
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 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

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 2024.

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 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 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

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.

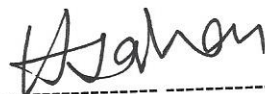
Basis of Independent Examiner's Statement:

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

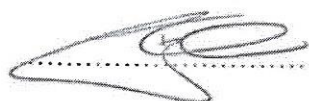
	Notes	2024 £	2023 £
Fixed Assets			
Tangible Assets	6	109	156
Current Assets			
Cash at Bank / in hand		232	62
Current Liabilities			
Creditors:			
(amount falling due within a year)	7	(1,500)	(1,500)
Net Current Assets / (Liabilities)		<u>(1,268)</u>	<u>(1,438)</u>
Net Assets		<u>(1,159)</u>	<u>(1,282)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

	Restricted Funds £	Unrestricted fund £	2024 Total £	2023 Total £
5.Support & Governance Costs				
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
	16,179	12,271	28,450	28,450
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	16,138	12,204	28,341	28,294
Net Book Value as at 31 March 2024	41	67	109	156

7. Creditors (Accrual expenses)

	2024	2023
	Total	Total
	£	£
Accountancy fees	1,500	1,300
Total	1,500	1,300