



Annual Report

2023/24



“

The therapeutic benefits and relaxation properties of the live music are invaluable to the children of Ty Hafan – it’s a universal language. Many life-shortening conditions can come with symptoms of pain or discomfort. Music distracts the body from these symptoms, and helps the listener to fully relax and experience a sense of comfort.”

Ty Hafan Children’s Hospice



A SIDE

- 4 About us
- 6 Welcome from our President
- 7 Welcome from our Chair
- 8 75 years of joy through live music
- 10 Our impact
- 12 Music and health resources
- 14 Gordon’s story
- 16 Celebrating partnerships

B SIDE

- 22 Music in Hospitals & Care voices
- 24 Fundraising
- 28 Financial summary
- 30 Our strategy and looking ahead

BONUS

- 34 Get involved
- 35 Thank you



About us



Music in Hospitals & Care is a charity that has been improving the health and wellbeing of children and adults through the healing power of live music since 1948. As a charity founded in the same year as the NHS, we have come a long way. But we still have further to go to ensure that everyone can access and experience the joy of live music.

Music in Hospitals & Care's professional musicians share live music with people who may not otherwise get to experience it. This includes those with dementia, mental health problems, or who are seriously ill. Our specially-created live music experiences unlock all kinds of emotions – from joy to loss, pleasure to nostalgia. They improve people's mental, physical and emotional health. They help people feel more connected to each other.

In 2023 we celebrated our 75th anniversary and the diverse community that is at the heart of the charity.

We heard the stories of the people we support through our live music, their families and healthcare professionals. We shared the knowledge and expertise of our staff team and professional musicians through helpful resources around music and health.

We launched our new three-year strategy to help us achieve our long-term ambition: for people in hospitals and care to enjoy a better quality of life and improved health outcomes. Special events throughout our live music programme recognised both long standing and newer partnerships to commemorate where we have been and look ahead to where we are going next.

Thank you so much for your support throughout what has been a wonderful year celebrating and reflecting on the impact of Music in Hospitals & Care over the past 75 years.

Welcome from our President

Welcome to this annual report that celebrates an important milestone for this wonderful charity, which I am proud to have been connected with since 2005.

Many years ago, I became aware of how music could affect people and offer solace at crucial stages in lives affected by mental and physical illness. My mother and aunt were both diagnosed with dementia in their seventies. They had arrived at a time when music was the only feature they could recognise from earlier life experience. My aunt could sing along with me, remembering the words when all other means of contact were lost to her.

Then an invitation came to me to work with Music in Hospitals & Care. Obviously, this was something I had to do.

I remember one particular day at a hospital in Surrey, a young woman was wheeled into the ward in her bed. She had not communicated with any of the nursing staff for several days. Hearing live music from a singer standing by her bed brought a look to her face that I had never seen before nor since. The atmosphere in that small ward became so very different that I can't begin to describe it. If I had wondered before, I now saw proof of the worth of what Music in Hospitals & Care offers to those most in need of a light in their lives.

Sir Thomas Allen
President



Welcome from our Chair

It has been a significant year for the Board of Trustees. We were delighted to celebrate 75 years of Music in Hospitals & Care and see the positive impact the charity's new strategy is having in its first year to enable those who will benefit most to experience live music.

We welcomed new trustee Thomas Parker to the board in September. Thomas is an internal auditor, working with charities and public sector clients across London and the South focusing on good governance. We are always keen to hear from people with relevant skills who would be interested in joining the Board, especially anyone with a professional background in the care sector.

We are also participating in an initiative to encourage talented black professionals to become charity trustees; through this scheme we welcomed Olawale Ojo and Deborah Omo-Obi as Shadow Trustees.

They bring IT and analytic skills to the role and we are delighted to have them join us.

In November we said farewell to trustees Fiona McIntosh and Helen Dutta. Both were former musicians who also brought many other professional skills to the Board, Fiona was most recently the Chair of our Risk Committee, as well as a member of our People Committee. Helen was most recently the Chair of our People Committee and played a key role in helping us to shape our current safeguarding framework. We wish them all the best for the future.

Many thanks to all of the trustees for their efforts this year as we enter another exciting chapter for Music in Hospitals & Care.

Maureen Hall
Chair



75 years of joy through live music



We have had a fantastic year celebrating **75 years** of our amazing Music in Hospitals & Care community. From a legacy of the Entertainments National Services Association (ENSA), who shared live music with wounded service people in military hospitals, to sharing live music with people of all ages living with mental and physical health problems within health and care and the community. There have been thousands of moments of joy, laughter, singing, fingers tapping and all kinds of participation and expression in that time.

Thank you so much for all of your support, whether you have been with us for the past 75 years or are new to the charity. None of this would be possible without our generous funders, donors, volunteers and health and care partners. I am pleased to share another great year of joy through live music with you.

Barbara Osborne
Chief Executive



1998

The Council for Music in Hospitals, which has now been sharing live music for 50 years, develops more partnerships, including in Jersey and Guernsey with tours of hospitals and care homes. The first live music takes place in intensive care units and an office opens in Wales.



2008

Now called 'Music in Hospitals', the charity celebrates its 60th year with a Royal Gala in the presence of new Patron HRH the Duchess of Gloucester.



2021-22

We begin to return to health and care settings to share live music in person. Our **#BackToLive** appeal helps to bring more musicians back with the correct PPE and protocols.

1947

Arts Council employee Sheila McCreery has the idea to share live music in hospitals following the closure of ENSA. The first meeting of the Council for Music in Hospitals takes place on 13 November, leading to the creation of the charity the following year.



1955

The Council for Music in Hospitals becomes a registered charity.

1963

Building on research into the benefits of live music for people in hospitals, our musicians begin to stay for refreshments and to chat with their audience. Some hospitals experiment with more intimate live music experiences for smaller groups.

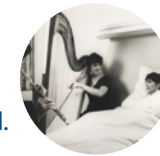
1972

After 25 years with the charity, Sheila steps down and Sylvia Lindsay takes over as Secretary, working from her dining room to arrange live music. After consulting hospital staff and doctors, the music policy is revised to include more informal music.



1980

The first live music takes place in Scotland. It proves so popular that the Scottish committee is established the following year. In 1984 musicians go on an introductory tour in and around Belfast.



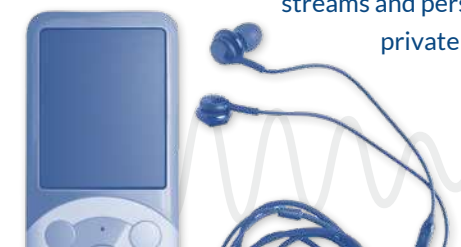
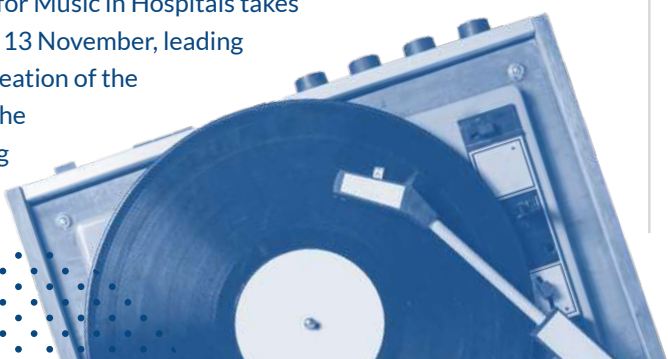
2017

The charity expands its name to 'Music in Hospitals & Care' to better reflect the range of places it shares live music. From 22 in its first year, over 4,500 live music experiences take place in 2018 as the charity reaches 70 years of sharing the healing power of live music.



2020

Music in Hospitals & Care explores live streaming for the first time after the global pandemic puts a pause on in-person music. Our fantastic musicians really step up to the plate, reaching over 60,000 people with weekly public live streams and personalised private sessions.



Our impact

2,324
hours of live
music shared
across the UK,
reaching over
36,360
people



1,317
in hospitals



563
in care homes



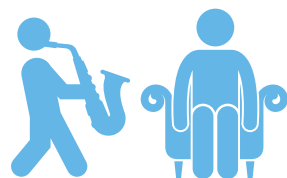
60
in hospices



384
in the community



Around
850,000
people are living with
dementia in the UK



11,565
people experienced
live music in a
dementia setting



Around
200,000
people are admitted to intensive
care units every year

8,812
people experienced live music
while facing a serious illness
such as cancer, a stroke or in
an intensive care unit



Live music can
decrease pain in
serious illness by
27%

80%
of parents
in neonatal care

said that Lullaby
Hour helped
them feel relaxed



1 in 4
people experience
mental health
problems each year



7,500
people experienced
live music in a mental
health setting



It is estimated
12.5%
of NHS staff
are leaving
their roles



The cost of
recruiting a
trained nurse
can be up to
£12,000



6,970+
staff
experienced
live music



90%
of staff had a
better working
day because of
the live music



69%
said it helped to
improve their
own emotional
wellbeing

8,480+
people experienced
live music to support
their wellbeing



We work with
352
professional
musicians

345
hours of training
for our staff



84%
of our staff felt the
right amount of
information was
shared at monthly
all team catch ups



This year's live music experiences were shared by:



70%
Soloists



28%
Duos



2%
Trios



Hours of live music
through the decades:
22 hours
of live music in 1947

312 hours
of live music in 1960

3,649 hours
of live music in 1993

In 1977 Sylvia Lindsay's daughter
Elizabeth conducted a survey of
12 mental health hospitals on the
benefits of the live music:



73%
liked joining in



91%
enjoyed just listening



24%
said it made them
feel peaceful

Music and health resources

Throughout 2023 we shared a series of resources, building on all of the research and knowledge Music in Hospitals & Care has gained about music and health. The aim was to create useful tools for everyone, whether they might be just looking to learn more about the benefits or would like to connect through live music with themselves, a loved one, or someone they support in a health or care setting.

The first resource was a set of music conversation starter cue cards for health and care staff or family members to explore topics around music with a person

they care for. This included how someone would like to engage with music and the emotions and memories it sparks.

In May we shared an animation about how to listen to music mindfully. The short demonstration covered a simple exercise anyone can use to help them slow down and reconnect.

In September, for Arts in Care Homes Day, we partnered with an advisory group from organisers (National Activity Providers Association) to produce a written guide and accompanying video on how to make your own percussion instrument.



686
health and
care partners
read our emails



568
recipients accessed
the resources



1,000+
total clicks on
each resource



Christmas press coverage

In December we worked with charity press consultants Do Good PR to end our 75th anniversary on a high with media coverage around sharing joy through live music at Christmas.

We reached approximately:



7,804,134
viewers across three
ITV local news channels
(London, Granada and Wales)



1,088,100
readers across five print
and online publications
in Scotland



Gordon's story

Gordon, from Fife, was struggling with depression. He hadn't spoken a word to anyone for quite some time, and combined with the family issues he was dealing with, he had started to think that life was worthless.

"I wasn't coping. My life seemed to be going nowhere and I didn't know what to do about it," says Gordon. "My sons had moved away from Fife so I hardly saw them. I've been a carer for my mum for the last 15 years and things were getting on top of me. I wanted to get out into the community to speak to people and make new friends, but I didn't know where to begin."

Gordon was put in touch with The Friendship Cabin, a community group based in Glenrothes that helps to improve the independence and quality of life of local residents.

"It was hard work for the first few weeks and I didn't think it was for me. I didn't feel I was fitting in with people and it was a real

struggle. But I decided to keep at it. I started getting involved, chatting to people at the group, which was a big change for me. But the biggest improvement happened when Music in Hospitals & Care's musician David Hood visited the group and I really enjoyed it. It brought back happy childhood memories and it really lifted my spirits. I'm a different person today thanks to the music.

"I used to play the accordion when I was younger and played the drums in a band, so I can keep a beat. David really helped to bring me out of myself and I found that being there, singing and dancing with everyone, was so good for my mental health. It calms me down.

"The music has really helped me to forget my worries and cope much better. It brought back my confidence and really improved my mood. It has changed my life. My mum even comes along to The Friendship Cabin once a week now and enjoys the music too."

“

The music has really helped me to forget my worries and cope much better. It brought back my confidence and really improved my mood. It has changed my life.”



Celebrating partnerships

Over the summer we took the opportunity to celebrate partnerships old and new with special live music experiences at health and care settings across the UK. We sent out party packs including bunting, balloons and our conversation starter cue cards.

In Belfast we celebrated with Northern Ireland Hospice, where we have been sharing live music since 1997. Singer guitarist Edelle McMahon played in the communal area and visited patients' rooms.

One person said, "Live music gives you energy, lifts your mood and you can forget you're sick in a hospice."

Holy Cross Hospital in Surrey cares for people with severe disabilities. Our

musicians have been visiting there for over 15 years and pianist Alastair Collingwood joined them to celebrate our 75th anniversary.

“You can't really put into words how in-person live music connects with people, it's a lived experience.”

Charles Mariott
Patient Activities Coordinator

We have been sharing live music at Royal Edinburgh Hospital for over 10 years and were delighted to celebrate our 75th anniversary at this year's Summer Fling event. Patients, staff,

and volunteers all came together in the mental health hospital's courtyard garden to enjoy uplifting music from mandolin and accordion duo Cloud Nine.

At Deva House Day Centre in Wrexham there were some impressive handmade musical decorations and our musician Bernie Fawcett, who has been playing there since 2022, helped to celebrate a 96th birthday. He took requests and staff handed out percussion instruments and feather boas. Older People's Coordinator Kath Riley spoke about how much she appreciates the sessions and enjoys seeing how excited members are when there is one coming up.

Calming melodies on critical care wards

Our musicians have been sharing calming melodies at bedsides in critical care since 2016, when our ICU Hear® programme launched at Manchester Royal Infirmary. Since then we have expanded this award-winning approach across the UK, helping to turn this often busy, noisy and stressful environment into a peaceful space.

In 2023/24 a guitarist, kora player and clarinettist rotated each week to share live music at Manchester Royal Infirmary. At the Royal Infirmary of Edinburgh, we worked with four different musicians to explore weekly relaxing live music during the critical care 'quiet hour' between 1.30 and 2.30pm, when clinical staff try to avoid medical interventions unless there is an emergency. Guitarist Will Browne visited University Hospital Wales in Cardiff twice a month, which has continued into 2024.

In London we have been partnering with Imperial College Healthcare NHS Trust since March 2023 to share live music once or twice a month, with four musicians at Charing Cross, St Mary's Paddington, and Hammersmith Hospital (from December).

"One patient was in tears before we arrived and was unsure if she wanted any music. When I played on the ward she had a beaming smile and her mother filmed the interaction and said how beautiful it was. We came back to the same patient at the end of the session and played again and she was laughing and so joyful. Her day had really

turned around in the short time I was there." – Kora player Rudy Green at Charing Cross Hospital.

Singer and guitarist Mica Bernard has been making a difference at Imperial NHS Trust too, with Lullaby Hour every other week at St Mary's Paddington and Queen Charlotte's and Chelsea Hospital, and every week at St Peter's Hospital in Chertsey.

Lullaby Hour creates special moments and memories for parents and their babies in neonatal units. Music can reduce babies' heart rates and help them to sleep more deeply. This can reduce the time families have to spend in hospital. We are proud of the impact Lullaby Hour has had for hundreds of families over the past seven years.

“It's incredible because you're able to create a first memory for a parent with their baby. There's so many noises, nothing is really normal, so to be part of creating a safe and comfortable space is what makes it really special.”

Mica



11
critical care units
experienced live music



70%
of parents who
experienced Lullaby
hour felt the session
was good for the
health of their infant



90%
of parents strongly
agreed that they
enjoyed the music



72%
of staff think
Lullaby Hour makes
the hospital a nicer
place to work



Left to Right: Northern Ireland Hospice // Holy Cross // Royal Edinburgh Hospital // Deva House



Reaching communities in the Channel Islands

Our long-standing partnerships with Guernsey's Healing Music Trust and Arts in Healthcare Jersey continue to grow. In 2023/24 15 of our musicians completed 11 tours, delivering 25 to 30 hours of live music each over the course of a week on the Islands.

Folk duo Paul Walker and Karen Pfeiffer thoroughly enjoyed their first tour of Guernsey this year. "We all sang Sarnia Cherie [Guernsey's national anthem] together," says Karen. "One of the volunteers said afterwards that she had never seen people respond so well in terms of interaction. That was wonderful feedback for us! We perform a totally different set of songs at a care home to at a special school. They should all mean something. And we involve the audience as much as we can."

In Jersey, where we have been sharing live music since 1993, we are working to ensure that live music can reach further on the island throughout the year with a shared learning workshop in April 2024. This aims to build confidence and upskill volunteers and musicians at fellow charity Aureole Music.

Shaping our future work

Our Music for Mental Health and Wellbeing pilot project, funded by the Peter Sowerby Foundation, came to an end in August 2023. It has helped us to develop our approach to live music in this area by working closely with our partners to improve practice, learn, develop and identify key outcomes.

The final phase of the project saw live music happening across five mental health settings in Manchester, Glasgow, Croydon, Chester and Bridgend between March and July 2023.

Researcher Ruth Stevenson independently evaluated the project, designing a framework and associated methodology that would bring together local and national data. A steering group made up of people with lived experience of mental health and healthcare professionals also inputted on the delivery model.

During the live music at Ty Llidiard, a residential NHS Child and Adolescent Mental Health Service (CAMHS) in Bridgend, patients took part in visual arts activities while listening to the music. We secured funding from the Arts Council of Wales for a six month programme to continue these sessions that started in January 2023.



92% 
of staff agreed it made a positive difference for patients

83% 
of patients felt calmer because of the music

65% 
of patients felt positive physical effects

75% 
of staff said that attending the session helped them get to know patients in their care

Songs in Swansea

In June we completed our Music in Health project, funded by the Arts Council of Wales in partnership with Swansea Bay University Health Board. 15 musicians shared 150 hours of live music across three hospital sites, including mental health and dementia wards. They reached over 2,000 patients during the 12 month project.

Following on from this we are partnering with Swansea Bay University Health Board and the Arts Council of Wales on a second project called 'Musical Hospitals'. In 2024 Neath Port Talbot Hospital will transform into a music hub, with Music in Hospitals & Care musicians visiting the neuro-rehabilitation ward weekly. Other partners on the project bringing music into the hospital include the BBC National Orchestra of Wales, Welsh National Opera, Royal Welsh College of Music & Drama and Live Music Now.



IMAGINED

Another exciting new project is investigating how people living with dementia engage with arts, including music and dance, and whether these activities are meaningful to those who participate. IMAGINED: Investigating Meaning-making and the co-creation of Guidelines for Evaluation IN Arts for Dementia, is led by Dr Katey Warran at ECRED, the Edinburgh Centre for Research on the Lived Experience of Dementia.

Activity began in November 2023 and will continue through to 2025. In the first phase, Music in Hospitals & Care will deliver 20 live music experiences at care homes in Edinburgh and Glasgow.

The time dedicated to growing these partnerships has resulted in rich bodies of work discovering the impact of regular live music and of both group and one-to-one interactions. This is something we have been exploring with Oakminster Healthcare, which will be part of our work in the ECRED research project. We first began sharing live music with Oakminster care homes in Glasgow in 2022 as part of the Rights Made Real campaign, which champions human rights and quality of life in care homes.

In 2023 we continued this work with a programme of music funded by Creative Scotland to ensure that people could access music even if they were unable to join the group in a communal space. The musicians met people in their most comfortable and familiar space so that no one had to miss out. We have since been able to expand this model to care homes in the Dundee area.

“**These sessions have really positively impacted people’s sense of wellbeing collectively. It’s something that actually enhances people’s quality of life. In that minute they are completely absorbed in surrounding themselves in the music. Thank you so much, it’s been an absolute privilege to be able to access it.”**

Tracy Viljoen

Live Our Values Enabler at Oakminster Healthcare



Shared learning in Northern Ireland

In Northern Ireland we embarked on a learning project with two health and social care trusts to explore the benefits for patients and staff of long-term programmes of live music.

During the first year of the project we have worked with the Arts in Health Manager at Belfast Health and Social Care Trust, and the Health & Wellbeing Manager at Northern Health and Social Care Trust, to share 20 hours of live music across four hospital settings for older people living with dementia and adults with drug and alcohol problems.

One patient said that they had the “best day; all I did was laugh and smile” and another said,

“**It made my anxiety reduce. It was good for my mood and made me relaxed.”**



40%
of people appeared
less agitated or stressed



58%
were chattier with
staff or peers



66%
seemed more relaxed
or happy during the live music

Make Music Day, the global celebration of music, took place once again on 21 June. Previous years have seen ‘make your own kitchen orchestra’ and live streamed performances. This year we teamed up with Walton BID (Business Improvement District) for some feel-good tunes on the plaza at The Heart Shopping Centre and sing-along classics at Walton-on-Thames Community Centre.

In December our music delivery and fundraising teams joined forces for our second annual Festive MusicalTea at the Riverhouse Barn Arts Centre in Walton-on-Thames, our 28th event at the venue. Singer Laura Stephenson and pianist Elspeth Wilkes delighted an audience from care homes and day centres in the local community. Cakes were very kindly provided by the local Co-op. The event raised over £100 in bucket donations.



Music in Hospitals & Care voices



“

Being a volunteer ambassador has involved helping to raise awareness of the charity, fundraising and going along to live music. I remember one specifically; there were quite a few people just sitting around in the room, their faces totally blank. But as soon as the musician started singing, it was as if a light had just been switched on. And that was the time I think it came home to me that music can open doors that have been shut for a long time. It was quite profound.”

Roy Jones

Volunteer, North Wales since 2016



“

The live music experiences are so important for parent carers. It helps us to engage with each other and prevents social isolation, all while having a sing-song and a boogie. The difference in the group members has been tremendous and they always ask when the musicians are coming next. Before having children, concerts were my life, I'd go to about 10 a year. Due to becoming a parent carer and now the cost of living crisis, it's something I don't get to enjoy as much. I feel that Music in Hospitals & Care has kept my love for live music alive.”

Jenna Hillyard

*Group leader at SPACE,
Manchester Parent Carer Forum*



“

The power of music is incredible. I hear families say they can't believe it because their father has disappeared, but then he'll be singing all the words of a song they didn't even know he knew. I've loved the work and found it incredibly humbling and extraordinary. More than in any other way of making music, you have to give the best of yourself. You are thinking of other people all the way through and you really want to take them away for a while. That's such an incredible thing to be able to be a part of.”

Laura Stephenson

*Musician in South
England since 1986*



“

We as staff value the live music. It validates our worth, and undoubtedly brings pleasure and happiness for the remainder of the day. Listening to some of the very skilled musicians is also soothing and relaxing, not just for patients, but for staff. It gives time out from a busy day, allowing one to get lost in the music.”

*Staff member at Holywell
Hospital, Antrim*

In September we surveyed our musicians to get their thoughts on our impact and how we measure it. 41 musicians completed the survey and their responses informed our new evaluation framework and Theory of Change. When asked how they know the difference they make, one musician said:

“

After playing at Gloucester Hospital psychiatric unit with my son many years ago, a young lad who was a patient tugged at his sleeve and said 'thank you for stopping the horror for a bit'. I take that with me every day.”



Fundraising

Fundraising has been vital to keep the music playing over the past 75 years. We are so grateful to our 298 regular supporters, who are fantastic ambassadors for the charity. Some have been giving a monthly donation for over 30 years, helping to share live music with hundreds of people in hospitals, care homes and in the community.

13 November is a very significant day for the charity. A meeting was held in

1947 that would lead to its creation the following year and the start of 75 years of joy through live music. On 13 November 2023 we launched a new video, which demonstrates our new vision, mission and purpose in action. The video had 1,889 online views.

We also took the opportunity to thank some of our supporters, musicians, funders and health and care partners for their contributions, roles within the

charity and for their part in our 75th anniversary celebrations. 240 calls were made from our staff to thank each and every one of them for their support this year. We sent emails too with a special video message from our trustee Dimple Keen.



Radio 4 appeal

We were delighted to be successful for a BBC Radio 4 appeal to coincide with this important date. Our first BBC appeal was back in the early 1950s, with at least 10 more taking place between 1960 and 2015.

BBC broadcaster Mark Radcliffe voiced our 2023 appeal. Mark has a personal connection to music for health and wellbeing; he says music helped him through his recovery from throat and neck cancer. He also witnessed how music helped his mother, who had dementia. Mark remembers her singing 'Bring Me Sunshine' right up until the end.

Our appeal focused on Peter, who lives at Chester Park Care Home in Glasgow. He moved there after sustaining a neck injury and receiving treatment in hospital for several weeks. Peter is now in a wheelchair and receives full-time care.

The appeal raised **£30,369** to help people like Peter to experience the healing power of live music. We were delighted that 70% of gifts were first time donations to Music in Hospitals & Care, meaning we reached a large new audience with the appeal.



We had lots of fantastic fundraising this year from the Music in Hospitals & Care community, including crafty creations, glorious gardens and everything in between.



Anne Fraser from East Lothian showcased her designs made from recycled materials in June and raised an impressive **£1,061.43**.



Our wonderful volunteers Robin and Anne Barr opened their beautiful garden on Orkney over the summer as part of the Scottish Gardens Scheme. They had over 100 visitors and raised **£331.50**, with further openings raising another **£425!**

The 14th annual Didsbury Guitar Trail in July raised **£380** and saw dozens of performers take up pitches around Fletcher Moss Gardens to provide a musical landscape.



Companies House choir entertained shoppers in Cardiff at Christmas with their fabulous harmonies and raised **£95**.



Scottish Fiddle Orchestra raised **£325** from the audience at their concert at the Glasgow Royal Concert Hall in September with our fundraiser Sue, volunteer Gillian and Chair Maureen on bucket duty!



The NHS Health Economics Unit rock band, The HEUristics, staged their debut gig in March at Hoxton Underbelly, raising **£550**.

Marathon heroes

We had nine runners at the 2023 London Marathon in April who raised a phenomenal **£32,451** to share the healing power of live music. We are also very grateful to Finlay, who ran the Scottish Half Marathon in September and raised **£515**, and to Nick, who ran the Cardiff Half Marathon in October and raised **£425**.

“We had such an amazing time on Sunday. The entire experience from start to finish was unforgettable. To run for such a great charity was a real honour, and to have raised more than I could have imagined is the cherry on top! Thank you for the opportunity – we absolutely loved it.”

Callum
London Marathon runner



Summer fun in Pontypridd

In August we held our first ever Family Fun Day at Pontypridd Rugby Club. The event raised **£1,314** and Welsh families had a great day with stalls, food, fairground rides and, of course, live music!

Long-standing Music in Hospitals & Care duo Huw and Mel were there to provide the tunes.



Christmas choirs

It was another holly jolly Christmas with our regular singing spots in England, Scotland and Wales taking place. Companies House choir sang for us at St David's Shopping Centre in Cardiff, while in Edinburgh Pitchcraft choir and The Song Space were jingle bell rocking at John Lewis and Dynamic Earth. Our musician Laura Stephenson once again led the chorus under the tree at Trafalgar Square. Our festive fundraising choirs raised a total of **£401.25**.



Winter Warmer

Supporters, volunteers, staff and musicians got together at Murrayfield Parish in Edinburgh for our Winter Warmer event in November. Music in Hospitals & Care musicians Daniela and Matthew were joined by supporters Hector on the bagpipes and Emma on the flute. It was a fantastic evening to celebrate 75 years of Music in Hospitals & Care's wonderful community. **£1,542.79** was raised from ticket sales and a bucket collection.



Doubling the difference with Big Give

In March we were selected by Big Give for their match funding campaign. Donations up to **£5,000** made during the appeal week were matched by Big Give to double the difference the campaign could make. Our Vice President Katie Derham, who has been involved with the charity for many years and voiced our Radio 4 appeal in 2015, endorsed our Big Give campaign.

Powerful quotes and images were used to support the appeal for donations, which raised a fantastic total of **£14,759** towards our work in serious illness.

75 miles in September

Facebook followers and new supporters were challenged to walk, jog or run 75 miles in September to celebrate our 75th anniversary. We had 363 members in the challenge Facebook group, which had a great community feel with participants sharing their efforts and cheering each other on. 103 group members set up a fundraising page to receive donations, raising **£2,958.48**.

Following this success, we invited running clubs and individuals to do a festive fun run in Santa hats that were sent out to them. In February our third Facebook challenge to achieve 200,000 steps during the month was a great way to make an active start to the year.



Tea at the palace

Our musicians Peter and Moira Gutteridge raised **£274.67** for us through busking this year. They were also invited to attend a Royal Garden Party in May to celebrate the King's Coronation.

“We had a lovely time, met The Duchess of Gloucester and had a chat about Music in Hospitals & Care and her patronage. We saw the King as he walked around and enjoyed the sandwiches and ice cream.”



“What a sensational experience – I instantly felt relaxed and mellowed. Knowing this benefitted our critical care patients as well seeing them engage and smile lifted my spirits. The power of music is second to no other. Thank you so much. I hope we see a lot more experiences like this.”

Staff member at Conquest Hospital, St Leonards-on-Sea

Financial summary

How we raised money



Our total income for the year was £1,090,144. We have seen an increase of more than 27% in income, compared to 2022/23 (£852,018).

In 2023/24, 61% of our income came from a variety of trusts and foundations, and from our fantastic individual supporters and committed corporate partners (£669,572). This is an increase of 51% compared to 2022/23 (£444,607).

Once again, we are hugely grateful to the individuals who remember Music in Hospitals & Care in their will; we received £158,853 from legacies this year.

Contributions from health boards, hospitals and social care environments increased to £158,662 in 2023/24, marking a steady increase from the previous year (£140,283).

Our income strategy continues to focus on our recovery and diversification of funds. In our 75th anniversary year, we delivered growth through an ongoing investment in our relationships. We saw growth in income from our individual supporters, trusts and foundations and our health and care partners. This work will support the recovery of our income and live music after the pandemic, and help us to achieve our strategic aims.

Our musicians

We paid our musicians' fees and expenses and hosted training which cost the charity £242,962 in 2023/24, compared to £202,657 in 2022/23. This is due to a 20% increase in the live music experiences we were able to share and ongoing investments in our musicians.



How we spent our money



In 2023/24, we spent £1,454,833 – a £222,631 increase compared to 2022/23 (£1,232,202). This is because we continue to invest in our people and infrastructure to support the delivery of our strategy.

We planned for the deficit for 2023/24. Before investment gains and losses, it was £364,689. This was less than originally forecast, primarily due to spending restricted funds received in the previous year.

Planning for the future

We still have restricted funds to spend over the next year and plan to invest some of our reserves in our continuing recovery and delivery against our organisational strategy.

Year two is a significant year in our strategy. We are implementing our evaluation framework, to deliver on our impact aims and ensure we are more impact led

demonstrating the value of our live music. This is crucial to our recovery as we develop more partnerships and seek future support so we can continue to deliver live music experiences where there is the greatest need. The organisation will also reach a key milestone in our digital transformation as we realise the savings and efficiencies of new systems.

Our strategy and looking ahead

In August, we launched our new strategy, setting out our plans for the next three years and our vision: that everyone can access and experience the joy of live music. In our 75th year, we invited everyone to play their part in composing our future.

People have always been at the heart of our organisation. We developed our new vision, mission and purpose by talking to our communities who create and experience our live music, which helped us to compose our long-term strategy, together with our staff and trustees.

Over the last year, we have made significant progress against our three original aims, and reflected on areas that were previously identified in the strategy but we feel need equal emphasis to help us move forward. These are: **Equality, Diversity, Inclusion and Accessibility**, and our **Organisational capability**, which includes our investment in our systems and infrastructure. These sit alongside our existing aims: **Impact, Voice** and **Recovery**.



Impact

Demonstrating our impact and proving the difference we make.



Impact and research have a long history with the charity. We have continued to collaborate on demonstrating the benefits of live music over the years. Our first research subcommittee was founded in the early 1950s. Since then research has informed our programmes, from insights across the music and health sector and our own live music experiences, such as our recent IMAGINED project on page 19.

What have we achieved so far?

- Updated our theory of change to create the evaluation framework, incorporating musicians' and settings' voices and aligning with our strategic direction.
- Continued our return to sharing live music in critical care through our ICU Hear® and Lullaby Hour programmes.
- Recruited two new strategic roles within the live music team: Creative Engagement and Development Manager and Live Music Programme Manager.

What success looks like in the future

- **Our live music:** We will continue to share live music with people who cannot otherwise experience

it. Creating unique moments and life-affirming impact through our personalised live music experiences.

- **Musician engagement:** Deepen engagement with our network of professional freelance musicians so that we can continue to share high-quality live music. Enable them to have the time and skills to be part of the evaluation process.
- **A better quality of life:** Apply our learning around impact outcomes to programme design, creating new live music experiences which engage and positively impact physical and mental health outcomes.

Voice

Elevating our profile by being a visible voice.



Raising awareness of the benefit of live music in health and care was a longstanding part of our previous mission. It is embedded in how we work as an organisation and essential to our future recovery.

What have we achieved so far?

- Our yearlong celebration communications for our 75th anniversary, which informed our approach to our new communication strategic plan to increase engagement and awareness.

- A Christmas press campaign to raise greater awareness of the benefits of live music in hospitals and care.

What success looks like in the future

- **Increasing access to live music:** Through greater awareness and an elevated profile, we aim to engage more health and care partners and increase access to live music.
- **Brand recognition:** This is essential to helping people access our live music and in creating more awareness of the impact.
- **Reflecting the communities we work with:** Sharing individual stories and findings on the impact of live music and continuing to have a voice as part of vital research and decision making about music and health. Representing the voices that make up our communities.

- **Engaging content:** We will continue to demonstrate the difference live music has on someone in health and care. We aim to bring a live music experience to life for our supporters and funders.

Recovery



Building future financial stability and sustainable music delivery.

In the 1970s, Sylvia Lindsay began leading the charity and saved it from near closure. This was through increasing our fundraising efforts and taking a fresh outlook while staying true to what we do. She began to lay the foundations of a deeper understanding of the needs of the people we share live music with. We have kept this approach close to mind when planning our recovery from the pandemic.

What have we achieved so far?

- Continued to engage funders, health and care partners and supporters in the value of live music, which supported our recovery and increase in income from the previous year.
- Developed a digital fundraising strategy, with support from an external consultant to highlight the opportunities available to us to diversify our income.

What success looks like in the future

- Remove funding gap:** We recover our income to ensure we have what need to deliver and to invest in our future resilience and ambitions. This includes working with our investment managers to achieve our strategic vision and to mitigate for potential future financial challenges.

- Establish new income streams:** Successfully diversify our income to include new income streams, such as corporate fundraising and individual giving, that ensure future financial resilience.
- Sustainable live music:** Working with health and care partners to secure more formal service level agreements. Seeking out different sources of funding through demonstrating the value and impact of our live music and building long-term partnerships with decision makers.

EDIA



Equality, Diversity, Inclusion and Accessibility has always been at the core of the Charity.

Music is universal; it breaks down barriers. We want to understand and reflect the communities we work with and those we aim to work with.

What we have achieved so far?

- Joined Black Talent on Board as a host board, taking on two participants as shadow trustees.
- Recruited to the role of Head of Operations and formalised the development of a People and Culture Strategic Plan.

- Launched a strategy detailing our commitments to equality, diversity and inclusion.

What success looks like in the future

- Inclusive and accessible live music:** Continue to work with people from a diverse range of backgrounds and communities living with different health and wellbeing challenges. Our live music reflects and enables people to experience different needs, tastes and cultures.
- Engagement, belonging and effective voice:** We aim to foster an empowering environment and culture where our people can say they belong to an organisation that truly values equality, diversity, inclusion and accessibility.
- Learning and understanding:** This isn't just about delivering training. Equality, diversity, inclusion and accessibility will be an ongoing and organisation-wide learning conversation.
- Policies, practices and data:** All of our organisational policies and working practices are assessed through a lens of equality, diversity, accessibility and inclusion – from fair and inclusive recruitment, to accessible technology.

Organisational capability



Ensuring we have the systems, resources, processes and infrastructure we need allows us to focus on what we have always done – working together with our health and care partners, funders and supporters.

What have we achieved so far?

- Tendered and selected our new CRM and began the design and implementation.
- Tendered and onboarded our new IT provider who will support with our move to cloud-based storage and systems.
- Scoped and agreed new online learning platform to support staff development and musicians' essential training.

What success looks like in the future

- Strengthening relationships and communications:** Our new CRM systems will help us to do this and allow us to provide a more personalised and consistent experience for people engaging with Music in Hospitals & Care.
- Operating more efficiently and effectively:** Changes to our finance, HR and cloud-based systems will allow us to work more effectively and efficiently.
- Contributing to the wider picture:** We have a role to play in helping meet the UK net zero target by 2050. In the lifetime of this strategy, we will have taken significant steps to reduce our emissions and developed our creative practice and process to influence partners.



Get involved

Make a donation

Your support has helped people in hospitals, care homes and the community to feel connected, remembered and cared for. You can help ensure we are able to share live music for another 75 years.

£15

could help a person living with dementia remember songs from their childhood and share a special moment with their family through live music.

£30

could pay for two stroke survivors to take part in a live music experience, helping them to interact and improve their speech and movement.

£50

could go towards sharing live music in an intensive care unit for seriously ill people, creating a relaxing environment to aid their recovery.

mihc.org.uk/donate



Fundraise

From sports events to bake sales, you can have lots of fun raising vital funds for Music in Hospitals & Care. Whatever way you'd like to fundraise, we'll support you all the way.

mihc.org.uk/fundraise



Volunteer

It's a great way to meet like-minded people and develop new skills while making a difference. We're always looking for people to help spread the word about Music in Hospitals & Care and lend a hand at events.

mihc.org.uk/volunteer



Leave a legacy

You could make a difference for years to come by leaving a gift in your will. Create lasting memories for children and adults through the healing power of live music.

mihc.org.uk/leave-a-legacy



Keep the music playing

Set up a regular monthly donation of £5 or more and you'll help more people benefit from live music.

mihc.org.uk/friends



Fund us

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

mihc.org.uk/become-a-funder

Thank you

Ever since the grant that established the charity in 1948 from the Ex-services Mental Welfare Association, donations from charitable trusts and foundations have been making our live music possible. We are so grateful to the 93 that donated in 2023/24. Here are some of the wonderful funders who have supported us with large grants this year:

🎵 Players of People's Postcode Lottery

🎵 The Peter Sowerby Foundation

🎵 Arts Council England

🎵 Greenwich Hospital

🎵 Drapers' Charitable Fund

🎵 Arts Council Wales

🎵 Robert Barr Trust

🎵 Sir John Fisher Foundation

🎵 Calleva Foundation

🎵 The Childwick Trust

🎵 Eveson Trust

🎵 Lady Marian Gibson Trust

🎵 McLay Dementia Trust

🎵 The Haramead Trust

🎵 Plum Trust

🎵 Merchant Taylors' Company Charities

🎵 Baily Thomas Charitable Fund

🎵 Millennium Stadium Charitable Trust

🎵 Pilkington Charities' Fund

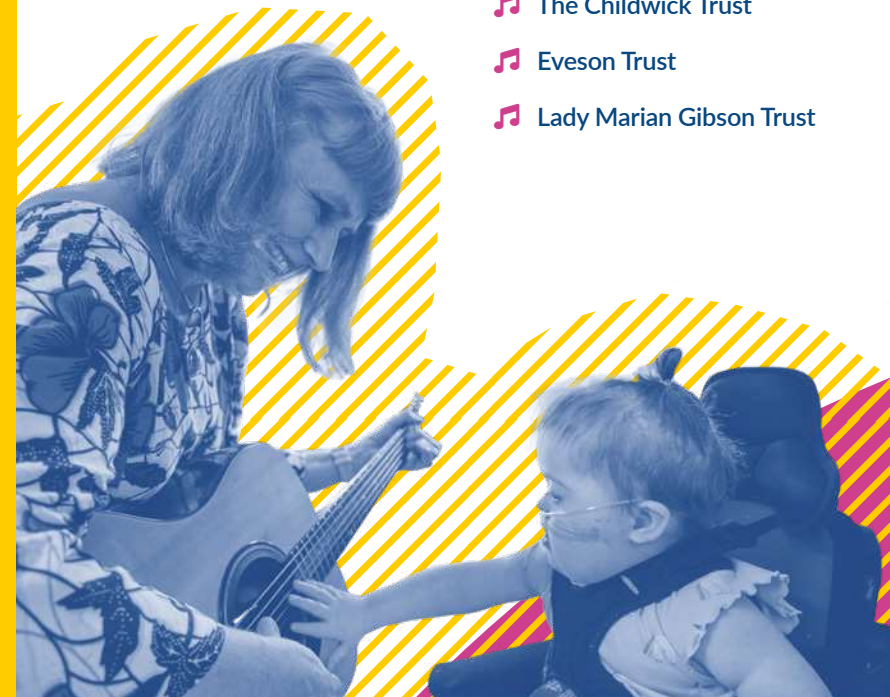
🎵 London Freemasons' Charity

🎵 The Grateful Society

🎵 Scott (Eredine) Charitable Trust

🎵 Crispa Charitable Trust

🎵 DWT Cargill Fund



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 people from across the UK, who may not otherwise get to experience it. This includes those who are living with dementia, have mental health problems, or are seriously ill.

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



MUSIC
IN HOSPITALS & CARE
Joy through live music

mihc.org.uk

hello@mihc.org.uk

01932 260810



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