
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

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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 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 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 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

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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

Income

	Notes	Restricted Funds	Unrestricted Funds	Total 2025	Total 2024
		£	£	£	£
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

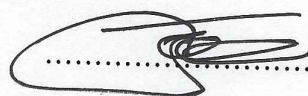
	Notes	2025 £	2024 £
Fixed Assets			
Tangible Assets	6	76	109
Current Assets			
Cash at Bank / in hand		13,627	232
Current Liabilities			
Creditors:			
(amount falling due within a year)	7	(1,500)	(1,500)
Net Current Assets / (Liabilities)		<u>12,127</u>	<u>(1,268)</u>
Net Assets		<u>12,203</u>	<u>(1,159)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

	Restricted Funds	Unrestricted Funds	2025 Total	2024 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 Funds £	Unrestricted Funds £	2025 Total £	2024 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 Funds £	Unrestricted fund £	2025 Total £	2024 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>