



apex
challenge

annual report 2007

Financial Year: January 2007 - December 2007
Registered Charity No. 1102633



OUR MISSION



“

We believe that through adventure, we challenge individuals so that they learn and experience new things that enrich their lives. The Apex Challenge provides national activity competitions for Scouts aged 14-25, offering a unique adventure experience.

”

2007 AIMS & OBJECTIVES

1. To organise a successful Apex Extreme.

The first Apex Extreme in 2006 was only two thirds full. There were just 41 teams there. This meant that the event taken in isolation actually made a loss. In 2007 we successfully filled the event with all 60 places being over-subscribed with more than a week to go before the event. Feedback from teams taking part was overwhelmingly positive and while there are still elements to improve for next year the event is definitely growing stronger.

AIM SUCCESSFULLY ACHIEVED.

2. To make the event more smooth running.

There were elements of the 2006 Apex Extreme which didn't work as well as they could have. In particular these were the balloon race and the glowstick challenge. Both of these elements were modified in 2007 and gained more positive responses.

AIM SUCCESSFULLY ACHIEVED.

3. To increase interactivity and new media use on the website.

During the past year there has been an explosion in popularity for social networking websites, in particular Facebook and MySpace. The Apex Challenge now has pages on both these sites directing people to the official website. We have already begun using the YouTube site to upload the official videos from the events. Other teams have also started to post their own images and videos online too.

AIM SUCCESSFULLY ACHIEVED.

4. To expand the organising team and spread responsibility.

Systems have been developed to allow the entries for Apex Challenge events to be managed by Duncan Horton and Nancy Alford. This involved modifying the event's management software and website as well as training Duncan and Nancy. Implementing this freed up the main organisers to concentrate on other elements of the competition.

AIM SUCCESSFULLY ACHIEVED.

5. To become more environmentally aware.

Lowering carbon footprints and managing the Earth's resources have moved higher up the national agenda in the last year and it's clear that all organisations, no matter how small, need to do their bit to minimise their impact on the planet. The Apex Challenge is starting to do this by recycling as much waste as possible and encouraging teams and organisers to car share where possible when travelling to the event.

AIM SUCCESSFULLY ACHIEVED.

6. To increase take-up from West Yorkshire and Central Yorkshire.

The 2007 event was in its most Northerly location yet - an ideal opportunity to encourage more teams from West and Central Yorkshire to take part. In 2006 15% of the teams were from the West and Central Yorkshire areas but this increased in 2007 to 21%, though the increase was mostly in the West area rather than Central so more publicity in that area is clearly needed.

AIM SUCCESSFULLY ACHIEVED.

THE YEAR IN BRIEF

Successfully organised an Apex Extreme event.

Started developing multimedia web content.

Created a dedicated web entries team.

Begun considering environmental impact.

Brought the army into the event.

Made a financial profit to allow future investment.



OCTOBER 2007 APEX EXTREME

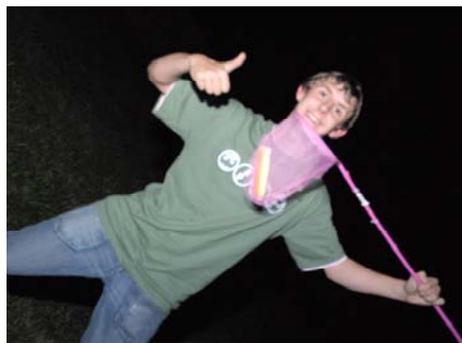
It was our only Apex event in the Centenary year. It was in a brand new area and we had far more teams wanting to take part than before. The 2007 Apex Extreme had to live up to its name. And it did. A full weekend of action and adventure which stretched everyone to the limit.

As the teams began to arrive on Friday night, the area was all set for the weekend's adventures. The computerised scoring system had been upgraded and our biggest ever team of helpers was ready to pull off a spectacular weekend.

The camping field at the Sconce centre was slowly filling with an excited buzz from the competitors as teams began to plan their strategies in anticipation for the weekend ahead. Some had travelled just a few miles from West Yorkshire, others were pulling up after a drive of several hours from the South coast.

As everyone packed into the marquee, the event briefing detailed what would happen during the weekend and when. But a few surprises were held back. This was to be a weekend of evolving

adventure, as more secrets and extra adventures became clearer throughout the two days.



The teams all had their maps, control cards and instructions, but they still needed a start time. The now legendary Glow Company Challenge returned to decide which teams would go off in pole position.

As the glowsticks started flying, those with the nets began catching. This certainly wasn't a game for the timid, but it looked spectacular! Soon the teams were racing back to the event centre. Their nets of glowsticks were swapped for a start time.

The main event began the following morning with computerised announcements echoing around the event centre setting the teams off. The Apex Extreme had properly begun.

Teams had seven hours to get as many points as possible. Visiting control points in remote places would give a welcome boost to the total, but the big points were for completing the challenging activities. A total of twelve were spread across Ilkley Moor – each requiring a different skill, and testing whether these Explorer and Network members really could work successfully as a team.

Within just a few minutes the activity bases were in full swing. Teams were tentatively wobbling on top of milk crates to reach the punch at one riverside base, while at another there were screams of exhilaration as they were racing down a zip line through a spectacular quarry.



As always, the rock climbing and abseiling proved popular. Even though there were more than a couple of worried expressions as those feet stepped over the crag edge for the first time.

The more bizarre activities including a fancy dress run through a stone circle which prompted bemused looks from passers-by. The waterslide down the dam wall needed a lot of co-ordination. As with many parts of the Apex Challenge, it was only the most daring who were successful.

Further across the moor, eggs were being catapulted over open ground, and it took a steady hand and lateral thinking to construct towers that didn't collapse.

Throughout the seven hours many teams were following their pre-planned routes, trying to maximise their score. But that was about the change. Soon the sound of text message alerts could be heard across the moor. New control points were being revealed, and so teams had to alter their strategies to take advantage of these new mega-point opportunities.

As the seven hours began coming to an end, a stream of teams began arriving back at Apex HQ. Some steadily walked, with time for sightseeing with several minutes to spare. Others were faced with a lengthy sprint back to the event centre, everyone desperate not to lose any of their hard-earned Apex points in time penalties.

After a welcome bite to eat, the weekend of adventure continued, and soon everyone was back in the marquee for their second briefing. The plan for Sunday was being revealed; an intense session in the Apex Adventure Zone. But before that it was the Saturday Night Out.

It was essentially a tactical wide game, but on a massive scale. This stage of the competition was all about strategy. It was about stealth and evasion, but also cunning and speed. Those who did best worked as a team

to gain their crucial balloons and avoid capture. Those who were losing out, were failing to think things through. This was the stage that separated the average competitors, from those who were truly in with a chance of winning.

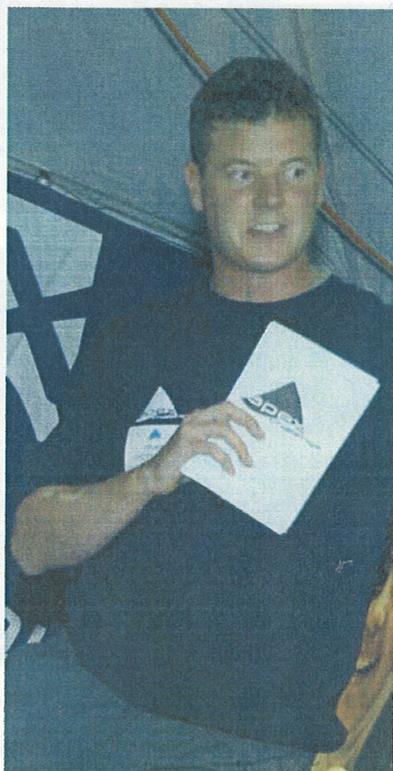
After all the balloon buying and selling, all the chasing, all the hiding, and all the day's adventures, it was time to relax by the campfire and reflect on the day's event. That night many new friends were made, and many ideas were exchanged, but everyone still had their thoughts on what was still to come.

Sunday dawned, and as the mist cleared over Reva Reservoir, the scale of the adventure zone became clear. The army was unpacking a rotating climbing wall and mountain bike assault course, the huge inflatables were being blown up, and the open water was being filled with rowing boats ready for the adventures to begin. With each team having just 90 minutes in the zone, speed was the name of the game. It was about completing as many action-packed activities as possible. It's fair to say few left without getting soaked. But everyone was still smiling.

As exhausted teams arrived back at Event Centre, the Apex software collated the results. The leader board was drawn up, the individual routes were plotted, and the score sheets printed. With a packed marquee it was time to join together one final time for the results. The tension was clear as the top teams vied for positions.

But soon, all the great prizes had been given out, and the Apex trophies were in the hands of the winning teams. After another hugely successful event the challenge is now on to beat all that in 2008.

TRUSTEE REPORTS



Matt Richards - Event Organiser, Chairman.

It's been a spectacular year for everyone in Scouting. Because of the many Centenary events, we took the decision to just hold just one high-profile Apex Extreme event. But this year also showed how we could use the Apex style to great effect elsewhere. Many core members of the team ran a popular radio station and interactive magazine at one of the country's biggest centenary events. Synergise Radio showed how our gloss and professionalism could be transferred to other events for the movement.

Then we took our Apex event to its most Northerly location ever – the world-famous Ilkley Moor in West Yorkshire. It was a hugely enjoyable challenge working in this brand new area, but it brought great rewards – a great Event Centre at Sconce, some new water activities through Reva and it was great to welcome new organisers as well.

So how do we beat all this in 2008? We're already organising two events. We'll be heading back to Sherwood Pines Forest Park in May for our Overnight event, and then we're hoping to visit a new area of the Peak District in October. Throughout it all, the support that leaders and other adults have given the Apex Challenge has been hugely encouraging. Our core team now has more than ten members who previously had nothing to do with Scouting. Now they've all got the bug – and we hope the Apex events will continue to attract many more people into the Movement.



David Pape - Assistant Event Organiser, Treasurer.

For the first time 2007 saw the Apex challenge become self-funding. This means that we managed to cover the costs of the event from the entry fees and profits made by selling T-shirts. The donations received this year on top of this are greatly appreciated and mean that for the future we have stability and opportunities to do bigger and better things.

This year the event management software was re-written. This allowed me to pass on some of the event administration such as processing entries and collecting cheques so that I can concentrate on other aspects of the event. Future plans include looking at using electronic control stations and electronic chips which teams dip into them to register that a control or base has been visited. This should improve accuracy and speed of collating results.



James Webster - Assistant Event Organiser, Secretary.

Much of my work has again this year focussed on the event website and the developing the Apex Challenge brand through all the printed / electronic material on display in the run up to the event and the event itself. The Apex Challenge as a brand is now becoming more well known through an even wider area. We have had reports of people seeing them at other Scout competitions and it is helping spread the word about what we are wanting to achieve.

After starting work improving multimedia use on the website and introducing more interactivity I am aiming to build on that and think of new ways of promoting the Apex Challenge brand. It's important it constantly looks fresh and key aim for 2008 will be tweaking the look of many of our documents so that they stand out as being new and different for those teams taking part.

ACCOUNTS SUMMARY

The following accounts summary has been prepared from a full list of receipts and payments from the Apex Challenge accounts over the past 12 months. A full version of this detailing each item is available on request.

INCOME

Description	Amount
Sponsorship donation - Real Radio	£ 125.00
Sponsorship donation - Bradford & Bingley	£ 700.00
DVD sales	£ 115.00
Entry fees (October 2007 Apex Extreme)	£ 3720.00
T-Shirt sales (October 2007 Apex Extreme)	£ 1275.00
TOTAL	£ 5935.00

EXPENDITURE

Description	Amount
Accommodation	£ 978.75
Catering	£ 946.64
Communications	£ 170.38
DVDs	£ 51.80
Event Day Equipment	£ 397.65
Event Bases	£ 237.48
First Aid	£ 48.55
Fuel	£ 83.72
Prizes	£ 66.00
Stationery	£ 250.14
Clothing	£ 810.76
Asset Purchases	£ 92.00
Miscellaneous	£ 7.00
	£ 0.00
	£ 0.00
	£ 0.00
TOTAL	£ 4140.87

ACCOUNTS SUMMARY (CONT.)

BALANCE AS AT 31ST DEC 2007

Description	Amount
Balance brought forward from 2006	£ 1995.62
Income	£ 5935.00
Expenditure	£ 4140.87
TOTAL BALANCE CARRIED FORWARD	£ 3789.75

ASSETS HELD BY THE CHARITY

Purchase date	Description	Value at Purchase
03/05/2004	4 x Hi-Vis Tabards	£ 27.80
03/05/2004	Dark Peak Ordnance Survey Map	£ 7.11
03/05/2004	2 x Floodlights	£ 66.84
06/05/2004	Long arm stapler	£ 17.99
09/08/2004	Sound system (joint purchase with Woodseats Scout Unit)	£ 220.00
06/09/2004	Laminator	£ 29.99
08/12/2004	Oki B4250 laser printer and USB cable	£ 185.65
10/05/2005	4 x Sodium Lamps	£ 110.00
08/11/2005	Projector (joint purchase with Woodseats Scout unit)	£ 300.00
24/04/2006	2 x Cash boxes	£ 8.98
13/05/2006	3 x Twin halogen floodlights	£ 78.59
20/05/2006	Petrol generator	£ 44.61
20/05/2006	4 x Reflective vests	£ 16.00
20/05/2006	6 x Fuel cans	£ 23.94
25/05/2006	Orienteering controls	£ 32.50
14/10/2007	Lower Wharfedale map	£ 7.49
11/11/2007	Mixing desk	£ 92.00
TOTAL VALUE AT PURCHASE		£ 1269.49

THE CHARITY CURRENTLY HAS NO LIABILITIES

This annual report is signed to certify it is a true and accurate record of the Apex Challenge's activities during 2007. 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: _____



www.apexchallenge.co.uk

If you would like further copies of this annual report, please contact:
Apex Challenge, 2 Roman Place, Leeds, West Yorkshire, LS8 2DS.
A small charge to cover printing, postage and packing will be required.

