



ANNUAL REPORT

Financial year: November 2014 - October 2015
Charity number 1102633

www.apexchallenge.co.uk



The Apex Challenge is considered to be among the toughest of all the UK's adventure competitions with several events each year for Explorer Scouts and Scout Network members 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.

From the trustees...

Matt Richards - Event Director

What another amazing year! After our time away in 2014, it was always going to be difficult to bring back the Apex Challenge. With the momentum which builds up between events gone and a lack of communication with potential competitors during the previous 12 months, there was a real risk of the event fizzling out.

But the reality was the complete opposite. The demand for our events this year has been huge with both weekends selling out quickly. Our amazing team of volunteers were all back with renewed enthusiasm, energy and ideas to make the events our best ever. When that dynamism was combined with stunning event locations and a whole host of new event elements, it all added up to an unforgettable year.

A huge thank you must go out to our ever-growing team of dedicated volunteers who make all this possible year after year. We have managed to build an incredible Apex team with an immense array of skills and it has once again been a huge honour to play our part in making the Apex Challenge happen.



Legal information

The **Apex Challenge** became a registered charity in 2004 and is governed by its own declaration of trust. 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:** The Old Barn, 11B The Cross, Barwick-in-Elmet, Leeds, LS15 4JP. (Registered charity address.)
- **David Pape:** 45 Old Road, Stanningley, Pudsey, LS28 6BG.
- **James Webster:** 45 Old Road, Stanningley, Pudsey, LS28 6BG.

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.

If you would like further copies of this annual report, please write to Apex Challenge, 45 Old Road, Stanningley, Pudsey, LS28 6BG. A small charge to cover printing, postage and packing will be required.

Statement of public benefit

In seeking to promote the development of young people in achieving their full physical intellectual social and spiritual potentials, the Apex Challenge has this year staged two large outdoor adventure competitions for members of the Scout Association.

Approximately 400 young people attended each event, taking part in a wide variety of activities that allow them to demonstrate their physical skills as well as promoting teamwork and social interaction.

In organising these events, the charity has had due regard to the Charity Commission's public benefit guidance when exercising its powers and duties.

2014/15

REVIEWING THE YEAR'S AIMS:

1. To relaunch the Apex Challenge with a new look.

This year's events visited one completely new playing area, had a new electronic way for teams to sign in as they arrived and also showcased our newly refreshed corporate colours and design for the first time across all printed and electronic material as well as the newly improved mobile-friendly website. **AIM SUCCESSFULLY ACHIEVED.**

2. To make the October competition genuinely different and improved.

Harewood House provided not just a spectacular backdrop but also an estate packed with varied terrain setting up a thrilling weekend of activities including the new Adventure Race where teams competed in a 5K race which included a series of challenging obstacles. **AIM SUCCESSFULLY ACHIEVED.**

3. To attract at least the same number of teams to our events in 2015 as in 2013 and to consider whether there is capacity to increase teams.

After identifying extra capacity at our spring competition we were delighted to welcome 105 teams, up from 96 in 2013. Our autumn competition had the same capacity of 100 teams as in previous years but late withdrawals meant the actual number competing was 97, compared to 98 in 2013. **AIM SUCCESSFULLY ACHIEVED**

4. To find as many points of improvement that teams will notice as we make the Apex Challenge better than ever.

It's really important to us that teams arriving at our events get not only the tried and tested things they love about the Apex Challenge adventure, but that we continue to surprise them with new ideas. This year they were greeted with new systems on tablet computers to sign in, newly redesigned trophies, several new activity bases including a video production challenge, bigger and bolder signage at our event entrance and marquee and new jingles to update the sound of the event. It's always hard to quantify who

notices each detail but we hope these changes added to the experience for as many teams as possible. **AIM SUCCESSFULLY ACHIEVED.**

5. To make between £1000 and £1500 profit to build our reserve funds back to where they were two years ago.

Due to the increased prices of event facilities including marquees, toilets, catering equipment and site fees we were unable to achieve this aim. Instead, we invested every pound raised through entry fees directly into the 2015 events. This has meant a small overspend this year of £42. This resulted in us using more of our reserve funding, something we recognise is unsustainable and we are drawing up plans to monitor spending more closely and reverse this overspend in 2016. **AIM NOT ACHIEVED.**

6. To better integrate our systems with social media platforms so teams can talk more about the Apex Challenge online and share their experiences.

As part of our website improvements in 2014, social media sharing is now much more prominent across all our online pages. 100 new followers came as a direct result of the buttons installed on our own website. More than 300 extra people have liked our Facebook page and an extra 247 now follow the event on Twitter. These have pushed the reach and engagement our posts attract still higher. **AIM SUCCESSFULLY ACHIEVED**

7. To become more youth-led with young people involved in planning our events.

Feedback from our competitors is crucial to the event continuing to improve and we were able to engage many teams in letting us know what they liked and didn't like about Apex events, especially through our increased use of social media during the year. We still believe we can do more to get younger people directly involved with the day-to-day planning of future Apex Challenge competitions, and we hope to build on this next year. **AIM NOT ACHIEVED.**



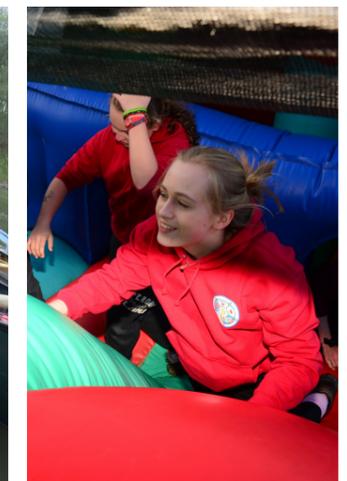
SPRING EVENT: BRAMHAM PARK

After a year off, it was time to bring Apex back with a bang. Our spring event saw more teams than ever before joining us for an overnight challenge in one of the region's best locations.

Young people from across the UK spent the night canoeing on moonlit lakes, sledging down steep slopes and scaling our highest ever ropes course as they raced around the Bramham Estate on the hunt for Apex points.

With new activities, new event elements and a refreshed brand, this lively competition was a fitting way to bring the Apex Challenge back after its year away and a great base on which to build for the rest of 2015.

- 105 teams took part including some from Yorkshire, Derbyshire and even Galloway, making it our biggest ever event.
- The competition started and ended with our newly purchased inflatable assault course.
- Brand new activities included use of a converted 'cave bus' and a video-making challenge deep in the forest.
- This was our first event to use the new bespoke signing-in app to make arriving at the event more efficient and engaging.





AUTUMN EVENT: HAREWOOD HOUSE

A brand new location always brings fresh challenges and great opportunities for the Apex team and our first visit to the Harewood House estate brought exactly that.

The location was superb, with huge lakes, fast rivers, dense woodland and rolling open spaces throughout the area. This enabled us to provide a range of new activities as well as reviving popular event elements such as Friday night's Apex Intense, a sprint version of our regular challenge, to make sure the weekend has an active start.

The climax of the Autumn event was our brand new Apex Adventure Race. 14 tough obstacles were located along a wild and varied 5km course with teams setting off in five 'waves'.

Teams headed around the course facing scramble nets, the mangle, walls, grovels, climbs and an impressive water-splash through the river. As they made their way across rivers, down tracks, and through undergrowth their spirit and enthusiasm was clear to see. This was as tough as adventure events get, yet the Apex spirit shone through as every team completed the challenge.

It all added up to another incredible event with the sort of atmosphere you can only get at the Apex Challenge.

- 97 teams took part including some from Yorkshire, Lincolnshire, Northamptonshire and Cumbria.
- Each event stage included our longest ever inflatable assault course. At nearly 50 metres, this was also one of the longest in the UK.
- This was our first event with the new Apex arch, an iconic start and finish for each stage.
- Use of a new outdoor LED screen for pictures and messages.
- Saturday Night Live saw a live band and disco entertaining the crowds in the evening.
- The return of the Apex parrot, offering extra bonus points on the Saturday. Making clever use of the bonus controls, some even managing to get 'double parrot'!

Check out the exclusive video of this event:

www.youtube.com/apexchallenge



Royal recognition

This year the Apex Challenge received an award from the Duke of York's Community Initiative. This is an organisation that recognises 'inspirational' charities and those which 'genuinely make a difference to communities.'

This followed a rigorous assessment process where the Duke's assessors visited our April event to talk to volunteers and competitors. The Apex organisers will be attending an event to receive the award early in 2016.



Adventurous Group Mission

This activity weekend for the core organising team combined a tough adventure caving trip in the Peak District with a series of sessions to discuss improvements and build enhanced experiences for the event.



Less paper!

Teams arriving at both our events this year had a new quicker way to sign-in involving much less paper.

Our new signing in app allows teams to check their details on tablets which instantly update our scoring system and display their details on screens in event centre.

Since starting this we have noticed other events follow our lead with similar systems.

Other achievements

- Updated our own branding and incorporated newly redesigned Scouting logos.
- Set up a fully branded YouTube channel arranged into multiple playlists.
- Introduced more links on our website for people to share our content.
- Improved our social media presence with more posts to engage more people.
- Further refined our online entry system to streamline the back-office functions.
- Updated the look of our event centre marquee with new banners and signage.



A huge thanks to everyone who has once again worked so hard to make the Apex Challenge possible:

Ben Abell, Aaron Adams, Joanne Alflat, Simon Atha, Matt Atkinson, Ashley Baker, Matthew Barnes, Andrew Batley, John Batley, Rob Batley, Abby Baxter, Grace Baxter, Darren Bell, Martin Bennett, Phil Bennett, Andrew Billington, Duncan Blakeley, Steve Booth, Ian Brannan, James Brown, Ruth Bullivant-Layton, Kevin Bumby, Andy Burns, Stewart Butler, Jake Carpenter, Tony Casson, Chas Cave, Sarah Cave, Julia Charlesworth, Joe Christian, John Clay, Darrell Coates, Brad Cole, Ian Cook, David Cooper, Alex Crutchley, Steve Culmer, Jake D'Souza Kelly, Steve Dalleywater, John Darnbrough, Alex Detalia Riley, Tracey Dixon, James Downs, Julie Driskell, Owen Driskell, Rachel Edwards, Lee Farrow, Martyn Foster, Jo Fulton, Richard Galliford, Richard Garrett, Phillip Gillingham, Fran Glew, Rob Godfrey, Tim Hague, Tom Hague, Steve Hall, Scott Hammond, Elinor Hamilton, Isabelle Handley, Ben Harding, Hannah Harper, Sarah Harris, Guy Harrison, Ricky Harrison, Simon Harrison, Graham Harrop, Ian Hill, Richard Hill, Russ Hirst, Duncan Hocking, Richard Hollingworth, Nikki Hopkins, Gaz Hopkins, Alex Hummel, Emma Hunter, Jez Ince, David Ingledew, Andy Jackson, Colin James, Marcus Jenkinson, Alison Lamb, Nigel Lee, Jen Lowthrop, Kristian Lucas, Maria Mahon, Ross Masters, Emily Mawer, Neil McKay, Bruce Meek, Rebecca Meers, Andrew Melleney, Jon Mitchell, Derek Mollan, Andy Moore, Dom Moore, Lynn Moore, Dave Mott, David Needham, Charlie Newton, Phillip Norton, Richard Oliver, Andy Pagett, David Pape, Josh Parker, Gordon Parkinson, John Parkinson, Marion Parkinson, Keith Partridge, Simon Peers, Andrew Phipps, Nicky Phipps, David Platts, Andrew Plummer, Lee Plummer, Lynne Plummer, Sara Plummer, Nicholas Pritchard, Claire Probert, James Purdy, Matt Richards, Nigel Redfern, Susie Roache, Brian Robinson, Danny Rogers, Bev Rothery, Mark Rothery, Dave Scott, Mike Sharp, Dom Sharpe, Ben Sheldon, Victoria Sigsworth, John Skipper, Tom Smith, Tom Spreyer, Mike Squires, Dave Stern, Jon Stewart, Chris Stevens, Ben Stevenson, Matt Stevenson, Sian Stockham, Becky Stone, Jason Stubbs, Nadine Sweeney, Bob Teasdale, Haley Toseland, James Tucker, Sam Turnbull, Julia Voyse, Hana Walker, Andrew Ward, Matt Ward, Tom Ward, Edward Watchorn, David Webster, James Webster, Carolyn Welborn, Kevin Welborn, Will Wells, Jim Wild, Susan Wragg, Julie Wright, David Yates, Mark Yates.

Accounts summary



David Pape - Treasurer

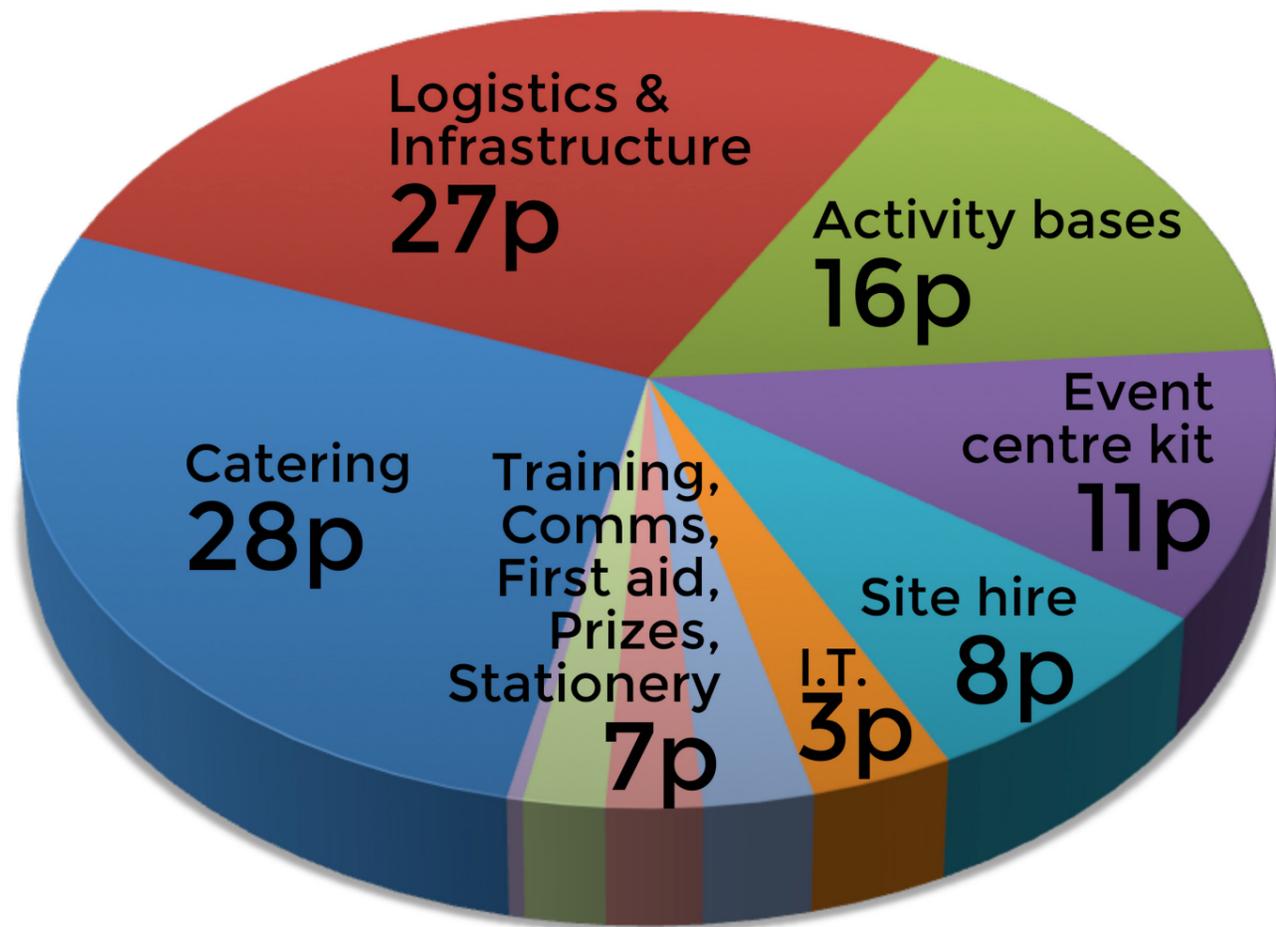
Comparing this year's accounts with 2014 is not as useful a comparison as looking back at the charity's activities in 2013 which was the last year we organised two large events.

In that year we spent almost £1600 more than we received in income. Our entry fees were therefore increased in 2015 and spending was controlled to minimise losses.

Despite aiming to make a profit in 2014-15 of up to £1500 to increase reserve funds, we made a small loss of £42. This is partly due to asset purchases of £1392, some of which will save money on hire costs in the future.

We do not currently have a reserves policy in place, but we consider we do have a reasonable level of buffer funds to cope with any unexpected expenses and cash-flow problems. A formal reserves policy will be created in the coming year.

Every Apex Challenge has varying income and costs. The graph below gives a rough idea, based on this year's accounts, of how each pound of a team's entry fee is spent.



We always try to spend money within Scouting where possible to keep funds within the Movement. Of our total expenditure this year, the amount remaining in Scouting was:

£2559

Section A: Statement of receipts and payments

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

	Unrestricted funds this year (2014-2015)	Restricted funds this year (2014-2015)	Unrestricted funds last year (2014)	Restricted funds last year (2014)
Receipts				
Entry fees (Spring)	£ 8904	£ 0	£ 0	£ 0
T-shirt sales (Spring)	£ 1939	£ 0	£ 0	£ 0
Other merchandise sales (Spring)	£ 168	£ 0	£ 0	£ 0
Entry fees (Autumn)	£ 14000	£ 0	£ 0	£ 0
T-shirt sales (Autumn)	£ 1211	£ 0	£ 0	£ 0
Other merchandise sales (Autumn)	£ 591	£ 0	£ 0	£ 0
Income from third party events	£ 0	£ 0	£ 268	£ 0
Sponsorship donations	£ 192	£ 0	£ 20	£ 0
Miscellaneous income (incl interest)	£ 2	£ 0	£ -139*	£ 0
Sub-total	£ 27007	£ 0	£ 150	£ 0
Assets and investment sales				
	£ 0	£ 0	£ 0	£ 0
Total receipts	£ 27007	£ 0	£ 150	£ 0

Payments				
Activity bases	£ 3576	£ 0	£ 281	£ 0
Catering	£ 6356	£ 0	£ 88	£ 0
Communications and first aid	£ 527	£ 0	£ 0	£ 0
Event centre kit	£ 2536	£ 0	£ 112	£ 0
Information technology	£ 783	£ 0	£ 165	£ 0
Logistics and infrastructure	£ 6277	£ 0	£ 164	£ 0
Merchandise	£ 2659	£ 0	£ 298	£ 0
Prizes	£ 448	£ 0	£ 0	£ 0
Site hire	£ 1800	£ 0	£ 0	£ 0
Stationery and printing	£ 89	£ 0	£ 15	£ 0
Training	£ 606	£ 0	£ 124	£ 0
Sub-total	£ 25656	£ 0	£ 1247	£ 0
Assets and investment purchases				
	£ 1392	£ 0	£ 0	£ 0
Total payments	£ 27049	£ 0	£ 1247	£ 0
Net of receipts/payments	£ -42	£ 0	£ -1098	£ 0
Cheques written but now expired				
	£ 0	£ 0	£ 0	£ 0
Cheques received but now expired				
	£ -193	£ 0	£ 0	£ 0
Cash funds last year end				
	£ 5873	£ 0	£ 6970	£ 0
Cash funds this year end	£ 5638	£ 0	£ 5873	£ 0

NOTES

Column totals may not sum correctly due to rounding. All amounts are shown to the nearest pound. When comparing this year to last year it is worth remembering that the previous financial year was only 10 months and no major Apex Challenge events took place during 2014.

* This negative miscellaneous income relates to a banking error from 2013 which was corrected during the 2014 accounting period.

Section B: Statement of assets and liabilities at the end of this period

Cash funds	Unrestricted funds	Restricted funds
Cash in hand	£ 0	£ 0
Bank account balance (as at 31 Oct 2015)	£ 5638	£ 0
Sub-total	£ 5638	£ 0
Less cheques written but not cashed	£ 0	£ 0
Total cash funds this year end	£ 5638	£ 0

Assets retained for the charity's own use	Fund to which asset belongs	Cost at purchase
Total value of assets purchased before 2015	Unrestricted	£ 5000
Inflatable obstacle course	Unrestricted	£ 500
Trailer	Unrestricted	£ 73
Petrol blower for inflatable assault course	Unrestricted	£ 150
Stage	Unrestricted	£ 280
Inflatable arch	Unrestricted	£ 389

Liabilities	Fund to which liability belongs	Amount due

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 2014-15. 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

I report on the accounts of the Apex Challenge (charity number 1102633) for the year ended 31 October 2015 which comprise the 'Statement of receipts and payments' and 'Statement of assets and liabilities' set out on pages 9 and 10.

This report is made solely to the trustees in accordance with Section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an Independent Examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees for my examination work.

Respective responsibilities of Trustees and Examiner

The Apex Challenge trustees are responsible for the preparation of the accounts. They 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,
- Follow the procedures laid down in the general directions given by the Charity Commissioners (under Section 145(5)(b) of the Charities Act), and
- State whether particular matters have come to my attention.

Basis of Independent Examiner's report

My examination was carried out in accordance with the general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the Apex Challenge 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:

1. which gives me reasonable cause to believe that in any material respect the requirements
 - to keep accounting records in accordance with Section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; 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 (Non-practising),
Inglewood House, Lingards Road, Slaithwaite, Huddersfield, West Yorkshire, HD7 5HY.

2015 HALL OF FAME

Spring event: Bramham Park



Explorers Competition Winners
Team 12th B
Halifax Sea Scouts (West Yorkshire)

Autumn event: Harewood House



Explorers Competition Winners
Faster Than Ya Mom
Halifax Sea Scouts (West Yorkshire)



Network Competition Winners
Les Jizérables
Danum Network (South Yorkshire)



Network Competition Winners
Les Jizérables
Danum Network (South Yorkshire)



JCH Award Winners
Dumbledore's Army
Phoenix ESU (Derbyshire)



JCH Award Winners
Return Of The Doran's Darlings
Barnsley Meths (South Yorkshire)

Join the adventure in 2016:
www.apexchallenge.co.uk