

**EGO Performance Company Ltd**

**Annual Report**

**and**

**Accounts**

**31st December 2024**

**Cromwell Accounting Ltd**

18c Main Street  
Bilton  
Rugby  
CV22 7ND

**EGO Performance Company Ltd**

**Accounts for the year ended 31st December 2024**

Full financial statements for shareholders for the year ended 31st December 2024 were approved by the Board of Directors on 20th March 2025.

The Directors have prepared the attached financial statements for the year ended 31st December 2024 in compliance with the Companies Act 2006 for filing with Companies House.

**EGO Performance Company Ltd**

**Annual Report of the Directors and**

**Statement of Accounts for the year ended 31st December 2024**

The Directors present their Annual Report together with the financial statements for the year ended 31st December 2024.

**Principal Activities**

The principal activity of the Company during the year remained that of the provision of Theatre Training and Workshops.

**Directors**

The Directors during the year were as follows:-

Mr D. Greene	
Mrs K. Low	
Ms K. Klaassen	
Mr P. Taylor	
Mr K. Wilson	
K. Shankle	
C. Henrywood	
P E Illene	
B J Kirk	
I H Millar	
Mr O Diallo	(Appointed 18th November 2024)

The Report of the Directors has been prepared in accordance with part 15 of the Companies Act 2006 relating to small Companies.

By Order of the Board

**Director (On behalf of the Board  
of Directors)**

Jesson House  
Tower Street  
Coventry  
CV1 1JN  
20th March 2025

**EGO Performance Company Ltd**

**Report of the Accountants to the Directors of**

**EGO Performance Company Ltd**

As described on the Balance Sheet you are responsible for the preparation of the financial statements for the year ended 31st December 2024 set out on Pages 3 to 9 and you consider that the Company is exempt from an audit.

In accordance with your instructions we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

**Cromwell Accounting Ltd**

18c Main Street  
Bilton  
Rugby  
CV22 7ND

20th March 2025

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## **EGO Performance Company Ltd**

### **Accounting Policies**

The principal accounting policies adopted in the preparation of the financial statements are set out below and have remained unchanged from the previous year and also have been consistently applied within the same accounts.

#### **1. Basis of Preparation of Financial Statements**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

#### **2. Fixed Assets**

Depreciation is calculated to write off the cost or valuation of the fixed assets over their estimated useful lives as follows:-

Computer equipment	at 20% of the written down value
Fixtures and equipment	at 15% of the written down value

#### **3. Stock and Work in Progress**

Stocks and Work in Progress are valued at the lower of cost or net realisable value after making due allowances for obsolete and slow moving items.

#### **4. Turnover**

Turnover is based on the invoiced value of sales excluding Value Added Tax where applicable.

#### **5. Surplus or Deficit on Trading**

Surplus or deficit on trading reflects surpluses or deficits arising from the trading activities during the year. Extraordinary items arising outside the normal trading activities are shown separately in the Profit and Loss Account.



# EGO Performance Company Ltd

## Balance Sheet

31st December 2024

		31st December 2024		31st December 2023	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible assets	1		44,875		44,131
<b>CURRENT ASSETS</b>					
Stock and work in progress		29,215		35,357	
Debtors	2	4,647		0	
Cash funds		167,227		75,324	
		<u>201,089</u>		<u>110,681</u>	
<b>CREDITORS: Amounts falling due within one year</b>	3	77,348		34,304	
<b>NET CURRENT ASSETS</b>			<u>123,741</u>		<u>76,377</u>
<b>Total Assets less Current Liabilities</b>			<u>168,616</u>		<u>120,508</u>
<b>Creditors : Amounts falling due after more than one year</b>	4		2,007		5,903
			<u>166,609</u>		<u>114,605</u>
<b>RESERVES</b>					
Income and expenditure account			166,609		114,605
			<u>166,609</u>		<u>114,605</u>

The company is entitled to exemption from audit under section 477 of the Companies Act 2006 for the period ended 31st December 2024.

Directors responsibilities;

- i) The directors acknowledge their responsibility for ensuring the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006.
- ii) The directors acknowledge their responsibility for preparing financial statements which give a true and fair view of the state of affairs of the 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 company.

The members have not required the company to obtain an audit of its financial statements for the period ended 31st December 2024 in accordance with section 476 of the Companies Act 2006

These accounts have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board on 20th March 2025

On behalf of the Board

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**Ms K Klaassen**  
**(Director)**



# EGO Performance Company Ltd

## Notes to Balance Sheet

31st December 2024

1. TANGIBLE ASSETS	Website	Fixtures & Equipment	Computer Equipment	Total
	£	£	£	£
at cost less depreciation				
<b>Cost</b>				
To 1st January 2024	19,549	57,254	21,533	98,336
Expenditure during period	0	7,195	0	7,195
Elimination of cost of disposals	0	0	0	0
To 31st December 2024	<u>19,549</u>	<u>64,449</u>	<u>21,533</u>	<u>105,531</u>
<b>Depreciation</b>				
To 1st January 2024	3,498	33,544	17,163	54,205
Provision for period	1,605	3,972	874	6,451
On disposals	0	0	0	0
To 31st December 2024	<u>5,103</u>	<u>37,516</u>	<u>18,037</u>	<u>60,656</u>
<b>Net Book Value</b>				
At 31st December 2024	<u>14,446</u>	<u>26,933</u>	<u>3,496</u>	<u>44,875</u>
At 1st January 2024	<u>16,051</u>	<u>23,710</u>	<u>4,370</u>	<u>44,131</u>

31st December 2024	31st December 2023
£	£

## 2. DEBTORS

Amounts falling due within one year:-

Trade debtors	0	0
Other debtors	0	0
Prepayments	4,647	0
	<u>4,647</u>	<u>0</u>

## 3. CREDITORS ( Amounts falling due within one year )

Trade creditors	0	20,165
Loan	4,259	4,259
Other taxation and social security payable	8,669	8,640
Other creditors	40	40
Accruals	1,200	1,200
Grants received in advance	63,180	0
	<u>77,348</u>	<u>34,304</u>

# Ego Performance Company Ltd

## Notes to Balance Sheet

31st December 2024

( Continued )

	2024	2023
	£	£
<b>4. CREDITORS ( Amounts falling due after more than one year )</b>		
Loan	2,007	5,903
Other creditors	0	0
	<u>2,007</u>	<u>5,903</u>

The company took out a bounceback loan in June 2020 to facilitate cash flow. The loan is repayable over 5 years.

## 5. Reserves

At 1st January 2024	114,605	102,779
Surplus for the year	52,004	11,826
Closing reserves	<u>166,609</u>	<u>114,605</u>

**EGO Performance Company Ltd**

**Income and Expenditure Account for the year ended 31st December 2024**

	year ended 31st December 2024		year ended 31st December 2023	
	£	£	£	£
Surplus on ordinary activities before taxation		52,004		11,826
Comprising:-				
Turnover		622,295		526,447
Administrative expenses		570,291		514,621
Operating Surplus		<u>52,004</u>		<u>11,826</u>
Interest receivable and similar income		0		0
Surplus on ordinary activities before taxation		<u><u>52,004</u></u>		<u><u>11,826</u></u>
Taxation on surplus on ordinary activities		0		0
Surplus for the financial period		<u><u>52,004</u></u>		<u><u>11,826</u></u>

## EGO Performance Company Ltd

### Notes to Profit and Loss Account

31st December 2024

#### 1. Operating Surplus/ (Deficit)

	31st December 2024	31st December 2023
	£	£

The operating surplus is stated after charging:-

Depreciation of tangible assets	6,451	6,930
Director's remuneration and other benefits etc	0	0
	<hr/>	<hr/>

#### 2. Taxation

No liability to UK corporation tax arose on ordinary activities for the year ended 31st December 2024 nor for the year ended 31st December 2023.

**EGO Performance Company Ltd**

**Detailed Income and Expenditure Account for the year ended 31st December 2024**

	year ended 31st December 2024		year ended 31st December 2023	
	£	£	£	£
<b>Turnover</b>		622,295		526,447
<b>Other income</b>				
Deposit account interest		2,881		938
		<u>625,176</u>		<u>527,385</u>
<b>deduct: Expenditure</b>				
Rent and rates	35,347		22,550	
Equipment hire	400		3,855	
Insurance	5,245		4,756	
R & D	6,726		1,757	
Academy costs	6,417		8,737	
Freelance practitioners	24,941		44,786	
Wages and national insurance	384,327		353,378	
Production costs	53,684		29,408	
Volunteer expenses	654		1,550	
Consultancy fees	4,245		5,762	
CPD	1,665		288	
Legal fees	4,700		1,990	
Subscriptions and licences	2,396		4,334	
Staff and trustee training	4,140		7,356	
Telephone, computer, carriage	4,888		3,561	
Storage	4,200		1,500	
Merchandise costs	4,694		3,559	
Stationery	151		261	
Marketing and advertising	5,820		4,711	
Travel expenses	1,169		1,249	
Miscellaneous	819		303	
Repairs	9,211		2,533	
Loan interest	385		324	
Bank charges	497		121	
	<u>566,721</u>		<u>508,629</u>	
<b>Initial Trading Surplus</b>		<u>58,455</u>		<u>18,756</u>
<b>deduct:</b>				
<b>Depreciation</b>	<u>6,451</u>		<u>6,930</u>	
		6,451		6,930
<b>Surplus for the year</b>		<u><u>52,004</u></u>		<u><u>11,826</u></u>

# EGO Performance Company Ltd

## Detailed Income and Expenditure Account for the year ended 31st December 2024

### Continued

	year ended 31st December 2024	year ended 31st December 2023		
	£	£	£	£
<b>Turnover</b>				
Grants	477500	446420		
Donations	1744	1159		
Fees received	36387	13931		
Academy income	85210	52716		
Box office takings	8104	8338		
Miscellaneous Income	9150	500		
Merchandise takings	4200	3383		
	<u>622,295</u>	<u>526,447</u>		