



Annual report

2020-2021

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About us



Music in Hospitals & Care is a charity that improves the health and wellbeing of children and adults through the healing power of live music.

Every year, our professional musicians share live music with over 100,000 people from across the UK, who may not otherwise get to experience it. This includes those living with dementia, who have mental health problems, or who are seriously ill.

We believe live music needs to be part of everyone's health and social care. Why? Because research shows that live music heals. It helps people feel relaxed and confident, and can relieve frustration, stress and isolation. Music can also reduce the perception of pain. It brings back memories and helps create new ones. When you move your body to music – even just tapping a finger – it's natural physiotherapy.

Our dedicated music team hand picks professional musicians through audition. They're chosen for their blend of musical talent, sensitivity and people skills. The live music experiences they create and share unlock all kinds of emotions – from joy to loss, pleasure to nostalgia. Expressing these emotions supports people's wellbeing.

We see people interacting with our musicians by doing everything from smiling to getting up to dance or sing. Live music can transform relationships between patients, families, health and care professionals, residents and carers. When people enjoy music together, they feel more connected to each other, which leads to more personalised care.

Only with your support will we help more people benefit from the healing power of live music. Please support Music in Hospitals & Care today at mihc.org.uk.

Welcome from Mary



Mary is 79 and a resident at Grange Care Home in Kilmarnock, Scotland, who has benefitted from our online live music over the last year. She is looking forward to our musicians coming in to her care home to share live music again and is happy to welcome you to our annual report.

Mary: "I've always loved music. Especially rock and roll and Jerry Lee Lewis. My mother loved music too, she played the accordion. When I got an accordion, then my sister did, we were like a three-piece band.

I've missed friends and family over the last year because of lockdown. 'It's going to lift.' That's what we kept saying to each

other. But the activities in the home have kept us entertained, including the live music from Music in Hospitals & Care.

When Music in Hospitals & Care musician Neil Sturgeon came on the screen with his guitar, it was wonderful. We were all singing and dancing. Even Sheena and Margaret were singing, and they're about 90-odd. I felt happy because it just made you feel a wee bit more alive. We all went to bed happy.

Everyone should be able to take part in live music. I can't say enough about the live music from Music in Hospitals & Care. It's fabulous.

You don't feel lonely here because the live music and other activities mean there's always something to do.

I'm happy to introduce this annual report which will tell you more about this wonderful charity.

I'm looking forward to when we can regularly have people from Music in Hospitals & Care in the home again. We will have a wee party."

Scan the QR code with your phone camera to read and watch Mary's story, or visit mihc.org.uk/marys-story.



"I never thought I'd have a harpist play music especially for me, not once but twice. It's absolutely beautiful."

Patient at Northern Ireland Hospice, Belfast

A message from our Chair



Prior to Covid-19, our network of 448 professional musicians shared live music with people in care, supported by over 1,400 healthcare partners. As this unimaginable crisis unfolded it had an immense impact on our staff, musicians, the health and care partners we work with, and of course, the people we support.

But, when meeting face to face wasn't possible, we were able to reach people like Mary, (see page five), through our innovative programme of online live music. We have received excellent feedback from the people who have benefitted from our specially-created live music experiences online. The music has helped them to express themselves in whatever way they can at a hugely difficult time. It's been heartening to see how we have helped to improve people's mental, physical and emotional health during these unprecedented times.

We could only help people like Mary with your support.

Successful fundraising

The pandemic had a massive impact on our income, especially with the reduction in contributions from health and care partners who normally give when we share in-person live music. Initially, Trustees on our finance committee met weekly on Zoom to discuss the financial implications of the pandemic. This reduced over the months as our cashflow planning was carefully controlled and emergency funds came through.

As a charity, we successfully shifted our fundraising to focus on emergency grants, individual supporters and online events. We were so grateful to funders who allowed us to change the restriction of their grants so we could use them for core funding, or our online programme.

We also used the Coronavirus Job Retention Scheme and received small business grants totalling £100,635, and we unfortunately decided it was necessary to close our office in Manchester. We were hugely fortunate to receive a number of emergency and UK government Culture Recovery Fund grants (page 32), which were our lifeline during this time.

Our professional musicians' income was also severely affected by the pandemic and we did what we could to support them. We were pleased to be able to raise funds to pay our fantastic musicians for cancelled live music sessions in March and April 2020.

Being strategic

We are sorry to see three Trustees retire this year. John Middleton, Sian Carter and Andrew Kelso. We wish you well and thank you so much for your many years of service to Music in Hospitals & Care.

The Board now has a few vacancies, which will provide an opportunity to fulfil our commitment to Equality, Diversity and Inclusion (EDI). Our People Committee has been helping to develop the charity-wide EDI strategy. We have an opportunity to recruit a diverse team as we move forward with our new vision and mission, and develop a refreshed strategic plan relevant to current circumstances and the challenges ahead.

The fallout from the pandemic will continue to stretch health and care services for some time to come.

Our strategy requires careful thought going forward. Live music has to be an integral part of the recovery process and our collective healing.

Thank you so much to all the musicians, volunteers, supporters and funders for helping us to share the wide benefits of live music.

And to all our staff, a sincere thank you for all that has been done by our superb team throughout the pandemic under extreme circumstances. Together, we all look forward to sharing as much live music as possible.



Peter Fairlie
Chair



“Amy was very popular with our residents. She was friendly, approachable and natural in her communication with the audience. Her performance was very versatile and her range of songs and musical style impressed everyone. She connected well with the residents and was enthusiastic. They would like her to visit again!”

Kincarrathie House, Perth

Introduction from our Chief Executive



What makes Music in Hospitals & Care live music special? This is something we asked ourselves again as the UK went into lockdown in March 2020.

We knew the Covid-19 pandemic would exacerbate the existing challenges of the people we support, including those living with dementia, mental health problems, or who are seriously ill. When we had to make the difficult decision to press pause on our in-person programme, we feared these people wouldn't get to experience the benefits of live music. From helping them to feel relaxed and connected to relieving frustration, stress and isolation.

Yet, we knew it was a time when the healing power of live music could help improve more people's mental, physical and emotional health.

Our online programme #MusicEveryDay has helped live music become a part of people's wellbeing routine. Personal and interactive, our professional musicians have continued to offer live music which stays true to what makes us special.

We've been able to collaborate innovatively with our health and care partners and musicians to share live music with thousands of people in a new, safe and accessible way.

By partnering with other organisations on specific projects, we have also been able to reach more people and raise awareness of the benefits of live music.

Team Music in Hospitals & Care

Our Music in Hospitals & Care team have been amazing throughout this challenging year. They had to adjust to a new way of working overnight and we all missed sharing in-person live music.

We worked together to be as flexible as possible and support each other as we managed our personal responsibilities, like childcare. Fortnightly gatherings for staff on furlough at some point in 2020 offered the opportunity to get updates from across the charity and stay connected with colleagues. We also had a calendar of regular virtual social events, including breakfast clubs, quizzes, musical bingo and a Christmas social kindly hosted by some of our musicians.

We actively promoted wellbeing for staff and conducted surveys with them to help plan our activities. 'Drop in' virtual cuppas were popular for regular touchpoints with myself and the senior leadership team. Happily, 94% of staff told us they feel valued and 100% feel supported by their line manager and the charity as their employer.

Strong and focused

Now we need more people to join our fantastic team as we have some roles to fill to help us get #BackToLive.

As you will read in this annual report, we are now returning to sharing in-person live music which is fantastic. But we are keeping our online programme for now so we can still reach people who can't meet face to face.

We've also been doing some strategic work around our purpose as a charity. This makes us stronger than ever and more focused.

Our new vision is for live music to be an integral part of health and care across the UK. With your help, we will continue to share live music with people of all ages, from premature babies in hospitals, to older residents of care homes.

Thank you so much for your continued support.



Barbara Osborne
Chief Executive



“At the Co-op, we select our Local Community Fund causes as a team. Straight away, we could understand Music in Hospitals & Care’s objectives, activities and beneficial outcomes.

Due to the pandemic, we haven’t been able to work together on face to face events, but we have learnt so much about the difference the charity makes, including how they efficiently managed to go virtual and brighten lives with music.

It has been a joy working with Music in Hospitals & Care. They are brilliant team players.”

Jude Cormack, Co-op Member Pioneer

Our aims and objectives



The overall aim of Music in Hospitals & Care is to improve the health and wellbeing of an increasing number and diverse range of people through the healing power of live music.

We said we would do this in 2020-21 by:

- Developing new ways to reach and connect people with our live music programme.
- Increasing our knowledge of the musical needs of the people we support through our partners, networks and research.
- Building and developing our capacity through our staff, volunteers, musicians and partners.
- Developing a cohesive business plan with co-ordinated fundraising and music delivery strategies.
- Cultivating our communications and engagement programme to articulate our impact and increase the profile of the charity.
- Establishing agreed shared outcomes with our partners to evaluate and inform the transformative impact of our live music.
- Enhancing the relationship we have with our professional musicians, and the assistance we gain from the health and care partners that we work with.

Our year in numbers

In 2020-21, we:



reached around

50,000

people with the healing power of live music, including everyone from a premature baby in an intensive care unit to an older person with dementia in a care home.



shared

562

live music experiences with people from across the UK. This included 492 online and 70 in-person live music experiences.



reached over

1,000

people through in-person live music experiences.



reached

47,660

people through our online music programme #MusicEveryDay.



raised

£1,243,299

in income, including 82% from grants and donations.



spent

£773,783

on sharing live music, meaning 84p in every £1 went on our charitable activities. The remaining 16p helped us raise more money.



called every single one of our

448

professional musicians to check how they were doing in spring 2021. Their insights informed our return to in-person live music.



partnered with

13

care homes and social care environments around the UK, including one in Scotland, four in Wales and eight in England to deliver in-person live music.



partnered with

7

hospitals and one hospice, including two in Scotland, three in Wales and three in England, to deliver in-person live music.



partnered with

220

health and care settings, including 18 hospitals in England, 10 day centres in Scotland, two hospices in Wales and a care home in Northern Ireland, to share private online live music.



found that

100%

of families who took part in Massage and Melodies in August 2020 said their experience helped them to interact and feel close to their baby.



found that

94%

of staff said they feel valued and 100% feel supported by their line manager and the charity as their employer.

Musical map

Our professional musicians share popular Music in Hospitals & Care songs around the UK.

"Everyone joins in with 'You Are My Sunshine'. You'll get hands and feet tapping and hear wee songs coming out."

Marian Anderson, vocals and accordion, Falkirk

"If I'm losing a crowd, 'Delilah' picks things back up and puts smiles back on peoples' faces."

Edelle McMahon, vocals and guitar, Belfast

"At one care home, a lady who used to be a dance instructor didn't say a word for the whole session. But, when we played 'Blue Suede Shoes' by Elvis, she got up and danced. The nurses were amazed."

Paul Bytheway from The Retrosettes band, Manchester

"I sang 'When I Grow Too Old to Remember' by Sigmund Romburg and a lady burst into tears. The carer went over and the lady said: 'My husband used to sing that song.' She hadn't spoken in three years."

John Sadler, high baritone vocals, Cardiff

"People join in with the chorus of 'Que Sera Sera' by Doris Day and 'The Blue Danube' always gets them dancing."

Janet Beale from multi-instrumental duo Adeste, Horsham, Surrey

"'Mairi's Wedding' gets people clapping, singing and dancing along. Many ages seem to know it."

Siannie Moodie, vocals and Scottish harp, Edinburgh

"The 'Maigret' theme tune. I was allowed to stay up and watch it when I was young. If you ask the room, staff never know it, but residents do."

Robert Whitehead, piano accordion, Newcastle

"Irish jigs bring an infectious energy to a room and liven up the atmosphere. One of our favourites is 'Mouse in the Kitchen'."

Chris Roberts from folk duo Filkin's Drift, Birmingham

"'Here Comes the Sun' by the Beatles has very poignant lyrics considering what we're coming out of and the times we're in. The lyric 'Little darling, the smile's returning to the faces' means an awful lot as people are starting to go back to some sort of normality."

Rob T, vocals and ukulele, Maidstone, Kent

"'The Skaters' Waltz' gets a physical reaction – it makes people want to get up!"

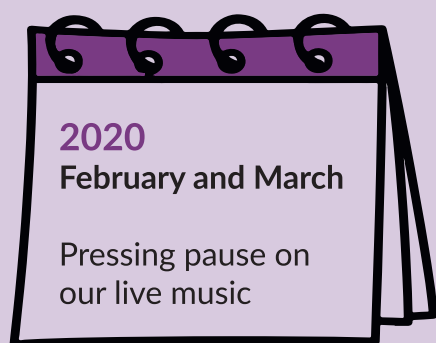
Margaret Lion, pianist, London



Come Together 🎵

Responding to the pandemic

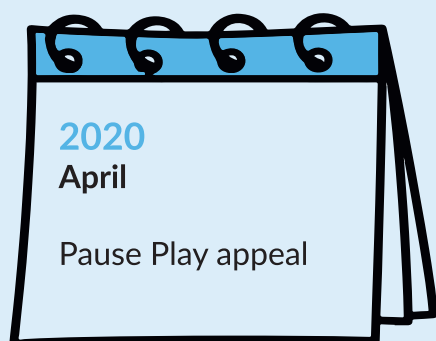
Our existence is based on reaching audiences who otherwise wouldn't experience live music. By sharing live music with them, we help improve their mental, physical and emotional health. When Covid-19 caused a global pandemic, we had to find a way to adapt, survive and share live music during unprecedented times.



The severity of the situation created by the pandemic became clear. The realisation hit home that it was going to deeply affect us all. We made the difficult decision to press pause on all of our in-person live music.

The two sectors we work across – health and care and the arts – were hugely affected by the pandemic. We consulted with the people we work with in health

and care and learned of the severity of the situation for them. They had to prioritise their own responses to Covid-19. We also confirmed with our professional musicians that our planned live music would not be able to continue because of the Covid-19 UK government restrictions.

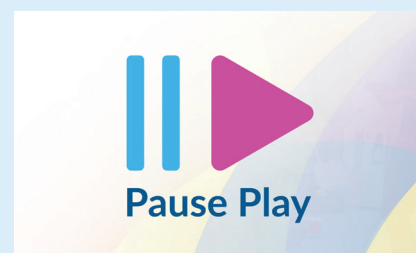


Through the Coronavirus Job Retention Scheme, we placed 60% of our team on furlough and made sure we kept in touch with them regularly. With a skeleton team, we needed to think of a new way to reach people.

We knew that live music would be much missed and that anxiety, loneliness and isolation was now an increased risk for everybody, across communities.

We wanted to find a way to continue to share live music to support everyone's mental health and wellbeing.

We launched Pause Play, our Covid-19 emergency appeal. Thanks to the generous donations from our Friends, supporters and trustees, we were able to pay our musicians for cancelled live music in March and April.



91 supporters
£7,383 raised

Come Together 🎵

Responding to the pandemic

Many people found themselves using technology to come together. We began to test ways to share live music online, looking at how we could reach people in hospitals, care homes and hospices, as well as at home.

Thanks to donations to the Pause Play appeal we were also able to begin developing our online live music programme, which we called #MusicEveryDay.

The 2.6 Challenge

Drawing 26 musicians for 260 seconds each. Performing 26 flute pieces in 26 minutes. Cross-stitching 26 musical motifs. Our fantastic supporters raised £7,500 by fundraising around the number '26'. They were taking part in the 2.6 Challenge for charities who would have benefitted from the cancelled London Marathon.

We hosted our own 2.6 Challenge event on Sunday 26 April 2020 – the original date of the London Marathon. It was a music marathon on our Facebook page, featuring 26 musicians each playing 26 minutes of live music from their homes.

"I watched a wee concert by Jason Sweeney with one of our patients and she loved it," said a health professional from Astley Ainslie Hospital in Edinburgh. "This is a lady with a dual diagnosis of dementia and traumatic brain injury, so many things are difficult, but she attended the whole 26 minutes and joined in with the songs she knew. It was lovely."

You can find all of the Music Marathon performances on our YouTube channel: youtube.com/c/MiHCUK.



26 musicians

26 minute sets

Music Marathon

Sunday 26th April

facebook.com/MiHCUK

Meeting our objectives

We said we would: Develop a cohesive business plan with co-ordinated fundraising and music delivery strategies.

What we did: When the pandemic meant we couldn't share live music in person any more, we immediately put an emergency strategy in place to change the way we fundraise and reach the people we support.

The Show Must Go On 🎵

Reaching people to share the benefits of live music

When meeting face to face wasn't possible because of Covid-19, our professional musicians shared live music online. They offered an opportunity to connect with others and improve the mental health of the people we support. The live music also helped people cope with stress, anxiety, isolation and loneliness caused by the pandemic.



Through #MusicEveryDay we share live music for specific groups, on our Facebook page, YouTube channel and via Zoom. Some of these are open, meaning everyone can access them, and others are personal or private, so for a specific group of people. All of them are live. In fact, we were the first charity to offer a consistent programme of UK-wide interactive online live music during the pandemic.

We shared 290 open online live music experiences in 2020, around 11 a week. From Inverness to Eastbourne, Burnley to Carmarthen, going online allowed us to share the healing power of live music with new audiences through an incredibly difficult year.

#MusicEveryDay has increased our social media presence, generating more awareness of the benefits of live music. For example, in 2020, we reached 606,000 people on Twitter, an increase of 128% compared with 2019.

Impact of #MusicEveryDay

- On Facebook and YouTube, we had 1,456 live connections to #MusicEveryDay with people accessing our music programme from care environments, hospitals and their own homes. A core group made Music and Memories, Live in Your Lounge or Lullaby Hour part of their weekly music activity throughout lockdown. Others joined in as and when they could.
- We reached 1,550 people through personal online live music experiences for hospices, community groups, care homes and mental health hospitals. Veterans' groups also enjoyed sharing live music together from their own homes.



The Show Must Go On 🎵

Reaching people to share the benefits of live music

Improving wellbeing, decreasing loneliness

Our programme of online live music is influenced by research from Dr Daisy Fancourt, Associate Professor of Psychobiology and Epidemiology at University College London. Her research focuses on the health benefits of taking part in cultural activities. It recognises the importance of the following for people's wellbeing and resilience: daily routine, staying connected, a sense of purpose, exercise and healthy eating.

This research helped us shape #MusicEveryDay to:



be live wherever possible



help people manage insomnia, anxiety, depression and confusion, and improve memory



reach our regular partners in a recognisable way but also speak to wider communities, as more people felt lonely and isolated



be part of people's regular wellbeing routine



include opportunities for musicians to interact with the people they share the experience with



have space for requests and conversation

We offer:

- Music and Memories for people living with dementia. Attendees can share song requests, stories and memories beforehand or via live chat, which means musicians can respond and personalise the experience.
- Massage and Melodies for babies and their families. The aim is to create positive sensory experiences following their time on a neonatal unit, which is often very stressful. It also provides an opportunity to connect and share with other families in a similar situation, which hasn't been possible during the pandemic.
- Live in your Lounge, sharing great music to support everyone's health and wellbeing through YouTube and Facebook Live.
- Lullaby Hour, our afternoon nap and early evening session for pre-schoolers and babies, offers soothing lullabies once a week to help little ones drift off to sleep.

Feedback on Massage and Melodies

Massage and Melodies reached 12 families and their babies over 18 weeks with soothing and calming live music.

Of the six families who took part in our first four-week course:



100%

felt that it helped them to interact and feel close to their baby



85%

felt that it helped their baby feel more relaxed



69%

felt that it helped them to understand their baby's behaviour



This year was the perfect time for us to take part in the annual Make Music Day event, a free celebration of music that takes place in 125 countries on 21 June every year. By taking part, our aim was to help people connect through live music during lockdown. The video of our musicians sharing live music on our Facebook page was viewed around 3,000 times and our sing-a-long and play-a-long sheets were downloaded 46 times.

"Thank you so much for the opportunities given to me in this past year. It has really kept the music alive for me! Being able to still see people, connect and play music in this way means a lot to me and my practice. In many ways, it has been a really tough year, as it has been for everyone. But when I look back to these sessions, they have been real highlights and moments of joy. I really do appreciate Music in Hospital & Care's support and encouragement and I hope you know how much you mean to me as a musician, as well as to all the audiences that you bring music to."

Siannie Moodie, Music in Hospitals & Care musician



The Show Must Go On 🎵

Reaching people to share the benefits of live music



We discussed the possibility and practicalities of returning to in-person live music as restrictions eased. We trialled this with a core group of our health and care partners and musicians. When all of the necessary safety guidance and support had been agreed, and with support from funders, we successfully held 43 in-person live music experiences with 12 different partners across the UK.

Hospitals, care and residential homes used gardens and cabins and found spaces in empty wards and dining rooms, to maintain social distance. The adaptations that they were willing to make at a time when staff were already incredibly busy shows how important live music is to people.

Just under three quarters (71%) were at hospitals, with the remaining 29% taking place in care or residential homes. Of the 860 people we reached:

- 71% requested a special song
- 86% said they enjoyed it
- 86% sang along

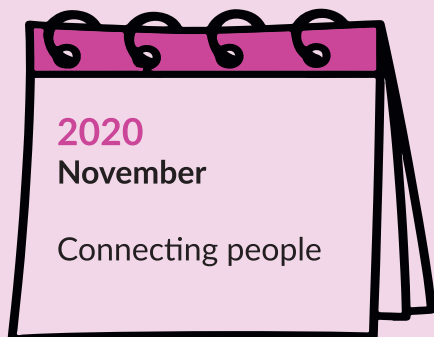
Virtual London Marathon

We had four runners taking part in the 2020 Virtual London Marathon, raising an amazing £36,353 for Music in Hospitals & Care. It was an exceptional year for fundraising for the virtual event as it has been such a challenging time for charities.

David, Kirsty and Keith Dinsmore battled the elements to run the marathon around central London, and Henrietta Stock completed a route around Guildford and Woking while playing the recorder.

“It was tough staying motivated over the summer after the original marathon was postponed,” says Henrietta. “But then one of my work colleagues told me that he had experienced the work of Music in Hospitals & Care first hand when his baby was born prematurely a few years ago and they came to do a Lullaby Hour session on the premature baby ward. This really helped me to get back out running.”





Following easing of restrictions in summer 2020, autumn brought new local lockdowns. Thanks to additional funding, we were able to share more personalised live music experiences with the hospitals and care homes we work with. More and more people were also tuning in to our open YouTube and Facebook live music. The online live music allowed us to be agile in our response to the ever-changing restrictions.

"I've been a musician with Music in Hospitals & Care for over 30 years. It's been a huge part of my life and an enormous privilege. I've experienced first-hand the difference that music can make to people. It is humbling and fulfilling to be the vehicle for what is often a profound soul connection.

I have been the Director of the Treblemakers for nearly 20 years. We raise funds for charities with our singing and selected Music in Hospitals & Care to be our chosen charity three years ago.

Last Christmas, with the pandemic restrictions in place, it seemed even more important to reach out with music. Some of the Treblemakers did some socially distanced carol singing. People got in touch with us and asked us to sing in their street and everyone came outside to listen and sing along with the carols and wave to their neighbours. It was a magical community experience and just what we all needed then – both the singers and the listeners.

The Treblemakers have raised over £5,000 for Music in Hospitals & Care from concerts, busking and events. We are so proud to support the charity as we know the difference that live music makes to people in every sort of setting."

Laura Stephenson, Music in Hospitals & Care musician

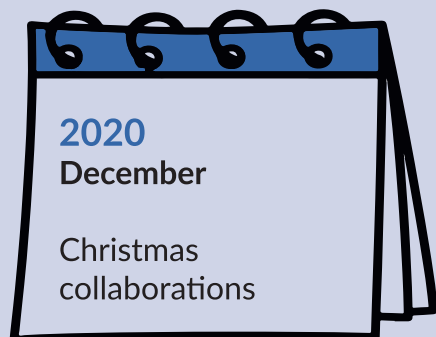


"The residents really enjoyed it, and when the doctor came to do all of their flu jabs they were nice and relaxed. What made it even better was being able to chat on the feed and get a mention."

Hallamshire Care Home, Sheffield

The Show Must Go On 🎵

Reaching people to share the benefits of live music



As we couldn't share live music in person this year, we created something special for the festive season. Our musicians from across the UK came together to perform festive favourites in two pre-recorded videos, which we released on Christmas Day and New Year's Eve on our social media channels. They were viewed 1,602 times.

"It was a lovely project to do and made all the more worthwhile and enjoyable knowing the audience it was finally created for," says pianist Caroline Clipsham. "Thank you to Music in Hospitals & Care for enabling us to do this."



Step into Christmas

This festive fundraising challenge saw our team, supporters and care staff set a daily step goal throughout December to improve their health and wellbeing. They raised an amazing £2,675 in total to help us share the healing power of live music.

"I ended up dragging my mum out for a good few walks and gossips in the pouring rain but it was worth it every time. Very good for clearing the head and winding down!" says Julia, a staff member at a care home in Glasgow.

Find out more about how you can get involved in fundraising for Music in Hospitals & Care at mihc.org.uk.



"We absolutely love music and the live streams are such a treat for us. The Retrosettes were excellent, like a ray of sunlight shining through our lounge. We had 17 residents listening in. They loved the song choice and interaction, everyone's mood lifted."

Pamela Oakley, Activities Coordinator, Ingham House, Eastbourne

“Your live music distracted the children from their discomfort, pain and worries”

Claire Van Opstal is a Play Specialist at Derian House Children's Hospice in Chorley. She says #MusicEveryDay helped the children the hospice supports and its staff to adapt and cope during the pandemic.

“Lockdown was a very challenging time for us and our families. Many were at home shielding. Some children were able to access respite and stay and play sessions at the hospice. But with all the Covid-19 guidelines, we had to think hard about how we deliver our services and support to the families that need it most.

We really missed live music. When I received an email from Music in Hospitals & Care to say we could access live stream music sessions, we jumped at the chance for the children and young people staying with us. We were able to advertise the links on our Facebook page for families to join in at home too.

The children love it when they hear their name mentioned and the musician plays their favourite song. The sessions are so therapeutic, making us all happy and lifting the atmosphere. They reduce anxiety and stress and help us communicate with our children, distracting them from any discomfort, pain or worries they have.



Whenever I tell staff that we have a live music session that day, they get excited and look forward to it just as much as the child they are caring for. The atmosphere is always lifted after these sessions, which is what we really need during this challenging time.”

“One of my most treasured memories is when I was performing at a care home in Belfast. An elderly couple sat holding hands throughout the show. The lady was living with dementia and no longer able to speak, but she sang along. It made me realise how important music is as a way to express emotion and communicate.”

Edelle McMahon, Music in Hospitals & Care singer and guitarist since 2018

The Show Must Go On 🎵

Reaching people to share the benefits of live music

Meeting our objectives

We said we would: Develop new ways to reach and connect people with our live music programme.

What we did: Our #MusicEveryDay online programme reached 47,660 people.

We said we would: Increase our knowledge of the musical needs of the people we support through our partners, networks and research.

What we did: We partnered with the Culture Health & Wellbeing Alliance to showcase the benefits of our Massage and Melodies programme for new parents. We worked with them to produce a report which looked at how cultural activities, including live music, helped to reach different groups and improve people's wellbeing in the pandemic.

We also worked with the Salford Institute of Dementia on research into the impact of live music on the wellbeing of people living with dementia. The research found that people living with dementia, who regularly experience live music, feel less isolated, and have improved wellbeing and support.

We said we would: Cultivate our communications and engagement programme to articulate our impact and increase the profile of the charity.

What we did: To thank them for their support, we invited our regular supporters, our Friends, to an online Christmas Cracker musical evening. Funders were invited to a special online event featuring updates from staff and musicians about the impact they were making through the charity.

Throughout the year, supporters received regular newsletters, including stories about the people we support, to show the difference they are making. We also produced an impact report for 2020 and developed a new tone of voice for the charity so we can reach more people (see page 31).

"The patients love the fact it's live and that they can request songs and hear direct feedback from the musicians. It's the closest thing to live music for them in the wards due to the pandemic and we are all really thankful for that!"

Stephen Devine, Therapeutic Activity Nurse, Stobhill Hospital, Glasgow

Here Comes the Sun 🎵

#BackToLive

In 2021, we have been working with our partners and musicians to gradually get back to sharing live music in person. We are very much looking forward to a fuller return to live music at hospitals, care homes, hospices and other health and care environments across the UK.



Returning Music in Hospitals & Care staff who had been furloughed began to catch up with our musicians through wellbeing calls. We called every single one of our 448 professional musicians to check how they were doing. These often emotional calls helped to gather musicians' insights to inform our return to in-person live music.

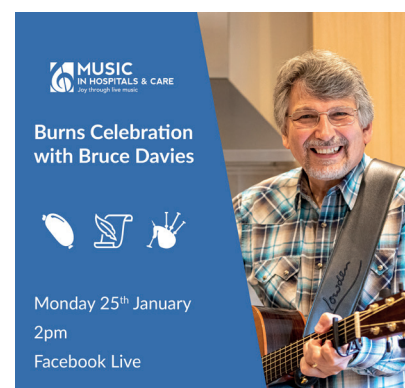
It has not been possible for many musicians to work this year, with live music events cancelled beyond Music in Hospitals & Care. During this difficult time, we supported our freelance professional musicians with regular get togethers, called Tea and Jam sessions. These video calls provide a space to update musicians about Music in Hospitals & Care and gives them a chance to discuss their challenges. It's also for sharing resources, knowledge and support. The sessions have provided an opportunity to stay connected with the talented and much-valued professionals who craft our live music.

Cultural celebrations

In January, Music in Hospitals & Care musician Bruce Davies took us through a wonderful Burns Day live music experience with history, stories, poetry and traditional and contemporary Scottish songs.

It was a big hit, with positive comments from those who joined, including those in care homes and people shielding or feeling lonely at home. It encouraged us to continue live music on special UK calendar days, so we also enjoyed:

- Singer and guitarist Laura-Jayne Hunter hosting a special Valentine's Day live music experience.
- St David's Day with soprano Jess Robinson and pianist Rhiannon Pritchard.
- Singer and guitarist Barry Carroll hosting special St Patrick's Day live stream.



Here Comes the Sun 🎵

#BackToLive



The campaign Music for Dementia reports how research shows that music can lessen distress by almost half when it is used during vaccination programmes. It almost doubles people's ability to cope and can be a powerful distraction from pain. This is especially the case for people living with dementia.

It's why we worked with leading organisations in music and care for people with dementia on a new guide. It outlines how and why music can be used to alleviate anxiety around the Covid-19 vaccination.

Our musicians put this into action by sharing live music at Epsom Mass Vaccination Centre in nine sessions in February and March. They shared a variety of soothing and calming music to help people getting their vaccination feel less anxious, welcome and at ease.

"I just spoke to a chap in his 70s who was absolutely terrified of needles," said a volunteer at one vaccination centre. "You can forget that people feel that, and the music helps. It gives people something else to focus on which is great for people who don't have a family member to support them through."

A dose of music with your COVID-19 vaccination #doseofmusic

Why music with your COVID-19 vaccination?

Not everyone likes needles, but we all need to have this job.

Vaccinations can cause anxiety and agitation especially for those with an impairment, disability or condition e.g. dementia. Waiting or an unfamiliar journey can exacerbate disorientation and anxiety.

While music can't eliminate any physical pain, it can help manage the experience and physiological symptoms, leading to a more pleasant experience.

Research has shown music can lessen distress by almost half when used during vaccination programmes, and almost double the level of coping behaviour. It can be a powerful distraction from pain. Salisbury Cathedral has shown how music has put people at ease.

How does music help?

Environment – music can help put people at ease when they are feeling anxious or stressed. It can also help staff motivation and morale, keeping spirits lifted.

Physiologically – appropriate music can help reduce heart rate, lower blood pressure, slow breathing so reducing stress hormones. This helps to reduce anxiety, making the vaccination more manageable and lifting mood.

Emotionally / psychologically – music can provide a distraction and different focus. It can be empowering in helping people to manage their emotional / physiological response to the vaccination. Music sparks conversation, which helps everyone feel connected.

For individuals

Before – if you're going for your job with someone, let them know you would like some music available perhaps on route, during and after. Choose music / songs you might want to listen to – perhaps put a playlist together that you find relaxing. Ask for help if you need support with a device (e.g. phone or MP3 player) to play it on or help creating your playlist.

During – listen to your music, hum or sing and invite others to sing with you.

After – use your music to reassure, reset your mood and help you move on to the next part of your day.

For carers / supporters

Constant reassurance, just being there and...

Before – think about whether the person you are accompanying would like music available, what music they enjoy, and how they would like to listen / experience it. Consider playing it before setting out and during the journey so they are calmer on arrival.

During – provide reassurance by singing or tapping along. If it's not possible to listen to a device, you could sing, hum or talk about a piece of music or musical experience that is familiar and reassuring.

After – continue to use music to reassure. Later, or in following days, the person with dementia might experience pain or discomfort from arm ache. Music can help distract, reassure and refocus when they may not recall the vaccination.

For health practitioners

Check if the person you're vaccinating has dementia or another condition, impairment or neurodivergence. Suggest personal music as a distraction for anxiety.

Environment – think about how music can help to make your vaccine space more friendly. Music can encourage, reassure and relax people, aiding effective care and putting people at ease. Usually, a slower tempo and familiar music works best. Consider music that would motivate you. Mood is infectious!

Music as a tool to manage anxiety – music can help people with managing their anxiety. Be aware that some people might want to listen to music via a device. Mitigate adverse effects – ensure music is played at the optimum level, helping people feel comfortable.

Remember, listening to music is a choice, so don't impose it on people if they don't want it.

Further dementia-specific guidance

For further guidance on how to support people living with dementia during vaccination, please see Dementia UK's 'Giving the COVID-19 vaccine to someone living with dementia' guidance.

Logos: MUSIC for Dementia, NAPA, NCF, imha, MUSIC in HOSPITALS & CARE

www.musicfordementia.org.uk

"We've really missed live music during the pandemic. It transforms Mike, who has dementia. It keeps his brain active. For me, it's respite. I think it's absolutely essential to be present with Music in Hospitals & Care live music because you get so much more from it than from a recording."

Liz Brookes, who used to go to Music in Hospitals & Care live music with her husband Mike at the Salford Institute for Dementia in the University of Salford



Here Comes the Sun 🎵

#BackToLive

Staying safe

Some 197 musicians attended training on safely returning to in-person live music and 344 completed recognised safeguarding certification. To keep our musicians safe, we provided personal protective equipment packs. They also received Music in Hospitals & Care fleeces to keep them warm when sharing live music outdoors and lanyards so they could be easily identified.

We respond to our health and care partners' needs to keep the people we support safe when we share in-person live music. This can include health declarations and lateral flow tests from musicians beforehand.



More and more people benefit from in-person live music experiences, with 41 held around the UK across May and June. This is great because online live music doesn't work for everyone we support – like those with late-stage dementia or people who're critically ill in hospital. Some health and care environments also face significant challenges with technical devices, wifi, and staff resource.

Now that restrictions have eased, we can reach more people by going #BackToLive. Our in-person live music will help people in care homes, hospices and hospitals express all kinds of emotions – from joy to loss, pleasure to nostalgia. Live music will help us all heal as we recover from the stress and isolation of the pandemic.



"To bring some comfort and peace through music for a patient who has relatives round a bedside and hospital staff is incredibly intimate and emotionally powerful. Through eye contact, tears and smiles, these precious minutes are little capsules of time. Knowing that the music I'm playing is having a positive impact is what Music in Hospitals & Care is all about for me."

Margaret Watson, Music in Hospitals & Care harpist since 2010

"I didn't realise how powerful live music could be or how much it can help others until I joined Music in Hospitals & Care. It's obviously touching something in the brain that other medical treatments and medicines aren't.

I've really missed the human contact of sharing live music. Starting to get #BackToLive with Music in Hospitals & Care has been fantastic. I shared live music with a group of men with mental health problems in Glasgow in a forest garden. At the start, they were quiet and subdued. By the end, they were singing along, requesting songs and participating.



Sharing live music is probably one of the best experiences you can have in life. And sharing live music with Music in Hospitals & Care has been the most rewarding thing I've ever done. It's such a two-way thing. It gives me nourishment."

Charlie Gorman, Music in Hospitals & Care singer and guitarist since 2013

Meeting our objectives

We said we would: Enhance the relationship we have with our professional musicians, and the assistance we gain from the health and care partners that we work with.

What we did: Musicians' Week and wellbeing calls helped us celebrate and support our amazing professional musicians in a challenging year.

Assistance from health and care partners helped us reach people through our online live music programme and get #BackToLive.

We said we would: Build and develop our capacity through our staff, volunteers, musicians and partners.

What we did: Safeguarding training for staff, trustees and musicians has supported us to go #BackToLive following the pandemic. Specific training for musicians during Musicians' Week has helped to hone musicians' skills in working with the people we support.

With 60% of our staff on furlough through the Coronavirus Job Retention Scheme this year, it was important that we continued to keep in touch with, and support, our amazing team. They make it possible for us to reach people with the healing power of live music.

Helping people like Chris and Marilyn share special moments again



Looking across at his wife, Marilyn, Chris Mercer sees her smile. They're sharing a Music in Hospitals & Care live music experience at Holy Cross Hospital in Surrey, where Marilyn lives, and Chris used to visit every day.

"Marilyn had an accident which left her with brain damage. She has relatively low awareness and is often asleep," says Chris. "But when there's good live music going on, she reacts to it. She is more awake and it makes a big difference to her wellbeing."

The live music Chris is describing was in early 2020 – pre-pandemic. Before Covid-19, every other Friday, Music in Hospitals & Care musicians would visit Holy Cross Hospital. The live music means a lot to the patients and their families. "Marilyn used to sing in a choir. Music has always been part of her life," says Chris. "Listening to live music together, you feel uplifted."

The difference live music makes

When restrictions meant Music in Hospitals & Care musicians couldn't visit

Holy Cross Hospital anymore, they shared live music with Marilyn and other patients through a large video screen in the activities room.

"While it's wonderful to be part of Music in Hospitals & Care's live music on the screen, you can't really put into words how in-person live music connects with people," says Charles Marriott, Patient Activities Coordinator at Holy Cross.

"It's a lived experience. It's the physical live sound of the cello or the piano or drums resonating through the air. That's precious beyond words. It's such a nice focus for our staff and relatives, like Chris, to come and be with somebody they love. He can see how Marilyn really focuses on the music."

#BackToLive

Chris thinks that going #BackToLive will provide more special moments for people like him and Marilyn. "Live music is so much better," he says. "I like being able to look at the performer and see what they're doing with their fingers, or whatever they're playing the instrument with, and how they move with the music. You feel you've shared an experience with everyone in the room. I shared an experience with Marilyn."

Scan the QR code with your phone camera to read and watch Marilyn's story, or visit mihc.org.uk/marilyns-story.



Looking ahead

In 2021-22, we will develop our new impact-focused strategic plan to help us reach as many people as possible across the UK with the healing power of live music. We are preparing for this by working on four projects in 2020-21.

Theory of change



Why do we do what we do, how and for what purpose? That's what our theory of change aims to answer. Staff and trustees have been involved in developing this framework over the last year. It's a map that sets out how we are going to achieve the change our charity is striving to make. The framework is often used by charities and funders. Ours will shape our strategic plan and activities in 2021-22.

Our theory of change identifies our overall impact – people in hospitals and care enjoy a better quality of life and improved health. It connects this with the problem that we are trying to solve – hospitals and care homes can have limited access to high quality live music. And it identifies the difference we make to people through live music, from helping them feel less stressed to improving mood and wellbeing.

This will help us evaluate our impact and communicate the difference we make to people's lives so that we can inspire support for what we do.

Looking ahead

Mission and vision

The overall aim of Music in Hospitals & Care is to improve the health and wellbeing of an increasing number and diverse range of people through the healing power of live music.

The registered objects of Music in Hospitals & Care are the relief of physical or mental sickness and the preservation and protection of health by the use of high quality music as a therapeutic agent.

The theory of change work we did this year helped us develop impact-focused mission and vision statements which will guide what we do. We wanted to make sure we remain relevant and compelling in an increasingly challenging funding environment, and plan strategically for the future towards a clear goal.

Ideas that helped us form these include how health and care are becoming more integrated. There's more health and social care activities in the home now, for example. Wherever people are, we believe that experiencing live music needs to be part of health and social care because it brings so many benefits.



Our vision

Live music is an integral part of health and care in all settings across the UK



Our mission

Delivering tailored live music to improve health and wellbeing of people in hospitals and care

Raising awareness of the benefits of live music in health and care

Equality, diversity and inclusion

This year, we formed a subcommittee of our Trustees Board to develop an equality, diversity and inclusion strategy. It will make sure diversity and inclusion runs through everything we do – now and in the future. We recognise that the process is ongoing and there's always more to do.

Tone of voice

For as many people as possible to benefit from our live music, we need everyone to know what we do and why we do it. We need them to recognise, trust and support us. We must be clear and consistent and sound like us. This is why we have worked on developing our tone of voice, coming up with ways to describe what we do and our impact.

Our goals and objectives for 2021-22

- Develop a new impact-focused strategic plan.
- Recover from Covid-19 financially.
- Plan for going #BackToLive for in person live music with our health and care partners.
- Recruit new Trustees.
- Embed our Equality, Diversity and Inclusion (EDI) strategy into the charity through our action plan.
- Improve and update our IT systems, including introducing a new customer relationship management system to increase our fundraising and communicate with supporters.
- Research and develop our live music programme with our health and care partners, focusing on those living with dementia, who have mental health problems, or who are seriously ill.
- Continue to prioritise the wellbeing of our staff.

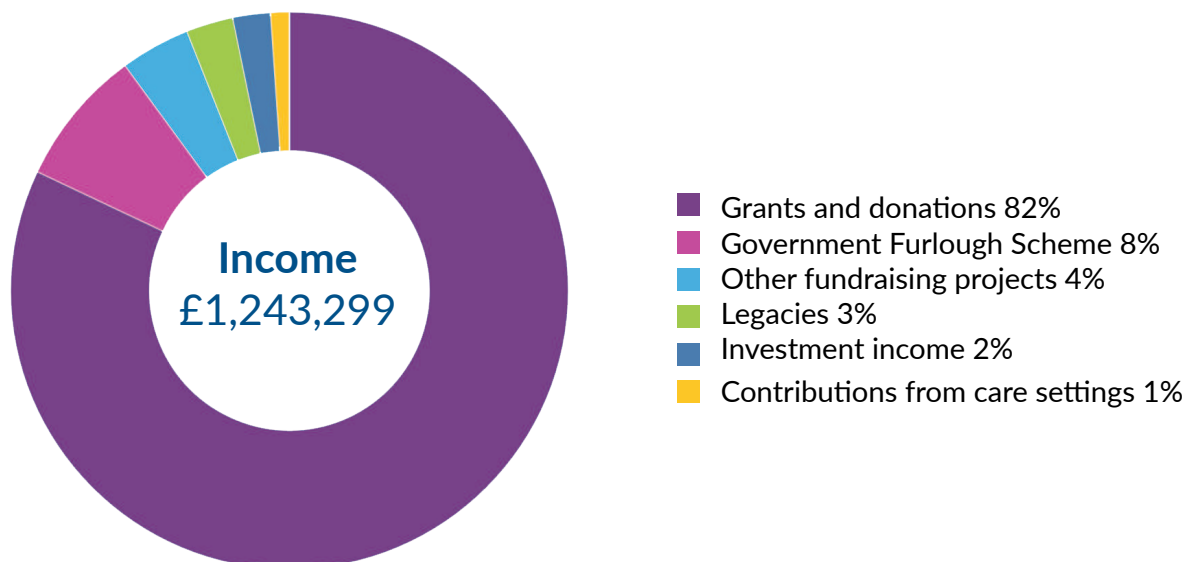
Meeting our objectives

We said we would: Establish agreed shared outcomes with our partners to evaluate and inform on the transformative impact of our live music sessions.

What we did: Insight from our funders and health and care partners will help us develop our strategy and agreed shared outcomes next year. This will build on our theory of change work, refreshed vision and mission and evaluation framework.

Financial summary 2020-21

How we raised money



Our total income for the year 2020-21 was £1,243,299, with 52% of this coming from a variety of trusts and foundations and donations from our fantastic individual supporters and committed corporate partners. The support and flexibility from so many trusts and foundations, such as Postcode Care Trust, has been amazing.

Nearly a third of the money we received this year – 30.44% - came from the UK government's Culture Recovery Fund. The grants were essential to our survival as a charity during the pandemic. We were happy to be able to share 93% of our live music at no cost to the hospitals, care homes and other places where we reach the people we support.

Culture Recovery Fund income

We were overjoyed to be awarded funding from various recovery funds, including:

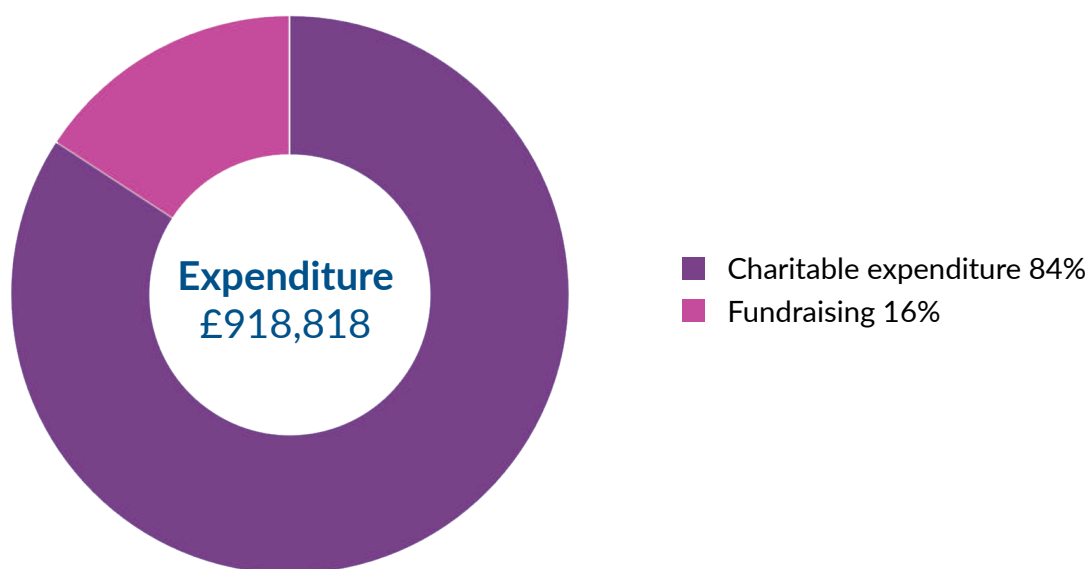
- £248,570 from the UK government's Culture Recovery Fund through Arts Council England. Income from this grant that was received and recognised in this year's accounts was £223,713. We will receive the remaining 10% of the total grant when we submit our final evaluation report.
- £48,657 from the Welsh government's Cultural Recovery Fund delivered by the Arts Council of Wales. Income received and recognised in this year's accounts was £43,791.
- £110,997 from the Scottish government's Culture Organisations and Venues Recovery Fund via Creative Scotland.

Emergency funding

We were very grateful to receive emergency funding from the following organisations:

- Third Sector Resilience Fund in Scotland (£35,700)
- Scottish Wellbeing Fund (£13,666)
- The National Lottery Community Fund for staff resource in England (£30,217)
- Arts Council England Emergency Response Fund (£35,000)
- The Moondance Foundation (£18,404)

How we spent our money



Our total expenditure for 2020-21 was £918,818. This means we had a surplus of £324,481 before gains on investments and transfers. We successfully fundraised for emergency and Culture Recovery Fund grants. We also received restricted funds from grants and foundations but could only spend the money on in-person live music or at specific health and care environments, like hospitals. This wasn't possible because of the pandemic. This surplus money is much-needed to help us get #BackToLive.

Emergency and recovery funding has enabled us to maintain a healthy level of unrestricted free reserves (£965,120). Although this gives us a good foundation, our forecast is that these reserves will also be steadily used as we gradually return to on-site music delivery.

Musicians are integral to what we do at Music in Hospitals & Care. In 2020-21, we paid £58,530 to musicians to cover fees and expenses for their live music.

Financial summary 2020-21

Statement of Financial Activities for the year ended 31 March 2021

	Unrestricted	Restricted	Expendable endowment	Total funds	Total funds
	funds	funds	funds	2021	2020
	£	£	£	£	£
Income and endowments					
Donations and legacies	256,374	797,363	-	1,053,737	1,397,988
Charitable activities	13,531	-	-	13,531	249,682
Events	49,938	-	-	49,938	106,242
Income from investments	27,277	-	-	27,277	38,814
Coronavirus Job Retention Scheme Government Furlough Scheme	98,816	-	-	98,816	-
Total operating income	445,936	797,363	-	1,243,299	1,792,726
Expenditure					
Expenditure on raising funds					
Fundraising costs	136,596	-	-	136,596	234,964
Investment management costs	8,439	-	-	8,439	8,762
Total cost of raising funds	145,035	-	-	145,035	243,726
Expenditure on charitable activities					
Musicians' fees and expenses for live music	-	58,530	-	58,530	429,940
Other expenditure	243,725	471,528	-	715,253	755,720
Total charitable expenditure	243,725	530,058	-	773,783	1,185,660
Total operating expenditure	388,760	530,058	-	918,818	1,429,386
Net operating income	57,176	267,305	-	324,481	363,340
Gains/(losses) on investment assets	200,416	-	-	200,416	(135,501)
Net income before transfers	257,592	267,305	-	524,897	227,839
Transfers between funds	24,597	193,785	-218,382	-	-
	282,189	461,090	(218,382)	524,897	227,839
Net movement in funds					
Total funds brought forward	800,051	770,426	218,382	1,788,859	1,561,020
Total funds carried forward	1,082,240	1,231,516	-	2,313,756	1,788,859

There are no recognised gains or losses other than those included above. All amounts relate to continuing activities.

Balance Sheet as at 31 March 2021

	2021		2020	
	£	£	£	£
Fixed assets				
Intangible fixed assets		4,678		9,804
Tangible assets		54,432		60,308
Investments		1,205,849		1,000,735
		<u>1,264,959</u>		<u>1,070,847</u>
Current assets				
Debtors	12,115		100,698	
Cash at bank and in hand	1,129,225		743,902	
	<u>1,141,340</u>		<u>844,600</u>	
Creditors: amounts falling due within one year	(92,543)		(126,588)	
	<u></u>		<u></u>	
Net current assets		1,048,797		718,012
Net assets		<u>2,313,756</u>		<u>1,788,859</u>
Represented by:				
Unrestricted funds		1,082,240		800,051
Restricted funds		1,231,516		770,426
Expendable endowment funds		-		218,382
		<u>2,313,756</u>		<u>1,788,859</u>

The financial statements have been prepared in accordance with the special provisions of the Companies Act 2006 relating to small entities.

The Statement of Financial Activities and the Balance Sheet provide a useful overview of Music in Hospitals & Care's financial position for the year ending 31 March 2021. For a more detailed view of the charity's finances, the full annual accounts are accessible at mihc.org.uk/publications.

Thank you

We could only bring the healing power of live music to the people mentioned in this annual report with your support. A big thank you to everyone who has donated to, funded and raised money for, Music in Hospitals & Care in this challenging year. We couldn't share live music with over 100,000 people a year without you.

Below are some of the trusts, foundations and corporate partners in particular that we would like to thank:

Arts Council England

Arts Council Wales

Calleva Foundation

Community Foundation for Surrey

Co-op Community Fund

Creative Scotland

D.W.T Cargill Fund

The Drapers' Charitable Fund

Gannochy Trust

George and Esme Pollitzer Charitable Settlement

Hugh Fraser Foundation

Hugh and Mary Miller Bequest

Lady Marian Gibson Trust

Moondance Foundation

The National Lottery Community Fund

The Plum Trust

Players of the People's Postcode Lottery

Robert Barr Charitable Trust

Robertson Trust

Swire Charitable Trusts

Scottish Wellbeing Fund

Third Sector Resilience Fund

"We are delighted that funding from players of People's Postcode Lottery has supported Music in Hospitals & Care to bring the joy and benefits of live music to even more people across Great Britain. Throughout the last year, we are proud that funding has been used flexibly to support the charity to adapt its offer in the face of the pandemic and help audiences to engage in new ways."

Lisa Belletty, Charities Team, People's Postcode Lottery

Get involved



Would you like to be our support act?

That's what we call our amazing, dedicated and passionate supporters who help as many people as possible experience our main act – the healing power of live music. There are lots of ways you can get involved and join the Music in Hospitals & Care community.

Fundraise

Host an online music quiz, take part in a sponsored sporting event, or even organise your own concert. There are lots of fun things you can do to help live music be part of health and social care.

Become our Friend

Friends of Music in Hospitals & Care give £4 a month or more to help improve the health and wellbeing of children and adults through live music.

“It's very difficult to put what Music in Hospitals & Care does into words. But when people who are ill, vulnerable or lonely have little to no memory, few or no visitors and not much hope, music can reach them like nothing else.”

Gillian Dinsmore, long-term Friend, volunteer and supporter

Get involved

Make a donation

Any amount you are able to donate today will help to share the healing power of live music with children and adults, improving their health and wellbeing.

Leave a legacy of live music

Create memories for children and adults for years to come with a gift in your Will to Music in Hospitals & Care.

Volunteer

From talking to your local community about what we do, to gathering feedback at live music, volunteering with Music in Hospitals & Care is flexible, fun and rewarding.

Partner with us

Get in touch if your business wants to partner with a charity that provides vital support to a range of people and offers fundraising and volunteering opportunities for staff.



Fund us

Generous funding from charitable trusts and foundations help make our live music possible.

Sign up as a musician

If your people skills are as exceptional as your musical ability, you could help Music in Hospitals & Care share comfort and hope through live music.

“Baillie Gifford are delighted to support Music in Hospitals & Care. We recognise that the support provided to those unable to meet face to face during the pandemic is exactly the work our Community Awards programme looks to promote.”

Baillie Gifford, an investment management company



Music in Hospitals & Care is a charity that improves the health and wellbeing of children and adults through the healing power of live music.

Every year, our professional musicians share live music with over 100,000 people from across the UK, who may not otherwise get to experience it. This includes those living with dementia, who have mental health problems, or who are seriously ill.

Only with your support will we help more people benefit from the healing power of live music.

✉ hello@mihc.org.uk

☎ 01932 260810



mihc.org.uk



@MiHCUK

Music in Hospitals & Care is a registered charity in England & Wales 1051659 and in Scotland SC038864
Registered office: Unit 40, Enterprise House, 44-46 Terrace Road, Walton-on-Thames, KT12 2SD



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