

THE FREUD MUSEUM LONDON

England & Wales · Charity number 1112854

Details

Other names	SIGMUND FREUD ARCHIVES CHARITY
Status	Registered
Legal form	Charitable company
Company number	05467415
Registered	2006-01-30
Register	View on the Charity Commission register

Contact

Address	Freud Museum 20 Maresfield Gardens London NW3 5SX
Phone	02074352002
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Website	www.freud.org.uk

Activities

Objects: The purposes of the Charity ('the Objects') are: 4.1.1 to maintain, operate and improve a museum to collect, safeguard and make accessible books, art works, artefacts and other items connected with Sigmund Freud's life, his work, his family (in particular his daughter Anna Freud) and with the history of psychoanalysis at the property located at 20 Maresfield Gardens, London NW3 5SX) or such other property as may from time to time be required or expedient ('the Premises') and to provide access to the Premises to the public so that they can explore the Museum and its collections for inspiration, learning and enjoyment; 4.1.2 to advance the appreciation of the architectural and historical nature of the Premises located at 20 Maresfield Gardens, London NW3 5SX and its significance as the final home of Sigmund and Anna Freud; 4.1.3 to promote, encourage, improve, research and publish, advance and disseminate knowledge and appreciation of the life, work, medical, psychoanalytic and other scientific activities of Sigmund Freud and to stimulate interest in his intellectual and cultural legacy and awareness of the relevance of his ideas to contemporary society; 4.1.4 to discover, assemble, and collect published material, manuscripts, photographs, information and articles of whatever kind relating to the life, work, medical, psychoanalytic and other scientific activities of Sigmund and Anna Freud, and to ensure their preservation for the benefit of the public.

Activities: The Freud Museum exists to promote the intellectual and cultural legacy of Sigmund Freud's life and work and to further their contemporary relevance through educational activities and exhibitions. The museum conserves Freud's last home at 20 Maresfield Gardens with its antiquities collection and archives, as a historical memorial to his life and work and as a source of inspiration and enjoyment.

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, Arts/culture/heritage/science, Environment/conservation/heritage
- **Who:** The General Public/mankind

Geography

- **Area of benefit:** 20 MARESFIELD GARDENS, LONDON NW3 5SX AND AT SUCH OTHER PROPERTY AS MAY FROM TIME TO TIME BE REQUIRED OR EXPEDIENT
- Camden

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£796,775	£855,767	£4,164,972	20
2024-03-31	£863,567	£725,114	£4,223,964	20
2023-03-31	£732,455	£774,546	£4,085,511	20
2022-03-31	£630,331	£665,047	£4,127,602	18
2021-03-31	£650,693	£541,571	£4,162,319	18

Trustees

Name	Role	Appointed
Susan Rachel Prevezer KC	Chair	2021-11-23
ANTHONY JOHN SPIRO OBE JP		2018-04-27
Dr WENDY MONKHOUSE		2018-04-27
Juliet Georgina Lucy Rosenfeld		2020-11-17
Louise Karen Michelle Hillman		2021-06-08
SUSANNA ABSE		2021-06-08
Stephen David Kon		2020-02-04
Suzanne Bardgett		2018-04-27

THE FREUD MUSEUM LONDON

England & Wales - Charity number 1112854

Accounts

Charity registration number 1112854 (England and Wales)

Company registration number 5467415

THE FREUD MUSEUM LONDON
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

THE FREUD MUSEUM LONDON

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Susan Prevezer KC
Miss S Bardgett
Miss W Monkhouse
Mr A Spiro
Mr S Kon
Juliet Rosenfeld
Susanna Abse
Ms L Hillman
J Cockerill

Charity number

1112854

Company number

5467415

Registered office

20 Maresfield Gardens
London
NW3 5SX

Auditor

SBM Associates Limited
Freedman House
Christopher Wren Yard
117 High Street
Croydon
CR0 1QG

THE FREUD MUSEUM LONDON

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THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2025

The Trustees are pleased to present their annual report together with the financial statements of the charity for the year ended 31 March 2025 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association 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 (FRS102) (effective 1 January 2019).

Chair's report

The Museum has enjoyed a year of dynamic growth and innovation with, amongst other things (and detailed below), a diverse programme of events and conferences, exhibitions featuring acclaimed artists Paula Rego, Louise Bourgeois, Sarah Lucas and Tracy Emin; sold out screenings of the film *Freud's Last Session*, exciting book events with speakers including Susie Orbach and Professor Mark Solms, a discussion series entitled *Provocations* with speakers including Juliet Rosenfeld and chaired by Rachel Cooke, mornings with Lord David Freud sharing stories of family life at 20 Maresfield Gardens, and a flourishing bookshop. The Trustees thank the Director and all the staff at the Museum for their continued commitment, support and hard work this past year.

In addition, the Museum would like to extend special thanks to the Marie-Louise von Motesiczky Charitable Trust, whose kind donation facilitated the renovation of the Exhibition and Video Rooms and supported the *Women & Freud* exhibition; Judith Novak whose support enables the wider reach of the Museum's education and outreach programme; to Dr Ida Di Pietro Leupold Löwenthal for her generous support of the Library Appeal and Helen Payne and Anna Greenburgh for their generous donations. The Museum also extends thanks to all donors, patrons, friends and visitors to the Museum, and to Freud's extended family who have supported the Museum again this last year.

As always, the Museum looks forward to welcoming visitors, both in person and remotely, and continues its mission of promoting the legacies of Sigmund and Anna Freud and enhancing its facilities, programming and events for the benefit of all.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Objectives and activities

Principal activity and public benefit

The Freud Museum London is a charitable company. In shaping its objectives for the year and planning its activities, the Trustees have considered the Charity Commission's guidance on public benefit, including the guidance on public benefit and fee charging.

The Museum relies on grants and the income it raises from, amongst other activities, admission fees and the public programme. It is therefore a fee charging charity, but the Trustees hope that the admission prices are low enough that no one is prevented from coming to the Museum on grounds of cost. Concessionary fees are available for low income groups, parties of senior citizens and school parties. Free admission is offered to members of the local neighbourhood association. The Museum also undertakes outreach projects which offer free access to Museum services.

As set out in the Memorandum and Articles of Association, the purposes of the Freud Museum London, which all serve to promote public benefit are as follows:

- to promote, encourage, improve, advance and disseminate knowledge and awareness of the life, work, medical, psychoanalytic and other scientific activities and intellectual and current cultural legacy of the late Sigmund Freud, and knowledge and awareness of their relevance to contemporary society;
- to maintain, operate and improve a museum to collect, safeguard and make accessible articles and other items connected with Freud's life, his work, his family, in particular his daughter Anna Freud, and the history of psychoanalysis at the property located at 20 Maresfield Gardens, London NW3 5SX and at such other property as may from time to time be required or expedient and to provide access to the premises to the public so that they can explore the museum and its collections for inspiration, learning and enjoyment;
- to advance the appreciation of the historical nature of the property located at 20 Maresfield Gardens, London NW3 5SX and its significance as the late Sigmund Freud's last home, the place of his death and the repository of his study, library, couch and collection of antiquities and other articles connected to him;
- to discover, assemble, and collect books, manuscripts, photographs, other publications, furniture, information and articles of whatever kind relating to the life, work, medical, psychoanalytic and other scientific activities and intellectual legacy of the late Sigmund Freud, and to ensure their preservation for the benefit of the public;
- and to conduct research into the life, work, medical, psychoanalytic and other scientific activities and intellectual and cultural legacy of the late Sigmund Freud and to publish the results of all such research.

The strategies employed to achieve the charity's aims and objectives are to:

- ensure the highest standards in conservation and care of the collections run active public, exhibition and education programmes
- encourage research into the collections and archives, and related publications
- market the Museum widely to encourage increase in number of visitors
- enter into appropriate partnership that will help to achieve the key aims of the Museum
- keep the Museum financially robust and manage risks as carefully as possible

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Achievements and performance

Significant activities and achievements against objectives

The Museum's exhibition programming was particularly vibrant this year, featuring a series of critically acclaimed shows that attracted diverse and new audiences.

The Place I Am Not featured new work created specifically for the exhibition by Cypriot artist Maria Loizidou. The exhibition was presented at both the Freud Museum London and The Hellenic centre, significantly boosting the reach and impact of the project across two prominent London venues. This unique collaboration delved into themes of identity, belonging, and the immigrant experience, inspired by Sigmund Freud's life as an immigrant in London.

The mini exhibition *A Century of the Ego and the Id* directly engaged with Freudian concepts (id, ego, superego), which are not only household names but also staples in psychology curricula. Feedback from school, higher education, adult, and community groups showed that the imaginative explanations of these concepts and their links to psychological wellbeing were greatly appreciated. The replica of Freud's psychoanalytic couch, on loan from Lord David Freud, was the centrepiece of the exhibition and proved a key factor in driving visits to the Museum and an attractive way of promoting reflective engagement with the history of the talking cure.

Freud and Latin America unpicked the notion that Psychoanalysis is considered a Eurocentric practice, with its origins in Freud's former home of Vienna. In the 21st-century, Latin America is home to some of the most important psychoanalytic centres in the world. Buenos Aires, the capital of Argentina, has the highest number of psychoanalysts per capita in the world. Indeed, the Museum welcomed 13% of its visitors this year from South America. Through personal letters, photographs, sculptures, books and marginalia, *Freud and Latin America* investigated the roots of psychoanalysis in the region, namely Argentina, Brazil, Chile, Mexico and Peru, uncovering fascinating links between Freud's life and Latin America, and provided visibility and recognition for underrepresented narratives within psychoanalysis, particularly from the Global South. This was the Museum's first fully trilingual exhibition, with content translated into Spanish and Brazilian Portuguese alongside English. By making the exhibition accessible in three languages, this allowed us to engage new audiences—particularly Latin American communities in London and international Spanish- and Portuguese-speaking visitors. The exhibition also included artworks by Brazilian poet and woodcut artist Jose Borges, Mexican multimedia artist Santiago Borja, and surrealist photographer Grete Stern.

The Brazilian Ambassador to London, H.E. Antonio Patriota, attended the opening event and expressed how moved he was by the exhibition, particularly by the broader visibility it gave to Brazilian contributions to psychoanalytic history. His engagement was a testament to the relevance and impact of the exhibition among South American cultural representatives.

The standout highlight of the exhibition calendar was *Women & Freud: Patients, Pioneers, Artists*. Curated by Lisa Appignanesi and the Museum's curator Bryony Davies, this exhibition highlighted the women who helped Freud invent psychoanalysis and their legacy in its practice - as well as in the arts and literature through to the present time. From the early "hysterics", who Freud called 'his teachers', to later patients, many of whom like Princesse Marie Bonaparte became analysts, to his daughter Anna Freud and her partner Dorothy Burlingham, to artists such as Marie-Louise von Motesiczky, Louise Bourgeois, Paula Rego, Alice Anderson and Tracey Emin, the exhibition drew on manuscripts, images, objects, visuals, and film footage to bring to life the many women who featured in Freud's history, as well as those affected by his considerable body of thinking, rethinking and practice. The exhibition set up a dialectic between Freud's understanding of women and their understanding of themselves which can work both as resistance to and development of psychoanalytic thinking – and also sometimes as its rejection.

The Women & Freud exhibition attracted significant media attention, with coverage spanning local, national, and international outlets including in Italy and the United States. The press highlighted the exhibition's relevance to contemporary concerns on gender and psychoanalysis. This visibility elevated the Museum's profile and supported ongoing audience development, especially across digital platforms like Instagram and Facebook, where women account for approximately 70% of all user engagement.

Women & Freud was the first exhibition to make use of the Museum's newly installed climate-controlled vitrine, the installation of which was made possible by the generous donation from the Marie-Louise von Motesiczky Charitable Trust. This vitrine meets all UK Government Indemnity standards for security and environmental conditions, enabling the Museum to host high-profile loans from international collections.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

As part of the exhibition *Women & Freud* the Museum organised a range of events that reflected on and engaged with the discussions raised by the exhibition regarding gender and sexuality. The first such event was a course by Juliet Mitchell reflecting on her landmark text *Psychoanalysis and Feminism* 50 years after its original publication. The course with Juliet Mitchell was also notable as it was the first hybrid event run by the Museum, thus accommodating both an in-house audience and a virtual, as well as international, audience. The Museum equally marked the end of the exhibition with a hybrid in-conversation event with Jamieson Webster on her latest book *On Breathing* that saw our highest total booking figure of the season at 123.

Other highlights from our exhibition-related events include a conversation with the renowned film theorist Barbara Creed, that aimed to attract new audiences interested in film/media studies. In this vein, the Museum also hosted a talk by Shilyh Warren on *The Princess of Pleasure: Marie Bonaparte & The Politics of Sex* to build on cultivating a student and media studies audience by taking the historical figure of Bonaparte and resituating her work in current discourse around sexuality and feminism. The talk was also a donation event, which made the talk accessible to a wide-ranging audience – ultimately attracting 104 people – and provided a platform for a new and unknown speaker to share their unique research.

Building on this work, the Freudian Research Seminar Series was programmed to cultivate both a new and diverse range of speakers as well as formulate a new academic community for the sharing and exchange of ideas. In total, six seminars were scheduled, all presented by early-career researchers or students and ranging in subject, including literature, technology, history, film and clinical practice/experience.

In addition to the research seminars, the museum also has run several other series of events such as *Provocations* that featured, amongst others, two book launches on the topic of affairs and the holocaust. The Museum is grateful to the author and writer, Rachel Cooke, who chaired the *Provocations* series for the Museum. There was also the return of the *Projections* course series that examined the concept of 'feminine jouissance' as well as the work of David Lynch following his recent passing, the timely relevance of the latter saw a particularly wide online interest and success.

In June 2024 the Museum celebrated the publication of the *Revised Standard Edition of the Complete Psychological Works of Sigmund Freud* – a ground-breaking update on the Standard Edition first published 60 years ago, which followed the Hogarth Press first publishing Freud's work in 1924. The Museum had the honour and pleasure of welcoming some very special guests: the Editor of the Revised Standard Edition and our long-standing supporter, Professor Mark Solms and friends from the Institute of Psychoanalysis, the British Psychoanalytical Society and Rowman & Littlefield, who co-published the work. Professor Solms delivered a thought-provoking talk on the 'hard problem' of consciousness to a full room, captivating the audience and sparking a lively discussion afterwards. The recording of the event, available free of charge on the Freud Museum YouTube channel, has reached over 7,000 views. Professor Solms and the Museum's Education Manager Emilia Raczkowska made a joint appearance to a large crowd at the Cheltenham Literature Festival 2024 for a wide-ranging conversation about the contemporary relevance of Freud's ideas in light of the revised translation, particularly Freud's views on female psychology. This event was followed by strong worldwide sales of the Revised Standard Edition of the Complete Psychological Works of Sigmund Freud.

Further coinciding with both the *Women and Freud* exhibition and the 100th anniversary of the first publication of Freud's works by Hogarth Press, the Museum's Education Manager delivered a keynote address at the 33rd annual International Virginia Woolf Conference held in Fresno, California. Her lecture, entitled *The Whirlpool and the Undertow – On Reading Virginia Woolf and Karin Stephen*, presented new research into the lives and work of the two women and their engagement with psychoanalysis. Both Woolf and Stephen were featured in the *Women and Freud* exhibition, with the lecture engaging a large international audience of literature experts and academics.

Following on from the public success of the film *Freud's Last Session*, the Museum hosted nine screenings of the film over the course of the year, generating around £15,000 income, as more than 500 visitors joined us for the unique opportunity to enjoy the film in Freud's home. The Museum is immensely grateful to Meg Thomson, the producer of *Freud's Last Session*, for giving her time and attending the screenings. Each screening was preceded by a short introduction from her, in which she shared the fascinating process of re-creating Freud's last home for the film set. In recognition of her invaluable contribution, Meg Thomson was made an Honorary Patron of the Museum.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Over the year, the Museum also held a number of fundraising events, including a special *Kaffee und Kuchen* morning marking the 85th anniversary of Freud's death. Alongside enjoying delicious coffee, Apfelstrudel, and the chance to sample the Museum's plum jam, made from the year's harvest from the plum tree in Freud's front garden, visitors were offered a unique tour of the Museum, including parts of Freud's home normally off limits. Attendees stepped back in time to explore Freud's last year in his historic London home after fleeing Nazi-occupied Vienna, wandering through rooms filled with his personal treasures, including the iconic psychoanalytic couch, and discovering the remarkable legacy of Anna Freud, a pioneer in child psychoanalysis. Other highlights included a visit to the Museum Archives, for a rare opportunity to view the couch on which Freud passed away in 1939.

Later in the year Lord David Freud, Sigmund Freud's great grandson personally guided visitors through 20 Maresfield Gardens, sharing vivid family memories of the house before it became a museum. He spoke warmly about family gatherings, encounters with his aunt Anna Freud, and what life was like in the home during his childhood. His personal stories and anecdotes offered a rare and intimate perspective on the Freud family, long before the doors of the house were opened to the public in 1986. This unique and engaging event brought together history, family memory and psychoanalytic heritage, and offered guests a rare opportunity to experience the Freud home through the eyes of one of Freud's descendants.

The second phase of our Library Appeal was supported in the period with two online events with Professor Daniel Orrells from Kings College London, and one in house event on Freud's *Beyond the Pleasure Principle* featuring Professor Raluca Soreanu, both of whom are long-standing academic contributors to the museum's programme. Two of the books featured in these events were subsequently adopted.

Through our conference programme we staged a discussion regarding the connections between Freud and Arnold Schoenberg, as part of the composer's 150th Anniversary, as well as a conference exploring the link between Freudian psychoanalysis and English Literature, celebrating the 100-year anniversary of the publication of Freud's works by the Hogarth Press. We also developed a new partnership with the Queer Encounters group, with whom we organised an embodied tour and a symposium exploring the relationship between Anna Freud and her companion Dorothy Burlingham.

Due to our long-standing relationship with UCL we were able to host a hybrid event with the theatre director Robert Icke in January 2025, discussing his recent version of Sophocles' *Oedipus*. The event was attended by 209 people, our highest attended event since October 2022, and brought in £2,165 in ticket sales. This figure was supplemented by UCL who also provided us with £990 of funding for this event to support bursary places and catering.

Activities 2024-25 to promote public benefit

The Museum always recognises its purpose to promote public benefit, as part of its wider mission. Its activities are designed to reach a wider community, to promote Sigmund and Anna Freud's legacy and support mental wellbeing. Much of what has already been covered above has a public benefit component, as well as what is described below.

Education and outreach continues to be at the heart of the Museum's activities. This year, our learning programmes have developed substantially, supported by a generous donation of from Judith Nowak. Throughout the year 8,500 people (pupils, students and adults) benefitted from facilitated visits, learning sessions, creative workshops, online sessions and self-guided tours; nearly 10% of those participated in dedicated activities free of charge.

Guided by the findings from our transformative research and outreach Arts Council England funded project (completed in the previous year), the Museum launched a vibrant new offer of topical sessions, adopting the motto derived from Freud's own recommendation for non-clinical psychoanalytic education: 'to learn something *about* psychoanalysis and something *from* it'.

In the realm of Higher Education, the new programmes for university students, clinical trainees and those continuing professional development respond to the growing inter-disciplinary interest in psychoanalysis. New topics include Psychoanalysis and Literature, Freud, Art and Creativity, Freud the Collector, Clinical Freud, Freud and His Jewish Heritage, Life Lessons, Psychoanalytic Developmental Psychology and – especially popular with students of psychology and medicine – Freud and His Legacy: Therapy, Psychology, Neuroscience. The Museum continue to offer bespoke learning sessions at an additional fee, and this year special requests included Freud and War and Psychoanalytic Perspectives on Addiction. The new offer has received positive feedback and is globally unique for this audience group in terms of the scope and accessibility. It remains a key way for the Museum to promote the intellectual, medical, psychoanalytic, scientific and cultural legacy of Sigmund and Anna Freud and their contemporary relevance. These sessions have been instrumental in positioning the Museum as a key resource for academic research and study.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

The Museum has continued dedicated its community engagement work with groups of mental health service users and workers, refugees, ethnic minorities, seniors, and people with disabilities. The lifelong learning offer has been especially attractive to healthcare professionals and teachers, alongside the Freudian Wisdom for the Times of Turmoil programme for the NHS workforce continuing to be of interest to NHS groups and medical students accessing the programme both in the Museum and online. This year, the Museum ran several sessions on topics accompanying the major exhibition: *Women and Freud*, such as *Women, Freud, Art, Freud and the Feminine* and *The Women of Maresfield Gardens* – presentation of the lives of women who lived in Freud's house during his time and beyond (Martha Freud, Minna Bernays, Anna Freud, Dorothy Burlingham, Paula Fichtl).

In late 2024, the Museum partnered with the Holocaust Memorial Day Trust's *80 Candles for 80 Years* project marking the 80th anniversary of the liberation of Auschwitz-Birkenau. The project, run by our team of female Staff and Volunteers, researched and brought to a wider audience the fate of Sigmund Freud's four sisters: Rosa, Mitzi, Dolfi and Pauli, who died in concentration camps and did not join the Freud family in exile in London. The project, culminating in the creation of a commemorative candle holder and a digital display, engaged the Museum's school, university and community audiences in a deeper, psychoanalytically inspired reflection about the impact of inter-generational trauma of the Holocaust. The Museum was represented during the national BBC Holocaust Memorial Day ceremony at the Guildhall, attended by Holocaust Survivors as well as HRH The Prince and Princess of Wales and the Prime Minister.

The Museum partnered with the UK Festival of Social Science to host the *Dream Salon*, generously funded by the Economic and Social Research Council. During the event, artist Abigail Schama discussed her recent dream with psychologist Mark Blagrove and the live audience, while her dream was being painted by artist Julia Lockheart. The event gathered around 220 participants many of whom represented the Museum's community partner organisations (mental health service users and workers, carers, older people, teachers, refugees, ethnic minorities) to whom it was dedicated as the focus on of widening participation.

The Philosophy Foundation hosted regular interactive workshops for small groups of children in two age groups: 5-7 and 8-10. The workshops, part of The Philosophy for Children programme, engaged imaginatively with topics ranging from dreams to curiosity, and enjoyed many repeated admissions from the children.

The Museum has continued to develop its Portuguese-language programming, ahead of the formal launch of the Brazilian Circle of Friends of the Freud Museum London in July 2025. Highlights this year have included a theatrical performance of *Hilda Doolittle* with Brazilian psychoanalyst Dr Antonio Quinet, psychoanalyst Ana Suy's course 'Love in Psychoanalysis' and Jorge Forbes' course 'All Psychoanalysis is Freudian' which was delivered in-person and online using the museum's new hybrid presentation facilities.

The Museum has also continued its commitment to digital engagement. The Freud in Focus podcast series released two episodes this year, reaching over 11,500 downloads. This series, along with our other online content, brings Freud to a global audience, including those unable to visit the Museum in person. The podcast is free of charge, thereby illustrating the Museum's commitment to inclusivity and to addressing financial barriers wherever possible.

The Museum's digital presence this last year has expanded significantly, with an increase in social media followers and website visitors. The Museum's social media channels, particularly Instagram, Facebook and LinkedIn, have been instrumental in engaging with different demographics. The Museum's posts and stories about exhibitions, events, and behind-the-scenes content have resonated well with audiences, leading to increased interaction and participation.

In the realm of higher education, the Museum developed a new research partnership with the 'Queer Encounters' group associated with Essex University, which led to a tour and a symposium investigating the relationship between Anna Freud and Dorothy Burlingham. This involved a research project where documents from the archive were photographed and discussed in a workshop format with attendees of the tour, an initiative which encouraged audience led research.

The Museum continues to be a hub of research for visiting academics and researchers. Over this period, the Museum had more than 20 research visits and processed dozens of research requests remotely. In this period, the Museum's Research Manager published the chapter, 'Freud's Changing Views on Sadomasochism', published in, ed. Akhtar and Crilley, 'The Joy of Torment' (Karnac, 2024), and was commissioned to write chapters on Freud's theory of Anxiety and Psychoanalysis and detective fiction both for academic publishers. Speaking engagements included a paper on Psychoanalysis and Music for the Chicago Psychoanalytic Society and guest lecturing on the MA in Cultural Memory for the Institute of Archaeology at UCL.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

Also this year, the Museum's series of free in-house afternoon talks, readings and conversations titled Freud's 4 pm Sessions continued to offer a relaxed opportunity to engage visitors with Freud and psychoanalysis. A total of 22 4pm Sessions were held, with topics ranging from Freud's family to philosophy in prison. Highlights included Professor Brett Kahr joining Susanna Abse in conversation to mark the launch of his latest book, *Hidden Histories of British Psychoanalysis: From Freud's Death Bed to Laing's Missing Tooth*, and to celebrate the launch of the new "Freud Museum London Series", in which Professor Kahr's newest title appeared, alongside his previous book, *Freud's Pandemics: Surviving Global War, Spanish Flu, and the Nazis*. The Museum also hosted a full-house talk led by Sara Collins, exploring the psychoanalytic understanding of opera. Legendary operatic characters such as Rusalka (Dvořák), Eugene Onegin (Tchaikovsky) and *La Traviata* (Verdi) were examined from a contemporary psychoanalytic perspective. Informed by Freud's original thinking, the session considered their inner psychic conflicts and the unconscious motivations behind their actions and tragic decisions.

The Museum's continuing commitment to inclusivity and diversity is evident in its public, learning and outreach programmes. The Museum has collaborated with various community groups to make the Museum's resources accessible to underrepresented audiences. This includes offering bursaries for school visits and developing accessible programmes tailored to different cultural and socio-economic backgrounds and accommodating different needs and abilities.

Conclusion

The Freud Museum London has had a successful year, marked by significant achievements in exhibitions, education, and community engagement. High profile events and exhibitions have raised the profile of the Museum both in the UK and internationally, helping achieve the goal of sharing the work of Sigmund and Anna Freud, whilst new education programmes have deepened the understanding of their work for new audiences. With the prominence of mental health and wellbeing in the public agenda, the Museum is confident that the dedication of our staff, volunteers, and supporters, has positioned the Museum for continued impact and success for the future.

As we look forward to the future, we remain committed to honouring the legacies of Sigmund and Anna Freud, promoting the relevance of psychoanalytic thought, and providing a space for education, reflection, and inspiration.

The Trustees extend their deepest gratitude to all who have contributed to the Museum's success this year. Particular thanks is due to outgoing Director Dr Giuseppe Albano MBE, who has led the Museum since 2022, overseeing transformation of spaces within the building and innovation in the exhibition and public programme offer. The Trustees also thanks Acting Deputy Director Sarah Jillings and Acting Director Dan Feeney for their energy and expertise in leading the Museum through a time of change ahead of the new permanent Director joining in September 2025.

We invite everyone to continue supporting the Freud Museum London and to join us in our mission to explore the enduring impact of psychoanalysis on our understanding of the human mind and culture.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Financial review

Income

This year's total income, all unrestricted, of £771k is a decrease of £92k on the prior year (2024: £864k). However prior year income included a restricted grant of £150k from the Marie Louise von Motesiczky trust.

Income from Charitable Activities grew by £53k to £517k (2024: £464k) from increased admissions from the successful exhibition programme which included Women & Freud and Freud and Latin America, and the continued expansion of the Conferences and educational outreach programmes.

The Museum's trading arm, Freud Museum Enterprises Ltd, had a strong year, with turnover of £388k a significant increase on prior year (2024: £335k) and gross profit £160k (2024: £150k). There was an increase in management fees paid of £117k (2023: £108k), and donations to the Museum of £29k (2024: £13k).

Expenditure

This year's total expenditure of £856k is a £131k increase on prior year (2024: £725k).

The cost of raising funds increased by £41k to £119k (2024: £78k), a reflection of increased exhibition spend namely on Women & Freud and increased programme spend during the year.

The cost of charitable activities is £736k, an increase of £90k on the prior year (2024: £647k), reflecting higher advisory and staffing costs as well as greater depreciation charges following the renovation of the Exhibition and Video Rooms.

Net position and cash balance

The Museum had net expenditure of £85k in the year (£38k unrestricted net expenditure and net restricted income of £47k) compared to overall net income of £138k for the previous year.

The Museum's year-end cash balances decreased by £102k to £312k, reflecting the spend from exhibitions and on capital expenditure funded by the Marie Louise von Motesiczky restricted grant of £150k received in the prior year.

Reserves Policy and Going Concern

The Trustees review the reserves policy every year and the reserves position each quarter. At 31 March 2025 the total funds held by the Museum amounted to £4.1m (2024 £4.2m). Of these funds, £202k are unrestricted and £4.0m are restricted. The required reserves at 31 March 2025 were £179k which includes three months' operating costs. Free reserves at 31 March 2025 were the £202k unrestricted funds which are liquid.

Investment policy

The Trustees, having regard to the liquidity requirements of operating the museum, have kept a portion of available funds in an interest-bearing deposit account.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

Risk management

The Trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity face;
- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review; and
- The implementation of procedures designed to minimise or manage any potential impact on the charity should the elected trustees step down.

This work has identified that financial sustainability is the major financial risk for the charity. A key element in the management of financial risk is a regular review of available liquid funds to settle debts as they fall due, regular liaison with the bank and active management of trade debtors and creditors balances to ensure sufficient working capital by the Museum.

Attention has also been focused on non-financial risks arising from fire, health and safety of patrons, and management of artefacts. These risks are managed by ensuring accreditation is up to date, having robust policies and procedures in place, and regular awareness training for staff working in these operational areas.

Structure, governance and management

The Freud Museum opened to the public in 1986. During the first two decades of its existence, the Museum was constituted as a Charitable Trust, under a Deed of Declaration dated 30 September 1980. In 2004, in accordance with current best practice in the museum world the Trustees of the 1980 Charitable Trust decided to reorganise the Museum and to reconstitute it as a Charitable Company limited by guarantee.

The Freud Museum London was registered on 31 January 2006 as a Charity with the Registration Number 1112854, and on 1 April 2006 received all the assets and liabilities of the 1980 Charitable Trust, including 20 Maresfield Gardens and its contents. This new charitable company is governed by its Memorandum and Articles of Association. These are available from the Charity Commission or from the Company Secretary at 20 Maresfield Gardens.

The Freud Museum is governed by a Board of Directors, known as the Trustees. During the financial year ending 31 March 2025 the following Trustees have held office.

Susan Prevezer KC
Miss S Bardgett
Miss W Monkhouse
Mr A Spiro
Mr S Kon
Juliet Rosenfeld
Susanna Abse
Ms L Hillman
J Cockerill

Recruitment and appointment of trustees

Appointment of trustees

When Trustees reach the end of their term of office, the Nominations Committee, a working subcommittee of the Board, is responsible for recruiting new trustees with appropriate skills. The Nominations Committee makes its recommendations to the full Board for approval.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

Organisational structure

Organisation

The Board of Trustees, which can have up to 13 members, administers the charity. The board normally meets five times a year and there are sub- committees covering a range of issues. A Chief Executive/Director is appointed by the Trustees to manage the day to day operations of the charity. To facilitate effective operations, the Chief Executive has delegated authority, within terms of delegation approved by trustees, for operational matters including finance, employment and artistic performance related activity.

The Trustees hold board meetings five times a year. At these meetings, which are also attended by the Museum's Director and other staff as necessary, the Trustees review performance, set goals and receive reports from the staff. Future programmes and events are proposed by the Director and confirmed by the Board. Management accounts are prepared each month and monitored and reviewed against the budget set at the beginning of each financial year.

Day-to-day management of the Museum is delegated by the board to the Director. Decisions relating to the Museum's overall strategic direction, to long term financial commitments or to re-structuring of resources are made by the Board following detailed briefing and consultation with the Director and relevant staff.

Trustee Induction and training

New Trustees undergo orientation to brief them on: their obligations under charity law and Charity Commission guidance on public benefit; the content of the Memorandum and Articles of Association, the committee and decision-making processes, the business plan and recent financial performance of the charity. During the Induction day they meet key employees and other trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Key management personnel:

Giuseppe Albano (Director, until May 2025)
Sarah Jillings (Acting Deputy Director, January – April 2025)
Dan Feeney (Acting Director, April – September 2025)
Anna Jobson (Director, from September 2025)

Other management personnel

Bryony Davies
Daniel Bento
Duncan Lynch
Emilia Raczowska
Francisco da Silva
Iveta Rozlapa
Tom de Rose
Vanessa Boni

Related parties and co-operation with other organisations

None of the Museum's Trustees receive remuneration or other benefit from their work with the charity. Any connection between a trustee and senior manager of another museum must be disclosed to the full board of trustees in the same way as any other contractual relationship with a related party. In the year under review, no such related party transactions were reported.

Pay policy for senior staff

The Board considers that its members, who are the Trust's Trustees, and the senior management team comprise the key management personnel in charge of directing and controlling, running and operating the charitable trust on a day to day basis. All directors give of their time freely and no director received remuneration in the year. Details of any directors' expenses and related party transactions are disclosed in note 26 to the Accounts.

The pay of the staff is reviewed annually and normally increased in accordance with inflation. In view of the nature of the charity, the directors benchmark against pay levels in other museums of similar size.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 31 MARCH 2025*

Auditor

In accordance with the company's articles, a resolution proposing that SBM Associates Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditors

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report was approved by the Board of Trustees.



Susan Prevezer KC
Trustee

25 September 2025

THE FREUD MUSEUM LONDON

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2025

The Trustees, who are also the directors of The Freud Museum London for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the museum and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the museum will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the museum and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the museum and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the museum and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards 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 museum will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the museum and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the museum and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Opinion

We have audited the financial statements of The Freud Museum London (the 'museum') for the year ended 31 March 2025 which comprise the statement of financial activities, the statement of financial position, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the museum in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the museum's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the museum for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the museum's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures can detect irregularities, including fraud is detailed below:

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Our approach was as follows:

To identify risks of material misstatement due to irregularities we assessed events or conditions that could lead to irregularities. Our risk assessment procedures included:

- Enquiring of Trustees and management and inspection of policy documentation as to the Charity's high-level policies and procedures to prevent and detect irregularities, as well as whether they have knowledge of any actual, suspected, or alleged fraud or breaches of relevant laws and regulations.
- Reading Board minutes.
- Using analytical procedures to identify any usual or unexpected relationships.

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general commercial and sector experience through discussion with the Trustees and management (as required by auditing standards). We communicated with the Trustees and management the policies and procedures in place regarding compliance with laws and regulations.

We identified the legal and regulatory frameworks that are applicable to the entity and determined that the most significant are those that relate to the Charities Act 2011, The Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (the SORP), and relevant tax legislation.

In addition, we have considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which may be fundamental to the company's ability to operate or to avoid a material penalty. We identified the following areas as those most likely to have such an effect: health and safety and employment law, recognising the nature of the Charity's activities and its legal form. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and management and inspection of regulatory and legal correspondence, if any. Therefore, if a breach of operational regulations is not disclosed to us or evident from relevant correspondence, an audit will cannot be relied upon to detect that breach.

We communicated identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

Based on the results of our risk assessment we designed our audit procedures to identify non-compliance with such laws and regulations identified above and assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

The engagement partner considers the engagement team collectively had the appropriate competence and capabilities to identify or recognise non-compliance with laws and regulations.

As required by auditing standards and considering possible pressures to meet internal key performance indicators and our knowledge of the control environment, we perform procedures to address the risk of management override of controls and the risk of fraudulent revenue recognition, in particular the risk that income is recorded in the incorrect accounting period and the risk that management may be in a position to make inappropriate accounting entries.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

We assessed the risks of material misstatement in respect of fraud as follows:

- Our audit team discussed whether there were any areas that were susceptible to misstatement as part of our discussion on fraud.
- We challenged assumptions and judgements made by management in their significant accounting estimates and judgements.

Based on the results of our risk assessment we designed our audit procedures to identify and to address material misstatements in relation to fraud, including, designing appropriate audit procedures, including:

- Incorporating an element of unpredictability in the selection of the nature, timing, and extent of our audit procedures.
- Identifying journal entries and other adjustments to test based on risk criteria and comparing the identified entries to supporting documentation;
- Inspecting the relevant income agreements and their accounting to confirm their recognition in line with the SORP for different revenue streams;
- Inspecting stock count sheets;
- Obtaining third party bank confirmations; and
- Assessing the design and effectiveness of controls in place over areas such as procurement and cash.

We considered the extent to which the audit was considered capable of detecting irregularities: There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentation, or through collusion.

A further description of our responsibilities is available on the FRC's website at:

<https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/descriptionof-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Stephen McAlpine (Senior Statutory Auditor)
for and on behalf of **SBM Associates Limited**

25 September 2025

Chartered Accountants
Statutory Auditor

Freedman House
Christopher Wren Yard
117 High Street
Croydon
CR0 1QG

SBM Associates Limited is eligible for appointment as auditor of the museum by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income from:							
Donations and legacies	3	151,752	-	151,752	98,945	174,495	273,440
Charitable activities	4	517,249	-	517,249	464,365	-	464,365
Other trading activities	5	2,815	-	2,815	9,965	-	9,965
Investments	6	7,959	-	7,959	7,797	-	7,797
Management Charge		117,000	-	117,000	108,000	-	108,000
Total income		796,775	-	796,775	689,072	174,495	863,567
Expenditure on:							
Raising funds	7	87,935	31,094	119,029	60,758	16,995	77,753
Charitable activities	8	720,623	15,630	736,253	646,111	512	646,623
Other expenditure	12	485	-	485	738	-	738
Total expenditure		809,043	46,724	855,767	707,607	17,507	725,114
Net income/(expenditure) and movement in funds		(12,268)	(46,724)	(58,992)	(18,535)	156,988	138,453
Reconciliation of funds:							
Fund balances at 1 April 2024		214,709	4,009,255	4,223,964	233,244	3,852,267	4,085,511
Fund balances at 31 March 2025		202,441	3,962,531	4,164,972	214,709	4,009,255	4,223,964

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2025

	Notes	2025		2024	
		£	£	£	£
Fixed assets					
Tangible assets	14		3,819,997		3,760,753
Investments	15		100		100
			<u>3,820,097</u>		<u>3,760,853</u>
Current assets					
Stocks	16	3,960		4,230	
Debtors	17	107,028		114,346	
Cash at bank and in hand		312,059		414,353	
		<u>423,047</u>		<u>532,929</u>	
Creditors: amounts falling due within one year	19	<u>(74,150)</u>		<u>(55,633)</u>	
Net current assets			<u>348,897</u>		<u>477,296</u>
Total assets less current liabilities			<u>4,168,994</u>		<u>4,238,149</u>
Creditors: amounts falling due after more than one year	20		<u>(4,022)</u>		<u>(14,185)</u>
Net assets			<u><u>4,164,972</u></u>		<u><u>4,223,964</u></u>
Income funds					
Restricted funds	23		3,962,531		4,009,255
General unrestricted funds			202,438		214,706
Members funds			3		3
			<u>4,164,972</u>		<u>4,223,964</u>

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL POSITION (CONTINUED)

AS AT 31 MARCH 2025

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2025.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 25 September 2025



Susan Prevezer KC
Trustee

Company registration number 5467415

THE FREUD MUSEUM LONDON

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	2025 £	£	2024 £	£
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	27		(19,773)		120,493
Investing activities					
Purchase of tangible fixed assets		(80,316)		(2,461)	
Investment income received		7,959		7,797	
		<u> </u>		<u> </u>	
Net cash (used in)/generated from investing activities			(72,358)		5,335
Financing activities					
Repayment of bank loans		(10,163)		(9,911)	
		<u> </u>		<u> </u>	
Net cash used in financing activities			(10,163)		(9,911)
			<u> </u>		<u> </u>
Net (decrease)/increase in cash and cash equivalents			(102,294)		115,917
Cash and cash equivalents at beginning of year			414,353		298,436
			<u> </u>		<u> </u>
Cash and cash equivalents at end of year			312,059		414,353
			<u> </u>		<u> </u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

Charity information

The Freud Museum London is a private company limited by guarantee incorporated in England and Wales. The registered office is 20 Maresfield Gardens, London, NW3 5SX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the museum's Memorandum and Articles of Association, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The museum is a Public Benefit Entity as defined by FRS 102.

The Museum is a company limited by guarantee and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

The financial statements are prepared in sterling, which is the functional currency of the museum. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties. The principal accounting policies adopted are set out below.

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The Company has therefore taken advantage of the exemptions provided by section 405 of the Companies Act 2006 not to prepare group accounts.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the museum has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the museum is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the museum has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor (s) to the Museum that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised and refer to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

Income from government and other grants, whether 'capital' grants or 'revenue' grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1.5 Expenditure

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

- The costs of activities in furtherance of the charity's objectives comprise expenditure on the charity's primary purpose as described in the Report of the Trustees.
- Costs of raising funds comprise the costs of commercial trading including the shop and their associated support cost.

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Allocation of support costs

Support costs represent indirect charitable expenditure. In order to carry out the primary purposes of the charity, it is necessary to provide support in the form of financial procedures, provision of office services and equipment and a suitable working environment.

Management and administration costs include expenditure to ensure compliance with constitutional and statutory requirements.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

1.6 Tangible fixed assets

The bulk of the Museum's fixed assets are historic and inalienable. They consist of the freehold property occupied by the Museum at 20 Maresfield Gardens, and the Collection held by the Museum. The building was the home of Sigmund Freud in 1938 and 1939 and the place of his death, and subsequently the home of his daughter Anna Freud. It was purchased from Miss Freud at a cost of £70,000 on 30 September 1980, and formed the principal asset of the Charitable Trust established by a Deed of Declaration of Trust by Sigmund Freud Archives Inc. The contents include the library, personal effects, and collection of antiquities formerly owned by Sigmund Freud and bequeathed to the Trust on the death of Miss Freud in 1982.

In the spring of 2005, the Charity commissioned an external valuation of 20 Maresfield Gardens from Stiles Harold Williams, a firm of chartered surveyors. Made in accordance with the Practice Statements in the Appraisal and Valuation Manual of the Royal Institution of Chartered Surveyors, their report dated 7 April 2005 appraised the market value of the freehold interest at £3.75m. In view of the high standard of physical maintenance of 20 Maresfield Gardens and the prime quality of the house as a residential property in a sought-after part of London, the Trustees consider that it is unlikely that the value of the asset has declined since 2005. In the light of the high cost of valuation fees, the Trustees have decided that to conduct a new valuation would bring no commensurate benefit of a kind which would promote the objects of the charity.

This valuation was valid at 1 April 2016 and is considered the deemed cost under FRS 102 transitional requirements of the property going forward.

No value is attributed in the balance sheet to the Collection. Under FRS 102 and the SORP transitional rules, non-capitalisation is permitted if the value to the charity cannot be estimated, or where the cost of obtaining a valuation is burdensome. The Collection consists of a very large number of items, which would be costly to value individually, with no commensurate benefit to the Objects of the Charity.

The Museum has maintained since 1985 an Acquisitions and Disposals Policy in accordance with its stated objects. This was superseded in March 2005 by a new policy, modelled on the standard wording recommended by the Museums, Libraries and Archives Council. Detailed guidelines and procedures regulate disposals. These include a provision that no material shall be de-accessioned purely for financial gain, and a requirement that acquisitions or disposals should first be subject to discussion with a number of other specified museums and archives with objects and collections similar to the Freud Museum's. A copy of the policy may be obtained on written request from the Trustees.

The freehold property has a useful life in excess of 50 years and is subject to an annual impairment review. Hence no depreciation is provided.

Other tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	20% Straight Line
Office equipment	20% Straight Line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

A subsidiary is an entity controlled by the museum. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

1.8 Impairment of fixed assets

At each reporting end date, the museum reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The museum has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the museum's balance sheet when the museum becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the museum's contractual obligations expire or are discharged or cancelled.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the museum is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the museum's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

3 Donations and legacies	Unrestricted funds	Total		Unrestricted funds		Restricted funds		Total	
		2025	2025	2024	2024	2024	2024	2024	2024
	£	£	£	£	£	£	£	£	£
Donations and gifts	55,072	55,072	60,094	60,094	-	60,094	-	60,094	
Grants receivable	63,066	63,066	9,369	9,369	174,495	183,864		183,864	
Membership fees	33,614	33,614	29,482	29,482	-	29,482	-	29,482	
	151,752	151,752	98,945	98,945	174,495	273,440		273,440	
Grants receivable for core activities									
National Manuscript	3,651	3,651	-	-	-	-	-	-	
HMRC Grant	59,415	59,415	-	-	-	-	-	-	
Arts Council England/ Outreach and Ambassadors	-	-	3,909	3,909	-	3,909	-	3,909	
Acropolis Museum	-	-	837	837	-	837	-	837	
Univerisity of Essex	-	-	485	485	-	485	-	485	
Marie-Louise von Motesiczky Charitable Trust	-	-	-	-	150,000	150,000	-	150,000	
Tangent	-	-	-	-	10,000	10,000	-	10,000	
Art Council England/Freud Latin America	-	-	-	-	14,495	14,495	-	14,495	
Other	-	-	4,138	4,138	-	4,138	-	4,138	
	63,066	63,066	9,369	9,369	174,495	183,864		183,864	

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

4 Income from charitable activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Admissions	413,895	388,294
Public programmes	103,354	76,071
	<u>517,249</u>	<u>464,365</u>

5 Income from other trading activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Sponsorships and social lotteries	-	7,255
Other income	2,815	2,710
	<u>2,815</u>	<u>9,965</u>

Premises Hire activity was transferred to the museum's subsidiary, Freud Museum Enterprises Limited, on 1 April 2024.

6 Income from investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Interest receivable	7,959	7,797
	<u>7,959</u>	<u>7,797</u>

THE FREUD MUSEUM LONDON
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

7	Costs of raising funds	Unrestricted funds		Restricted funds		Total		Unrestricted funds		Restricted funds		Total	
		2025	2025	2025	2025	2025	2025	2024	2024	2024	2024	2024	2024
		£	£	£	£	£	£	£	£	£	£	£	£
	<u>Fundraising and publicity</u>												
	Programmes	54,621	31,094	85,715	42,556	13,575	56,131						
	Archive and conservation	18,251	-	18,251	5,989	-	5,989						
	Marketing	15,063	-	15,063	12,213	3,420	15,633						
		<u>87,935</u>	<u>31,094</u>	<u>119,029</u>	<u>60,758</u>	<u>16,995</u>	<u>77,753</u>						
	Fundraising and publicity	87,935	31,094	119,029	60,758	16,995	77,753						
		<u>87,935</u>	<u>31,094</u>	<u>119,029</u>	<u>60,758</u>	<u>16,995</u>	<u>77,753</u>						

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

8 Cost of charitable activities

	2025 £	2024 £
Staff costs	561,109	525,597
Depreciation and impairment	21,073	6,818
Insurance and security	19,770	16,185
Light and heat	10,831	10,384
Repairs, maintenance and cleaning	15,442	8,629
Travelling & entertainment	2,223	2,914
Telephone	3,374	5,551
Computer running costs	25,806	20,292
Printing, postage and stationery	1,331	2,606
Hire of equipment	295	733
Professional and consultancy fees	43,020	19,537
Auditors remuneration	6,215	6,215
General expenses	13,935	9,882
Subscriptions	2,691	1,765
Bank & other charges	1,266	2,733
Bad debts	242	195
Other charitable expenditure	7,630	6,587
	<u>736,253</u>	<u>646,623</u>
Analysis by fund		
Unrestricted funds	720,623	646,111
Restricted funds	15,630	512
	<u>736,253</u>	<u>646,623</u>

9 Net movement in funds

	2025 £	2024 £
The net movement in funds is stated after charging/(crediting):		
Fees payable for the audit of the charity's financial statements	6,215	6,215
Depreciation of owned tangible fixed assets	21,073	6,818
	<u>6,215</u>	<u>6,215</u>

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the museum during the year.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

11 Employees

The average monthly number of employees during the year was:

2025 Number	2024 Number
20	19

Employment costs

	2025 £	2024 £
Wages and salaries	509,822	476,542
Social security costs	41,824	39,037
Other pension costs	9,463	10,018
	<u>561,109</u>	<u>525,597</u>

The number of employees whose annual remuneration was more than £60,000 is as follows:

2025 Number	2024 Number
1	1

Remuneration of key management personnel

The remuneration of key management personnel was as follows:

	2025 £	2024 £
Aggregate compensation	<u>64,838</u>	<u>61,750</u>

12 Other expenditure

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Financing costs	<u>485</u>	<u>738</u>

13 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

14 Tangible fixed assets

	Freehold property £	Collection acquisitions £	Fixtures and fittings £	Office equipment £	Total £
Cost					
At 1 April 2024	3,750,000	700	102,245	97,564	3,950,509
Additions	-	-	47,267	33,049	80,316
At 31 March 2025	3,750,000	700	149,512	130,613	4,030,825
Depreciation and impairment					
At 1 April 2024	-	-	94,627	95,128	189,755
Depreciation charged in the year	-	-	15,180	5,893	21,073
At 31 March 2025	-	-	109,807	101,021	210,828
Carrying amount					
At 31 March 2025	3,750,000	700	39,705	29,592	3,819,997
At 31 March 2024	3,750,000	700	7,618	2,435	3,760,753

15 Fixed asset investments

		Other investments £
Cost or valuation		
At 1 April 2024 & 31 March 2025		100
Carrying amount		
At 31 March 2025		100
At 31 March 2024		100
Other investments comprise:	Notes	2025 £
Investments in subsidiaries	26	100
		2024 £

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

16	Stocks	2025	2024
		£	£
	Finished goods and goods for resale	3,960	4,230
		<u> </u>	<u> </u>
17	Debtors	2025	2024
	Amounts falling due within one year:	£	£
	Trade debtors	251	578
	Amounts owed by subsidiary undertaking	53,308	60,915
	Other debtors	30,709	29,930
	Prepayments and accrued income	22,760	22,923
		<u> </u>	<u> </u>
		107,028	114,346
		<u> </u>	<u> </u>
18	Loans and overdrafts	2025	2024
		£	£
	Bank loans	12,355	22,518
		<u> </u>	<u> </u>
	Payable within one year	8,333	8,333
	Payable after one year	4,022	14,185
		<u> </u>	<u> </u>

A Bounce Back loan of £50,000 was taken out in June 2020. No repayment was required, and no interest accrued, for the first 12 months of the loan up to June 2021. The loan is repayable within 5 years from June 2021 and incurs interest at a rate of 2.5% per annum. Repayments are made by monthly instalments.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

19 Creditors: amounts falling due within one year

	Notes	2025 £	2024 £
Bank loans	18	8,333	8,333
Other taxation and social security		11,640	10,119
Deferred income	21	100	1,920
Trade creditors		31,601	18,345
Other creditors		3,535	2,802
Accruals		18,941	14,114
		<u>74,150</u>	<u>55,633</u>

20 Creditors: amounts falling due after more than one year

	Notes	2025 £	2024 £
Bank loans	18	4,022	14,185
		<u>4,022</u>	<u>14,185</u>

21 Deferred income

	2025 £	2024 £
Other deferred income	100	1,920
	<u>100</u>	<u>1,920</u>

Deferred income is included in the financial statements as follows:

	2025 £	2024 £
Deferred income is included within:		
Current liabilities	100	1,920
	<u>100</u>	<u>1,920</u>
Movements in the year:		
Deferred income at 1 April 2024	1,920	2,989
Released from previous periods	(1,820)	(1,069)
	<u>100</u>	<u>1,920</u>
Deferred income at 31 March 2025	100	1,920
	<u>100</u>	<u>1,920</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

22 Retirement benefit schemes

	2025	2024
	£	£
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	9,463	10,018

The museum operates a workplace pension scheme through the National Employee Savings Trusts (NEST) for all qualifying employees.

23 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds					
	Balance at 1 April 2023	Incoming resources	Resources expended	Balance at 1 April 2024	Resources expended	Balance at 31 March 2025
	£	£	£	£	£	£
Arts Council England	-	14,495	(14,495)	-	-	-
Total Development Project	102,267	10,000	-	112,267	-	112,267
Freehold reserve	3,750,000	-	-	3,750,000	-	3,750,000
Marie-Louise Von Motesiczky	-	150,000	(3,012)	146,988	(46,724)	100,264
	<u>3,852,267</u>	<u>174,495</u>	<u>(17,507)</u>	<u>4,009,255</u>	<u>(46,724)</u>	<u>3,962,531</u>

Detailed analysis of Development Project Fund:

New- Land Foundation	29,256	-	-	29,256	-	29,256
Tangent	40,000	10,000	-	50,000	-	50,000
Anna Freud Foundation	2,011	-	-	2,011	-	2,011
Lord Freud	12,500	-	-	12,500	-	12,500
The Joir and Kato Weisz Foundation	10,000	-	-	10,000	-	10,000
MJ Samuel Charitable Trust	8,500	-	-	8,500	-	8,500
Rothschild Foundation	-	-	-	-	-	-
	<u>102,267</u>	<u>10,000</u>	<u>-</u>	<u>112,267</u>	<u>-</u>	<u>112,267</u>

24 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2024	Incoming resources	Resources expended	At 31 March 2025
	£	£	£	£
General funds	214,709	796,775	(809,043)	202,441

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

24 Unrestricted funds (Continued)

Previous year:	At 1 April 2023	Incoming resources	Resources expended	At 31 March 2024
	£	£	£	£
General funds	233,244	689,072	(707,607)	214,709

25 Analysis of net assets between funds

	Unrestricted funds 2025	Restricted funds 2025	Total 2025
	£	£	£
At 31 March 2025:			
Tangible assets	22,730	3,797,267	3,819,997
Investments	100	-	100
Current assets/(liabilities)	183,633	165,264	348,897
Long term liabilities	(4,022)	-	(4,022)
	<u>202,441</u>	<u>3,962,531</u>	<u>4,164,972</u>
	<u>2024</u>	<u>2024</u>	<u>2024</u>
	£	£	£
At 31 March 2024:			
Tangible assets	8,292	3,752,461	3,760,753
Investments	100	-	100
Current assets/(liabilities)	220,502	256,794	477,296
Long term liabilities	(14,185)	-	(14,185)
	<u>214,709</u>	<u>4,009,255</u>	<u>4,223,964</u>

26 Subsidiaries

Details of the museum's subsidiary at 31 March 2025 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Freud Museum Enterprises Limited	England and Wales	Operates the gift shop within the Freud Museum and hosts events.	Ordinary	100.00	

During the year the charity received management fees of £117,000 (2024: £108,000) and a donation of £29,105 (2024: £38,841) from Freud Museum Enterprises Limited.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

27	Cash (absorbed by)/generated from operations	2025	2024
		£	£
	(Deficit)/surplus for the year	(58,992)	138,453
	Adjustments for:		
	Investment income recognised in statement of financial activities	(7,959)	(7,797)
	Depreciation and impairment of tangible fixed assets	21,073	6,818
	Movements in working capital:		
	Decrease in stocks	270	210
	Decrease in debtors	7,318	4,508
	Increase/(decrease) in creditors	20,337	(20,630)
	(Decrease) in deferred income	(1,820)	(1,069)
	Cash (absorbed by)/generated from operations	(19,773)	120,493
28	Analysis of changes in net funds		
		At 1 April 2024	Cash flows At 31 March 2025
		£	£
	Cash at bank and in hand	414,353	(102,294)
	Loans falling due within one year	(8,333)	-
	Loans falling due after more than one year	(14,185)	10,163
		<u>391,835</u>	<u>(92,131)</u>
		<u><u>391,835</u></u>	<u><u>299,704</u></u>

THE FREUD MUSEUM LONDON

England & Wales - Charity number 1112854

Accounts

Charity registration number 1112854

Company registration number 5467415 (England and Wales)

THE FREUD MUSEUM LONDON
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

THE FREUD MUSEUM LONDON

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Susan Prevezer KC Miss S Bardgett Miss W Monkhouse Mr A Spiro Mr S Kon Juliet Rosenfeld Susanna Abse Ms L Hillman J Cockerill	(Appointed 13 June 2023)
Charity number	1112854	
Company number	5467415	
Registered office	20 Maresfield Gardens London NW3 5SX	
Auditor	SBM Associates Limited 24 Wandsworth Road London SW8 2JW	

THE FREUD MUSEUM LONDON

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THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2024

The Trustees are pleased to present their annual report together with the financial statements of the charity for the year ended 31 March 2024 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association 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 (FRS102) (effective 1 January 2019).

Chair's report

The Museum has had an exciting year under the guidance of Director Giuseppe Albano, with, amongst other things (and detailed below), the first season of the "Provocations" talks curated by award-winning journalist and author Rachel Cooke; the launch of the Library Conservation Appeal and the Freud Film Club, and a diverse programme of events and conferences and a flourishing bookshop. The Trustees thank the Director and all the staff at the Museum for their continued commitment, support and hard work this past year.

In addition, the Museum would like to extend special thanks to the Marie-Louise von Motesiczky Trust, whose kind donation will facilitate the renovation of the Exhibition and Video Rooms in 2024; to Michael Green and Tangent Communications, Dr Judith Nowak and Mr Seth Stein for their generous donations and to the Museum's President, Lord David Freud for his acquisition of and loan to the Museum of the replica of Freud's psychoanalytic couch, which has brought much joy (and photo opportunities) to visitors to the Museum. The Museum also extends thanks to all donors, patrons, friends and visitors to the Museum, and to Freud's extended family who have supported the Museum again this last year.

As always, the Museum looks forward to welcoming visitors, both in person and remotely, and continues its mission of promoting the legacies of Sigmund and Anna Freud and enhancing its facilities, programming and events for the benefit of all.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Objectives and activities

Principal activity and public benefit

The Freud Museum London is a charitable company. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance on public benefit and fee charging.

The Museum relies on grants and the income it raises from, amongst other activities, admission fees and the public programme. We are therefore a fee charging charity, but feel that the admission prices are low enough that no one is prevented from coming to the Museum on grounds of cost. Concessionary fees are available for low income groups, parties of senior citizens and school parties. Free admission is offered to members of the local neighbourhood association. We also undertake outreach projects which offer free access to Museum services.

As set out in the Memorandum and Articles of Association, the purposes of the Freud Museum London which all serve to promote public benefit are as follows:

- to promote, encourage, improve, advance and disseminate knowledge and awareness of the life, work, medical, psychoanalytic and other scientific activities and intellectual and current cultural legacy of the late Sigmund Freud, and knowledge and awareness of their relevance to contemporary society;
- to maintain, operate and improve a museum to collect, safeguard and make accessible articles and other items connected with his life, his work, his family, in particular his daughter Anna Freud, and the history of psychoanalysis at the property located at 20 Maresfield Gardens, London NW3 5SX and at such other property as may from time to time be required or expedient and to provide access to the premises to the public so that they can explore the museum and its collections for inspiration, learning and enjoyment;
- to advance the appreciation of the historical nature of the property located at 20 Maresfield Gardens, London NW3 5SX and its significance as the late Sigmund Freud's last home, the place of his death and the repository of his study, library, couch and collection of antiquities and other articles connected to him;
- to discover, assemble, and collect books, manuscripts, photographs, other publications, furniture, information and articles of whatever kind relating to the life, work, medical, psychoanalytic and other scientific activities and intellectual legacy of the late Sigmund Freud, and to ensure their preservation for the benefit of the public;
- and to conduct research into the life, work, medical, psychoanalytic and other scientific activities and intellectual and cultural legacy of the late Sigmund Freud and to publish the results of all such research.

The strategies employed to achieve the charity's aims and objectives are to:

- ensure the highest standards in conservation and care of the collections
- run active public, exhibition and education programmes
- encourage research into the collections and archives, and related publications
- market the Museum widely to encourage increasing numbers of visitors
- enter into appropriate partnerships that will help to achieve the key aims of the Museum
- keep the Museum financially robust and manage risks as carefully as possible

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Achievements and performance

Significant activities and achievements against objectives

In June 2023 the Museum received its largest single donation since opening to the public in 1986 in the form of a generous grant of £150,000 from the Marie-Louise von Motesiczky Trust. This support has been specifically allocated towards improvements to the Exhibition and Video Rooms, and for related exhibition programming. The refurbishments, which are set to commence in 2024, will upgrade the temporary exhibition space of the Freud Museum so that it meets UK government indemnity standards for security and environmental conditions, thereby enabling us to accommodate loans from the most stringent lending institutions and to elevate the profile of our temporary exhibitions. The refurbishment will also include the installation of a hybrid conferencing suite in our Video Room so as to enhance our capacity for hosting fully hybrid conferences, educational workshops, and events. In preparation for the refurbishments, in March 2024 the Museum welcomed a team of postgraduates specialising in robotics, computer science, and engineering from Worcester Polytechnic Institute in Massachusetts, USA. The team conducted audience and market research to ensure the new features of the refurbished space will meet the evolving needs of our visitors, audiences, and staff.

As part of our ongoing efforts to preserve and enhance the Museum's collections, January 2024 saw the launch of the Sigmund Freud's Library Conservation Appeal. This campaign seeks to raise funds for vital conservation work on Freud's collection of 1,600 books, which he brought with him from Vienna to London in 1938 and which are housed at the Freud Museum to this day. The appeal was launched in January 2024 with an online fundraising event titled 'Freud as a Reader of Byron', and was met with an enthusiastic response, with several significant titles being adopted for conservation almost immediately. The first titles to be adopted were Freud's copy of his own major work *Studien über Hysterie*, adopted by Mr. Frederick Woodall of Cambridge, and *The Collected Works of Lord Byron*, adopted by the Circles of Art. Soon after, Dr. Karin Nievelstein from Rotterdam adopted Freud's copy of *Der Wahn und die Träume: Gradiva*, while our Patron and supporter Ida di Pietro adopted Freud's handsome edition of *La Divina Commedia* by Dante in memory of her late husband, Professor Harald Leupold-Löwenthal.

No sooner had the Library Conservation Appeal been launched than we received a surprise gift of 23 additional 'lost' books which once belonged to Freud, generously bequeathed to the Museum by the late Victor Ross. These books were originally part of Freud's library at Berggasse 19 in Vienna but were not among the titles he brought with him to London. Mr. Ross, the son of Eva Rosenfeld—a close associate of Freud and a key figure in the Museum's oral history projects—had received these books as gifts from the Freud family. The books are varied in topic but are all inscribed either by Freud himself or with authors' dedications to Freud, and some even contain annotations in Freud's own hand. Among the most significant of these is *Le magasin des adolescentes* by Madame Le Prince de Beaumont (1825), which is inscribed with the names of Freud and his siblings in what is believed to be the handwriting of a young Sigmund Freud. Other notable titles include works by David Hume and Theodor Herzl. This surprise gift offered a fantastic opportunity to reunite a small but precious collection of books with the larger collection of Freud's library at the Museum. At the end of the financial year the books were being assessed and inventoried, after which they will be accessioned and rehoused.

Throughout the year, the Museum also welcomed several other acquisitions, including a perfect replica of Sigmund Freud's psychoanalytic couch made for the film *Freud's Last Session* (2023) starring Sir Anthony Hopkins. While the original couch remains visible but roped off to visitors in Freud's study on the ground floor, the replica couch has rapidly become one of the most popular interactive pieces in the Museum, particularly among visiting school groups. It made its official debut as part of our *A Century of The Ego and the Id* mini-exhibition, which marked the 100th anniversary of the publication of Freud's seminal essay and included a recreation of Freud's consulting room at Berggasse 19 in Vienna. We extend our deepest gratitude to the Freud Museum's President, Lord David Freud, for acquiring the couch and offering it as a long-term loan to the Museum. We are also grateful to producer Meg Thomson for her part in donating other props from the set, including replica antiquities from Freud's desk and a recreation of his garden tent chair which can be seen in archival film footage and photographs of Freud during his year at 20 Maresfield Gardens.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

The Museum's exhibition programming was particularly vibrant this year, featuring a series of critically acclaimed shows that attracted diverse new audiences. *Freud's Antiquity: Object, Idea, Desire* was the first of two archaeology-inspired exhibitions in 2023. It allowed visitors to engage with Freud's passion for antiquity and his idiosyncratic collecting habits. The exhibition was followed by *Tracing Freud on the Acropolis*, which explored Freud's complex emotional response to his visit to Athens in 1904 and considered how psychoanalysis can respond to archaeology. This exhibition was lauded by critics – inspiring a four-star review in *The Observer* – and deeply resonated with visitors, particularly through outreach activities that encouraged personal reflection and engagement with Freud's ideas. In addition to these exhibitions, *Freud and Latin America* opened in January 2024 and marked the first of two major exhibitions planned for the year. The exhibition delved into the profound and enduring impact of Freud's ideas in South and Central America, illustrating his influence on the region. *Freud and Latin America* was also supported by a grant from the Arts Council England.

Our broad-ranging programme of events and conferences included the Museum's inaugural Freud Film Club, which was launched in September 2023 and which quickly became one of the highlights of the year. Over five evenings, films were projected in the garden of the Freud Museum, with every evening selling out. Each screening was preceded by a lecture from film and psychoanalysis expert Mary Wild, providing a deep and engaging context for the films that followed. This initiative was generously supported by our long-standing supporter Dr Judith Nowak, and its success has laid the groundwork for future film screenings at the Museum. In November 2023 we also launched the first season of a new series of in-house events titled *Provocations, or Difficult Conversations in the Home of the Talking Cure* which have been curated by award-winning journalist and author Rachel Cooke. A second season followed in February and March 2024.

Over the year we held a number of fundraising events, including a special garden-themed *Kaffee und kuchen* coffee morning in Freud's garden in June which included coffee, strudel and strawberries galore, as well as a visit to the Arts and Crafts-style garden at the neighbouring 'Little House' in Maresfield Gardens. We are immensely thankful to our neighbours Stephen and Linda Williams for their generosity in welcoming our guests to their home and showing them around their beautiful garden. The event also gave guests the opportunity to see, for the first time in many years, Freud's study once again filled with sunlight and the vision of the roses and the almond tree streaming through the windows, just as Freud had experienced this special room during the last year of his life at 20 Maresfield Gardens. This experience was made possible when the heavy curtains were opened for an hour during part of the coffee morning, before being promptly drawn again in order to protect the many delicate fabrics and works on paper in Freud's study. We also celebrated the Museum's birthday on 28 July 2023 with an evening of live music, canapés, and sparkling wine in Freud's garden, accompanied by a talk by Professor Brett Kahr, the Museum's Honorary Research Director, on the subject of Freud's favourite food. The birthday party raised almost £3,000 for the Museum and we are immensely grateful to Professor Kahr for his tireless commitment to the Museum and to our immediate neighbour Anthony Coles, who frequently supports our activities by helping engage members of the Netherhall Neighbourhood Association to attend the Museum's special events.

These achievements reflect the Museum's ongoing commitment to enhancing its facilities, broadening its programming, and ensuring a high standard of exhibitions, events, and learning opportunities for our visitors. This ongoing dedication – as well as a strong media presence throughout the year thanks to our exhibitions programme and publicity generated by the film *Freud's Last Session* – has helped to elevate the Museum's profile, leading to an increase in visitor numbers by more than 10% in 2023-24 compared to the previous year. Additionally, this growing interest among visitors has contributed to a 14% increase in merchandise sales, highlighting the positive impact of our efforts on both visitor engagement and visitor-generated revenues. The increase in merchandise sales was also aided by our focus during the 2023-24 financial year on establishing and developing partnerships with independent artists and ethical trading companies based both in the UK and internationally to create a range of handmade bespoke products that reflect the Museum's collections and exhibitions programme.

Activities 2023-24 to promote public benefit

The Museum always recognises its purpose to promote public benefit, as part of its wider mission. Its activities are designed to reach a wider community, to promote Sigmund and Anna Freud's legacy and support mental wellbeing. Much of what has already been covered above has a public benefit component, as well as what is described below.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Education and outreach have continued to be at the heart of the Museum's activities. This year, our educational programmes reached new heights with the introduction of several new initiatives.

In the summer of 2023, we completed an Arts Council-funded outreach project, which allowed us to pilot and embed community engagement work with groups of mental health service users and workers, refugees, ethnic minorities, carers, people with neurological conditions, seniors, healthcare professionals, teachers and heritage educators. The project was a major development: it engaged a wider-than-ever audience of adult learners and transformed the Museum into a valuable community resource. The accessible sessions created during the project have become part of our permanent learning offer.

The project also allowed us to conduct audience research into the perceptions of the Museum, its digital presence and its educational offer among young people (Gen-Z generation) and diverse adult audiences. Its findings have informed our work on the Freud Museum's new adult learning offer, comprising in-person and online sessions for Higher Education, Community, and Corporate groups. At the end of the 2023-24 financial year the new adult learning offer was in a late stage of development and set to be launched in the new financial year.

Our *Freudian Wisdom for the Times of Turmoil* programme for the NHS workforce has continued to be of interest to a growing number of NHS groups and medical students accessing the programme both in the Museum and online.

The *Philosophy for Children* family learning sessions were trialled in November with a focus group before being officially launched and have been particularly successful, engaging young audiences in philosophical discussions inspired by Freud's work and ideas. By the close of the financial year the family learning sessions had already attracted around 130 children, bringing many first-time visitors to the Museum and broadening our demographic reach. These sessions have not only attracted new audiences but have also led to a growing interest in our educational offerings, with many participants returning for additional programmes.

Our group visit numbers have also increased, with almost 8,000 students participating in facilitated visits, learning sessions, self-guided tours, creative workshops and online sessions this year. These visits are a crucial part of our educational outreach, providing tailored experiences that connect students with Freud's theories and their contemporary relevance.

The Museum's public and adult learning programmes have expanded significantly over the year, with new courses on *The Ego and the Id*, *Freud and the Ancient Greeks: Tragedy, Philosophy and Therapy*, *Introducing Sandor Ferenczi*, and *Psychoanalysis and Buddhism* being examples. The Museum also trialled for the first time an online course in Portuguese delivered by Brazilian psychoanalyst Dr Antonio Quinet. That this course became the best attended course for the Freud Museum in 2023 is testament to the global reach of Freud, particularly in Latin America, and paves the way for further Portuguese-language programming in 2024 and beyond. These courses, often featuring guest instructors and specialists, have been well-attended and have contributed to a deeper public understanding of psychoanalytic concepts.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

We have also continued our commitment to digital engagement. The *Freud in Focus* podcast series has been a significant part of this effort, with recent episodes attracting over 30,000 downloads. This series, along with our other online content, has brought Freud to a global audience, including those unable to visit the Museum in person. The podcast is also free of charge, thereby illustrating the Museum's commitment to inclusivity and to addressing financial barriers wherever possible.

Our digital presence has expanded significantly, with an increase in social media followers and website visitors. The Museum's social media channels, particularly X, Instagram, Facebook and TikTok, have been instrumental in engaging with different demographics. Our posts and stories about exhibitions, events, and behind-the-scenes content have resonated well with audiences, leading to increased interaction and participation.

Additionally, the Museum has launched several new online initiatives aimed at enhancing accessibility and engagement. Our free online Virtual Tour was revamped in 2023, providing a way for international audiences to experience the Museum remotely, along with online exhibitions, displays, and a blog. These digital offerings have been complemented by our live-streamed events and webinars, which have allowed us to engage with audiences in real-time and broaden our reach.

In the realm of higher education, the Museum has strengthened its partnerships with academic institutions over the year. Our tailored educational sessions for university students and professionals have been well-attended, with topics ranging from psychoanalytic theory to the historical context of Freud's work and its contemporary relevance. The offer has responded to inter-disciplinary interest in psychoanalysis and engaged with fields as diverse as literature and neuroscience. These sessions have been instrumental in positioning the Museum as a key resource for academic research and study.

In October 2023 we also launched a new series of free in-house afternoon talks, readings and conversations titled *Freud's 4 pm Sessions* which complement the free Museum tours which are often scheduled during the week at 2 pm. The 4 pm talks were launched with an event titled 'Dear Papa', a selection of Anna Freud's letters to her father read by celebrated performer of poetry and prose, and local Hampstead resident, Ruth Rosen. The series followed with a number of talks by specialists in the fields of psychoanalysis, psychology, neuroscience, and across the arts and humanities more generally, exploring the legacies of Sigmund and Anna Freud in their various clinical, cultural, and historical contexts. Most notably on the occasion of the anniversary of Anna Freud's birth we hosted Dr Inge-Martine Pretorius and Dr Susanne Hommel for two free talks titled 'Anna Freud's pioneering work and legacy: The Anna Freud Birthday Lectures' as part of the new series. The talks followed an Anna Freud birthday breakfast held earlier in the day which brought together people who knew Anna Freud to share their memories of her with guests over breakfast.

The Museum's commitment to inclusivity and diversity is evident in our public, learning and outreach programmes. We have collaborated with various community groups to make the Museum's resources accessible to underrepresented audiences. This includes offering bursaries for school visits and developing accessible programmes tailored to different cultural and socio-economic backgrounds and accommodating different needs and abilities.

Conclusion

The Freud Museum London has had a successful year, marked by significant achievements in exhibitions, education, and community engagement. The unprecedented financial support we have received from the Marie-Louise von Motesiczky Trust, along with the dedication of our staff, volunteers, and supporters, has positioned the Museum for continued growth and success. We are confident that this growth will continue through the next financial year, when we anticipate further interest in Freud sparked by the UK cinema release of *Freud's Last Session* as well as the long-awaited publication of the 24-volume Revised Standard Edition of the *Complete Psychological Works of Sigmund Freud*. To celebrate this momentous work of scholarship the Freud Museum will play a key role in hosting a series of special events in partnership with the publishers and with the Institute of Psychoanalysis and British Psychoanalytical Society.

As we look forward to the future, we remain committed to honouring the legacies of Sigmund and Anna Freud, promoting the relevance of psychoanalytic thought, and providing a space for education, reflection, and inspiration.

The Trustees extend their deepest gratitude to all who have contributed to the Museum's success this year. We invite everyone to continue supporting the Freud Museum London and to join us in our mission to explore the enduring impact of psychoanalysis on our understanding of the human mind and culture.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Financial review

Income

This year's total income of £864k is an increase of £132k on the prior year (2023: £732k). Of this, restricted income of £174k (2023: £108k) included a £150k grant from the Marie Louise von Motesiczky trust for 2 future exhibitions and the refurbishment and update of certain museum spaces. Other than the MLvM grant, there was a decrease in restricted exhibition grant income during the year, which has been reflected in lower programme spend.

Total unrestricted income for the year of £689k is an increase of £64k on prior year (2023: £625k). Admissions income grew by £44k to £388k in 2024 from the successful exhibitions: Freud's Antiquities, Freud on the Acropolis and Freud and Latin America.

The Museum's trading arm, Freud Museum Enterprises Ltd, had a strong year, with turnover of £335k a significant increase on prior year (2023: £250k) and gross profit £150k (2023: £91k). Premises hire (2023: £66k) was transferred to Freud Museum Enterprises at the start of the year. There was an increase in management fees paid of £108k (2023: £45k), and donations to the Museum of £39k (2023: £19k).

Expenditure

This year's total expenditure of £725k, is a £50k reduction on prior year (2023: £775k).

The cost of raising funds fell by £33k to £78k (2023: £110k), a reflection of decreased exhibition and programme spend during the year.

The cost of charitable activities is £647k, a decrease of £17k on the prior year (2023: £664k), reflecting lower running, security and maintenance costs, together with a small increase in staffing costs following changes.

Net position and cash balance

The Museum had net income of £138k in the year (£19k unrestricted net expenditure and net restricted income of £157k) compared to net expenditure of £42k for the previous year.

The Museum's year-end cash balances increased by £116k to £414k, reflecting the receipt during the year of the restricted grant from the Marie Louise von Motesiczky of £150k.

Reserves Policy and Going Concern

The Trustees review our reserves policy every year and our reserves position each quarter. At 31 March 2024 the total funds held by the Museum amounted to £4.2m (2023 £4.1m). Of these funds, £215k are unrestricted and £4m are restricted. The required reserves at 31 March 2024 were £190k which includes three months' operating costs. Free reserves at 31 March 2024 were the £215k unrestricted funds which are liquid. The Board has agreed that it is prudent to accept the £25k difference between the available reserves and the required reserves at the current time given fluctuations in voluntary income streams. Trustees consider that the Museum will have sufficient funds to meet its obligations during the next 12 months and is a going concern.

Investment policy

The Trustees, having regard to the liquidity requirements of operating the museum, have kept a portion of available funds in an interest-bearing deposit account.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Risk management

The Trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity face;
- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review; and
- The implementation of procedures designed to minimise or manage any potential impact on the charity should the elected trustees step down.

This work has identified that financial sustainability is the major financial risk for the charity. A key element in the management of financial risk is a regular review of available liquid funds to settle debts as they fall due, regular liaison with the bank and active management of trade debtors and creditors balances to ensure sufficient working capital by the Museum.

Attention has also been focused on non-financial risks arising from fire, health and safety of patrons, and management of artefacts. These risks are managed by ensuring accreditation is up to date, having robust policies and procedures in place, and regular awareness training for staff working in these operational areas.

Structure, governance and management

The Freud Museum opened to the public in 1986. During the first two decades of its existence, the Museum was constituted as a Charitable Trust, under a Deed of Declaration dated 30 September 1980. In 2004, in accordance with current best practice in the museum world the Trustees of the 1980 Charitable Trust decided to reorganise the Museum and to reconstitute it as a Charitable Company limited by guarantee.

The Freud Museum London was registered on 31 January 2006 as a Charity with the Registration Number 1112854, and on 1 April 2006 received all the assets and liabilities of the 1980 Charitable Trust, including 20 Maresfield Gardens and its contents. This new charitable company is governed by its Memorandum and Articles of Association. These are available from the Charity Commission or from the Company Secretary at 20 Maresfield Gardens.

The Freud Museum is governed by a Board of Directors, known as the Trustees. During the financial year ending 31 March 2024 the following Trustees have held office.

Susan Prevezer KC

Miss S Bardgett

Miss W Monkhouse

Mr A Spiro

Mr S Kon

Miss A Biggs

(Resigned 6 December 2023)

Mr P Chilton

(Resigned 6 December 2023)

Juliet Rosenfeld

Anne Worthington

(Resigned 6 December 2023)

Susanna Abse

Ms L Hillman

J Cockerill

(Appointed 13 June 2023)

Recruitment and appointment of trustees

Appointment of trustees

When Trustees reach the end of their term of office, the Nominations Committee, a working subcommittee of the Board, is responsible for recruiting new trustees with appropriate skills. The Nominations Committee makes its recommendations to the full Board for approval.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

Organisational structure

Organisation

The Board of Trustees, which can have up to 13 members, administers the charity. The board normally meets five times a year and there are sub-committees covering a range of issues. A Chief Executive is appointed by the trustees to manage the day to day operations of the charity. To facilitate effective operations, the Chief Executive has delegated authority, within terms of delegation approved by trustees, for operational matters including finance, employment and artistic performance related activity.

The Trustees hold board meetings five times a year. At these meetings, which are also attended by the Museum's Director and other staff as necessary, the Trustees review performance, set goals and receive reports from the staff. Future programmes and events are proposed by the Director and confirmed by the Board. Management accounts are prepared each month and monitored and reviewed against the budget set at the beginning of each financial year.

Day-to-day management of the Museum is delegated by the board to the Director. Decisions relating to the Museum's overall strategic direction, to long term financial commitments or to re-structuring of resources are made by the Board following detailed briefing and consultation with the Director and relevant staff.

Trustee Induction and training

New trustees undergo orientation to brief them on: their obligations under charity law and Charity Commission guidance on public benefit; the content of the Memorandum and Articles of Association, the committee and decision-making processes, the business plan and recent financial performance of the charity. During the Induction day they meet key employees and other trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Key management personnel:

Giuseppe Albano (Director, Freud Museum)

Other management personnel

Duncan Lynch

Iveta Rozlapa

Bryony Davies

Francisco da Silva

Related parties and co-operation with other organisations

None of our trustees receive remuneration or other benefit from their work with the charity. Any connection between a trustee and senior manager of another museum must be disclosed to the full board of trustees in the same way as any other contractual relationship with a related party. In the year under review, no such related party transactions were reported.

Pay policy for senior staff

The board considers that its members, who are the Trust's trustees, and the senior management team comprise the key management personnel in charge of directing and controlling, running and operating the charitable trust on a day to day basis. All directors give of their time freely and no director received remuneration in the year. Details of any directors' expenses and related party transactions are disclosed in note 13.2 to the accounts.

The pay of the staff is reviewed annually and normally increased in accordance with inflation. In view of the nature of the charity, the directors benchmark against pay levels in other museums of similar size.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 31 MARCH 2024*

Auditor

In accordance with the company's articles, a resolution proposing that SBM Associates Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditors

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report was approved by the Board of Trustees.



Susan Prevezer KC
Trustee

25 September 2024

THE FREUD MUSEUM LONDON

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2024

The Trustees, who are also the directors of The Freud Museum London for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the museum and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the museum will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the museum and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the museum and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Opinion

We have audited the financial statements of The Freud Museum London (the 'museum') for the year ended 31 March 2024 which comprise the statement of financial activities, the statement of financial position, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the museum in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the museum's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the museum for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the museum's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures can detect irregularities, including fraud is detailed below:

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Our approach was as follows:

To identify risks of material misstatement due to irregularities we assessed events or conditions that could lead to irregularities. Our risk assessment procedures included:

- Enquiring of Trustees and management and inspection of policy documentation as to the Charity's high-level policies and procedures to prevent and detect irregularities, as well as whether they have knowledge of any actual, suspected, or alleged fraud or breaches of relevant laws and regulations.
- Reading Board minutes.
- Using analytical procedures to identify any usual or unexpected relationships.

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general commercial and sector experience through discussion with the Trustees and management (as required by auditing standards). We communicated with the Trustees and management the policies and procedures in place regarding compliance with laws and regulations.

We identified the legal and regulatory frameworks that are applicable to the entity and determined that the most significant are those that relate to the Charities Act 2011, The Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (the SORP), and relevant tax legislation.

In addition, we have considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which may be fundamental to the company's ability to operate or to avoid a material penalty. We identified the following areas as those most likely to have such an effect: health and safety and employment law, recognising the nature of the Charity's activities and its legal form. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and management and inspection of regulatory and legal correspondence, if any. Therefore, if a breach of operational regulations is not disclosed to us or evident from relevant correspondence, an audit will cannot be relied upon to detect that breach.

We communicated identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

Based on the results of our risk assessment we designed our audit procedures to identify non-compliance with such laws and regulations identified above and assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

The engagement partner considers the engagement team collectively had the appropriate competence and capabilities to identify or recognise non-compliance with laws and regulations.

As required by auditing standards and considering possible pressures to meet internal key performance indicators and our knowledge of the control environment, we perform procedures to address the risk of management override of controls and the risk of fraudulent revenue recognition, in particular the risk that income is recorded in the incorrect accounting period and the risk that management may be in a position to make inappropriate accounting entries.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

We assessed the risks of material misstatement in respect of fraud as follows:

- Our audit team discussed whether there were any areas that were susceptible to misstatement as part of our discussion on fraud.
- We challenged assumptions and judgements made by management in their significant accounting estimates and judgements.

Based on the results of our risk assessment we designed our audit procedures to identify and to address material misstatements in relation to fraud, including, designing appropriate audit procedures, including:

- Incorporating an element of unpredictability in the selection of the nature, timing, and extent of our audit procedures.
- Identifying journal entries and other adjustments to test based on risk criteria and comparing the identified entries to supporting documentation;
- Inspecting the relevant income agreements and their accounting to confirm their recognition in line with the SORP for different revenue streams;
- Inspecting stock count sheets;
- Obtaining third party bank confirmations; and
- Assessing the design and effectiveness of controls in place over areas such as procurement and cash.

We considered the extent to which the audit was considered capable of detecting irregularities: There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentation, or through collusion.

A further description of our responsibilities is available on the FRC's website at:

<https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/descriptionof-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



SBM Associates Limited

25 September 2024

**Chartered Accountants
Statutory Auditor**

24 Wandsworth Road
London
SW8 2JW

SBM Associates Limited is eligible for appointment as auditor of the museum by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income from:							
Donations and legacies	3	98,945	174,495	273,440	89,625	107,581	197,206
Charitable activities	4	464,365	-	464,365	412,309	-	412,309
Other trading activities	5	9,965	-	9,965	76,259	-	76,259
Investments	6	7,797	-	7,797	1,681	-	1,681
Management Charge		108,000	-	108,000	45,000	-	45,000
Total income		689,072	174,495	863,567	624,874	107,581	732,455
Expenditure on:							
Raising funds	7	60,758	16,995	77,753	71,014	38,753	109,767
Charitable activities	8	646,111	512	646,623	626,692	37,108	663,800
Other expenditure	12	738	-	738	979	-	979
Total expenditure		707,607	17,507	725,114	698,685	75,861	774,546
Net income/(expenditure)		(18,535)	156,988	138,453	(73,811)	31,720	(42,091)
Transfers between funds		-	-	-	48,126	(48,126)	-
Net movement in funds	9	(18,535)	156,988	138,453	(25,685)	(16,406)	(42,091)
Reconciliation of funds:							
Fund balances at 1 April 2023		233,244	3,852,267	4,085,511	258,929	3,868,673	4,127,602
Fund balances at 31 March 2024		214,709	4,009,255	4,223,964	233,244	3,852,267	4,085,511

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2024

	Notes	2024		2023	
		£	£	£	£
Fixed assets					
Tangible assets	14		3,760,753		3,765,109
Investments	15		100		100
			<u>3,760,853</u>		<u>3,765,209</u>
Current assets					
Stocks	16	4,230		4,440	
Debtors	17	114,346		118,854	
Cash at bank and in hand		414,353		298,436	
		<u>532,929</u>		<u>421,730</u>	
Creditors: amounts falling due within one year	19	<u>(55,633)</u>		<u>(77,332)</u>	
Net current assets			477,296		344,398
Total assets less current liabilities			4,238,149		4,109,607
Creditors: amounts falling due after more than one year	20		(14,185)		(24,096)
Net assets			<u>4,223,964</u>		<u>4,085,511</u>
Income funds					
Restricted funds	23		4,009,255		3,852,267
General unrestricted funds			214,706		233,241
Members funds			3		3
			<u>4,223,964</u>		<u>4,085,511</u>

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL POSITION (CONTINUED)

AS AT 31 MARCH 2024

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2024, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 25 September 2024



Susan Prevezer KC
Trustee

Company registration number 5467415

THE FREUD MUSEUM LONDON

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	2024 £	£	2023 £	£
Cash flows from operating activities					
Cash generated from/(absorbed by) operations	27		120,493		(84,354)
Investing activities					
Purchase of tangible fixed assets		(2,461)		(14,078)	
Investment income received		7,797		1,681	
		<u> </u>		<u> </u>	
Net cash generated from/(used in) investing activities			5,335		(12,397)
Financing activities					
Repayment of bank loans		(9,911)		(9,670)	
		<u> </u>		<u> </u>	
Net cash used in financing activities			(9,911)		(9,670)
Net increase/(decrease) in cash and cash equivalents			115,917		(106,421)
Cash and cash equivalents at beginning of year			298,436		404,857
			<u> </u>		<u> </u>
Cash and cash equivalents at end of year			414,353		298,436
			<u> </u>		<u> </u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

Charity information

The Freud Museum London is a private company limited by guarantee incorporated in England and Wales. The registered office is 20 Maresfield Gardens, London, NW3 5SX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the museum's Memorandum and Articles of Association, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The museum is a Public Benefit Entity as defined by FRS 102.

The Museum is a company limited by guarantee and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

The financial statements are prepared in sterling, which is the functional currency of the museum. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties. The principal accounting policies adopted are set out below.

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The Company has therefore taken advantage of the exemptions provided by section 405 of the Companies Act 2006 not to prepare group accounts.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the museum has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the museum is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the museum has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor (s) to the Museum that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised and refer to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

Income from government and other grants, whether 'capital' grants or 'revenue' grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1.5 Expenditure

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

- The costs of activities in furtherance of the charity's objectives comprise expenditure on the charity's primary purpose as described in the Report of the Trustees.
- Costs of raising funds comprise the costs of commercial trading including the shop and their associated support cost.

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Allocation of support costs

Support costs represent indirect charitable expenditure. In order to carry out the primary purposes of the charity, it is necessary to provide support in the form of financial procedures, provision of office services and equipment and a suitable working environment.

Management and administration costs include expenditure to ensure compliance with constitutional and statutory requirements.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

1.6 Tangible fixed assets

The bulk of the Museum's fixed assets are historic and inalienable. They consist of the freehold property occupied by the Museum at 20 Maresfield Gardens, and the Collection held by the Museum. The building was the home of Sigmund Freud in 1938 and 1939 and the place of his death, and subsequently the home of his daughter Anna Freud. It was purchased from Miss Freud at a cost of £70,000 on September 30 1980, and formed the principal asset of the Charitable Trust established by a Deed of Declaration of Trust by Sigmund Freud Archives Inc. The contents include the library, personal effects, and collection of antiquities formerly owned by Sigmund Freud and bequeathed to the Trust on the death of Miss Freud in 1982.

In the spring of 2005, the Charity commissioned an external valuation of 20 Maresfield Gardens from Stiles Harold Williams, a firm of chartered surveyors. Made in accordance with the Practice Statements in the Appraisal and Valuation Manual of the Royal Institution of Chartered Surveyors, their report dated 7 April 2005 appraised the market value of the freehold interest at £3.75m. In view of the high standard of physical maintenance of 20 Maresfield Gardens and the prime quality of the house as a residential property in a sought-after part of London, the Trustees consider that it is unlikely that the value of the asset has declined since 2005. In the light of the high cost of valuation fees, the Trustees have decided that to conduct a new valuation would bring no commensurate benefit of a kind which would promote the objects of the charity.

This valuation was valid at 1st April 2016 and is considered the deemed cost under FRS 102 transitional requirements of the property going forward.

No value is attributed in the balance sheet to the Collection. Under FRS 102 and the SORP transitional rules, non-capitalisation is permitted if the value to the charity cannot be estimated, or where the cost of obtaining a valuation is burdensome. The Collection consists of a very large number of items, which would be costly to value individually, with no commensurate benefit to the Objects of the Charity.

The Museum has maintained since 1985 an Acquisitions and Disposals Policy in accordance with its stated objects. This was superseded in March 2005 by a new policy, modelled on the standard wording recommended by the Museums, Libraries and Archives Council. Detailed guidelines and procedures regulate disposals. These include a provision that no material shall be de-accessioned purely for financial gain, and a requirement that acquisitions or disposals should first be subject to discussion with a number of other specified museums and archives with objects and collections similar to the Freud Museum's. A copy of the policy may be obtained on written request from the Trustees.

The freehold property has a useful life in excess of 50 years and is subject to an annual impairment review. Hence no depreciation is provided.

Other tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	20% Straight Line
Office equipment	20% Straight Line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

A subsidiary is an entity controlled by the museum. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

1.8 Impairment of fixed assets

At each reporting end date, the museum reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The museum has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the museum's balance sheet when the museum becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the museum's contractual obligations expire or are discharged or cancelled.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the museum is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the museum's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2024	2024	2024	2023	2023	2023
	£	£	£	£	£	£
Donations and gifts	60,094	-	60,094	46,036	-	46,036
Grants receivable	9,369	174,495	183,864	17,227	107,581	124,808
Membership fees	29,482	-	29,482	26,362	-	26,362
	<u>98,945</u>	<u>174,495</u>	<u>273,440</u>	<u>89,625</u>	<u>107,581</u>	<u>197,206</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

3 Donations and legacies

(Continued)

Grants receivable for core activities

Arts Council England/ Outreach and Ambassadors	3,909	-	3,909	-	-	-
Acropolis Museum	837	-	837	-	-	-
University of Essex	485	-	485	-	-	-
Robert H.N. Ho Family Foundation	-	-	-	-	41,177	41,177
Marie-Louise von Motesiczky Charitable Trust	-	150,000	150,000	-	-	-
Tangent	-	10,000	10,000	-	20,000	20,000
King's College London	-	-	-	-	4,987	4,987
University College London	-	-	-	-	7,990	7,990
University of Houston	-	-	-	-	2,427	2,427
Rothschild Foundation	-	-	-	-	25,000	25,000
Judith Szekacs	-	-	-	3,150	-	3,150
Pilar Ordovas	-	-	-	5,000	-	5,000
Museum of London	-	-	-	3,400	-	3,400
Art Council England/Freud Latin America	-	14,495	14,495	-	-	-
Other	4,138	-	4,138	-	6,677	6,677
	<u>9,369</u>	<u>174,495</u>	<u>183,864</u>	<u>17,227</u>	<u>107,581</u>	<u>124,808</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

4 Income from charitable activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Admissions	388,294	344,269
Public programmes	76,071	68,040
	<u>464,365</u>	<u>412,309</u>

5 Income from other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Premises hire	-	66,130
Object Hire Income	7,255	1,300
Sundry income	2,710	8,829
	<u>9,965</u>	<u>76,259</u>

Premises Hire activity was transferred to the museum's subsidiary, Freud Museum Enterprises on 1 April 2024.

6 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Interest receivable	<u>7,797</u>	<u>1,681</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

7 Costs of raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2024	2024	2024	2023	2023	2023
	£	£	£	£	£	£
<u>Fundraising and publicity</u>						
Programmes	42,556	13,575	56,131	59,999	32,355	92,354
Archive and conservation	5,989	-	5,989	2,461	6,398	8,859
Marketing	12,213	3,420	15,633	8,554	-	8,554
	<u>60,758</u>	<u>16,995</u>	<u>77,753</u>	<u>71,014</u>	<u>38,753</u>	<u>109,767</u>
Fundraising and publicity	<u>60,758</u>	<u>16,995</u>	<u>77,753</u>	<u>71,014</u>	<u>38,753</u>	<u>109,767</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

8 Cost of charitable activities

	2024	2023
	£	£
Staff costs	525,597	509,276
Depreciation and impairment	6,818	11,942
Insurance and security	16,185	49,388
Light and heat	10,384	9,266
Repairs, maintenance and cleaning	8,629	14,530
Travelling & entertainment	2,914	442
Telephone	5,551	5,151
Computer running costs	20,292	19,064
Printing, postage and stationery	2,606	3,139
Hire of equipment	733	1,131
Professional and consultancy fees	19,537	18,825
Auditors remuneration	7,068	6,669
General expenses	9,882	3,948
Subscriptions	1,765	1,206
Bank & other charges	2,733	2,650
Bad debts	195	1,266
Other charitable expenditure	5,734	5,907
	<u>646,623</u>	<u>663,800</u>
Analysis by fund		
Unrestricted funds	646,111	626,692
Restricted funds	512	37,108
	<u>646,623</u>	<u>663,800</u>

9 Net movement in funds

	2024	2023
	£	£
The net movement in funds is stated after charging/(crediting):		
Depreciation of owned tangible fixed assets	<u>6,818</u>	<u>11,942</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the museum during the year.

11 Employees

The average monthly number of employees during the year was:

2024	2023
Number	Number
19	19
<u> </u>	<u> </u>

Employment costs

	2024	2023
	£	£
Wages and salaries	476,542	468,833
Social security costs	39,037	31,337
Other pension costs	10,018	9,106
	<u>525,597</u>	<u>509,276</u>

Ex-gratia payments totalling £11,000 (2023: nil) were made during the year.

The number of employees whose annual remuneration was more than £60,000 is as follows:

2024	2023
Number	Number
1	-
<u> </u>	<u> </u>

Remuneration of key management personnel

The remuneration of key management personnel was as follows:

	2024	2023
	£	£
Aggregate compensation	<u>61,750</u>	<u>40,231</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

12 Other expenditure

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Financing costs	738	979

13 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

14 Tangible fixed assets

	Freehold property £	Collection acquisitions £	Fixtures and fittings £	Office equipment £	Total £
Cost					
At 1 April 2023	3,750,000	700	99,784	97,562	3,948,046
Additions	-	-	2,461	-	2,461
At 31 March 2024	3,750,000	700	102,245	97,562	3,950,507
Depreciation and impairment					
At 1 April 2023	-	-	92,344	90,592	182,936
Depreciation charged in the year	-	-	2,283	4,535	6,818
At 31 March 2024	-	-	94,627	95,127	189,754
Carrying amount					
At 31 March 2024	3,750,000	700	7,618	2,435	3,760,753
At 31 March 2023	3,750,000	700	7,440	6,969	3,765,109

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

15 Fixed asset investments

	Other investments £
Cost or valuation	
At 1 April 2023 & 31 March 2024	100
Carrying amount	
At 31 March 2024	100
At 31 March 2023	100

	Notes	2024 £	2023 £
Other investments comprise:			
Investments in subsidiaries	26	100	100

16 Stocks

	2024 £	2023 £
Finished goods and goods for resale	4,230	4,440

17 Debtors

	2024 £	2023 £
Amounts falling due within one year:		
Trade debtors	578	20,598
Amounts owed by subsidiary undertakings	60,915	17,703
Other debtors	29,930	57,636
Prepayments and accrued income	22,923	22,917
	<u>114,346</u>	<u>118,854</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

18 Loans and overdrafts

	2024	2023
	£	£
Bank loans	22,518	32,429
Payable within one year	8,333	8,333
Payable after one year	14,185	24,096

A Bounce Back loan of £50,000 was taken out in June 2020. No repayment was required, and no interest accrued, for the first 12 months of the loan up to June 2021. The loan is repayable within 5 years from June 2021 and incurs interest at a rate of 2.5% per annum. Repayments are made by monthly instalments.

19 Creditors: amounts falling due within one year

	Notes	2024	2023
		£	£
Bank loans	18	8,333	8,333
Other taxation and social security		10,119	11,582
Deferred income	21	1,920	2,989
Trade creditors		18,345	22,203
Other creditors		2,802	5,714
Accruals		14,114	26,511
		<u>55,633</u>	<u>77,332</u>

20 Creditors: amounts falling due after more than one year

	Notes	2024	2023
		£	£
Bank loans	18	14,185	24,096

21 Deferred income

	2024	2023
	£	£
Other deferred income	1,920	2,989

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

21 Deferred income

(Continued)

Deferred income is included in the financial statements as follows:

	2024	2023
	£	£
Deferred income is included within:		
Current liabilities	1,920	2,989
	<u> </u>	<u> </u>
Movements in the year:		
Deferred income at 1 April 2023	2,989	46,303
Released from previous periods	(1,069)	(43,314)
	<u> </u>	<u> </u>
Deferred income at 31 March 2024	1,920	2,989
	<u> </u>	<u> </u>

22 Retirement benefit schemes

	2024	2023
	£	£
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	10,018	9,106
	<u> </u>	<u> </u>

The museum operates a workplace pension scheme through the National Employee Savings Trusts (NEST) for all qualifying employees.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

23 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds				Movement in funds			
	Balance at 1 April 2022	Incoming resources	Resources expended	Transfers	Balance at 1 April 2023	Incoming resources	Resources expended	Balance at 31 March 2024
	£	£	£	£	£	£	£	£
150 Appeal	4,906	-	-	(4,906)	-	-	-	-
Neil Kreitman Foundation	16,238	-	(5,712)	(10,527)	-	-	-	-
Judith Nowack Foundation	7,385	-	-	(7,385)	-	-	-	-
Freud Antiquity Exhibition	-	15,404	(15,404)	-	-	-	-	-
Lucian Freud Exhibition	-	31,000	(31,000)	-	-	-	-	-
Ho Foundation - Freud in China	-	41,177	(15,868)	(25,309)	-	-	-	-
Arts Council England	-	-	-	-	-	14,495	(14,495)	-
Total Development Project	90,144	20,000	(7,877)	-	102,267	10,000	-	112,267
Freehold reserve	3,750,000	-	-	-	3,750,000	-	-	3,750,000
Marie-Louise Von Motesiczky	-	-	-	-	-	150,000	(3,012)	146,988
	<u>3,868,673</u>	<u>107,581</u>	<u>(75,861)</u>	<u>(48,126)</u>	<u>3,852,267</u>	<u>174,495</u>	<u>(17,507)</u>	<u>4,009,255</u>

Detailed analysis of Development Project Fund:

New- Land Foundation	37,133	-	(7,877)	-	29,256	-	-	29,256
Tangent	20,000	20,000	-	-	40,000	10,000	-	50,000
Anna Freud Foundation	2,011	-	-	-	2,011	-	-	2,011
Lord Freud	12,500	-	-	-	12,500	-	-	12,500
The Joir and Kato Weisz Foundation	10,000	-	-	-	10,000	-	-	10,000
MJ Samuel Charitable Trust	8,500	-	-	-	8,500	-	-	8,500
Rothschild Foundation	-	-	-	-	-	-	-	-
Total Development Project Fund	<u>90,144</u>	<u>20,000</u>	<u>(7,877)</u>	<u>-</u>	<u>102,267</u>	<u>10,000</u>	<u>-</u>	<u>112,267</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

24 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2023 £	Incoming resources £	Resources expended £	Transfers £	At 31 March 2024 £
General funds	233,244	689,072	(707,607)	-	214,709
	<u>233,244</u>	<u>689,072</u>	<u>(707,607)</u>	<u>-</u>	<u>214,709</u>
Previous year:	At 1 April 2022 £	Incoming resources £	Resources expended £	Transfers £	At 31 March 2023 £
General funds	258,929	624,874	(698,685)	48,126	233,244
	<u>258,929</u>	<u>624,874</u>	<u>(698,685)</u>	<u>48,126</u>	<u>233,244</u>

25 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 31 March 2024:			
Tangible assets	8,292	3,752,461	3,760,753
Investments	100	-	100
Current assets/(liabilities)	220,502	256,794	477,296
Long term liabilities	(14,185)	-	(14,185)
	<u>214,709</u>	<u>4,009,255</u>	<u>4,223,964</u>
	<u>214,709</u>	<u>4,009,255</u>	<u>4,223,964</u>
	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
At 31 March 2023:			
Tangible assets	85,109	3,680,000	3,765,109
Investments	100	-	100
Current assets/(liabilities)	172,131	172,267	344,398
Long term liabilities	(24,096)	-	(24,096)
	<u>233,244</u>	<u>3,852,267</u>	<u>4,085,511</u>
	<u>233,244</u>	<u>3,852,267</u>	<u>4,085,511</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

26 Subsidiaries

Details of the museum's subsidiary at 31 March 2024 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Freud Museum Enterprises Limited	England and Wales	Operates the gift shop within the Freud Museum and hosts events.	Ordinary	100.00	

At the year end, in addition to the balances noted at note 17 above, there was the following balance with the subsidiary were included in the accounts:

Trade debtors - £0 (2023: £468).

During the year the charity received management fees of £108,000 (2023: £45,000) and a donation of £38,841 (2023: £19,229) from Freud Museum Enterprises Limited.

27 Cash generated from operations	2024 £	2023 £
Surplus/(deficit) for the year	138,453	(42,091)
Adjustments for:		
Investment income recognised in statement of financial activities	(7,797)	(1,681)
Depreciation and impairment of tangible fixed assets	6,818	11,942
Movements in working capital:		
Decrease in stocks	210	390
Decrease/(increase) in debtors	4,508	(43,848)
(Decrease)/increase in creditors	(20,630)	34,248
(Decrease) in deferred income	(1,069)	(43,314)
Cash generated from/(absorbed by) operations	120,493	(84,354)

28 Analysis of changes in net funds

	At 1 April 2023 £	Cash flows £	At 31 March 2024 £
Cash at bank and in hand	298,436	115,917	414,353
Loans falling due within one year	(8,333)	-	(8,333)
Loans falling due after more than one year	(24,096)	9,911	(14,185)
	<u>266,007</u>	<u>125,828</u>	<u>391,835</u>

THE FREUD MUSEUM LONDON

England & Wales - Charity number 1112854

Accounts

Charity registration number 1112854

Company registration number 5467415 (England and Wales)

THE FREUD MUSEUM LONDON
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

THE FREUD MUSEUM LONDON

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Susan Prevezer KC
Miss S Bardgett
Miss W Monkhouse
Mr A Spiro
Mr S Kon
Miss A Biggs
Mr P Chilton
Juliet Rosenfeld
Anne Worthington
Susanna Abse
Ms L Hillman

Charity number

1112854

Company number

5467415

Registered office

20 Maresfield Gardens
London
NW3 5SX

Auditor

SBM Associates Limited
24 Wandsworth Road
London
SW8 2JW

THE FREUD MUSEUM LONDON

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THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2023

The Trustees are pleased to present their annual report together with the financial statements of the charity for the year ended 31 March 2023 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association 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 (FRS102) (effective 1 January 2019).

Chair's report

The Museum welcomed its new Director Giuseppe Albano, who took up his post on 29 July 2022, and said a sad farewell to Carol Seigel, its outgoing Director, to whom the Museum is hugely indebted for all her hard work, kindness and support of the Museum.

The Museum also said goodbye this year to two long serving Trustees, Trevor Moross and Dan Chambers, who concluded their terms in November 2022 and February 2023, respectively. The Museum has been greatly assisted by both Trevor and Dan and thanks them for all they have done for the Museum.

The Museum extends its gratitude to the present Trustees of the Museum for their unwavering support and thanks and recognizes the dedication of the Director and all the Museum staff in navigating the challenges of the past year.

In addition, the Museum would like to extend special thanks to Lucian Freud's children (especially Rose Boyt, Frank Paul, Bella Freud, Esther Freud, and Susie Boyt who joined our Patrons Circle) and to David Freud for his continued support of the Museum.

Finally, the Freud Museum London looks forward to welcoming visitors, both in person and remotely, and continues its mission of promoting the legacies of Sigmund and Anna Freud, while championing mental health.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Objectives and activities

Principal activity and public benefit

The Freud Museum London is a charitable company. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance on public benefit and fee charging.

The Museum relies on grants and the income it raises from, amongst other activities, admission fees and the public programme. We are therefore a fee charging charity, but feel that the admission prices are low enough that no one is prevented from coming to the Museum on grounds of cost. Concessionary fees are available for low income groups, parties of senior citizens and school parties. Free admission is offered to members of the local neighbourhood association. We also undertake outreach projects which offer free access to Museum services.

As set out in the Memorandum and Articles of Association, the purposes of the Freud Museum London which all serve to promote public benefit are as follows:

- to promote, encourage, improve, advance and disseminate knowledge and awareness of the life, work, medical, psychoanalytic and other scientific activities and intellectual and current cultural legacy of the late Sigmund Freud, and knowledge and awareness of their relevance to contemporary society;
- to maintain, operate and improve a museum to collect, safeguard and make accessible articles and other items connected with his life, his work, his family, in particular his daughter Anna Freud, and the history of psychoanalysis at the property located at 20 Maresfield Gardens, London NW3 5SX and at such other property as may from time to time be required or expedient and to provide access to the premises to the public so that they can explore the museum and its collections for inspiration, learning and enjoyment;
- to advance the appreciation of the historical nature of the property located at 20 Maresfield Gardens, London NW3 5SX and its significance as the late Sigmund Freud's last home, the place of his death and the repository of his study, library, couch and collection of antiquities and other articles connected to him;
- to discover, assemble, and collect books, manuscripts, photographs, other publications, furniture, information and articles of whatever kind relating to the life, work, medical, psychoanalytic and other scientific activities and intellectual legacy of the late Sigmund Freud, and to ensure their preservation for the benefit of the public;
- and to conduct research into the life, work, medical, psychoanalytic and other scientific activities and intellectual and cultural legacy of the late Sigmund Freud and to publish the results of all such research.

The strategies employed to achieve the charity's aims and objectives are to:

- ensure the highest standards in conservation and care of the collections
- run active public, exhibition and education programmes
- encourage research into the collections and archives, and related publications
- market the Museum widely to encourage increasing numbers of visitors
- enter into appropriate partnerships that will help to achieve the key aims of the Museum
- keep the Museum financially robust and manage risks as carefully as possible

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Achievements and performance

The year 2022-23 marked a significant turnaround for the Freud Museum, following two challenging years under the shadow of the Covid-19 pandemic. Notably, it was the first full year since the Museum's inception in 1986 that it had to operate without any funding from the New-Land Foundation or Covid recovery grants. In this report, we outline some of the Museum's achievements and performance during this pivotal year.

Despite the financial challenges, the Museum demonstrated resilience with robust ticket and merchandise sales and an unexpected increase in visiting groups. During the January-March 2023 period alone, visitor numbers surged by 74% more than the previous year, accompanied by a doubling of in-house shop sales. This overall growth in revenue was further underscored by a 27% rise in income from private hire events.

Although overall visitor numbers were 13% lower than the last full pre-Covid year of 2019-20, at the close of the 2022-23 year the Museum remained optimistic about returning to pre-pandemic levels of visitor numbers in the 2023-24 financial year in light of the upward trend in visitor and group numbers, as well as the quality of our exhibitions programme and the sustained media interest in Freud and in the Museum, particularly arising from the forthcoming film *Freud's Last Session*, starring Anthony Hopkins as Sigmund Freud. Throughout the year the Museum received extensive media coverage, highlighting its role in exploring mental health issues and its status as a 21st-century institution. Substantial articles in *The New York Times*, *New Yorker*, *The Guardian* and *Observer*, *BBC Online*, and *The Times* showcased the Museum's relevance and impact, as well as a report on *ITV News* from the Museum in November 2022 to mark the unveiling of a replica of one of the Parthenon sculptures owned by the British Museum which was displayed at the Freud Museum, and international TV reports including a feature on Polish breakfast TV in February 2023.

Following the closure of the *Freud and China* exhibition, which had run from February to June 2022, the Museum welcomed a new show, *Lucian Freud: The Painter and His Family*, on 6 July 2022. Curated by art historian Martin Gayford, this exhibition, celebrating the centenary of the birth of the artist Lucian Freud (Sigmund Freud's grandson), drew a substantial number of visitors, introducing many lovers of contemporary art to the Museum within the context of Lucian Freud's centenary celebrations which saw a number of other shows across London, including a major retrospective of the artist's work at the National Gallery.

The success of the exhibition played a pivotal role in our increased visitor revenues and optimism and fostered stronger ties with Lucian Freud's children, who actively participated in the Museum's public programmes and loaned art works and books to the exhibition. This success was continued by the follow up exhibition *Freud's Antiquity* which was co-curated with Professor Miriam Leonard (University College London), Professor Daniel Orrells (King's College London), and Professor Richard Armstrong (University of Houston) and funded by grants from their respective institutions. Collaborations with various lenders and supporters, including Frieze Masters, extended the Museum's reach. The Lucian Freud exhibition's positive impact extended beyond commercial success, significantly boosting morale within the Museum.

To capitalize on the interest generated by the Lucian Freud exhibition, in October 2022 the Museum extended its opening days to include Fridays, resulting in a 26% increase in visitors that month compared to the previous month. Guided talks and new volunteers aimed to enhance community engagement.

Generous contributions from organisations such as the Tangent Charitable Trust (from whom we received £20,000 this year), Rothschild Hanadiv Foundation Europe and the Peter Samuel Charitable Trust played a vital role in sustaining the Museum's cultural programme and development fund. We are also immensely grateful to all our Patrons, Members and individual supporters, including Dr Judith Nowak, Peter Henson, and Jon Mason who made donations this year. In December 2022 we hosted a charity auction organised and sponsored by the Institute for Digital Archaeology to auction contemporary art works donated for the purpose of raising funds for the Museum. The event included readings by poets Ruth Padel and Simon Armitage and £6,000 was raised for the Museum on the night.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

In October 2022, the Museum celebrated its first 'Anna Freud Month,' commemorating the life and legacy of Anna Freud forty years on from her death. A special display and events including a reading by poetry performer and local Hampstead Ruth Rosen of Anna's letters to her father, along with a generous gift of a large rug from the Anna Freud Centre, marked this occasion. As part of the anniversary month the Museum opened its refurbished Learning Suite (located in Anna Freud's former bedroom) to visitors. Going forward this room will be used for immersive, interactive displays as well as for didactic purposes following the success of 'Anna Freud Month'.

The Museum hosted a large number of successful and enjoyable events throughout the year, including a series of 'Lucian Lates' talks, performances and even a pub quiz associated with our Lucian Freud exhibition, and an evening bringing together archaeology, psychoanalysis and poetry led by Ruth Padel to mark the opening of our Freud's Antiquity exhibition. Special mention should also be made of a joint fundraising event held with Milton's Cottage which brought Professor Joe Moshenska together with psychoanalyst Adam Philips to discuss Sigmund Freud as a reader of Milton's poetry.

We held a very successful *Kaffee und Kuchen* Viennese coffee morning in February 2023, the first in a relaunched series of Viennese coffee mornings. The occasion was attended by a number of people from overseas, including from the USA and Brazil. Dr Matthew Moosey, a psychologist based in Virginia, told us that he had been keen to visit the Museum while in London and had also joined the Membership scheme to support the Museum. The event was also attended by American journalist Peter Meilaender, who produced a highly positive review of the coffee morning for US magazine *The Dispatch*, titled 'Having Coffee with Dr. Freud'.

In early 2023 the Museum hosted brilliant student volunteer teams from Worcester Polytechnic Institute (Massachusetts, USA) and from University College London, fostering collaboration and research on visitor engagement at the Museum and on audio guides.

The Museum received a number of special gifts over the year in the form of acquisitions to our collection. Particular mention should be made here of the donation from the Harvey family in the USA of a knitted cardigan made by Anna Freud for Muriel Gardiner's grand-daughter, which has now been accessioned into our collection as a permanent item having previously been loaned to the Museum for our *Codename Mary* exhibition. We also welcomed a beautifully hand bound volume of unpublished letters addressed to the Austrian physician and early follower of Freud Dr Wilhelm Stekel on the occasion of his birthday in 1928. This extremely generous gift containing unpublished letters in the hands of psychologists and psychoanalysts from around the world in the 1920s was given to us by Mr Giles Grant who'd inherited the book from his father, who had in turn been adopted by Dr Tobias Sternberg, a close friend of Stekel. We also received a fascinating portrait sketch of Sigmund Freud by Milein Cosman who had spent much of her professional life as an artist living in Hampstead. We are grateful to the Cosman Keller Art and Music Trust for their donation.

During the year the Museum also received an extremely generous, and unexpected offer of a donation in the form of an archive relating to Masud Khan, the major British-Pakistani psychoanalyst and disciple of Anna Freud. The archive belonged to Martine Bacherich, the widow of Khan's colleague and correspondent Wladimir Granoff, and we are grateful to Professor Dany Nobus for his role in bringing the archive to the Freud Museum.

Efforts to monitor and control environmental conditions across the Museum and our collections continued throughout the year. The National Conservation Service assessed environmental and pest monitoring processes, ensuring the preservation of the collection, and produced a detailed report on the state of conservation of Sigmund Freud's library, which identified around fifty volumes in need of intervention. This report will form the basis of a fundraising appeal to be launched next year so that supporters may adopt books from Freud's study and support necessary conservation work. Recommendations for treatment of recent acquisitions (including the Stekel correspondence) as well as the Sandor Ferenczi Archive were outlined, and a successful application was made by the Museum to the National Manuscript Conservation Trust in March 2023 for funding towards conservation work on the Ferenczi Archive to be completed in 2023, the 150th anniversary of the Hungarian psychoanalyst's birth.

The upgrade of Adlib, the Museum's collections management system, to a newer version started this year and is being supervised by our Digital Manager. This will significantly improve the Museum's database, both in-house and online and allow remote access with no need to log onto the Server. The digitisation of the archive is also underway, which will result in greatly improved accessibility for visitors, researchers and academics.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

The Museum closed the 2022-23 financial year with 10,476 active subscribers to our monthly E-Newsletter, 413 Members (a 33% increase in new Members compared with the previous year), 19 Patrons, and tens of thousands of followers across our social media platforms.

Activities 2022-23 to promote public benefit

The Museum always recognises its purpose to promote public benefit, as part of its wider mission. Its activities are designed to reach a wider community, to promote Sigmund and Anna Freud's legacy and support good mental health.

Much of what has already been covered above has a public benefit component, as well as what is described below.

The Museum concluded its *Freud and China* Learning Season in July 2022 with a successful online event in partnership with the International Psychoanalytical Association China, attracting over 10,000 viewers. A detailed outreach report was produced by our Outreach Manager which highlights key insights, including participation from diverse audiences, notably vulnerable individuals, and significant online engagement, with many participants having little prior knowledge of Freud. The programme's budget of £8,500, approved by the Ho Foundation who had supported the *Freud and China* exhibition and related programming, ensured that all activities were offered free of charge. Feedback from participants reflected strong interest and inspiration, particularly arising from the initiative 'Freudian Wisdom for the Times of Turmoil', which had gained popularity during the Covid crisis in China.

The summer saw a return of international students to the Museum, leading to increased interest in bespoke sessions and accessible introductory learning. Partnerships with educational institutions, such as Kensington Park School Sixth Form, supported aspiring students from Eastern Europe.

The Freud Museum collaborated with London South Bank University and the British University in Egypt to develop a successful summer school for female undergraduate psychology students from Egypt, generating income and interest in expanding online learning.

The Museum's engagement with refugee and migrant organisations also expanded during the year under review, focusing on psychological complexities, migration experiences, and Sigmund and Anna Freud's stories. Our online programme "Freudian Wisdom for the Times of Turmoil" continued to engage NHS staff, with plans to expand its reach among non-clinical and administrative staff.

The Freud Museum maintains its commitment to engaging elderly audiences and underserved community groups, with plans to resume the ACE Outreach and Ambassadors Programme, aligning with World Mental Health Day's theme. Efforts to improve accessibility are also ongoing, including provision for SEN/SEND groups. The Museum is also actively engaging young audiences through TikTok and shaping its appeal to this demographic.

The number of group visits from schools was consistently high across the academic year. In the autumn term we welcomed almost 2,000 group visitors, while in the spring term this figure rose to 2,068. Most of the participants were A Level Psychology students who came to the Museum to learn about Sigmund Freud's legacy. Interest in the Museum's bursary scheme, which is made available to schools in which over 30% of pupils are eligible for free school meals and which would not otherwise be able to access our learning offer, also increased. In the autumn term we awarded six bursaries to schools who applied but we realise we must do more to promote the scheme to eligible schools, which will be one of our priorities for next year as well as increasing the number of teaching days of our Education Manager to meet ever growing demand.

Finally, the Director's engagement with the Netherhall Residents Association, who invited him to speak about the Freud Museum as a place of secular, intellectual pilgrimage at their AGM in March 2023, demonstrated the Museum's commitment to positive community relations within the surrounding area. Efforts are being made to engage and include the local community in more of our activities, and all members of the Netherhall Residents Association may visit the Museum for free. Our immediate neighbour Anthony Coles remains ever committed to promoting the Museum's public programme to the local community, and we are extremely grateful to him.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Financial review

Income

This year's total income of £732k is an increase of £102k on the prior year (2022: £630k). Much of this increase resulted from the successful Lucian Freud and Freud's Antiquity exhibitions, whereby admission income for the year of £344k increased by £199k (2022: £145k).

Total grants, together with donations and membership fees totalled £197k, of which £89k were unrestricted, a small reduction on prior year (2022: £228k, of which unrestricted £120k).

Premises hire £66k increased by £14k (2022: £52k) reflecting a full year unaffected by the pandemic.

Public programmes generated £68k, a £34k decrease from prior year (2022: £102k) which reflects declining demand for online events and a slower return to in-house events.

The Museum's trading arm, Freud Museum Enterprises Ltd, has had a strong year, with turnover of £250k a significant increase on prior year (2022: £144k) and gross profit £91k (2022: £66k).

Expenditure

This year's total expenditure of £775k exceeds the prior year by £110k (2022: £665k), a reflection of the increased exhibition and museum activity during the year.

The cost of raising funds has remained similar at £110k (2022: £101k).

The cost of charitable activities is £664k, an increase of £100k on the prior year (2022: £564k) reflecting the increase in museum activities and impacts of staffing changes during the year.

Net position and cash balance

The Museum had net expenditure of £42k in the year (£26k unrestricted and £16k restricted) compared to net expenditure of £35k for the previous year.

The Museum's year-end cash balances decreased by £106k to £298k

Reserves Policy and Going Concern

The Trustees review our reserves policy every year and our reserves position each quarter. At 31 March 2023 the total funds held by the Museum amounted to £4m (2022 £4.1m). Of these funds, £233k are unrestricted and £3.8m are restricted. The required reserves at 31 March 2023 were £200k which includes three months' operating costs. Free reserves at 31 March 2023 were the £233k unrestricted funds, of which £172K are liquid. Trustees consider that the Museum will have sufficient funds to meet its obligations during the next 12 months and is a going concern.

Investment policy

The Trustees, having regard to the liquidity requirements of operating the museum, have kept a portion of available funds in an interest-bearing deposit account.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Risk management

The Trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity face;
- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review; and
- The implementation of procedures designed to minimise or manage any potential impact on the charity should the elected trustees step down.

This work has identified that financial sustainability is the major financial risk for the charity. A key element in the management of financial risk is a regular review of available liquid funds to settle debts as they fall due, regular liaison with the bank and active management of trade debtors and creditors balances to ensure sufficient working capital by the Museum.

Attention has also been focused on non-financial risks arising from fire, health and safety of patrons, and management of artefacts. These risks are managed by ensuring accreditation is up to date, having robust policies and procedures in place, and regular awareness training for staff working in these operational areas.

Structure, governance and management

The Freud Museum opened to the public in 1986. During the first two decades of its existence, the Museum was constituted as a Charitable Trust, under a Deed of Declaration dated 30 September 1980. In 2004, in accordance with current best practice in the museum world the Trustees of the 1980 Charitable Trust decided to reorganise the Museum and to reconstitute it as a Charitable Company limited by guarantee.

The Freud Museum London was registered on 31 January 2006 as a Charity with the Registration Number 1112854, and on 1 April 2006 received all the assets and liabilities of the 1980 Charitable Trust, including 20 Maresfield Gardens and its contents. This new charitable company is governed by its Memorandum and Articles of Association. These are available from the Charity Commission or from the Company Secretary at 20 Maresfield Gardens.

The Freud Museum is governed by a Board of Directors, known as the Trustees. During the financial year ending 31 March 2023 the following Trustees have held office.

Susan Prevezer KC

Mr D Chambers

(Resigned 8 February 2023)

Miss S Bardgett

Miss W Monkhouse

Mr T Moross

(Resigned 22 November 2022)

Mr A Spiro

Mr S Kon

Miss A Biggs

Mr P Chilton

Juliet Rosenfeld

Anne Worthington

Susanna Abse

Ms L Hillman

Appointment of trustees

When Trustees reach the end of their term of office, the Nominations Committee, a working subcommittee of the Board, is responsible for recruiting new Trustees with appropriate skills. The Nominations Committee makes its recommendations to the full Board for approval.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Organisation

The board of Trustees, which can have up to 13 members, administers the charity. The board normally meets five times a year and there are sub-committees covering a range of issues. A Chief Executive is appointed by the Trustees to manage the day to day operations of the charity. To facilitate effective operations, the Chief Executive has delegated authority, within terms of delegation approved by Trustees, for operational matters including finance, employment and artistic performance related activity.

The Trustees hold board meetings five times a year. At these meetings, which are also attended by the Museum's Director and other staff as necessary, the Trustees review performance, set goals and receive reports from the staff. Future programmes and events are proposed by the Director and confirmed by the Board. Management accounts are prepared each month and monitored and reviewed against the budget set at the beginning of each financial year.

Day-to-day management of the Museum is delegated by the board to the Director. Decisions relating to the Museum's overall strategic direction, to long term financial commitments or to re-structuring of resources are made by the Board following detailed briefing and consultation with the Director and relevant staff.

Trustee Induction and training

New Trustees undergo orientation to brief them on: their obligations under charity law and Charity Commission guidance on public benefit; the content of the Memorandum and Articles of Association, the committee and decision-making processes, the business plan and recent financial performance of the charity. During the Induction day they meet key employees and other Trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Key management personnel:

Giuseppe Albano

Other management personnel

Duncan Lynch

Monica Law

Iveta Rozlapa

Bryony Davies

Francisco da Silva

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

A brief biography of all current Trustees is given below:

Sue Prevezer KC (Chair)

Currently practising as an arbitrator and mediator at Brick Court Chambers, Sue has had a distinguished career in commercial and corporate litigation at the Bar and as a solicitor. From 2008 to 2020, Susan was the co-managing partner of the London office of the US litigation law firm, Quinn Emanuel LLP, and since 2018, Sue has been a non-executive director of S4 Capital plc and Bloc Ventures LLP. Sue also sits on the Board of the Hampstead Theatre.

Susanna Abse

Susanna Abse is a psychoanalytic psychotherapist. She was Chair of The British Psychoanalytic Council from 2018-2021 and was CEO of Tavistock Relationships from 2006-16. Alongside her psychotherapy practice, Susanna works as an organisational consultant and coaches senior leaders in the corporate section, the NHS, in charities and higher education. Susanna is also a Senior Fellow of The Tavistock Institute of Medical Psychology; a Fellow of the Centre for Social Policy at Dartington, and Series Co-Editor of "The Library of Couple and Family Psychoanalysis" for Routledge Books. Her first book Tell Me Truth About Love, for Ebury Press was published in May 22 and her other publications include writings for the New Statesman, New Associations and for the Open Society European Policy Institute.

Suzanne Bardgett

Suzanne Bardgett is Head of Research and Academic Partnerships at Imperial War Museums, where she is responsible for initiating research projects across the IWM's remit. Past achievements include leading the team that created the Holocaust Exhibition which ran at IWM London from 2000 to 2021. Suzanne is also Series Editor with Ben Barkow of the Palgrave Macmillan's The Holocaust and its Contexts. Her book, Wartime London in Paintings, about the IWM's officially commissioned paintings of London during the Second World War, was published in 2020, and a further book on the Air War in Paintings will be published by the IWM in 2024.

Anne Biggs

Director of the Jewel in the Strand, a large-scale heritage project, Anne has worked at various cultural organisations including the Philharmonia, Historic Royal Palaces, and English National Ballet. Anne is also on the board of Teatro Vivo. Previously, she mentored through Mentoring Pathways, was an Enterprise Advisor within the Mayor of London's Enterprise Network, and was a Management Committee member of Angelshed, an inclusive theatre company.

Paul Chilton

Fellow of the Royal Institution of Chartered Surveyors and Director of Chilton Associates, a property consultancy. Paul has over 35 years of property experience acting on behalf of a number of UK Charities as well as managing a top 20 firm of Chartered Surveyors.

Louise Hillman

Louise Hillman qualified as a chartered accountant with Deloitte & Touche. Louise worked for Credit Suisse before moving to the social sector, working for an international NGO and a charity which helped others scale their social impact, before taking on her current role as Director of Finance for the Medical Research Foundation.

Stephen Kon

Stephen Kon is a practising solicitor of 40 years standing, specialising in EU and competition law. He was previously an academic in the School of European studies at Sussex University and Senior Partner of a City law firm. He chaired for five years the London Jewish Cultural Centre and is currently a Trustee of the Association of Jewish Refugees

Wendy Monkhouse

Wendy Monkhouse has wide ranging curatorial experience and currently works as Senior Curator (South) for English Heritage. She has worked extensively for the National Trust, historic house museums and as an independent curatorial consultant. She has a PhD in Egyptian Archaeology from University College London, and teaches Egyptian and Near Eastern Archaeology at MA and BA level.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

Juliet Rosenfeld

Juliet Rosenfeld is a psychoanalytic psychotherapist and writer who works in London. After Oxford she had a ten year career in advertising and marketing, before working briefly in the Civil Service. Juliet retrained and qualified in 2012 as an integrative psychotherapist and since then has always worked to widen access to psychotherapy, alongside a private practice. She trained at Camden Psychotherapy Unit and the Tavistock Clinic as an honorary psychotherapist and in 2019 was made an elected Board Member of the UKCP (United Kingdom Council of Psychotherapy) representing 12000 psychotherapists. She joined the Freud Museum Board as a clinical trustee in 2021 as her most long standing interest is in psychoanalysis, and how valuable an understanding of our own unconscious is. Serving on the Freud Board she is involved in events that strengthen and maintain Freud's legacy and love of literature. Her second book "Affairs" will be published by Pan Macmillan in 2024.

Anthony Spiro OBE

Anthony is a chartered engineer who worked for a FTSE 100 company principally in financial communications. He is a Justice of the Peace and member of the Independent Monitoring Board at Wandsworth Prison. Anthony is a trustee of the Association of Jewish Refugees and chair of MiD Mediation and Counselling. He was chair of the Wiener Holocaust Library from 2004 to 2018 and was appointed an OBE in the 2021 New Year's Honours List for voluntary service to Holocaust remembrance.

Anne Worthington

Anne is a psychoanalyst and is currently Chair of the Centre for Freudian Analysis & Research and a member of the College of Psychoanalysts UK and the Guild of Psychotherapists.

Related parties and co-operation with other organisations

None of our Trustees receive remuneration or other benefit from their work with the charity. Any connection between a Trustee and senior manager of another museum must be disclosed to the full board of Trustees in the same way as any other contractual relationship with a related party. In the year under review, no such related party transactions were reported.

Pay policy for senior staff

The board considers that its members, who are the Trust's Trustees, and the senior management team comprise the key management personnel in charge of directing and controlling, running and operating the charitable trust on a day to day basis. All Trustees give of their time freely and no Trustee received remuneration in the year. Details of any Trustees' expenses and related party transactions are disclosed in the notes to the accounts.

The pay of the staff is reviewed annually and normally increased in accordance with inflation. In view of the nature of the charity, the Trustees benchmark against pay levels in other museums of similar size.

Auditor

In accordance with the company's articles, a resolution proposing that SBM Associates Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditors

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 31 MARCH 2023*

The Trustees' report was approved by the Board of Trustees.

Susan Prevezer KC
Trustee

20 September 2023

THE FREUD MUSEUM LONDON

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2023

The Trustees, who are also the directors of The Freud Museum London for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the museum and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the museum will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the museum and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the museum and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Opinion

We have audited the financial statements of The Freud Museum London (the 'museum') for the year ended 31 March 2023 which comprise the statement of financial activities, the statement of financial position, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the museum in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the museum's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the museum for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the museum's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures can detect irregularities, including fraud is detailed below:

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Our approach was as follows:

To identify risks of material misstatement due to irregularities we assessed events or conditions that could lead to irregularities. Our risk assessment procedures included:

- Enquiring of Trustees and management and inspection of policy documentation as to the Charity's high-level policies and procedures to prevent and detect irregularities, as well as whether they have knowledge of any actual, suspected, or alleged fraud or breaches of relevant laws and regulations.
- Reading Board minutes.
- Using analytical procedures to identify any usual or unexpected relationships.

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general commercial and sector experience through discussion with the Trustees and management (as required by auditing standards). We communicated with the Trustees and management the policies and procedures in place regarding compliance with laws and regulations.

We identified the legal and regulatory frameworks that are applicable to the entity and determined that the most significant are those that relate to the Charities Act 2011, The Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (the SORP), and relevant tax legislation.

In addition, we have considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which may be fundamental to the company's ability to operate or to avoid a material penalty. We identified the following areas as those most likely to have such an effect: health and safety and employment law, recognising the nature of the Charity's activities and its legal form. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and management and inspection of regulatory and legal correspondence, if any. Therefore, if a breach of operational regulations is not disclosed to us or evident from relevant correspondence, an audit will cannot be relied upon to detect that breach.

We communicated identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

Based on the results of our risk assessment we designed our audit procedures to identify non-compliance with such laws and regulations identified above and assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

The engagement partner considers the engagement team collectively had the appropriate competence and capabilities to identify or recognise non-compliance with laws and regulations.

As required by auditing standards and considering possible pressures to meet internal key performance indicators and our knowledge of the control environment, we perform procedures to address the risk of management override of controls and the risk of fraudulent revenue recognition, in particular the risk that income is recorded in the incorrect accounting period and the risk that management may be in a position to make inappropriate accounting entries.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

We assessed the risks of material misstatement in respect of fraud as follows:

- Our audit team discussed whether there were any areas that were susceptible to misstatement as part of our discussion on fraud.
- We challenged assumptions and judgements made by management in their significant accounting estimates and judgements.

Based on the results of our risk assessment we designed our audit procedures to identify and to address material misstatements in relation to fraud, including, designing appropriate audit procedures, including:

- Incorporating an element of unpredictability in the selection of the nature, timing, and extent of our audit procedures.
- Identifying journal entries and other adjustments to test based on risk criteria and comparing the identified entries to supporting documentation;
- Inspecting the relevant income agreements and their accounting to confirm their recognition in line with the SORP for different revenue streams;
- Inspecting stock count sheets;
- Obtaining third party bank confirmations; and
- Assessing the design and effectiveness of controls in place over areas such as procurement and cash.

We considered the extent to which the audit was considered capable of detecting irregularities: There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentation, or through collusion.

A further description of our responsibilities is available on the FRC's website at:

<https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/descriptionof-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Stephen McAlpine (Senior Statutory Auditor)
for and on behalf of SBM Associates Limited

9 November 2023

Chartered Accountants
Statutory Auditor

24 Wandsworth Road
London
SW8 2JW

SBM Associates Limited is eligible for appointment as auditor of the museum by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2023

Current financial year

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Total 2022 £
<u>Income and endowments from:</u>					
Donations and legacies	3	89,625	107,581	197,206	228,394
Income from charitable activities	4	412,309	-	412,309	246,563
Income from other trading activities	5	76,259	-	76,259	53,044
Investment income	6	1,681	-	1,681	52
Management fees		45,000	-	45,000	23,500
Other income	7	-	-	-	78,778
Total income		624,874	107,581	732,455	630,331
<u>Expenditure on:</u>					
Costs of raising funds	8	71,014	38,753	109,767	101,199
Cost of charitable activities	9	626,692	37,108	663,800	563,848
Other	12	979	-	979	-
Total expenditure		698,685	75,861	774,546	665,047
Net (outgoing)/incoming resources before transfers		(73,811)	31,720	(42,091)	(34,716)
Gross transfers between funds		48,126	(48,126)	-	-
Net expenditure for the year/ Net movement in funds		(25,685)	(16,406)	(42,091)	(34,716)
Fund balances at 1 April 2022		258,929	3,868,673	4,127,602	4,162,318
Fund balances at 31 March 2023		233,244	3,852,267	4,085,511	4,127,602

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2023

Prior financial year

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
<u>Income and endowments from:</u>				
Donations and legacies	3	119,138	109,256	228,394
Income from charitable activities	4	246,563	-	246,563
Income from other trading activities	5	53,044	-	53,044
Investment income	6	52	-	52
Management fees		23,500	-	23,500
Other income	7	78,778	-	78,778
Total income		521,075	109,256	630,331
<u>Expenditure on:</u>				
Costs of raising funds	8	34,263	66,936	101,199
Cost of charitable activities	9	510,263	53,585	563,848
Total expenditure		544,526	120,521	665,047
Net (outgoing)/incoming resources before transfers		(23,451)	(11,265)	(34,716)
Net expenditure for the year/ Net movement in funds		(23,451)	(11,265)	(34,716)
Fund balances at 1 April 2021		282,380	3,879,938	4,162,318
Fund balances at 31 March 2022		258,929	3,868,673	4,127,602

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2023

	Notes	2023		2022	
		£	£	£	£
Fixed assets					
Tangible assets	14		3,765,109		3,762,973
Investments	15		100		100
			<u>3,765,209</u>		<u>3,763,073</u>
Current assets					
Stocks	16	4,440		4,830	
Debtors	17	118,854		75,006	
Cash at bank and in hand		298,436		404,857	
		<u>421,730</u>		<u>484,693</u>	
Creditors: amounts falling due within one year	19	(77,332)		(86,398)	
Net current assets			344,398		398,295
Total assets less current liabilities			<u>4,109,607</u>		<u>4,161,368</u>
Creditors: amounts falling due after more than one year	20		(24,096)		(33,766)
Net assets			<u>4,085,511</u>		<u>4,127,602</u>
Income funds					
Restricted funds	23		3,852,267		3,868,673
General unrestricted funds			233,241		258,926
Members funds			3		3
			<u>4,085,511</u>		<u>4,127,602</u>

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL POSITION (CONTINUED)

AS AT 31 MARCH 2023

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2023, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 20 September 2023

Susan Prevezer KC
Trustee

Company registration number 5467415

THE FREUD MUSEUM LONDON

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2023

	Notes	2023 £	£	2022 £	£
Cash flows from operating activities					
Cash absorbed by operations	27		(84,354)		(63,652)
Investing activities					
Purchase of tangible fixed assets		(14,078)		(1,822)	
Investment income received		1,681		52	
Net cash used in investing activities			(12,397)		(1,770)
Financing activities					
Repayment of bank loans		(9,670)		(7,901)	
Net cash used in financing activities			(9,670)		(7,901)
Net decrease in cash and cash equivalents			(106,421)		(73,323)
Cash and cash equivalents at beginning of year			404,857		478,180
Cash and cash equivalents at end of year			<u>298,436</u>		<u>404,857</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

Charity information

The Freud Museum London is a private company limited by guarantee incorporated in England and Wales. The registered office is 20 Maresfield Gardens, London, NW3 5SX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the museum's Memorandum and Articles of Association, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The museum is a Public Benefit Entity as defined by FRS 102.

The Museum is a company limited by guarantee and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

The financial statements are prepared in sterling, which is the functional currency of the museum. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties. The principal accounting policies adopted are set out below.

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The Company has therefore taken advantage of the exemptions provided by section 405 of the Companies Act 2006 not to prepare group accounts.

1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the museum has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the museum is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the museum has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor (s) to the Museum that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

(Continued)

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised and refer to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

Income from government and other grants, whether 'capital' grants or 'revenue' grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1.5 Expenditure

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

- The costs of activities in furtherance of the charity's objectives comprise expenditure on the charity's primary purpose as described in the Report of the Trustees.
- Costs of raising funds comprise the costs of commercial trading including the shop and their associated support cost.

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Allocation of support costs

Support costs represent indirect charitable expenditure. In order to carry out the primary purposes of the charity, it is necessary to provide support in the form of financial procedures, provision of office services and equipment and a suitable working environment.

Management and administration costs include expenditure to ensure compliance with constitutional and statutory requirements.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

(Continued)

1.6 Tangible fixed assets

The bulk of the Museum's fixed assets are historic and inalienable. They consist of the freehold property occupied by the Museum at 20 Maresfield Gardens, and the Collection held by the Museum. The building was the home of Sigmund Freud in 1938 and 1939 and the place of his death, and subsequently the home of his daughter Anna Freud. It was purchased from Miss Freud at a cost of £70,000 on September 30 1980, and formed the principal asset of the Charitable Trust established by a Deed of Declaration of Trust by Sigmund Freud Archives Inc. The contents include the library, personal effects, and collection of antiquities formerly owned by Sigmund Freud and bequeathed to the Trust on the death of Miss Freud in 1982.

In the spring of 2005, the Charity commissioned an external valuation of 20 Maresfield Gardens from Stiles Harold Williams, a firm of chartered surveyors. Made in accordance with the Practice Statements in the Appraisal and Valuation Manual of the Royal Institution of Chartered Surveyors, their report dated 7 April 2005 appraised the market value of the freehold interest at £3.75m. In view of the high standard of physical maintenance of 20 Maresfield Gardens and the prime quality of the house as a residential property in a sought-after part of London, the Trustees consider that it is unlikely that the value of the asset has declined since 2005. In the light of the high cost of valuation fees, the Trustees have decided that to conduct a new valuation would bring no commensurate benefit of a kind which would promote the objects of the charity.

This valuation was valid at 1st April 2016 and is considered the deemed cost under FRS 102 transitional requirements of the property going forward.

No value is attributed in the balance sheet to the Collection. Under FRS 102 and the SORP transitional rules, non-capitalisation is permitted if the value to the charity cannot be estimated, or where the cost of obtaining a valuation is burdensome. The Collection consists of a very large number of items, which would be costly to value individually, with no commensurate benefit to the Objects of the Charity.

The Museum has maintained since 1985 an Acquisitions and Disposals Policy in accordance with its stated objects. This was superseded in March 2005 by a new policy, modelled on the standard wording recommended by the Museums, Libraries and Archives Council. Detailed guidelines and procedures regulate disposals. These include a provision that no material shall be de-accessioned purely for financial gain, and a requirement that acquisitions or disposals should first be subject to discussion with a number of other specified museums and archives with objects and collections similar to the Freud Museum's. A copy of the policy may be obtained on written request from the Trustees.

The freehold property has a useful life in excess of 50 years and is subject to an annual impairment review. Hence no depreciation is provided.

Other tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	20% Straight Line
Office equipment	20% Straight Line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

A subsidiary is an entity controlled by the museum. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

(Continued)

1.8 Impairment of fixed assets

At each reporting end date, the museum reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The museum has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the museum's balance sheet when the museum becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the museum's contractual obligations expire or are discharged or cancelled.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

(Continued)

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the museum is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the museum's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

THE FREUD MUSEUM LONDON

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2023**

3 Donations and legacies	Unrestricted funds		Restricted funds		Total		Unrestricted funds		Restricted funds		Total	
	2023	2023	2023	2023	2023	2023	2022	2022	2022	2022	2022	2022
	£	£	£	£	£	£	£	£	£	£	£	£
Donations and gifts	46,036	-	-	-	46,036	-	30,204	-	-	30,204	-	30,204
Grants receivable	17,227	107,581	107,581	107,581	124,808	109,256	68,708	109,256	109,256	177,964	109,256	177,964
Membership fees	26,362	-	-	-	26,362	-	20,226	-	-	20,226	-	20,226
	89,625	107,581	107,581	107,581	197,206	109,256	119,138	109,256	109,256	228,394	109,256	228,394

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

3 Donations and legacies	(Continued)					
Grants receivable for core activities						
Arts Council England/Culture Recovery Fund	-	-	-	-	-	40,000
Arts Council England/ Outreach and Ambassadors	-	-	-	-	-	4,050
Botsiber Foundation - Muriel Gardiner project	-	-	-	-	-	6,034
Joir & Kato Weisz Foundation - Ferenczi project	-	-	-	-	-	1,200
Robert H.N. Ho Family Foundation	-	41,177	-	41,177	-	44,053
Marie-Louise von Motesiczky Charitable Trust	-	-	-	-	-	2,921
New Land Foundation - Muriel Gardiner Book	-	-	-	-	-	3,857
Rothschild Foundation Hanadiv Europe	-	-	-	-	-	7,141
Tangent	-	20,000	-	20,000	-	-
King's College London	-	4,987	-	4,987	-	-
University College London	-	7,990	-	7,990	-	-
University of Houston	-	2,427	-	2,427	-	-
Rothschile Foundation	-	25,000	-	25,000	-	-
Judith Szekacs	3,150	-	-	3,150	-	-
Pilar Ordovas	5,000	-	-	5,000	-	-
Museum of London	3,400	-	-	3,400	-	-
Coronavirus Job Retention Scheme	-	-	-	-	46,099	46,099
Camden Council Coronavirus Relief	-	-	-	-	22,000	22,000
Other	-	6,677	-	6,677	609	609
	<u>11,550</u>	<u>113,258</u>	<u>124,808</u>	<u>68,708</u>	<u>109,256</u>	<u>177,964</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

4 Income from charitable activities

	2023 £	2022 £
Admissions	344,269	144,813
Public programmes	68,040	101,750
	<u>412,309</u>	<u>246,563</u>

5 Income from other trading activities

	Unrestricted funds	Unrestricted funds
	2023 £	2022 £
Premises hire	66,130	51,711
Sponsorships and social lotteries	1,300	-
Sundry income	8,829	1,333
	<u>76,259</u>	<u>53,044</u>
Income from other trading activities	<u>76,259</u>	<u>53,044</u>

6 Investment income

	Unrestricted funds	Unrestricted funds
	2023 £	2022 £
Interest receivable	1,681	52
	<u>1,681</u>	<u>52</u>

7 Other income

	Total Unrestricted funds	Total Unrestricted funds
	2023 £	2022 £
Insurance claim	-	78,778
	<u>-</u>	<u>78,778</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2023

8	Costs of raising funds	Unrestricted funds		Restricted funds		Total		Unrestricted funds		Restricted funds		Total	
		2023	2023	2023	2023	2023	2023	2022	2022	2022	2022	2022	2022
		£	£	£	£	£	£	£	£	£	£	£	£
	<u>Fundraising and publicity</u>												
	Programmes	59,999	32,355	92,354	19,885	54,375	74,260						
	Archive and conservation	2,461	6,398	8,859	731	4,577	5,308						
	Marketing	8,554	-	8,554	13,647	7,984	21,631						
		<u>71,014</u>	<u>38,753</u>	<u>109,767</u>	<u>34,263</u>	<u>66,936</u>	<u>101,199</u>						
	Fundraising and publicity	<u>71,014</u>	<u>38,753</u>	<u>109,767</u>	<u>34,263</u>	<u>66,936</u>	<u>101,199</u>						

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

9 Cost of charitable activities

	2023	2022
	£	£
Staff costs	509,276	447,267
Depreciation and impairment	11,942	10,483
Insurance and security	49,388	15,963
Light and heat	9,266	6,954
Repairs, maintenance and cleaning	14,530	23,451
Travelling & entertainment	442	41
Telephone	5,151	4,945
Computer running costs	19,064	12,134
Printing, postage and stationery	3,139	3,238
Hire of equipment	1,131	1,094
Professional and consultancy fees	18,825	20,251
Auditors remuneration	6,669	8,112
General expenses	3,948	1,599
Subscriptions	1,206	1,963
Bank & other charges	2,650	2,776
Bad debts	1,266	(728)
Other charitable expenditure	5,907	4,305
	<u>663,800</u>	<u>563,848</u>
Analysis by fund		
Unrestricted funds	626,692	510,263
Restricted funds	37,108	53,585
	<u>663,800</u>	<u>563,848</u>

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the museum during the year.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

11 Employees

The average monthly number of employees during the year was:

2023 Number	2022 Number
19	17

Employment costs

	2023 £	2022 £
Wages and salaries	468,833	411,780
Social security costs	31,337	28,063
Other pension costs	9,106	7,424
	<u>509,276</u>	<u>447,267</u>

Ex-gratia payments totalling £nil (2022: £22,800) were made during the year.

There were no employees whose annual remuneration was more than £60,000.

12 Other

	Unrestricted funds	Total
	2023 £	2022 £
Financing costs	979	-
	<u>979</u>	<u>-</u>

13 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

14 Tangible fixed assets

	Freehold property £	Collection acquisitions £	Fixtures and fittings £	Office equipment £	Total £
Cost					
At 1 April 2022	3,750,000	700	92,186	91,082	3,933,968
Additions	-	-	7,598	6,480	14,078
At 31 March 2023	3,750,000	700	99,784	97,562	3,948,046
Depreciation and impairment					
At 1 April 2022	-	-	92,186	78,809	170,995
Depreciation charged in the year	-	-	158	11,784	11,942
At 31 March 2023	-	-	92,344	90,593	182,937
Carrying amount					
At 31 March 2023	3,750,000	700	7,440	6,969	3,765,109
At 31 March 2022	3,750,000	700	-	12,273	3,762,973

15 Fixed asset investments

		Other investments
Cost or valuation		
At 1 April 2022 & 31 March 2023		100
Carrying amount		
At 31 March 2023		100
At 31 March 2022		100
Other investments comprise:	Notes	2023 £
Investments in subsidiaries	26	100
		2022 £
		100

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

16	Stocks	2023	2022
		£	£
	Finished goods and goods for resale	4,440	4,830
		<u> </u>	<u> </u>
17	Debtors	2023	2022
	Amounts falling due within one year:	£	£
	Trade debtors	20,598	8,075
	Amounts owed by subsidiary undertakings	17,703	13,404
	Other debtors	57,636	47,192
	Prepayments and accrued income	22,917	6,335
		<u> </u>	<u> </u>
		118,854	75,006
		<u> </u>	<u> </u>
18	Loans and overdrafts	2023	2022
		£	£
	Bank loans	32,429	42,099
		<u> </u>	<u> </u>
	Payable within one year	8,333	8,333
	Payable after one year	24,096	33,766
		<u> </u>	<u> </u>

A Bounce Back loan of £50,000 was taken out in June 2020. No repayment was required, and no interest accrued, for the first 12 months of the loan up to June 2021. The loan is repayable within 5 years from June 2021 and incurs interest at a rate of 2.5% per annum. Repayments are made by monthly instalments.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

19 Creditors: amounts falling due within one year

	Notes	2023 £	2022 £
Bank loans	18	8,333	8,333
Other taxation and social security		11,582	8,979
Deferred income	21	2,989	46,303
Trade creditors		22,203	10,901
Other creditors		5,714	3,875
Accruals and deferred income		26,511	8,007
		<u>77,332</u>	<u>86,398</u>

20 Creditors: amounts falling due after more than one year

	Notes	2023 £	2022 £
Bank loans	18	<u>24,096</u>	<u>33,766</u>

21 Deferred income

	2023 £	2022 £
Other deferred income	<u>2,989</u>	<u>46,303</u>

Deferred income is included in the financial statements as follows:

	2023 £	2022 £
Deferred income is included within:		
Current liabilities	<u>2,989</u>	<u>46,303</u>
Movements in the year:		
Deferred income at 1 April 2022	46,303	84,629
Released from previous periods	(43,314)	(41,898)
Resources deferred in the year	-	3,572
Deferred income at 31 March 2023	<u>2,989</u>	<u>46,303</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

22 Retirement benefit schemes

Defined contribution schemes

The museum operates a workplace pension scheme through the National Employee Savings Trusts (NEST) for all qualifying employees.

The charge to profit or loss in respect of defined contribution schemes was £9,106 (2022 - £7,424).

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

23 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds		Movement in funds		Movement in funds		Transfers	Balance at 31 March 2023
	Balance at 1 April 2021	Incoming resources	Resources expended	Balance at 1 April 2022	Incoming resources	Resources expended		
	£	£	£	£	£	£	£	£
150 Appeal	8,326	-	(3,420)	4,906	-	-	(4,906)	-
Neil Kreitman Foundation	21,974	-	(5,736)	16,238	-	(5,712)	(10,527)	-
Judith Nowack Foundation	7,385	-	-	7,385	-	-	(7,385)	-
Freud Antiquity Exhibition	-	-	-	-	15,404	(15,404)	-	-
Lucian Freud Exhibition	-	-	-	-	31,000	(31,000)	-	-
Ho Foundation - Freud in China	-	44,053	(44,053)	-	41,177	(15,868)	(25,309)	-
Arts Council England	-	40,000	(40,000)	-	-	-	-	-
Other	-	18,061	(18,061)	-	-	-	-	-
Total Development Project	92,253	7,142	(9,251)	90,144	20,000	(7,877)	-	102,267
Freehold reserve	3,750,000	-	-	3,750,000	-	-	-	3,750,000
	3,879,938	109,257	(120,521)	3,868,673	107,581	(75,861)	(48,126)	3,852,267

Detailed analysis of Development Project Fund:

New- Land Foundation	39,242	-	(2,109)	37,133	-	(7,877)	-	29,256
Tangent	20,000	-	-	20,000	20,000	-	-	40,000
Anna Freud Foundation	2,011	-	-	2,011	-	-	-	2,011
Lord Freud	12,500	-	-	12,500	-	-	-	12,500
The Joir and Kato Weisz Foundation	10,000	-	-	10,000	-	-	-	10,000
MJ Samuel Charitable Trust	8,500	-	-	8,500	-	-	-	8,500
Rothschild Foundation	-	7,142	(7,142)	-	-	-	-	-
Total Development Project Fund	92,253	7,142	(9,251)	90,144	20,000	(7,877)	-	102,267

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

24 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
Fund balances at 31 March 2023 are represented by:						
Tangible assets	85,109	3,680,000	3,765,109	82,973	3,680,000	3,762,973
Investments	100	-	100	100	-	100
Current assets/(liabilities)	172,131	172,267	344,398	210,860	187,435	398,295
Long term liabilities	(24,096)	-	(24,096)	(33,766)	-	(33,766)
	<u>233,244</u>	<u>3,852,267</u>	<u>4,085,511</u>	<u>260,167</u>	<u>3,867,435</u>	<u>4,127,602</u>

25 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2023	2022
	£	£
Aggregate compensation	<u>40,231</u>	<u>29,306</u>

26 Subsidiaries

Details of the museum's subsidiary at 31 March 2023 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Freud Museum Enterprises Limited	England and Wales	Operates the gift shop within the Freud Museum and hosts events.	Ordinary	100.00	

At the year end, in addition to the balances noted at note 17 above, there was the following balance with the subsidiary were included in the accounts:

Trade debtors - £468 (2022: £Nil).

During the year the charity received management fees of £45,000 (2022: £23,500) and a donation of £19,229 (£15,000) from Freud Museum Enterprises Limited.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2023

27	Cash generated from operations	2023 £	2022 £
	Deficit for the year	(42,091)	(34,716)
	Adjustments for:		
	Investment income recognised in statement of financial activities	(1,681)	(52)
	Depreciation and impairment of tangible fixed assets	11,942	10,483
	Movements in working capital:		
	Decrease in stocks	390	450
	(Increase)/decrease in debtors	(43,848)	28,118
	Increase/(decrease) in creditors	34,248	(29,609)
	(Decrease) in deferred income	(43,314)	(38,326)
	Cash absorbed by operations	<u>(84,354)</u>	<u>(63,652)</u>
28	Analysis of changes in net funds	At 1 April 2022 £	Cash flows At 31 March 2023 £
	Cash at bank and in hand	404,857	(106,421) 298,436
	Loans falling due within one year	(8,333)	- (8,333)
	Loans falling due after more than one year	(33,766)	9,670 (24,096)
		<u>362,758</u>	<u>(96,751)</u> 266,007

THE FREUD MUSEUM LONDON

England & Wales - Charity number 1112854

Accounts

Charity registration number 1112854

Company registration number 5467415 (England and Wales)

THE FREUD MUSEUM LONDON
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

THE FREUD MUSEUM LONDON

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THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 MARCH 2022

The Trustees are pleased to present their annual report together with the financial statements of the charity for the year ended 31 March 2022 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association 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 (FRS102) (effective 1 January 2019).

Chair's report

The year under review has seen a slow and steady recovery by the Museum from the impact of the Covid-19 pandemic.

The Museum, which was closed for much of 2020, started to welcome visitors again in May 2021, albeit under varying degrees of restriction. Although high covid numbers in late 2021 and early 2022 caused a slight slowdown of admissions and activities, visitor numbers rose steadily through the year, thanks to the ingenuity and extensive marketing efforts of the Museum's Director, Carol Seigel and her staff.

Carol and all the staff have continued throughout this year to deal with the exceptional challenges of the pandemic with perseverance and resourcefulness. The significant impact on the Museum's financial resources caused by the pandemic has been mitigated to a large degree by the Museum's successful applications to the ACE Cultural Recovery Fund; by assistance from other government support schemes (including Retail, Hospitality and Leisure grants offered to museums and business rates relief), a successful insurance claim for business interruption and the generosity of supporters of the Museum. The Museum's own initiatives, including the digital public programme, the expansion of online shop sales, and the better ways in which admissions are managed, coupled with a rise in ticket prices and visitor numbers, have all helped to restore the Museum's finances.

Alongside these financial initiatives, this year saw the Museum produce an exciting exhibitions programme. This comprised a somewhat topical exhibition, "*Freud and the Pandemic*" (which compared the two pandemics of 1919/20 and 2020), an exhibition focused on the life of Muriel Gardiner, "*Code Name Mary*", curated by the Museum's Director, and an exhibition exploring Freud's fascination and relationship with China, "*Freud and China*", curated by Professor Craig Clunas, Professor Emeritus of the History of Art at the University of Oxford and kindly supported by the Robert H.N.Ho Family Foundation. The "*Code Name Mary*" exhibition was launched with a fascinating evening of discussion with the actress, Vanessa Redgrave and refugee campaigner, Lord Alf Dubs, chaired by the Museum's Director, and all three exhibitions were well attended and garnered significant press coverage.

In addition to these three exhibitions, the Museum hosted a successful online conference celebrating the 20th anniversary of Edward Said's lecture, "*Freud and the Non European*", linking the Museum with the Sigmund Freud Museum in Vienna, which was hosted by the Directors of both Museums, and a conversation between the popular children's author Michael Rosen, the psychologist Mark Blagrove and artist Julia Lockheart, on Michael Rosen's book "*Many Different Kinds of Love: a Story of Life, Death and the NHS*", which was filmed at the Museum and live streamed to an audience across the world.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Chair's report (continued)

The steady recovery from the pandemic was reflected in the increase in the Museum's total income from visitor-related activities to £247k compared to £157k in the previous financial year; the commercial subsidiary, Freud Museum Publications Limited's, gross profit increased to £66k compared to £29k in the prior year.

However, the Trustees and the Director remain focussed on safeguarding the Museum and ensuring its financial viability and the Board is confident in the Museum's ability to sustain itself financially, as cultural and economic life returns towards normality.

In this regard, the Board is extremely grateful for the donations received during the year both from existing Patrons, Members and supporters as well as from many new ones. We also appreciate the wide range of funding support provided by the national and local authorities in the UK during and post pandemic, as well as the specific schemes for museums and cultural institutions such as ours.

In November 2021, the Director, Carol Seigel gave her notice to the Board and left the Museum at the end of July 2022 after 13 years in post. The Board thanks Carol for her invaluable work and contribution to the Museum over the years. She will be much missed by the Board, all the staff and the very many people who have worked with and alongside her in her role as Director of the Museum.

In February 2022, the Nominations Committee conducted a search for Carol's successor and in March 2022, the Board appointed Giuseppe Albano as Director, commencing 1 August 2022. Giuseppe has been the Director and Curator of the Keats Shelley House in Rome for more than ten years, and the Board welcomes him to the Freud Museum and looks forward to working with him.

In November 2021, Alan Newman stepped down as Chair and from the Board of Trustees of the Museum, and the Board would like to thank Alan for all his hard work and contributions to the Museum over his 11 years on the Board. I was appointed to the Board in November 2021 and have taken over from Alan as Chair. To replace the financial expertise that Alan previously provided to the Board, Louise Hillman FCA, who is the Head of Finance of the Medical Research Foundation, was appointed to the Board in June 2021. We welcome Louise to the Board.

Finally, I thank all the Trustees for their support and guidance on the Board and their work in helping the Museum and its staff to address the many challenges that arose this year. I would also like to express the Board's appreciation for the dedication and total commitment of the Director and staff which has sustained so many activities in the past year and enabled the Freud Museum London to continue to fulfill its objectives.

The Museum looks forward to welcoming visitors back to the Museum, both in person and remotely, to restoring admissions and activities to pre-pandemic levels (and higher), to continuing the promotion of Sigmund and Anna Freud's legacy and supporting good mental health.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Objectives and activities

Principal activity and public benefit

The Freud Museum London is a charitable company. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance on public benefit and fee charging.

The Museum relies on grants and the income it raises from, amongst other activities, admission fees and the public programme. We are therefore a fee charging charity, but feel that the admission prices are low enough that no one is prevented from coming to the Museum on grounds of cost. Concessionary fees are available for low income groups, parties of senior citizens and school parties. Free admission is offered to members of the local neighbourhood association. We also undertake outreach projects which offer free access to Museum services.

As set out in the Memorandum and Articles of Association, the purposes of the Freud Museum London which all serve to promote public benefit are as follows:

- to promote, encourage, improve, advance and disseminate knowledge and awareness of the life, work, medical, psychoanalytic and other scientific activities and intellectual and current cultural legacy of the late Sigmund Freud, and knowledge and awareness of their relevance to contemporary society;
- to maintain, operate and improve a museum to collect, safeguard and make accessible articles and other items connected with his life, his work, his family, in particular his daughter Anna Freud, and the history of psychoanalysis at the property located at 20 Maresfield Gardens, London NW3 5SX and at such other property as may from time to time be required or expedient and to provide access to the premises to the public so that they can explore the museum and its collections for inspiration, learning and enjoyment;
- to advance the appreciation of the historical nature of the property located at 20 Maresfield Gardens, London NW3 5SX and its significance as the late Sigmund Freud's last home, the place of his death and the repository of his study, library, couch and collection of antiquities and other articles connected to him;
- to discover, assemble, and collect books, manuscripts, photographs, other publications, furniture, information and articles of whatever kind relating to the life, work, medical, psychoanalytic and other scientific activities and intellectual legacy of the late Sigmund Freud, and to ensure their preservation for the benefit of the public;
- and to conduct research into the life, work, medical, psychoanalytic and other scientific activities and intellectual and cultural legacy of the late Sigmund Freud and to publish the results of all such research.

The strategies employed to achieve the charity's aims and objectives are to:

- ensure the highest standards in conservation and care of the collections
- run active public, exhibition and education programmes
- encourage research into the collections and archives, and related publications
- market the Museum widely to encourage increasing numbers of visitors
- enter into appropriate partnerships that will help to achieve the key aims of the Museum
- keep the Museum financially robust and manage risks as carefully as possible

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Achievements and performance

This was the second year in which the world was affected by the Covid-19 pandemic. This heavily influenced the activities and performance of the Museum. If 2020/21 had been a year of responding to the pandemic, and rapidly adapting how the Museum worked, this was a year of slow but consistent recovery, using the lessons learned in the previous twelve months to respond to a significantly changed environment.

The finances of the Museum were still heavily affected by the changed circumstances and loss of pre pandemic income streams. The museum had made good use of all available sources of government support. At the start of this period, a number of staff were still on furlough, and the museum made use of the Job Retention Scheme until it closed in September 2021. As the museum opened up during the year, and activities increased, staff were brought back to work or put on flexible furlough.

The Museum continued to take advantage of other government support schemes, not only the Job Retention scheme, but also the Retail, Hospitality and Leisure grants offered to museums, and business rates relief. An insurance claim for business interruption was also finally settled in full in November 2021, with the Museum receiving just under £80,000.

The Museum had also been successful in a second application to the ACE Cultural Recovery Fund, and been granted £40,000 to help cover costs in the three month period April-June 2021. This helped the reopening in May, bringing staff off furlough, and the costs of a new exhibition to welcome visitors back.

During this year though, as services returned to normal, and the amount of government help declined, the museum had to rely again on its own activities to generate income.

When this financial year began in April 2021, the Museum had been closed to visitors since December 2020. It had reopened briefly for two periods in 2020, in accord with government guidelines, but did not reopen again until May 2021. It has remained open ever since, although the higher Covid numbers caused by the Omicron variant in late 2021 and early 2022 caused a further slowdown of admissions and activities.

The changes that had been introduced on first opening after lockdown were maintained. These included enhanced cleaning, restricting numbers in the museum, new signage and displays, and asking visitors to wear masks and socially distance. The online booking system which had been introduced proved a game changer in the way admissions could be managed. The improved audio guide was now available to download to a smartphone, and included for free in the price of admission. Ticket prices had been increased in 2020, to cover the extra costs of cleaning and other changes and remained at the new higher levels.

Tourists slowly returned to London and began visiting the museum again. A marketing campaign encouraged more local and London visitors.

Visitor numbers rose steadily and in March 2022 there were 1275 visitors to the museum. This compared to the average 2500 visitors a month, including school and group visits, that the Museum received pre-pandemic. However in this period the Museum was open on only three days a week (compared to five pre-pandemic), allowing more time on other weekdays for returning educational visits. The increased admission prices also ensured that the ticket income per person was higher for each visitor than previously.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

An exciting exhibition programme was planned to encourage visitors back to the museum. The three exhibitions held in 2021/22 showcased the breadth and variety of the Freud Museum's offer, ranging across different subjects from Freud's unique collections, highlighting an unsung heroine with close links to the Freud family, and a topical look at the pandemic through Sigmund Freud's own experiences. Each helped attract visitors, deepen their understanding, and complement the permanent displays.

Reopening in May, the museum launched a topical exhibition *Freud and Pandemic*, which compared the two pandemics of 1919/20 and 2020 through the lens of Sigmund Freud's experience and writing. The exhibition explored the similarities between Freud's experience of the Spanish Flu and the COVID-19 pandemic, its impact on mental health and the response by psychoanalysts.

Alongside historical reflections were contemporary psychoanalytic observations of the COVID-19 pandemic, in a series of new short videos featuring contributions from clinicians and researchers. Artworks by Julia Lockheart, who painted the Covid dreams of frontline health workers as part of the DreamsID project, were also displayed.

Professor Brett Kahr turned a talk that he had given during lockdown into a book, *Freud's Pandemics*, a permanent legacy of this exhibition. This book was the inaugural title in a new publishing venture between the Museum and Confer Books, the Freud Museum London Series on the history of psychoanalysis.

The next exhibition, *Code Name Mary: The Extraordinary Life of Muriel Gardiner* explored the incredible story of Muriel Gardiner. Muriel had been a close friend of Anna Freud, and instrumental in setting up the Freud Museum. Though little known now, Muriel Gardiner had an extraordinary, multi-faceted life – as a young American woman who courageously fought fascism in 1930s Austria, as a post war psychoanalyst in the US, with a close relationship to Freud's most famous patient, the Wolf Man, and as the founder of the Freud Museum London. She is also believed to be the model for the Lillian Hellman's character Julia, in the 1977 Oscar winning film.

There was great media interest in bringing Muriel's story as a fighter against fascism in the 1930s to a wider audience. The Museum reprinted her memoir *Code Name Mary* to accompany the exhibition. Muriel's family supported the exhibition, made loans of family material, and attended the opening. In a high-profile opening, the exhibition about unsung heroine Muriel Gardiner was launched with readings, memories and discussion by legendary actress Vanessa Redgrave and refugee campaigner Lord Alf Dubs.

In the final exhibition of the year, *Freud and China* explored Sigmund Freud's fascination and relationship with China. It showcased new research into Chinese art and objects, the history of psychoanalysis and links to China, and its relevance in Greater China today. The show displayed the Chinese objects within the Museum collections and examined China's growing interest in with psychoanalysis. The exhibition was generously supported by the Robert H.N. Ho Family Foundation, in a new partnership for the Museum.

The funding for *Freud and China* also allowed for the conservation of some fragile items in Freud's collection, including a fragment of a wall painting depicting a Chinese woman. This was then displayed in the exhibition.

Freud and China was curated by Professor Craig Clunas, Professor Emeritus of the History of Art at the University of Oxford. Professor Clunas wrote of his involvement with the exhibition: "*The experience of working with colleagues at Freud Museum London as curator of the exhibition 'Freud and China' has to be counted as one of the highpoints of my career...I hope that the work will have a useful afterlife in embedding awareness of the Chinese dimension of Freud's thought and activities in the literature, and making possible further advances in future in our understanding of Freud and his legacy.*"

Each of these exhibitions was accompanied by a rich public programme, comprising talks, courses, discussions and conferences. This formed part of a wider events programme which continued to be largely held online, given ongoing concerns about Covid, and the interest from across the world. The Events team continued to develop their expertise in digital events, acquired very speedily during lockdown. One successful innovation this year was transferring the filmed recordings of events to a platform where they could then be accessed on demand. The available recordings provide a permanent back catalogue of past events and contribute to the Museum's income.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Highlights of the events programme included the popular children's author Michael Rosen discussing his book *Many Different Kinds of Love: A Story of Life, Death and the NHS*, with psychologist Mark Blagrove and artist Julia Lockheart of DreamsID. This event was filmed at the Museum and live streamed to an audience across the world.

In contrast another highlight was an international online conference celebrating the 20th anniversary of Edward Said's lecture *'Freud and the non-European'*, attracting over 100 attendees. This was an important occasion historically, with contributions from Said's widow, Mariam Said, and academic Jacqueline Rose, who helped to organise the original event. It illustrated our strong links with the Sigmund Freud Museum Vienna, as the Director Monika Pessler joined Carol Seigel on the opening panel.

The strength of the events programme also brings in new Members, who are offered discounts, though we know that the motive for many is support of the Museum and its work. The Museum currently has about 290 members, with over 80 joining this year (twice as many as those who did not renew). Over the last two years, we have seen an increase in members making repeat visits to Museum compared with previous years.

A summer party for Members, Patrons and supporters was held on July 28, to welcome people back to the Museum. The President of the Museum, Lord Freud, spoke of his childhood visits to the house, and local MP Tulip Siddiq reiterated her support for all our work.

The online shop continued to perform well, and the physical shop to recover now that visitors were back in the house. Online sales overseas were affected by new regulations, but nevertheless stayed strong. Christmas sales were boosted by another of the inventive, shop Christmas videos showcasing new items, in this case a replica of the porcupine on Freud's desk, and a (fiendishly difficult) jigsaw puzzle of the Wolfman's dream.

The growth in social media and website traffic reflects increasing digital engagement by visitors. Website traffic was up 20% on previous years and numbers have grown across all social media channels. There are 49,000 Facebook followers, 26,000 Twitter followers, and 18,000 Instagram followers. Exhibition trailers are popular on YouTube and Facebook.

As the world began to emerge from the pandemic, the Director, Board and staff began to reassess the Museum's development plans. In 2019/20 detailed planning had taken place on an ambitious development project designed to address urgent needs, such as overcrowding, inadequate visitor facilities, and outdated displays.

Given the uncertainty of the post pandemic environment, these plans needed to be reconsidered, to establish both whether the needs and solutions were the same, and whether the previous proposals would be affordable. Staff and trustees took part in a series of online workshops designed to look again at the Museum's pressing needs, and how best to tackle these. These were followed by a series of discussions at staff and Board level, leading to agreement on the revised form the development should take, and a road map with which to move forward.

The first step was the appointment of a new Planning and Development Manager in September 2021, tasked with redefining and progressing the museum's development plans.

At the end of the year, the Board agreed a project in two stages. The first stage is designed to remedy pressing issues, in particular comprehensive roof repairs, improving environmental controls in the house, and exploring new methods of engagement and interpretation.

Work took place on all of these first stage priorities throughout the year. To improve environmental controls, and protect the collections, in August 2021 Opalux internal solar control film was fitted on the windows in display spaces throughout the museum. A comprehensive report on the condition of the roof was commissioned from Blackheath Building Consultancy and will be the basis for going out to tender to approved contractors.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Improvements to the displays in the house were planned for summer 2022, for instance redesigned panels in the dining room and study, and new display material elsewhere in the house. These will be part of an evaluation process with visitors to feed in to major longer term display upgrades.

The need to protect the house and collections was highlighted when the Museum was badly affected by torrential rain and flash flooding in July. There was flooding in the cellar (unprecedented during the lifetime of the Museum), and water through the roof in three places. Increasingly high temperatures often cause problems in the summer for visitors. Sustainability and environmental concerns will be an important part of any future planning.

The second stage of the development – a couple of years down the line - will implement the trials and planning conducted in Stage One, and complete major transformation and restoration works. The entire project will ensure that FML can deliver on full accessibility, environmental sustainability, clear and engaging displays and exhibitions, the restoration of the Freud family home, comfortable multi-functional spaces, creation of new and improved income streams, engage audiences in new ways and further extend our missions beyond our walls.

During this year there have been a number of changes at both staff and Board level. The staff restructure which had been planned in the previous year came into effect in April, giving many staff members new roles and responsibilities, and strengthening the management of the Museum.

In November 2021 the Director gave her notice to the Board and left the Museum at the end of July 2022 after 13 years in post. The Nominations Committee conducted the search for her successor, and in March appointed Giuseppe Albano. Giuseppe has been the Curator and Director of the Keats-Shelley House in Rome for more than ten years, and has a great deal of experience in running small historic house museums. He will start in post at the end of July 2022.

At Board level, Alan Newman's three terms of office expired, and a new Chair, Susan Prevezer QC, took up the role of Chair in November 2021. Alan will be greatly missed in his role as both Finance Trustee, and latterly as Chair. His replacement has a distinguished legal career, and a real enthusiasm for the Freud Museum.

With the impending departure of Alan Newman, the Board needed a new Financial Trustee. Louise Hillman, whose day job is Finance Director of the Medical Research Council, was appointed in June 2021.

Working with the Finance and General Purposes Committee, Louise has already initiated changes in the financial management of the Museum. These include the appointment of a 2 day a month Financial Accountant to support Board financial reporting and forecasting. A search was also conducted at the end of the year for new auditors, and SBM & Co were appointed for the financial year 2021/22.

Activities 2021-22 to promote public benefit

The Museum always recognises its purpose to promote public benefit, as part of its wider mission. Its activities are designed to reach a wider community, to promote Sigmund and Anna Freud's legacy and support good mental health. Much of what has already been covered above has a public benefit component, as well as what is described below.

The Education team had a busy year, revising its programme in the light of the changing needs of teachers and students using the service. As the country came out of lockdown, there was an unexpected demand by schools to return to in-person visits. The team produced a programme which offered a choice of facilitated and self-guided visits, with tuition offered either digitally or in person. New educational sessions were also introduced, such as *Freud and Science* and *Freud on Dreams*.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

By the end of the autumn term the education team (which consists of only two members of staff, both part-time) had worked with around 1,300 group visitors, most Psychology A-Level students, more than twice as many as anticipated. This demand continued into the spring term. Some Schools were able to visit with the help of a new bursary scheme which aims to ease financial barriers to the learning offer through a 50% fee reduction.

Running alongside an offer for schools and other groups, the Education Officer (Outreach) continued to deliver an ambitious and expanding outreach programme. This included the online sessions *Freudian Wisdom for times of Turmoil* running online from October to December. The programme was supported by a dedicated grant (ACE Outreach and Ambassadors: Building on Community Partnership) which allowed the team to engage over 100 frontline medical staff from across London free of charge. Feedback data from NHS staff participating has been very positive and follow-up with ACE is planned to discuss ways of scaling up the work.

The rapid spread of the Omicron variant in late 2021 disrupted work with community groups, many of whom were vulnerable and not able to visit in person at this time. Some programmes were partly delivered online or delayed until the summer. This included work for the China Outreach Project with London based Chinese community and women's groups, including the London Chinese Community Centre - the oldest, and one of the largest, Chinese community organisations in the UK.

With the appointment of a new Research Manager, there has been a new focus on public facing research activities, such as blogposts, podcasts, public reading groups, conferences and symposia which will reach out to new audiences, and existing international audiences. Partnerships are being developed with universities on projects or programmes that emphasise public engagement.

An example is the free to download podcast series *Freud in Focus*, delivered by members of the museum team. The first series focused on Freud's essay, *Beyond the Pleasure Principle*, and was aired to coincide with the exhibition *1920/2020: Freud and Pandemic*. Between September 2020 and August 2021 this had over 24,000 downloads and subsequent series have proved equally popular.

Another way of providing accessible, free content to our audiences is the online exhibition platform launched this year. This beautifully designed web resource allows the museum exhibitions to be viewed by those who missed them or were unable to visit. The series launched with *1920/2020: Freud and Pandemic*. Two other exhibitions have been added since with more to follow. Online Stories can be accessed here <https://stories.freud.org.uk/>

We continue to protect the archive and collections and make them more accessible, usually by digitization. Many of the archive items are being photographed as part of a digitization project. The final cataloguing of the Sandor Ferenczi archive also took place, with key items again being digitized. Sigmund Freud's library was the subject of a large conservation project, which saw the books individually cleaned, condition checked and measured for any necessary conservation work.

Throughout the year we have kept accessibility of all types in mind our programmes. Captioning of online events is available for the hard of hearing. Many of our talks and events are offered on a 'pay what you can' or bursary basis. Where possible we offer subsidised prices or free places to students, concessions, mental health service users and those on low income.

This has been a difficult year, adapting to an environment in which Covid19 is still present, but in which the Museum still needed to make its way financially and fulfil its mission. The Museum has worked hard to respond effectively to the challenges it faced, and can be proud of all that has been achieved over the year.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Financial review

Income

This year's total income of £630k is a reduction of £21k on the prior year (2021: £651k).

Recovery grants and Coronavirus Job Retention Scheme income £108k (2021: £306k) reduced in the current year, but this reduction was partly offset by an £79k insurance pay out for business interruption during the pandemic. Other grants together with donations and membership fees totalled £120k, a reduction on prior year (2021: £156k).

However, admissions of £145k (2021: £24k) and premises hire £52k (2021: £0k) increased significantly from prior year as the effects of the pandemic diminished.

Public programmes generated £102k, a reduction from prior year (2021: £133k) which reflects demand for online events levelling off and a changing event mix with fewer conferences and the slow return to in-house events.

The Museum's trading arm, Freud Museum Publications Ltd, recovered well from the pandemic, with turnover of £144k almost double that of the prior year (2021: £76k) and gross profit £66k more than double that of the prior year (2021: £29k); this fed through to an increase in management fees and donations payable to the Museum.

Expenditure

This year's total expenditure of £665k exceeds the prior year by £123k (2021: £542k).

The cost of raising funds has doubled to £101k (2021: £50k) reflecting higher programme and marketing costs as the museum's activities accelerated post pandemic with a fuller programme of exhibitions.

The cost of charitable activities is £564k, an increase of £73k on the prior year (2021: £492k) which reflects the impact of staff on the Job Retention Scheme in 2021 earning 80% of their salaries. In addition, an ex gratia payment of £23k was made during 2022.

Net position and cash balance

The Museum had net expenditure of £35k in the year (£24k unrestricted and £11k restricted) compared to net income of £109k for the previous year.

The Museum's year-end cash balances decreased by £73k to £405k.

Reserves Policy and Going Concern

The Trustees review our reserves policy every year and our reserves position each quarter. At 31 March 2022 the total funds held by the Museum amounted to £4.1m. Of these funds, £260k are unrestricted and £3.9m are restricted. The required reserves at 31 March 2021 were £170k which includes three months' operating costs. Free reserves at 31 March 2022 were the £260k unrestricted funds which are liquid. The Board has agreed that it is prudent to accept the £90k difference between the available reserves and the required reserves at the current time given fluctuations in voluntary income streams. Trustees consider that the Museum will have sufficient funds to meet its obligations during the next 12 months and is a going concern.

Investment policy

The trustees, having regard to the liquidity requirements of operating the museum, have kept a portion of available funds in an interest-bearing deposit account.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Risk management

The trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity face;
- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review; and
- The implementation of procedures designed to minimise or manage any potential impact on the charity should the elected trustees step down.

This work has identified that financial sustainability is the major financial risk for the charity. A key element in the management of financial risk is a regular review of available liquid funds to settle debts as they fall due, regular liaison with the bank and active management of trade debtors and creditors balances to ensure sufficient working capital by the Museum.

Attention has also been focused on non-financial risks arising from fire, health and safety of patrons, and management of artefacts. These risks are managed by ensuring accreditation is up to date, having robust policies and procedures in place, and regular awareness training for staff working in these operational areas.

Structure, governance and management

The Freud Museum opened to the public in 1986. During the first two decades of its existence, the Museum was constituted as a Charitable Trust, under a Deed of Declaration dated 30 September 1980. In 2004, in accordance with current best practice in the museum world the Trustees of the 1980 Charitable Trust decided to reorganise the Museum and to reconstitute it as a Charitable Company limited by guarantee.

The Freud Museum London was registered on 31 January 2006 as a Charity with the Registration Number 1112854, and on 1 April 2006 received all the assets and liabilities of the 1980 Charitable Trust, including 20 Maresfield Gardens and its contents. This new charitable company is governed by its Memorandum and Articles of Association. These are available from the Charity Commission or from the Company Secretary at 20 Maresfield Gardens.

The Freud Museum is governed by a Board of Directors, known as the Trustees. During the financial year ending 31 March 2022 the following Trustees have held office.

Susan Prevezer QC	(Appointed 23 November 2021)
Mr D Chambers	
Miss S Bardgett	
Miss W Monkhouse	
Mr T Moross	
Mr A Spiro	
Mr S Kon	
Miss A Biggs	
Mr P Chilton	
Juliet Rosenfeld	
Anne Worthington	
Susanna Abse	(Appointed 8 June 2021)
Ms L Hillman	(Appointed 8 June 2021)
Mr A Newman	(Resigned 23 November 2021)
Mr D Leader	(Resigned 8 June 2021)

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Appointment of trustees

When trustees reach the end of their term of office, the Nominations Committee, a working subcommittee of the Board, is responsible for recruiting new trustees with appropriate skills. The Nominations Committee makes its recommendations to the full Board for approval.

Organisation

The board of trustees, which can have up to 13 members, administers the charity. The board normally meets five times a year and there are sub-committees covering a range of issues. A Chief Executive is appointed by the trustees to manage the day to day operations of the charity. To facilitate effective operations, the Chief Executive has delegated authority, within terms of delegation approved by trustees, for operational matters including finance, employment and artistic performance related activity.

The Trustees hold board meetings five times a year. At these meetings, which are also attended by the Museum's Director and other staff as necessary, the Trustees review performance, set goals and receive reports from the staff. Future programmes and events are proposed by the Director and confirmed by the Board. Management accounts are prepared each month and monitored and reviewed against the budget set at the beginning of each financial year.

Day-to-day management of the Museum is delegated by the board to the Director. Decisions relating to the Museum's overall strategic direction, to long term financial commitments or to re-structuring of resources are made by the Board following detailed briefing and consultation with the Director and relevant staff.

Trustee Induction and training

New trustees undergo orientation to brief them on: their obligations under charity law and Charity Commission guidance on public benefit; the content of the Memorandum and Articles of Association, the committee and decision-making processes, the business plan and recent financial performance of the charity. During the Induction day they meet key employees and other trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Key management personnel:

Carol Seigel

Other management personnel

Duncan Lynch

Monica Law

Iveta Rozlapa

Bryony Davies

Francisco da Silva

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

A brief biography of all current Trustees is given below:

Sue Prevezer QC (Chair)

Currently practising as an arbitrator and mediator at Brick Court Chambers, Sue has had a distinguished career in commercial and corporate litigation at the Bar and as a solicitor. From 2008 to 2020, Susan was the co-managing partner of the London office of the US litigation law firm, Quinn Emanuel LLP, and since 2018, Sue has been a non-executive director of S4 Capital plc and Bloc Ventures LLP. Sue also sits on the Board of the Hampstead Theatre.

Susanna Abse

Susanna Abse is a psychotherapist who has worked in private practice with couples, parents and individuals since 1991. She was Chair of The British Psychoanalytic Council from 2018 – 2021 and was CEO of Tavistock Relationships from 2006 -16. Alongside her psychotherapy practice, Susanna works as an organisational consultant and coaching senior leaders in the corporate section, the NHS, in charities and higher education. Susanna is also a Senior Fellow of The Tavistock Institute of Medical Psychology; a Fellow of the Centre for Social Policy at Dartington, and Series Co-Editor of "The Library of Couple and Family Psychoanalysis" for Routledge Books. Her publications include writings for the New Statesman, New Associations and for the Open Society European Policy Institute. In 2019, she made a series of Films for Channel 4 news which looked at the psychological aspects of Brexit. Her book, Tell Me Truth About Love, for Ebury Press will be published in July 2022.

Suzanne Bardgett

Suzanne Bardgett is Head of Research and Academic Partnerships at Imperial War Museums, where she is responsible for initiating research projects across the IWM's remit. Past achievements include leading the team that created the Holocaust Exhibition which ran at IWM London from 2000 to 2021. In her current role, Suzanne has led or co-led a number of Arts and Humanities Research Council-funded projects, mainly on aspects of IWM's collections. Suzanne is also Series Editor with Ben Barkow of the Palgrave Macmillan's The Holocaust and its Contexts. Her book, Wartime London in Paintings, about the IWM's officially commissioned paintings of London during the Second World War, was published in 2020.

Anne Biggs

As Head of Trusts and Foundations at the Philharmonia, Anne Biggs is responsible for managing the organisation's Arts Council NPO funding and other statutory funding, as well as funding from trusts, foundations, embassies and livery companies. Anne has worked at Historic Royal Palaces, English National Ballet, and a number of disability organisations. Outside of her day job, Anne is on the board of Teatro Vivo, a small theatre company. Previously, she mentored through Mentoring Pathways, was an Enterprise Advisor within the Mayor of London's Enterprise Network, and was a Management Committee member of Angelshed, an inclusive theatre company. Anne is undertaking a part-time history PhD, building on her MA research, focusing on ideas of selfhood and identity, something which relates closely to Freud's work.

Dan Chambers

Dan Chambers is the Creative Director and co-founder of Blink Films, one of the UK's leading factual production companies. Dan specialises in ambitious factual shows for the British public service terrestrial broadcasters, and American broadcasters. He has created various long-running history strands, including Secrets of the Dead for Channel 4, Revealed for Channel 5, True Stories for BBCWW, and Ancient Mysteries at Blink Films. He's been responsible for various award-winning shows including Dambusters Revealed (RTS Best Factual) and Meet The Sloths (Panda Wildlife). He has created a host of successful cookery shows, including Tom Kerridge's American Feast, John Torode's Asia, and Chinese Food In Minutes with He Ching. He's created various animal and wildlife series including the recent BBC's Dog Tales and Cat Tales, and Love Nature's Life and Death in the Amazon. Dan has previously been the Director of Programmes at Channel 5 responsible for overseeing all the channel's output from 2003 to 2006, and The Head of Science at Channel 4, responsible for a range of programmes from Scrapheap Challenge to the first ever series of Big Brother on British TV.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

Paul Chilton

Fellow of the Royal Institution of Chartered Surveyors and a Partner at Cluttons LLP, leading-edge property consultancy. Paul has over 35 years of property experience acting on behalf of a number of UK Charities as well as managing a top 20 firm of Chartered Surveyors.

Louise Hillman

Louise Hillman qualified as a chartered accountant with Deloitte & Touche. Louise worked for Credit Suisse before moving to the social sector, working for an international NGO and a charity which helped others scale their social impact, before taking on her current role as Head of Finance for the Medical Research Foundation.

Stephen Kon

Stephen Kon is a practising solicitor of 40 years standing, specialising in EU and competition law. He was previously an academic in the School of European studies at Sussex University and Senior Partner of a City law firm. He chaired for five years the London Jewish Cultural Centre and is currently a Trustee of the Association of Jewish Refugees.

Wendy Monkhouse

Wendy Monkhouse has wide ranging curatorial experience and currently works as Senior Curator (South) for English Heritage. She has worked extensively for the National Trust, historic house museums and as an independent curatorial consultant. She has a PhD in Egyptian Archaeology from University College London, and teaches Egyptian and Near Eastern Archaeology at MA and BA level.

Trevor Moross

Trevor Moross is a Fellow of the Royal Institution of Chartered Surveyors. He is a non-executive director of Dorrington, a privately owned residential and commercial property company. Being particularly concerned with housing he serves on the Board of London and Quadrant Housing Trust, one of largest housing associations in the United Kingdom. He is a member of the International Advisory Board of The Academy of St Martin in the Fields, the renowned orchestra.

Juliet Rosenfeld

Juliet Rosenfeld is a psychoanalytic psychotherapist and writer who works in London. She has a special clinical interest in both grief and love (as the two are often so profoundly entwined) and working with those who have suffered bereavement, recently or in the past. Juliet read languages at Oxford before a ten year career in advertising and marketing, ending up in the Civil Service. Juliet qualified in 2012 as an integrative psychotherapist but is passionate about psychoanalysis and specifically how it's ideas can be useful and applied to bigger audiences. Juliet is also an elected Board Member of the UKCP (United Kingdom Council Of Psychotherapy) which represents 12000 psychotherapists, and takes a keen interest in how any talking therapy can become more usual, and available to anyone who might benefit from it. She is currently working on her second book and has written for a number of national publications on relationships, grief and psychotherapy.

Anthony Spiro OBE JP

Anthony is a Chartered Engineer who worked for a FTSE 100 company principally in financial communications. He is a Justice of the Peace and Member of the Independent Monitoring Board at Wandsworth Prison. Anthony is a Trustee of the Association of Jewish Refugees and Chair of MiD Mediation and Counselling. He was Chair of the Wiener Holocaust Library from 2004 to 2018 and received an OBE in the 2021 New Year's Honours List for Voluntary service to Holocaust remembrance.

Anne Worthington

Anne is a psychoanalyst and member of the Centre for Freudian Analysis & Research, the College of Psychoanalysts – UK and the Guild of Psychotherapists.

THE FREUD MUSEUM LONDON

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

Related parties and co-operation with other organisations

None of our trustees receive remuneration or other benefit from their work with the charity. Any connection between a trustee and senior manager of another museum must be disclosed to the full board of trustees in the same way as any other contractual relationship with a related party. In the year under review, no such related party transactions were reported.

Pay policy for senior staff

The board considers that its members, who are the Trust's trustees, and the senior management team comprise the key management personnel in charge of directing and controlling, running and operating the charitable trust on a day to day basis. All directors give of their time freely and no director received remuneration in the year. Details of any directors' expenses and related party transactions are disclosed in note 13.2 to the accounts.

The pay of the staff is reviewed annually and normally increased in accordance with inflation. In view of the nature of the charity, the directors benchmark against pay levels in other museums of similar size.

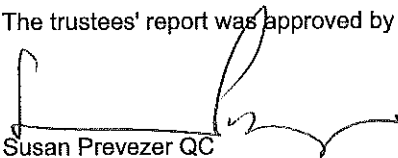
Auditor

In accordance with the company's articles, a resolution proposing that SBM Associates Limited be reappointed as auditor of the company will be put at a General Meeting.

Disclosure of information to auditors

Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The trustees' report was approved by the Board of Trustees.

X

Susan Prevezer QC
Trustee

20 September 2022

THE FREUD MUSEUM LONDON

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 MARCH 2022

The trustees, who are also the directors of The Freud Museum London for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the museum and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the museum will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the museum and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the museum and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Opinion

We have audited the financial statements of The Freud Museum London (the 'museum') for the year ended 31 March 2022 which comprise the statement of financial activities, the statement of financial position, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the museum in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the museum's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the museum for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the museum's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures can detect irregularities, including fraud is detailed below:

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

Our approach was as follows:

To identify risks of material misstatement due to irregularities we assessed events or conditions that could lead to irregularities. Our risk assessment procedures included:

- Enquiring of Trustees and management and inspection of policy documentation as to the Charity's high-level policies and procedures to prevent and detect irregularities, as well as whether they have knowledge of any actual, suspected, or alleged fraud or breaches of relevant laws and regulations.
- Reading Board minutes.
- Using analytical procedures to identify any usual or unexpected relationships.

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general commercial and sector experience through discussion with the Trustees and management (as required by auditing standards). We communicated with the Trustees and management the policies and procedures in place regarding compliance with laws and regulations.

We identified the legal and regulatory frameworks that are applicable to the entity and determined that the most significant are those that relate to the Charities Act 2011, The Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (the SORP), and relevant tax legislation.

In addition, we have considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which may be fundamental to the company's ability to operate or to avoid a material penalty. We identified the following areas as those most likely to have such an effect: health and safety and employment law, recognising the nature of the Charity's activities and its legal form. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and management and inspection of regulatory and legal correspondence, if any. Therefore, if a breach of operational regulations is not disclosed to us or evident from relevant correspondence, an audit will not be relied upon to detect that breach.

We communicated identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

Based on the results of our risk assessment we designed our audit procedures to identify non-compliance with such laws and regulations identified above and assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.

The engagement partner considers the engagement team collectively had the appropriate competence and capabilities to identify or recognise non-compliance with laws and regulations.

As required by auditing standards and considering possible pressures to meet internal key performance indicators and our knowledge of the control environment, we perform procedures to address the risk of management override of controls and the risk of fraudulent revenue recognition, in particular the risk that income is recorded in the incorrect accounting period and the risk that management may be in a position to make inappropriate accounting entries.

THE FREUD MUSEUM LONDON

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE TRUSTEES OF THE FREUD MUSEUM LONDON

We assessed the risks of material misstatement in respect of fraud as follows:

- Our audit team discussed whether there were any areas that were susceptible to misstatement as part of our discussion on fraud.
- We challenged assumptions and judgements made by management in their significant accounting estimates and judgements.

Based on the results of our risk assessment we designed our audit procedures to identify and to address material misstatements in relation to fraud, including, designing appropriate audit procedures, including:

- Incorporating an element of unpredictability in the selection of the nature, timing, and extent of our audit procedures.
- Identifying journal entries and other adjustments to test based on risk criteria and comparing the identified entries to supporting documentation;
- Inspecting the relevant income agreements and their accounting to confirm their recognition in line with the SORP for different revenue streams;
- Inspecting stock count sheets;
- Obtaining third party bank confirmations; and
- Assessing the design and effectiveness of controls in place over areas such as procurement and cash.

We considered the extent to which the audit was considered capable of detecting irregularities: There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentation, or through collusion.

A further description of our responsibilities is available on the FRC's website at:

<https://www.frc.org.uk/auditors/audit-assurance/auditor-s-responsibilities-for-the-audit-of-the-fi/description-of-the-auditor%E2%80%99s-responsibilities-for>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Stephen McAlpine (Senior Statutory Auditor)
for and on behalf of SBM Associates Limited

20 September 2022

Chartered Accountants
Statutory Auditor

24 Wandsworth Road
London
SW8 2JW

SBM Associates Limited is eligible for appointment as auditor of the museum by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2022

Current financial year

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Total 2021 £
<u>Income and endowments from:</u>					
Donations and legacies	3	119,138	109,256	228,394	462,359
Income from charitable activities	4	246,563	-	246,563	156,913
Income from other trading activities	5	53,044	-	53,044	19,025
Investment income	6	52	-	52	96
Management fees		23,500	-	23,500	12,300
Other income	7	78,778	-	78,778	-
Total income		521,075	109,256	630,331	650,693
<u>Expenditure on:</u>					
Costs of raising funds	8	34,263	66,936	101,199	50,055
Cost of charitable activities	9	510,263	53,585	563,848	491,517
Total expenditure		544,526	120,521	665,047	541,572
Net (expenditure)/income for the year/ Net movement in funds		(23,451)	(11,265)	(34,716)	109,121
Fund balances at 1 April 2021		282,380	3,879,938	4,162,318	4,053,197
Fund balances at 31 March 2022		258,929	3,868,673	4,127,602	4,162,318

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2022

Prior financial year		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
	Notes			
<u>Income and endowments from:</u>				
Donations and legacies	3	331,714	130,645	462,359
Income from charitable activities	4	156,913	-	156,913
Income from other trading activities	5	19,025	-	19,025
Investment income	6	96	-	96
Management fees		12,300	-	12,300
Total income		520,048	130,645	650,693
<u>Expenditure on:</u>				
Costs of raising funds	8	31,552	18,503	50,055
Cost of charitable activities	9	422,046	69,471	491,517
Total expenditure		453,598	87,974	541,572
Net (expenditure)/income for the year/ Net movement in funds		66,450	42,671	109,121
Fund balances at 1 April 2020		215,930	3,837,267	4,053,197
Fund balances at 31 March 2021		282,380	3,879,938	4,162,318

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2022

	Notes	2022		2021	
		£	£	£	£
Fixed assets					
Tangible assets	12		3,762,973		3,771,634
Investments	13		100		100
			<u>3,763,073</u>		<u>3,771,734</u>
Current assets					
Stocks	14	4,830		5,280	
Debtors	15	75,006		103,124	
Cash at bank and in hand		404,857		478,180	
		<u>484,693</u>		<u>586,584</u>	
Creditors: amounts falling due within one year	17	<u>(86,398)</u>		<u>(154,333)</u>	
Net current assets			398,295		432,251
Total assets less current liabilities			<u>4,161,368</u>		<u>4,203,985</u>
Creditors: amounts falling due after more than one year	18		<u>(33,766)</u>		<u>(41,667)</u>
Net assets			<u><u>4,127,602</u></u>		<u><u>4,162,318</u></u>
Income funds					
Restricted funds	21		3,868,673		3,879,938
General unrestricted funds			258,926		282,377
Members funds			3		3
			<u>4,127,602</u>		<u>4,162,318</u>

THE FREUD MUSEUM LONDON

STATEMENT OF FINANCIAL POSITION (CONTINUED)

AS AT 31 MARCH 2022

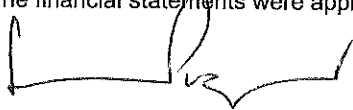
The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2022, although an audit has been carried out under section 144 of the Charities Act 2011.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Trustees on 20 September 2022



Susan Prevezer QC
Trustee

Company registration number 5467415

THE FREUD MUSEUM LONDON

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2022

	Notes	2022 £	£	2021 £	£
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	25		(63,652)		169,669
Investing activities					
Purchase of tangible fixed assets		(1,822)		-	
Proceeds on disposal of tangible fixed assets		-		(1,234)	
Investment income received		52		96	
Net cash used in investing activities			(1,770)		(1,138)
Financing activities					
Proceeds of new bank loans		-		50,000	
Repayment of bank loans		(7,901)		-	
Net cash (used in)/generated from financing activities			(7,901)		50,000
Net (decrease)/increase in cash and cash equivalents			(73,323)		218,531
Cash and cash equivalents at beginning of year			478,180		259,649
Cash and cash equivalents at end of year			404,857		478,180

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

Charity information

The Freud Museum London is a private company limited by guarantee incorporated in England and Wales. The registered office is 20 Maresfield Gardens, London, NW3 5SX.

1.1 Accounting convention

The financial statements have been prepared in accordance with the museum's Memorandum and Articles of Association, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The museum is a Public Benefit Entity as defined by FRS 102.

The Museum is a company limited by guarantee and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

The financial statements are prepared in sterling, which is the functional currency of the museum. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties. The principal accounting policies adopted are set out below.

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The Company has therefore taken advantage of the exemptions provided by section 405 of the Companies Act 2006 not to prepare group accounts.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the museum has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the museum is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the museum has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

(Continued)

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor (s) to the Museum that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised and refer to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

Income from government and other grants, whether 'capital' grants or 'revenue' grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1.5 Expenditure

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

- The costs of activities in furtherance of the charity's objectives comprise expenditure on the charity's primary purpose as described in the Report of the Trustees.
- Costs of raising funds comprise the costs of commercial trading including the shop and their associated support cost.

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

Allocation of support costs

Support costs represent indirect charitable expenditure. In order to carry out the primary purposes of the charity, it is necessary to provide support in the form of financial procedures, provision of office services and equipment and a suitable working environment.

Management and administration costs include expenditure to ensure compliance with constitutional and statutory requirements.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

(Continued)

1.6 Tangible fixed assets

The bulk of the Museum's fixed assets are historic and inalienable. They consist of the freehold property occupied by the Museum at 20 Maresfield Gardens, and the Collection held by the Museum. The building was the home of Sigmund Freud in 1938 and 1939 and the place of his death, and subsequently the home of his daughter Anna Freud. It was purchased from Miss Freud at a cost of £70,000 on September 30 1980, and formed the principal asset of the Charitable Trust established by a Deed of Declaration of Trust by Sigmund Freud Archives Inc. The contents include the library, personal effects, and collection of antiquities formerly owned by Sigmund Freud and bequeathed to the Trust on the death of Miss Freud in 1982.

In the spring of 2005, the Charity commissioned an external valuation of 20 Maresfield Gardens from Stiles Harold Williams, a firm of chartered surveyors. Made in accordance with the Practice Statements in the Appraisal and Valuation Manual of the Royal Institution of Chartered Surveyors, their report dated 7 April 2005 appraised the market value of the freehold interest at £3.75m. In view of the high standard of physical maintenance of 20 Maresfield Gardens and the prime quality of the house as a residential property in a sought-after part of London, the Trustees consider that it is unlikely that the value of the asset has declined since 2005. In the light of the high cost of valuation fees, the Trustees have decided that to conduct a new valuation would bring no commensurate benefit of a kind which would promote the objects of the charity.

This valuation was valid at 1st April 2016 and is considered the deemed cost under FRS 102 transitional requirements of the property going forward.

No value is attributed in the balance sheet to the Collection. Under FRS 102 and the SORP transitional rules, non-capitalisation is permitted if the value to the charity cannot be estimated, or where the cost of obtaining a valuation is burdensome. The Collection consists of a very large number of items, which would be costly to value individually, with no commensurate benefit to the Objects of the Charity.

The Museum has maintained since 1985 an Acquisitions and Disposals Policy in accordance with its stated objects. This was superseded in March 2005 by a new policy, modelled on the standard wording recommended by the Museums, Libraries and Archives Council. Detailed guidelines and procedures regulate disposals. These include a provision that no material shall be de-accessioned purely for financial gain, and a requirement that acquisitions or disposals should first be subject to discussion with a number of other specified museums and archives with objects and collections similar to the Freud Museum's. A copy of the policy may be obtained on written request from the Trustees.

The freehold property has a useful life in excess of 50 years and is subject to an annual impairment review. Hence no depreciation is provided.

Other tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	20% Straight Line
Office equipment	20% Straight Line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

A subsidiary is an entity controlled by the museum. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies (Continued)

1.8 Impairment of fixed assets

At each reporting end date, the museum reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The museum has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the museum's balance sheet when the museum becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

(Continued)

Derecognition of financial liabilities

Financial liabilities are derecognised when the museum's contractual obligations expire or are discharged or cancelled.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the museum is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the museum's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

3 Donations and legacies	Unrestricted funds		Restricted funds		Total Unrestricted funds		Restricted funds		Total	
	2022	2022	2022	2021	2022	2021	2022	2021	2022	2021
	£	£	£	£	£	£	£	£	£	£
Donations and gifts	30,204	-	-	63,854	30,204	63,854	-	-	63,854	-
Grants receivable	68,708	109,256	109,256	242,954	177,964	242,954	130,645	130,645	373,599	373,599
Membership fees	20,226	-	-	24,906	20,226	24,906	-	-	24,906	24,906
	<u>119,138</u>	<u>109,256</u>	<u>109,256</u>	<u>331,714</u>	<u>228,394</u>	<u>331,714</u>	<u>130,645</u>	<u>130,645</u>	<u>462,359</u>	<u>462,359</u>
Grants receivable for core activities										
Arts Council England/Culture Recovery Fund	-	40,000	40,000	-	40,000	-	80,000	80,000	80,000	80,000
Arts Council England/ Outreach and Ambassadors	-	4,050	4,050	-	4,050	-	595	595	595	595
Botstiber Foundation - Muriel Gardiner project	-	6,034	6,034	-	6,034	-	-	-	-	-
Joir & Kato Weisz Foundation - Ferenczi project	-	1,200	1,200	-	1,200	-	-	-	-	-
Robert H.N. Ho Family Foundation	-	44,053	44,053	-	44,053	-	1,670	1,670	1,670	1,670
Marie-Louise von Motesiczky Charitable Trust	-	2,921	2,921	-	2,921	-	-	-	-	-
New Land Foundation - Muriel Gardiner Book	-	3,857	3,857	-	3,857	-	-	-	-	-
Rothschild Foundation Hanadiy Europe	-	7,141	7,141	-	7,141	-	-	-	-	-
Coronavirus Job Retention Scheme	46,099	-	-	185,334	46,099	185,334	-	-	185,334	185,334
Camden Council Coronavirus Relief	22,000	-	-	40,572	22,000	40,572	-	-	40,572	40,572
Other	609	-	-	17,048	609	17,048	48,380	48,380	65,428	65,428
	<u>68,708</u>	<u>109,256</u>	<u>109,256</u>	<u>242,954</u>	<u>177,964</u>	<u>242,954</u>	<u>130,645</u>	<u>130,645</u>	<u>373,599</u>	<u>373,599</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

4 Income from charitable activities

	2022 £	2021 £
Admissions	144,813	23,507
Public programmes	101,750	133,406
	<u>246,563</u>	<u>156,913</u>

5 Income from other trading activities

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Premises hire	51,711	300
Sundry income	1,333	18,725
Income from other trading activities	<u>53,044</u>	<u>19,025</u>

6 Investment income

	Unrestricted funds 2022 £	Unrestricted funds 2021 £
Interest receivable	52	96
	<u>52</u>	<u>96</u>

7 Other income

	Unrestricted funds 2022 £	Total 2021 £
Insurance claim	78,778	-
	<u>78,778</u>	<u>-</u>

THE FREUD MUSEUM LONDON

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2022**

8	Costs of raising funds	Unrestricted funds		Restricted funds		Total		Total
		2022	2022	2022	2021	2022	2021	
		£	£	£	£	£	£	£
	<u>Fundraising and publicity</u>	-	-	-	2,240	-	3,687	5,927
	Fundraising	19,885	54,375	74,260	23,574	-	12,799	36,373
	Programmes	731	4,577	5,308	3,585	-	2,017	5,602
	Archive and conservation	13,647	7,984	21,631	2,153	-	-	2,153
	Marketing	-	-	-	-	-	-	450
	Cost of prints	-	-	-	-	-	-	-
		<u>34,263</u>	<u>66,936</u>	<u>101,199</u>	<u>31,552</u>	<u>18,503</u>	<u>18,503</u>	<u>50,055</u>
	Fundraising and publicity	<u>34,263</u>	<u>66,936</u>	<u>101,199</u>	<u>31,552</u>	<u>18,503</u>	<u>18,503</u>	<u>50,055</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

9 Cost of charitable activities

	2022	2021
	£	£
Staff costs	447,267	366,204
Depreciation and impairment	10,483	13,035
Insurance and security	15,963	15,090
Light and heat	6,954	5,822
Repairs, maintenance and cleaning	23,451	34,127
Travelling & entertainment	41	177
Telephone	4,945	5,173
Computer running costs	12,134	12,081
Printing, postage and stationery	3,238	5,216
Hire of equipment	1,094	1,147
Professional and consultancy fees	20,251	17,457
Auditors remuneration	8,112	7,296
General expenses	1,599	764
Subscriptions	1,963	269
Bank & other charges	2,776	1,204
Bad debts	(728)	2,782
Other charitable expenditure	4,305	3,673
	<u>563,848</u>	<u>491,517</u>
Analysis by fund		
Unrestricted funds	510,263	422,046
Restricted funds	53,585	69,471
	<u>563,848</u>	<u>491,517</u>

10 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the museum during the year.

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

11 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
	17	18

Employment costs

	2022 £	2021 £
Wages and salaries	411,780	343,100
Social security costs	28,063	16,292
Other pension costs	7,424	6,812
	<u>447,267</u>	<u>366,204</u>

Ex-gratia payments totalling £22,800 were made during the year.

There were no employees whose annual remuneration was more than £60,000.

12 Tangible fixed assets

	Freehold property £	Collection acquisitions £	Fixtures and fittings £	Office equipment £	Total £
Cost					
At 1 April 2021	3,750,000	700	92,186	89,260	3,932,146
Additions	-	-	-	1,822	1,822
At 31 March 2022	<u>3,750,000</u>	<u>700</u>	<u>92,186</u>	<u>91,082</u>	<u>3,933,968</u>
Depreciation and impairment					
At 1 April 2021	-	-	90,162	70,350	160,512
Depreciation charged in the year	-	-	2,024	8,459	10,483
At 31 March 2022	<u>-</u>	<u>-</u>	<u>92,186</u>	<u>78,809</u>	<u>170,995</u>
Carrying amount					
At 31 March 2022	<u>3,750,000</u>	<u>700</u>	<u>-</u>	<u>12,273</u>	<u>3,762,973</u>
At 31 March 2021	<u>3,750,000</u>	<u>700</u>	<u>2,024</u>	<u>18,910</u>	<u>3,771,634</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

13 Fixed asset investments

	Other investments
Cost or valuation	
At 1 April 2021 & 31 March 2022	100
Carrying amount	
At 31 March 2022	100
At 31 March 2021	100

	Notes	2022 £	2021 £
Other investments comprise:			
Investments in subsidiaries	24	100	100

14 Stocks

	2022 £	2021 £
Finished goods and goods for resale	4,830	5,280

15 Debtors

	2022 £	2021 £
Amounts falling due within one year:		
Trade debtors	8,075	34,162
Amounts owed by subsidiary undertakings	13,404	24,372
Other debtors	47,192	25,758
Prepayments and accrued income	6,335	18,832
	75,006	103,124

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

16 Loans and overdrafts

	2022 £	2021 £
Bank loans	42,099	50,000
Payable within one year	8,333	8,333
Payable after one year	33,766	41,667

A Bounce Back loan of £50,000 was taken out in June 2020. No repayment was required, and no interest accrued, for the first 12 months of the loan up to June 2021. The loan is repayable within 5 years from June 2021 and incurs interest at a rate of 2.5% per annum. Repayments are made by monthly instalments.

17 Creditors: amounts falling due within one year

	Notes	2022 £	2021 £
Bank loans	16	8,333	8,333
Other taxation and social security		8,979	7,601
Deferred income	19	46,303	84,629
Trade creditors		10,901	27,767
Other creditors		3,875	11,536
Accruals and deferred income		8,007	14,467
		<u>86,398</u>	<u>154,333</u>

18 Creditors: amounts falling due after more than one year

	Notes	2022 £	2021 £
Bank loans	16	33,766	41,667

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

19 Deferred income

	2022 £	2021 £
Other deferred income	46,303	84,629

Deferred income is included in the financial statements as follows:

	2022 £	2021 £
Deferred income is included within:		
Current liabilities	46,303	84,629
Movements in the year:		
Deferred income at 1 April 2021	84,629	41,123
Released from previous periods	(41,898)	-
Resources deferred in the year	3,572	43,506
Deferred income at 31 March 2022	46,303	84,629

20 Retirement benefit schemes

Defined contribution schemes

The museum operates a workplace pension scheme through the National Employee Savings Trusts (NEST) for all qualifying employees.

The charge to profit or loss in respect of defined contribution schemes was £7,424 (2021 - £6,812).

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

21 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			Balance at 31 March 2022 £
	Balance at 1 April 2021 £	Incoming resources £	Resources expended £	
150 Appeal	8,326	-	(3,420)	4,906
Kretman	21,974	-	(5,736)	16,238
Muriel Gardiner project	-	9,890	(9,890)	-
Arts Council England Cultural Recovery Fund	-	40,000	(40,000)	-
Tangent	-	4,050	(4,050)	-
Anna Freud	-	2,921	(2,921)	-
Ferenczi project	-	1,200	(1,200)	-
Judith Nowark	7,385	-	-	7,385
The Joir and Kato Weisz Foundation	10,000	-	-	10,000
Robert HN Ho Family Foundation	-	44,053	(44,053)	-
Rothschild Foundation Hanadiv Europe	-	7,142	(7,142)	-
New Land Foundation	39,242	-	(2,109)	37,133
Tangent	20,000	-	-	20,000
Anna Freud	2,011	-	-	2,011
Lord Freud	12,500	-	-	12,500
MJ Samuel Charitable Trust	8,500	-	-	8,500
Freehold reserve	3,750,000	-	-	3,750,000
	<u>3,879,938</u>	<u>109,256</u>	<u>(120,521)</u>	<u>3,868,673</u>

22 Analysis of net assets between funds

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Fund balances at 31 March 2022 are represented by:						
Tangible assets	82,973	3,680,000	3,762,973	91,634	3,680,000	3,771,634
Investments	100	-	100	100	-	100
Current assets/ (liabilities)	210,860	187,435	398,295	232,313	199,938	432,251
Long term liabilities	(33,766)	-	(33,766)	(41,667)	-	(41,667)
	<u>260,167</u>	<u>3,867,435</u>	<u>4,127,602</u>	<u>282,380</u>	<u>3,879,938</u>	<u>4,162,318</u>

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

23 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2022 £	2021 £
Aggregate compensation	29,306	25,272

24 Subsidiaries

Details of the museum's subsidiaries at 31 March 2022 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Freud Museum Publications Limited	England and Wales	Operates the gift shop within the Freud Museum.	Ordinary	100.00	

At the year end, the following balances with the subsidiary were included in the accounts:

Other creditors - £1,524 (2021: £27,572 included in other debtors)
Trade debtors - £11,772 (2021: £34,032).

During the year the charity received management fees of £23,500 (2021: £12,300) and a donation of £15,000 (2021: £10,000) from Freud Museum Publications Limited.

25 Cash generated from operations

	2022 £	2021 £
(Deficit)/surplus for the year	(34,716)	109,121
Adjustments for:		
Investment income recognised in statement of financial activities	(52)	(96)
Depreciation and impairment of tangible fixed assets	10,483	13,035
Movements in working capital:		
Decrease in stocks	450	450
Decrease/(increase) in debtors	28,118	(5,546)
(Decrease)/increase in creditors	(29,609)	9,214
(Decrease)/increase in deferred income	(38,326)	43,491
Cash (absorbed by)/generated from operations	(63,652)	169,669

THE FREUD MUSEUM LONDON

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2022

26 Analysis of changes in net funds

	At 1 April 2021	Cash flows	At 31 March 2022
	£	£	£
Cash at bank and in hand	478,180	(73,323)	404,857
Loans falling due within one year	(8,333)	-	(8,333)
Loans falling due after more than one year	(41,667)	7,901	(33,766)
	<u>428,180</u>	<u>(65,422)</u>	<u>362,758</u>

THE FREUD MUSEUM LONDON

England & Wales - Charity number 1112854

Accounts

Company Registration No: 5467415
Registered Charity No: 1112854

THE FREUD MUSEUM LONDON
(A CHARITABLE COMPANY LIMITED BY GUARANTEE)

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

JEFFREYS HENRY LLP
Chartered Accountants

Finsgate
5-7 Cranwood Street
London EC1V 9EE

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

Information

Directors and Trustees

A Newman (Chair)
S Bardgett
D Chambers
B Kahr (resigned 17 November 2020)
D Leader (resigned 9 June 2021)
W Monkhouse
T Moross
A Spiro
S Kon
A Biggs
P Chilton
S Abse (appointed 8 June 2021)
A Worthington (appointed 17
November 2020)
L Hillman (appointed 8 June 2021)
J Rosenfeld (appointed 17 November
2020)

Secretary

Monica Law

Registered Charity Number

1112854

Registered Office

20 Maresfield Gardens
London
NW3 5SX

Chief Executive Officer (Director)

C Seigel

Bankers

NatWest Bank plc
106 Finchley Road
London NW3 5JN

Auditors

Jeffreys Henry LLP
Chartered Accountants
Finsgate
5-7 Cranwood Street
London
EC1V 9EE

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

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**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2021**

The Trustees are pleased to present their annual report together with the financial statements of the charity for the year ended 31 March 2021 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association 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 (FRS102) (effective 1 January 2019).

CHAIR'S REPORT

The year under review was inevitably dominated by the Covid-19 pandemic and its impact on all aspects of daily life. It began with the Museum having just closed to the public in the first English lockdown and ended with it closed once again during the second English lockdown. In between, the Museum was able to welcome visitors in person, under varying degrees of restriction, between August and November 2020.

During this difficult time, the Museum's Director and staff responded to the exceptional challenges of the pandemic with resourcefulness and innovation. Their efforts enabled the Museum rapidly to provide new online activities which not only attracted audiences from around the world but also accelerated the Museum's preparedness for a digital future. This online programme included a wide range of talks and activities, some of which directly addressed issues relating to the impact of the pandemic. The team also devised a special exhibition for the Museum's re-opening, covering Freud's loss of his daughter Sophie during the Spanish flu pandemic, a hundred years earlier.

Despite generating online revenues, the Museum's total income from visitor-related activities fell by £256,000, (59%) to £176,000 compared to £432,000 in the previous financial year. The net contributions received from our commercial subsidiary, Freud Museum Publications Limited also fell, by £78,000, from 2019/20.

Against this difficult background, the Trustees and the Director focussed on safeguarding the Museum and ensuring its financial viability. Many of the staff were furloughed while the Museum was closed. The Museum applied for and received funding from a range of public and private bodies. Apart from the Job Retention Scheme, from which the Museum received £185,000, the largest grant received was from the Arts Council England Culture Recovery Fund. A number of fund-raising activities were also held, including two memorable events led by Vanessa Redgrave in the short period when the Museum re-opened.

The Board is very grateful for the donations received during the year both from existing Patrons, Members and supporters as well as many new ones. We also appreciate the wide range of funding support provided by the national and local authorities in the UK during the pandemic as well as the specific schemes for museums and cultural institutions such as ours.

The financial support received from these multiple sources, some of which was reserved for specific purposes, together with a reduction in total expenditure enabled the Museum to record an overall surplus and to end the year with reserves slightly higher than the previous year-end.

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The Trustees therefore remain confident in the Museum's ability to sustain itself financially. As cultural and economic life returns towards previous normality, the Museum is now in a position to re-start its development planning process and adapt its long-term plans to reflect the impact of the pandemic. Our experience this year has already shown how the Museum can harness digital technology to deliver services and activities remotely as well as to enhance the visitor experience in the house.

Our two long-standing clinical practitioner Trustees, Professor Brett Kahr and Darian Leader, retired from the Board during the year after reaching the end of their nine-year term of office. Professor Kahr has been appointed as the Museum's Honorary Director of Research helping to develop our academic research programme. I would like to thank both Brett and Darian for their valuable and very active contributions to the Museum over many years.

Two new trustees with clinical expertise, Anne Worthington and Juliet Rosenfeld, joined the Board during the year and a third, Susanna Abse joined in July 2021. Louise Hillman FCA was also appointed in June 2021 as the finance trustee, responsible for overseeing the Museum's financial affairs. We welcome all these new trustees who add valuable skills and experience to the Board.

I will be retiring as Chair and from the Board (which I joined in 2010) after the 2021 Annual General Meeting. I am pleased that the Board has appointed Susan Prevezer QC to succeed me from that date. Susan is a distinguished barrister, who has led a major law firm, held many non-executive director roles in commercial and charitable organisations and is a local resident.

I thank all the Trustees for their support and guidance on the Board and their work in helping the Museum and its staff to address the many challenges that arose this year. I would also like to express the Board's appreciation for the dedication and commitment of the Director and staff which has sustained so many activities in the past year and enabled the Freud Museum London to continue to fulfill its objectives.

**Alan Newman
Chair, Freud Museum Trustees
23 November 2021**

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PRINCIPAL ACTIVITY AND PUBLIC BENEFIT

The Freud Museum London is a charitable company. In shaping our objectives for the year and planning our activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance on public benefit and fee charging.

The Museum relies on grants and the income it raises from, amongst other activities, admission fees and the public programme. We are therefore a fee charging charity, but feel that the admission prices are low enough that no one is prevented from coming to the Museum on grounds of cost. Concessionary fees are available for low income groups, parties of senior citizens and school parties. Free admission is offered to members of the local neighbourhood association. We also undertake outreach projects which offer free access to Museum services.

As set out in the Memorandum and Articles of Association, the purposes of the Freud Museum London which all serve to promote public benefit are as follows:

- to promote, encourage, improve, advance and disseminate knowledge and awareness of the life, work, medical, psychoanalytic and other scientific activities and intellectual and current cultural legacy of the late Sigmund Freud, and knowledge and awareness of their relevance to contemporary society;
- to maintain, operate and improve a museum to collect, safeguard and make accessible articles and other items connected with his life, his work, his family, in particular his daughter Anna Freud, and the history of psychoanalysis at the property located at 20 Maresfield Gardens, London NW3 5SX and at such other property as may from time to time be required or expedient and to provide access to the premises to the public so that they can explore the museum and its collections for inspiration, learning and enjoyment;
- to advance the appreciation of the historical nature of the property located at 20 Maresfield Gardens, London NW3 5SX and its significance as the late Sigmund Freud's last home, the place of his death and the repository of his study, library, couch and collection of antiquities and other articles connected to him;
- to discover, assemble, and collect books, manuscripts, photographs, other publications, furniture, information and articles of whatever kind relating to the life, work, medical, psychoanalytic and other scientific activities and intellectual legacy of the late Sigmund Freud, and to ensure their preservation for the benefit of the public;
- and to conduct research into the life, work, medical, psychoanalytic and other scientific activities and intellectual and cultural legacy of the late Sigmund Freud and to publish the results of all such research.

The strategies employed to achieve the charity's aims and objectives are to:

- ensure the highest standards in conservation and care of the collections
- run active public, exhibition and education programmes
- encourage research into the collections and archives, and related publications
- market the Museum widely to encourage increasing numbers of visitors
- enter into appropriate partnerships that will help to achieve the key aims of the Museum
- keep the Museum financially robust and manage risks as carefully as possible

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ACHIEVEMENTS AND PERFORMANCE

This has been an unprecedented year for the Freud Museum London, as for so many other organisations across the world. Just before the start of this financial year, the coronavirus pandemic spread to the UK, and associated government restrictions came into force.

Loss of income from admissions - usually the cornerstone of the Museum's funds - was a key feature of this year's performance. However, the Museum responded fast and imaginatively to the loss of income caused by closure, taking full advantage of all emergency support on offer, cutting costs where possible, developing new income streams, and fundraising.

The Museum applied for emergency funding from a range of different organisations. Despite the very competitive climate, grants were received from the Rothschild Foundation Hanadiv Europe (£20,000), and London Museum Development for both a Reopening Grant (£2,000) and a Recovery Grant (£5,000). In October the Museum was awarded £80,000 from Arts Council England's Cultural Recovery Fund, and a further £40,000 from CRF Phase 2 in March 2021. We are immensely grateful to all these donors.

The Museum actively pursued its own fundraising avenues, through new and old donors, members and patrons. We received a grant of £35,000 from one new donor in July, and an appeal to the psychoanalytic community across the world raised over £15,000. Two special fundraising events with the actress Vanessa Redgrave raised another £15,000 in the autumn.

As soon as the Job Retention Scheme was put in place, the majority of the Museum's staff were furloughed, with a core team of the Director, live-in Front of House Manager, and Digital Manager remaining in place. Over the course of the year, other staff members were brought back off furlough, or onto flexible furlough, in order to support reopening or new activities to generate income for the museum. This was a carefully managed process, and the Museum was able to avoid making any redundancies. Staff pay was reduced to 80% until December, when with the support of the Cultural Recovery Fund it was restored to 100%.

The Museum took full advantage of available government support schemes, not only the Job Retention scheme, but also the Retail, Hospitality and Leisure grants offered to museums, and business rates relief. The Museum also made a successful application for a Bounce Back Loan of £50,000.

Over this period, the Museum was only allowed to be open for a very limited time. In accordance with government guidelines the Museum reopened on 12 August 2020, closed again for four weeks in November, reopened briefly in December, and then remained closed until May 2021 – after the end of the financial year covered in this report.

In order to enable the Museum to reopen safely, a great deal of thought went into making necessary changes and improvements. These included enhanced cleaning, restricting numbers in the museum, new signage and displays, and asking visitors to wear masks and socially distance. An online booking system was introduced to control and regulate numbers. The audio guide was rerecorded, made available to download on to a smartphone, and included for free in the price of admission. Ticket prices were increased, to cover the extra costs of cleaning and other changes.

Some of the costs of reopening were covered by the London Museum Development Reopening Grant, and some by the Arts Council England's Cultural Recovery Fund.

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Audience response to the changes, as reported to front of house staff and on visitor surveys, was very positive. Visitors appreciated the care taken to keep them safe, and the improved experience of being in a far quieter museum. 'It was immensely special to be back in Freud's study, and, due to distancing restrictions, have it virtually to myself', commented one visitor.

The Museum was open for three days a week (as opposed to five days pre-pandemic, but with longer opening hours) with a maximum of 60 visitors a day. In the few weeks of being open from August to November, daily ticket sales were between 80% and 90% of the reduced capacity. It was gratifying to note that demand was still there for a visit to the Museum, albeit with numbers far lower than before the pandemic.

To attract visitors, the Museum developed a new, highly topical exhibition, *Freud and the Pandemic*, again partly funded by the Cultural Recovery Fund grant. This explored the similarities between Freud's experience of the Spanish Flu and the COVID-19 pandemic, its impact on mental health and the response by psychoanalysts. In the end, it was not able to open until May (when the Museum reopened) but could be promoted and explored online before then and was on display from May to September 2021.

However, since admissions had been a mainstay of income, the Museum needed to generate alternative sources of income as a matter of urgency. This need was heightened by the knowledge that overseas visitors, who had previously made up about half of all visitors, were not likely to return for some time to come.

The Museum already had a vibrant, successful public programme, comprising a range of events, including talks, conferences and courses. These had always been held in the physical space of the Museum. One effect of the pandemic was to learn rapidly how to translate this analogue programme into a digital one. With immense agility, the Digital Manager and Events team soon mastered the world of Zoom and online webinars, and began promoting online events, accessible from all over the world.

This was a sharp learning curve but proved very successful. No longer restricted by the space within the Museum, events could be opened to far larger numbers. The online programme reached a wide global audience, with participants logging on from as far afield as New Zealand and China. Online events included conferences on the climate emergency and post-truth, both highly topical and well attended. Over fifty online events were held in this period, generating more income than the events programme in the previous year.

Even keeping ticket prices relatively low and therefore widely accessible, the increased number of ticket sales generated greater income for each event than had been possible when restricted to 80 seats within the museum. For instance, Professor Brett Kahr's *How Freud would have handled the Coronavirus* had 340 bookings; Dr. Vamik Volkan's talk to mark Holocaust Memorial Day, *Trauma, Prejudice and Psychoanalysis*, had 410.

Courses which had been held as evening classes in the museum are now delivered live, but online. Participants can still attend in real time and question the speaker or watch the recording later in their own time. keystones of the course programme are Keith Barrett's introductions to psychoanalysis, the work of Sigmund Freud and other key figures, and Mary Wild's Projections series on psychoanalysis and cinema.

'I want to thank the Freud Museum and Mary Wild for doing an excellent job and bringing psychoanalysis closer to those who are interested even in these difficult times! Please bring more, I am thirsty for more and more knowledge'.

'I really enjoyed Keith Barrett's series and felt very inspired. I hope these can remain online – these have been one of the highlights of my lockdown'.

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'As I live in Iran, it is impossible to attend such events in person, and I hope there will be further opportunities for online participation, even after the pandemic'.

Another success story over this year was the online shop. Unable to make purchases in person, many people from all over the world instead accessed the Freud Museum shop online. The Shop Manager and her team exploited this opportunity with imaginative products, many from independent designers, increased publicity, and the ever-popular Christmas video!

This success was achieved despite constantly increasing extra complexity in sending items abroad caused by a number of factors, including post Brexit regulations for the EU.

During this year there have been a number of staff and trustee changes. Curator Sophie Leighton left for a new post as Director of the Bethlem Gallery, and Planning Manager Emily Ardizzone chose not to return from maternity leave. Deputy Director and Head of Learning Ivan Ward retired (just after the end of this financial year) after more than thirty years at the Museum.

The Director undertook a staff restructure to accommodate these changes, and to make some savings at a difficult time. It was an opportunity to rethink roles and responsibilities, and to give well deserved promotions to several experienced members of staff. New roles were created, such as that of Research Manager, to allow some aspects of the Museum's work to be strengthened and improved.

Working conditions were also improved, both for working from home and in the museum itself. The Recovery Grant and CRF funds were used to ensure that all staff working from home had access to a good computer, and were able to access safely museum documents, and communicate properly with colleagues. The top office was given a much-needed refurbishment, to ensure safer working conditions as staff returned to work.

Despite the positive response to the pandemic, there is no doubt that this has still been an extraordinarily difficult year for the Museum. We hope that in the coming year we will be able to bring activities back to previous levels, although the environment continues to be uncertain for all heritage organisations like ourselves, not least due to the possibility of further Covid-related restrictions.

ACTIVITIES 2020-21 TO PROMOTE PUBLIC BENEFIT

Despite the need to focus on keeping afloat financially, the Museum tried hard to always keep in mind its purpose to promote public benefit during the pandemic. Many of its activities were designed to reach a wider community, to promote good mental health, and to recognise some of the difficulties that everyone was living through.

Before the pandemic, the education team, with the support of Arts Council England, had been developing a dedicated offer for the following community groups – adults living with learning disabilities and difficulties; adult mental health service users; brain injury survivors; carers; ethnic minority groups; inter-generational groups; older people; people living with dementia and refugees.

Although in-person workshops were no longer possible, where feasible assistance was provided online. The Education and Outreach Manager created a special online session *Freudian Wisdom for Difficult Times*. While suitable for a general audience, it was designed specifically to support mental health and wellbeing in the community. The session has been available free of charge to key workers, carers and

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healthcare professionals. We hope to expand this online provision in the coming year, and return to in person work in the community where possible.

To keep our schools provision accessible, a new online offer was launched in autumn 2020, which proved very popular with teachers and students. Education sessions have been delivered to schools across the country, who may not have previously visited in person. Students everywhere can now delve into the world of Sigmund and Anna Freud from their homes or classrooms.

Learning sessions are delivered by a team of subject specialists who enjoy engaging students in their first encounters with Freud and psychoanalysis. Covid secure onsite learning visits are also available for schools.

The Museum responded to the Black Lives Matter protests in summer 2020 by looking at its own structure, provision and programming. A staff group has been established to keep equality and diversity under review, and recommend changes. Ivan Ward, Head of Learning, delivered a very personal talk online *The Psychological Effects of Racism*, which reached a wide audience and is still available to watch on demand. One viewer wrote: *'I cannot recommend Ivan Ward's deeply moving, and incisive talk enough. No matter what your ethnic background is, you will most certainly learn something from it.'*

Throughout the year we have kept accessibility of all types in mind in our programmes. Captioning of online events is available for the hard of hearing. We also ensured that provision was not inaccessible to anyone for financial reasons. Many of our talks were offered on a 'pay what you can' basis. Where possible we offered subsidised prices or free places to students, concessions, mental health service users and those on low income. Some online provision, such as the popular new Freud in Focus podcast series, is completely free to all users.

PLANS FOR FUTURE PERIODS

The Freud Museum is a small independent museum with a high reputation in the London arts and heritage field, and an international audience interested in Freud and psychoanalysis. It is uniquely situated as a place to discover the richness of Sigmund and Anna Freud's legacies, and to explore the links of psychoanalysis to art, culture, history and health.

This year has shown the Museum's resilience and ability to adapt to unprecedented challenges. It has been pleasing to have seen the enthusiastic response from around the world to the activities that we developed, and we are very grateful for all the support we have received.

Nonetheless, the financial position is far more challenging than in previous years, and our plans for future periods have to take this into account.

The Museum's key strategic aims will continue to be to:

- Ensure that the Museum remains robust and financially sustainable, growing the income generated by its own activities and an effective fundraising strategy to secure significant donations and grants
- Extend, improve and deepen the experience of both actual and digital visitors to the Museum, and develop new audiences.

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- Promote the learning aims of the Museum through an imaginative education, outreach, exhibition and public programme, as well as encouraging research, scholarship and partnership work.
- Care for, and continually open up, the house and its collections.
- Ensure high standards of governance and management, and professional development for staff, volunteers and trustees

However, the changing circumstances mean that Museum now needs to undertake detailed planning in response to the effects of the pandemic, the Museum's prolonged closure and loss of income. We are looking closely at how the Museum's development plans should be updated in a post pandemic environment, with so much uncertainty still ahead.

In the coming year therefore, the Museum will be proceeding cautiously, trying to achieve financial stability, and re-thinking its priorities and strategy in the light of a radically changed world.

FINANCIAL REVIEW

The Museum's accounts reflect the impact of the pandemic and in particular the closure of the building to visitors in two periods, covering almost two-thirds of the financial year. The Museum's income from its normal activities (including visitor admission charges, public programmes and premises hire) fell by 59% from £432,000 to £176,000. The lengthy closure and fall in visitor numbers also impacted the Museum's trading arm, Freud Museum Publications Ltd. its turnover fell by 68% to £76,000 from £240,000 in the prior year (despite an increase in online sales) and its gross profit fell by £78,000. This fed through to the same reduction in the management fees and donations payable by FMP to the Museum.

The Museum's income loss was partly offset by an increase of £257,000 in donations and legacies to £463,000. This total includes £185,000 from the Job Retention Scheme and £122,000 from other public support schemes. As a result, the reduction in the Museum's total incoming resources was restricted to £48,000, with a total generated of £651,000 compared to £698,000 in the prior year.

Due to the reduction in activities in the Museum, caused by the Covid-restrictions, the Museum's total expenditure of £542,000 was £127,000 (19%) lower than the previous year. Management and administration costs were £85,000 lower at £492,000, with staff costs reducing by £55,000 and other costs by £30,000. Although the JRS enabled the Museum to retain staff, some vacancies that arose during the year were not filled. Expenditure on generating funds fell by £42,000 to £50,000, reflecting the reduction in exhibitions and physical events. The combination of grant and donations income and lower expenditure contributed to the Museum reporting net income of £109,000 for the year compared to £29,000 in the prior year. Of this, the unrestricted net income was £66,000 and the restricted element was £43,000. The Museum's year-end cash balances increased by £218,000 to £478,000 reflecting the net income and an increase of £61,000 in creditors, mainly in deferred grants.

INVESTMENT POWERS AND POLICY

The trustees, having regard to the liquidity requirements of operating the museum, have kept available funds in an interest-bearing deposit account and seek to achieve a rate on deposit which matches or exceeds inflation as measured by the retail prices index. Due to the wider economic circumstances, deposit rates have been depressed and so this aim was not achieved in the year.

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The invested funds held on deposit achieved an average of 0.05% against the retail price index of 2.9% for the year.

RESERVES POLICY AND GOING CONCERN

Reserves are needed to bridge the gap between the spending and receiving of income and to cover unplanned emergency repairs and other expenditure.

The effects of the Covid-19 pandemic especially since the year-end have led to significant global disruption and uncertainty about the future. The Trustees have continued to take a prudent approach to managing the Museum's finances and to seek to ensure the Museum's future viability. The financial support received from the Government and public bodies and private donors together with actions taken by the Museum have enabled it to retain adequate reserves for the immediate future. Although the outlook remains highly uncertain, the Trustees have considered a range of plausible scenarios for the 12 months following the date of these financial statements. As a result, the Trustees consider that the Museum will have sufficient funds to meet its obligations during the next 12 months and is a going concern.

DIRECTORS AND TRUSTEES

The Freud Museum is governed by a Board of Directors, known as the Trustees.
During the financial year ending 31 March 2021 the following Trustees have held office.

Alan Newman (Chair from 27 February 2018)
Susanna Abse (Appointed 8 June 2021)
Suzanne Bardgett
Anne Biggs
Dan Chambers
Paul Chilton
Louise Hillman (Appointed 8 June 2021)
Brett Kahr (Resigned 17 November 2020)
Stephen Kon
Darian Leader (Resigned 9 June 2021)
Wendy Monkhouse
Trevor Moross
Juliet Rosenfeld (Appointed 17 November 2020)
Anthony Spiro
Anne Worthington (Appointed 17 November 2020)

Key management personnel:

Carol Seigel
Duncan Lynch
Monica Law
Iveta Rozlapa
Bryony Davies
Francisco da Silva

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A brief biography of all current Trustees is given below:

Susanna Abse

Susanna Abse is a psychotherapist who has worked in private practice with couples, parents and individuals since 1991. She was Chair of The British Psychoanalytic Council from 2018 – 2021 and was CEO of Tavistock Relationships from 2006 -16. Alongside her psychotherapy practice, Susanna works as an organisational consultant and coaching senior leaders in the corporate sector, the NHS, in charities and higher education. Susanna is also a Senior Fellow of The Tavistock Institute of Medical Psychology; a Fellow of the Centre for Social Policy at Dartington, and Series Co-Editor of “The Library of Couple and Family Psychoanalysis” for Routledge Books. Her publications include writings for the New Statesman, New Associations and for the Open Society European Policy Institute. In 2019, she made a series of Films for Channel 4 news which looked at the psychological aspects of Brexit. Her book, Tell Me Truth About Love, for Ebury Press will be published in July 2022.

Suzanne Bardgett

Suzanne Bardgett is Head of Research and Academic Partnerships at Imperial War Museums, where she is responsible for initiating research projects across the IWM’s remit. Past achievements include leading the team that created the Holocaust Exhibition which ran at IWM London from 2000 to 2021. In her current role, Suzanne has led or co-led a number of Arts and Humanities Research Council-funded projects, mainly on aspects of IWM’s collections. Suzanne is also Series Editor with Ben Barkow of the Palgrave Macmillan’s The Holocaust and its Contexts. Her book, Wartime London in Paintings, about the IWM’s officially commissioned paintings of London during the Second World War, was published in 2020.

Anne Biggs

As Head of Trusts and Foundations at the Philharmonia, Anne Biggs is responsible for managing the organisation’s Arts Council NPO funding and other statutory funding, as well as funding from trusts, foundations, embassies and livery companies. Anne has worked at Historic Royal Palaces, English National Ballet, and a number of disability organisations. Outside of her day job, Anne is on the board of Teatro Vivo, a small theatre company. Previously, she mentored through Mentoring Pathways, was an Enterprise Advisor within the Mayor of London’s Enterprise Network, and was a Management Committee member of Angelshed, an inclusive theatre company. Anne is undertaking a part-time history PhD, building on her MA research, focusing on ideas of selfhood and identity, something which relates closely to Freud’s work.

Dan Chambers

Dan Chambers is the Creative Director and co-founder of Blink Films, one of the UK’s leading factual production companies. Dan specialises in ambitious factual shows for the British public service terrestrial broadcasters, and American broadcasters. He has created various long-running history strands, including Secrets of the Dead for Channel 4, Revealed for Channel 5, True Stories for BBCWW, and Ancient Mysteries at Blink Films. He’s been responsible for various award-winning shows including Dambusters Revealed (RTS Best Factual) and Meet The Sloths (Panda Wildlife). He has created a host of successful cookery shows, including Tom Kerridge’s American Feast, John Torode’s Asia, and Chinese Food In Minutes with He Ching. He’s created various animal and wildlife series including the recent BBC’s Dog Tales and Cat Tales, and Love Nature’s Life and Death in the Amazon. Dan has previously been the Director of Programmes at Channel 5 responsible for overseeing all the channel’s output from 2003 to 2006, and The Head of Science at Channel 4, responsible for a range of programmes from Scrapheap Challenge to the first ever series of Big Brother on British TV.

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Paul Chilton

Fellow of the Royal Institution of Chartered Surveyors and a Partner at Cluttons LLP, leading-edge property consultancy. Paul has over 35 years of property experience acting on behalf of a number of UK Charities as well as managing a top 20 firm of Chartered Surveyors.

Louise Hillman

Louise Hillman qualified as a chartered accountant with Deloitte & Touche. Louise worked for Credit Suisse before moving to the social sector, working for an international NGO and a charity which helped others scale their social impact, before taking on her current role as Head of Finance for the Medical Research Foundation.

Professor Brett Kahr

Professor Brett Kahr has worked in the mental health profession for over forty years. He is Senior Fellow at the Tavistock Institute of Medical Psychology in London, and Visiting Professor of Psychoanalysis and Mental Health at Regent's University London. He is also Senior Clinical Research Fellow in Psychotherapy and Mental Health at the Centre for Child Mental Health. Additionally, he serves as Chair of the Scholars Committee of the British Psychoanalytic Council. Kahr has written or edited sixteen books and has served as series editor for over seventy-five further titles on a range of topics in psychotherapy and psychoanalysis, including several volumes on the history of psychoanalysis. He is Consultant Psychotherapist at The Balint Consultancy and works with individuals and couples in independent practice in Central London.

Stephen Kon

Stephen Kon is a practising solicitor of 40 years standing, specialising in EU and competition law. He was previously an academic in the School of European studies at Sussex University and Senior Partner of a City law firm. He chaired for five years the London Jewish Cultural Centre and is currently a Trustee of the Association of Jewish Refugees.

Darian Leader

Darian Leader is a psychoanalyst working in London and a founder member of the Centre for Freudian Analysis and Research. He is Visiting Professor at the School of Human and Life Sciences, Roehampton University. He is the author of several books including *Introducing Lacan*; *Why do women write more letters than they post?* *Freud's Footnotes*; *Stealing the Mona Lisa: What Art Stops us from Seeing*; *Why Do People Get Ill?* (with David Corfield) and *The New Black: Mourning, Melancholia and Depression, What is Madness and Strictly Bipolar*. His most recent book *Hands* was published by Hamish Hamilton in 2016.

Wendy Monkhouse

Wendy Monkhouse has wide ranging curatorial experience and currently works as Senior Curator (South) for English Heritage. She has worked extensively for the National Trust, historic house museums and as an independent curatorial consultant. She has a PhD in Egyptian Archaeology from University College London, and teaches Egyptian and Near Eastern Archaeology at MA and BA level.

Trevor Moross

Trevor Moross is a Fellow of the Royal Institution of Chartered Surveyors. He is a non-executive director of Dorrington, a privately owned residential and commercial property company. Being particularly concerned with housing he serves on the Board of London and Quadrant Housing Trust, one of largest housing associations in the United Kingdom. He is a member of the International Advisory Board of The Academy of St Martin in the Fields, the renowned orchestra.

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Alan Newman (Chair)

Alan Newman is Chief Financial and Operating Officer of Ebiquity plc, a media and marketing consultancy and Chair of the Audit Committee of Future plc. Alan has wide experience in the media, technology and business service sectors. He was previously Chief Financial Officer of YouGov plc and a Partner in the consulting practices of EY and KPMG. He is a Chartered Accountant and has an MA in Modern Languages (French and Spanish) from Cambridge University.

Juliet Rosenfeld

Juliet Rosenfeld is a psychoanalytic psychotherapist and writer who works in London. She has a special clinical interest in both grief and love (as the two are often so profoundly entwined) and working with those who have suffered bereavement, recently or in the past. Juliet read languages at Oxford before a ten year career in advertising and marketing, ending up in the Civil Service. Juliet qualified in 2012 as an integrative psychotherapist but is passionate about psychoanalysis and specifically how it's ideas can be useful and applied to bigger audiences. Juliet is also an elected Board Member of the UKCP (United Kingdom Council Of Psychotherapy) which represents 12000 psychotherapists, and takes a keen interest in how any talking therapy can become more usual, and available to anyone who might benefit from it. She is currently working on her second book and has written for a number of national publications on relationships, grief and psychotherapy.

Anthony Spiro OBE JP

Anthony is a Chartered Engineer who worked for a FTSE 100 company principally in financial communications. He is a Justice of the Peace and Member of the Independent Monitoring Board at Wandsworth Prison. Anthony is a Trustee of the Association of Jewish Refugees and Chair of MiD Mediation and Counselling. He was Chair of the Wiener Holocaust Library from 2004 to 2018 and received an OBE in the 2021 New Year's Honours List for Voluntary service to Holocaust remembrance.

Anne Worthington

Anne is a psychoanalyst and member of the Centre for Freudian Analysis & Research, the College of Psychoanalysts – UK and the Guild of Psychotherapists.

The Trustees hold board meetings five times a year. At these meetings, which are also attended by the Museum's Director and other staff as necessary, the Trustees review performance, set goals and receive reports from the staff. Future programmes and events are proposed by the Director and confirmed by the Board. Management accounts are prepared each month and monitored and reviewed against the budget set at the beginning of each financial year.

Day-to-day management of the Museum is delegated by the board to the Director. Decisions relating to the Museum's overall strategic direction, to long term financial commitments or to re-structuring of resources are made by the Board following detailed briefing and consultation with the Director and relevant staff.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Freud Museum opened to the public in 1986. During the first two decades of its existence, the Museum was constituted as a Charitable Trust, under a Deed of Declaration dated 30 September 1980. In 2004, in accordance with current best practice in the museum world the Trustees of the 1980 Charitable Trust decided to reorganise the Museum and to reconstitute it as a Charitable Company limited by guarantee.

**THE FREUD MUSEUM LONDON
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**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2021**

The Freud Museum London was registered on 31 January 2006 as a Charity with the Registration Number 1112854, and on 01 April 2006 received all the assets and liabilities of the 1980 Charitable Trust, including 20 Maresfield Gardens and its contents. This new charitable company is governed by its Memorandum and Articles of Association. These are available from the Commission or from the Company Secretary at 20 Maresfield Gardens.

Appointment of trustees

When trustees reach the end of their term of office, the Nominations Committee, a working subcommittee of the Board, is responsible for recruiting new trustees with appropriate skills. The Nominations Committee makes its recommendations to the full Board for approval.

Trustee Induction and training

New trustees undergo orientation to brief them on: their obligations under charity law and Charity Commission guidance on public benefit; the content of the Memorandum and Articles of Association, the committee and decision-making processes, the business plan and recent financial performance of the charity. During the Induction day they meet key employees and other trustees. Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Organisation

The board of trustees, which can have up to 13 members, administers the charity. The board normally meets five times a year and there are sub-committees covering a range of issues. A Chief Executive is appointed by the trustees to manage the day to day operations of the charity. To facilitate effective operations, the Chief Executive has delegated authority, within terms of delegation approved by trustees, for operational matters including finance, employment and artistic performance related activity.

Related parties and co-operation with other organisations

None of our trustees receive remuneration or other benefit from their work with the charity. Any connection between a trustee and senior manager of another museum must be disclosed to the full board of trustees in the same way as any other contractual relationship with a related party. In the year under review, no such related party transactions were reported.

Pay policy for senior staff

The board considers that its members, who are the Trust's trustees, and the senior management team comprise the key management personnel in charge of directing and controlling, running and operating the charitable trust on a day to day basis. All directors give of their time freely and no director received remuneration in the year. Details of any directors' expenses and related party transactions are disclosed in note 13.2 to the accounts.

The pay of the staff is reviewed annually and normally increased in accordance with inflation. In view of the nature of the charity, the directors benchmark against pay levels in other museums of similar size

The trustees have a risk management strategy which comprises:

- An annual review of the principal risks and uncertainties that the charity face;
- The establishment of policies, systems and procedures to mitigate those risks identified in the annual review; and

**THE FREUD MUSEUM LONDON
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**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2021**

- The implementation of procedures designed to minimise or manage any potential impact on the charity should the elected trustees step down.

This work has identified that financial sustainability is the major financial risk for the charity. A key element in the management of financial risk is a regular review of available liquid funds to settle debts as they fall due, regular liaison with the bank and active management of trade debtors and creditors balances to ensure sufficient working capital by the Museum.

Attention has also been focused on non-financial risks arising from fire, health and safety of patrons, management of artefacts. These risks are managed by ensuring accreditation is up to date, having robust policies and procedures in place, and regular awareness training for staff working in these operational areas.

Trustees' responsibilities in relation to the financial statements

The charity trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including income generation or cost savings. In preparing the financial statements, the trustees are required to:

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

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with Companies Act 2006. They are also responsible for safeguarding the assets of the charity and the group and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our auditors

In so far as the trustees are aware at the time of approving our trustees' annual report:

- There is no relevant information, being information needed by the auditor in connection with preparing their report, of which the group's auditor is unaware, and
- The trustees, having made enquiries of fellow directors and the group's auditor that they ought to have individually taken, have each taken all steps that he/she is obligated to take as a director in order to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2021**

By order of the board of trustees

**Alan Newman
Chair, Freud Museum Trustees
23 November 2021**

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FREUD MUSEUM LONDON
FOR THE YEAR ENDED 31 MARCH 2021**

Opinion

We have audited the financial statements of The Freud Museum London (the 'Charity') for the year ended 31 March 2021 which comprise the Statement of Incoming Resources and Application of Resources, Balance Sheet, Statement of Cashflows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the Charity's affairs as at 31 March 2021 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charity's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FREUD MUSEUM LONDON
FOR THE YEAR ENDED 31 MARCH 2021**

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the strategic report and the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report (incorporating the strategic report and the directors' report) have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the Charity and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out on page 15, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FREUD MUSEUM LONDON
FOR THE YEAR ENDED 31 MARCH 2021**

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

The extent to which the audit was considered capable of detecting irregularities including fraud

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the senior statutory auditor ensured the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with trustees, and from our commercial knowledge and experience of audits of non-profit organisations;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including Companies Act 2006 and Charities Act 2011, taxation legislation, data protection, anti-bribery and anti-money laundering regulations.
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of the trustees as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in Note 2 of the Group financial statements were indicative of potential bias;
- investigated the rationale behind significant or unusual transactions.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FREUD MUSEUM LONDON
FOR THE YEAR ENDED 31 MARCH 2021**

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of the trustees as to actual and potential litigation and claims;
- reviewing correspondence with HMRC and the charity's legal advisor.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the trustees and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Other matter

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued during October 2019 which is referred to in the extant regulations.

This has been done in order for the financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2019.

Use of our report

This report is made solely to the Charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF THE FREUD MUSEUM LONDON
FOR THE YEAR ENDED 31 MARCH 2021**

Sanjay Parmar (Senior Statutory Auditor)
For and on behalf of Jeffrey's Henry LLP
Chartered Accountants
Statutory Auditors
Finsgate
5-7 Cranwood Street
London
EC1V 9EE

Dated: 23 November 2021

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**STATEMENT OF FINANCIAL ACTIVITIES
SUMMARY OF INCOMING RESOURCES AND APPLICATION OF RESOURCES
FOR THE YEAR ENDED 31 MARCH 2021**

		Year Ended			
		Restricted Funds	Unrestricted Funds	31-Mar 2021	31-Mar 2020
	Notes	£	£	£	£
Income:					
Donations and legacies	4.1	130,645	331,714	462,359	205,625
Activities for generating funds	4.1	-	5,939	5,939	64,240
Investment income	4.1	-	96	96	131
Incoming resources from Charitable activities	4.2	-	169,999	169,999	368,061
Other incoming resources	4.3	-	12,300	12,300	60,100
Total incoming resources		130,645	520,048	650,693	698,157
Expenditure:					
Costs of generating funds					
Fundraising expenditure	5.1	(18,503)	(31,552)	(50,055)	(92,475)
Management and administration	5.2	(69,471)	(422,045)	(491,516)	(576,484)
Total expenditure		(87,974)	(453,597)	(541,571)	(668,959)
Net income for the year		42,671	66,451	109,122	29,198
Reconciliation of funds					
Total funds brought forward		3,837,267	215,927	4,053,194	4,023,996
Total Funds carried forward	10, 11	3,879,938	282,378	4,162,316	4,053,194

The statement of financial activities has been prepared on the basis that all operations are continuing operations. There are no recognised gains or losses other than those passing through the statement of financial activities.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

BALANCE SHEET AS AT 31 MARCH 2021

	Notes	£	2021 £	£	2020 £
Fixed Assets					
Tangible assets	6a		3,771,634		3,783,435
Investments	6b		100		100
			<u>3,771,734</u>		<u>3,783,535</u>
Current Assets					
Stocks	7	5,280		5,730	
Debtors: amounts falling due within one year	8	103,124		97,563	
Cash at bank and in hand		478,181		259,649	
		<u>586,585</u>		<u>362,942</u>	
Creditors: amounts falling due within one year	9	(154,333)		(93,280)	
Net Current Assets			432,252		269,662
Creditors: amounts falling due after one year			(41,667)		-
Net Assets			<u>4,162,319</u>		<u>4,053,197</u>
The Funds of the charity					
Members' funds	12		3		3
Restricted funds	10		3,879,938		3,837,267
Unrestricted funds	11		282,378		215,927
			<u>4,162,319</u>		<u>4,053,197</u>

The trustees have prepared accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the Company.

The notes at pages 22 to 34 form part of these accounts.

The financial statements were approved and authorised for issue by the Board of Trustees on 17 November 2021.

Alan Newman, Chair of trustees on behalf of the trustees

THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)
 Company Registration No. 5467415

STATEMENT OF CASHFLOWS FOR YEAR ENDED 31 MARCH 2021

	Note	2021 £	2020 £
Cash used in operating activities	15	169,766	20,624
Cash flows from investing activities			
Purchase of tangible assets		<u>(1,234)</u>	<u>(3,538)</u>
Cash (used in) investing activities		<u>(1,234)</u>	<u>(3,538)</u>
Cash flows from financing activities		<u>50,000</u>	<u>-</u>
Cash used in financing activities		<u>-</u>	<u>-</u>
Increase in cash and cash equivalents in the year		218,532	17,086
Cash and cash equivalents at the beginning of the year		259,649	242,563
		<u>478,181</u>	<u>259,649</u>
Total cash and cash equivalents at the end of the year		<u>478,181</u>	<u>259,649</u>

Net debt statement

Cash and cash equivalents	At 1 Apr 2020 £	Cash flows £	Other non-cash changes £	At 31 Mar 2021 £
Cash	259,649	218,532	-	478,181
	<u>259,649</u>	<u>218,532</u>	<u>-</u>	<u>478,181</u>

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

1. Accounting Policies

a. Basis of preparation

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 (FRS 102) (effective 1 January 2019) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Companies Act 2006.

The Freud Museum London meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

b. Reconciliation with previous Generally Accepted Accounting Practice

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 the restatement of comparative items was required.

At the date of transition in applying the requirement to recognise liabilities arising from employee benefits, no liability was recognised for the short-term compensated absence arising from employee entitlement to paid annual leave. No other restatements were required. In accordance with the requirements of FRS 102 a reconciliation of opening balances is provided.

c. Preparation of accounts on a going concern basis

The Charity reported a cash inflow of £218,532 for the year. The trustees have considered the Charity's forecasts and projections taking particular account of reduced visitor numbers on self-generated revenue as a result of government restrictions implemented in response to the COVID-19 pandemic. The trustees are of the view that reserves held and income from its activities will enable the Charity to continue for the next 12 months.

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The Company has therefore taken advantage of the exemptions provided by section 405 of the Companies Act 2006 not to prepare group accounts.

1.2 Income

Income is recognised in the period in which the charity is entitled to receipt and the amount can be measured with reasonable certainty. Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

Income from government and other grants, whether 'capital' grants or 'revenue' grants is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor (s) to the Museum that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

1.3 Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use of the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised and refer to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

1.4 Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1.5 Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which trustees' have decided at their discretion to set aside to use for a specific purpose.

Funds are designated as temporarily restricted when income is limited by donor-imposed stipulations that either expire by the passage of time or can be fulfilled and removed by actions the company pursuant to those stipulations. When such stipulations end or are fulfilled, such temporarily restricted net assets are reported in the statement of activities as net assets released from restrictions. However, if a restriction is fulfilled in the same period in which the contribution was received the company reports the funds as unrestricted.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

1.6 Expenditure and irrecoverable VAT

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

- The costs of activities in furtherance of the charity's objectives comprise expenditure on the charity's primary purpose as described in the Report of the Trustees.
- Costs of raising funds comprise the costs of commercial trading including the shop and their associated support cost.

All resources expended are classified under activity headings that aggregate all costs related to the category. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

1.7 Allocation of support costs

Support costs represent indirect charitable expenditure. In order to carry out the primary purposes of the charity, it is necessary to provide support in the form of financial procedures, provision of office services and equipment and a suitable working environment.

Management and administration costs include expenditure to ensure compliance with constitutional and statutory requirements.

1.8 Tangible fixed assets and depreciation

The bulk of the Museum's fixed assets are historic and inalienable. They consist of the freehold property occupied by the Museum at 20 Maresfield Gardens, and the Collection held by the Museum. The building was the home of Sigmund Freud in 1938 and 1939 and the place of his death, and subsequently the home of his daughter Anna Freud. It was purchased from Miss Freud at a cost of £70,000 on September 30 1980, and formed the principal asset of the Charitable Trust established by a Deed of Declaration of Trust by Sigmund Freud Archives Inc. The contents include the library, personal effects, and collection of antiquities formerly owned by Sigmund Freud and bequeathed to the Trust on the death of Miss Freud in 1982.

In the spring of 2005, the Charity commissioned an external valuation of 20 Maresfield Gardens from Stiles Harold Williams, a firm of chartered surveyors. Made in accordance with the Practice Statements in the Appraisal and Valuation Manual of the Royal Institution of Chartered Surveyors, their report dated 7 April 2005 appraises the market value of the freehold interest at £3.75m. In view of the high standard of physical maintenance of 20 Maresfield Gardens and the prime quality of the house as a residential property in a sought-after part of London, the Trustees consider that it is unlikely that the value of the asset has declined since 2005. In the light of the high cost of valuation fees, the Trustees have decided that to conduct a new valuation would bring no commensurate benefit of a kind which would promote the objects of the charity.

This valuation was valid at 1st April 2016 and is considered the deemed cost under FRS 102 transitional requirements of the property going forward.

**THE FREUD MUSEUM LONDON
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**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

No value is attributed in the balance sheet to the Collection. Under FRS 102 and the SORP transitional rules, non-capitalisation is permitted if the value to the charity cannot be estimated, or where the cost of obtaining a valuation is burdensome. The Collection consists of a very large number of items, which would be costly to value individually, with no commensurate benefit to the Objects of the Charity.

The Museum has maintained since 1985 an Acquisitions and Disposals Policy in accordance with its stated objects. This was superseded in March 2005 by a new such policy, modelled on the standard wording recommended by the Museums, Libraries and Archives Council. Detailed guidelines and procedures regulate disposals. These include a provision that no material shall be de-accessioned purely for financial gain, and a requirement that acquisitions or disposals should first be subject to discussion with a number of other specified museums and archives with objects and collections similar to the Freud Museum's. A copy of the policy may be obtained on written request from the Trustees.

The freehold property has a useful life in excess of 50 years and is subject to an annual impairment review. Hence no depreciation is provided.

Depreciation is provided on other tangible assets at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Fixtures, fittings and equipment - 20% Straight Line

1.9 Stock

Stock is valued at the lower of cost and net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would be willing to pay for the items on the open market.

1.10 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1.11 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1.13 Financial instruments

The Museum only has financial assets and financial liabilities of a kind that qualify as basic instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using effective interest method.

**THE FREUD MUSEUM LONDON
(CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

2. Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the full extent that these are applied to its charitable objects.

3. Legal status of the Museum

The Museum is a company limited by guarantee and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity.

	2021	2020
	£	£
4 Income		
4.1 Voluntary income		
Restricted funds		
Grants		
Arts Council England/Culture Recovery Fund	80,000	-
Kreitman Foundation	21,989	6,507
New-Land Foundation	10,697	-
Tangent Trust	10,000	-
Museum of London	5,000	-
Ho Foundation	1,670	-
Botstiber Foundation	640	3,331
Arts Council England/ Outreach	595	1,646
Arts Council England/Uncanny	54	12,395
Museum Development Project	-	89,699
City of London	-	3,392
Wunderblock	-	1,564
Freud & Egypt (UCL)	-	1,437
Anna Freud Foundation/Oral History	-	131
	<u>130,645</u>	<u>120,102</u>
Unrestricted funds		
Coronavirus Job Retention Scheme	185,334	-
Camden Council Coronavirus Relief Grants	40,572	-
Other grants relating to pandemic relief	2,639	-
Other grants and bequests	14,409	21,067
Donations and membership subscriptions	88,760	64,447
	<u>331,714</u>	<u>85,523</u>

**THE FREUD MUSEUM LONDON
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**NOTES TO THE FINANCIAL STATEMENTS
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	2021	2020
	£	£
Activities for generating funds		
Sale of prints	450	690
Premises hire	300	46,328
Object hire	-	630
Sundry income	5,189	16,592
	<u>5,939</u>	<u>64,240</u>
Investment income		
Unrestricted funds		
Bank interest receivable	96	131
	<u>96</u>	<u>131</u>
4.2 Income from charitable activities		
Admission charges	23,507	263,543
Public programmes	146,492	104,518
	<u>169,999</u>	<u>368,061</u>
4.3 Other income		
Management fees receivable	12,300	60,100
	<u>12,300</u>	<u>60,100</u>

The Museum benefits greatly from the involvement and enthusiastic support of its many volunteers, details of which are given in our annual report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

All of the Museum's investment income of £96 (2020: £131) arises from money held in interest bearing deposit accounts.

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5. Analysis of expenditure on charitable activities

	£	£	2021 £	2020 £
	Restricted	Unrestricted		
5.1 Expenditure on generating funds				
Cost of Prints	-	450	450	690
Marketing Costs	-	2,154	2,154	10,611
Archives and Conservation	2,017	3,585	5,602	9,264
Programmes	12,799	23,574	36,373	71,581
Fund raising	3,687	1,789	5,476	329
	18,503	31,552	50,055	92,475
5.2 Management and administration costs				
Administrative wages and salaries	55,781	295,443	351,224	406,685
Specific project wages and salaries	-	-	-	-
Employer's N.I. contributions	-	14,980	14,980	30,026
Rates	-	3,673	3,673	6,365
Insurance and security	-	15,090	15,090	19,788
Light and heat	-	5,822	5,822	8,259
Repairs, maintenance and cleaning	6,818	27,309	34,127	20,821
Travelling & entertainment	-	177	177	813
Telephone	-	5,173	5,173	7,245
Computer running costs	-	12,081	12,081	15,535
Printing postage and stationery	-	5,216	5,216	7,422
Hire of equipment	-	1,147	1,147	1,562
Professional and consultancy fees	6,872	10,585	17,457	22,628
Auditors' remuneration	-	7,296	7,296	6,480
General expenses	-	764	764	5,701
Subscriptions	-	268	268	858
Bank & other charges	-	1,204	1,204	1,964
Irrecoverable VAT	-	-	-	-
Bad debt provision	-	2,782	2,782	1,350
Depreciation	-	13,035	13,035	12,982
	69,471	422,045	491,516	576,484
5.3 Net expenditure for the year				
			2021	2020
			£	£
Depreciation			13,035	12,982
Auditor remuneration:				
Audit fees			7,296	6,480
Accountancy services			4,818	680
			25,149	20,142

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5.5 Staff numbers

The average monthly head count was 18 staff (2020: 18 staff) and the average monthly number of full-time equivalent employees (including casual and part time staff) during the year were as follows:

	2021	2020
Trading	17	17
Governance	1	1
	<u>18</u>	<u>18</u>

6a. Tangible fixed assets

	Freehold Property	Fixtures Fittings Equipment	Collection acquisitions	Total
	£	£	£	£
Cost				
At 1 April 2020	3,750,000	180,212	700	3,930,912
Additions	-	1,234	-	1,234
At 31 March 2021	<u>3,750,000</u>	<u>181,446</u>	<u>700</u>	<u>3,932,146</u>
Depreciation				
At 1 April 2020	-	147,477	-	147,477
Charge for the year	-	13,035	-	13,035
At 31 March 2021	<u>-</u>	<u>160,512</u>	<u>-</u>	<u>160,512</u>
Net Book Values				
At 31 March 2021	<u>3,750,000</u>	<u>20,934</u>	<u>700</u>	<u>3,771,634</u>
At 31 March 2020	<u>3,750,000</u>	<u>32,735</u>	<u>700</u>	<u>3,783,435</u>

The Museum has confirmed that they will use the cost value as at 1 April 2016 under FRS 102. This is now considered the deemed cost of the property.

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6b. Fixed asset investments

	Shares in group undertaking and participating interests
	£
Cost	
At 1 April 2020	100
Additions	-
	<hr/>
At 31 March 2021	100
Net book value	
At 31 March 2021	100
	<hr/>
At 31 March 2020	100
	<hr/>

Holdings of more than 20%

The company holds more than 20% of the share capital of the following company:

Company	Country of registration or incorporation	Shares held	
		Class	%
Subsidiary undertakings			
Freud Museum Publications Limited	United Kingdom	Ordinary	100

The aggregate amount of capital and reserves and the results of this undertaking for the last relevant financial year was as follows:

	Capital & Reserves as at 31 March 2021 £	Loss for the year 2021 £
Freud Museum Publications Limited	129	(272)

The trading subsidiary operates the shop within the Freud Museum selling books and souvenirs relating to the life and works of Sigmund Freud.

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7. Stocks

	2021	2020
	£	£
Finished goods and goods for resale	5,280	5,730
	<u>5,280</u>	<u>5,730</u>

8. Debtors

	2021	2020
	£	£
Trade debtors	34,162	21,982
Other debtors	50,130	68,707
Prepayments	18,832	6,874
	<u>103,124</u>	<u>97,563</u>

9.1 Creditors: amounts falling due within one year

	2021	2020
	£	£
Trade creditors	27,767	10,280
Other taxes and social security costs	9,100	21,249
Other creditors	11,537	7,661
Bounce Back Loan current portion	8,333	-
Accruals	12,967	12,967
Deferred grants	84,629	41,123
	<u>154,333</u>	<u>93,280</u>

Deferred grants of £84,629 (2020 - £41,123) relate to donations that have not yet fully met the criteria of the donors and cannot be recognised as income in the current period. Grants deferred as at 31 March 2021 relate to Ace Oral History (£6,945), Ace Outreach (£6,939), Ace Uncanny (£394), Rothschild Foundation (£7,625), Ho Foundation (£59,160) and the Botstibers Foundation (£3,466).

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9.2 Creditors: amounts falling due after one year

	2021	2020
	£	£
Bounce Back Loan	<u>41,667</u>	-

The Bounce Back loan of £50,000 was taken out in June 2020. The loan is repayable after 6 years and incurs interest at a rate of 2.5% per annum. No repayment was required, and no interest accrued, for the first 12 months of the loan up to June 2021, monthly repayments of capital and interest are made to the bank thereafter.

10. Movement on restricted funds

	01 April 2020	Income and Transfers	Expenditure	31 March 2021
	£	£	£	£
Restricted Income Funds				
Freehold Property Revaluation Reserve	3,680,000	-	-	3,680,000
Other Grants and Donations	78,326	87,959	(87,974)	78,311
Development Fund Reserve	78,941	42,686	-	121,627
Total Restricted Funds	<u>3,837,267</u>	<u>130,645</u>	<u>(87,974)</u>	<u>3,879,938</u>

11. Movement on unrestricted (General) fund

	2021	2020
	£	£
Retained surplus at 1 April	215,927	265,670
Surplus/Deficit for the financial period	66,451	(49,743)
Retained surplus at 31 March	<u>282,378</u>	<u>215,927</u>

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12. Reconciliation of movement in members' fund

	2021	2020
	£	£
Surplus for the financial period	-	-
Contribution for members	-	-
Opening members' funds	3	3
	<hr/>	<hr/>
Closing members' funds	3	3
	<hr/>	<hr/>

13. Staff and Trustees

13.1 Staff costs

	2021	2020
	£	£
Wages and salaries	351,224	406,685
Social security costs	14,980	30,026
	<hr/>	<hr/>
	366,204	436,711
	<hr/>	<hr/>

The average number of staff employed during the year was 18 (2020: 18)

There were no employees whose total remuneration exceeded £60,000.

13.2 The charity trustees were not paid nor received any other benefits from employment with the Museum in the year (2020: £nil), neither were they reimbursed expenses during the year (2020: £nil). No charity trustee received any payment for professional or other services supplied to the charity (2020: £nil).

The key management personnel of the Museum, comprise the trustees, the Director and Curator. The total employee benefits of the key management personnel of the Museum were £44,369 (2020: £44,369).

The charity contributed £6,811 (2020: £8,521) in employer pension contributions. This benefit started in January 2017. This is an auto-enrolment scheme run by a third party.

14. Related party transactions

At the year end, the charity was owed £27,572 (2020: £67,186) by the subsidiary company, Freud Museum Publications Limited, shown in other debtors and £34,032 (2020: £16,740) shown within Trade debtors. Capital repayments of £nil (2020: £nil) and interest of £nil (2020: £nil) were received during the year.

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During the year the charity received management fees of £12,300 (2020: £60,100) from Freud Museum Publications Limited and received a donation of £10,000 (2020: £40,000).

15. Reconciliation of net movement in funds to net cash flow from operating activities

	2021	2020
	£	£
Net movement in funds	66,435	29,198
Add back: Depreciation	13,035	12,981
Decrease in stock	450	690
(Increase) / decrease in debtors	(5,560)	(183)
Increase / (decrease) in creditors	95,406	(22,062)
	<hr/>	<hr/>
	169,766	20,624
	<hr/>	<hr/>

**THE FREUD MUSEUM LONDON
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**NOTES TO THE FINANCIAL STATEMENTS
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16. Post balance sheet events

Following the closure of the Museum on 18 March 2020 the Trustees have continued to assess the impact of the coronavirus pandemic on the financial position of the Trust and budgets for future years adjusted accordingly. No adjustments have been made to the financial results for 2020-21. There were no other events that occurred post year end that require disclosure.