

Charity number: 1156458



**JANE AUSTEN'S  
HOUSE**

**250 YEARS OF JANE AUSTEN**

Jane Austen's House Museum

Trustees' annual report and Consolidated financial statements

For the year ended 31<sup>st</sup> December 2025

Compass Accountants  
Venture House  
The Tanneries  
East Street  
Titchfield  
Hampshire  
PO14 4AR

## JANE AUSTEN'S HOUSE MUSEUM

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## JANE AUSTEN'S HOUSE MUSEUM

### Legal and administrative information

<b>Charity number</b>	1156458
<b>Principal address</b>	Jane Austen's House Winchester Road Chawton Alton Hampshire GU34 1SD
<b>Trustees</b>	Louisa Price (Chair) Keith Harrison Geoffrey Marsh Isabella Mead Annabel Partridge Elizabeth Scott Anne Young
<b>Director</b>	Lizzie Dunford
<b>Auditors &amp; Accountants</b>	Compass Accountants Limited Venture House The Tanneries East Street Titchfield Hampshire PO14 4AR
<b>Bankers</b>	CAF Bank Limited 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ  National Westminster Bank Plc 105 High Street Winchester Hampshire SO23 9AH

## JANE AUSTEN'S HOUSE MUSEUM

### Report of the trustees for the year ended 31<sup>st</sup> December 2025

The Trustees present their report and the financial statements for the year ended 31<sup>st</sup> December 2025. The Trustees who served during the year and up to the date of this report are set out on page 1. The Trustees have had due regard to the guidance issued by the Charity Commission on Public Benefit.

#### Structure, governance and management

The Charity is a Foundation Charitable Incorporated Organisation (CIO) and is governed by its Constitution. The CIO was registered with the Charity Commission on 31<sup>st</sup> March 2014 and took over the activities of the Jane Austen Memorial Trust on 1<sup>st</sup> July 2014. This transfer was authorised by a section 105 Order issued by the Charity Commission for England and Wales.

##### Affiliation

The Charity is not affiliated to any other Charity.

##### Subsidiary

The Charity's wholly owned subsidiary, JAHM Trading Company Limited, has a paid up share capital of £100, and is incorporated in the UK. The principal activity of the company is the sale of retail merchandise. Taxable profits are donated in accordance with a deed of covenant to the parent company.

##### Trustee Induction and Training

Existing Trustees and senior staff provide informal induction and training for any new Trustee following appointment. This is focussed on the charity's mission, its set goals and objectives. Training needs are considered and addressed at formal Trustee Board meetings.

##### Organisational Structure

The Trustees, who meet regularly throughout the year, are responsible for the overall direction of the charity. Trustees are appointed for an initial term of three years, any vacancies being filled by the selection and appointment of suitable persons by the Trustees. Day to day operations are overseen by the Director, who leads a team of paid staff and volunteers.

##### Risk Management

The Trustees continuously seek to identify and review major risks to which the charity may be exposed on an ongoing basis, documenting them as appropriate in the Risk Register. Once identified, systems and procedures for monitoring and mitigating risks are put into place. The Risk Register is reviewed formally and approved by Trustees annually.

The main current risks being managed by the Trustees relate to the ongoing maintenance and upkeep of the Museum property and the demands placed on staff by increased levels of activity.

#### Objectives and activities

##### Principal Activities

Jane Austen's House Museum Charity is established to advance education and the study of English literature and specifically to advance the works of Jane Austen. These objectives are achieved by managing the opening of the house in Chawton, Hampshire where Jane Austen lived from 1809 to shortly before her death in 1817 as a museum dedicated to her life and writing and by promotions at specific events relating to her works. There have been no changes in the policies adopted to achieve the charity's objectives.

The Charity's principal activities during the period were those of the upkeep and maintenance of Jane Austen's House, making it accessible to the public and to inform about her life and work in furtherance of the educational objective.

The Trustees gratefully acknowledge the work of the volunteer rota in helping to run the Museum.

## JANE AUSTEN'S HOUSE MUSEUM

### Report of the trustees for the year ended 31<sup>st</sup> December 2025

#### Achievements and performance

2025 was an extraordinary year for Jane Austen's House. As the 250th anniversary of Jane Austen's birth, it was a year that had been long anticipated and after considerable advance planning and investment it was with pride and pleasure that the Trustees and staff of Jane Austen's House [JAH] can look back on a year that exceeded all expectations.

JAH went into 2025 with several key ambitions. We wanted to create a year of celebrations, centred on this most special of homes, through events, exhibitions and partnerships that built a sense of community and belonging. We wanted to centre JAH within the wider Austen narrative and deliver a year-long programme, both on- and off-site that was rooted in its unique authenticity.

Most significantly, we wanted 2025 to act as a platform from which we could grow and develop, rather than a pinnacle. This was in part because after some 16 years of anniversaries (2009 – 200 years since JA moved to Chawton, 2011- 2017 - 200 years since the publication of each of her novels, 2017 – 200 years since her death), 2025 was the last significant Jane Austen anniversary for over a generation. The team at JAH had to make this year count.

Of course, in certain key performance indicators, we expect 2025 to be difficult to surpass in the future, most notably in terms of visitor numbers. Over 2025 we welcomed 56,138 visitors, the highest number that the museum has seen in its 76 year history. Given the size and scale of the house, as well as local infrastructure, this figure is not sustainable, and for future years, we will be budgeting for a lower figure.

2025 also saw extensive press and media coverage both in the UK and overseas, which has contributed to an important rise in profile, as well as supporting a growth in online engagement through social media and our website use.

Knowing the once-in-a-generation opportunities that 2025 presented, we also wanted to raise funds and build reserves to support the museum through long term maintenance and conservation work, as well as building resilience through times of future footfall. We hoped to achieve a surplus of approximately £250,000. This was far exceeded, with an operational surplus of £829,441. This figure was joined by two legacies totalling £300,000, which were incredibly gratefully received. We also received donations of £4,985 from the Jane Austen Society of North America and £1,200 from the Textile Society for the conservation of a handkerchief embroidered by Jane Austen.

#### Our Impact and Engagement

Visitors to Jane Austen's House:

In 2025 Jane Austen's House welcomed 56,138 regular visitors; a 44% increase on 2024 visitor numbers (39,123), and exceeding 2017 visitor figures, our previous busiest year by 3% (2017: 54,768). Of these visitors, 18% came from within Hampshire (2024: 14%), 50% from within the UK (2024: 58%), but outside Hampshire, and 32% came from outside the UK (2024: 28%). The gross economic impact of Jane Austen's House in 2025 was £2,646,970 (source: AIM Economic Impact Toolkit).

#### Formal Learning

2025 saw the same number of engagements with schools as in 2024 with 29 different engagements. The number of students within those engagements has slightly decreased to roughly 940 students (a 15% decrease from the previous year but still more than 2021, 2022, and 2023). One possible influence on this figure is the impact of 2025 programming, with fewer closed days and more days allocated for the events, media filming, and adult groups. The result was a reduced capacity for school groups across the year.

Another trend was that of schools bringing smaller groups, and utilising minibus travel, rather than coming by coach. This is likely in response to the cost of coach hire continuing to increase. In 2024 we had 12 schools that brought more than 25 students. In 2025 only six schools brought more than 25 students.

## JANE AUSTEN'S HOUSE MUSEUM

### Report of the trustees for the year ended 31<sup>st</sup> December 2025

More than a third of our engagements this year were repeats; an indicator that teachers value the experiences we offer. We also had more online engagement throughout 2025, reaching out to schools and universities in Boston, Illinois, Toronto, and London. In addition, we increased our off-site visits to local schools with our annual assembly at The Butts Primary and two visits to run workshops at Amery Hill. We also had a visit from Perins Secondary and hope to keep building our presence in local schools in 2026.

We received fantastic feedback for our formal learning programme over 2025:

*The tour was engaging and informative, and the interactive component to the workshop really helped embed some of the contextual elements students often overlook.*

*We really do appreciate the time and effort that goes into these sessions, so thank you.*

HSDC Alton College, A-Level, House Tour + Time Travellers. April 2025

*The tour was fantastic. Thank you very much. It was really interesting to see how much could be done with a 'virtual' tour, and we had a great discussion afterwards. It's definitely something I'd be interested in doing with groups of students in the future.*

Toronto Metropolitan University, MA students, Virtual Tour. September 2025

#### Informal Learning

Informal learning and engagements with Austen's life and legacy were at the heart of our plans for 2025. As well as a year-long events programme, we also experimented with new formats of informal learning, publishing a book *A Jane Austen Year*, and an accompanying podcast.

#### Events and Festivals

We planned a series of five mini-festivals, all linked to Austen's novels and key dates. Three of these festivals were based around our existing calendar of events, while two were additions. These festivals were:

- 23rd to 28<sup>th</sup> January – Pride and Prejudice Festival
- 1<sup>st</sup> to 11<sup>th</sup> May – Spring Fling Festival
- 12<sup>th</sup> to 20<sup>th</sup> July – Summer Festival
- 12<sup>th</sup> to 20<sup>th</sup> September – Poetry and Persuasion Festival
- 12<sup>th</sup> to 16<sup>th</sup> December – Birthday and Christmas Festival

Each festival included a range of talks, workshops, concerts and walks, as well as a programme of online events to ensure that as many people as possible were able to take part in the celebrations. Highlights were our Drawing Room Readings and concerts, which took place in the same room in which Austen herself would have read aloud from her novels and played music. Over 2025, 1,363 people attended our onsite events, and 2,525 took part in one of our virtual events, including our famous annual virtual birthday fundraising party, which welcomed a record 485 attendees, and raised over £5,000 for the museum. Total events attendees: 3,888 (2024: 1,379).

#### *A Jane Austen Year*

In January 2025 we launched *A Jane Austen Year*; a beautiful coffee table book and accompanying podcast, deeply rooted in the lived authenticity of Jane Austen's House and the seasonality that is embedded in her novels. This was a strong theme that inspired our programming throughout the year, both onsite and online. The first episode of the podcast dropped on 1 January, kicking off our Jane Austen 250 celebrations. Produced completely in-house, with the help of a local freelance podcast producer, episodes were recorded on site by members of the Jane Austen's House team. The seasonal nature of both the book and podcast provided inspiring content for our social media channels enabling us to enhance our digital storytelling and reach new audiences.

## JANE AUSTEN'S HOUSE MUSEUM

### Report of the trustees for the year ended 31<sup>st</sup> December 2025

The book was written by our Head of Collections, Interpretation and Engagement, Sophie Reynolds, and published by Pitkin Books. Whilst we originally planned to self-publish the book and sell it exclusively, this changed when our publisher Pitkin enthusiastically came on board, extending the print run and marketing it themselves. With high demand from the start, this has led to two additional print runs (to date) and translation into German. *A Jane Austen Year* was released exclusively by Jane Austen's House at the start of 2025 and then went on to general, worldwide release in March 2025. In house we have sold 1,592 copies, generating a NET income of £39,690, with a NET profit of £22,178. Pitkin will be continuing with the title through 2026 and plan another print run; while JAH expect to continue selling the title for at least a further 36 months.

The podcast has been a crucial outreach tool for the museum, sharing the magic of Jane Austen's House and introducing a brand-new audience to our work. To date it has had 165,117 downloads worldwide and was consistently in the top 1% of podcasts globally in 2025. Reviews confirm its impact, with listeners describing it as *"creative, poetical and immersive"*, *"a tiny monthly escape"*, *"comforting"*, and stating *"I love how it gives you a feel for the house as it is now in this season, the house as it was then in this season."*

Through enhanced digital storytelling on social media throughout 2025 we increased our followers significantly, gaining almost 30,000 new followers on Instagram to reach 130,000. Dedicated reels sharing key stories saw us reach new audiences and provide informal learning e.g. our reel telling the story of Jane Austen's life received 1.1million views, 63% of which were from non-followers, and our reel sharing the story of the publication of *Pride & Prejudice* received 636,297 views, 83% of which were non-followers. These two reels alone resulted in an increase of 3,710 followers. Screenwriter Andrew Davies' filmed talk had over 27k views on YouTube in just over three months, resulting in hundreds of new subscribers.

#### Talks and Presentations

Jane Austen's House staff and volunteers gave talks and presentations and events across the UK and beyond. Highlights included: "Détours dans l'œuvre de Jane Austen", a congress at Paris Nanterre University and the Bibliothèque National de France, the London Archives, Bradford Literary Festival, Highclere Castle, Watermill Theatre (Newbury), Chatsworth House and The Queens Reading Room Festival, Universidad de Coruna (Spain), Palacio de Santofia, Madrid (with Alma Publishing), Winchester Book Festival, Winchester Writers Society, Odiham Book Festival.

#### Collections and Curation

Throughout 2025 we developed our existing displays across the house, adding items that enriched our interpretation, alongside several temporary displays, including a touring exhibition, initially designed for Hampshire libraries, but which ended up having a much wider reach. One of the key developments in our exhibitions was the installation of a small display, curated by leading fashion historian Amber Butchart which explores the global origins of the textiles which made up Jane Austen's wardrobe. Including samples of silk, cotton, pashmina and linen, this is a hands-on display and will be part of a wider exploration of the textiles and global connections in the Regency era.

#### Temporary Exhibitions

Austenmania! Celebrating 30 years of Girl Power and Austen adaptations

January 2025 to January 2026

This in-house curated display looked back to 1995 – an astonishing year of film and TV adaptations that changed the Austen landscape forever. From scripts and posters to productions photos and merchandise, enjoy a trip back to the 90s when Austenmania was in full swing, with four groundbreaking and era-defining adaptations of Austen in one year: Emma Thompson/Ang Lee's *Sense and Sensibility*, *Persuasion* with Amanda Root, the famous BBC miniseries of *Pride and Prejudice* and the film *Clueless*, which was based on Emma. To honour the 30<sup>th</sup> anniversaries of these landmark productions, we painted the Courtyard Gallery '90s yellow and curated a gentle and humorous exhibition which included loans from the Andrew Davies Archive at De Montfort University, CosProp, and film posters and stills.

## JANE AUSTEN'S HOUSE MUSEUM

### Report of the trustees for the year ended 31<sup>st</sup> December 2025

#### *The Art of Cassandra* 29 April – 8 June

A small but very special display of artworks by Cassandra Austen which were brought together on public display for the first time. This display was curated by Janine Barchas, acclaimed Austen scholar and author of *The Novel Life of Jane Austen: a graphic biography*. It included drawings by Cassandra Austen which have been part of the JAH collection for decades alongside two drawings which were gifted to the house in 2024, and loans from Austen descendants and the Holburne Museum. We are very grateful to the lenders, who helped to create an exhibition that really struck a chord with our visitors, and which really showcased Cassandra Austen's talents.

#### *The Regency Wardrobe: House of Embroidered Paper* September 2025 to February 2026

From the autumn of 2025 Jane Austen's House was filled with an array of exquisite creations – throughout the House, spectacular life-sized garments, footwear and accessories were displayed. These pieces were created by fine artist Stephanie Smart and her studio The House of Embroidered Paper working with a team of volunteers. Each piece is made using only paper and thread, inspired by period and place, history and story. This collection was a creative re-interpretation of the fashion of the Long Regency period. Each piece shown was a unique design created by The House of Embroidered Paper, drawing upon many sources of inspiration including elements of fashion, decoration and styling to create a vivid and immersive experience.

Touring Exhibition: 2 ½ Centuries of Jane Austen – throughout 2025, across Hampshire and beyond.

Sophie Reynolds working with designer Lena Gibert, curated a vibrant and accessible pop-up display which charted the extraordinary history and impact of Jane Austen's novels over the last 250 years – from Jane's birth in 1775 right up to the present day. It covered themes from Jane Austen's own inspirations to important illustrations and adaptations of her works, authors that have been inspired by her, film and TV adaptations, and Jane Austen's Hampshire. It showcases key objects from the Jane Austen's House collection, including first editions of Jane Austen's novels and illustrations from later editions. Originally intended as a touring exhibition for Hampshire libraries, it became part of the worldwide celebrations of Jane Austen's 250<sup>th</sup> following requests from libraries in Australia and the UK Foreign and Commonwealth Development Office. The display was used by British Embassies in Mexico City, Paris, Luxembourg, Guangzhou (China), and at the British Mission to the UN in Geneva, where it was part of the Mission's King's Birthday Party Celebrations. It will go on to be used in 2026, with more exhibitions planned in Luxemburg, and in Mexico City, the exhibition will be part of Coyoacán International Book Fair from March 6 to 15.

Christmas – our 2025 Christmas displays focused on feasting and celebrations, with ornate handmade paper decorations, including a spectacular 250<sup>th</sup> birthday cake for Jane Austen acting as centrepiece.

#### Loans and partnership exhibitions

2025 saw JAH loan objects from its collection to eleven institutions across the UK and US. These loans included some of our iconic objects and really helped to highlight the significance and quality of the JAH collection. We loaned to: Harewood House, Yorkshire (Austen/Turner exhibition), The Morgan Library and Museum, New York (A Lively Mind, Jane Austen at 250), The Bodleian Library (Dancing with Jane Austen), Hampshire Cultural Trust, The ARC, Winchester, and the Willis Gallery Basingstoke (Beyond The Bonnets), Museum of English Rural Life (Jane Austen and Rural Life), Dorset Museum & Art Gallery (Jane Austen: Down to the Sea), Winchester Collage, Winchester (Jane Austen and Winchester), Winchester Cathedral, Winchester (Angelic Women: The friendship of Jane Austen and Anne Lefroy), Bath Preservation Trust, No 1 Royal Crescent, Bath ("The Most Tiresome Place in the World:" Jane Austen and Bath), and the Holburne Museum, Bath (Illustrating Austen). Together these objects were seen by over 330,000 people, taking Jane Austen House's and its collections well beyond the confines of the building.

#### Acquisitions

JAH acquired several items over 2025 including first editions of *Jane Austen: a Family Record*, *Jane Austen's Sailor Brothers* and *Letters of Jane Austen by Lord Brabourne* all with family connections, and a ten volume 19<sup>th</sup>-century edition of Austen's works. In contemporary collecting, we are delighted to add to the collection a drawing by artist Nicky Groom, who attended our Dress-Up Day event on 19<sup>th</sup> July, and created an image that really captured the joyful and celebratory atmosphere of the day. We also were given original drawings created by artist Sarah Young for the 2025 Folio Society Collectors Edition of Austen's novels. We are grateful to both Nicky Groom and the Folio Society for their gifts.



## JANE AUSTEN'S HOUSE MUSEUM

### Report of the trustees for the year ended 31<sup>st</sup> December 2025

#### Maintenance and Conservation

Care and conservation of the house and collections remained a priority throughout this busy year. We remained closed one Monday a month during our peak 7-day-a-week season to carry out conservation cleaning, and thanks to generous donations and our supporters we were able to conserve several objects, including a lock of the Reverend George Austen's Hair, a sketch of Steventon Rectory where Jane Austen was born, handkerchief embroidered by Jane Austen, and the fragment of wallpaper from the Dining Room.

In July a small section of the plaster of the Drawing Room ceiling failed, requiring the museum to shut for several days to carry out emergency repairs and assessments to the rest of the plaster ceilings in the house. As a result, further repair work was planned for the spring of 2026. We also commissioned a quinquennial building survey, which took place in October 2025, the results of which will inform our maintenance and building conservation work over the next five years.

#### Retail Development and Commercial Income

2025 was an exceptionally successful year for trading and retail products for JAH. The trading company achieved an operating profit of £259,411 (2024: £55,553) a 367% increase on prior year. Whilst this increase was in part driven by footfall, it was also linked to an increase in spend per head as a result of the development of new bespoke and exclusive ranges, an increase in e-commerce sales, and a record year for licensing income. Our in-house designed and exclusive products were key to achieving this income with five ranges achieving 20% of our turnover these were: our replica Jane Austen rings (launched in 2017), *A Jane Austen Year* (5%), the Jane Austen's House China range (3%), small souvenirs (9%) and our special 2025 anniversary tote bags (3%).

We closed the year with a higher than normal stock level, this was to support sales over Jane Austen's birthday (16<sup>th</sup> December) and our 2026 *Pride and Prejudice* festival (24<sup>th</sup> to 28<sup>th</sup> January 2026).

#### Future Plans

2025 was a landmark year for JAH, which has enabled us to achieve many of the strategic aims and ambitions for our current business plan. It has also provided us with significant experiences, networks and understanding to help us shape the next five years of the organisations development. 2026 will continue to be a year of analysis and assessment as we look back on the achievements of 2025 and use these to inform our 2027 to 2030 business plan.

Key activities in maintenance and conservation for 2026 will be the restoration of the plaster ceilings in the Drawing Room, main staircase and Brothers' Room, the redecoration and refurbishment of the staff offices and kitchen. We will close between 22<sup>nd</sup> February and 24<sup>th</sup> March to enable this work to be carried out. We will also create of a five year maintenance plan based on the results of the QQ survey carried out in 2025.

In exhibitions, events and programming, our year-long Courtyard Gallery exhibition will focus on the 90<sup>th</sup> anniversary of the first stage adaptation of *Pride and Prejudice* in 1936, and we will also host a temporary display of Friendship Postcards created by school children across Ireland and the UK, in partnership with the National Library of Ireland, the British Embassy in Ireland and the British Council. A highlight of the year will be a specially commissioned installation by world-renowned artist Clare Twomey, originally planned for 2025, and due to launch in 2026. Our festivals will return, and we will continue to develop and grow our online presence, investing in a Digital Engagement Strategy to shape the next steps.

In retail, new products based on the famous "Peacock" edition of *Pride and Prejudice*, garden, and historic food production at the house will be developed and launched over the year. A key project across retail and visitor experience will be the procurement, selection and implementation of a new EPOS/Ticketing System to meet the changing and evolving needs of the organisation.

Over 2026 we aim to recruit additional Trustee and Director resource to join the boards of the Charity and the trading company, with a focus on the areas of marketing, legal and retail. This focus is informed by a skills audit conducted during 2025 and by the anticipated retirement of current Trustees.

# **PRESS & MARKETING** **2025**

2025 was the 250th anniversary of Jane Austen's birth and proved to be one of our most successful years on record. Website views increased by almost double, and we raised our profile across both physical and digital PR and marketing.

**13** national and international TV interviews  
**40** million viewers



Featured on **BBC Breakfast**, **The One Show**, **ITV News at Ten** and **NBC's Today Show**



**127** pieces of national and international print press coverage, including:

5 x *The Times*,  
 4 x *The Guardian* and  
 2 x *The New York Times*, *Daily Mail*, *Independent* and *Telegraph*

National radio coverage including **Classic FM**, **BBC Radio 2, 3, 4 and 5 Live**



**31 million** listeners



Global print coverage including...



Social media collaborations including **Penguin Books**, **The Queen's Reading Room Festival**, **The Royal Family**, **BBC Radio 4**, **Sketch London** and **Sony**

**5.2 million** combined views



Reel telling the story of Jane Austen's life:

**1.1 million** views

+ **30K** new followers on Instagram to **130K**



+**11.3K** new newsletter subscribers to **19.9K**

**YouTube: Celebrating 30 Years of Pride & Prejudice (1995)**



**33k** views

**175k** downloads of **A Jane Austen Year** podcast  
**Top 1%** of podcasts globally

- Virtual events bookings **169%** increase
- Sales for our annual fundraiser, Jane Austen's Virtual Birthday Party, **182%** increase



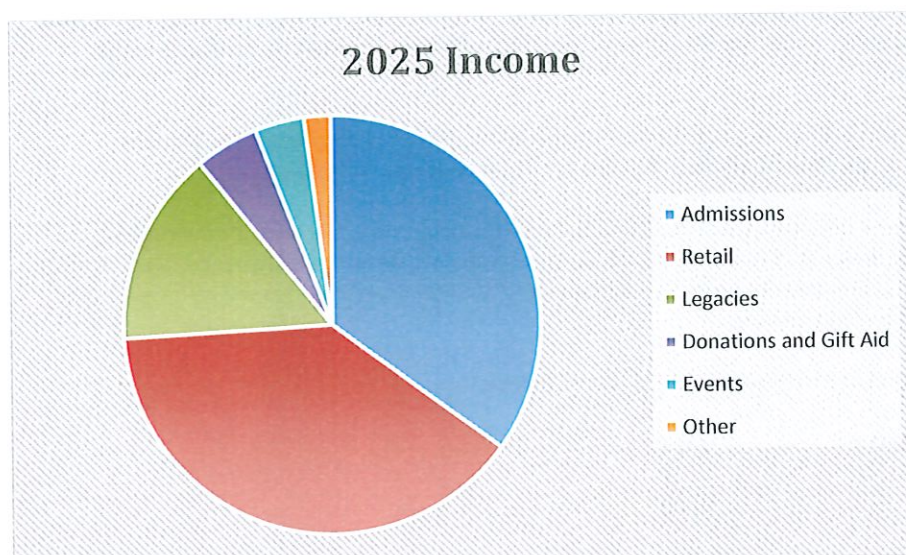


## JANE AUSTEN'S HOUSE MUSEUM

### Report of the trustees for the year ended 31<sup>st</sup> December 2025

#### Financial Overview

In 2025 the Charity welcomed 56,138 visitors to the House (2024: 39,123). Admissions income increased by 50% to £697,785 (2024: £464,777). Overall, 35% of total income was generated from admissions, 39% from retail, 15% from legacies, 5% from donations and gift aid, 4% from events and the remaining 2% from investments, MGETR and image and loan fees.



Donations and grants (including legacies) totalled £397,870 (2024: £106,497). Within this figure £4,985 (2024: £5,419) was received from Jane Austen Society of North America (JASNA) to support a designated fund for object conservation. Jane Austen's House is grateful to those people who consider the charity in their will and in 2025 the charity received legacies from two estates totalling £299,026 (2024: £10,000) of unrestricted income.

Retail sales, including royalty income, totalled £777,616 (2024: £390,509). The Charity's trading subsidiary JAHM Trading Company Ltd gift aided £259,411 to the Charity (2024: £55,553) reflecting its net profit for the year.

Events income totalled £75,983 (2024: £20,309). JAH held 5 festivals throughout the year, each festival containing a series of events including talks, workshops, concerts and walks. Both on site and held online.

Investment income, being monies held on Treasury Deposit for an average of 3 months at a time totalled £26,115 (2024: £18,483).

Charity expenditure totalled £1,161,192, (2024: £1,074,977).

Overall, the Charity incurred a net surplus of £829,441 across all funds (2024: net deficit £63,181).

#### Principle Funding Sources

The Charity relies on admissions income from visitors as well as events income together with surpluses generated from retail activity by its trading subsidiary.

Within designated funds, Jane's Fund, the Charity's established public fundraising appeal, received donations totalling £15,317 (2024: £8,236) this being for the general upkeep of the whole site including redecoration and repair in the House. We are deeply grateful to all our supporters whose generosity helps us to maintain Jane Austen's House and legacy. £12,802 was spent from the JASNA designated fund to support the ongoing conservation treatment of items in the collection and the fabric of the House. The Jane Austen Anniversaries Development Fund was established to coincide with the 250<sup>th</sup> anniversary of Jane Austen's birth and legacy, £16,083 was spent from this fund for exhibitions including the year long exhibition *Austenmania* and developing our in-house podcast *A Jane Austen Year*.

## JANE AUSTEN'S HOUSE MUSEUM

### Report of the trustees for the year ended 31<sup>st</sup> December 2025

Within restricted funds £1,200 was received from The Textile Society to fund the conservation towards Cassandra's handkerchief.

#### Reserves

Trustees have agreed to seek to maintain free reserves (funds not tied up in fixed assets, designated or restricted funds) of cash equivalent to 6 months of budgeted expenditure. This currently equates to approximately £426,000. The Trustees keep the reserves policy under regular review in order to reflect as necessary any changes in the Charity's operating environment.

The Trustees aim to direct any surplus free reserves to the designated funds for building repairs, collections development, feasibility work, acquisitions and match funding for major development projects.

Following the exceptional financial performance in 2025 and the resulting increase in the level of free reserves, Trustees will review the level of designated funds during 2026. This review will be informed by longer term strategic priorities and the anticipated requirements of property maintenance. Maintenance priorities will be based on the quinquennial building survey referred to above.

In summary, the reserves position at 31<sup>st</sup> December 2025 was as follows:

	2025	2024
	£	£
Restricted	-	1,200
Unrestricted		
Designated	397,937	160,440
Fixed assets	2,193,096	2,191,183
Free reserves	1,028,331	437,200
Total	<u>3,619,464</u>	<u>2,790,023</u>

#### Fundraising standards

JAH carries out fundraising to support its activities in general and for specific projects through direct public appeals on site and through its website and social media pages. Applications are also made on occasion to appropriate grant-making bodies. The House does not employ professional fundraisers or engage with commercial partners for these purposes.

#### Auditors

So far as the Trustees are aware, there is no relevant audit information of which the charity's auditors are unaware. Trustees have taken all the steps necessary to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

.....  
Louisa Price  
Chair of Trustees

Date: 29/4/2026



## JANE AUSTEN'S HOUSE MUSEUM

### Statement of trustees' responsibilities for the year ended 31<sup>st</sup> December 2025

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity 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 charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. 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 FRS 102 (2019);
- 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 the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.



.....  
Louisa Price  
Chair of Trustees

Date: 29/4/2026

## JANE AUSTEN'S HOUSE MUSEUM

### Independent Auditor's Report to the Trustees of Jane Austen's House Museum

#### Opinion

We have audited the financial statements of Jane Austen's House Museum (the 'parent charity') and its subsidiary (the 'group') for the year ended 31<sup>st</sup> December 2025 which comprise the Consolidated Statement of Financial Activity, the Consolidated Balance Sheet, the Charity Balance Sheet, the Consolidated Cash Flow Statement 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 group's and parent charity's affairs as at 31<sup>st</sup> December 2025, and of the group's incoming resources and application of resources, including its income and expenditure, 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 Charities Act 2011.

#### 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 group and parent 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 qualified 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 group's or parent'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 trustees 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, except to the extent otherwise explicitly stated in our report, 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 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.

#### Matters on which we are required to report by exception

We have nothing to report in this regard.

## **JANE AUSTEN'S HOUSE MUSEUM**

### **Independent Auditor's Report to the Trustees of Jane Austen's House Museum**

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 trustees' responsibilities statement set out on page 7, the trustees are responsible for the preparation of financial statements which 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 group and parent 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 group or the parent charity 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 regulations made under section 154 of that Act.

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 specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- We gained an understanding of the legal and regulatory framework applicable to the charity and the sector in which it operates through discussions with management, sector research, and the application of relevant audit knowledge and experience
- We made enquiries of management around actual and potential litigation and claims
- We made enquiries of management and relevant staff, and designed our audit procedures, including reviewing financial statement disclosures and testing of supporting documentation, to assess compliance with applicable laws and regulations. We focussed on laws and regulations which could give rise to material misstatement in the financial statements including, but not limited to, the Charities Act 2011, the Charities SORP, and the Financial Reporting Standard 102.
- We identified the risk of material misstatement of the financial statements due to fraud and designed audit procedures to respond to the risk. We performed audit procedures designed to address the risk of fraud arising from management override of controls, including, but not limited to, testing of journal entries and other adjustments, reviewing accounting estimates for evidence of bias, and evaluating the business rationale of significant transactions outside the normal course of business

## JANE AUSTEN'S HOUSE MUSEUM

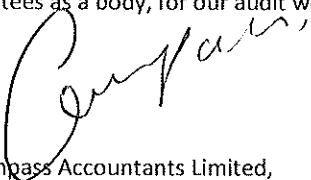
### Independent Auditor's Report to the Trustees of Jane Austen's House Museum

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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](http://www.frc.org.uk/auditorsresponsibilities). 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 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 and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Compass Accountants Limited,  
Chartered Accountants and Statutory Auditor

Venture House, The Tanneries  
East Street, Titchfield  
Hampshire, PO14 4AR

Date: 6th MAY 2026

*Compass Accountants Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.*



# JANE AUSTEN'S HOUSE MUSEUM

## Consolidated Statement of financial activities (incorporating the income and expenditure account)

For the year ended 31<sup>st</sup> December 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 Total £	Unrestricted funds £	Restricted funds £	2024 Total £
<b>Income from:</b>							
Donations and grants	3	96,994	-	96,994	74,100	12,397	86,497
Donated assets	3	1,850	-	1,850	10,000	-	10,000
Legacies	3	299,026	-	299,026	10,000	-	10,000
Admissions		697,785	-	697,785	464,777	-	464,777
Trading company		777,616	-	777,616	390,509	-	390,509
Investment income	4	26,115	-	26,115	18,483	-	18,483
Other income		85,281	-	85,281	23,584	-	23,584
Museum & Galleries Exhibition Tax Relief		5,966	-	5,966	7,946	-	7,946
<b>Total income</b>		<u>1,990,633</u>	<u>-</u>	<u>1,990,633</u>	<u>999,399</u>	<u>12,397</u>	<u>1,011,796</u>
<b>Expenditure on:</b>							
Raising funds	6	16,605	-	16,605	14,207	-	14,207
Trading company		512,794	-	512,794	329,146	-	329,146
Charitable activities	7	630,593	1,200	631,793	723,412	8,212	731,624
<b>Total expenditure</b>		<u>1,159,992</u>	<u>1,200</u>	<u>1,161,192</u>	<u>1,066,765</u>	<u>8,212</u>	<u>1,074,977</u>
<b>Net income/(expenditure)</b>		<u>830,641</u>	<u>(1,200)</u>	<u>829,441</u>	<u>(67,366)</u>	<u>4,185</u>	<u>(63,181)</u>
Transfer between funds		-	-	-	7,053	(7,053)	-
<b>Net movement in funds</b>		<u>830,641</u>	<u>(1,200)</u>	<u>829,441</u>	<u>(60,313)</u>	<u>(2,868)</u>	<u>(63,181)</u>
<b>Reconciliation of funds:</b>							
Total funds brought forward		2,788,823	1,200	2,790,023	2,849,136	4,068	2,853,204
<b>Total funds carried forward</b>		<u>3,619,464</u>	<u>-</u>	<u>3,619,464</u>	<u>2,788,823</u>	<u>1,200</u>	<u>2,790,023</u>

The notes on pages 19 to 31 form an integral part of these financial statements

# JANE AUSTEN'S HOUSE MUSEUM

## Consolidated Balance Sheet

As at 31st December 2025

	Notes	£	2025	£	£	2024	£
<b>Fixed assets</b>							
Tangible assets	11		22,263			26,038	
Heritage assets	12		2,170,833			2,165,045	
			<u>2,193,096</u>			<u>2,191,083</u>	
<b>Current assets</b>							
Stock	14	89,579			81,396		
Debtors	15	40,044			42,999		
Cash at bank and in hand		1,359,582			543,242		
		<u>1,489,205</u>			<u>667,637</u>		
<b>Creditors: amounts falling due within one year</b>	16	(62,837)			(68,697)		
<b>Net current assets</b>			<u>1,426,368</u>			<u>598,940</u>	
<b>Total assets less current liabilities</b>			<u>3,619,464</u>			<u>2,790,023</u>	
<b>Funds</b>	17						
Restricted funds	19		-			1,200	
Designated funds			397,937			160,440	
General unrestricted funds			3,221,527			2,628,383	
Total unrestricted funds	18		<u>3,619,464</u>			<u>2,788,823</u>	
<b>Total funds</b>			<u>3,619,464</u>			<u>2,790,023</u>	

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by

Louisa Price  
Chair of Trustees



Date: 29/4/2026

The notes on pages 19 to 31 form an integral part of these financial statements

# JANE AUSTEN'S HOUSE MUSEUM

## Balance Sheet

As at 31st December 2025

	Notes	£	2025	£	2024	£
<b>Fixed assets</b>						
Tangible assets	11		22,263		26,038	
Heritage assets	12		2,170,833		2,165,045	
Investments	13		100		100	
			<u>2,193,196</u>		<u>2,191,183</u>	
<b>Current assets</b>						
Debtors	15	343,942		133,754		
Cash at bank and in hand		<u>1,356,193</u>		<u>538,237</u>		
		1,700,135		671,991		
<b>Creditors: amounts falling due within one year</b>	16	<u>(273,867)</u>		<u>(73,151)</u>		
<b>Net current assets</b>			1,426,268		598,840	
<b>Total assets less current liabilities</b>			<u>3,619,464</u>		<u>2,790,023</u>	
<b>Funds</b>	17					
Restricted funds	19		-		1,200	
Designated funds			397,937		160,440	
General unrestricted funds			<u>3,221,527</u>		<u>2,628,383</u>	
Total unrestricted funds	18		<u>3,619,464</u>		<u>2,788,823</u>	
<b>Total funds</b>			<u>3,619,464</u>		<u>2,790,023</u>	

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by

Louisa Price  
Chair of Trustees



Date:

29/4/2026

The notes on pages 19 to 31 form an integral part of these financial statements

# JANE AUSTEN'S HOUSE MUSEUM

## Cash flow statement

for the year ended 31 December 2025

	2025	2024
<b>Cash flows from operating activities:</b>		
<b>Net cash provided by/(used in) operating activities</b>	801,544	(91,808)
<b>Cash flows from investing activities:</b>		
Income from investments	26,115	18,483
Purchase of tangible fixed assets	(7,381)	(32,942)
Purchase of heritage assets	(3,938)	(1,101)
<b>Net cash provided by/(used in) investing activities</b>	14,796	(15,560)
<b>Change in cash and cash equivalents in the reporting period</b>	816,340	(107,368)
<b>Cash and cash equivalents at 1 January 2025</b>	543,242	650,610
<b>Cash and cash equivalents at 31 December 2025</b>	<u>1,359,582</u>	<u>543,242</u>
<b>Net income/(expenditure) for the reporting period</b>	829,441	(63,181)
Depreciation	11,156	12,003
Income from investments	(26,115)	(18,483)
Donated assets	(1,850)	(10,000)
Decrease/(increase) in stock	(8,183)	(35,546)
Decrease/(increase) in debtors	2,955	(13,245)
(Decrease)/increase in creditors	(5,860)	36,644
<b>Net cash provided by/(used in) operating activities</b>	<u>801,544</u>	<u>(91,808)</u>

## JANE AUSTEN'S HOUSE MUSEUM

### Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

#### 1 Accounting policies

##### 1.1. Charity information

Jane Austen's House Museum is a Foundation Charitable Incorporated Organisation (CIO) registered in England & Wales. The principal address is Jane Austen's House, Winchester Road, Chawton, Alton, Hampshire, GU34 1SD.

Jane Austen's House Museum meets the definition of a public benefit entity under section 34 of FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value, unless otherwise stated in the relevant accounting policy.

The principal objectives of the charity are detailed in the Trustees report.

##### 1.2. Basis of accounting

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

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

Consolidated financial statements have been prepared in respect of the charitable trust and its wholly owned subsidiary, J A H M Trading Company Limited. The Consolidated Statement of Financial Activities includes the results of J A H M Trading Company Limited as single line items. The Consolidated Balance Sheet includes the net assets of J A H M Trading Company Limited on a line by line basis.

##### 1.3. Going concern

The Trustees have agreed that the accounts for 2025 should be prepared on a going concern basis. They have approved a detailed income and expenditure budget for 2026 which anticipates another operating surplus for the year. The Senior Management team and the Trustees review forecasts on a regular basis throughout the year, giving due consideration to risks & opportunities. This, allied to the strength of the Balance Sheet and the availability of unrestricted reserves, supports the decision to prepare these accounts on a going-concern basis.

##### 1.4. Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes.

Restricted funds are subject to specific conditions on their expenditure imposed by the donor. The purposes and uses of the restricted funds are set out in the notes to the accounts.

Designated funds represent monies set aside by Trustees to provide for future acquisitions of Jane Austen artefacts, restoration projects and enhancement of the museum facilities.

##### 1.5. Incoming resources

All incoming resources are included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received by way of grants, donations and gifts and is included in full in the Statement of Financial Activities when receivable.

Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included.

Investment income is included when receivable.

## JANE AUSTEN'S HOUSE MUSEUM

### Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

Grants, where related to performance and specific deliverables, are accounted for as charity earns the right to consideration by its performance.

Legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified.

#### 1.6. Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported separately as irrecoverable VAT.

Fundraising costs comprise the costs associated with attracting visitors to Jane Austen's House.

Charitable expenditure comprises those costs incurred by the Charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs include governance costs which are costs associated with meeting the constitutional and statutory requirements of the Charity and include the audit fees and costs linked to the strategic management of the Charity.

#### 1.7. Tangible fixed assets and depreciation

Tangible fixed assets with a cost or value greater than £500 and a useful life exceeding one year are stated at cost less accumulated depreciation. Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Fixtures and fittings	-	5 years straight line
Computer equipment	-	3 years straight line

#### 1.8. Heritage assets

Heritage assets predominantly relate to the cost of the building, subsequent capital improvements and exhibits held in the museum. Heritage assets are recognised and measured at cost, or deemed cost. Heritage assets donated to the Museum with a value in excess of £500 are included in the accounts on the basis of internal valuations estimated by the relevant curatorial staff and determined by their experience and judgement. Where this information is not available and cannot be obtained at a cost commensurate with the benefits to users of the financial statements, the assets will not be recognised in the Balance Sheet and the disclosure required by the Charities SORP will be made.

No depreciation is provided on the freehold property and capital improvements as in the opinion of the Trustees the current market value exceeds the combined value of property and improvements.

Exhibits are not depreciated since they are maintained at their current condition by a continuing conservation programme. The cost of conservation of exhibits is reported in the Statement of Financial Activities in the year it is incurred.

#### 1.9. Fixed asset investments

Fixed asset investments are initially measured at cost and subsequently measured at cost less any accumulated impairment losses. The investments are assessed for impairment at each reporting date and any impairment losses or reversals of impairment losses are recognised immediately in net income/(expenditure) for the year.

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

#### 1.10. Stock

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

## JANE AUSTEN'S HOUSE MUSEUM

### Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

#### 1.11. Cash and cash equivalents

Cash and cash equivalents include cash in hand and deposits held at call with banks.

#### 1.12. Financial Instruments

The Trust has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS102 to all of its financial instruments.

Financial instruments are recognised when the Charity 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.

#### 2. Critical accounting estimates and judgements

In the application of the Charity'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.

#### 3. Donations

	Unrestricted funds	Designated funds	Restricted funds	2025 Total	2024 Total
	£	£	£	£	£
JASNA Fund	-	4,985	-	4,985	5,419
Jane's Fund	-	15,317	-	15,317	8,236
JA & Art of Writing Fund	-	-	-	-	7,053
Acquisitions Fund	-	50	-	50	-
Courtyard Buildings Fund	-	-	-	-	14,121
Austen Variations Fund	-	300	-	300	-
Legacies	299,026	-	-	299,026	10,000
Gift aid	75,238	-	-	75,238	47,974
Sundry donations and grants	1,104	-	-	1,104	3,694
	<u>375,368</u>	<u>20,652</u>	<u>-</u>	<u>396,020</u>	<u>96,497</u>
Donated assets	1,850	-	-	1,850	10,000
	<u>377,218</u>	<u>20,652</u>	<u>-</u>	<u>397,870</u>	<u>106,497</u>

For the year ended 31<sup>st</sup> December 2024 the Charity received restricted donations of £12,397, designated donations of £23,882 and unrestricted donations of £70,218.

#### 4. Investment income

	Unrestricted funds	2025 Total	Unrestricted funds	2024 Total
	£	£	£	£
Bank interest receivable	<u>26,115</u>	<u>26,115</u>	<u>18,483</u>	<u>18,483</u>

## JANE AUSTEN'S HOUSE MUSEUM

### Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

#### 5. Income and expenditure from trading subsidiary

**J A H M Trading Company Limited**  
Generates income from the Museum shop.

Summary of trading results	2025 £	2024 £
Turnover	777,616	390,509
Cost of sales	(342,359)	(185,812)
Gross profit	435,257	204,697
Administrative expenses	(175,846)	(149,144)
<b>Net profit for the year</b>	259,411	55,553
Amount gift-aided to the charity	(259,411)	(55,553)
<b>Retained profit</b>	-	-
The assets and liabilities of the company were:		
Assets	319,565	122,895
Liabilities	(319,465)	(122,795)
<b>Funds</b>	100	100

#### 6. Fundraising

	Unrestricted funds £	2025 Total £	Unrestricted funds £	2024 Total £
Advertising and publicity	16,605	16,605	14,207	14,207

#### 7. Charitable activities

	Unrestricted funds £	Designated funds £	Restricted funds £	2025 Total £	Unrestricted funds £	Restricted funds £	2024 Total £
Staff costs	370,481	-	-	370,481	307,845	-	307,845
Project expenses	31,886	39,155	1,200	72,241	272,161	8,212	280,373
Conservation of exhibits	4,858	-	-	4,858	1,333	-	1,333
Governance & support costs	184,213	-	-	184,213	142,073	-	142,073
	591,438	39,155	1,200	631,793	723,412	8,212	731,624

For the year ended 31<sup>st</sup> December 2024 the Charity's expenditure on charitable activities consisted of £8,212 restricted funds, £267,412 designated funds and £456,000 unrestricted funds.



# JANE AUSTEN'S HOUSE MUSEUM

## Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

### 8. Governance and support costs

	Unrestricted funds £	Restricted funds £	2025 Total £	Unrestricted funds £	Restricted funds £	2024 Total £
<b>Support costs</b>						
Upkeep of garden	17,800	-	17,800	5,972	-	5,972
Rates	2,008	-	2,008	1,018	-	1,018
Light and heat	14,617	-	14,617	6,603	-	6,603
Computer and software	17,016	-	17,016	16,516	-	16,516
Insurance	29,923	-	29,923	25,231	-	25,231
Repairs and maintenance	14,207	-	14,207	12,779	-	12,779
Retail terminal, transaction and equipment costs	28,157	-	28,157	19,014	-	19,014
Depreciation of fixtures and fittings	11,156	-	11,156	12,003	-	12,003
Postage and packaging	76	-	76	136	-	136
Cleaning	9,447	-	9,447	8,868	-	8,868
Staff travel	4,274	-	4,274	3,334	-	3,334
Office stationery	1,266	-	1,266	1,451	-	1,451
Fundraising and training expenses	1,420	-	1,420	1,981	-	1,981
Miscellaneous	1,167	-	1,167	241	-	241
Bank interest and charges	2,016	-	2,016	1,742	-	1,742
Staff and volunteer refreshments	1,161	-	1,161	805	-	805
Irrecoverable VAT	10,290	-	10,290	16,280	-	16,280
	<u>166,001</u>	<u>-</u>	<u>166,001</u>	<u>133,974</u>	<u>-</u>	<u>133,974</u>

	Unrestricted funds £	Restricted funds £	2025 Total £	Unrestricted funds £	Restricted funds £	2024 Total £
<b>Governance costs</b>						
Audit fees	3,800	-	3,800	3,700	-	3,700
Accountancy fees	3,100	-	3,100	2,583	-	2,583
Professional fees	10,008	-	10,008	654	-	654
Travel and meeting costs	1,304	-	1,304	1,162	-	1,162
	<u>18,212</u>	<u>-</u>	<u>18,212</u>	<u>8,099</u>	<u>-</u>	<u>8,099</u>

### 9. Net incoming resources for the year

	2025 £	2024 £
Net incoming resources is stated after charging:		
Depreciation and other amounts written off tangible fixed assets	11,156	7,990
Auditors' remuneration	3,800	3,700
Auditors' remuneration from non-audit work	<u>3,100</u>	<u>2,583</u>

## JANE AUSTEN'S HOUSE MUSEUM

### Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

#### 10. Key management employees

	2025	2024
	£	£
<b>Employment costs</b>		
Total wages and salaries	431,547	370,982
Less recharged to J A H M Trading	(131,433)	(113,213)
Less recharged to projects	<u>(1,410)</u>	<u>(1,988)</u>
	298,704	255,781
Social security costs	38,213	26,110
Pension costs	30,648	23,037
Childcare vouchers	2,916	2,917
	<u>370,481</u>	<u>307,845</u>

#### Key management personnel

Key management personnel of Jane Austen's House are the Senior Management Team. The members of the Senior Management Team are the Director, Head of Finance, Head of Commercial & Visitor Experience, Head of Marketing & Communications and Head of Collections, Interpretation & Engagement.

Remuneration for the Senior Management Team for 2025 was £249,333 (2024: £224,006).

#### Number of employees

The number of employees who earned more than £60,000 during the year was as follows:

	2025 Number	2024 Number
£60,001 to £70,000	<u>1</u>	<u>-</u>

The average monthly numbers of employees during the year was as follows:

	2025 Number	2024 Number
Retail	8	8
Museum	<u>10</u>	<u>10</u>
	<u>18</u>	<u>18</u>

No trustee received remuneration during the year (2024: £Nil). 4 trustees were reimbursed for travel expenses totaling £865 in the year (2024: £174).

## JANE AUSTEN'S HOUSE MUSEUM

### Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

#### 11. Tangible fixed assets

	Fixtures and fittings £	Computer Equipment £	Total £
<b>Cost</b>			
At 1 <sup>st</sup> January 2025	76,461	15,519	91,980
Additions	780	6,601	7,381
Disposals	(1,305)	-	(1,305)
At 31 <sup>st</sup> December 2025	<u>75,936</u>	<u>22,120</u>	<u>98,056</u>
<b>Depreciation</b>			
At 1 <sup>st</sup> January 2025	59,462	6,480	65,942
Charge for the year	4,576	6,580	11,156
Eliminated in respect of disposals	(1,305)	-	(1,305)
At 31 <sup>st</sup> December 2025	<u>62,733</u>	<u>13,060</u>	<u>75,793</u>
<b>Net book values</b>			
At 31 <sup>st</sup> December 2025	<u>13,203</u>	<u>9,060</u>	<u>22,263</u>
At 31 <sup>st</sup> December 2024	<u>16,999</u>	<u>9,039</u>	<u>26,038</u>

All tangible fixed assets are held and used for direct charitable purposes.

#### 12. Heritage assets

	Freehold property £	Improvements to property £	Exhibits £	Total £
<b>Cost</b>				
At 1 <sup>st</sup> January 2025	62,500	946,851	1,155,694	2,165,045
Additions	-	2,400	3,388	5,788
Disposals	-	-	-	-
At 31 <sup>st</sup> December 2025	<u>62,500</u>	<u>949,251</u>	<u>1,159,082</u>	<u>2,170,833</u>
<b>Depreciation</b>				
At 1 <sup>st</sup> January and 31 <sup>st</sup> December 2025	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Net book values</b>				
At 31 <sup>st</sup> December 2025	<u>62,500</u>	<u>949,251</u>	<u>1,159,082</u>	<u>2,170,833</u>
At 31 <sup>st</sup> December 2024	<u>62,500</u>	<u>946,851</u>	<u>1,155,694</u>	<u>2,165,045</u>

The heritage assets are of historic importance and include £1,011,751 which relates to the cost of the building and subsequent capital improvements. The original building was built in the seventeenth century and was the home of Jane Austen. This building is open to the public. The remaining £1,159,082 relates to exhibits which are connected to Jane Austen or her family which the Charity holds to exhibit in the museum.

# JANE AUSTEN'S HOUSE MUSEUM

## Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

### Five year summary of heritage asset transactions

	2025 £	2024 £	2023 £	2022 £	2021 £
<u>Additions</u>					
Improvements to property	2,400	-	-	1,800	-
Exhibits - purchased	1,538	1,101	9,546	-	-
Exhibits - donated	1,850	10,000	420	524,800	-
Total additions	<u>5,788</u>	<u>11,101</u>	<u>9,966</u>	<u>526,600</u>	<u>-</u>
<u>Disposals</u>					
Improvements to property	-	-	-	1,615	-
Exhibits	-	-	-	-	-
Total disposals	<u>-</u>	<u>-</u>	<u>-</u>	<u>1,615</u>	<u>-</u>

### 13. Fixed asset investments - Charity

	Subsidiary undertakings shares £	Total £
<b>Cost</b>		
At 1 January 2025 and		
At 31 December 2025	<u>100</u>	<u>100</u>

Investments represent 100% of the issued share capital in J A H M Trading Limited.

### 14. Stocks

	Group		Charity	
	2025 £	2024 £	2025 £	2024 £
Goods for resale	<u>89,579</u>	<u>81,396</u>	<u>-</u>	<u>-</u>

### 15. Debtors

	Group		Charity	
	2025 £	2024 £	2025 £	2024 £
Grants receivable	-	-	-	2,151
Amounts owed by group undertakings	-	-	48,000	48,000
Other debtors	5,966	11,825	5,966	9,674
Prepayments and accrued income	34,078	31,174	289,976	73,929
	<u>40,044</u>	<u>42,999</u>	<u>343,942</u>	<u>133,754</u>

# JANE AUSTEN'S HOUSE MUSEUM

## Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

### 16. Creditors: amounts falling due within one year

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Trade creditors	29,533	18,392	19,849	9,867
Other taxes and social security	6,606	-	6,606	-
Amounts owing to subsidiary undertakings	-	-	223,084	23,696
Other creditors	512	-	512	-
Accruals and deferred income	26,186	50,305	23,816	39,588
	<u>62,837</u>	<u>68,697</u>	<u>273,867</u>	<u>73,151</u>

### 17. Analysis of net assets between funds

	Non-charitable trading funds	Unrestricted funds	Designated funds	Restricted funds	Total funds
	£	£	£	£	£
Fund balances at 31 December 2025 as represented by:					
Tangible fixed assets	-	22,263	-	-	22,263
Heritage assets	-	2,170,833	-	-	2,170,833
Investments	(100)	100	-	-	-
Current assets	(210,930)	1,302,198	397,937	-	1,489,205
Current liabilities	211,030	(273,867)	-	-	(62,837)
	<u>-</u>	<u>3,221,527</u>	<u>397,937</u>	<u>-</u>	<u>3,619,464</u>
	<u>-</u>	<u>3,221,527</u>	<u>397,937</u>	<u>-</u>	<u>3,619,464</u>

	Non-charitable trading funds	Unrestricted funds	Designated Funds	Restricted funds	Total funds
	£	£	£	£	£
Fund balances at 31 December 2024 as represented by:					
Tangible fixed assets	-	26,038	-	-	26,038
Heritage assets	-	2,165,045	-	-	2,165,045
Investments	(100)	100	-	-	-
Current assets	(4,354)	510,351	160,440	1,200	667,637
Current liabilities	4,454	(73,151)	-	-	(68,697)
	<u>-</u>	<u>2,628,383</u>	<u>160,440</u>	<u>1,200</u>	<u>2,790,023</u>
	<u>-</u>	<u>2,628,383</u>	<u>160,440</u>	<u>1,200</u>	<u>2,790,023</u>

# JANE AUSTEN'S HOUSE MUSEUM

## Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

### 18. Unrestricted funds

	At 1 <sup>st</sup> January 2025 £	Incoming resources £	Outgoing resources £	Transfers £	At 31 <sup>st</sup> December 2025 £
Unrestricted funds	2,628,383	1,457,187	(608,043)	(256,000)	3,221,527
Designated funds:					
JASNA (Conservation) Fund	27,128	4,985	(12,802)	-	19,311
Jane's Fund	39,589	15,317	(8,986)	150,000	195,920
Long Term Maintenance Fund	35,000	-	-	-	35,000
Acquisitions Fund	20,009	50	(458)	25,000	44,601
JA Anniversaries Development Fund	22,045	-	(16,083)	4,000	9,962
Education Development Fund	10,000	-	-	-	10,000
Courtyard Buildings Restoration Fund	4,419	-	(276)	-	4,143
Austen Variations Fund	250	300	(550)	-	-
Access Fund	2,000	-	-	-	2,000
Office & Kitchen Refurbishment Fund	-	-	-	30,000	30,000
General Conservation Fund	-	-	-	10,000	10,000
Writing Garden Fund	-	-	-	12,000	12,000
Coverlet Project Fund	-	-	-	25,000	25,000
Designated funds:	<u>160,440</u>	<u>20,652</u>	<u>(39,155)</u>	<u>256,000</u>	<u>397,937</u>
Total Charity unrestricted funds	2,788,823	1,472,428	(647,198)	-	3,619,464
Non-charitable trading funds	-	777,616	(772,205)	-	-
Consolidation adjustment	-	(264,822)	264,822	-	-
Unrestricted funds	<u>2,788,823</u>	<u>1,990,633</u>	<u>(1,159,992)</u>	<u>-</u>	<u>3,619,464</u>

# JANE AUSTEN'S HOUSE MUSEUM

## Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

	At 1 <sup>st</sup> January 2024 £	Incoming resources £	Outgoing resources £	Transfers £	At 31 <sup>st</sup> December 2024 £
Unrestricted funds	2,478,005	646,371	(470,207)	(25,786)	2,628,383
Designated funds:					
JASNA (Conservation) Fund	29,892	5,419	(8,183)	-	27,128
Jane's Fund	39,318	8,236	(7,965)	-	39,589
Long Term Maintenance Fund	20,000	-	-	15,000	35,000
Acquisitions Fund	14,442	-	(332)	5,899	20,009
JA Anniversaries Development Fund	15,000	-	(8,955)	16,000	22,045
JA & Art of Writing Fund	24,166	-	(8,106)	(16,060)	-
Courtyard Buildings Restoration Fund	228,313	9,977	(233,871)	-	4,419
Education Development Fund	-	-	-	10,000	10,000
Austen Variations Fund	-	250	-	-	250
Access Fund	-	-	-	2,000	2,000
Designated funds:	371,131	23,882	(267,412)	32,839	160,440
Total Charity unrestricted funds	2,849,136	670,253	(737,619)	7,053	2,788,823
Non-charitable trading funds	-	390,509	(390,509)	-	-
Consolidation adjustment	-	(61,363)	61,363	-	-
Unrestricted funds	2,849,136	999,399	(1,066,765)	7,053	2,788,823

### Designated funds

**JASNA (Conservation) Fund.** This fund is to support the ongoing conservation and restoration works at the House.

**Jane Fund.** This fund is the Charity's established public fundraising appeal.

**Long Term Maintenance.** This fund was established in 2020 to support the long-term conservation, restoration and maintenance of Jane Austen's House. It is designed to support larger scale projects and ensures that the organisation has the funds to enable essential maintenance work.

**Acquisitions Fund.** This fund is to provide for future acquisitions of Jane Austen artefacts.

**JA Anniversaries Development Fund.** This fund was established to celebrate the 250<sup>th</sup> anniversary of Jane Austen's birth and legacy.

**JA & Art of Writing Fund.** This fund was established to develop a new, permanent exhibition space.

**Educational Development Fund.** This fund was established in 2024 to support the development of and access to the House's formal and informal learning programmes.

**Access Fund.** This fund was established in 2024 to enable the House to implement the findings of an Access Audit and to continue to remove barriers to accessing the House, its collections and Jane Austen's life and works.

**Courtyard Buildings Restoration Fund.** This fund was established in 2022 to support the conservation and restoration of the Courtyard Buildings. The funds have been used to restore the roofs, guttering and walls, as well as to improve sustainability through the installation of insulation. The balance will be used to restore the wood work of the courtyard buildings and to restore the interior of the Bakehouse.

**Office & Kitchen Refurbishment Fund.** A designated fund, to be spent in 2026 to cover the costs of refurbishing the staff offices and kitchens (last completed in 2009).

**General Conservation Fund.** A designated fund, to be used to cover the costs of essential conservation of the fabric and fittings of the building, and accessioned items within the collection.

**Writing Garden Fund.** A designated fund, to be spent between 2026 and 2028, to create a writing garden at JAH, with a view to supporting creativity, wellbeing and increasing the natural diversity of the garden.

**Coverlet Project Fund.** A designated fund, to be spent between 2026 and 2031, which will support essential research into and the conservation of the Austen Patchwork Coverlet.

Transfers to the general fund occur when the funds have been spent on capital items as designated.

## JANE AUSTEN'S HOUSE MUSEUM

### Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

#### 19. Restricted funds

	At 1 January 2025 £	Incoming resources £	Outgoing resources £	Transfers £	At 31 December 2025 £
The Textile Society Fund	1,200	-	(1,200)	-	-
	<u>1,200</u>	<u>-</u>	<u>(1,200)</u>	<u>-</u>	<u>-</u>

	At 1 January 2024 £	Incoming resources £	Outgoing resources £	Transfers £	At 31 December 2024 £
Art Fund Reimagined Fund	1,832	-	(1,832)	-	-
Courtyard Buildings Fund	2,236	4,144	(6,380)	-	-
JA & Art of Writing Fund	-	7,053	-	(7,053)	-
The Textile Society Fund	-	1,200	-	-	1,200
	<u>4,068</u>	<u>12,397</u>	<u>(8,212)</u>	<u>(7,053)</u>	<u>1,200</u>

#### Restricted funds

The Art Fund Reimagine Grant Fund represents grants awarded to fund 90% of the education Reimagine Project.

The Courtyard Buildings Fund represents donations received towards funding for the re-roofing of the outbuilding roofs.

The JA & Art of Writing Fund represents donations received towards funding a bespoke 12-sided display case for the permanent Art of Writing exhibition.

The Textile Society Fund represents grants awarded to help with the cost of conserving Cassandra's handkerchief.

Transfers to the general fund occur when the funds have been spent on capital items as specified and there are no remaining conditions to satisfy.

#### 21. Subsidiaries

Details of the Charity's subsidiaries at 31<sup>st</sup> December 2025 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held
J A H M Trading Company Limited	England & Wales	Retail sales at Jane Austen's House Museum	Ordinary	100



## JANE AUSTEN'S HOUSE MUSEUM

### Notes to the financial statements for the year ended 31<sup>st</sup> December 2025

#### 22. Related party transactions

Under the terms of a Service Agreement, the charity recharged the Trading Company subsidiary relating to shared costs comprising the following:

	2025	2024
	£	£
Management & Visitor Services staff	131,433	113,213
Till transaction charges	24,969	13,769
Alarms & security	944	795
Utilities	1,993	900
Insurance	3,130	2,732
IT and telecoms	408	409
Rent	1,700	1,700
	<u>164,577</u>	<u>133,518</u>

#### 23. Financial instruments

The carrying amounts of the charity's financial instruments are as follows:

	2025	2024
	£	£
<i>Financial assets</i>		
Debt instruments measured at amortised cost:		
- Amounts owed by group undertakings (note 15)	<u>48,000</u>	<u>48,000</u>
	48,000	48,000
<i>Financial liabilities</i>		
Measured at amortised cost		
- Trade creditors (note 16)	19,849	9,867
- Amounts owing to subsidiary undertakings (note 16)	223,084	23,696
- Other creditors (note 16)	<u>512</u>	<u>-</u>
	243,445	33,563

