHEN MY MENTAL HEALTH WAS BAD. IT WAS SO MUCH FUN. I’M STILL DOING IT NOW AND I ENJOY IT SO MUCH. IT’S ALMOST LIKE A PROUD FEELING BECAUSE EVEN THOUGH YOU’RE DOING SOMETHING THAT MANY PEOPLE CAN DO, YOU GET A SENSE OF “I’M ACTUALLY DOING IT.”

“UPBEAT” participant

“BRILLIANT SESSION TODAY MATE. I HAVE NOT SEEN THE TWO BOYS SO ENGAGED WITH ANYTHING AS MUCH AS THEY WERE TODAY. THIS IS JUST WHAT THEY NEED AND I AM SURE THEY WILL GROW AS EACH SESSION PASSES.”

Dad of Music United participants

“IT’S MY PLEASURE TO SUPPORT COMMUNITY ALBUMS ESPECIALLY AS I KNOW THE VALUABLE WORK YOU DO AND THE BENEFIT IT HAS ON THOSE WITH WHOM YOU WORK. HERE’S HOPING THAT THIS YEAR TURNS OUT TO BE A GOOD ONE FOR YOU ALL.”

CA financial supporter

“(IT’S BEEN) AN ABSOLUTE GODSEND HAVING THESE SESSIONS TWICE A WEEK. EVERY TIME SHE FINISHES AND COMES OUT, SHE’S SO MUCH HAPPIER. IT REALLY DOES MAKE A DIFFERENCE TO HER MENTAL HEALTH. THE GUYS (AT COMMUNITY ALBUMS) ARE SO UNDERSTANDING OF IT. THEY ALWAYS GET HER GOING AND INVOLVED.”

Mum of a CAMHS referral

“I’M SO GRATEFUL (FOR THE SESSIONS). WE’VE BEEN THROUGH SOME DARK TIMES IN THE LAST COUPLE OF YEARS BUT THIS HAS REALLY HELPED.”

Mum of a CAMHS referral

“WE ARE VERY FORTUNATE TO BE ABLE TO WORK SO CLOSELY WITH COMMUNITY ALBUMS IN OUR DISTRICT , SUPPORTING PROJECTS AND INITIATIVES THAT MAKE SUCH A HUGE IMPACT IN OUR RESIDENTS LIVES BOTH YOUNG AND OLD. THEIR COMMITMENT DURING THE PANDEMIC TO CONTINUE TO DELIVER SUCH ENGAGING ACTIVITIES FOR OUR MOST VULNERABLE YOUNG PEOPLE WAS JUST AMAZING, CHANGING WAYS AND PLATFORMS TO CONTINUE TO RUN SUCH NEEDED POSITIVE ACTIVITIES HELPED SO MANY PEOPLE THROUGH SOME VERY TOUGH TIMES. IT NEVER CEASES TO AMAZE US HOW PROACTIVE ALL THE TEAM ARE IN DEVELOPING NEW OPPORTUNITIES THAT REALLY DO MAKE A DIFFERENCE IN OUR COMMUNITIES. THE WORK AND COMMITMENT COMMUNITY ALBUMS HAVE GIVEN TO HELP THE NEW HILL COMMUNITY FACILITY BECOME SUCH A THRIVING CENTRE IN OUR DISTRICT IS FANTASTIC AND WE HOPE TO CONTINUE THIS RELATIONSHIP INTO THE FUTURE AND GROW THE OPPORTUNITIES AVAILABLE TO THOSE THAT REALLY NEED THEM.”

Jon Wild
Community Development Manager –
Cherwell District Council



ANNUAL IMPACT REPORT 2021

BUILDING BETTER COMMUNITIES
THROUGH MUSIC AND MEDIA



CONTENTS

From the Chair	5
Theory of Change	6
In the last year...	7
Building Hope	8
Empowered Lives	11
Building Community	13
Financial Report	16
Trustees and Staff	17

FROM THE CHAIR

“WE AIM TO HELP PEOPLE DISCOVER A DIFFERENT NARRATIVE FOR THEIR LIVES”



MESSAGE FROM THE CHAIR

We all live by stories. Young children are wonderfully creative and their reality is shaped by the most amazing hopes, dreams and imagination.

But as we get older hard realities take over and the dreams and joy often get squeezed out. Our stories can become tragedies scarred by pain and tainted by cynicism.

In a time of pandemic, war and growing poverty, no wonder so many young people are struggling with their mental health, living with a sense of hopelessness.

We aim to help people discover a different narrative for their lives. Our focus is on positive assets, holding on to hope, finding peace of heart in relationships and empowering people to be the best they can be. Music and media is a powerful key to unlocking these positive stories for individuals and communities.

I'm immensely proud to be part of the Community Albums team and partnerships, delivering the life-changing work outlined in this report.

Thank you for all your support and encouragement, I hope that these stories will make your hearts sing.



DAVE MANN



community albums THEORY OF CHANGE

VISION

A world where each person's voice and creativity heals, unites, empowers, inspires, influences and creates positive change.

MISSION

Working to see communities all over the world using music and media to share opinions, collaborate, and explore their creative potential together.

GOAL

To build better communities by using music and media to create a positive change in their lives.

STRATEGIC FOCUS 1 BUILDING HOPE

STRATEGIC FOCUS 2 BUILDING PEACE

STRATEGIC FOCUS 3 BUILDING EMPOWERED LIVES

TARGET GROUP

Communities in the UK and around the world

INPUTS

Partner's expertise and existing programmes
Cutting edge music and media professionals
Proven development practitioners
High quality music and media equipment

ACTIVITIES

Design bespoke projects
Facilitate participatory conversations around the issue faced
Deliver mobile studios
Run workshops teaching music and media skills
Produce films, songs and other music/media products
Promote the final product
Engage duty-bearers
Facilitate learning and reflection

SHORT TERM

Someone has SPOKEN ...

People trained
Variety of new skills learnt
Increased confidence in expressing themselves
Increased ability to work together with others
Variety of engaging media products
Engaging messages for others

Healing
Uniting

MEDIUM TERM

Someone has HEARD ...

Changed perceptions
Changed attitudes
Changed confidence
Influenced leaders and duty-bearers
Negotiations for change

Inspiring
Empowering
Influencing

LONG TERM

Together they've made a lasting change

HOPE
An individual's life direction has changed
A community has solved the challenge it was facing
PEACE
Violence ended (or did not start)
Reconciliation of divisions
EMPOWERED LIVES
Marginalised group no longer discriminated
Improved access or quality of public service

Creating positive change

CHANGE AND IMPACT

IN THE LAST YEAR ...

“SOMEONE HAS SPOKEN, SOMEONE HAS HEARD”

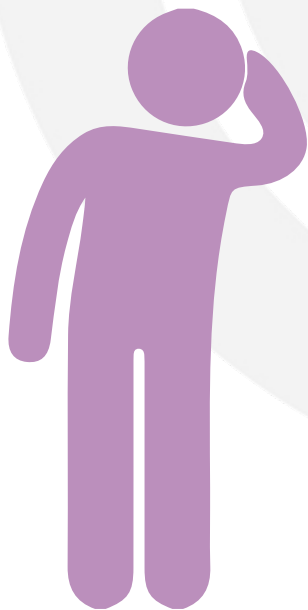


SOMEONE HAS SPOKEN

- We have delivered **600 MUSIC AND MEDIA SESSIONS** to build confidence and skills in all those who took part in them
- We have worked with **2700 PARTICIPANTS** to heal, unite, inspire and empower through music and media

SOMEONE HAS HEARD

- More than **19,000 PEOPLE** have been directly engaged in watching or listening to the messages created in film or in song through targeted engagement in the UK
- An estimated **74,000 PEOPLE** heard our interviews on BBC Oxfordshire regarding the work we do



TOGETHER THEY WILL MAKE LASTING CHANGE

BUILDING HOPE HOPE



BDCA - Voices of Hope

Still in lockdown, our first new project of the year saw us working on an intergenerational online music and film project called 'Voices of Hope' with our friends at Bonny Downs Community Association in Newham.

This kind of online project sees different people contributing different things - so some wanted to help write the tune with some guidance from Simon, Ollie and the Soundtrap app; some wanted to play their instruments on the track; some wanted to rap or use spoken word which Taku expertly guided them through; and some wanted to write lyrics and sing, which our amazing vocalist, Lucy, helped them with. Later on, many sent footage of themselves singing for the video, and others sent dances they had made up. Some people even did all of these things! The group called the song "Hold Onto The Future".

It was a real treat to see everyone engaging so well and encouraging each other despite such big age differences, and really wanting the project to be the best it could be.

Ollie, one of our music practitioners, said:

"The group were inspiring to work with and be part of, and I liked that it was multi generational. Using Soundtrap to produce and collaborate with music online was a seriously inspiring process. The ability of everyone to engage online and pick up the technology to get creative was fantastic."

Ollie was so impressed by one of the participants, he invited him to join a creative ideas programme that he was leading elsewhere. This gave the young person the chance to be mentored by older more experienced youth - an opportunity he very much appreciated.

Later in the year, with lockdown restrictions easing slightly, we were able to meet some of the participants and get some footage for the video. It was so nice to actually meet face-to-face!



Hold Onto The Future

BUILDING HOPE HOPE



Carterton Community College

We really enjoy working with school students - their energy, enthusiasm and zest for life are infectious - so we were really pleased to work with the pupils at Carterton Community College, supporting 2 different groups to write, record and film songs about what defines (or doesn't define) them, and their dreams after coming out of lockdown. Some sessions were with students who were disengaged or at risk of exclusion so the overarching aim here was to boost confidence/ self esteem in the hope that the students would become more communicative and re-engaged. Other sessions were specifically with children whose parents are in the military, and they explored what this means to them.

Chris Hart, Headteacher at the school said:

"You've captured something of our essence as a school, and the voices of children about matters of importance to them. At the conception of the project I looked at your website and examples of previous recordings and knew then to look forward to a quality product. What I hadn't foreseen was the insight and integrity of what you and your team would produce. (We are) more than happy with them! Thank you all!"

“ WHAT I HADN'T FORESEEN WAS THE INSIGHT AND INTEGRITY OF WHAT YOU AND YOUR TEAM WOULD PRODUCE.”

CHRIS HART HEADTEACHER



Military Kid



BUILDING HOPE HOPE



Oxfordshire Hospital School

Working with the staff and young people at the Oxfordshire Hospital School at the John Radcliffe Hospital is a particularly special part of our week. The school is amazing at bringing fun learning and a sense of 'normal' during tough times, and we love being able to help the children connect with music. It's also great to be able to help the young people work towards AQA accreditation in various music and media units, and to be able to present them with their certificates when they've achieved them.

Music on the Hill

We started working in the latter part of this year with young people aged between 12-17 who have been identified via existing networks including the Child Exploitation Network meetings, schools, community groups and the local police team as being 'At Risk of Exploitation'. We are running taster sessions and will expand these next year.

Glory Farm Primary School

We have been working with the children in Years 3 and 4, writing, recording and producing a song and video, to talk about their feelings about the future. They saw the film made by the group from BDCA in London during Lockdown and were inspired to write their own verses to the song. We think they did a great job!

“ I'M SO PROUD OF THE CA TEAM WHO WEEK IN/ WEEK OUT CONSTANTLY GIVE SO MUCH ENERGY AND EXPERTISE. I'VE SEEN FIRST-HAND CHILDREN AND YOUNG PEOPLE GROW IN CONFIDENCE AND CHANGE THEIR OUTLOOK AND ASPIRATIONS.”

SIMON *(Director and Co-Founder)*



[Click to view video](#)

Hold Onto The Future



EMPOWERED LIVES

Upbeat

When Covid-19 first hit us all, we wondered how this would affect us as a charity. Would we be able to carry on working? Would partners embrace our new, online way of doing things? Would participants want to work together in this way? What we didn't anticipate is that some people actually prefer working online rather than face-to-face, and this was a surprisingly positive outcome of the pandemic for us.

The pandemic was incredibly difficult for many people, especially those suffering with mental health issues, and it's so important they continue to engage and stay connected with those who are offering them help.

Our 'Upbeat' project is specifically aimed at young people who are struggling - many are referred from the Child and Adolescent Mental Health Services (CAMHS) and for some, anxiety and depression makes leaving the house and even the bedroom really challenging. It's been so good to be able to help young people build their confidence through music, especially those we had already established relationships with. As these relationships continued to grow, we began to see anxieties ease, and talk of being ready to go out was amazing to hear.

Ryan* says:

"[These sessions] have been a really enjoyable experience and have helped me a lot... It's really amazing being able to sit down and make something and have the final product of your emotions. It's really satisfying and fulfilling. I've had a pretty difficult younger life but through music I've been able to really express that and get that out. It's helped me to move past a lot of the things that happened when I was younger and be happy now. It's also helped me to build up my confidence cos if you have trouble talking to people and you're singing or rapping about things that are important to you, then that's going to build up your confidence. The impact that it's had on my life has been tremendous."

Later in the year we started to phase in face-to-face delivery at The Hill Community Centre in Banbury, Oxfordshire and it was great to see the young people we had been working online with.

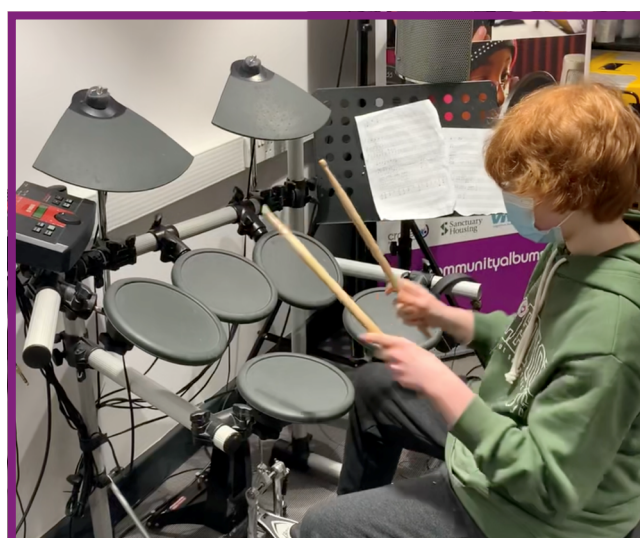
This is our second year of running the project which we're able to do with some generous funding from Children in Need. This funding is enabling us to run the project for at least another year which is great as we can build on existing relationships with the young people and help to further develop not only their technical skills but interpersonal skills too.

*name changed



“IT BUILDS THEIR CONFIDENCE AND MAKES MY DAY SEEING THEM PROUD OF WHAT THEY ACHIEVED.”

LUCY Music Practitioner



EMPOWERED LIVES



International

Lockdown has been a challenge for us all. No less so for our friends overseas, particularly in Uganda and Burundi.

We have been continuing to support them online, and the projects they have been delivering during lockdown have been incredible. At St Joseph's Vocational Training Centre in Kamuli, Uganda, for example, in-house Producer, Cofix, continues to work with students and local musicians using the studio we built in 2019. Cofix has been working with school children, making a song about their feelings on the Pandemic - this song was produced for listeners to hear on the radio. Other projects have included working with young people and getting health messages out to a wider audience.

We have really missed working overseas this year and hope to resume our International work once the Pandemic is under control.

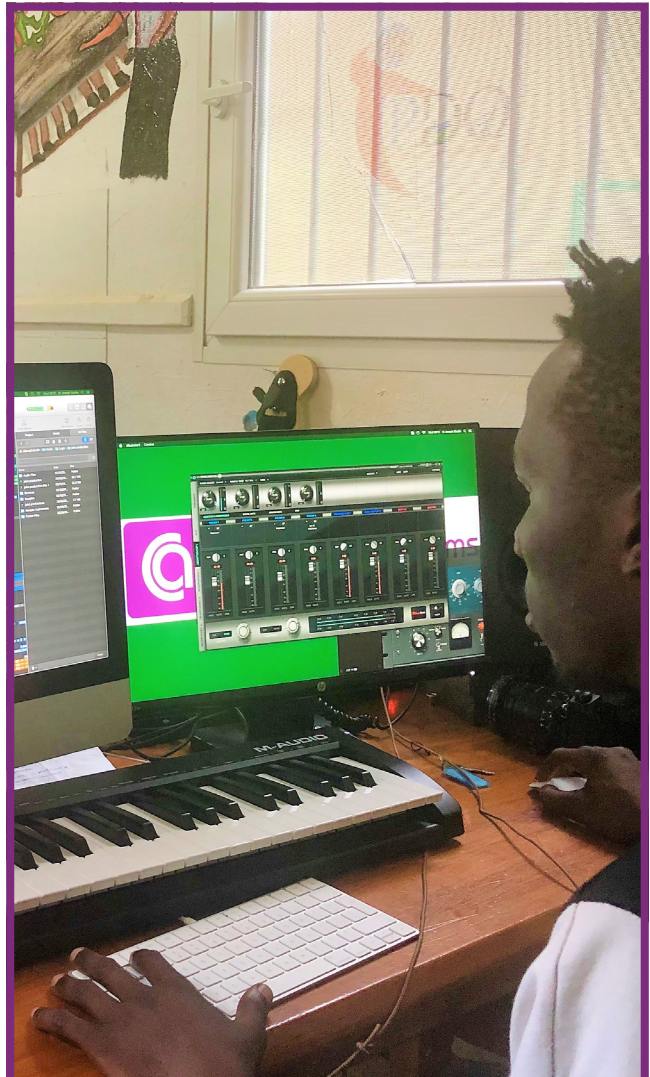
Music United

'Music United' is another one of our projects that runs throughout the year. It offers underprivileged young people in Banbury, Oxfordshire, who currently have limited access to music because of social and economic circumstances, the opportunity to play instruments (guitar, bass, drums, keys) sing, and create music using our digital music software. We have been running this project for 2 years now. Like a number of our projects, at the start of this year, we had to take project delivery online due to Covid-19 restrictions. Later on in the year when restrictions eased, it was great to combine 'face to face' delivery at The Hill Community Centre, which we offered alongside our online/ virtual sessions.

It was also great to have 2 new music practitioners - Serena (drummer) and Jason (DJ) join the project this year and welcome them into our CA family!

“ IT'S SO REWARDING TO SEE YOUNG PEOPLE GROW IN THEIR MUSICAL TALENT AND SKILLS.”

JASON Music Practitioner



COMMUNITY

BUILDING COMMUNITY



Summerfest

We love a community event, and what a blast we had at 'Summerfest' in Banbury, Oxfordshire, this year!

Around 70 young people joined us during the afternoon. Drummer Serena and DJ Jason did a great job showing them how to use the DJ decks and sample the different drum kit sounds and effects. Serena was able to show the young people the basics of rhythm, and made the youngsters' day when she let them have a good vent on the kit with the sticks! It was so good to see the young people enjoying themselves!

"This was a great introduction to the work we do at The Hill Community Centre in Banbury, and we now regularly see around 20 of these young people at our weekly music sessions where they have been developing their skills."



Vocal Band

Vocal Band is one of our existing projects that connects different generations through singing. We're now in our 6th year of running this choir and it's been so good to build relationships with the people who join us each week.

One of the participants said:

"I would have literally gone crazy without being able to see everyone from the choir during lockdown."

There's a real family feel to the sessions and it's wonderful to see so many different ages having fun together and seeing the power of music working in people's lives!



COMMUNITY

BUILDING COMMUNITY

Fundraising

As a charity, fundraising is a big part of life at Community Albums. This year, some of our team joined the Captain Tom 100 challenge – where they each chose an activity based around the number 100. Jan and Barney cycled 100km around London; Evie performed 100 back handsprings on the trampoline; Dave cycled 100 miles up and down the Fosse Way; and Simon cycled 100 miles in an extremely hilly Somerset. So hilly that it was the equivalent of cycling up Mount Kilimanjaro!

A massive well done to them all for their amazing efforts raising £1601.25 to help us continue to work with children and young people experiencing loneliness, isolation and mental health difficulties during this time.

There were a few sore legs afterwards and mutterings of 'never again' but they managed to keep smiling and we are very proud of all their efforts! Roll on the next challenge!



Children in Need Drumathon

Children in Need have been very generous to us and our projects over the past couple of years and it was an honour for Simon, our co-founder and National Director, to join in with one of their big fundraising activities this year. Simon and an ensemble of 20+ top drummers played along to the BBC news theme, helping Owain Evans and his 24hr drumathon to raise money for this amazing event.



“ I AM SO INCREDIBLY GRATEFUL TO HAVE YOU SUPPORTING ME, PICKING UP STICKS AND HELPING ME GET THROUGH THE CHALLENGE.”

OWAIN EVANS

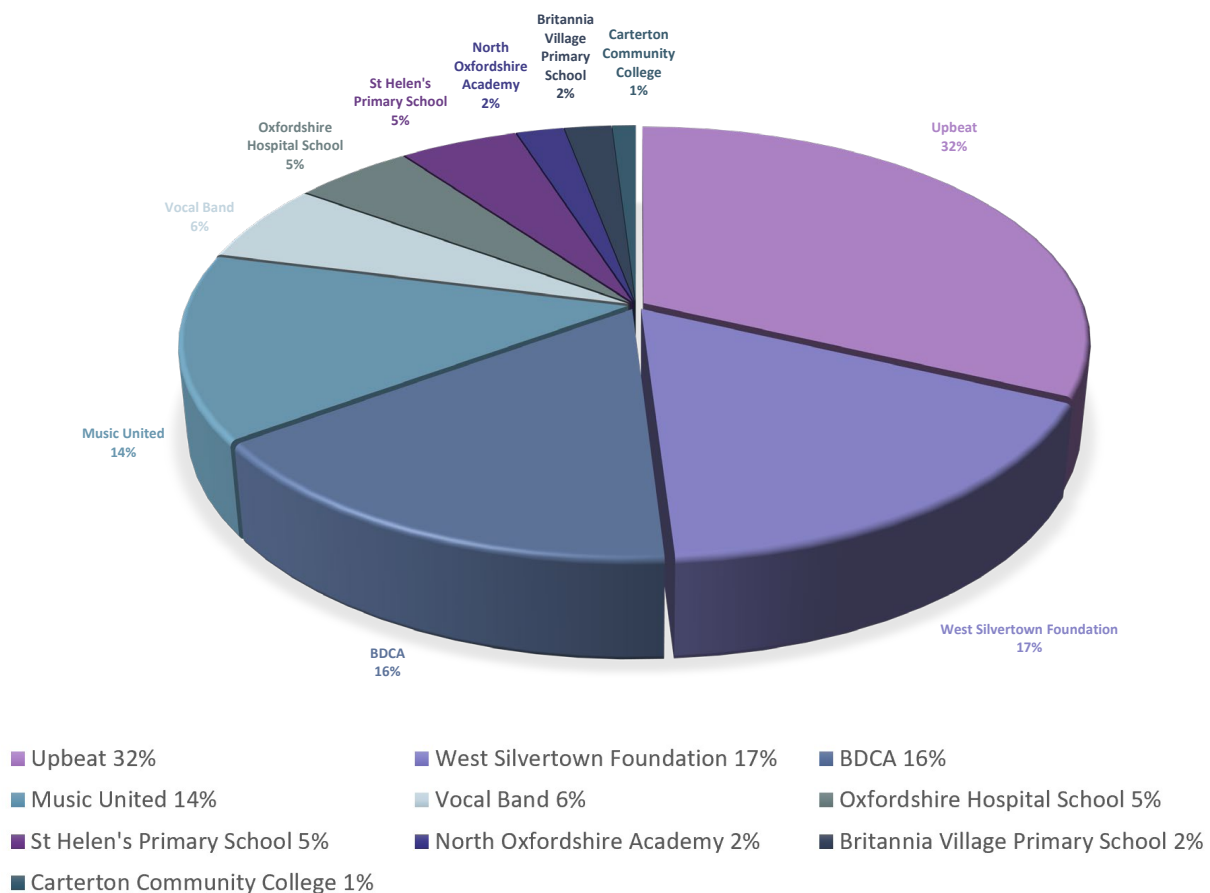


FINANCIAL REPORT



	Predicted in 2022	2021	2020	2019	2018
Income	91,018	75,849	97,702	55,430	68,009
Expenditure	87,399	72,833	73,292	50,697	58,645
Reserves Held	10,705	8,921	4,917	4,733	9,364
Funds brought forward from previous years	57,588	54,572	30,162	25,429	16,065
Funds carried forward to next year		57,588	54,572	30,162	25,429

PROJECT EXPENDITURE: NATIONAL



We currently have 1 member of staff and 2 volunteers who work towards core operational activities, and a group of 9 incredibly gifted musicians, filmmakers and producers who help us deliver activities with participants. Paid hours of work equate to approximately 48% of the time required to deliver projects successfully. 52% of the total time required to deliver projects is completed on a voluntary basis.

We are grateful to those who give up their time to support our ambition and achievements as a charity, and are working hard to ensure that funds are raised for more staff to support project delivery.

***If you would like full details of our charity finances, please feel free to download our organisation's audited accounts from the Charity Commission website.**

TRUSTEES AND STAFF

Many thanks to our trustees who have guided our work throughout the year.

David Mann, Chair

Dave Pilkington, Vice-Chair

Dave Newman, Safeguarding Officer

Irini Pantelidou, Secretary

Andrew Yates, Treasurer

Many thanks to our staff and freelance project practitioners - professional musicians, filmmakers and producers, who have implemented the work throughout the year.

Simon Hill, National Director and Co-Founder

Rob May, International Director and Co-Founder

Jan Sheldon, Operations Manager

Lesley Lane, Bookkeeper

FREELANCE AND PROJECT CONSULTANTS:

Jason Byfield (Music)

Serena Donnelly (Music)

Guy Houchen (Music)

Taku Munonyara (Music)

Lucy Randell (Music)

Toby Sheldon (Graphic Design)

Ollie Thomas (Music and Film)

THE COMMUNITY ALBUMS DISTINCTIVE

We understand that music and media has a far greater value than just entertainment or commercial return. We believe that music and media has the power to empower, inspire, heal, unite and bring about positive change. Each project we deliver is unique. They are all:

LIFE CHANGING - designed to empower individuals

VITAL - excellent in quality

FORWARD LOOKING - designed to produce a positive outcome in communities

We are passionate about changing communities through music and media.

WHY NOT GET INVOLVED AND BUILD BETTER COMMUNITIES WITH US?

CONTACT US

Rockcliffe, 112 Halse Road,
Brackley, Northamptonshire, NN13 6EG

Email: jan@communityalbums.com

www.communityalbums.com

FIND OUT MORE

 [Community Albums](#)

 [@communityalbums](#)

 [@communityalbums](#)

 vimeo.com/user11315378

Registered UK Charity: 1140485

A BIG THANK YOU TO:

Individual supporters, who have given their encouragement, time and financial support.

Partner Organisations, who are delivering amazing programmes. We are fortunate to work with them and play a small role in all they do:

Bonny Downs Community Association
Carterton Community College
Glory Farm Primary School
Oxfordshire Hospital School
Salesians of East Africa
Sanctuary Housing Association
St Joseph's Vocational Training Centre
The Hill Youth and Community Centre

Grantmakers and Other Organisations, who have supported us with time, and financial support.

The Bartle Family Charitable Trust
Cherwell District Council
Children in Need
Easyfundraising
Jordan & Company
Oxfordshire County Council
Oxfordshire Youth
The National Foundation for Youth Music
The National Lottery Community Fund
St James's Place Charitable Foundation

**"Together we are building better communities
through music and media"**



FIND OUT MORE

 [Community Albums](#)

 [@communityalbums](#)

 [@communityalbums](#)

 [vimeo.com/user11315378](#)

Registered UK Charity: 1140485