

THE HERD THEATRE

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS**

For the period ended 31 March 2024

Company no: 09847217

Charity no: 1204739

THE HERD THEATRE
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for the period ended 31 March 2024

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REFERENCE AND ADMINISTRATIVE DETAILS

Chair / Founding Trustee	Naqiya Ebrahim
Founding Trustees	Ann-Marie Merrick (appointed 15 th September 2023) Robert Jackson-Ritchie Andrew Shimmin
Trustees	Katherine Igoe-Ewer (appointed 20 th February 2024) Helen Savage Louise Esme Holmes
The Herd's Core Staff	Ruby Thompson (Co-Artistic Director) Samuel Caseley (Co-Artistic Director) Christie Parkin (Administrator)
The Herd's Associate Artist Team	Finlay McGuigan Rūta Irbīte Lua Bairstow Ysabelle Wombwell (appointed October 2023)
Registered Office	131 Ella Street Hull HU5 3AJ
Bankers	The Co-Operative Bank Skelmersdale WN8 6WT
Investment Managers	n/a
Independent Examiner	K C Fisher Kingston Burrowes Audit Ltd 308 Ewell Road Surbiton Surrey KT6 7AL

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The Trustees present The Herd Theatre's first Annual Report and covers a shortened year end, to bring the charity in line with the UK tax year.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by 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 (FRS 102)" (effective 1 January 2019).

Background

The Herd was founded as a company limited by guarantee in October 2015. Ruby Thompson and Sam Caseley were the company founders and are the current Co-Artistic Directors of The Herd Theatre Charity.

The Herd's critically acclaimed early years theatre shows include Slime (UK Tour 2018-2022 including Southbank, The Albany, Northern Stage), How to Fly (Hull Truck), The Last Dinosaur (Arc, The Civic), Ducklings (Hull Truck, Royal Exchange) and Snowmen (Cast, Half Moon, The Lowry). Our shows often use limited verbal language, integrated British Sign Language and are heavily influenced by clown. Our work is always scored with original music and features interactive design.

As well as touring nationally to celebrated venues - all our shows have played in community centres, libraries and schools. We are passionate about reaching children and families who are excluded from theatre, with a focus on working class people and disabled people.

Our playwork - creating spaces where families can creatively play together - has popped up in primary schools and shopping centres in Hull, whilst also taking the form of a three month long sell-out, Time-out recommended, installation at the Southbank Centre in 2023.

We are a company deeply invested in our home city of Hull, with a growing, nationally significant artistic output. Since forming in 2015 our shows and projects have reached a live audience of over 78,000 people nationally. We've worked with over 2,000 children as participants. We've also published 2 picture books, developed 2 annual immersive schools workshop programmes, delivered family workshops at The National Theatre, and developed an app to accompany one of our productions.

The Herd became a charity on 15th September 2023, with our steering committee becoming trustees. This transition has enabled us to deepen our impact, and strengthen our focus on providing exceptional arts experiences for children, with a focus on the Hull region

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Charitable Objectives

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding which activities the charity should undertake. Our charitable objectives are as follows;

For the public benefit to promote the arts, in particular but not exclusively,

- A. The art of drama;
- B. For children and young people aged under 18;
- C. By the provision of creative workshops and public performances and other live events.

Mission and Vision and Guiding Principles

Vision

Our vision is for a society that respects children and the importance of their play. By creating high quality theatre and arts experiences for young audiences we show children that they are valued. We want this message to reach children wherever they are, whatever their context.

Mission

The Herd brings children, young people and families together in playful spaces to share exceptional experiences. We play alongside children to create shows, installations and experiences that celebrate, interrogate and nurture the joy of Childhood.

We believe in the transformational power of family arts and create experiences that children and adults can share together. We recognise that some children and families face barriers to accessing the arts and we proactively explore ways of removing these barriers.

Guiding principles

Play

We play alongside children to create ideas for all our work, play with artists to realise these ideas, and then unlock opportunities for our audiences to play

Family

We create mutually beneficial experiences for the whole family, as enjoyable for adults as children. We understand families come in all shapes and sizes, and use the word to describe a child and their responsible grown up/s.

Joy

We exist to celebrate, interrogate and nurture the joy of childhood. We create exceptional moments for our audience that sit outside of the everyday.

Relevance

We ensure our work is relevant, exciting and truthful to children by collaborating with them in all stages of the making. Our shows and experiences resonate with children living through the 2020s. We keep these children's futures in mind by using recycled and waste materials in our design in all of our projects.

Equity

We work hard to remove barriers children and families have to accessing arts experiences, with a particular focus on barriers facing working class people and disabled people.

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Achievements and performance

Projects delivered during this period



Whale Song Schools Workshop

Whale Song is a picture book and supporting schools workshop programme, new for 2024. It explores the story of Dolphin and Whale: Everybody knows that Whale's Mum has died but nobody wants to talk about it. How will Dolphin support her best friend Whale to speak the unspeakable and find his song?

This in school, 1 hour workshop, takes place in an immersive underwater world set, with original music. The workshops use art drama and storytelling to explore difficult feelings in a dynamic, safe and enjoyable way.

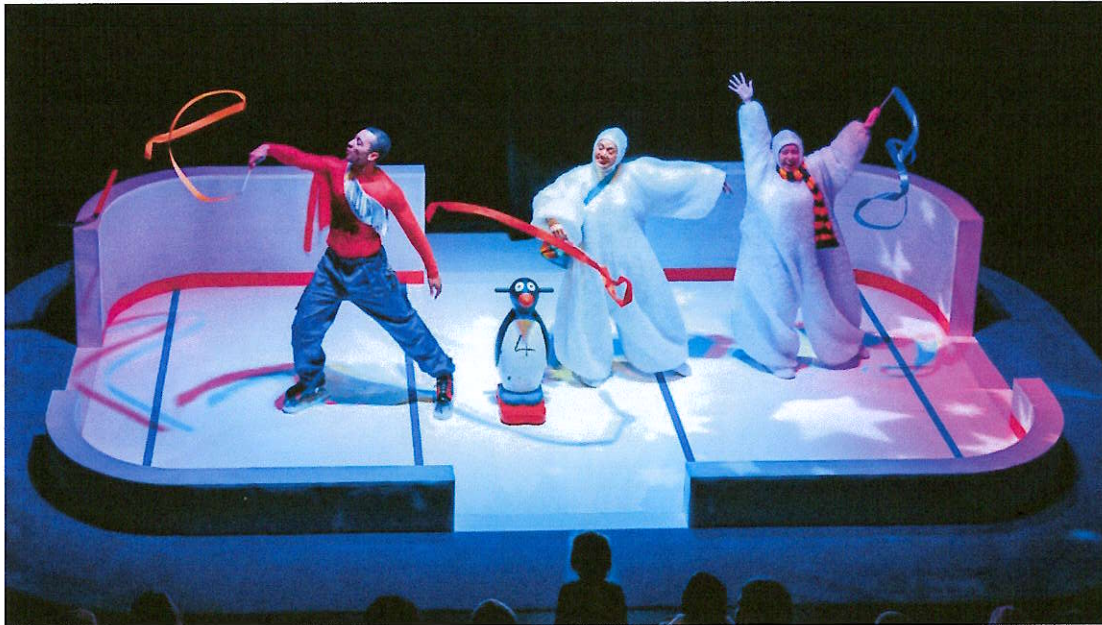
This package includes pre-training for teachers and staff, and another for parents and carers ahead of the sessions. All children who took part in the workshop were left with a copy of the Whale Song book.

A collaboration between artists and child therapists, Whale Song is a project that uses the power of storytelling, combined with the approaches of drama therapy, to provide children with a much-needed space to explore the topic of grief. Through participation in this workshop, children and teachers have become better equipped to support their classmates if and when they lose somebody.

Whale Song reached 813 Primary aged children in Hull, trained 55 members of school staff and 85 parents and carers. Whalesong was funded by Arts Council England and the James Reckitt Trust through Hull Libraries.

"This was like nothing I have seen before and I have not stopped speaking positively about it!"
Teacher Feedback

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Snowmen National Tour

Snowmen is a 55-minute studio show presented by The Herd Theatre, captivating children aged 2-7 and their families with a heart-warming story about friendship, home, and hope. A highly physical performance style, minimal in verbal language, rooted in clown, full of sensory interaction, and accessible to a wide audience.

Snowmen toured six venues across the North and London, performing 42 times to a total audience of 3112, including a two week run at Cast in Doncaster.

Snowmen was funded by Hull City Council, Arts Council England and through deals with presentation venues.

"My son's first trip to the theatre - we both absolutely loved it! Thank you."
Audience Feedback

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One Day Play

One Day Play is a unique experience for primary schools in Hull and East Yorkshire. A chance for children to experience the professional theatre making process, in just one day. One Day Play platforms children's imaginations, builds confidence, develops literacy skills, and raises career aspirations through opening up the theatre making process at a formative age, offering children the chance to work in a professional theatre space with professional theatre makers. The Herd runs the One Day Play Programme annually to KS2 children in Hull.

One Day Play annually reaches around 500 children during the school year. In this period One Day Play was delivered to 120 children from four Primary Schools in Hull, in partnership with Hull and East Yorkshire's Children's University Experiences Programme and supported by I AM FUND.

"It was real fun, we had to make the decisions by ourselves"
Child Participant Feedback 2024

"This is a really really great thing that [you] are doing and it was lovely to see the children being up, being children and being creative without having to be told to sit down and be quiet"
Teacher Feedback 2024

"A confidence boost. The experience of creating something together has left them feeling more united and its been a lovely thing at the end of their primary school journey together"
Teacher Feedback 2024

"That was the funnest day ever and I would redo that all the time if I could"
Child Participant Feedback 2024

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Cambridge Festival Early Years Play Space

The Herd delivered a programme of Playwork at Cambridge festival, designing and facilitating an early years playspace made entirely from recycled, abstract, loose parts play objects. This is becoming an annual piece of work for The Herd.

Over two days of delivery this project reached 800 people.

"I wish Cambridge had something like this all the time. The people of Hull are lucky."
Parent Feedback

Comedy Workshop with Lucy Beaumont & Charity Launch Party

To celebrate The Herd becoming a registered charity we held a party for staff, supporters, stakeholders and collaborators. In preparation of this Party The Herd invited Hull born, celebrated comedian Lucy Beaumont to deliver a comedy workshop for children at Endike Primary School, giving children the space and autonomy to write and perform their own jokes. We were extremely grateful to Lucy for her time which she gave in kind for this project. The results of this workshop were shared on video at the Launch party. The contents of the Launch party were also designed by children at Endike Primary, including music choices and menu design.

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Partnerships

The Herd collaborates with numerous organisations to deliver our work. The trustees encourage this collaboration and recognise the strength in sharing resources and networks to reach our audiences. This is especially important in our hometown of Hull.

- Core - Hull Libraries, Princes Quay
- Whale Song Schools Workshop - Hull Libraries, Hull Schools Library Service and The Constellation Trust
- Snowmen National Tour - Hull Libraries
- One Day Play - Hull and East Yorkshire Children's University, The University of Hull, Hull Truck Theatre, I AM Fund
- Comedy Workshops - Endike Primary School, Lucy Beaumont

The Herd Theatre is proud to be an associate company of three established Hull Cultural Organisations Hull Libraries, Back to Ours and Freedom Festival. We would like to thank Middle Child Theatre for their use of their rehearsal space for Board Meetings, Whale Song and our Away Day during this period.

Developing our Environmentally Sustainable Practise

In this period we took our learnings from creating REPLAY, a play space built entirely from waste materials, into our first theatre production. SNOWMEN's set, props and costume were made from 90% recycled or waste materials.

This was achieved by reaching out to large theatres, event companies and local industry for core materials such as wood, vinyl flooring, tape, and material. All props and costume pieces were bought second hand through charity shops, Ebay and shopping apps such as Vinted. This approach is only possible due to the commitment and hard work of the design and production team. The sourcing, collecting, and adapting of waste materials is far more labour intensive and time consuming, than building new. For this project we were especially proud of the team for this achievement as this all happened within a month, as the production period was delayed due to external producing factors.

The Herd now has a growing network for waste materials, and each project is becoming easier to use waste materials as our resource streams grow. We are committed to working with 90% recycled materials across all of our projects and work.

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Structure Governance and Management

Governing Document

The Herd Theatre is a charitable company limited by guarantee, governed by its Memorandum and Articles of Association dated 29 October 2015 and amended by Special Resolution on 10 August 2023. It was incorporated on 29 October 2015 under company number 09847217. It was registered as a charity with the Charity Commission on 15 September 2023 under number 1204739. Its members are co-terminus with the Trustees, each of whom agree to contribute £10 in the event of the charity winding up.

Appointment of Trustees

The minimum number of Trustees is three but (unless otherwise determined by ordinary resolution) shall not be subject to any maximum.

They are appointed for terms of up to three years by the board of trustees. Names are submitted by the charity's trustees. Appointments run from the rise of the annual retirement meeting at which terms of membership begin and end.

Trustee induction and training

The induction materials for Trustees include, in addition to the Memorandum and Articles of Association, the committee and decision-making processes, and recent financial performance of the charity, details of the history and purpose, priorities, and organisation of The Herd Theatre and an outline of the responsibility for trustees of any charity. Training in the basics of charity trusteeship is provided to trustees when required.

Organisation

The Board of Trustees administers the charity. All decisions about loans about policy and operational matters are made by the full Board of Trustees which meets five times a year.

Risk management

Risk assessment is a continual process which we bear in mind throughout the year, as well as reviewing the risks and controls annually. We are satisfied that the major risks to which the work of The Herd Theatre is exposed, in particular, those related to the operations and finances of the charity, have been identified and that systems are in place to mitigate exposure to such risks.

The Board of Trustees have a risk management strategy which comprises:

- an annual review of the risks the charity may face; and
- the establishment of systems and procedures to mitigate those risks identified in the plan; and
- the implementation of procedures designed to minimise any potential effect upon the charity should those risks materialise.

We are aware of possible risks to our charitable funds at a time when the projects we help are still facing increasing difficulties in obtaining revenue and capital funds.

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Financial Review

We are grateful to our current funders, Arts Council England, Hull City Council, I AM Fund and The Backstage Trust who support our continued development and activities, and who enable us to maintain a solid financial position during this period.

We were delighted to develop two new funding relationships in this period; as we received a grant of £25,000 from the Postcode Neighbour Trust and a grant of £500 from the Sir James Reckitt Charity to support our core operations.

We received a grant of £30,900 from Arts Council England's Project Grants and a £5,000 Arts grant from Hull City Council to support the production and national tour of SNOWMEN.

Our annual project ONE DAY PLAY was able to continue thanks to the support of a 3 year grant from I AM Fund of £10,000 a year, totalling £30,000.

Alongside new grants received in this period we delivered projects and with grant funding awarded by Arts Council England Project Grants, of £66,632, and The Backstage Trust of £16,000.

We earned income from the following;

- Our play installation REPLAY, at the Southbank Centre was extended for 4 weeks due to its success and popularity. This meant an additional £6,789.18 in box office split for the Charity.
- We earned £2,200 for the delivery of the Cambridge Festival Early Years Play Space, from the University of Cambridge.
- We earned fees of £17,530.11 from venues of our national tour of Snowmen. These were all guarantees, which meant that we didn't take on the financial risk of ticket sales. When touring to locations outside of Hull, where we have an audience base, this is our preferred deal, as we have limited audience reach and rely heavily on the venue's marketing teams to generate an audience.
- We earned a total of £3,240 from income from Schools, and The University of Hull's Access scheme for delivery of ONE DAY PLAY. Each day delivered earned on average £300, some schools were subsidised with more of our I AM Fund grant to enable them to afford it.
- £13,000 income from project partners. Hull Libraries and Schools Library service for the creation and delivery of Whale Song.

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Reserves Policy

The Herd's Reserves Policy aims to maintain a sufficient level of Operational Reserves to enable:

- Normal operating activities to continue over a period of up to 3 months should a shortfall in income occur, and to take account of potential risks and contingencies that may arise.
- Should The Herd wind up, the reserves will cover costs of this process, paying for staff to execute the winding up.

The Herd will begin to maintain Opportunity Reserves to enable:

- A quick response to major new programmatic or operational opportunities that require a swift injection of funds, as they arise.

The Herd's reserves are to be built from unrestricted funding, either from funders who award such funding or earned income or philanthropic funding. Currently The Herd has £20,000 of unrestricted funding at the bank, and from this point forward this amount will be assigned to reserves.

The Trustees, in conversation with The Herd's Staff team, have set The Herd's Operational Reserves Target at £33,500. To ensure our Reserves are at a functioning level, The Herd will allocate all future unrestricted income that is not required to support the charity's core costs towards our Reserves, until the target level of reserves is achieved.

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Statement of Trustees' Responsibilities

Trustees are required to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and the incoming resources and application of resources, including the net income or expenditure, of the charity for the year. In preparing those financial statements the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the applicable Charities Statement of Recommended Practice;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Charities Act 2011 and the applicable Charities (Accounts and Reports) Regulations.

The trustees are also responsible for safeguarding the assets of the charity and for taking reasonable steps for the prevention and detection of fraud and other irregularities. The trustees confirm that to the best of their knowledge there is no information relevant to the Independent Examination of which the Examiner is unaware.

The trustees also confirm that they have taken all necessary steps to ensure that they themselves are aware of all relevant financial information and that this information has been communicated to the Examiner.

The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent Examiner

The Trustees appointed K.C. Fisher of Kingston Burrowes Audit Ltd as Independent Examiner. He has expressed willingness to continue to serve.

Approved by the Trustees and signed on their behalf by:

Signed by:

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Louise Holmes
Trustee

31 January 2025

Independent Examiner's Report to the Trustees of:

THE HERD THEATRE

I report to the charity trustees on my examination of the accounts of the charity for the period ended 31st March 2024 which are set out on pages 14 to 21.

Responsibilities and basis of report

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

Having satisfied myself that the accounts of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 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.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



K C Fisher BA FCA CTA
% Kingston Burrowes Audit Ltd
308 Ewell Road
Surbiton
Surrey
KT6 7AL

31 January 2025

THE HERD THEATRE
(Registered Charity Number: 291880)
STATEMENT OF FINANCIAL ACTIVITIES
for the period ended 31 March 2024

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
Income					
Sales		-	-	-	78,470
Charitable activities	2	19,473	111,097	130,570	103,217
Total		<u>19,473</u>	<u>111,097</u>	<u>130,570</u>	<u>101,687</u>
Expenditure					
Cost of sales		-	-	-	127,367
Raising funds	3	2,160	-	2,160	-
Charitable activities	4	33,751	106,922	140,493	-
Administrative expenses		-	-	-	18,365
Total		<u>35,731</u>	<u>106,922</u>	<u>142,653</u>	<u>145,732</u>
Net income/(expenditure) for the year	8	(16,258)	4,175	12,083	35,955
Transfer between funds		(100)	100	-	-
Tax on deficit		-	-	-	10,042
Net movement in funds	16	<u>(16,358)</u>	<u>4,275</u>	<u>(12,083)</u>	<u>45,997</u>
Total funds as at 16 September 2023	16	<u>50,958</u>	<u>-</u>	<u>50,958</u>	<u>4,961</u>
Total funds at 31 March 2024	16	<u><u>£34,600</u></u>	<u><u>4,275</u></u>	<u><u>38,875</u></u>	<u><u>£50,958</u></u>

No detailed comparatives are provided for the period ended 15 September 2023 as the company was not a registered charity during this period.

The Statement of Financial Activities includes all gains and losses recognised in the year.

All income and expenditure derives from continuing activities.

The notes form part of these financial statements.

THE HERD THEATRE
(Registered Charity Number: 291880)

BALANCE SHEET
For the period ended 31 March 2024

	Notes	2024	2023
		£	£
Fixed assets			
Tangible Assets	10	32	96
Current assets			
Debtors	11	6,261	30,474
Cash at bank and in hand		67,938	82,880
		<u>74,199</u>	<u>113,354</u>
Creditors:			
amounts falling due within one year	12	<u>35,356</u>	<u>62,492</u>
Net current assets		<u>38,843</u>	<u>50,862</u>
Total Assets less current liabilities		<u><u>£38,875</u></u>	<u><u>£50,958</u></u>
Funds			
Unrestricted	14	34,600	50,958
Restricted	14	4,275	-
Total funds	14	<u><u>£38,875</u></u>	<u><u>£50,958</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 to the period ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 March 2024 in accordance with Section 476 of the companies Act 2006.

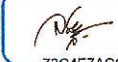
The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Section 386 and 387 of the Companies Act 2006 and
- 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 profit for loss 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.

These Financial Statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by the Board of Trustees on 31 January 2025 and signed on its behalf by :

Signed by:



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Naqiya Ebrahim
Chair

The notes form part of these financial statements.

THE HERD THEATRE
(Registered Charity Number: 291880)
NOTES TO THE FINANCIAL STATEMENTS
for the period ended 31 March 2024

1. Accounting Policies

1.1 Basis of accounting

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

1.2 Going concern

The financial statements are prepared on a going concern basis under the historical cost convention. The financial statements are presented in sterling which is the functional currency of the charity.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

1.3 Income recognition

Items of income are recognised in the financial statements when all of the following criteria are met:

- The charity has entitlement to the funds;
- any performance conditions have been met or are fully within the control of the charity;
- there is sufficient certainty that receipt of the income is considered probable; and
- the amount can be measured reliably.

The charity received government support through the Coronavirus Job Retention Scheme (CJRS) which is accounted for on the accrual basis and is included under Income for Charitable Activities (Note 3)

1.4 Expenditure recognition

Expenditure is recognised once there is a legal or constructive obligation to make payment to a third party, it is probable that settlement will be required and the amount can be measured reliably.

Expenditure on charitable activities includes those costs of a direct nature which can be allocated to a specific activity. It also includes indirect costs, including governance costs that do not relate to a specific activity but are necessary to support those activities. Support costs are apportioned to each activity on the basis of staff time.

1.5 Fund accounting

Unrestricted general funds are freely available for use in furtherance of the objects of the charity and which have not been designated for specific purposes.

Designated funds are unrestricted funds set aside by the trustees for particular purposes.

Restricted funds are funds which can only be used in accordance with specific restrictions imposed by the donor or which have been raised for a particular purpose.

1.6 Tangible fixed assets and depreciation

Tangible fixed assets costing more than £500 are capitalised. Depreciation is provided so as to write off the cost of each asset, less estimated residual value over its estimated useful life at the following annual rates:

Fixtures, fittings and equipment - 33% straight line

1.7 Debtors and Creditors

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairments are recognised in expenditure

THE HERD THEATRE
(Registered Charity Number: 291880)

NOTES TO THE FINANCIAL STATEMENTS
for the period ended 31 March 2024

2. Income from Charitable Activities	Unrestricted Funds	Restricted Funds	Total 2024	Total 2023
	£	£	£	£
Arts Council England	8,627	53,937	62,564	-
Goodwin Trust	-	2,000	2,000	-
Backstage Trust	4,096	3,800	7,896	-
Hull City Council	-	5,000	5,000	-
Hull University	-	2,340	2,340	-
I AM Fund	-	5,000	5,000	-
Postcode Lottery Neighbourhood Trust	6,250	-	6,250	-
Sir James Reckitt Foundation	500	-	500	-
School Workshops	-	900	900	-
Hull Libraries	-	13,000	13,000	-
National Literacy Trust	-	800	800	-
Performances	-	17,530	17,530	-
Southbank Centre	-	6,789	6,789	-
Grant and Donations	-	-	-	103,217
	£19,473	£111,097	£130,570	£103,217

There is no analysis of the comparative figures for the period ended 15 September 2023 as the company was not a registered charity during this period.

3. Cost of Raising Funds	Direct costs	Support costs	Total 2024	Total 2023
	£	£	£	£
Freelance staff	£Nil	£2,160	£2,160	£Nil

4. Expenditure on Charitable Activities	Direct costs	Support costs	Total 2024	Total 2023
	£	£	£	£
Theatre productions, installations, participatory projects and school workshop	£106,922	£35,731	£142,653	£Nil

5. Analysis of Direct Costs	2024	2023
	£	£
Freelance staff	85,283	-
Production costs	21,639	-
	£106,922	£Nil

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(Registered Charity Number: 291880)
NOTES TO THE FINANCIAL STATEMENTS
for the period ended 31 March 2024
(Continued)

6. Analysis of Support Costs	2024	2023
	£	£
Freelance staff	14,970	-
Production costs	814	-
Development costs	494	-
Travel	811	-
Printing	130	-
Storage	2,221	-
IT costs	257	-
Legal and professional fees	162	-
Training	450	-
Fees and subscriptions	199	-
Videography/Photography	631	-
Marketing	250	-
Theatre tax relief written off	10,041	-
Governance costs (Note 7)	4,280	-
Sundry expenses	20	-
	<u>£35,731</u>	<u>£Nil</u>
7. Governance Costs	2024	2023
	£	£
Freelance staff	680	-
Independent examination fee	3,600	-
	<u>£4,280</u>	<u>£Nil</u>
8. Net Income/(Expenditure) for the year	2024	2023
	£	£
This is stated after charging:		
Independent examination fee	£3,600	£2,016
Depreciation	£64	£247
	<u></u>	<u></u>

9. Key Management Remuneration

The members of the Board received no remuneration.

Total freelance fees received by key management amounted to £29,222.

THE HERD THEATRE
(Registered Charity Number: 291880)
NOTES TO THE FINANCIAL STATEMENTS
for the period ended 31 March 2024
(Continued)

10. Tangible Fixed Assets			Equipment £
Cost			
At 16 September 2023			2,378
Additions			-
Disposals			-
At 31 March 2024			2,378
Depreciation			
At 16 September 2023			2,282
Charge for the year			64
Eliminated in disposals			-
At 31 March 2024			2,346
Net book value			
At 31 March 2024			£32
At 15 September 2023			£96
11. Debtors	2024 £	2023 £	
Service charges due	2,600	20,432	
Other debtors	3,600	10,042	
	£6,261	£30,474	
12. Creditors	2024 £	2023 £	
Amounts falling due within one year:			
Other creditors	£35,356	£62,494	
13. Analysis of Net Assets between funds	Unrestricted Funds £	Restricted Funds £	2024 £
2024			
Fixed assets	32	-	32
Current assets	48,507	25,692	74,199
Current liabilities	(13,939)	(21,417)	(35,356)
Net assets at 31 March 2024	£34,600	£4,275	£38,875

There are no comparative figures for the period ended 15 September 2023 as the company was not a registered charity during this period.

THE HERD THEATRE
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NOTES TO THE FINANCIAL STATEMENTS
for the period ended 31 March 2024
(Continued)

14. MOVEMENT IN FUNDS

	Balance b/fwd at 16 Sept 2023 £	Incoming Resources £	Resources Expended £	Transfers £	Balance c/fwd at 31 March 2024 £
Unrestricted Funds					
General funds	50,958	19,473	(35,731)	(100)	34,600
Total Unrestricted Funds	£50,958	£19,473	£(35,731)	£(100)	£34,600
Restricted Funds:					
Replay	-	6,789	(5,113)	-	1,675
One day play	-	8,240	(3,567)	-	4,672
Counting sheeps	-	5,297	(825)	-	4,472
Fast food megaverse	-	-	(100)	100	-
Pop up play space	-	4,820	(3,898)	-	921
Whalesong	-	27,920	(28,566)	-	(646)
Snowmen	-	57,230	(64,636)	-	(7,406)
One off workshops	-	800	(215)	-	584
Total Restricted Funds	-	111,096	(106,922)	100	4,274
Total Funds	£50,958	£130,569	£(142,653)	£Nil	£38,874

THE HERD THEATRE
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NOTES TO THE FINANCIAL STATEMENTS
for the period ended 31 March 2024
(Continued)

15. Company Status

The Herd Theatre is a private company limited by guarantee and has no share capital. It is incorporated in Great Britain and registered in England and Wales. Each member is liable to contribute a sum not exceeding £1 in the event of the company being wound up. The address or the registered office can be found in the Reference and Administration details on page 1.

16. Taxation

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

17. Related Party Transactions

Two trustees were reimbursed for their travelling expenses amounting to £148 during the period.

18. Contingent Assets

Total grant funding awarded as at 31 March 2024 but not yet recognised as income due to the recognition criteria not being met amounts to £108,501.

