

# Annual Report

Jan – Dec 2020



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# Chair's Report

Welcome to A.P.P.L.E.'s 2020 Annual Report.

**This report is different from previous Annual Reports. Covid-19 has changed everyone's lives. Our activities this year have been dominated by the Coronavirus. The report outlines the five programmes we have operated since March.**

A.P.P.L.E. started the year in good shape: we had secured our Big Lottery grant and had high hopes that our John Lyon's application would be looked on favourably. We started back from the Christmas break on Tuesday Jan 6<sup>th</sup> making Owl cushions and eating Mac and Cheese.

From then until March 12<sup>th</sup>, we carried on as usual: lots of art, lots of outdoor activities and lots and lots of food. We became increasingly aware of the virus and the introduction of restrictions. It became apparent that we could not operate inside our building safely. On March 12<sup>th</sup>, a week ahead of the country's lockdown we held our last Cooking Club, the last session with children until July

In the ten weeks we were operating normally there were four gardening sessions, 39 art sessions, 28 cooking sessions, ten sports sessions and two events. 211 individual children and young people attended a total of 755 times, which was average for the time of year.

A high point at the start of the new year was a trip with young people to Tideway, the giant construction project to build a sewage tunnel under the Thames. Young people were given a talk, took part in activities and were given a tour. This was the start of our new project to take young people out and about to see different working environments. It got off to a good start and hopefully we will be able to resume the project some time in the future.

Owl and Fish Tie-dyed Cushions



Trip to Tideway



# Programme 1

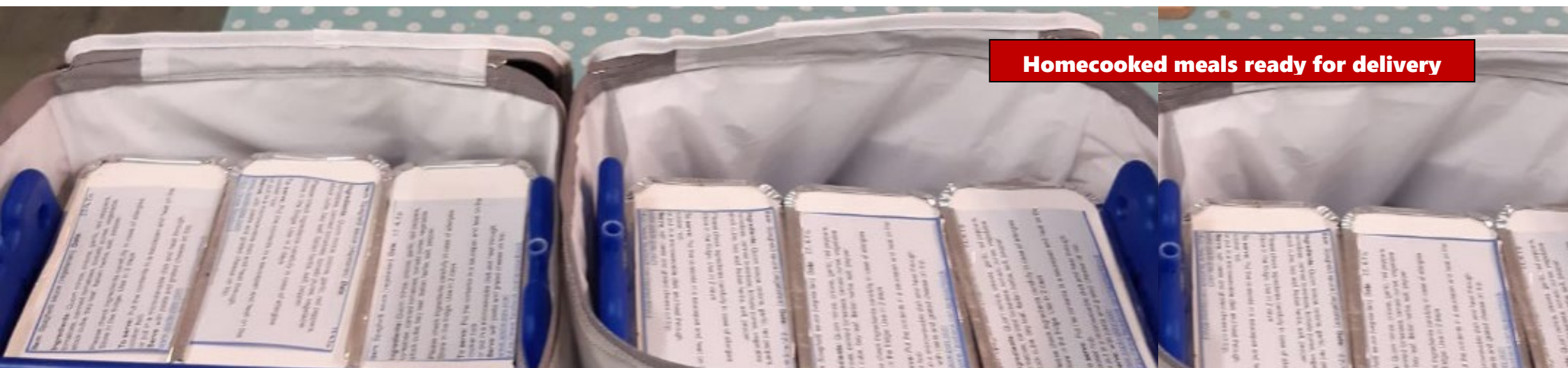
Our first change was from **March 16<sup>th</sup> - April 19<sup>th</sup>**. We closed the building to children and young people, furloughed one member of staff and delivered the following programme:

1. A daily online activity for children on our website, [www.apple-play.com](http://www.apple-play.com) , with activities that can be done at home.
2. A hand-out bag of craft materials- Tuesday afternoons. Collection at the park gate of the ARTBLOCK.
3. A food hand-out bag- (we get deliveries from the Felix Project) on Wednesday afternoons.
4. Take-away meals on Fridays.

A.P.P.L.E. were quick to set up and start an alternative programme. The difficulty was that we lost touch with most of our children and young people. We had contact details, but only for use in emergencies. We do not have direct contact with the majority of parents/guardians.

We started putting activities online, but we had no idea who, or how many children and young people, we were reaching. We were also using our website and Facebook, neither of which are social media platforms that young people use. We were heavily dependent on parents using the sites.

For these first few weeks we were delivering about 20 meals a week and 20 activity bags.



# Programme 2

April 20<sup>th</sup> – July 19<sup>th</sup>

1. A.P.P.L.E. joined forces with Bollo Brook Youth Club, Ealing Social Services and Kitchen Social to support 57 families in need. A.P.P.L.E. cooked a home-made, healthy family meal for 25 families a week. Bollo Brook Youth Club organised the deliveries. We were able to add our families to the list of those receiving home deliveries
2. 15 hand-out bags of craft materials and activities per week went to Bollo Brook Youth Club for distribution to families
3. Each day A.P.P.L.E. provided a daily online activity for children on our website, [www.apple-play.com](http://www.apple-play.com) . These were all activities that could be done at home.

This was a far more successful programme. We knew that the meals we were making and the activity bags were reaching families.

“During Covid-19 A.P.P.L.E. have been working together with a local youth centre Bollo Brook and Trusted Spaces and projects that supports young people at risk of exploitation to provide much-needed food to Ealing’s most vulnerable families. A.P.P.L.E. have been cooking healthy meals, distributing lunches and providing families with art packs. This has been well received by the community. Please see quotes below from families and young people.

“The art pack enabled me to continue my art therapy sessions online which I have found so helpful during this time” 16-year-old young woman.

“The food has been amazing and the kids just love it” Mother of two.

“It has come at a time of financial crisis for us as I was on a zero-hour contract and lost work” Father of three.

***Ione Fraser***

***Trusted Spaces Project Manager***

***St Christopher’s Fellowship/Ealing***



# Programme 3

## July 20<sup>th</sup> Summer Holiday Programme

A.P.P.L.E spent two weeks preparing for the summer holidays. We designed and put into place a new registration and booking system.

We re-registered all our children and young people to ensure that

- i. We had permission to use home contact details to keep in touch
- ii. We could introduce a booking system for sessions
- iii. We could effectively track and trace

We redesigned the work areas inside and outside to make them Covid safe. We introduced safety rules and procedures.

- i. Parents and guardians will need to register children/young people to access the sessions and the equipment.
- ii. Sessions need to be booked.
- iii. Social distancing and hand-washing will be necessary.
- iv. Sessions will not go ahead if it rains.
- v. No one except staff will be allowed in the building.
- vi. Children only will be allowed to use the toilet.

See website ([www.apple-play.com](http://www.apple-play.com))

A.P.P.L.E. ran six afternoon sessions in art, sport and outdoor play, four afternoons a week, during the summer holidays. On Fridays we provided home-made take-away meals.



**Socially distanced art tables**



**Canvas painting.  
PANDA**



**Pizza in the wood oven**



**Vegetables from the garden**



**Canvas painting TUCAN**



**Skateboarding**



**Bugs**



**Bottle squid**

The children were very excited to be back. The first week was a different experience for them and us as we all got used to the new rules and set up. We were glad to see many of our regular children back.

The new registration and booking system slowly picked up and by the end of the summer we had 151 children and young people fully registered – this means we have permission to contact the families by mobile, text and email to keep in touch and let everyone know what activities we are running.

The sessions went very well all through the summer. We carried out a follow-up survey for parents/guardians and children and young people:

#### Parents

66% felt without the sessions they would have struggled to occupy their children throughout summer.

44% said their children enjoyed the food they received during the session

66% said that this was the only club or activity available for their child during summer

88% said they felt that Covid-19 practices were followed and felt that their child was safe.

#### Young people

100% of young people surveyed enjoyed and had fun at A.P.P.L.E this summer

77% of young people surveyed learnt something new at A.P.P.L.E this summer

77% of young people surveyed tried something new at A.P.P.L.E this summer



**Flying homemade kites**



## Quotes

“All the craft stuff that my daughter made at the sessions were decent and/or useful (as in I would happily display some of the stuff she made, or she can wear the t-shirt she designed, and actually fly the kite she made etc :-) ... My daughter was very engaged with the sessions and despite only being a one-and-a-half hour session she seemed to gain so much. It has helped her get back into a learning environment with other children her own age, whilst being safe. The sessions offered her a safe environment to learn and play, whilst also allowing her to develop and assert her independence away from home.”

“Such a dedicated team. They love what they do!”

“Should carry on providing the service as kids love it”

There were some difficulties we foresaw as we started into the summer; we were worried that:

- i. our regular children would not come back (unfounded)
- ii. the new booking system would favour more organised families and disadvantage some of our children and young people most in need.
- iii. the new sessions would not appeal to the children and young people, being too controlled and school-like without the freedom and informality that they associate with A.P.P.L.E.
- iv. the social media we were using would not reach the over-13s.

We saw 61 individuals attended 393 sessions places compared with 146 individuals attending 623 session places the previous summer.

While the under 12s proportionally remained at the same rate we saw a 35 per cent drop in our over-13s.

A.P.P.L.E. closed for September.

A new programme was designed for the Autumn including looking at ways we could meet the needs of our older participants. Staff redesigned the building for an autumn indoor programme ensuring that we were able to deliver safely.

# Programme 4

## October 1st – Autumn Programme

1. A.P.P.L.E ran 6 days a week throughout October.  
**Monday**- Prep/ **Tuesday** -After school skateboarding /  
**Wednesday** -After school art club/ **Thursday** -After school cooking club  
**Friday** -Take-away meals  
**Saturday** Two Art sessions + sports.

## October Half Term

1. As the summer holidays
2. **Friday** High School Halloween Party  
**Saturday** Family Fun Halloween Party

October went very well. The new after-school clubs quickly filled up as families got used to the new set-up. By the end of October most of the places were filled. Each session with our cooking club filled every week. In October we provided 189 session places in total.

More details and pictures are on the website.

The Friday Halloween Party went well although it was unrecognisable from our usual pre-pandemic mayhem.

We had to cancel the Saturday Family Halloween due to dreadful weather and being one staff member down. We ended up giving away lots of Trick or Treat Party Boxes. We are very disappointed that the After-school clubs have had to be cancelled due to the new lockdown requirements. We hope to re-start them very soon.

**Socially distanced cooking club**





# Programme 5

## A.P.P.L.E's November Programme.

With the second lockdown we started Programme 5 **on Friday 13<sup>th</sup> November**

### The Big Weekend Packs

On Friday afternoons from 2 – 5pm various packs have been available at the ARTBLOCK

1. Family take-away meal for up to six persons (please book)
2. A weekend activity pack with arts and crafts, cooking activities, a quiz and games.
3. Food bags.

Finally, we finished the year with our special Big Christmas Packs.

In order to stay in contact with our young people A.P.P.L.E have launched two new programmes:

### ASK APPLE?

This is our new phone line, 07341344520, available for children, young people and families to ask questions. Anything from *"what's on the menu for this Friday's family meal?"* to *"I am having problems coping with school at the moment"*

And

### YOUTH HELPERS AT HOME

A.P.P.L.E. has not been able to have any of our youth helpers working since March. Youth Helpers at Home is a new project for young people at high school. Young people can design an activity for our online activities or our give-away activity packs. It can be any activity they like: ART – SPORT/KEEP FIT/DANCE – COOKING- OUTDOOR ACTIVITY -QUIZ. They can get a voucher from PRIMARK – AMAZON- SPORTS DIRECT when they send it in.

Christmas activity pack poster

## A.P.P.L.E'S BIG CHRISTMAS PACK

FRIDAY THE 18TH OF DECEMBER

COLLECTION TIME 1PM-6PM

WITH A TAKE-AWAY MEAL,  
FOOD BAGS ,

PARTY ACTIVITY BAG WITH:

QUIZZES, GAMES, ARTS AND CRAFTS AND SURPRISES.

FOR MORE INFO CALL TARANOM – 07341344520

REGISTER AND BOOK.

AT [WWW.APPLE-PLAY.COM](http://WWW.APPLE-PLAY.COM)



# Future funding

Covid-19 has changed how we work, as it has for rest of the country. A.P.P.L.E have had to rethink what we can deliver and how we can fund a new approach. We are unable to apply for the usual project grants as we have no way of ensuring that we can deliver the outcomes.

The same is true for funding organisations, they, too, are looking at what needs to be funded and how best to support their charities.

A.P.P.L.E have done well this year because we are practised in being flexible and adaptive.

Next year we have the support of The Big Lottery and John Lyon's Charity. These two grants have put us on a more secure footing. We have also received two waves of financial support for "Delivering Differently"

We still need to raise more funding to cover projects such as sport and healthy eating.

In the meantime, we are continuing to develop new ways of working and investigating ways of funding A.P.P.L.E 's changing programme.





# Summary

## WE ARE STILL HERE.

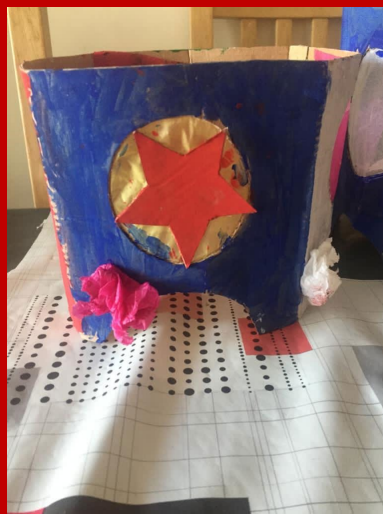
**A.P.P.L.E** are still here supporting children and young people albeit in a very different way. There have been changes we have made that have been beneficial for A.P.P.L.E as an organisation: for example, the re-design our use of social media, the new registration and booking system. Much of this will stay in place and strengthen our communication with our users.

But we long to get back to our drop-in and open access way of working. What we have found to be irreplaceable is the casual conversations with children and young people over an activity- a chat in the kitchen while cooking, a young person dropping in after school having had a bad day and eating mac and cheese with a member of staff, all our users being able to come at any time and feel at home, have something to do and someone to hang out with when things are difficult at home or at school.

Sitting (masked, socially distanced and outside) with the children and young people at the booked-in art sessions in the summer was wonderful. Listening to their experiences, both good and bad, about being locked down, home schooling, quarrelling with siblings, being bored, all this was wonderful after the lockdown. It reinforced the need to get back to our way of working as soon as possible while integrating all the new ideas that have been beneficial.

Over this extraordinary year we have seen 211 individual children and young people. We continue to adapt our programme as the circumstances changed. Our children and young people have grown used to the different ways of being at A.P.P.L.E.

The staff have been, and continue to be, outstanding in the most trying of circumstances, they have worked and adapted brilliantly with each change in the Covid-19 pandemic and have continued to provide activities, food and contact for our families, children and young people. Thank you so much to them and everyone else who has supported and given time to A.P.P.L.E. over the last year.



**Artwork made at home by young people**

## **APPENDIX 1**

### **A.P.P.L.E. STAFF, COMMITTEE AND TRUSTEES**

A.P.P.L.E. is a registered constituted charity with a Management Committee of Chair, Treasurer and Secretary and four trustees.

There is a core support group of staff. A.P.P.L.E. has a large group of volunteers ranging from regulars, to those who come and help for specific projects, e.g. carnivals.

#### **Committee:**

**Chair:** David Thaddeus      **Secretary:** Sharon Duce      **Treasurer:** Tessa Swithinbank

**Trustees:** Deborah Catesby, Amanda Mason, Edward Parkinson, Rachel Pepper, Sharon Walters , Kit Harington

**Project Coordinator & Co-founder** - Vicki Barker

**On-site Project Manager** - Sam Barker

**On-site Building Manager** – Jake Barker

**On-site Safeguarding Officer** – Nella Novy Johnson

**On-site admin support** - Taranom Mansoubi

**Off-site admin support** - Sheila Farrell and Jessica Mason

#### **Lead Project Workers**

Jake Barker

Nella Johnson

Sam Barker

#### **Session Workers**

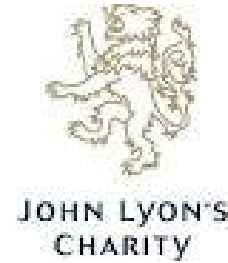
Mpangula Andeke (Sport/General)



## APPENDIX 2

### FUNDING ORGANISATIONS

Our work is supported by:



### CONTACT GROUPS

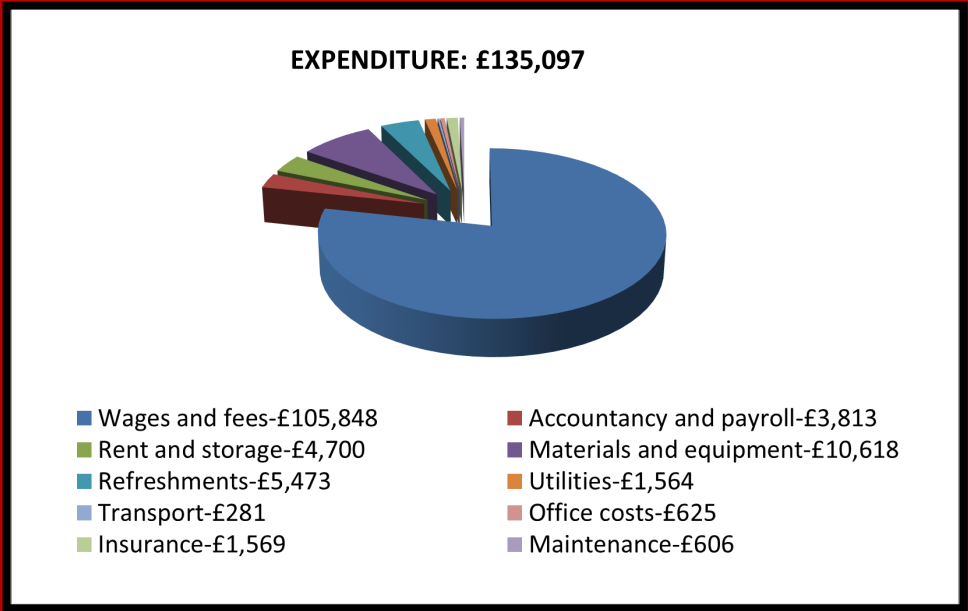
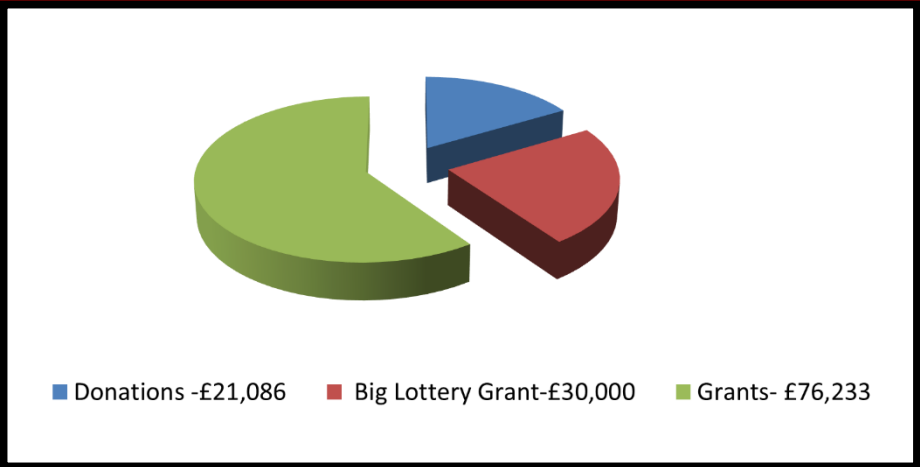
Churchfield Community Association ~ John Perryn Primary School ~ East Acton Primary School ~ Artification ~ Derwentwater Primary School ~ Acton High School ~ Gunnersbury Park and Museum ~ Acton Gardening Association ~ LB Ealing: Parks, Environment, Children's Services, Youth & Connexions ~ Shared Assets ~ Trusted Spaces ~ Ealing Croquet Association ~ Ealing Skateboard Association ~ Ealing Youth Foundation ~ Kew Gardens

**APPENDIX 3**

**A.P.P.L.E.'s Annual Accounts for the period 1<sup>st</sup> April 2019– 31<sup>st</sup> March 2020**

Accountants: Clarke and Co, Acorn House 33, Churchfield Road, Acton, W3 6AY

**INCOME: £127,319**







### **A.P.P.L.E. Contacts**

#### **Vicki Barker – Project Co-ordinator**

2 Forbury Chase, Sherford Street, Bromyard, Herefordshire, HR7 4DL

Tel: 01885799064 or Tel:07790367799

E-mail: [vicki.appleplay@gmail.com](mailto:vicki.appleplay@gmail.com)

[www.apple-play.com](http://www.apple-play.com)

#### **Taranom Mansoubi – On-site Administrator**

The Art Block, Acton Park, East Acton Lane, Acton, London W3 7LJ

Tel:07341344520