

APPLE PIE ENTERPRISES LTD.

England & Wales - Charity number 1147901

Details

Other names APE MEDIA

Status Registered

Legal form Charitable company

Company number [05020144](#)

Registered 2012-07-02

Register [View on the Charity Commission register](#)

Contact

Address 14
Baronet House
9 Lakeside Drive
London
NW10 7GL

Phone 02035732174

Email TREVOR@APE-MEDIA.COM

Website www.ape-media.co.uk

Activities

Objects: FOR THE PUBLIC BENEFIT, TO ACT AS A COMMUNITY MEDIA AND YOUTH ARTS PROJECT RESOURCE FOR YOUNG PEOPLE FROM THE AGE OF 14 YEARS FROM DISADVANTAGED COMMUNITIES IN EAST LONDON BY PROVIDING ADVICE AND ASSISTANCE AND ORGANISING PROGRAMMES OF PHYSICAL, EDUCATIONAL AND OTHER ACTIVITIES BY MEANS OF: A) ADVANCING IN LIFE AND HELPING YOUNG PEOPLE BY DEVELOPING THEIR SKILLS, CAPACITIES AND CAPABILITIES TO ENABLE THEM TO PARTICIPATE IN SOCIETY AS INDEPENDENT, MATURE AND RESPONSIBLE INDIVIDUALS; B) ADVANCING COMMUNITY EDUCATION AND TRAINING IN THE MEDIA AND YOUTH ARTS FIELDS; C) BRINGING TOGETHER YOUNG PEOPLE FROM DISADVANTAGED COMMUNITIES TO DEVELOP THEIR SKILLS IN THE MEDIA AND CREATIVE FIELDS; D) PROVIDING RECREATIONAL AND LEISURE TIME ACTIVITY IN THE MEDIA AND CREATIVE FIELDS IN THE INTERESTS OF SOCIAL WELFARE FOR PEOPLE LIVING IN THE AREA OF BENEFIT WHO MAY HAVE NEEDS BY REASON OF THEIR YOUTH, AGE, POVERTY OR SOCIAL AND ECONOMIC CIRCUMSTANCES WITH A VIEW TO IMPROVING THE CONDITIONS OF LIFE OF SUCH PERSONS.

Activities: Mission: To enable social change by providing a point of entry to the media and creative industries for individuals from disadvantaged communities. APE MEDIA delivers training, events and production opportunities in the following sectors of the creative industry; TV & Film Production, Radio Broadcast & Production, Music Construction & Production; as well as fashion and performing arts (Dance).

Classification

- **How:** Provides Human Resources, Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** Children/young People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin

Geography

- Enfield
- Hackney
- Newham
- Tower Hamlets
- Waltham Forest

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£83,053	£69,691	-	-
2024-03-31	£56,935	£56,812	-	-
2023-03-31	£46,590	£90,567	-	-
2022-03-31	£82,522	£80,789	-	-
2021-03-31	£116,350	£75,035	-	-

Trustees

Name	Role	Appointed
Angel Mills		2020-09-24
RICHARD BROOKE		2011-12-06
SAM BROWN		2019-01-28
TREVOR BLACKMAN		2011-12-06

APPLE PIE ENTERPRISES LTD.

England & Wales - Charity number 1147901

Accounts

Apple Pie Enterprises Limited

(A Company Limited by Guarantee)

Company No: 5020144

Charity No: 1147901

Report and Financial Statements of Activities

For the year ended 31 March 2025

Apple Pie Enterprises Limited

Company No: 5020144

Charity No: 1147901

Report and Financial Statements of Activities for the year ended 31 March 2025

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Apple Pie Enterprises (T. A: Ape Media)
Trustees' Report For the year ended 31 March 2025

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, present their annual report and the financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102 – effective 1 January 2019), (Charities SORP – FRS 102) and the Companies Act 2006.

Objectives and Activities for the Public Benefit:

To enable young people from disadvantaged communities to develop their skills in media and the arts

To develop personal skills and attitudes that will help young people in any profession they choose.

To empower young people to take control of their lives and become mature, independent and responsible members of society.

To help young people develop self-esteem and the ability to make good decisions that will shape their lives.

To promote equality and diversity within the creative industries by working with local communities and developing the talent we find there.

To enable disadvantaged communities to find a voice across diverse media platform

Objectives (The activities we do)

To provide high quality information, advice, training and volunteering opportunities within the media, entertainment and creative industries.

To provide educational and personal development opportunities within media and creative industries, that inspire the participants, develop their skills and raise their aspirations.

To support and nurture new youth-led enterprises within the creative industries.

To work in partnership with young people and communities to produce work relevant to the groups that will provoke, challenge and inspire.

To produce high quality, informative, programming that offers a depth of insight into social, community and cultural issues and captures of the authentic voice of diverse communities.

Programme Achievements / Highlights

As we mark another milestone year, Ape Media has continued to build on its reputation as both a creative producer and project manager, delivering projects that champion the voices of underrepresented communities. In 2024–25, we oversaw a diverse portfolio of programmes which combined youth empowerment, cultural storytelling, and intergenerational engagement.

Much of this year's delivery was spearheaded by our external consultants, whose expertise enabled us to broaden our impact and take bold creative steps while Ape Media ensured strong management, partnership building, and production oversight.

1. TNLCF N18/TBC Project – Reflections and Aspirations

This multi-strand programme, funded by the National Lottery Community Fund, has been one of the year's standout successes. Delivered for Edmonton Community Partnership in partnership with EMEK Theatre, DJMC Academy, and Whitestar, it reached more than 150 young people across Edmonton between October 2023 and October 2024.

The project addressed urgent local issues — youth upskilling, gang violence, knife crime, and social

isolation — through a blend of creativity, mentoring, and safe community spaces. Key strands included:

- Streets of N18 Youth Theatre Project: Over 100 young people engaged in workshops and rehearsals that culminated in a powerful theatre production blending music, dance, and storytelling. Young people not only performed but also co-directed scenes, ensuring authentic voices shaped the narrative.
- The Bench Collective Podcast: Weekly studio sessions trained 47 young people in podcasting, music production, and presenting. They created original tracks, soundscapes, and podcasts, showcased at Picturehouse Greenwich in front of peers and industry guests.
- Whitestar FU Project: Smaller group sessions gave 26 young people opportunities to discuss social issues, participate in rap contests, and bond over activities like table tennis, FIFA tournaments, and board games — building friendships while developing communication skills.

The impact has been significant:

- Improved mental health and self-esteem through consistent creative engagement.
- Safe, welcoming spaces that diverted young people from negative influences.
- Stronger community ties, with intergenerational moments (such as a 70-year-old and 17-year-old sharing the stage together) demonstrating the unifying power of creativity.
- Pathways into mainstream education, employment, and professional opportunities for participants who had previously been excluded or disengaged.

Ape Media's role as lead project manager and creative producer ensured the partnership held together, funds were managed effectively, and the programme's artistic ambitions were realised. Crucially, our external consultants spearheaded delivery: engaging directly with young people, co-designing the studio, and securing local partnerships with Picture House Cinema to amplify local stories on a wider stage.

2. Adopted Geordies Podcast - Ape Media production

Adopted Geordies is a dynamic football podcast fronted by comedian Asim Chaudhry and broadcaster Andy Jaye. It celebrates belonging, identity, and the shared love of Newcastle United, proving that passion for the game transcends geography. The series blends comedy, exclusive access to players, and engaging fan conversations, creating a vibrant digital community.

Ape Media was the creative producer, co-producing alongside The Podcast Room and We Are Klang. We ensured editorial direction, guest curation, and high production values while building an audience across multiple platforms. The show has attracted significant attention online, fostering fan dialogue and broadening representation within sports media.

Watch and follow here: <https://www.youtube.com/@AdoptedGeordies>

3. Wise Words Podcast Series - A 72Point & Ape Media production

Hosted by veteran broadcaster David Hamilton, Wise Words is a four-part podcast series celebrating later life through themes of love, adventure, food, and friendship. Produced in collaboration with Parsley Box for 72Point, the series challenged stereotypes of ageing and gave older people a warm, humorous, and inspirational platform to share their stories.

Ape Media served as creative producer, overseeing technical delivery, production management, and creative direction. An external consultant spearheaded the concept, script development, and presenter engagement, ensuring the final series resonated with authenticity and charm. This partnership not only enriched public conversations about ageing but also extended Ape Media's intergenerational reach.

Watch and follow here: <https://www.youtube.com/@ParsleyBoxLimited>

Financial Review

The results of the Company for the year are shown in the Annual Accounts set out on pages 10 to 14.

The Company had total income of £83,053 and total expenditure was £69,691. There was a surplus / (deficit) of income over expenditure of £13,362.

Funds and Reserves

The Directors consider this level of general reserves as insufficient and are developing strategies for fundraising. The Directors would like to reserve £10,000 for unexpected costs or fluctuations in planned income.

Reserve Policy

The Board of Directors has examined the Companies requirement for reserves in light of the main risks to the organization for specific purposes or otherwise committed. The Board of Directors considers that, given the nature of the Companies work, the level of reserves should be, to have sufficient working capital to cover costs i.e. staff redundancies and closure costs at any one time and allow the charity to cope and respond to unforeseen emergencies whilst specific action plans are implemented. In the short term the Board of Directors has also considered the extent to which existing activities and expenditure curtailed, should such circumstances arise.

Risk Review

The major risks (Covid-19 and reliance on historic funders) to which the charity is exposed have been reviewed and systems are being established to mitigate those risks; funding risk is being addressed through building new partnerships and diversifying sources of funding.

Members of the Board

Members of the Board, who are Directors for the purpose of company law and trustees for the purpose of charity law, who served during the year and up to the date of this report are set out on page 1.

In accordance with company law, as the company's Directors, we certify that: so far as we are aware, there is no relevant audit information of which the company's auditors are unaware; and as the directors of the company, we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Audit Exemption

As the Company's turnover was less than threshold, the Directors have exercised the right to full exemption from audit of the Financial Statements.

Reference and Administrative Information

Trustees:

The trustees who served during the year ended 31 March 2025:

Mr. Richard Brooke (Chair / Director)
Sam Brown (Director/ Treasurer)

Ms. Angel Mills (Director / Trustees)
Mr Trevor Blackman (Director / Trustees)

Registered Office:

39A The Broadway
London E15 4BQ

Company No:

5020144

Charity No:

1147901

Bankers:

HSBC Bank PLC
59-61 The Mall
Stratford Centre
London, E15 1XE

Independent Examiners:

Glory Community Accounting Services
318 Barking Road
London
E13 8HL

Responsibilities of the Board of Directors'

Company Law requires the Board of Directors to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company as at the balance sheet and of its incoming resources and application of resources, including income and expenditure for the financial year. In preparing those financial statements, the Board of Directors are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgment and estimates that are reasonable and prudent;
- State whether applicable accounting standards and Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statement and;
- Prepare the financial statements on a going concern basis unless it is inappropriately to presume that the company will continue to operate.

The Board of Directors are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

Approved by the Board of Directors' and signed on behalf by:



Trevor Blackman (Director)

Date: 31.10.2025

Independent Examiners Report to the Members of Apple Pie Enterprises Limited (APE)

I report on the attached Financial Statements for the year ended 31 March 2025, which are set on pages 8 to 12 and have been prepared on an accrual basis.

Respective responsibilities of Management Committee and Examiner:

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general directions given by the Charity Commission under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

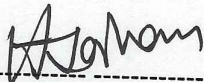
Basis of Independent Examiner's Statement:

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent Examiner's Statement:

In connection with my examination, no matter has come to my attention to indicate that:

- accounting records have not been kept in accordance with section 386 of the Companies Act 2006
- the accounts do not accord with such records
- where accounts are prepared on an accrual basis, whether they fail to comply with relevant accounting requirements under section 396 of the Companies Act 2006, or are not consistent and with the Charities SORP (FRS102)
- any matter which the examiner believes should be drawn to the attention of the reader to gain a proper understanding of the accounts.



Hasina Jahan (DFT, M Com, MAAT, MBA)
Glory Community Accounting Services
318 Barking Road
Plaistow
London
E13 8HL

Glory Community Accounting Services
318 Barking Road
Plaistow
London E13 8HL

Date: 3/10/2025

Apple Pie Enterprises Limited

Statement of Financial Activities For the year ended 31 March 2025

	Notes	Restricted Funds	Unrestricted Funds	Total 2025	Total 2024
		£	£	£	£
Income					
Income from Charitable Activities	2	82,846	-	82,846	56,740
Income from other activities	3	-	207	207	195
Total Income		82,846	207	83,053	56,935
Expenditure					
Expenditure on Charitable activities	4	63,564	6,127	69,691	56,812
Total Expenditure		63,564	6,127	69,691	56,812
Net Income / (Expenditure)		19,282	(5,920)	13,362	123
Fund brought forward		(25,735)	24,575	(1,159)	(1,282)
Total Funds carried forward		(6,453)	18,655	12,203	(1,159)

Apple Pie Enterprises Limited

Balance Sheet as at 31 March 2025

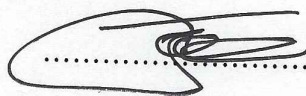
	Notes	2025 £	2024 £
Fixed Assets			
Tangible Assets	6	76	109
Current Assets			
Cash at Bank / in hand		13,627	232
Current Liabilities			
Creditors:			
(amount falling due within a year)	7	(1,500)	(1,500)
Net Current Assets / (Liabilities)		<u>12,127</u>	<u>(1,268)</u>
Net Assets		<u>12,203</u>	<u>(1,159)</u>
Total		<u><u>12,203</u></u>	<u><u>(1,159)</u></u>
 <u>Funds and Reserves</u>			
Restricted Funds		(6,453)	(25,735)
Unrestricted Funds		18,656	24,576
Total		<u><u>12,203</u></u>	<u><u>(1,159)</u></u>

For the year ended 31 March 2025 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- the members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts;
- these accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board of Trustees and signed on behalf by:



.....Trevor Blackman (Director / Trustees Date 3/12/2025)

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2025

1. Accounting Policies

(a) Basis of preparation and assessment of going concern:

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102- effective 1 January 2019) - (Charities SORP - FRS 102) and the Companies Act 2006. The Charitable Company meets the definition of a public benefit entity under FRS 102.

The Financial statements have been prepared under the historical cost or transaction value unless otherwise stated in the relevant accounting policy or note. Company without further specified purpose available as general funds.

(b) Unrestricted Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose and are in furtherance of the charitable objects.

(c) Restricted Funds

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor .

(d) Income recognition

All income is recognised once the charity has entitlement to the income, there is sufficient certainty or receipt and so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

(e) Expenditure recognition

Expenditure are recognised as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated or apportioned to the applicable expenditure headings in the statement of financial activities.

(f) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2025

(g) Charitable activities

The expenditure on charitable activities includes grants made, governance costs and of support costs as shown in note.

(h) Pensions

Employees of the charity are entitled to join a work place pension scheme which is funded by contributions from employee and employer or alternatively they may have opted to join the group money purchase defined contribution pension scheme.

(i) Corporation Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

(j) Fixed Assets :

All assets costing more than £500 are capitalised and valued at historical cost. Depreciation is provided at the following annual rates in order to write off each assets over its estimated useful life.

Fixtures and fittings - 25% on reducing balance

Computer - 33% on reducing balance

2. Income from Charitable Activities	Restricted	Unrestricted	2025	2024
	Funds	Funds	Total	Total
	£	£	£	£
Edmonton Community	65,680	-	65,680	33,075
Big Yellow Panda	-	-	14,300	-
72P LTD	-	-	2,866	-
BBC Children in need	-	-	-	9,710
Big Lottery	-	-	-	9,955
Bulgarian Centre	-	-	-	4,000
Total Income	65,680	-	82,846	56,740

3. Income from other activities

3. Income from other activities	Restricted	Unrestricted	2025	2024
	Funds	Funds	Total	Total
	£	£	£	£
Donation / Other Income	-	207	207	195
Total Income	-	207	207	195

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2025

4. Expenditure on Charitable activities	Restricted	Unrestricted	2025	2024
	Funds	Funds	Total	Total
	£	£	£	£
Freelance Staff costs	13,426	-	13,426	13,132
Events / Production	16,910	-	16,910	16,213
Tutor / Master Classes / Consultant	6,875	-	6,875	6,440
Rent / Rate / Venue hire	16,359	-	16,359	13,320
Telephone / Internet / Website	2,720	-	2,720	2,776
Insurance	668	-	668	600
Small equipment	576	-	576	1,000
Support & Governance Costs (5)	-	5,534	5,534	1,513
Depreciation expenses	-	33	33	47
Mentoring expenses	1,500	-	1,500	100
Volunteer expenses	500	-	500	500
Training	3,300	-	3,300	-
Bank charges	-	60	60	60
Sundry expenses	-	500	500	27
Publicity	730	-	730	1,084
Total	63,564	6,127	69,691	56,812

5. Support & Governance Costs	Restricted	Unrestricted	2025	2024
	Funds	fund	Total	Total
	£	£	£	£
Legal fee & Other	-	34	34	13
Accountancy Fee	-	1,500	1,500	1,500
Management fee	-	4,000	4,000	-
Total	-	1,534	5,534	1,513

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2025

<u>6. Tangible Fixed Assets</u>	Fixtures and Fittings	Music & Computer Equipment	Total	Total
			2025	2024
	£	£	£	£
Cost as at start of the year	16,179	11,271	27,450	27,450
Additional	-	1,000	1,000	1,000
	<u>16,179</u>	<u>12,271</u>	<u>28,450</u>	<u>28,450</u>
Depreciation				
As at 31 March 2024	16,138	12,203	28,341	28,294
Charge for the Year	10	22	33	47
As at 31 March 2025	<u>16,148</u>	<u>12,225</u>	<u>28,374</u>	<u>28,341</u>
Net Book Value as at 31 March 2025	<u>31</u>	<u>46</u>	<u>76</u>	<u>109</u>

<u>7. Creditors (Accrual expenses)</u>	2025	2024
	Total	Total
	£	£
Accountancy fees	1,500	1,500
Total	<u>1,500</u>	<u>1,500</u>

APPLE PIE ENTERPRISES LTD.

England & Wales - Charity number 1147901

Accounts

Apple Pie Enterprises Limited

(A Company Limited by Guarantee)

Company No: 5020144

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Report and Financial Statements of Activities

For the year ended 31 March 2024

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Apple Pie Enterprises (T/A Ape Media) Trustees' Report For the year ended 31 March 2024

Apple Pie Enterprises (T. A: Ape Media) Trustees' Report For the year ended 31 March 2024

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To provide educational and personal development opportunities within media and creative industries, that inspire the participants, develop their skills and raise their aspirations.

To support and nurture new youth-led enterprises within the creative industries.

To work in partnership with young people and communities to produce work relevant to the groups that will provoke, challenge and inspire.

To produce high quality, informative, programming that offers a depth of insight into social, community and cultural issues and captures of the authentic voice of diverse communities.

Programme Achievements/Highlights.

As we celebrate our remarkable 20th anniversary, APE MEDIA, situated in the vibrant heart of Newham, East London, takes immense pride in our longstanding dedication to empowering young people. Throughout two dynamic decades, we have continuously evolved to meet the diverse needs of young people, their families, and our communities. We remain committed to providing enriching opportunities that extend beyond the traditional school environment to truly benefit the young people we serve.

Our mission is to address the foundational challenges of poverty, injustice, and disadvantage within our community—issues that are at the very heart of our work.

In response to the unprecedented challenges posed by Covid-19, APE MEDIA, like many charitable organizations, adapted its strategies. We recognized the intensified social and economic obstacles facing children, young people, and their families. The pandemic, coupled with the daily pressures of rising living costs and constrained local budgets, has taken a profound toll.

Recent research from Young Minds, published on September 26, underscores the direct impact of declining mental health on a child's ability to learn. APE MEDIA acknowledges the vital role of arts in nurturing happiness, which, in turn, unlocks young people's potential.

Operating within the London Borough of Newham and across London, we acknowledge the unique challenges faced by our communities, particularly among the underserved, disadvantaged, and Black and Minority Ethnic (BAME) populations. Our world has transformed, and navigating this post-Covid, economically strained reality is a defining test of our collective character.

At APE MEDIA, we recognize that we cannot address the needs of our students and their families in isolation. Collective action is our guiding principle. Collaborating with our partners, we've defined collective action as harnessing our strengths, fostering collaboration among diverse organizations, uniting people under a shared purpose, and passionately driving change together. Our collective action will evolve as we learn from our experiences, forge stronger partnerships, fund diverse opportunities, adapt to change, and share knowledge and skills.

Our Flagship Project This Year: Network B

Funded by the lottery, our flagship project this year, Network B, has been a resounding success in supporting the media skills of Black and Brown young people in London. In partnership with WalkWithW and Maritime Radio, we've given young people the chance to create their own podcasts and gain real-life radio experiences.

We've engaged 17 young people this year and are thrilled to announce that Ape Media, thanks to GreenDAB Limited, will be awarded a DAB small-scale license. This will bring **Network B** (from 2025) to a broader audience, providing real broadcast opportunities to Black and Brown communities and giving voice to their everyday experiences.

In this ever-evolving landscape, Ape Media has been at the forefront, particularly through projects like Network B. We've empowered Black and Brown children and all underserved young people by equipping them with invaluable media skills and opportunities, thanks to our dedicated trusted adults and delivery partners.

Financial Review

The results of the Company for the year are shown in the Annual Accounts set out on pages 10 to 14.

The Company had total income of £56,935 and total expenditure was £56,812. There was a surplus / (deficit) of income over expenditure of £123.

Funds and Reserves

The Directors consider this level of general reserves as insufficient and are developing strategies for fundraising. The Directors would like to reserve £10,000 for unexpected costs or fluctuations in planned income.

Reserve Policy

The Board of Directors has examined the Companies requirement for reserves in light of the main risks to the organisation for specific purposes or otherwise committed. The Board of Directors considers that, given the nature of the Companies work, the level of reserves should be, to have sufficient working capital to cover costs i.e. staff redundancies and closure costs at any one time and allow the charity to cope and respond to unforeseen emergencies whilst specific action plans are implemented. In the short term the Board of Directors has also considered the extent to which existing activities and expenditure curtailed, should such circumstances arise.

Risk Review

The major risks (Covid-19 and reliance on historic funders) to which the charity is exposed have been reviewed and systems are being established to mitigate those risks; funding risk is being addressed through building new partnerships and diversifying sources of funding.

Members of the Board

Members of the Board, who are Directors for the purpose of company law and trustees for the purpose of charity law, who served during the year and up to the date of this report are set out on page 1.

In accordance with company law, as the company's Directors, we certify that:
so far as we are aware, there is no relevant audit information of which the company's auditors are unaware ;and
as the directors of the company, we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Audit Exemption

As the Company's turnover was less than threshold, the Directors have exercised the right to full exemption from audit of the Financial Statements.

Reference and Administrative Information

Trustees:

The trustees who served during the year ended 31 March 2024:

Mr. Richard Brooke (Chair / Director)
Sam Brown (Director/ Treasurer)
Ms. Angel Mills (Director / Trustees)
Mr Trevor Blackman (Director / Trustees)

Registered Office:

39A The Broadway
London E15 4BQ

Company No: 5020144

Charity No: 1147901

Bankers: HSBC Bank PLC
59-61 The Mall
Stratford Centre
London, E15 1XE

Independent Examiners: Glory Community Accounting Services
318 Barking Road
London
E13 8HL

Responsibilities of the Board of Directors'

Company Law requires the Board of Directors to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company as at the balance sheet and of its incoming resources and application of resources, including income and expenditure for the financial year. In preparing those financial statements, the Board of Directors are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgment and estimates that are reasonable and prudent;
- State whether applicable accounting standards and Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statement and:
- Prepare the financial statements on a going concern basis unless it is inappropriately to presume that the company will continue to operate.

The Board of Directors are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

Approved by the Board of Directors' and signed on behalf by:



Trevor Blackman (Director)

Date..10-12-24..

Independent Examiners Report to the Members of Apple Pie Enterprises Limited (APE)

I report on the attached Financial Statements for the year ended 31 March 2024, which are set on pages 8 to 13 and have been prepared on an accrual basis.

Respective responsibilities of Management Committee and Examiner:

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general directions given by the Charity Commission under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

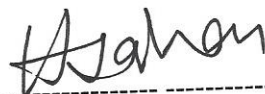
Basis of Independent Examiner's Statement:

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent Examiner's Statement:

In connection with my examination, no matter has come to my attention to indicate that:

- accounting records have not been kept in accordance with section 386 of the Companies Act 2006
- the accounts do not accord with such records
- where accounts are prepared on an accrual basis, whether they fail to comply with relevant accounting requirements under section 396 of the Companies Act 2006, or are not consistent and with the Charities SORP (FRS102)
- any matter which the examiner believes should be drawn to the attention of the reader to gain a proper understanding of the accounts.



Hasina Jahan (DFT, M Com, MAAT, MBA)
Glory Community Accounting Services
318 Barking Road
Plaistow
London
E13 8HL

Glory Community Accounting Services
318 Barking Road
Plaistow
London E13 8HL

Date: 10/12/24

Apple Pie Enterprises Limited
Statement of Financial Activities
For the year ended 31 March 2024

Income

	Notes	Restricted Funds	Unrestricted Funds	Total 2024	Total 2023
		£	£	£	£
Income from Charitable Activities	2	56,740	-	56,740	46,390
Income from other activities	3	-	195	195	200
Total Income		56,740	195	56,935	46,590

Expenditure

Expenditure on Charitable activities	4	55,166	1,646	56,812	90,567
Total Expenditure		55,166	1,646	56,812	90,567
Net Income / (Expenditure)		1,574	(1,451)	123	(43,977)
Fund brought forward		(27,309)	26,026	(1,282)	42,695
Total Funds carried forward		(25,735)	24,575	(1,159)	(1,282)

Apple Pie Enterprises Limited

Balance Sheet as at 31 March 2024

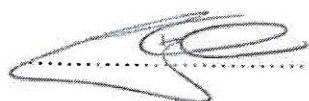
	Notes	2024 £	2023 £
Fixed Assets			
Tangible Assets	6	109	156
Current Assets			
Cash at Bank / in hand		232	62
Current Liabilities			
Creditors:			
(amount falling due within a year)	7	(1,500)	(1,500)
Net Current Assets / (Liabilities)		<u>(1,268)</u>	<u>(1,438)</u>
Net Assets		<u>(1,159)</u>	<u>(1,282)</u>
Total		<u><u>(1,159)</u></u>	<u><u>(1,282)</u></u>
<u>Funds and Reserves</u>			
Restricted Funds		(25,735)	(27,309)
Unrestricted Funds		24,576	26,027
Total		<u><u>(1,159)</u></u>	<u><u>(1,282)</u></u>

For the year ended 31 March 2024 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- the members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts;
- these accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board of Trustee's and signed on behalf by:



.....Trevor Blackman (Director / Trustees)

Date 10/12/2024

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2024

1. Accounting Policies

(a) Basis of preparation and assessment of going concern:

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102- effective 1 January 2019) - (Charities SORP - FRS 102) and the Companies Act 2006. The Charitable Company meets the definition of a public benefit entity under FRS 102.

The Financial statements have been prepared under the historical cost or transaction value unless otherwise stated in the relevant accounting policy or note. Company without further specified purpose available as general funds.

(b) Unrestricted Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose and are in furtherance of the charitable objects.

(c) Restricted Funds

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor .

(d) Income recognition

All income is recognised once the charity has entitlement to the income, there is sufficient certainty or receipt and so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

(e) Expenditure recognition

Expenditure are recognised as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated or apportioned to the applicable expenditure headings in the statement of financial activities.

(f) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

(g) Charitable activities

The expenditure on charitable activities includes grants made, governance costs and of support costs as shown in note.

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2024

(h) Pensions

Employees of the charity are entitled to join a work place pension scheme which is funded by contributions from employee and employer or alternatively they may have opted to join the group money purchase defined contribution pension scheme.

(i) Corporation Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

(j) Fixed Assets :

All assets costing more than £500 are capitalised and valued at historical cost.

Depreciation is provided at the following annual rates in order to write off each assets over its estimated useful life.

Fixtures and fittings - 25% on reducing balance

Computer - 33% on reducing balance

2. Income from Charitable Activities

	Restricted Funds £	Unrestricted Funds £	2024 Total £	2023 Total £
Edmonton Community	33,075	-	33,075	24,580
BBC Children in need	9,710	-	9,710	20,310
Big Lottery	9,955	-	9,955	-
Bulgarian Centre	4,000	-	4,000	-
Mayors office	-	-	-	1,500
Total Income	56,740	-	56,740	46,390

3. Income from other activities

	Restricted Funds £	Unrestricted Funds £	2024 Total £	2023 Total £
Donation / Other Income	-	195	195	200
Total Income	-	195	195	200

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2024

4. Expenditure on Charitable activities	Restricted	Unrestricted	2024	2023
	Funds	Funds	Total	Total
	£	£	£	£
Freelance Staff costs	13,132	-	13,132	7,039
Events / Production	16,213	-	16,213	41,470
Tutor / Master Classes / Consultant	6,440	-	6,440	12,700
Rent / Rate / Venue hire	13,320	-	13,320	22,319
Telephone / Internet / Website	2,776	-	2,776	812
Insurance	600	-	600	625
Small equipment	1,000	-	1,000	100
Support & Governance Costs (5)	-	1,513	1,513	1,513
Depreciation expenses	-	47	47	129
Mentoring expenses	100	-	100	2,800
Volunteer expenses	500	-	500	300
Heat & Light	-	-	-	600
Bank charges	-	60	60	60
Sundry expenses	-	25	25	100
Publicity	1,084	-	1,084	
Total	55,166	1,646	56,812	90,567

5. Support & Governance Costs	Restricted	Unrestricted	2024	2023
	Funds	fund	Total	Total
	£	£	£	£
Legal fee & Other	-	13	13	13
Accountancy Fee	-	1,500	1,500	1,500
Total	-	1,513	1,513	1,513

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2024

6. Tangible Fixed Assets

	Fixtures	Music &	Total	Total
	2024	2024	2024	2023
	£	£	£	£
Cost as at start of the year	16,179	11,271	27,450	27,450
Additional	-	1,000	1,000	1,000
	<u>16,179</u>	<u>12,271</u>	<u>28,450</u>	<u>28,450</u>
Depreciation				
As at 31 March 2023	16,124	12,170	28,294	28,165
Charge for the Year	14	34	47	129
As at 31 March 2024	<u>16,138</u>	<u>12,204</u>	<u>28,341</u>	<u>28,294</u>
Net Book Value as at 31 March 2024	<u>41</u>	<u>67</u>	<u>109</u>	<u>156</u>

7. Creditors (Accrual expenses)

	2024	2023
	Total	Total
	£	£
Accountancy fees	1,500	1,300
Total	<u>1,500</u>	<u>1,300</u>

APPLE PIE ENTERPRISES LTD.

England & Wales - Charity number 1147901

Accounts

Apple Pie Enterprises Limited

(A Company Limited by Guarantee)

Company No: 5020144

Charity No: 1147901

Report and Financial Statements of Activities

For the year ended 31 March 2023

Apple Pie Enterprises Limited

Company No: 5020144

Charity No: 1147901

Report and Financial Statements of Activities for the year ended 31 March 2023

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Statement of Financial Activities	8
Balance Sheet	9
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Apple Pie Enterprises (Ape Media) Trustees' Report For the year ended 31 March 2023

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, present their annual report and the financial statements for the year ended 31 March 2023.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102 – effective 1 January 2019), (Charities SORP – FRS 102) and the Companies Act 2006.

Objectives and Activities for the Public Benefit:

To enable young people from disadvantaged communities to develop their skills in media and the arts

To develop personal skills and attitudes that will help young people in any profession they choose.

To empower young people to take control of their lives and become mature, independent and responsible members of society.

To help young people develop self-esteem and the ability to make good decisions that will shape their lives.

To promote equality and diversity within the creative industries by working with local communities and developing the talent we find there.

To enable disadvantaged communities to find a voice across diverse media platform

Objectives (The activities we do)

To provide high quality information, advice, training and volunteering opportunities within the media, entertainment and creative industries.

To provide educational and personal development opportunities within media and creative industries, that inspire the participants, develop their skills and raise their aspirations.

To support and nurture new youth-led enterprises within the creative industries

To work in partnership with young people and communities to produce work relevant to the groups that will provoke, challenge and inspire.

To produce high quality, informative, programming that offers a depth of insight into social, community and cultural issues and captures of the authentic voice of diverse communities.

Programme Achievements/Highlights.

As we approach our remarkable 20th anniversary, APE MEDIA, nestled in the vibrant heart of Newham in East London, reflects proudly on our enduring commitment to empowering young people. Over two dynamic decades, we've evolved to meet the diverse needs of young people, their families, and our communities. Our unwavering focus has been to provide enriching opportunities within and beyond school settings for the youth we serve.

Our mission steadfastly addresses the core challenges of poverty, injustice, and disadvantage within our community. These issues lie at the heart of our work.

In response to the unprecedented challenges posed by Covid-19, APE MEDIA, like many charitable organizations, adapted its strategies. We recognized the intensified social and economic obstacles facing children, young people, and their families. The pandemic, coupled with the daily pressures of rising living costs and constrained local budgets, has taken a profound toll.

Recent research from Young Minds, published on September 26, underscores the direct impact of declining mental health on a child's ability to learn. APE MEDIA acknowledges the vital role of arts in nurturing happiness, which, in turn, unlocks young people's potential.

Operating within the London Borough of Newham and across London, we acknowledge the unique challenges faced by our communities, particularly among the underserved, disadvantaged, and Black and Minority Ethnic (BAME) populations. Our world has transformed, and navigating this post-Covid, economically strained reality is a defining test of our collective character.

At APE MEDIA, we recognize that we cannot address the needs of our students and their families in isolation. Collective action is our guiding principle. Collaborating with our partners, we've defined collective action as harnessing our strengths, fostering collaboration among diverse organizations, uniting people under a shared purpose, and passionately driving change together. Our collective action will evolve as we learn from our experiences, forge stronger partnerships, fund diverse opportunities, adapt to change, and share knowledge and skills.

In this ever-evolving landscape, APE MEDIA has been at the forefront, particularly through projects like #ApeMediaClub. We've empowered Black and Brown children and young people, equipping them with invaluable media skills and opportunities, thanks to our dedicated delivery partners. Together, we nurture talent, foster creativity, and shape a brighter future for the diverse communities of East London.

We have worked with 117 C&YP this year.

Flagship Project:

#ApeMediaClub

BBC Children in Need

Target age/group: 14-16 years

Project Manager: Jamal Walker

Curriculum area: Creative industries / Media

April 2022 to March 2023

Developed and produced by London media and youth arts charity APE Media in partnership with WalkWithW to create media with young people from East London, share their personal stories and make an impact on their communities airing on our YouTube Channel and Maritime Radio. This year #Ape's Media Club has provided 47 young people with the visual, audio production and digital journalism training to produce social justice-focused and creative content based on their issues/interests.

Check here: <https://www.youtube.com/watch?v=lzpy9ZamdB4>

We engaged 38 young people.

Summary

It was a hard year for Ape Media and our partners. We have had to make some difficult decisions, our income has falling but we aim to continue to deliver for the community of Newham and beyond, as best we can.

Funds and Reserves

The Directors consider this level of general reserves as insufficient and are developing strategies for fundraising. The Directors would like to reserve £10,000 for unexpected costs or fluctuations in planned income.

Reserve Policy

The Board of Directors has examined the Companies requirement for reserves in light of the main risks to the organization for specific purposes or otherwise committed. The Board of Directors considers that, given the nature of the Companies work, the level of reserves should be, to have sufficient working capital to cover costs i.e. staff redundancies and closure costs at any one time and allow the charity to cope and respond to unforeseen emergencies whilst specific action plans are implemented. In the short term the Board of Directors has also considered the extent to which existing activities and expenditure curtailed, should such circumstances arise.

Risk Review

The major risks (increased risk of future pandemics and reliance on historic funders) to which the charity is exposed have been reviewed and systems are being established to mitigate those risks; funding risk is being addressed through building new partnerships and diversifying sources of funding.

Structure, governance and Management

Governing Document

The organization is registered as a charitable company limited by guarantee governed by its Memorandum and Articles of Association and acts entirely as a non-profit making organization. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Organizational Structure

“DEVELOPING TALENT REVITALISING THE CREATIVE INDUSTRY”

Ape Media is a creative industries training charity based in East London. Governed by a board of 4 Directors and operated by a small management team. Our aim is to drive social change through enterprise and innovation. Our Mission is to provide community & professional members who wish to improve their skills & knowledge with quality advice, information, training and production opportunities.

OUR MISSION IS TO

To enable social change by providing a point of entry to the media and creative industries for individuals from disadvantaged communities.

The company receives income through education training, project development and event production management.

This year alone the company has supported over 3 projects, including, Enfield Health Campaign, Children in Need and Ape's Creative Drop-in

Recruitment and Appointment of Board of Directors':

In accordance with the governing document, elections for the Directors take place every year at the Annual General Meeting, if eligible outgoing Directors may offer themselves for re-election. Appointment is on the basis of nominations received from board of Directors concerning eligibility, personal competence, specialist skills and local availability.

Directors' Induction and Training

Directors are inducted through training days and through informal and formal meetings with established or outgoing Directors'. Each is provided with a management report and other relevant materials to familiarize themselves with the charity's operations.

Performance

Personnel and Staffing Changes

Special thanks and recognition go to the company's professional and administrative staff that provided us with excellent support in all our business activity areas.

This year by offering a blended approach to our delivery we experienced a rise in our grant income.

Financial Review

The results of the Company for the year are shown in the Annual Accounts set out on pages 10 to 14. The Company had total income of £46,590 and total expenditure was £90,567. There was a surplus / (deficit) of income over expenditure of (1,282).

Members of the Board

Members of the Board, who are Directors for the purpose of company law and trustees for the purpose of charity law, who served during the year and up to the date of this report are set out on page 1.

In accordance with company law, as the company's Directors, we certify that:
so far as we are aware, there is no relevant audit information of which the company's auditors are unaware;
and
as the directors of the company, we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Reference and Administrative Information

Trustees:

The trustees who served during the year ended 31 March 2023:

Mr. Richard Brooke (Chair / Director)
Sam Brown (Director/ Treasurer)
Ms. Angel Mills (Director / Trustees)
Mr Trevor Blackman (Director / Trustees)

Registered Office:

39A The Broadway
London E15 4BQ

Company No:

5020144

Charity No:

1147901

Bankers:

HSBC Bank PLC
59-61 The Mall
Stratford Centre
London, E15 1XE

Independent Examiners:

Glory Community Accounting Services
318 Barking Road
London
E13 8HL

Responsibilities of the Board of Directors:

Company Law requires the Board of Directors to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company as at the balance sheet and of its incoming resources and application of resources, including income and expenditure for the financial year. In preparing those financial statements, the Board of Directors are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgment and estimates that are reasonable and prudent;
- State whether applicable accounting standards and Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statement and;
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue to operate.

The Board of Directors are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

This Report has been prepared in accordance under section 477 of the Companies Act 2006 relating to small companies.

Approved by the Board of Directors' and signed on behalf by:



Trevor Blackman (Director)

Date 04/12/23.....

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2023

<u>6. Tangible Fixed Assets</u>	Fixtures and Fittings	Computer Equipmen t	Total	Total
	2023	2023	2023	2022
	£	£	£	£
Cost as at start of the year	16,179	11,271	27,450	27,450
Additional	-	1,000	1,000	1,000
	<u>16,179</u>	<u>12,271</u>	<u>28,450</u>	<u>28,450</u>
Depreciation				
As at 31 March 2022	16,096	12,069	28,165	28,036
Charge for the Year	28	101	129	129
As at 31 March 2023	<u>16,124</u>	<u>12,170</u>	<u>28,294</u>	<u>28,165</u>
Net Book Value as at 31 March 2023	<u>55</u>	<u>101</u>	<u>156</u>	<u>285</u>

7. Creditors (Accrual expenses)

	2023	2022
	Total	Total
	£	£
Accountancy fees	<u>1,500</u>	<u>1,300</u>
Total	<u>1,500</u>	<u>1,300</u>

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2023

4. Expenditure on Charitable activities	Restricted	Unrestricted	2023	2022
	Funds	Funds	Total	Total
	£	£	£	£
Freelance Staff costs	7,039	-	7,039	25,884
Events / Production	41,470	-	41,470	22,910
Tutor / Master Classes / Consultant	12,700	-	12,700	8,092
Rent / Rate / Venue hire	22,319	-	22,319	12,300
Telephone / Internet / Website	811	-	811	300
Insurance	625	-	625	650
Small equipment	100	-	100	1,908
Support & Governance Costs (5)	-	1,513	1,513	3,588
Depreciation expenses	-	129	129	129
Mentoring expenses	2,800	-	2,800	1,500
Volunteer expenses	300	-	300	100
Heat & Light	600	-	600	1,412
Bank charges	-	60	60	15
Sundry expenses	-	100	100	400
Training	-	-	-	467
Interest on Loan	-	-	-	399
Travel expenses	-	-	-	635
Publicity	-	-	-	100
Refreshments	-	-	-	-
Donation	-	-	-	-
Subscription	-	-	-	-
Total	88,765	1,802	90,567	80,789

5. Support & Governance Costs	Restricted	Unrestricted	2023	2022
	Funds	fund	Total	Total
	£	£	£	£
Legal fee & Other	-	13	13	2,088
Accountancy Fee	-	1,500	1,500	1,500
Total	-	1,513	1,513	3,588

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2023

(h) Pensions

Employees of the charity are entitled to join a work place pension scheme which is funded by contributions from employee and employer or alternatively they may have opted to join the group money purchase defined contribution pension scheme.

(i) Corporation Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

(j) Fixed Assets :

All assets costing more than £500 are capitalised and valued at historical cost.

Depreciation is provided at the following annual rates in order to write off each assets over its estimated useful life.

Fixtures and fittings - 25% on reducing balance

Computer - 33% on reducing balance

2. Income from Charitable Activities	Restricted	Unrestricted	2023	2022
	Funds	Funds	Total	Total
	£	£	£	£
Edmonton Community	24,580	-	24,580	5,874
BBC Children in need	20,310	-	20,310	-
Mayors office	-	1,500	1,500	-
Ground Work UK	-	-	-	1,256
Lotus Car ltd	-	-	-	4,000
Big Lottery	-	-	-	48,200
UK Youth	-	-	-	21,309
Total Income	44,890	1,500	46,390	80,639

3. Income from other activities	Restricted	Unrestricted	2023	2022
	Funds	Funds	Total	Total
	£	£	£	£
Donation / Other Income	-	200	200	1,600
Virgin Money Giving	-	-	-	283
Total Income	-	200	200	1,883

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2023

1. Accounting Policies

(a) Basis of preparation and assessment of going concern:

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102- effective 1 January 2019) - (Charities SORP - FRS 102) and the Companies Act 2006. The Charitable Company meets the definition of a public benefit entity under FRS 102.

The Financial statements have been prepared under the historical cost or transaction value unless otherwise stated in the relevant accounting policy or note. Company without further specified purpose available as general funds.

(b) Unrestricted Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose and are in furtherance of the charitable objects.

(c) Restricted Funds

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor .

(d) Income recognition

All income is recognised once the charity has entitlement to the income, there is sufficient certainty or receipt and so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

(e) Expenditure recognition

Expenditure are recognised as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated or apportioned to the applicable expenditure headings in the statement of financial activities.

(f) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

(g) Charitable activities

The expenditure on charitable activities includes grants made, governance costs and of support costs as shown in note.

Apple Pie Enterprises Limited

Balance Sheet as at 31 March 2023


	Notes	2023 £	2022 £
Fixed Assets			
Tangible Assets	6	156	285
Current Assets			
Cash at Bank / in hand		62	43,909
Current Liabilities			
Creditors: (amount falling due within a year)	7	(1,500)	(1,500)
Net Current Assets / (Liabilities)		<u>(1,439)</u>	<u>42,409</u>
Net Assets		<u>(1,282)</u>	<u>42,694</u>
Total		<u><u>(1,282)</u></u>	<u><u>42,694</u></u>
<u>Funds and Reserves</u>			
Restricted Funds		(27,309)	16,566
Unrestricted Funds		<u>26,027</u>	<u>26,128</u>
Total		<u><u>(1,282)</u></u>	<u><u>42,694</u></u>

For the year ended 31 March 2023 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- the members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts;
- these accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board of Trustee's and signed on behalf by:

.....Trevor Blackman (Director / Trustees)

Date 04/2/2023

Apple Pie Enterprises Limited

Statement of Financial Activities

For the year ended 31 March 2023

Income

	Notes	Restricted Funds	Unrestricted Funds	Total 2023	Total 2022
		£	£	£	£
Income from Charitable Activities	2	44,890	1,500	46,390	80,639
Income from other activities	3	-	200	200	1,883
Total Income		44,890	1,700	46,590	82,522

Expenditure

Expenditure on Charitable activities	4	88,765	1,802	90,567	80,789
Total Expenditure		88,765	1,802	90,567	80,789
Net Income / (Expenditure)		(43,875)	(102)	(43,977)	1,733
Fund brought forward		16,566	26,128	42,695	40,962
Total Funds carried forward		(27,309)	26,026	(1,282)	42,695

Independent Examiners Report to the Members of Apple Pie Enterprises Limited (APE)

I report on the attached Financial Statements for the year ended 31 March 2023, which are set on pages 8 to 13 and have been prepared on an accrual basis.

Respective responsibilities of Management Committee and Examiner:

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general directions given by the Charity Commission under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.


Basis of Independent Examiner's Statement:

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent Examiner's Statement:

In connection with my examination, no matter has come to my attention to indicate that:

- accounting records have not been kept in accordance with section 386 of the Companies Act 2006
- the accounts do not accord with such records
- where accounts are prepared on an accrual basis, whether they fail to comply with relevant accounting requirements under section 396 of the Companies Act 2006, or are not consistent and with the Charities SORP (FRS102)
- any matter which the examiner believes should be drawn to the attention of the reader to gain a proper understanding of the accounts.



Hasina Jahan (DFT, M Com, MAAT, MBA)
Glory Community Accounting Services
318 Barking Road
Plaistow
London
E13 8HL

Glory Community Accounting Services
318 Barking Road
Plaistow
London E13 8HL

Date: 04/12/23

APPLE PIE ENTERPRISES LTD.

England & Wales - Charity number 1147901

Accounts

Apple Pie Enterprises Limited

(A Company Limited by Guarantee)

Company No: 5020144

Charity No: 1147901

Report and Financial Statements of Activities

For the year ended 31 March 2022

Apple Pie Enterprises Limited

Company No: 5020144

Charity No: 1147901

Report and Financial Statements of Activities for the year ended 31 March 2022

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Apple Pie Enterprises (TA: Ape Media) Trustees' Report For the year ended 31 March 2022

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, present their annual report and the financial statements for the year ended 31 March 2022.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102 – effective 1 January 2015), (Charities SORP – FRS 102) and the Companies Act 2006.

Objectives and Activities for the Public Benefit:

To enable young people from disadvantaged communities to develop their skills in media and the arts

To develop personal skills and attitudes that will help young people in any profession they choose.

To empower young people to take control of their lives and become mature, independent and responsible members of society.

To help young people develop self-esteem and the ability to make good decisions that will shape their lives.

To promote equality and diversity within the creative industries by working with local communities and developing the talent we find there.

To enable disadvantaged communities to find a voice across diverse media platform

Objectives (The activities we do)

To provide high quality information, advice, training and volunteering opportunities within the media, entertainment and creative industries.

To provide educational and personal development opportunities within media and creative industries, that inspire the participants, develop their skills and raise their aspirations.

To support and nurture new youth-led enterprises within the creative industries

To work in partnership with young people and communities to produce work relevant to the groups that will provoke, challenge and inspire.

To produce high quality, informative, programming that offers a depth of insight into social, community and cultural issues and captures of the authentic voice of diverse communities.

Program Achievements/Highlights (accredited/non accredited)

The cost-of-living crises has impacted all our staff, beneficiaries and our delivery. Trustee's agreed as part of our charity fiscal approach, to initially offer a small 2% hourly rise for our contractors and some immediate support to help address the essential needs of young people keeping our services free at the point of entry and providing some digital data to support some young people living in digital poverty.

We have made great progress in diversifying our income streams through pan-London commissions and our success in this area is directly attributed to the youth we work with.

We are fairly optimistic about the future of our organization because we feel that we have made serious changes to ensure that if the pandemic were to continue, we could continue to operate in some capacity to support the youth we work with. Their strength is our strength.

We work with disadvantaged BAME and LGBTQ+ youth, between the ages of 14 and 25, in Newham by providing them creative opportunities (music, media and arts) through personal development and career progression into the creative industries. Our community has a poverty rate of 37% and is ranked among the top 25 most deprived boroughs nationally and. Through our training, support and activities, we help to provide a safe space where beneficiaries can voice their opinions and frustrations through creative mediums and give them an opportunity to use their new skills into a future career. All our projects are youth-led and co-designed, and positive role models - with lived experience of the issues disadvantaged young people face - make up our delivery team.

We give our youth participants:

- A better understanding of themselves and direction of their future
- An improved sense of determination and resilience
- Positive relationships to turn away from negative behaviour
- Alternatives and positive activities that prevent them from participating in gang activity, youth violence, or other criminal activities
- Counselling and relief from mental health and anxiety
- An expanded set of skills

We aim to inspire and improve their outlook on life while giving them the skills and confidence to do this. Our work this year proves this:

#ApeMediaClub

BBC Children in Need

Target age/group: 14-16 years

Project Manager: Jamal Walker

Curriculum area: Creative industries / Media

April 2021 to March 2022

Developed and produced by London media and youth arts charity APE Media in partnership with WalkWithW to create media with young people from East London, share their personal stories and make an impact on their communities airing on our YouTube Channel and Maritime Radio. This year #Ape's

Media Club has provided 47 young people with the visual, audio production and digital journalism training to produce social justice-focused and creative content based on their issues/interests.

Check here: <https://www.youtube.com/watch?v=lzpy9ZamdB4>

We engaged 47 young people.

Enfield Vaccine Health Projections

Target age/group: Mixed

Project Manager: Melissa Caprini

Curriculum area: Creative industries / Promotion

November 2021 to March 2022

With the rapid spread of Omicron, Enfield Council looked at innovative ways to urge residents to get vaccinated to keep them, their loved ones and Enfield safe. Edmonton Community Partnership commissioned Ape Media to support the council message by producing creative bilingual messaging that could be projected on building /walls in key locations throughout Enfield; targeting those communities that where more hesitate to the vaccine.

E.g. <https://www.youtube.com/watch?v=Gsx2BslC84>

Summary

It was a hard year for Ape Media and our partners. We have had to make some difficult decisions, our income has falling but we aim to continue to deliver for the community of Newham and beyond, as best we can.

Funds and Reserves

The Directors consider this level of general reserves as insufficient and are developing strategies for fundraising. The Directors would like to reserve £10,000 for unexpected costs or fluctuations in planned income.

Reserve Policy

The Board of Directors has examined the Companies requirement for reserves in light of the main risks to the organisation for specific purposes or otherwise committed. The Board of Directors considers that, given the nature of the Companies work, the level of reserves should be, to have sufficient working capital to cover costs i.e. staff redundancies and closure costs at any one time and allow the charity to cope and respond to unforeseen emergencies whilst specific action plans are implemented. In the short term the Board of Directors has also considered the extent to which existing activities and expenditure curtailed, should such circumstances arise.

Risk Review

The major risks (increased risk of future pandemics and reliance on historic funders) to which the charity is exposed have been reviewed and systems are being established to mitigate those risks; funding risk is being addressed through building new partnerships and diversifying sources of funding.

Structure, governance and Management

Governing Document

The organisation is registered as a charitable company limited by guarantee governed by its Memorandum and Articles of Association and acts entirely as a non-profit making organisation. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Organizational Structure:

“DEVELOPING TALENT REVITALISING THE CREATIVE INDUSTRY”

Ape Media is a creative industries training charity based in East London. Governed by a board of 4 Directors and operated by a small management team. Our aim is to drive social change through enterprise and innovation. Our Mission is to provide community & professional members who wish to improve their skills & knowledge with quality advice, information, training and production opportunities.

OUR MISSION IS TO

To enable social change by providing a point of entry to the media and creative industries for individuals from disadvantaged communities.

The company receives income through education training, project development and event production management.

This year alone the company has supported over 2 projects, with funding support from funders like BBC Children in Need.

Recruitment and Appointment of Board of Directors’:

In accordance with the governing document, elections for the Directors take place every year at the Annual General Meeting, if eligible outgoing Directors may offer themselves for re-election. Appointment is on the basis of nominations received from board of Directors concerning eligibility, personal competence, specialist skills and local availability.

Directors’ Induction and Training:

Directors’ are inducted through training days and through informal and formal meetings with established or outgoing Directors’. Each is provided with an induction pack and other relevant materials to familiarize themselves with the charity’s operations.

Performance:

Personnel and Staffing Changes

Special thanks and recognition go to the company’s professional and administrative staff who provided us with excellent support in all our business activity areas.

This year we can report we had a drop in our income due to reduced contracts. We also have also continued to reduce our monthly payments to our creditors.

Financial Review:

The results of the Company for the year are shown in the Annual Accounts set out on pages 8 to 13.

The Company had total income of £82,522 and total expenditure was £80,789. There was a surplus / (deficit) of income over expenditure of £42,694.

Members of the Board:

Members of the Board, who are Directors for the purpose of the company law and trustees for the purpose of charity law, who served during the year and up to the date of this report.

In accordance with company law, as the company's Directors, we certify that: so far as we are aware, there is no relevant audit information of which the company's auditors are unaware and as the directors of the company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Reference and Administrative Information

Trustees:

The trustees who served during the year ended 31 March 2022:

Mr. Richard Brooke (Chair / Director)
Sam Brown (Director/ Treasurer)
Ms. Angel Mills (Director / Trustees)
Mr Trevor Blackman (Director / Trustees)

Registered Office:

39A The Broadway
London E15 4BQ

Company No:

5020144

Charity No:

1147901

Bankers:

HSBC Bank PLC
59-61 The Mall
Stratford Centre
London
E15 1XF

Independent Examiners:

Glory Community Accounting Services
318 Barking Road
London
E13 8HL

Responsibilities of the Board of Directors:


Company Law requires the Board of Directors' to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company as at the balance sheet and of its incoming resources and application of resources, including income and expenditure for the financial year. In preparing those financial statements, the Board of Directors' are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgment and estimates that are reasonable and prudent;
- State whether applicable accounting standards and Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statement and;
- Prepare the financial statements on a going concern basis unless it is inappropriately to presume that the company will continue to operate.

The Board of Directors' are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

This Report has been prepared in accordance under section 477 of the Companies Act 2006 relating to small companies

Approved by the Board of Directors' and signed on behalf by:


.....
Trevor Blackman (Director)

Date 29/12/22

Independent Examiners Report to the Members of Apple Pie Enterprises Limited (APE)

I report on the attached Financial Statements for the year ended 31 March 2022, which are set on pages 8 to 13 and have been prepared on an accrual basis.

Respective responsibilities of Management Committee and Examiner:

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general directions given by the Charity Commission under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

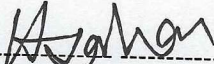
Basis of Independent Examiner's Statement:

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent Examiner's Statement:

In connection with my examination, no matter has come to my attention to indicate that:

- accounting records have not been kept in accordance with section 386 of the Companies Act 2006
- the accounts do not accord with such records
- where accounts are prepared on a accrual basis, whether they fail to comply with relevant accounting requirements under section 396 of the Companies Act 2006, or are not consistent and with the Charities SORP (FRS102)
- any matter which the examiner believes should be drawn to the attention of the reader to gain a proper understanding of the accounts.



Hasina Jahan (DFT, M Com, MAAT, MBA)
Glory Community Accounting Services
318 Barking Road
Plaistow
London
E13 8HL

Glory Community Accounting Services
318 Barking Road
Plaistow
London E13 8HL

Date: 29/12/22

Apple Pie Enterprises Limited

Statement of Financial Activities

For the year ended 31 March 2022

<u>Income</u>	Notes	Restricted Funds	Unrestricted Funds	Total 2022	Total 2021
		£	£	£	£
Income from Charitable Activities	2	76,639	4,000	80,639	116,294
Income from other activities	3	-	1,883	1,883	56
Total Income		76,639	5,883	82,522	116,350
<u>Expenditure</u>					
Expenditure on Charitable activities	4	76,259	4,531	80,789	75,035
Total Expenditure		76,259	4,531	80,789	75,035
Net Income / (Expenditure)		380	1,352	1,732	41,315
Fund brought forward		16,186	24,776	40,962	(353)
Total Funds carried forward		16,566	26,128	42,694	40,962

Apple Pie Enterprises Limited

Balance Sheet as at 31 March 2022

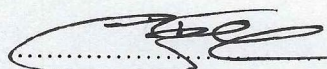
	Notes	2022	2021
		£	£
Fixed Assets			
Tangible Assets	6	285	414
Current Assets			
Cash at Bank / in hand		43,909	41,349
Current Liabilities			
Creditors:			
(amount falling due within a year)	7	(1,500)	-
(amount falling due more than a year)	7.1	-	(801)
		-	
Net Current Assets / (Liabilities)		42,409	40,548
Net Assets		42,694	40,962
Total		42,694	40,962
 <u>Funds and Reserves</u>			
Restricted Funds		16,566	16,186
Unrestricted Funds		26,128	24,776
Total		42,694	40,962

For the year ended 31 March 2022 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- the members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts;
- these accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board of Trustee's and signed on behalf by:

 Trevor Blackman (Director / Trustees)

Date 29/12/22

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2022

1. Accounting Policies

(a) Basis of preparation and assessment of going concern:

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102- effective 1 January 2015) - (Charities SORP - FRS 102) and the Companies Act 2006. The Charitable Company meets the definition of a public benefit entity under FRS 102.

The Financial statements have been prepared under the historical cost or transaction value unless otherwise stated in the relevant accounting policy or note. Company without further specified purpose available as general funds.

(b) Unrestricted Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose and are in furtherance of the charitable objects.

(c) Restricted Funds

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor .

(d) Income recognition

All income is recognised once the charity has entitlement to the income, there is sufficient certainty or receipt and so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

(e) Expenditure recognition

Expenditure are recognised as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated or apportioned to the applicable expenditure headings in the statement of financial activities.

(f) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

(g) Charitable activities

The expenditure on charitable activities includes grants made, governance costs and of support costs as shown in note.

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2022

(h) Pensions

Employees of the charity are entitled to join a work place pension scheme which is funded by contributions from employee and employer or alternatively they may have opted to join the group money purchase defined contribution pension scheme.

(i) Corporation Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

(j) Fixed Assets :

All assets costing more than £500 are capitalised and valued at historical cost. Depreciation is provided at the following annual rates in order to write off each assets over its estimated useful life.

Fixtures and fittings - 25% on reducing balance

Computer - 33% on reducing balance

2. Income from Charitable Activities	Restricted	Unrestricted	2022	2021
	Funds	Funds	Total	Total
	£	£	£	£
Ground Work UK	1,256	-	1,256	25,197
Edmonton Community	5,874	-	5,874	5,224
Lotus Car Ltd	-	4,000	4,000	-
Big Lottery	48,200	-	48,200	-
UK Youth	21,309	-	21,309	-
The FSE IRF	-	-	-	33,900
Youth Generation	-	-	-	14,000
Community Land	-	-	-	37,448
Rotary club	-	-	-	525
Total Income	76,639	4,000	80,639	116,294

3. Income from other activities

3. Income from other activities	Restricted	Unrestricted	2022	2021
	Funds	Funds	Total	Total
	£	£	£	£
Donation / Other Income	-	1,600	1,600	56
Virgin Money Giving	-	283	283	-
Total Income	-	1,883	1,883	56

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2022

4. Expenditure on Charitable activities	Restricted	Unrestricted	2022	2021
	Funds	Funds	Total	Total
	£	£	£	£
Freelance Staff costs	25,884	-	25,884	23,865
Events / Production	22,910	-	22,910	26,132
Tutor / Master Classes / Consultant	8,092	-	8,092	12,564
Rent / Rate / Venue hire	12,300	-	12,300	3,200
Telephone / Internet / Website	300	-	300	1,147
Insurance	650	-	650	613
Small equipment	1,908	-	1,908	1,500
Support & Governance Costs (5)	-	3,588	3,588	2,313
Depreciation expenses	-	129	129	188
Training	469	-	469	500
Volunteer expenses	100	-	100	-
Interest on Loan	-	399	399	-
Travel expenses	635	-	635	-
Publicity	100	-	100	-
Heat & Light	1,412	-	1,412	-
Sundry expenses	-	400	400	497
Bank charges	-	15	15	49
Refreshments	-	-	-	200
Donation	-	-	-	20
Subscription	-	-	-	1,677
Mentoring expenses	1,500	-	1,500	570
Total	76,259	4,531	80,789	75,035

5. Support & Governance Costs	Restricted	Unrestricted	2022	2021
	Funds	fund	Total	Total
	£	£	£	£
Legal fee & Other	-	2,088	2,088	13
Accountancy Fee	-	1,500	1,500	2,300
Total	-	3,588	3,588	2,313

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2022

<u>6. Tangible Fixed Assets</u>	Fixtures and Fittings	Music & Computer Equipment	Total	Total
	2022	2022	2022	2021
	£	£	£	£
Cost as at start of the year	16,179	11,271	27,450	27,450
Additional	-	1,000	1,000	1,000
	<u>16,179</u>	<u>12,271</u>	<u>28,450</u>	<u>28,450</u>
Depreciation				
As at 31 March 2021	16,068	11,968	28,036	27,848
Charge for the Year	28	101	129	188
As at 31 March 2022	<u>16,096</u>	<u>12,069</u>	<u>28,165</u>	<u>28,036</u>
Net Book Value as at 31 March 2022	<u>83</u>	<u>202</u>	<u>285</u>	<u>414</u>

<u>7. Creditors (Accrual expenses)</u>	2022	2021
	Total	Total
	£	£
Accountancy fees	1,500	1,300
Total	<u>1,500</u>	<u>1,300</u>

7.1 Long term Loan	2022	2021
	Total	Total
	£	£
	-	
Additional Loan - 31.03.2017	20,000	20,000
Total Loan	<u>20,000</u>	<u>20,000</u>
Loan repaid:		
Loan repaid on 31.03.17	2,700	2,700
Loan repaid on 31.03.18	4,000	4,000
Loan repaid on 31.03.19	10,599	10,599
Loan repaid on 31.03.20	1,100	1,100
Loan repaid on 31.03.21	800	800
Loan repaid on 25.07.21	801	-
Total Loan repaid	<u>20,000</u>	<u>19,199</u>
Total Loan as at 31.03.2022	<u>-</u>	<u>801</u>

APPLE PIE ENTERPRISES LTD.

England & Wales - Charity number 1147901

Accounts

Apple Pie Enterprises Limited

(A Company Limited by Guarantee)

Company No: 5020144

Charity No: 1147901

Report and Financial Statements of Activities

For the year ended 31 March 2021

Apple Pie Enterprises Limited

Company No: 5020144

Charity No: 1147901

Report and Financial Statements of Activities for the year ended 31 March 2021

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Apple Pie Enterprises (Ape Media)
Trustees' Report For the year ended 31 March 2021

The Trustees, who are also Directors of the charity for the purposes of the Companies Act, present their annual report and the financial statements for the year ended 31 March 2021.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102 – effective 1 January 2015), (Charities SORP – FRS 102) and the Companies Act 2006.

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To support and nurture new youth-led enterprises within the creative industries

To work in partnership with young people and communities to produce work relevant to the groups that will provoke, challenge and inspire.

To produce high quality, informative, programming that offers a depth of insight into social, community and cultural issues and captures of the authentic voice of diverse communities.

Program Achievements/Highlights (accredited/non accredited)

COVID-19 has impacted all of our beneficiaries and our delivery. However, we have made great progress in diversifying our income streams through more grants and our success in this area is directly attributed to the youth we work with. Although their mental health has suffered, we have also modified how we work through the lockdowns to encourage the youth.

We are fairly optimistic about the future of our organisation because we feel that we have made serious changes to ensure that if the pandemic were to continue we could continue to operate in some capacity to support the youth we work with. Their strength is our strength.

We work with disadvantaged BAME and LGBTQ+ youth, between the ages of 14 and 25, in Newham by providing them creative opportunities (music, media and arts) through personal development and career progression into the creative industries. Our community has a poverty rate of 37% and is ranked among the top 25 most deprived boroughs nationally and. Through our training, support and activities, we help to provide a safe-space where beneficiaries can voice their opinions and frustrations through creative mediums and give them an opportunity to use their new skills into a future career. All of our projects are youth-led and co-designed, and positive role models - with lived experience of the issues disadvantaged young people face - make up our delivery team.

We give our youth participants:

- **A better understanding of themselves and direction of their future**
- **An improved sense of determination and resilience**
- **Positive relationships to turn away from negative behaviour**
- **Alternatives and positive activities that prevent them from participating in gang activity, youth violence, or other criminal activities**
- **Counselling and relief from mental health and anxiety**
- **An expanded set of skills**

We aim to inspire and improve their outlook on life while giving them the skills and confidence to do this. Our work this year proves this:

***Wha'Gwan* Film Festival**

Target age/group: 14-21 years

Project Manager: Melissa Caprini

Curriculum area: Creative industries / Music

Oct 2020 to March 2021

Developed and produced by London media and youth arts charity APE Media, *Wha'Gwan* is a Film Festival, created by and for young black Londoners. The festival was a platform for the stories of young London to be seen and heard. Whether the stories are happy or sad, celebrating or questioning, the content explores today's Black British experience. Some films are self-made original content, produced by one person; some are created by a team of collaborators. Whatever young people want to say, or whatever question they want to ask, they can do it through film.

The *Wha'Gwan* Film Festival speaks its truth and reflects the society we live in today. NB: A youth mentor supporting our young people's health and wellbeing supported this project.

<https://whagwanfilmfestival.com/about/>

We engaged 34 young people.

#Visible LGBTQ+/BAME

Target age/group: 16-21years

Project Manager: Melissa Caprini

Curriculum area: Creative industries / Music

Nov 2020 to March 2021

#Visible was a Ape Media's social justice media-arts leadership program for LGBTQ+ young people aged 16-21 years in London. #Visible builds community and encourages participants to take ownership of defining their issues and solutions; it also provided thought-provoking media shorts expressing their unique stories and perspectives. The resulting material produced was used to facilitate discussions, and enter into public debates about issues impacting the lives of LGBTQ+ young people, particularly black and low-income youth. NB: A youth mentor supporting our young people's health and wellbeing supported this project.

<https://visiblefilmfestival.com/project/originals/>

We engaged 23 young people.

Edmonton School Media Project (Schools)

Target age/group: 14-19 years

Project Manager: Melissa Caprini

Curriculum area: Creative industries / Film

Dec 2020 to March 2021

Ape Media provided intensive film workshops to vulnerable young people aged 14-15 years from two schools in Enfield. Young people had access to professional film staff that helped them create shorts that gave voice to their experiences of living at a time of a global pandemic.

We engaged 14 young people.

Summary

It was a hard year for Ape Media and our partners. We have had to make some difficult decisions but we aim to continue to deliver for the community of Newham and beyond.

Funds and Reserves

The Directors consider this level of general reserves as insufficient and are developing strategies for fundraising. The Directors would like to reserve £10,000 for unexpected costs or fluctuations in planned income.

Reserve Policy

The Board of Directors has examined the Companies requirement for reserves in light of the main risks to the organisation for specific purposes or otherwise committed. The Board of Directors considers that, given the nature of the Companies work, the level of reserves should be, to have sufficient working capital to cover costs i.e. staff redundancies and closure costs at any one time and allow the charity to cope and

respond to unforeseen emergencies whilst specific action plans are implemented. In the short term the Board of Directors has also considered the extent to which existing activities and expenditure curtailed, should such circumstances arise.

Risk Review

The major risks (Covid-19 and reliance on historic funders) to which the charity is exposed have been reviewed and systems are being established to mitigate those risks; funding risk is being addressed through building new partnerships and diversifying sources of funding.

Structure, governance and Management

Governing Document

The organisation is registered as a charitable company limited by guarantee governed by its Memorandum and Articles of Association and acts entirely as a non-profit making organisation. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Organizational Structure:

“DEVELOPING TALENT REVITALISING THE CREATIVE INDUSTRY”

Ape Media is a creative industries training charity based in East London. Governed by a board of 4 Directors and operated by a small management team. Our aim is to drive social change through enterprise and innovation. Our Mission is to provide community & professional members who wish to improve their skills & knowledge with quality advice, information, training and production opportunities.

OUR MISSION IS TO

To enable social change by providing a point of entry to the media and creative industries for individuals from disadvantaged communities.

The company receives income through education training, project development and event production management.

This year alone the company has supported over 3 projects, with funding support from Mayor for London to Inclusive Recovery Fund.

Recruitment and Appointment of Board of Directors’:

In accordance with the governing document, elections for the Directors take place every year at the Annual General Meeting, if eligible outgoing Directors may offer themselves for re-election. Appointment is on the basis of nominations received from board of Directors concerning eligibility, personal competence, specialist skills and local availability.

Directors’ Induction and Training:

Directors’ are inducted through training days and through informal and formal meetings with established or outgoing Directors’. Each is provided with an induction pack and other relevant materials to familiarize themselves with the charity’s operations.

Performance:

Personnel and Staffing Changes

Special thanks and recognition go to the company's professional and administrative staff who provided us with excellent support in all our business activity areas.

This year we can report we had a drop in our income due to reduced contracts. We also have also continued to reduce our monthly payments to our creditors.

Financial Review:

The results of the Company for the year are shown in the Annual Accounts set out on pages 8 to 13.

The Company had total income of £116,350 and total expenditure was £75,035. There was a surplus / (deficit) of income over expenditure of £41,315.

Members of the Board:

Members of the Board, who are Directors for the purpose of the company law and trustees for the purpose of charity law, who served during the year and up to the date of this report.

In accordance with company law, as the company's Directors, we certify that: so far as we are aware, there is no relevant audit information of which the company's auditors are unaware and as the directors of the company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Reference and Administrative Information

Trustees:

The trustees who served during the year ended 31 March 2021:

Mr. Richard Brooke (Chair / Director)
Sam Brown (Director/ Treasurer)
Ms. Angel Mills (Director / Trustees)
Mr Trevor Blackman (Director / Trustees)

Registered Office:

39A The Broadway
London E15 4BQ

Company No:

5020144

Charity No: 1147901

Bankers: HSBC Bank PLC
59-61 The Mall
Stratford Centre
London
E15 1XF

Independent Examiners: Glory Community Accounting Services
318 Barking Road
London
E13 8HL

Responsibilities of the Board of Directors:

Company Law requires the Board of Directors' to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charitable company as at the balance sheet and of its incoming resources and application of resources, including income and expenditure for the financial year. In preparing those financial statements, the Board of Directors' are required to:

- Select suitable accounting policies and then apply them consistently
- Make judgment and estimates that are reasonable and prudent;
- State whether applicable accounting standards and Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statement and:
- Prepare the financial statements on a going concern basis unless it is inappropriately to presume that the company will continue to operate.

The Board of Directors' are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

This Report has been prepared in accordance under section 477 of the Companies Act 2006 relating to small companies

Approved by the Board of Directors' and signed on behalf by:


.....
Trevor Blackman (Director)

Date 27.12.2021

Independent Examiners Report to the Members of Apple Pie Enterprises Limited (APE)

I report on the attached Financial Statements for the year ended 31 March 2021, which are set on pages 8 to 13 and have been prepared on an accrual basis.

Respective responsibilities of Management Committee and Examiner:

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general directions given by the Charity Commission under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

Basis of Independent Examiner's Statement:

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent Examiner's Statement:

In connection with my examination, no matter has come to my attention to indicate that:

- accounting records have not been kept in accordance with section 386 of the Companies Act 2006
- the accounts do not accord with such records
- where accounts are prepared on an accrual basis, whether they fail to comply with relevant accounting requirements under section 396 of the Companies Act 2006, or are not consistent and with the Charities SORP (FRS102)
- any matter which the examiner believes should be drawn to the attention of the reader to gain a proper understanding of the accounts.



Hasina Jahan (DFT, M Com, MAAT, MBA)
Glory Community Accounting Services
318 Barking Road
Plaistow
London
E13 8HL

Glory Community Accounting Services
318 Barking Road
Plaistow
London E13 8HL

Date: 27.12.2021

Apple Pie Enterprises Limited
Statement of Financial Activities
For the year ended 31 March 2021

Income

	Notes	Restricted Funds	Unrestricted Funds	Total 2021	Total 2020
		£	£	£	£
Income from Charitable Activities	2	84,249	32,045	116,294	51,101
Income from other activities	3	-	56	56	1,900
Total Income		84,249	32,101	116,350	53,001

Expenditure

Expenditure on Charitable activities	4	66,831	8,205	75,035	50,500
Total Expenditure		66,831	8,205	75,035	50,500
Net Income / (Expenditure)		17,418	23,897	41,315	2,501
Fund brought forward		(1,232)	879	(353)	(2,854)
Total Funds carried forward		16,186	24,776	40,962	(353)

Apple Pie Enterprises Limited

Balance Sheet as at 31 March 2021

	Notes	2021 £	2020 £
Fixed Assets			
Tangible Assets	6	414	601
Current Assets			
Cash at Bank / in hand		41,349	1,947
Current Liabilities			
Creditors:			
(amount falling due within a year)	7	-	(1,300)
(amount falling due more than a year)	7.1	(801)	(1,601)
Total		(801)	(2,901)
Net Current Assets / (Liabilities)		40,548	(954)
Net Assets		40,962	(353)
Total		<u>40,962</u>	<u>(353)</u>
 <u>Funds and Reserves</u>			
Restricted Funds		16,186	(1,232)
Unrestricted Funds		24,776	879
Total		<u>40,962</u>	<u>(353)</u>

For the year ended 31 March 2021 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- the members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- the directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts;
- these accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board of Trustee's and signed on behalf by:

..........Trevor Blackman (Director / Trustees)

Date 27.12.2021

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2021

1. Accounting Policies

(a) Basis of preparation and assessment of going concern:

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standards applicable in the UK and Republic of Ireland (FRS 102- effective 1 January 2015) - (Charities SORP - FRS 102) and the Companies Act 2006.

The Charitable Company meets the definition of a public benefit entity under FRS 102.

The Financial statements have been prepared under the historical cost or transaction value unless otherwise stated in the relevant accounting policy or note. Company without further specified purpose available as general funds.

(b) Unrestricted Funds

Unrestricted income funds comprise those funds which the trustees are free to use for any purpose and are in furtherance of the charitable objects.

(c) Restricted Funds

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor .

(d) Income recognition

All income is recognised once the charity has entitlement to the income, there is sufficient certainty or receipt and so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

(e) Expenditure recognition

Expenditure are recognised as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs and governance costs, are allocated or apportioned to the applicable expenditure headings in the statement of financial activities.

(f) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice.

(g) Charitable activities

The expenditure on charitable activities includes grants made, governance costs and of support costs as shown in note.

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2021

(h) Pensions

Employees of the charity are entitled to join a work place pension scheme which is funded by contributions from employee and employer or alternatively they may have opted to join the group money purchase defined contribution pension scheme.

(i) Corporation Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

(j) Fixed Assets :

All assets costing more than £500 are capitalised and valued at historical cost.

Depreciation is provided at the following annual rates in order to write off each assets over its estimated useful life.

Fixtures and fittings - 25% on reducing balance

Computer - 33% on reducing balance

2. Income from Charitable Activities	Restricted	Unrestricted	2021	2020
	Funds	Funds	Total	Total
	£	£	£	£
Ground Work UK	25,197	-	25,197	-
The FSE IRF	27,900	6,000	33,900	-
Youth Generation	-	14,000	14,000	-
Community Land	25,928	11,520	37,448	-
Edmonton Community	5,224	-	5,224	-
Rotary club	-	525	525	-
Home Office	-	-	-	29,730
CGL Current A/C	-	-	-	3,080
East End Community Foundation	-	-	-	2,888
Awards for All	-	-	-	9,800
Taylor Benn	-	-	-	5,000
Online Giving Ltd	-	-	-	603
Total Income	84,249	32,045	116,294	51,101

3. Income from other activities	Restricted	Unrestricted	2021	2020
	Funds	Funds	Total	Total
	£	£	£	£
Donation / Other Income	-	56	56	1,900
Total Income	-	56	56	1,900

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2021

4. Expenditure on Charitable activities	Restricted	Unrestricted	2021	2020
	Funds	Funds	Total	Total
	£	£	£	£
Freelance Staff costs	23,865	-	23,865	18,134
Events / Production	26,132	-	26,132	15,401
Tutor / Master Classes / Consultant	12,564	-	12,564	2,967
Rent / Rate / Venue hire	3,200	-	3,200	6,210
Telephone / Internet / Website	-	1,147	1,147	210
Insurance	-	613	613	608
Small equipment	-	1,500	1,500	300
Support & Governance Costs (5)	-	2,313	2,313	1,413
Depreciation expenses	-	188	188	273
Subscription	-	1,677	1,677	150
Training	500	-	500	-
Bank charges	-	49	49	73
Refreshments	-	200	200	130
Donation	-	20	20	-
Mentoring expenses	570	-	570	-
Sundry expenses	-	497	497	11
Volunteer expenses	-	-	-	200
Interest on Loan	-	-	-	37
Travel expenses	-	-	-	630
Postage / Printing / Stationery	-	-	-	860
Publicity	-	-	-	2,763
Heat & Light	-	-	-	130
Total	66,831	8,205	75,035	50,500

5. Support & Governance Costs	Restricted	Unrestricted	2021	2020
	Funds	fund	Total	Total
	£	£	£	£
Legal fee	-	13	13	13
Accountancy Fee	-	2,300	2,300	1,400
Total	-	2,313	2,313	1,413

Apple Pie Enterprises Limited

Notes to the Financial Statements for the year ended 31 March 2021

<u>6. Tangible Fixed Assets</u>	Fixtures and Fittings	Music & Computer Equipment	Total	Total
	2021	2021	2021	2020
	£	£	£	£
Cost as at start of the year	16,179	11,271	27,450	27,450
Additional	-	1,000	1,000	1,000
	<u>16,179</u>	<u>12,271</u>	<u>28,450</u>	<u>28,450</u>
Depreciation				
As at 31 March 2020	16,031	11,817	27,848	27,576
Charge for the Year	37	151	188	273
As at 31 March 2021	<u>16,068</u>	<u>11,968</u>	<u>28,036</u>	<u>27,849</u>
Net Book Value as at 31 March 2021	<u>111</u>	<u>303</u>	<u>414</u>	<u>601</u>

7. Creditors (Accrual expenses)

	2021	2020
	Total	Total
	£	£
Accountancy fees	-	1,300
Total	<u>-</u>	<u>1,300</u>

7.1 Long term Loan

	2021	2020
	Total	Total
	£	£
	-	
Additional Loan - 31.03.2017	<u>20,000</u>	<u>20,000</u>
Total Loan	<u>20,000</u>	<u>20,000</u>
Loan repaid:		
Loan repaid on 31.03.17	2,700	2,700
Loan repaid on 31.03.18	4,000	4,000
Loan repaid on 31.03.19	10,599	10,599
Loan repaid on 31.03.20	1,100	1,100
Loan repaid on 31.03.21	800	-
Total Loan repaid	<u>19,199</u>	<u>18,399</u>
Total Loan as at 31.03.2021	<u>801</u>	<u>1,601</u>

