

11/29/2021



Foundation
resettlement & rehabilitation for ex-offenders

www.apfoundation.co.uk

Annual Report 3rd April 2020 – 31st January 2021

***Our mission is to be a force for positive change and turn
young offenders lives around***

Introduction

Banged Up

The prison population has fallen slightly since lockdown measures were introduced in response to the Covid-19 pandemic. The end of custody temporary release scheme introduced in April 2020, made little impact. The aim was to reduce the numbers of prisoners in overcrowded prisons and to enable HMPPS to maximise its cohorting strategy and use of single- cell accommodation.

The prison population in January 2021 was 78,756 having risen 69% in the last 30 years.

Young adults aged 18-25 typically commit a high volume of crimes and have very high rates of re-offending and breach. There are currently over 12,000 young adults in prison, accounting for 15% of the total prison population.

Prisons are often over crowded, drugs are rife and violent incidents are at a record high. Over the last seven years safety in prisons has deteriorated rapidly with more assaults and serious assaults than ever before. Young adults are over-represented in incidents of violence, they perpetrated 35% of assaults.

The criminal justice system and legislation define adulthood as commencing at age 18, yet evidence suggests young adults are a distinct group that are different both from children under 18 and adults older than 25 and that their progression to maturity continues into their mid 20's.

Currently there is no strategy in place for dealing with young adults, even though they tend to spend more time locked in their cells, have poorer outcomes in relation to access to purposeful activity like education and training, and are most likely to reoffend within one year of their release. Reoffending rates are substantially higher amongst young adults in the criminal justice system than older adult offenders, this shows the destructive cycle of crime that some young people fall into and struggle to get out of.

29.2% of prisoners discharged from custody reoffend within one year, as only 17% of offenders are in P45 employment a year after release. Reoffending costs the tax payer £18.1 billion a year.

The majority of young adults trapped in crime want to change, they want to live violence free and they are also the most likely age group to stop offending as they mature.

5 Step Pathway

The AP Foundation 5 Step Pathway offers adult and young offenders a unique and innovative way out from their life of crime, helping them take their first steps towards a new life, to get back into the workplace, to change their lives for the better and to prevent reoffending.

Few intervention projects will bring about significant reductions in reoffending rates on their own, so the AP Foundation has adopted an holistic approach, co-ordinating a range of programmes delivered in conjunction with smaller specialist service providers, to achieve more successful outcomes.

Designed to reflect the lifestyle activities of a media literate generation, we harness their ambitions, passions and interests and introduce them to the many opportunities available in the arts, media and sport business, and then guide them onto the first rung of what will be an exciting and fulfilling career.

The 5 Step Pathway

- Intervention
- Rehabilitation
- Training
- Employment
- Support & Housing

We challenge existing behaviour and resolve lifestyle patterns through rehabilitation. We prepare them for entry into the workplace through education and training. .

And to give them a real chance to turn their lives around, we provide support to help them navigate the system and co-ordinate the many challenging complexities of life as an ex-offender.

APF believes reformed offenders are the best role models as mentors to encourage and support ex-offenders entering or leaving the prison system.

Partnerships is the key to bringing the right courses together which work across these three phases.



Opportunities

The AP Foundation recognises the significant role that arts, culture and media can play in engaging 'hard to reach' young people who do not have access to creative media projects, as well as those who may not have responded well to conventional education or are already caught up in the criminal justice system.

We offer an exciting range of media courses from film and music production audio broadcasting to help *Young Creative's* unleash their talents, develop practical and social skills, encourage teamwork, reliability and problem solving and help them grow in confidence and improve their self-esteem.

Our programmes provide them with fresh perspectives for their future and help them become more open to the idea of education and training that will lead to future employment.

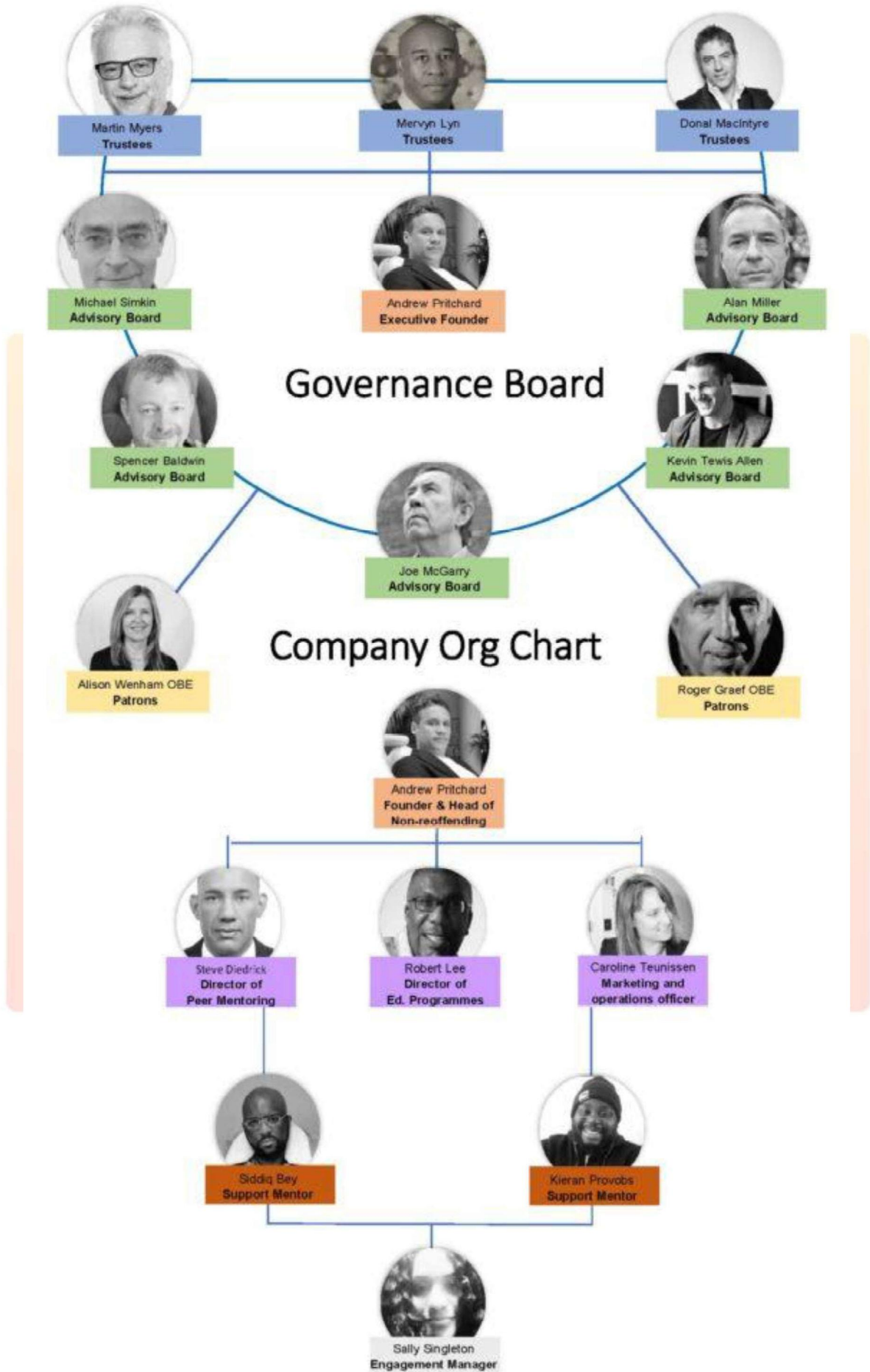


Embedded within the programmes are a series of Intervention courses, delivered by high status ex-offenders who have first-hand experience of life on the street and the criminal justice system.

Our courses are designed by professionals from the music, film and creative arts sector. APF provide students with the most up to date knowledge and skills necessary to enter the industry, whether it's launching their own podcast, securing an internship, job placement or setting up their own business venture.

We also look at other potential areas of employment, such as backstage work, stage hands, roadies, sound/audio technicians, lighting technicians. As well as A&R, artist liaison, booking agents, sound engineer, label management, digital games, social media, festival management, media pluggers and runners.

Between our Trustees, Management, Patrons, Advisory Board members and Ambassadors, we have access to thousands of industry contacts and decades of experience working in the business.



Objectives and Activities

Summary of the purposes of the charity as set out in its governing document

SORP para 1.17

The object of the CIO, being undertaken amongst young people, is: to promote the rehabilitation and resettlement of offenders, ex-offenders and the prevention of crime and recidivism in particular but not exclusively by: a) providing mentoring schemes to young offenders in custody; b) providing employment support or assistance to find accommodation for those young adult offenders in prison, those on probation and those at risk of re offending; c) providing support and activities which develop their skills, capacities and capabilities to enable them to participate in society as mature and responsible individuals; d) providing advice and guidance to young adults at risk of offending by means of the development and implementation of community programmes.

Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts

SORP paras 1.17 and 1.19

The inspiration for creating the AP Foundation came from its executive founder Andrew Pritchard, who at the time was a serving Category A prisoner at HMP Belmarsh.

During his time in custody, it was noticeable that violent assaults amongst the younger population of inmates had dramatically increased, due to their "postcode" gang affiliations on the outside. Prison establishments were rapidly becoming far more dangerous environments for their residents, staff and visitors.

As a result, Andrew took it upon himself to write and develop a series of rehabilitation courses addressing issues such as conflict resolution, negative lifestyle trends and toxic behaviour patterns.

By the Summer 2015, the first of these initiatives was piloted at HMP Belmarsh to great success. Within 3 months over 30 successful non-violent gang conflict resolutions were mediated and violence, including assaults on staff, had dropped to a minimum.

After spending the next five and a half years in custody and progressing from Category A, B, C down to D, in preparation for launching the AP Foundation after his release from prison, Andrew decided to write a comprehensive business plan based on a four pillar strategy for the rehabilitation of young offenders.

From 2nd March 2019, services and products were acquired from London Street Art Design, Go Daddy, 4C Creatives and CFS International Formations to secure the relevant domain names, e-mails and webhosting; design a corporate logo; develop and build the AP Foundation website, including scripting the content. Thereafter, the AP Foundation Community Interest Company (CIC) was incorporated at Companies House on 7th May 2019.

Over the following six months work was undertaken to find suitable management, volunteers, ambassadors, advisors, consultants and lived-experience peer mentors, all of whom shared the same belief that everyone deserves to be given a second chance and prisons should be more about rehabilitation than punishment.

Through a series of face-to-face meetings and telephone conversations, a select team of the afore-mentioned were invited to join the AP Foundation.

In July 2019, Stewart Richards Productions Limited were contracted to help with the day to day running and further development of the Foundation.

During this same period, we expand Andrew's original four pillar plan and collectively devised and organised the objectives and priorities of the CIC to create the AP Foundation pathway: Five Steps to Freedom for Young Adult Offenders. The 5-step pathway consists of: (1) intervention (2) rehabilitation (3) training; (4) employment; and (5) support and housing.



Our aim is to challenge existing behaviour and resolve lifestyle patterns through rehabilitation. We prepare the young offenders for entry into the workplace through education and training and secure work experience placements on completion. Our aim is to give them a real chance to turn their lives around and support to help navigate through the challenges and complexities ex-offenders and vulnerable young people face.

From August 2019, the Foundation gained membership of the following trade bodies National Council for Voluntary Organisations, National Criminal Justice Association and Clinks (a criminal justice organisation).

In early September 2019 Mark Webber (Director of Attic Media) approached the Foundation to create rehabilitation and peer mentoring content for their new Grazer Digital Learning Platform. We compiled a group of experienced peer mentors to write material which would be used to help those with learning and behavioural issues. Over the following five months we attended a number of meetings with Grazer's operations team sharing ideas ahead of the test pilot



which was due to be rolled out with selected students from Southend Adult Community College.

Unfortunately, the project was then put on hold due to Grazer not being able to secure senior funding to continue the expansion of their platform.

In October 2019, the AP Foundation began assisting Associated Care Services (ACS) with their 'hard to reach' clients. We also provided suitable properties, qualified carers and one to one peer mentoring. In particular, a young man was sent to us and remained in our care for 8 weeks whilst awaiting assessment. The said young person described their stay with us as "life changing".

In December AP Foundation developed its own care plan for young clients who may be referred to us in the future. The key skills we want to teach them are: (1) making informed choices about their daily lives and future plans; (2) acquiring practical skills such as budgeting, cooking, personal cleaning, and basic household maintenance; (3) developing positive emotional well-being and good mental health; (4) developing good standards of health and sexual health care, including advice on HIV/Aids and contraception; (5) having an overview on drugs and alcohol/substance misuse; (6) learning to manage and control their behaviour; (7) developing self-confidence and belief in their ability to manage their own lives; and (8) maintaining, improving and developing positive relationships with family and other significant people.

Also in December 2019, a member of our management team travelled to Cardiff to attend the HM Prison and Probation Service ("HMPPS") programme. Over the following months, the AP Foundation partnered with One Plus One charity, Attic Media and User Voice to prepare a grant application to secure HMPPS funding for innovation. Unfortunately, this bid was not successful.

During the same month the AP Foundation was invited to attend a meeting at Serco's head office in Victoria to assist with their bid to tender for the provision of rehabilitation programmes at the new HMP Wellingborough (Five Wells) Prison. To assist with this, we pulled together an alliance of 12 independent rehabilitation organisations to help develop and deliver the courses being written for the Serco bid which was ultimately delivered to the Ministry of Justice ("MOJ").

In July 2020, we were told that G4S had won the bid. Although they scored marginally higher than Serco overall, pleasingly Serco had scored better than G4S in relation to our rehabilitation and resettlement work.

In January 2020, we instructed John Byrne and Co Solicitors to act on behalf of the AP Foundation CIC and convert the structure of a Community Interest Company into a registered charity in the form of a Charitable Incorporated Organisation (CIO).

Thereafter, we undertook and completed the tasks of revising AP Foundation Business Plan (statement of Purpose; achievements to date; unique selling point; current market review/analysis; marketing strategy; funding strategy; competitor/partner analysis; operational plan; management and governance; staffing and volunteers; operating budget; cashflow (6 month, 1 year and 3 year) projections; and strategic risk assessment. We also established internal policies and procedures (safeguarding; health & safety; equal opportunities; financial administration)



Between January and April 2020, the team developed Power Point presentations and wrote lesson plans for a number of new courses, namely Hindsight, Therapeutic Writing, Mindset Challenge and Cut it Out. A contact list of suitable HMP establishments was compiled to approach with the courses. However, due to the Covid-19 pandemic and subsequent prison lockdown, these plans were placed on hold.

In March 2020, the Foundation secured 20 trainee work placements with Metrofest music festival. The placements were offered to ex-offenders and candidates that enrolled onto our media programme. The festival was due to be held in August 2020 at Trent Park. Unfortunately, due to the Covid-19 restrictions the event had to be postponed to 2021.

Also in March 2020, we approached the Trustees of the Jonathan Greig Charity and asked if they would consider making a donation to the AP Foundation explaining at the time that the AP Foundation was in the process of becoming registered as a charity. They agreed to consider the request.

On 3rd April 2020 the AP Foundation was granted charitable status by the Charity Commission of England.

A Board of Trustees was appointed consisting of Mervyn Lyn (Chairman), Martin Myers (Treasurer) and Donal MacIntyre (Secretary).

Between March and July 2020, specialist companies were engaged to consult on our programme structures and lesson plans, register the Foundation for Gift Aid and VAT registration, obtain banking facilities as well as provide other back office and charity consultancy services.

In October 2020, the Jonathan Greig Trust deposited £25,000 into the AP Foundation bank account as unrestricted funding.

Between May 2020 and January 2021 the AP Foundation engaged APF TV Limited to redesign and maintain the website and social media channels in addition to developing and carrying out optimization of our social media



presence; create film and daily content; and create YouTube videos, interviews and strategies to bring about greater awareness of the AP Foundation.

APF TV was also asked to research and formulate a plan for the Made in London Community Bus project which we began to develop in July 2020 (see below).

The executive founder of the AP Foundation, Andrew Pritchard, became a director and 50% shareholder of APF TV Limited on 20th October 2020.

APF TV's charges for their work was £8,500 which Andrew Pritchard funded personally at no cost to the charity.

Andrew's interest in APF TV Limited was declared to the trustees at a General Meeting held 4th November 2020.

Between March and July 2020, the AP Foundation was invited by Serco to be one of the principal providers on their bid for the HMPPS/European Social Fund activity hub project. AP Foundation designed a series of courses to teach practical skills in arts and crafts, audio, film & TV drama, dance, music, live performance, and kitchen table craft businesses. We were accepted as Serco's key supplier of media programmes with an indicative funding revenue for charitable services of £538,000. Unfortunately, Serco were not chosen by the MOJ to become a provider and the opportunity was lost.

Later in 2020 we were further approached by Serco again, this time to provide them with a comprehensive ledger of courses for a new prison which they were bidding for, which the team then put together. The MOJ announcement on the bid is expected in January 2022.

On the 11th of August 2020, the first AP Foundation Trustees and Advisory meeting was held at One Percy Street, London W1. At the meeting it was agreed that the Made in London Community Bus project would be a perfect opportunity for the AP Foundation to do outreach work within local communities. It was suggested that with the help and influence of our trustees, ambassadors and advisor board members, celebrity endorsements could be achieved as a means of them "giving back" and helping change for the better the areas they had come from.

Our aim was to create a prison cell on the lower deck of the bus similar to an existing project called "The Choice Bus" which operates in the United States.

(Our recreated prison cell will now be developed by The Fred Company as a unique virtual reality experience.) The upper deck of the bus would be used to offer training in editing, film and music with ideas such as making a film on your mobile phone. At the same time, we would offer a platform



to facilitate podcasts and live performances from recording artists with potential endorsements from big sponsors.

Since August 2020, budgeting and fundraising for the bus have caused some complications due to the new laws introduced in relation to new low and ultra low emissions zones which has affected the principal cost of purchase for the bus.

Since the AP Foundation CIO's inception in April 2020, our executive founder, Andrew Pritchard, has personally dedicated over 2,000 hours of his working time managing the day to day activities of the Foundation. In addition, our trustees, management, advisory board members, ambassadors, peer mentors and volunteers have collectively given hundreds of hours of their time free of charge to see the AP Foundation achieve our mission to be a force for positive change and turn young offenders lives around. Despite the several setbacks we have encountered along the way, all those involved remain absolutely committed to achieving the Foundations objects as set out in its governing document.

Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit

SORP para 1.18

The trustees have had regard to the guidance on public benefit issued by the Charity Commission

Additional information

Contribution made by volunteers

SORP para 1.38

Our team of principal volunteers to date have a 100% record of responding to all requests to assist. They are actively championing the causes of the Foundation from the world of acting, music, presenting, arts and entertainment and, as a result, in effect our social media following and the public awareness of the charity has been steadily growing.

Between October 2019 and May 2021, a landline divert telephone system (provided by Tamer Telecommunications) was started up as a "Helpline" where a designated volunteer answers calls and provide young people and parents (concerned with their friends and children respectively being involved with criminality, drug misuse, postcode gang culture, county lines and anti-social behaviour) with details of appropriate organisations which can help.

Achievements and Performance

Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole

SORP para 1.20

The charity made some very prestigious and worthwhile connections in its first year of operation and all the time and effort spent in building up the public's awareness of the charity has created greater opportunities for the future.

Being involved in the bid process to provide the rehabilitation and resettlement programmes as part of Serco's tender to the MOJ was a great success and, although the first two bids were not successful, the work done in designing and structuring the courses created a great platform for future years.

We are optimistic that the third bid will be approved which will lead to a lucrative contract for the charity and raise the profile still further, thereby leading to more donations.

Additional information

Achievements against objectives set

SORP para 1.41

Clearly, launching a charity during the Covid-19 pandemic and restrictive lockdowns was never going to be easy but, in all the circumstances, whilst we were not able to work with young offenders in the way that we planned, the preparatory work done in promoting the charity and creating and refining the rehabilitation courses helped to ensure that better progress was able to be made once life returned closer to normality.

Performance of fundraising activities against objectives set

SORP para 1.41

We had hoped that we would receive donations and successful grant applications as high as £150,000 in the first year of operation. Again, the pandemic did not help so we were very pleased to have received the £25,000 donation we did from the Jonathan Greig Charity.

Financial Review

Review of the charity's financial position at the end of the period

SORP para 1.21

The charity's accounts do not show great success in the first year of operation. Although the donation helped and was put to good and productive use, the cost of running the charity significantly exceeded its revenue. Notwithstanding this, there was still a small balance of the donation left in the bank account at the year end. We were very grateful for the financial support given by the charity's founder which enabled, in particular, the marketing and bid costs to be afforded.

Statement explaining the policy for holding reserves stating why they are held

SORP para 1.22

The charity had a small reserve at the year end. It was decided to use this to meet working capital requirements in the early part of the new accounting period pending grant and other funding becoming available.

Amount of reserves held

SORP para 1.22

£4,523.00

Details of fund materially in deficit

SORP para 1.24

Whilst the charity owes money to its founder, there is no pressure to repay the loan because the founder is content to wait until a lucrative MOJ or other contract is entered into which will enable the charity to support itself and commit funds to its charitable objectives.

Explanation of any uncertainties about the charity continuing as a going concern

SORP para 1.23

There are no concerns about the charity's ability to continue.

Additional information

The charity's principal sources of funds (including any fundraising)

SORP para 1.47

The charity's two sources of funds were a donation from the Jonathan Greig Charity and a loan from the charity's founder, Andrew Pritchard.

A description of the principal risks facing the charity

SORP para 1.46

At the time the idea of creating charitable status for the AP Foundation was conceived, we had no idea that the global pandemic was going to take place. When AP Foundation CIO was formed in April 2020 the fund-raising prospects and opportunity to undertake its charitable objectives were severely handicapped. Despite this, the charity's profile has grown thereby reducing the risk of not receiving public funding. The range of activities in which the charity is involved to further its objectives is now limiting the risk that one of the opportunities for success will not be achieved.

Structure, Governance and Management

Description of charity's trusts:

Type of governing document (trust deed, royal charter)

SORP para 1.25

Trust deed

How is the charity constituted? (e.g. unincorporated association, CIO)

SORP para 1.25

Charitable Incorporated Organisation

Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees

SORP para 1.25

A prospective trustee can be recommended for appointment by another trustee, management, advisory board members, ambassadors and/or peer mentors. Subject to meeting the statutory criteria; having the required skills, knowledge and experience; being approved as a "fit and proper person"; and passing DBS checks (as required), the prospective trustee can be appointed for a term of three years by a resolution passed at a properly convened meeting of the existing charity trustees.

Reference and Administrative details	
Charity name	AP Foundation CIO
Other name the charity uses	APF
Registered charity number	1188886
Charity's principal address	33 Barretts Grove, London N16 8AP

Names of the charity trustees who manage the charity			
Trustee name	Office	Dates acted if not for the whole year	Name of person entitled to appoint trustee (if any)
Mervyn Lyn	Chairman	Whole Year	
Martin Myers	Treasurer	Whole Year	
Donal MacIntyre	Secretary	Whole Year	

Corporate trustees
None
Name of trustees holding title to property belonging to the charity
None

Funds held as custodians on behalf of others	
Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Declaration

The trustees declare that they have approved the Trustees' Report above.

Signed on behalf of the charity's trustees:

Signatures:   

Date: 29.11.2021 29.11.2021 29.11.2021

Full names: Mervyn Lyn Martin Myers Donal MacIntyre



Position: Chairman Treasurer Secretary

"I grew up with 3 older brothers. My parents separated when I was just 10 and we were directed and empowered by our father, a determined man who believed success was due to hard work. Back in the early 70's failure wasn't an option and as my father had to work his way up from sweeping London Underground station platforms, he made sure we were educationally armed to be not just good enough for whatever path we chose, he made sure we were better than that and getting help along the way was a bonus not an entitlement" (Mervyn Lyn)

"It's important in today's fast moving world to consider and think about those who are less fortunate, those who haven't been given the chance or opportunity to better their lives. That's why it's important for me to give up my time, to give back and impart my life experiences and knowledge, to try and help people and to guide them on to a path for a better future".(Martin Myers)

I'm delighted to have been asked to be a Trustee for the AP Foundation. I believe the approach of the foundation and the work it is doing will make a significant positive impact towards stopping knife crime and steering young people away from gangs and a life of violence. This is a much needed initiative bringing together people, organisations and businesses to provide the vehicle for change."(Donal MacIntyre)



CHARITY COMMISSION
FOR ENGLAND AND WALES

AP Foundation CIO

1188866

Receipts and payments accounts

CC16a

For the period
from

Period start date
3rd April 2020

To

Period end date
31st January 2021

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	25,000	-	-	25,000	-
Loan (from Founder)	5,657	-	-	5,657	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	30,657	-	-	30,657	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	30,657	-	-	30,657	-
A3 Payments					
Bank charges	69	-	-	69	-
Bid consultants	9,500	-	-	9,500	-
Marketing and PR	596	-	-	596	-
Marketing consultants	4,500	-	-	4,500	-
Mentoring consultants	1,200	-	-	1,200	-
Solicitors	4,347	-	-	4,347	-
Other professional fees	3,165	-	-	3,165	-
Software updates and hosting	930	-	-	930	-
Telecommunications	269	-	-	269	-
Travel	358	-	-	358	-
Website design and construction	1,200	-	-	1,200	-
Sub total	26,134	-	-	26,134	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	26,134	-	-	26,134	-
Net of receipts/(payments)	4,523	-	-	4,523	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	4,523	-	-	4,523	-

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Balance of donation	4,523	-	-
		-	-	-
		-	-	-
	Total cash funds	4,523	-	-

(agree balances with receipts and payments account(s))

OK OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Loan to Founder	5,657	-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature

Print Name

Date of approval

Martin Myers

29/11/2021