



Annual Report

Financial Year: January 2010 - December 2010

Charity No. 1102633

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



www.apexchallenge.co.uk



The Apex Challenge is considered to be among the toughest of all the UK's adventure competitions. Each year we run several events for Explorer Scouts and members of Scout Network aged 14-25.

Combining challenging outdoor activities with navigation and teamwork, our events offer a unique adventure experience.

Our dedicated team of volunteers is working to modernise and energise the whole Scouting movement with dynamic events and activities.

2010 at a glance

- Formed a brand new Scout Active Support Unit
- Held two hugely successful Apex Challenge Events
- Increased participation at both events
- Supported South Yorkshire's County Camp at Hesley Wood
- Helped rejuvenate and modernise the Splashdown Camp
- Continued to develop our unique digital scoring capabilities

Join the adventure!

Trustee Reports



Matt Richards – Event Organiser, Chairman.

It's been yet another busy year for the Apex team, both at the events and behind the scenes. The most significant change was forming one of the country's first Scout Active Support Units, and we're grateful to the South Yorkshire County team for their help and encouragement. Each of our events reached capacity despite increasing the number of places available. This shows how popular and well regarded they have become. We're now looking at ways to increase capacity in 2011 without diluting the experience for those taking part.

We broadened our support to Scouting, helping at both South Yorkshire's Crewboree and Splashdown events. Yet again our team showed dedication and enthusiasm for these projects.

It was great to take our October 2010 event to a brand new location, and we couldn't have asked for a better position than Gradbach. The campsite team offered remarkable support which helped create one of our best ever Apex Extreme events. Another brand new location is now booked for October 2011 and we're looking forward to taking the challenge to the Bramhope Scout Camp in West Yorkshire.

So after another packed year, we have exciting new plans for 2011. Among other things we hope to develop and expand our core group of volunteers, offer new experiences at our Apex Challenge events, and continue to enjoy the adventure ourselves!



David Pape – Assistant Event Organiser, Treasurer.

In 2010 both the Apex Overnight Challenge and the Apex Extreme made a slight profit. This healthy financial situation gives us the confidence and stability we need to plan for the future of the Apex Challenge.

This year we have been able to invest in equipment that will be used to create better Apex events. This has meant that we have spent more money this year than we received in income, but we still have a sufficient reserve of money for future events.

The event management technology helped to create events that run smoothly as well as look and sound impressive. This combined with the planning, branding and presentation helped to bring together the already excellent core activities to create exceptional events in 2010. We hope to continue and improve this good work in 2011.



James Webster – Assistant Event Organiser, Secretary.

For me 2010, more than any other year, illustrated the extent to which the Apex Challenge has grown, not only in popularity, but also in awareness. You only need to look at how quickly our events fill up with teams and you realise the demand that exists for them. The need for posters and flyers is now replaced by Facebook, Twitter and blogs.

This is why much of the year for me was spent revamping our website and integrating social media more closely into it. It makes it quicker and easier to update on all the platforms and further development of this is planned.

I also spent considerable time pulling together our brand identity to ensure our website, printed promotional material and event display signage all share common design elements. By making our visual identity more recognisable we are aiming to strengthen our brand and encourage more people to become part of it and enjoy our future events.

Aims & Objectives

1. To successfully form a Scout Active Support Unit.

This was done early in the year with the support of the South Yorkshire County Team. We quickly made sure all the key people had the necessary appointments and we're now looking to expand our membership so more of our volunteers can be part of this unit. **AIM SUCCESSFULLY ACHIEVED.**

2. To increase the number of teams at both events.

We increased the number of places at both events meaning the Spring competition had 75 teams (69 in 2009) and the October event attracted a record 78 teams (69 in 2009). However we still had dozens of other teams on our waiting list. Therefore we intend to increase capacity even further in 2011. **AIM SUCCESSFULLY ACHIEVED.**

3. To take the Apex Extreme to a new playing area.

We held the 2010 Apex Extreme event in the Staffordshire Roaches area of the Peak District for the first time. Our base at the Gradbach Scout Site was superb, with great facilities, support, and an excellent playing area for the event. We're looking forward to taking the event to another new location in Autumn 2011. **AIM SUCCESSFULLY ACHIEVED**

4. To increase interactivity on the website through Twitter, Facebook and video.

Over the past year we have revamped our Twitter and Facebook pages. They share a common design with our

website and the two are better integrated so multiple updates on all platforms are not always required with the same content become shared across all of them. The blog also works in a similar way and we have made progress developing our YouTube channel to display our event videos though there is more work to do on integrating the video within the website. **AIM SUCCESSFULLY ACHIEVED.**

5. To involve more people in the planning for events.

We have expanded the roles of some of our volunteers over the last year, meaning more people are involved in planning the events. The Apex Technical Team has grown, and we now involve our Catering Team before the events and they take an active part in the pre-event meetings. Site visits before the events have proved to be extremely useful in working out solutions to any issues. We've also further developed our use of volunteers to plan certain elements of the event, for example the Apex Apocalypse on the Sunday of the Apex Extreme. **AIM SUCCESSFULLY ACHIEVED.**

6. To develop the Apex Event Management software and make more use of recorded team names at the events.

Our widely acclaimed software system for managing the Apex events has been further enhanced over the past year. Recorded team names are now used at more stages of the events, and the bespoke results documents have been redesigned to show more information, while using less paper and resources. Our bespoke software system is highly regarded by the company which makes the hardware, and many other events are now looking at developing similar systems to follow our lead. **AIM SUCCESSFULLY ACHIEVED.**



Spring 2010 Overnight Challenge



There was sunshine at Sherwood Pines Forest Park as 69 teams arrived for the 2010 Apex Overnight Challenge. Ahead of them was a night of excitement and adventure and 16 top activity bases to try to find and complete.

This was the fourth time the event had visited that location 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 – all that coupled with perfect camping areas. This year there was an unprecedented level of interest from groups across the UK. We had to close entries early, but could easily have had more than a hundred teams taking part!

There was a sense of anticipation in the air as all the 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 the 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 and take points away.

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 back 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 with the top teams leaving clutching piles of top prizes. It had been another landmark event in this landmark location. We'll surely be back to Sherwood very soon.

Autumn 2010 Apex Extreme

We were in one of the most spectacular parts of the Peak District for this year's Apex Extreme – and we had an equally spectacular event to match.

The event grows every year and this time we added a host of brand new activities to this landmark adventure event.

78 teams competed through the weekend, starting with the fast-paced Apex Intense on Friday night where stealth, cunning and precise navigation was needed to beat the Apex Chasers.

Then teams set off for the main event on Saturday, covering more than ten square kilometres of woodland, moors, crags and rivers to hunt for those crucial Apex Points.

Activities included archery, shooting, abseiling and dramatic river crossings. Some impressive scores had been built up by the time teams returned on the Saturday night. Then it was time to find out what Sunday would bring, before a chance to chill out by the Apex Campfire and Chill-out Tent.

Sunday brought our brand new event—the Apex Apocalypse. Teams had three

and a half hours to track down the 20 Apex fugitives, using all their skills to locate them in the thick undergrowth.

Then it was time for to take on the Apex Eliminator – our biggest and best ever Assault Course. As the army instructors bellowed their commands, teams had to go up, under, around and through all the obstacles in the quickest possible time.

Finally the Apex super-computer got to work processing all the results before the final results presentation to see who was to be leaving with the top trophies and the title of Apex Champions!



Other achievements

Apex gets Active

2010 saw the Apex Challenge become one of the country's first Active Support Units. The team now operates officially as part of South Yorkshire Scouts, while still maintaining our own identity and charity status. This new title reflects exactly what we've been doing for the past nine years, providing active support to Scouting, and enables us to further develop our team of dedicated volunteers.

Active Support in Action

As well as providing our renowned Apex Challenge competitions, the team has also spent the year supporting other Scout events in the region. In June we ran a specially created Apex Intense event at Crewboree. South Yorkshire's annual county camp. Over the weekend dozens of young people were able to sample what Apex Challenge events are all about, as we created a mini version of the national competitions. For the core team, it was a chance to work on a different style of event, and was interesting to see how different age groups performed.

Making a Splash

Later in June, the Apex Challenge team were happy to help at the newly refreshed Splashdown water sports weekend. This event has been going for decades, held annually at Rother Valley Country Park, and we were asked to assist the new management team with some aspects of the event. Using the skills, expertise and equipment from Apex, we were able to offer a package of branded audio support for the event, running an event radio station to enhance the atmosphere throughout the weekend. We feel this was a valuable way the Apex team could support Scouting outside our usual events and we're happy to continue this support into the future.

Accounts Summary

SECTION A: RECEIPTS & PAYMENTS

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

	Unrestricted funds (to the nearest £)	Restricted funds (to the nearest £)	Last year (to the nearest £)
RECEIPTS			
Entry fees (Spring event)	£ 3750.00	£ 0.00	£ 3400.00
T-Shirt sales (Spring event)	£ 815.00	£ 0.00	£ 800.00
Event day cash: (Spring event)	£ 801.00	£ 0.00	£ 320.00
Entry fees (Autumn event)	£ 7200.00	£ 0.00	£ 6300.00
T-Shirt sales (Autumn event)	£ 695.00	£ 0.00	£ 1007.00
Event day cash: (Autumn event)	£ 444.00	£ 0.00	£ 256.00
Apex Intense	£ 500.00	£ 0.00	£ 0.00
Grant: Awards For All	£ 0.00	£ 975.00	£ 0.00
Miscellaneous income	£ 64.00	£ 0.00	£ 83.00
<i>Sub- Total</i>	£ 14269.00	£ 975.00	£ 12166.00
ASSET AND INVESTMENT SALES			
<i>TOTAL RECEIPTS</i>	£ 14269.00	£ 975.00	£ 12166.00
PAYMENTS			
Accommodation	£ 2960.00	£ 0.00	£ 1794.00
Catering	£ 2797.00	£ 0.00	£ 2395.00
Clothing	£ 2464.00	£ 0.00	£ 2063.00
Communications	£ 503.00	£ 0.00	£ 305.00
DVDs	£ 69.00	£ 0.00	£ 100.00
Event day equipment	£ 1746.00	£ 0.00	£ 1157.00
Event bases	£ 494.00	£ 0.00	£ 821.00
First aid	£ 134.00	£ 0.00	£ 56.00
Fuel	£ 157.00	£ 0.00	£ 294.00
Miscellaneous	£ 1782.00	£ 975.00	£ 129.00
Prizes	£ 46.00	£ 0.00	£ 150.00
Promotions and branding	£ 336.00	£ 0.00	£ 0.00
Stationery	£ 1072.00	£ 0.00	£ 248.00
Transport	£ 460.00	£ 0.00	£ 236.00
Website	£ 44.00	£ 0.00	£ 15.00
<i>Sub- Total</i>	£ 15064.00	£ 975.00	£ 9763.00
ASSET AND INVESTMENT PURCHASES			
<i>TOTAL PAYMENTS</i>	£ 17062.00	£ 975.00	£ 10402.00
NET OF RECEIPTS/(PAYMENTS)			
	- £ 2793.00	£ 0.00	£ 1764.00
CHEQUES WRITTEN BUT NOW EXPIRED			
	£ 0.00	£ 0.00	£ 89.00
CASH FUNDS LAST YEAR END			
	£ 7402.00	£ 0.00	£ 5549.00
CASH FUNDS THIS YEAR END			
	£ 4609.00	£ 0.00	£ 7402.00

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	£ 415.00	£ 0.00
Bank account balance (as at 31st Dec 2010)	£ 4741.00	£ 0.00
<i>Sub-Total</i>	£ 5156.00	£ 0.00
LESS CHEQUES WRITTEN BUT NOT CASHED	£ 547.00	£ 0.00
<i>TOTAL CASH FUNDS THIS YEAR END</i>	£ 4609.00	£ 0.00

ASSETS RETAINED FOR THE CHARITY'S OWN USE	Fund to which asset belongs	Cost at purchase
Total value of assets purchased before 2010	Unrestricted	£ 1584.00
DVD duplicating machine	Unrestricted	£ 145.00
2 x moving head lights	Unrestricted	£ 230.00
40m abseil rope	Unrestricted	£ 62.00
Projector screen	Unrestricted	£ 125.00
4 x LED PAR lights	Unrestricted	£ 157.00
2 x scan lights	Unrestricted	£ 143.00
10 x climbing helmets	Unrestricted	£ 127.00
LED moving message sign	Unrestricted	£ 99.00
Memory map GPS	Unrestricted	£ 205.00
A3 colour laser printer	Unrestricted	£ 705.00

LIABILITIES	Fund to which asset belongs	Amount due
Event Bases	Unrestricted	£ 44.00

DECLARATION

This annual report and summary of accounts is signed to certify it is a true and accurate record of the Apex Challenge's activities for 2010. 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: _____

LEGAL INFORMATION

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.

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.

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

Apex Challenge, 5 Farrar Court, Bramley, Leeds, LS13 3SP.

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

