

## About Chiltern Music Therapy

Chiltern Music Therapy is a not-for-profit organisation that provides music therapy services to people of all ages and many different needs. Formed in July 2011 to provide services to Buckinghamshire, they have grown to cover London, Hertfordshire, Oxfordshire, Berkshire, Surrey and Hampshire. They provide services in the community and within education and healthcare settings.



## The challenge

The founder of Chiltern Music Therapy, Rosie Axon, had always planned to grow the charity, but the speed of growth meant that there was a need for formal plans and processes. In 2014, with new director Rebecca Atkinson coming on board and large healthcare organisations wanting to work with them, Rosie heard about new futures through a Community Impact Bucks advice session.

## Support from new futures buckinghamshire

- Strategy and business planning
- Marketing
- Research

As well as spotting future opportunities and risks, the first development planning session helped Chiltern Music Therapy identify that business planning and marketing were the initial priority. The business planning package helped develop a core planning structure for the directors to use and was particularly helpful in managing budgets and projections which the directors had no prior knowledge of. The marketing package helped narrow down where, when and how Chiltern Music Therapy would do their marketing and the need for targeted marketing strategies and messages for each audience, allowing them to become more customer focused.

The third package of support was research to understand the strategies and outcome measures for Chiltern Music Therapies' key customers such as health, local government and education. In this way they have been able to report evidence-based outcome measures which directly show the impact they have had on meeting their customers' objectives.

## The impact

"I genuinely don't know where we'd be without the support from new futures. It's had a significant impact on us as an organisation and I think we'd be in a weaker position without it; the input has enabled us to have a clearer direction of where we're going and how we can help people. The background business processes we now have in place have enabled us to have a really strong team of music therapists all offering the same level of service to our clients." *Rosie Axon, managing director, Chiltern Music Therapy*

