
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

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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

	Restricted	Unrestricted	2023	2022
	Funds	fund	Total	Total
	£	£	£	£
5.Support & Governance Costs				
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 Funds £	Unrestricted Funds £	2023 Total £	2022 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 Funds £	Unrestricted Funds £	2023 Total £	2022 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 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
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E13 8HL

Glory Community Accounting Services
318 Barking Road
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London E13 8HL

Date: 04/12/23