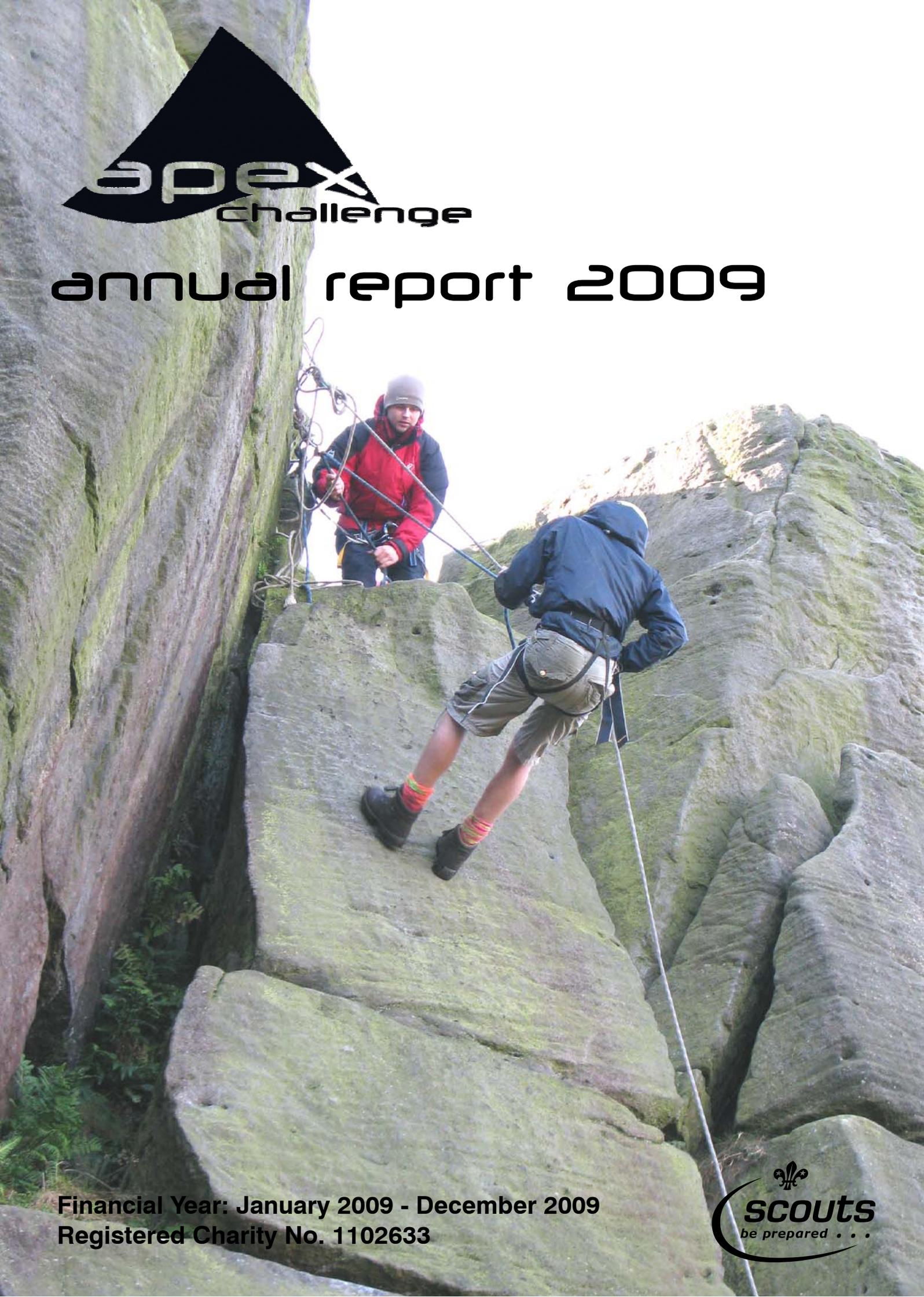




annual report 2009



Financial Year: January 2009 - December 2009
Registered Charity No. 1102633





apex challenge

Registered Address: 14 Sanderson Close, Hull, HU5 3DE.

The **Apex Challenge** is a registered charity and is governed by its own Declaration of Trust, agreed and signed by its trustees on 11th December 2003 and received by the Charity Commission on 20th January 2004, and amended by Supplemental Deed, agreed and signed by its trustees on 22nd February 2004 and accepted by the Charity Commission on 15th March 2004 on which date the charity was accepted in the Central Register of Charities.

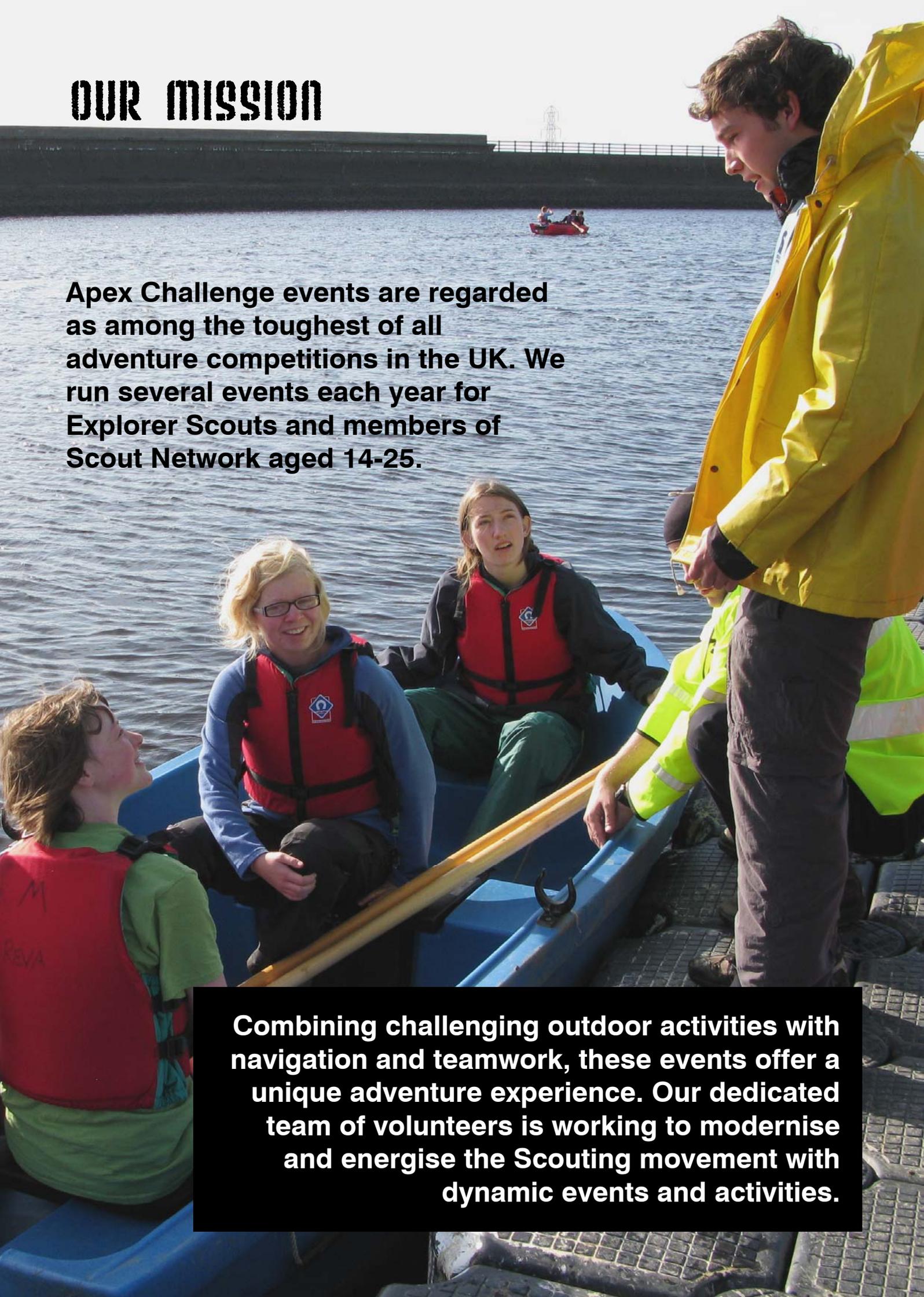
The charity operates throughout England and Wales. It is also part of the Scout Association and operates under its rules and guidelines. Its aims are "to promote the development of young people in achieving their full physical intellectual social and spiritual potentials, as individuals, as responsible citizens and as members of the local national and international communities particularly by the provision of specialised outdoor activities".

The Apex Challenge currently has three trustees. These first trustees are permanent appointments:

- **Matthew Richards:** 14 Sanderson Close, Hull, HU5 3DE.
- **David Pape:** 6 Martindale Drive, Bramley, Leeds, LS13 2HB.
- **James Webster:** 5 Farrar Court, Bramley, Leeds, LS13 3SP.

New trustees may be appointed by the existing trustees for a term of one year by a resolution passed at a special meeting called under clause 15 of the Apex Challenge Declaration of Trust. In selecting individuals for appointment as trustees, the existing trustees must have regard to the skills, knowledge and experience needed for the effective administration of the charity.

OUR MISSION



Apex Challenge events are regarded as among the toughest of all adventure competitions in the UK. We run several events each year for Explorer Scouts and members of Scout Network aged 14-25.

Combining challenging outdoor activities with navigation and teamwork, these events offer a unique adventure experience. Our dedicated team of volunteers is working to modernise and energise the Scouting movement with dynamic events and activities.

2009 AIMS & OBJECTIVES

1. To increase the number of teams taking part in the Overnight Challenge.

Moving the Overnight Challenge forward to April had a significant effect on entries for the event which reached capacity far quicker. 69 teams took part out of 70 which had confirmed their entry making it our biggest Spring attendance ever.

AIM SUCCESSFULLY ACHIEVED.

2. To introduce new activities at both events.

We successfully introduced some brand new activities at both the overnight and Apex Extreme events, while continuing to feature our classic adventure bases. New tasks included the use of night vision cameras to find clues and a task where teams faced a tricky cross-country course on skis. We also built our biggest ever assault course, while also introducing kayaking, new water games, and even a bizarre face painting challenge. **AIM SUCCESSFULLY ACHIEVED.**

3. To spend more money on catering at the Autumn 2009 Apex Extreme compared to last year and increase the percentage of positive questionnaire responses about the food.

An extra £1034 was spent on catering during 2009 compared to the previous year, a significant chunk of which was used for the Apex Extreme. This means the catering budget almost doubled and questionnaire responses clearly show the increased quality was noted by those taking part.

AIM SUCCESSFULLY ACHIEVED.

4. To introduce a bigger Sunday finale at the Apex Extreme and increase the percentage of positive comments about this on the questionnaires.

This year the Army weren't available to help with our Sunday events, but the replacement was even better! We made great use of the facilities at Reva Reservoir to provide a wet zone, but also had a dedicated team who provided the biggest and toughest ever Apex

assault course at the campsite. This worked as a hugely impressive finale, gaining 100% approval on the feedback questionnaires. **AIM SUCCESSFULLY ACHIEVED.**

5. To make more use of video, pictures and interactivity on the website.

The website has been upgraded during the past year and now includes a new blog and integration with Facebook and Twitter. These have all increased the number of comments from those taking part and provided new ways for us to contact teams and for them to contact us. More work is still needed to make better use of video and pictures online.

AIM PARTIALLY ACHIEVED

6. To make sure the Spring 2009 Overnight Challenge doesn't make a loss.

The number of teams taking part in the event increased through bringing it forward to April and an increase in the entry fee meant that it made £1500 profit.

AIM SUCCESSFULLY ACHIEVED.

7. To introduce more elements which make use of the capabilities of electronic scoring.

The results presentation was further automated during the year to make it easier to generate and better to watch for those in the audience. Extra screens were also introduced to show teams scores "head to head" to see which team has won the Overnight Challenge.

AIM SUCCESSFULLY ACHIEVED.

8. To make use of Twitter and have a feed from the event of what's been happening.

Twitter has already been integrated into the website and was tried out at the Apex Extreme during the event though there are more opportunities to make more use of this.

AIM PARTIALLY ACHIEVED.

THE YEAR IN BRIEF

- Held two hugely successful adventure competitions with both reaching full capacity.
- Introduced new activities to both events.
- Made plans to form one of the country's first Scout Active Support Units.
- Used the Apex brand and experience to enhance other Scout events.
- Developed innovative new ways to use our computerised scoring system.
- Achieved greater awareness of Apex within new areas of the Scout movement.



SPRING 2009 OVERNIGHT CHALLENGE



This was the fourth time the event was held at Sherwood Pines and we were determined to make it the best ever. The park has almost everything we need for a perfect Apex event - dense forests, challenging woodland, open ground and an intricate network of paths. The camping areas are perfect too so we were very happy to have another Apex event here.

We've seen demand for these adventure events rise year by year but were astonished at just how many groups wanted to take part this time. Bringing the event forward from May to April clearly increased demand. We decided to stop entries at 70 teams but could easily have attracted more than 100. Clearly the word about Apex is spreading!

There was a sense of anticipation as Explorers and Network teams started pitching their tents in front of the Apex marquee. Maps were being checked and routes devised as teams prepared for six hours out in the dark. After the event briefing, they were off.

We'd added some new activities this year to test the teams including Stealth Surveillance where teams had to use a night vision camera to track down the target in the dense undergrowth, and Ski Sunday where the



teams had to take to special Apex skis to tackle the tough cross-country course.

While finding their way between the controls and bases, teams also had to avoid our army of trained chasers - trying to track them down to take away their hard-earned points.

Other activities in the wood during the night included bouncy-castle assault courses, climbing and abseiling challenges, mountain biking and even the messiest of all bases where most teams ended up covered in custard. It all added up to an action packed night in the forest.

As teams returned from the darkness in the early hours of the morning the results system was kicking into action. The marquee's big screen instantly displayed each team's route. Already everyone was beginning to get an idea of how they'd done.

When morning came, and breakfast had been eaten, the results were announced and the top teams were leaving clutching piles of prizes. It had been another landmark event in this landmark location. We'll surely be back to Sherwood very soon.

AUTUMN 2009 APEX EXTREME



This was truly the most extreme of all Apex Extremes! Not only did teams have to battle a relentless series of tough challenges, but also some of the most horrendous weather we've ever encountered.

The wind which teams fought through on Saturday was gusting at more than 50 miles an hour. Then when the rain came, it took great determination and a real sense of adventure to continue. But through it all our competitors attacked the challenges with fantastic teamwork and positivity.

As teams arrived at Event Centre on Friday night, the wind was already picking up. The Apex Intense provided a dramatic start to the weekend, with 90 minutes to gather and bank as many points as possible while avoiding the energetic Apex Chasers.

Through the night the winds had developed into an impressive gale. Some tents resembled little more than bizarre canvas shapes by the morning, but still it was all smiles as teams tucked into their breakfasts.

Then it was time to take on the worst weather in Apex

history on the world-famous Ilkley Moor. The rain poured and the wind blew with incredible force as more than 280 Explorers and Network members travelled between activities as diverse as rock climbing, water slides and even land canoeing. 14 taxing challenges tested teams to breaking point.

Meanwhile the Apex team were facing their own challenges. When the wind brought down the power lines on Saturday morning it plunged the entire site into darkness. But thanks to some fantastic ingenuity, our very own Apex Power Station was built so the show could go on!

Everyone was back at event centre by early evening to enjoy the Apex Superclub entertainment well into the night.

Sunday brought two amazing event venues. The Wet Activity Zone at Reva reservoir offered opportunities to sail, row, run, throw and bounce while gathering those crucial Apex points. Then it was time to take on the event's biggest, highest and toughest ever assault course. A dramatic finale to a challenging and unforgettable Apex weekend!

TRUSTEE REPORTS



Matt Richards - Event Organiser, Chairman.

It's been another packed year for the Apex Challenge and once again it's a pleasure to be part of the team providing some of the best adventure events in the UK. We've seen demand for our events surge with both competitions reaching capacity incredibly quickly. Now our challenge is to work out how more people can benefit from them.

We've held another two landmark events which have built on the successes of previous years and continue to attract teams from a vast area. The Apex team has also helped out at a number of other Scouting events – something we're hoping to do more of in 2010.

We're now looking forward to forming one of the UK's first Scout Active Support Units. This will formalise our role within Scouting and also offer the Apex events increased stability and a higher prominence within the Movement. We're also marking this with a new range of Apex Activewear clothing which will be available from 2010.

The last twelve months has seen everyone involved with Apex put in a huge amount of effort to make the events such a success. I'd like to personally thank everyone who contributes from those who come up with new and innovate activities, to those working in the communication and support teams, and of course everyone in the highly acclaimed Apex Cafe. Your efforts make Apex the success it is.



David Pape - Assistant Event Organiser, Treasurer.

The charity's finances are once again looking very healthy after another very successful year. With increased attendances at both events, revenue increased meaning we could spend more on enhancing the experience for those taking part. We were able to spend significantly more on catering and activities which was very noticeable at the events. We plan to make further purchases of equipment for the charity next year, something our increase in funds will enable us to do.

I've also spent time further improving our event software. We continually try to think of new ways of using our electronic scoring equipment and have now introduced a series of animated maps, announcements, simulations and real-time displays to improve the experience for those taking part as well as now having the ability to publish results to the website almost instantly.



James Webster - Assistant Event Organiser, Secretary.

Having spent much of the year reshaping the event website it's been great to get such positive feedback from the teams who use it as well as the volunteers who play such an important part in the event. It's our main way of promoting the event during the year and the improvements I've put in place have generated much more interactivity. Behind the scenes it's now much easier for any member of the Apex team to update the site via the blog and I have plans to further expand this in 2010.

There are lots of new ideas to consider too including making the site work on mobile phones more seamlessly, trying out electronic payments, automating more of the entry process and making it possible for team members to submit their own pictures and videos. It often feels there are more things to do than time available but hopefully some of those changes will be possible in the coming months.

ACCOUNTS SUMMARY

SECTION A: RECEIPTS & PAYMENTS

A full list of receipts and payments, from which this summary has been prepared is available on request.

RECEIPTS	Unrestricted funds (to the nearest £)	Restricted funds (to the nearest £)	Last year (to the nearest £)
Sponsorship donations	£ 0.00	£ 0.00	£ 300.00
Entry fees (Spring event)	£ 3400.00	£ 0.00	£ 2160.00
T-Shirt sales (Spring event)	£ 800.00	£ 0.00	£ 710.00
Event day cash: (Spring event)	£ 320.00	£ 0.00	£ 415.00
Entry fees (Autumn event)	£ 6300.00	£ 0.00	£ 5595.00
T-Shirt sales (Autumn event)	£ 1007.00	£ 0.00	£ 570.00
DVD Sales (Autumn event)	£ 0.00	£ 0.00	£ 170.00
Event day cash: (Autumn event)	£ 256.00	£ 0.00	£ 270.00
Miscellaneous income	£ 83.00	£ 0.00	£ 0.00
<i>Sub-Total</i>	£ 12166.00	£ 0.00	£ 10190.00
ASSET AND INVESTMENT SALES	£ 0.00	£ 0.00	£ 0.00
TOTAL RECEIPTS	£ 12166.00	£ 0.00	£ 10190.00
PAYMENTS			
Accommodation	£ 1794.00	£ 0.00	£ 2210.00
Catering	£ 2395.00	£ 0.00	£ 1361.00
Clothing	£ 2063.00	£ 0.00	£ 1304.00
Communications	£ 305.00	£ 0.00	£ 513.00
DVDs	£ 100.00	£ 0.00	£ 183.00
Event day equipment	£ 1157.00	£ 0.00	£ 938.00
Event bases	£ 821.00	£ 0.00	£ 512.00
First aid	£ 56.00	£ 0.00	£ 50.00
Fuel	£ 294.00	£ 0.00	£ 202.00
Miscellaneous	£ 129.00	£ 0.00	£ 28.00
Prizes	£ 150.00	£ 0.00	£ 20.00
Promotions and branding	£ 0.00	£ 0.00	£ 90.00
Stationery	£ 248.00	£ 0.00	£ 366.00
Transport	£ 236.00	£ 0.00	£ 201.00
Website	£ 15.00	£ 0.00	£ 30.00
<i>Sub-Total</i>	£ 9763.00	£ 0.00	£ 8008.00
ASSET AND INVESTMENT PURCHASES	£ 639.00	£ 0.00	£ 422.00
TOTAL PAYMENTS	£ 10402.00	£ 0.00	£ 8430.00
<i>NET OF RECEIPTS/(PAYMENTS)</i>	£ 1766.00	£ 0.00	£ 1760.00
CHEQUES WRITTEN BUT NOW EXPIRED	£ 89.00	£ 0.00	£ 0.00
CASH FUNDS LAST YEAR END	£ 5549.00	£ 0.00	£ 3789.00
CASH FUNDS THIS YEAR END	£ 7404.00	£ 0.00	£ 5549.00

ACCOUNTS SUMMARY (CONTINUED)

SECTION B: STATEMENT OF ASSETS AND LIABILITIES AT THE END OF THIS PERIOD

CASH FUNDS	Unrestricted funds (to the nearest £)	Restricted funds (to the nearest £)
Cash in hand	£ 0.00	£ 0.00
Bank account balance (as at 31st Dec 2009)	£ 7449.00	£ 0.00
<i>Sub-Total</i>	£ 7449.00	£ 0.00
LESS CHEQUES WRITTEN BUT NOT CASHED	£ 47.00	£ 0.00
<i>TOTAL CASH FUNDS THIS YEAR END</i>	£ 7402.00	£ 0.00

ASSETS RETAINED FOR THE CHARITY'S OWN USE	Fund to which asset belongs	Cost at purchase
Sound system (joint purchase with Woodseats Scout Unit)	Unrestricted	£ 220.00
Laser printer & USB cable	Unrestricted	£ 186.00
Petrol generator	Unrestricted	£ 45.00
Mixing desk	Unrestricted	£ 92.00
Compressor	Unrestricted	£ 59.00
SportIdent electronic scoring equipment	Unrestricted	£ 343.00
Barbecue (joint purchase with Woodseats Scout Unit)	Unrestricted	£ 200.00
Logo projection light	Unrestricted	£ 53.00
Peavy Performer PA System	Unrestricted	£ 228.00
Projector (joint purchase with Woodseats Scout Unit)	Unrestricted	£ 120.00
Distribution amplifier	Unrestricted	£ 38.00

LIABILITIES	Fund to which asset belongs	Amount due
Stationery	Unrestricted	£ 64.00
Website	Unrestricted	£ 29.00
Accommodation	Unrestricted	£ 344.00



This annual report is signed to certify it is a true and accurate record of the Apex Challenge's activities and accounts for 2009. To the best of our knowledge all details contained within this document are correct and no essential details have been deliberately omitted.

Matthew Richards (Trustee) _____

Date: _____

David Pape (Trustee) _____

Date: _____

James Webster (Trustee) _____

Date: _____

INDEPENDENT EXAMINER'S REPORT

This report to the trustees of Apex Challenge (Reg. charity no. 1102633) is for the accounts for the year ended 31st December 2009 shown in this annual report.

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act), as amended by s.28 of the Charities Act 2006) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts (under section 43 of the Act, as amended);
- to follow the procedures laid down in the General Directions given by the Charity Commission (under section 43(7)(b) of the Act, as amended); and
- to state whether particular matters have come to my attention.

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 I do not express an audit opinion on the accounts.

In the course of my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in, any material respect, the trustees have not met the requirements to ensure that:

- proper accounting records are kept (in accordance with section 41 of the Act); and
- accounts are prepared which agree with the accounting records

and comply with the accounting requirements of the Act; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed (Independent Examiner) _____

Date: _____

Sarah Harris (Solicitor of England & Wales), Inglewood House, Lingards Road, Slaithwaite, Huddersfield, West Yorkshire, HD7 5HY.



www.apexchallenge.co.uk

If you would like further copies of this annual report, please contact:

Apex Challenge, 14 Sanderson Close, Hull, HU5 3DE.

A small charge to cover printing, postage and packing will be required.

