Kieran Taylor Scholarship Trust – 1200529

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Board of Trustees

Celia Greenwood (Chair)

William Britain (Treasurer)

Julian Alcantara

Sheila Atim

Juanne Fuller (Appointed January 2026)

Martina Laird

Steve Medlin

Danny Sapani

Che Walker

Annual Report 2025/26

Still a relatively new charity we had five objectives for the year:

- To increase the number of successful applicants
- To use develop and deliver a social media strategy to promote the charity and increase our reach
- To develop new ways of fundraising
- To increase the number of regular donors

This year we have increased the number of successful applicants and made four full awards, two for help with the costs of vocational training and two for support with pre-vocational training expenses. Applicants are required to fill in a detailed application form, provide a reference and send a detailed breakdown of how they will spend the money. If the Board feel they need more clarity the applicant will then be interviewed by two Trustees who then make a recommendation to the Board. Our grants have gone towards supporting training at Rambert, Uxbridge College, Central School of Ballet and the Wilkes Academy. We continue to see more applications from young people whose passion is dance and musical theatre and we are still looking for mentors with expertise

in these areas, particularly ballet. We received an application from a young person who lived just outside London. We initially felt we could not fund her as our constitution state the awardees should be living or studying in Greater London. We agreed that we wished to support young people within a thirty mile radius from our office. However when we referred to our objects listed on the Charity Commission website which state 'London and the surrounding areas' we agreed that this met with our intention.

We have continued to work with a volunteer who provides regular support for the maintenance of the website which has also increased our reach. This accounts for the increase in applicants which we hope continues.

However as this work has increased and we need to refresh the site and develop its content, we have agreed to pay him for his time in the next financial year as a professional and effective website is essential.

Our first fundraising event was planned to take place at Hampstead Town Hall as a joint venture with Wac Arts. Kieron Taylor attended classes at Wac Arts and continued to support its work until his death so it felt appropriate to raise money in his name at the place his arts journey began. However the centre was unable to support the event through promotion and marketing and as the venue was twice as big as previous venues we reluctantly cancelled the event due to insufficient sales. The Board is keen to run events in bigger venues to increase income and extend our reach but acknowledge that we are not yet ready to achieve this.

We recognised that we needed to increase our use of social media to more effectively promote the trust and our events. We commissioned a social media expert to run a two hour training session. Trustees were asked to fill in a questionnaire before the course to prepare them for considering the key messages we need to promote. We also agreed we needed a Board member with expertise in promotion and so invited Juanne Fuller to join the Board which she did in time to support the next fundraising event in February.

We returned to our safe place with another Revolution event held at the Karamel Club, part of Collage Arts (Charity No 1153366) where the charity is based. The event was again sold out and the charity kept the money raised from ticket sales while Karamel kept the takings from the bar. This has become a safe way to raise between a thousand and fifteen hundred pounds as we have no costs for hire of venue, equipment or staff. The cabaret format, with artists who support the charity performing for free, continues to prove very successful and has a regular, supportive following. At this event we collected photos, vox pops from the audience and artists as well as short videos of performers. We will use this material to enhance our web site and to more effectively promote our next event. We recognise that these are all important ways to increase income from fundraising events as well as encourage more people to make a regular donation.

We continued to use Eventbrite to manage bookings. They are expensive but after researching alternative booking systems we agreed that the efficiency of Eventbrite and the clarity of their financial reporting systems went some way to justify the cost. We will continue to look for better alternatives.

Finance

The Trust finally closed the Barclays account in March 2026.

Our events this year raised £222.86 and we received £433.91 in Gift Aid. There were eight regular monthly donors, and none ceased contributions.

We are currently functioning well as a small charity giving grants that are well within our means. However, we are ambitious and continue to aspire to support more young people, raise money more effectively and to grow. The Board is also concerned to ensure its own performance conforms to the required standard for charity trustees. We conduct an annual skills audit to ensure we have the appropriate breadth of experience on the Board.

We plan to check our individual and whole Board understanding of appropriate financial and governance requirements through the completion of six modules delivered through https://www.icaew.com/technical/charity-community/trustee-training-modules. We will also use the resources provided by CAF which is our bank, to remain informed of new developments and responsibilities in the charity sector.