

Registered Company Number 03616880 (England and Wales)  
Registered Charity Number : 1071779

Report of the Trustees and  
Unaudited Financial Statements for the year ended 31<sup>st</sup> January 2025  
For  
The Herb Society Limited

PJR Accountancy Services  
16-18 West Street  
Rochford  
Essex, SS4 1AJ

The Herb Society Limited

Contents of the Financial Statements  
For the year ended 31<sup>st</sup> January 2025

	Page
Report of the Trustees	1 to 12
Independent Examiner's Report	13
Statement of Financial Activities	14
Balance Sheet	15 to 16
Notes to the Financial Statements	17 to 25
Detailed Statement of Financial Activities	26

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

The trustees, who are also directors of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31<sup>st</sup> January 2025. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" issued in March 2005.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company Number**  
03616880 (England and Wales)

**Registered Charity Number**  
1071779

**Registered Office**  
16-18 West Street  
Rochford  
Essex  
SS4 1AJ

**Trustees**  
C Huet (Chair - resigned 12.01.2025)  
M Dickson  
B Wilkinson (Chair from 12.01.2025)  
N Howes  
K De Block (resigned 19.08.2024)  
D Monks (resigned 02.11.2024)  
K Holden (resigned 03.12.2024)  
K Morgan-Owen (appointed 11.12.2024)  
L Shore (appointed 10.01.2025)

**Previous Presidents:** Toby Buckland, Sophie Grigson, Judith Hann, Anne McIntyre, Sarah Raven, Jekka McVickar, Alys Fowler

**Treasurer:** M Dickson

**Chairperson:** B Wilkinson (appointed Chair 12.01.2025)

**Vice Chairperson:** Vacant

**Administration Support:** Elaine Caldwell

**Operational Support:** Nichole Bahrt

**Finance Support:** Linda Scates

**Company Secretary:** L Scates

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

**Independent Examiner**

Ben Pounds MAAT  
PJR Accountancy Services  
16-18 West Street  
Rochford  
Essex SS4 1AJ

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The Charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The trust deed was dated 1959, the company was incorporated on 17<sup>th</sup> August 1998 and the liability of each member, in the case of the company being wound up, is limited to £1.

**Recruitment and appointment of new trustees**

Historical, horticultural and medical herbalist skills along with business experience are well represented on the Council. In the event of particular skills being lost through retirement or new skills being required, individuals are approached to offer themselves for election to the Council. To enhance the potential pool of council members, the Charity advertises in its "Herbs" members magazine and or other Herb Society electronic communications.

**Induction and training of new trustees**

New trustees are referred to guidance on the Charity Commission website about their duties as trustees. If adopting a specific role, and where possible, they will work alongside the retiring trustee to experience the duties required and to become familiar with the range of work undertaken by the Society.

**Organisational structure**

The directors of the company are also the Charity's trustees for the purposes of charity law. Under the Memorandum and Articles of Association the directors are known as the Council and are elected to serve for a period of three years, at the end of which time they are obliged to offer themselves for re-election at the Annual General Meeting.

Elaine Caldwell continued as the Society's administrator and Linda Scates continued as Finance Support. Both Elaine and Linda support the Society on a part-time self-employed basis. The Society found itself desperately in need of assistance with projects and planning and engaged the services of Nichole Bahrt in March 2024 who is now Operational Support Manager.

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

The role of President was previously abolished, and we have, during this period, seen little detrimental outcome as a result of losing this role.

**Risk management**

The trustees have a duty to identify and review the risks to which the Charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. Internal risks are minimised, with procedures for the authorisation of all transactions and for projects. Financial reports feature at every meeting of the Council and an outline budget is submitted to the Council annually.

The Risk Register was prepared for the purpose of identifying areas of possible weakness, each area being categorised according to the assessment of potential risk to the Society. The Council review the Register from time to time to ensure that it remains relevant and potential problems are kept under surveillance with action taken should this prove to be necessary.

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

**OBJECTIVES AND ACTIVITIES**

**Objectives, aims and significant activities:**

The Society was founded in 1927 to promote, improve and increase the appreciation and use of herbs within the community and the prevention of disease. The Council seek to ensure that these aims are reflected in the diversity of the trustees. The objectives and principal activities are to :-

- Increase the understanding and use of herbs for health and well-being.
- Provide information, knowledge and news on all aspects of herbs.
- Bring together all those with an interest in herbs from amateur to professional.
- Provide a worldwide forum for the interchange of ideas and information.

The Society's presence on Social Media continues to increase with this presence focused on Instagram, Facebook and a renewed vigour in our Herb Society newsletter.

Our magazine production team are contracted to producing three magazines per year. If costs allow the return to four copies a year will be considered.

Education remains an important function of the Society and the trustees continually try to progress this aspect. We have continued to consolidate our position and to implement a strategy – which has been shared with our members – to allow us to understand the strengths and weaknesses of the current trustee board and to recruit new skills and resources as needed to progress these plans from the stable position we have managed to negotiate ourselves into over the last twelve months.

The strategies employed by the Charity to achieve this include:

- Producing three magazine editions known as "Herbs" for members;
- Holding an annual AGM Meeting;
- Informing membership about seminars and workshops covering most aspects of using herbs;
- Attending selected horticultural shows to promote interest in herbs;
- Strengthening the Society's profile on network sites such as Facebook and Instagram to reach and enrol more members.

The magazine is a key member benefit and is a valuable resource of information of everything Herb related. We continued to work with the editorial team to enhance both the content as looking to the future for how to enhance the magazine.

The Gerard Herbal remains on loan to the Garden Museum in London which is on public display.

The trustees continue to look at ways of updating and improving benefits for the members.

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

**Membership:**

The Trustees note that the membership of 31<sup>st</sup> January 2025 is 1077 from being 1163 at 31<sup>st</sup> January 2024 (31<sup>st</sup> January 2023 – 1180, 31<sup>st</sup> January 2022 – 1197, 31<sup>st</sup> January 2021 – 1158, 31<sup>st</sup> January 2020 – 1031). This means that membership numbers have fallen due to rising cost during the Cost-of-Living Crisis and increased membership fees, although the Society has maintained membership levels at more than 1000 throughout the year.

**Volunteers:**

The Society relies heavily on unpaid volunteers and is always seeking those who can contribute towards any aspect of the running of the Society.

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 205

**ACHIEVEMENT AND PERFORMANCE**  
**Year ending January 2025**

**Introduction**

The Trustees are pleased to present this annual report, reflecting on a year of transition, development, and community-building as we move towards The Herb Society's centenary in 2027. Throughout 2024, we have continued to fulfil our charitable objectives while evolving as a modern organisation, increasing digital access, launching student initiatives, and growing our network of ambassadors and volunteers.

**Membership & Finance**

Despite challenging conditions for charities sector-wide, we welcomed new members each month, with total membership standing at 1,077 in January 2025. However, attrition continued to affect overall numbers due to price increases and cost-of-living pressures. Financially, The Herb Society recorded a modest annual profit, though cashflow proved tight due to increased staffing costs and the timing of large invoice payments. Membership income remained the main source of revenue. We began a review of our banking arrangements and discussed potential interest-earning opportunities for Society reserves. Gift Aid promotion was a focus, and while website limitations delayed technical upgrades, wording changes and awareness efforts have been trialled. We continue to explore a full website redevelopment and funding options.

**Trustees & Governance**

We saw several changes in our Council, including the resignation of trustees Dafydd Monks and Kelly Holden, the recruitment of Kate Rouse and Lynn Shore as new trustees, and the transition in leadership with Kate Huet stepping down as Chair. Barbara Wilkinson kindly stepped in as Interim Chair to help guide the Society through this transitional phase. Efforts to recruit trustees with diverse skill sets (e.g. horticulture, finance, communications) are ongoing. We advertised trustee vacancies across multiple channels, including social media and the Reach Volunteering platform. A clear recruitment plan has been established, and updated trustee profiles have been circulated. The Society also began discussion around reinstating the honorary role of President.

**Volunteers & Ambassadors**

We welcomed several new ambassadors during the year. The Ambassador scheme has helped widen regional outreach and promote the Society at events. Veronika Baranová joined as volunteer, managing poster sales. Volunteer coordination has been streamlined, with new tools and support structures in place.



The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

### **Events & Outreach**

We held three major online events in 2024. Discussions are ongoing about the format and frequency of future events, including face-to-face opportunities. A successful collaboration with John Cullen will offer a garden tour in May 2025, and planning is underway for 2027 centenary celebrations. While we opted not to take a stand at the NIMH 2025 event, council members will use it as a networking opportunity.

### **Book Club & Community**

The Book Club, led by Nicola Sabin, continued to grow with popular discussions of herbal-themed fiction and non-fiction. The Herb Society Book Club has grown into a warm and enriching space where members can gather, explore herbal literature, and connect over a shared love of plants and storytelling. We've now hosted several online meetings featuring a variety of herbal texts—from memoirs to guides—and are encouraged by the positive feedback and sense of community that has emerged. Meetings are held bi-monthly, and members are welcome to attend whether they've had a chance to read the book. In 2024, we trialled both afternoon and evening slots to suit different schedules, and a special edition meeting is planned with an author in early 2025. We continue to use the Book Club to welcome new members, promote discussion, and deepen our connection to the plant world through literature.

Plans are in place to launch a Student Group and Student Ambassadors, with the first official student-only meeting scheduled for January 2025.

### **Publications & Communications**

The magazine continued to be a core member benefit, with content contributions from trustees, ambassadors, and herbal experts. Distribution was managed to spread costs more evenly across months. The newsletter was consistently issued with updates, articles, and member news. Efforts were made to promote blog contributions from members and ambassadors, with highlights including a new post by Marcos Patchett.

### **Heritage & Archives**

Plans to digitise the Jessica Houdret "Growing Herbs" booklet were discussed, but the project was not completed by the end of the reporting year. The booklet remains an asset under review, and options are being explored to make it available to members in future. The Society also began the process of recovering the Kay Sanecki archive, a historic bequest from 2005. Positive discussions were held regarding its retrieval and digitisation, with a view to catalogue, store, and insure the materials properly. Ambassador Kayleigh Sinclair expressed interest in assisting with this work.

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

**Looking Ahead**

With website limitations affecting multiple areas of development, we have prioritised a full review of our digital infrastructure. A National Lottery Heritage Fund bid has been scoped to support website development, archiving, and 2027 legacy projects. As we head towards our centenary, the Society is committed to strengthening its roots while growing into new areas, from student and public engagement to digital resources and national partnerships. Our thanks to all trustees, volunteers, ambassadors, and members for their contributions this year.

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

## **FINANCIAL REVIEW**

### **Reserves policy**

The Society's normal policy is to hold unrestricted cash funds available to meet the equivalent of quarterly average expenditure. During this year, the Society has not had to cash in any more Fixed Interest Units to cover costs. We have had the first profitable year in a number of years, and this has been put down to the revision of membership fees following a full cost to serve exercise.

The cash funds, £70,670 (2024 - £58,304) are held by the Society's bankers HSBC plc on deposit account available for immediate access. The rate of interest paid by HSBC bank remains derisory.

### **Investment performance**

The Society still holds a specialist Fixed Interest Fund, allied with equities, giving a level of income with capital security which meets the Charity's requirements. The investment market has been steady for the Society this year, with the bid-market value of the units increasing slightly to 126.92 pence per unit as at 31st January 2025 from 122.41 as at 31st January 2024. The Society's unit holding remains the same as at 31st January 2024 with 50,000 units as at 31st January 2025.

The Fixed Interest Fund value was £63,460 as at 31st January 2025 (£61,205 at 31st January 2024). This shows an increase in fund value of £2,255. The yield on this investment is £1.26 per unit.

### **Business Overview**

The Society is now meeting the required membership and advertising income levels to maintain balanced books. We are investigating ways to ensure that any additional income can be invested to secure the long-term future of the Society as well as to improve member benefits, and the appointment of Nichole Bahrt as Operational Support Officer will assist us enormously in the future, as well as the use of online events for members.

### **Overview**

The overall financial position of the Society is still healthy with good reserves and membership maintained at over 1,000 members. Cash reserves were used to offset the shortfall in income against expenditure, therefore not requiring any further sale of Fixed Interest Fund Units.

Gift Aid is a particularly important source of income for the Society; the claim this year generated a refund of £3,811 from 369 members, which represents 34.2% of the membership. This is a slight decrease on last year. (2024 £3,914 from 474 members – 40.8%, 2023 £3,386 from 443 members – 38.0%, 2022 £3,392 from 445 members – 37.2%, 2021 £3,165 from 415 members – 35.8%, 2020 £2,715 from 353 members – 34.2%). Any member who wishes to check if they are opted into Gift aid can contact our membership administrator. There is no cost whatsoever to the member, but the Society benefits from 25p in every £1 (**NOTE: Members need to be a UK taxpayer**).

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

Income has increased again this year to £56,393 compared to £47,702 last year, equating to an additional 8,691 which represents a 18.22% increase. Operational costs have decreased slightly to £45,302 compared to £36,097 in the previous year, which has resulted in the Society's finances having an operational profit of £11,091 compared to a profit of £11,605 in the previous year. When we then factor in the profit on the investments the overall result is a net movement in funds of £13,346 compared to £13,570 in the previous year.

The Council encourage members to now pay by GoCardless Direct Debit, as this is far more cost effective and automates the membership administration and renewal process as much as possible. This new payment method along with PayPal auto renewal is linked to the new website and membership database. We still operate Direct Debit payments via the original Smart Debit system, however this is more expensive and involves manual renewals, so ultimately this system will be phased out and all Direct Debit payers will be migrated to GoCardless. Any members wishing to change to GoCardless Direct Debit should contact our membership administrator.

A legacy scheme is available to members who wish to bequeath money to the Society, details of which are published periodically in our Herb magazine, or alternatively you can contact the Society for details.

**Principal fund sources**

For the financial year ending January 2025 **80.19%** (2024 – 80.71%, 2023 – 80.01%, 2022 – 78.46%, 2021 – 79.86%, 2020 – 76.00%) of the Society's gross income was generated from subscriptions, with **4.89%** (2024 – 4.35%, 2023 – 3.75%, 2022 – 4.21%, 2021 – 5.42%, 2020 – 6.53%) from dividends and interest. Income from advertising in the magazine increased to £3,357 which represents **5.95%** (2024 - £1,831 – 3.84%, 2023 - £2,189 – 4.72%, 2022 - £2,797 – 6.16%, 2021 - £1,157 – 2.81%, 2020 - £1,040 – 3.03%). Trustees are reviewing advertising opportunities in the magazine and on the website as a new corporate membership has now been introduced therefore some income will move from advertising to membership.

Subscription rates have increased with effect from 1<sup>st</sup> September 2023, which includes overseas and Corporate Membership. A revised corporate package has allowed us to increase this annual membership to £150 per annum and we have seen a substantial increase in corporate members even with this increased cost. Membership rates are published in the magazine and on our website.

Any members still paying by the old Standing Order method are requested to ensure they are paying the current membership rate. Please be advised it is not possible for the Society to amend any Standing Orders, this must be updated by the member themselves either with online banking or at the bank. Please also consider changing over to Direct Debit, if you do this, please ensure you remember to cancel your existing Standing Order.

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

The trustees are seeking additional volunteer members to join the council to help support the running of the Society. With the added value of the new website, e-newsletter, social media marketing activities, the membership should continue to grow. The trustees are striving to achieve a break-even status of Income vs Expenditure during the next financial year. The new website has started to streamline membership administration despite having several initial teething problems. The council looks forward to a positive future with a strong long-term membership.

The Herb Society Limited (Registered Number : 03616880)

Report of the Trustees  
For the year ended 31<sup>st</sup> January 2025

**FUTURE DEVELOPMENTS**

The Society will continue working towards its objectives in response to the competitive and challenging public service environment. The objectives are outlined in our strategic objectives document (available to members on the website) as well as the continued ongoing as below :-

- To develop partnerships and reach a wider audience.
- Redefine our partnerships strategy to provide a better mutual benefit.
- Continue the work already started to fund what our membership seeks from the charity and deliver where budget allows.
- Continue to widen our appeal of membership to a wide section of the population.
- Follow up on our membership engagement, where possible.
- Attract more members to the Gift Aid scheme and grow its contribution to the funds and Legacy Gifting.
- Continue to seek new sources of income, including grants.
- Attract advertising revenue.
- Maintain the improvement and development of its financial reporting procedures.
- Continue to improve the Charity's operational skill deficiency.
- Continue our expansions of Social Media, which has become more and more important in this age of instant mass communication.
- The trustees will continue to support involvement in Facebook, Instagram and Blog.
- Regular monthly communication through newsletters will be continued and the website will be further developed for our membership to use.
- Develop a business plan.
- Seek skills from within our membership to develop our functional efficiency.

Approved by order of the board of trustees on ..... and signed on its behalf by

.....  
B Wilkinson – Trustee and Chair

Independent Examiner's Report to the Trustees of

The Herb Society Limited (Registered Number : 03616880)

I report on the accounts of the company for the year ended 31<sup>st</sup> January 2025 which are set out on pages twelve to twenty-three.

**Responsibilities and basis of report**

As the Charity's trustees (and also the directors for the purpose of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, I have examined your Charity's accounts as required under Section 145 of the Charities Act 2011 ("the Act"). In carrying out my examination I have followed the directions given by the Charity Commission under Section 145 (5)(b) of the 2011 Act.

My role is to state whether any material matters have come to my attention giving my cause to believe:-

1. That accounting records were not kept as required by Section 386 of the Companies Act 2006; or
2. That the accounts do not accord with those records; or
3. That the accounts do not comply with the accounting requirements of Section 396 of the Companies Act 2006 and with the methods and principles of the Charities Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland; or
4. That there is further information needed for a proper understanding of the accounts.

**Independent examiner's statement**

I have completed my examination and have no concerns in respect of the matters (1) to (4) listed above and, in connection with following the Directions of the Charity Commission I have found no matters that require drawing to your attention.

Ben Pounds MAAT

PJR Accountancy Services  
16-18 West Street  
Rochford  
Essex SS4 1AJ

Date : .....

The Herb Society Limited (Registered Number : 03616880)

Statement of Financial Activities  
For the year ended 31<sup>st</sup> January 2025

		31.01.25 Unrestricted Funds £	31.01.24 Total Funds £
	Notes		
<b>INCOMING RESOURCES</b>			
<b>Incoming resources from generated funds</b>			
Voluntary Income	2	49,485	43,039
Activities for generating funds	3	4,149	2,588
Investment income	4	<u>2,759</u>	<u>2,075</u>
<b>Total incoming resources</b>		56,393	47,702
<b>RESOURCES EXPENDED</b>			
<b>Costs of generating funds</b>			
Costs of generating voluntary income	5	27,885	19,286
Fundraising trading : cost of goods sold and other costs	6	15,119	15,272
Governance costs		<u>2,298</u>	<u>1,539</u>
<b>Total resources expended</b>		45,302	36,097
		=====	=====
<b>NET INCOME/(OUTGOING) RESOURCES</b>		11,091	11,605
<b>Other recognised gains/losses</b>			
Gains/losses on investment assets		<u>2,255</u>	<u>1,965</u>
<b>Net movement in funds</b>		13,346	13,570
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		<u>104,645</u>	<u>91,075</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		117,991	104,645
		=====	=====

The notes form part of these financial statements



The Herb Society Limited (Registered Number : 03616880)

Balance Sheet  
As at 31<sup>st</sup> January 2025

	Notes	31.01.24 Unrestricted Funds £	31.01.24 Total Funds £
<b>FIXED ASSETS</b>			
Tangible Assets	9	5,083	5,104
Investments	10	<u>63,460</u>	<u>61,205</u>
		68,543	66,309
<b>CURRENT ASSETS</b>			
Stocks	11	776	630
Debtors	12	4,523	4,537
Cash at Bank and in hand		<u>70,670</u>	<u>58,304</u>
		75,969	63,471
<b>CREDITORS</b>			
Amounts falling due within one year	13	<u>(22,321)</u>	<u>(20,935)</u>
<b>NET CURRENT ASSETS</b>		53,648	42,536
		=====	=====
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>122,191</u>	<u>108,845</u>
<b>NET ASSETS</b>		122,191	108,845
		=====	=====
<b>FUNDS</b>			
	14		
Revaluation reserve	16	4,200	4,200
Unrestricted funds		<u>117,991</u>	<u>104,645</u>
<b>TOTAL FUNDS</b>		<u>122,191</u>	<u>108,845</u>
		=====	=====

The notes form part of these financial statements

continued.....

The Herb Society Limited (Registered Number : 03616880)

Balance Sheet – continued  
As at 31<sup>st</sup> January 2025

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31<sup>st</sup> January 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31<sup>st</sup> January 2025 in accordance with Section 476 of the Companies House 2006.

The trustees acknowledge their responsibilities for

- a) Ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- b) Preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to charitable small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The financial statements were approved by the Board of Trustees on ..... and were signed on its behalf by :-

.....  
B Wilkinson – Trustee and Chair

The notes form part of these financial statements

The Herb Society Limited

Notes to the Financial Statements  
For the year ended 31<sup>st</sup> January 2025

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value, as modified by the revaluation of certain assets and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting and Reporting by Charities.

**Incoming resources**

All incoming resources are included on the Statement of Financial Activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

**Resources expended**

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Library	- not provided
Furniture, equipment and slides	- provided at 27.5% on reducing balance

Expenditure in respect of landscaping and library is written off to expenses.

**Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**Taxation**

The Charity is exempt from corporation tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

The Herb Society Limited

Notes to the Financial Statements  
For the year ended 31<sup>st</sup> January 2025

**2. VOLUNTARY INCOME**

	31.01.25	31.01.24
	£	£
Donations	452	626
Gift Aid – tax rebate	3,811	3,914
Subscriptions	<u>45,222</u>	<u>38,499</u>
	49,485	43,039
	=====	=====

**3. ACTIVITIES FOR GENERATING FUNDS**

	31.01.25	31.01.24
	£	£
Advertising revenue	3,357	1,831
Sales and commissions (gross)	<u>792</u>	<u>757</u>
	4,149	2,588
	=====	=====

**4. INVESTMENT INCOME**

	31.01.25	31.01.24
	£	£
Interest Received	2,759	2,075
	=====	=====

The Herb Society Limited

Notes to the Financial Statements  
For the year ended 31<sup>st</sup> January 2025

**5. COSTS OF GENERATING VOLUNTARY INCOME**

	31.01.25	31.01.24
	£	£
Agency Charges	19,322	11,351
Telephone, postage and stationery	1,337	1,692
Advertising and promotion	1,433	628
Bank and finance charges	945	836
Direct debit costs and charges	446	451
Website costs	3,098	3,084
Storage and associated costs	1,283	1,204
Depreciation	<u>21</u>	<u>40</u>
	27,885	19,286
	=====	=====

**6. FUNDRAISING TRADING: COST OF GOODS SOLD AND OTHER COSTS**

	31.01.25	31.01.24
	£	£
Publication and distribution costs	<u>15,119</u>	<u>15,272</u>
	15,119	15,272
	=====	=====

**7. NET INCOMING/(OUTGOING) RESOURCES**

Net resources are stated after charging/(crediting)

	31.01.25	31.01.24
	£	£
Depreciation – owned assets	<u>21</u>	<u>40</u>
	=====	=====

Notes to the Financial Statements - continued  
For the year ended 31<sup>st</sup> January 2025

**8. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31<sup>st</sup> January 2025 (or for the year ended 31<sup>st</sup> January 2024) other than the provision of refreshments at meetings of the Council.

**Trustees' expenses**

The trustees are reimbursed for reasonable travelling costs in accordance with the mileage allowance scale laid down by the Council. The basis of payment applied was unchanged for both the year ended 31<sup>st</sup> January 2025 and 31<sup>st</sup> January 2024.

**9. TANGIBLE FIXED ASSETS**

	"Gerard's The Herball 1636" £	Furniture, equipment and slides £	Totals £
<b>COST</b>			
AT 1 <sup>ST</sup> February 2024	<u>5,000</u>	<u>8,953</u>	<u>13,953</u>
At 31 <sup>st</sup> January 2025	<u>5,000</u>	<u>8,953</u>	<u>13,953</u>
<b>DEPRECIATION</b>			
At 1 <sup>st</sup> February 2024	-	8,849	8,849
Charge for Year	<u>-</u>	<u>21</u>	<u>21</u>
At 31 <sup>st</sup> January 2025	<u>-</u>	<u>8,870</u>	<u>8,870</u>
<b>NET BOOK VALUE</b>			
At 31 <sup>st</sup> January 2025	5,000	83	5,083
	=====	=====	=====
At 31 <sup>st</sup> January 2024	5,000	104	5,104
	=====	=====	=====

The Herb Society Limited (Registered Number : 03616880)  
Notes to the Financial Statements - continued  
For the year ended 31<sup>st</sup> January 2025

**10. FIXED ASSET INVESTMENTS**

	Listed investments £
<b>MARKET VALUE</b>	
At 1 <sup>st</sup> February 2024	61,205
Disposals	
Revaluations	<u>2,255</u>
At 31 <sup>st</sup> January 2025	<u>63,460</u>
 <b>NET BOOK VALUE</b>	
At 31 <sup>st</sup> January 2025	63,460
	=====
At 31 <sup>st</sup> January 2024	61,205
	=====

There were no investment assets outside the UK

The Herb Society Limited (Registered Number : 03616880)  
Notes to the Financial Statements - continued  
For the year ended 31<sup>st</sup> January 2025

**11 STOCKS**

	31.01.25 £	31.01.24 £
Stocks	776 =====	630 =====

**12 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.01.25 £	31.01.24 £
Trade Debtors	186	113
Other Debtors	<u>4,337</u>	<u>4,424</u>
	4,523 =====	4,537 =====

**13 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.01.25 £	31.01.24 £
Trade Creditors	1,029	338
Other Creditors	<u>21,492</u>	<u>20,597</u>
	22,321 =====	20,935 =====

**14 MOVEMENT IN FUNDS**

	At 01.02.24 £	Net movement in funds £	Transfers between funds £	At 31.01.25 £
<b>Unrestricted funds</b>				
General fund	43,440	12,842	2,759	59,041
Designated fund	<u>61,205</u>	<u>5,014</u>	<u>(2,759)</u>	<u>63,460</u>
	<u>106,645</u>	<u>17,856</u>	-	<u>124,501</u>
<b>TOTAL FUNDS</b>	106,645 =====	17,856 =====	- =====	124,501 =====



The Herb Society Limited (Registered Number : 03616880)  
Notes to the Financial Statements - continued  
For the year ended 31<sup>st</sup> January 2025

Net movement in funds, included in the above are as follows :-

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
<b>Unrestricted funds</b>				
General fund	53,634	(45,302)	-	8,332
Designated fund	<u>2,759</u>	<u>-</u>	<u>2,255</u>	<u>5,014</u>
	<u>56,393</u>	<u>(45,302)</u>	<u>2,255</u>	<u>13,346</u>
<b>TOTAL FUNDS</b>	56,393	(45,302)	2,255	13,346
	=====	=====	=====	=====

**Comparatives for movement in funds**

	At 01.02.23	Net movement in funds	Transfers between funds	At 31.01.24
<b>Unrestricted funds</b>				
General fund	31,835	9,530	2,075	43,440
Designated fund	<u>59,240</u>	<u>4,040</u>	<u>(2,075)</u>	<u>61,205</u>
	<u>91,075</u>	<u>13,570</u>	<u>-</u>	<u>104,645</u>
<b>TOTAL FUNDS</b>	91,075	13,570	-	104,645
	=====	=====	=====	=====

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
<b>Unrestricted funds</b>				
General fund	45,627	(36,097)	-	9,530
Designated fund	<u>2,075</u>	<u>-</u>	<u>1,965</u>	<u>4,040</u>
	<u>47,702</u>	<u>(36,097)</u>	<u>1,965</u>	<u>13,570</u>
<b>TOTAL FUNDS</b>	47,702	(36,097)	1,965	13,570
	=====	=====	=====	=====

The Herb Society Limited (Registered Number : 03616880)  
Notes to the Financial Statements - continued  
For the year ended 31<sup>st</sup> January 2025

A current year 12 months and prior year 12 months combined position is as follows :

	At 01.02.23	Net movement in funds	Transfers between funds	At 31.01.25
	£	£	£	£
<b>Unrestricted funds</b>				
General fund	31,835	22,372	4,834	59,041
Designated fund	<u>59,240</u>	<u>9,054</u>	<u>(4,834)</u>	<u>63,460</u>
	<u>91,075</u>	<u>31,426</u>	<u>-</u>	<u>122,501</u>
<b>TOTAL FUNDS</b>	<u>91,075</u>	<u>31,426</u>	<u>-</u>	<u>122,501</u>
	=====	=====	=====	=====

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows :-

	Incoming resources	Resources expended	Gains and losses	Movement in funds
	£	£	£	£
<b>Unrestricted funds</b>				
General fund	99,261	(81,399)	-	17,862
Designated fund	<u>4,834</u>	<u>-</u>	<u>4,220</u>	<u>9,054</u>
	<u>104,095</u>	<u>(81,399)</u>	<u>4,220</u>	<u>26,916</u>
<b>TOTAL FUNDS</b>	<u>104,095</u>	<u>(81,399)</u>	<u>4,220</u>	<u>26,916</u>
	=====	=====	=====	=====

## 15 FUNDS

### Unrestricted funds

General funds represent the free funds of the charity, which are not designated for particular purposes.

### Unrestricted designated fund

The unrestricted designated fund is made up of investment income, which originated from the sale of business assets and is to be utilised in supporting the Society's future venture opportunities.

The Herb Society Limited (Registered Number : 03616880)  
Notes to the Financial Statements - continued  
For the year ended 31<sup>st</sup> January 2025

**16 RESERVES**

	Revaluation Reserve £
At 31 <sup>st</sup> January 2024	<u>4,200</u>
At 31 <sup>st</sup> January 2025	4,200 =====

The Herb Society Limited (Registered Number : 03616880)  
Detailed Statement of Financial Activities  
For the year ended 31<sup>st</sup> January 2025

	31.01.25 £	31.01.24 £
<b>INCOMING RESOURCES</b>		
<b>Voluntary income</b>		
Donations	452	626
Gift Aid – tax rebate	3,811	3,914
Subscriptions	<u>45,222</u>	<u>38,499</u>
	49,485	43,039
<b>Activities for generating funds</b>		
Advertising revenue	3,357	1,831
Sales and commissions (gross)	<u>792</u>	<u>757</u>
	4,149	2,588
<b>Investment Income</b>		
Interest received	<u>2,759</u>	<u>2,075</u>
<b>Total incoming resources</b>	56,393	47,702
<b>RESOURCES EXPENDED</b>		
<b>Costs of generating voluntary income</b>		
Agency charges	19,322	11,351
Telephone, postage and stationery	1,337	1,692
Advertising and promotion	1,433	628
Bank and finance charges	945	836
Direct debit costs and charges	446	451
Website costs	3,098	3,084
Storage and associated costs	1,283	1,204
Depreciation of furniture, equipment and slides	21	40
Loss on revaluation of assets	<u>(2,255)</u>	<u>(1,965)</u>
	25,630	17,321
<b>Fundraising trading: cost of goods sold and other costs</b>		
Publication and distribution costs	<u>15,119</u>	<u>15,272</u>
	15,119	15,272
<b>Governance costs</b>		
Accountancy fee	1,000	950
Legal and professional fees	<u>1,298</u>	<u>589</u>
	<u>2,298</u>	<u>1,539</u>
<b>Total resources expended</b>	43,047	34,132
<b>Net Expenditure</b>	13,346 =====	13,570 =====

This page does not form part of the statutory financial statements