
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

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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.

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)

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: 16-21 years

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 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 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 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: 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		40,962	(353)
<u>Funds and Reserves</u>			
Restricted Funds		16,186	(1,232)
Unrestricted Funds		24,776	879
Total		40,962	(353)

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 Funds £	Unrestricted Funds £	2021 Total £	2020 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 Funds £	Unrestricted Funds £	2021 Total £	2020 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 Funds £	Unrestricted Funds £	2021 Total £	2020 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 Funds £	Unrestricted fund £	2021 Total £	2020 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><u>801</u></u>	<u><u>1,601</u></u>

