

TRUSTEE VACANCIES
APPLICATIONS INVITED TO JOIN THE BOARD OF THE FREUD MUSEUM LONDON

We are looking for three new members for the Board of the Freud Museum London. These experienced and enthusiastic new Trustees will join a team providing strategic leadership to the Museum at a time of great change and development.

Eligible candidates will need to show evidence of the ability to think strategically, to review and question management reports, plans and financial information, to assess and manage risk, and to develop sound objectives moving forward to ensure an exciting and sustainable future for the Museum. From a variety of backgrounds, the new trustees should be willing to be involved in development and fundraising initiatives.

We are looking for individuals with significant experience in at least one of the following:

- Managing a capital project, to advise on the Museum's £4m project to update its displays and build an extension to house new education and visitor facilities
- Financial management, to advise the Museum's Finance Director, to monitor the Museum's accounts, be a member of the Finance + General Purposes Committee, and to advise on the financial implications of the new development.
- Fundraising and development, someone with experience of fundraising for a major capital project to advise on fundraising for the Museum's new development, and help the Museum achieve its fundraising targets
- A lawyer with expertise in the legal framework for charities, and other legal matters, to provide legal advice where needed across all the Museum's activities
- Media and communications, including advertising and public engagement, to advise on promoting the Museum and increasing its public profile
- Formal and informal learning at all levels, to advise on the work of the Learning Department who introduce school, student and adult groups to psychoanalysis, and on the expanding community and outreach programme.

A crucial part of the Board's role is to provide support and advice to the Museum Director and staff.

The Freud Museum is a unique and special place, and an awareness and interest in the work of the Museum, of Sigmund and Anna Freud, and psychoanalysis, would be welcome.

Board meetings are held five times a year, usually on a Tuesday evening, at the Museum. Trustees may also be asked to serve on a sub-committee, and are also welcome at all museum events.

To maintain and build the diversity of our Trustees, we welcome applications from all ages, gender and backgrounds.

To apply please send a CV and covering letter explaining how you meet our requirements and why you are interested in joining the Board, to Carol Seigel, the Director, at carol@freud.org.uk by 22 September 2019.

If you would like an informal discussion with the Chair or a member of the Nomination Committee, please email the Director as above to arrange.

BACKGROUND INFORMATION

The Freud Museum London is an extraordinary, atmospheric place, quietly located in a residential side street in North London.

The Freud Museum London was the last home of Sigmund Freud (1856-1939), the founder of psychoanalysis. The Museum houses the books, furniture and objects which Freud brought with him when he was forced to leave Austria following its annexation by Nazi Germany in 1938. It also houses the personal possessions of Freud's daughter Anna, herself a prominent child psychoanalyst, who lived in the house until her death in 1982.

Thanks to arrangements made by Anna Freud before her death, the house became a Museum in 1986. The Museum offers visitors the chance to experience Freud's home and in particular his study, containing the original psychoanalytic couch, his desk, library and collection of over 2000 antiquities.

As an independent charity the museum receives no government funds, but generates the majority of its income through its own successful and wide ranging activities - admissions, events, retail sales, private hire - and the balance through donations and grants.



The Museum has developed an international reputation for its contemporary art exhibitions, innovative education and public programmes, and also for research and publications, thanks to its significant archives and photo library. Recent artists to exhibit at the Freud Museum include Gavin Turk, Mark Wallinger and Bharti Kher. The

collections and archives are a focus for scholarship in the history of psychoanalysis and also archaeology, art history and cultural studies. The Museum runs an extensive public programme of events, exhibitions, schools sessions and conferences exploring psychoanalysis.

The activities and reach of the museum have grown hugely in the last ten years, with visitor numbers and the public programme more than doubling in this period. Last year visitor figures hit a new record of 34,000, with approximately half from overseas.

In the last decade the Museum has carried out redevelopment of its displays and interpretation, refurbished the shop and created new events and exhibition space. Visitor numbers have risen consistently, and the Museum attracts an international audience and reputation. It is now on the cusp of further change and development.

ORGANISATIONAL OVERVIEW

The Museum is run by a Board of Trustees drawn from a variety of backgrounds, chaired by Alan Newman. The staff team has expanded significantly in the last five years to accommodate extra demands and increased activities, introducing new skills such as marketing and design.

The Museum is an independent charity, with no regular public funding. The Museum's annual budget is around £500,000. Most of the Museum's income is raised through admissions, events and commercial activities such as private hire or shop sales.

For many years after it opened, the Museum received a substantial annual grant from an American foundation, but this grant is being phased out and will cease altogether in 2020. The Museum is committed to exploring ways in which this grant can be replaced. It is diversifying and expanding its sources of income, as an essential part of its financial planning.

Yet the Museum is constrained by its success, operating at near capacity. Significant development is needed in order to do justice to the house and its collections, and to give fast growing visitor numbers a better experience. We are planning a major project to ensure future financial resilience, and enable the Museum to fulfil its vision and mission. This will:

- improve the use of space within the house, and provide more space for Museum activities, including learning sessions, events, workshops and conferences
- update displays and interpretation on the Freud family and the history and development of psychoanalysis, but still maintaining the feel of the Freud family home
- improve environmental conditions in Freud's study and throughout the house
- improve archival storage, research facilities, and access to the collections

- provide full disabled access throughout the museum
- provide a two storey extension to the side of the house to house
 - Ground floor: a new entrance and enlarged shop, improved visitor facilities, a cloakroom and cafe space.
 - First floor: combined lecture, events and learning spaces, and lift access to the first floor of the museum.

The total cost of the project will be approximately £4million. We have completed a full feasibility report and held early discussions with the planning department at LB Camden. We have raised £100,000 to embark on initial planning, and are developing a full fundraising strategy. We have already submitted the first stage of an application to the National Heritage Lottery Fund. Continuing to plan and fund this major development will be the key priority for the Board over the next years.

DUTIES AND RESPONSIBILITIES OF A BOARD MEMBER

The Freud Museum London is a charitable company, limited by guarantee and led by the Board of Trustees. There is also a trading arm of the charity, Freud Museum Publications.

The Board is responsible for the strategic leadership of the charity and for ensuring that the organisation delivers its charitable objectives; is in good financial shape and complies with charity law. The Board Members support the Director and management team and review and oversee the museum's overall performance.

The main duties of Board members are to work cooperatively with colleagues to:

- Set the strategic direction of the charity in line with its Memorandum and Articles of Association, leaving the operational direction of the Museum to the Director and her team
- Ensure that the Museum complies with its governing document and any relevant legislation or regulations
- Safeguard the Museum's finances by approving the budget, monitoring expenditure, and ensuring the achievement of financial objectives
- Appoint the Director and oversee her performance
- Regularly review the policies for the operation of the Museum as a charity
- Manage strategic risks to the organisation, including any conflicts of interest
- Protect the property and collections of the Museum

The Board delegates responsibilities to the Director and her staff. The regular Board meetings give the opportunity to scrutinise and monitor progress within the charity and also to provide strategic direction. These meetings also help to fulfil statutory functions, for example, agreeing the annual budget and receiving the audit report.

There are a number of Board Working groups, and trustees are expected to become members of at least one, where they can contribute their skills and experience.

The Board aims to follow principles of good governance as laid out by the Charity Commission. All Board members are asked to sign a Code of Conduct.

Attributes required of Board Members

- A demonstrable understanding of the issues pertinent to successful governance of a charity;
- An ability to think strategically and to constructively question and review management reports, finances, forward plans, overall objectives, major resourcing issues and potential risks;
- A clear interest in the objectives of the Museum to promote the legacy of Sigmund and Anna Freud;
- Sound, independent judgment and integrity, avoiding any conflicts of interest;
- The time to commit to regular Board meetings and potentially 2-3 shorter committee/project meetings each year;

Further information about the role is contained in the Charity Commission Guide—The Essential Trustee—What you need to Know:

<https://www.gov.uk/government/publications/the-essential-trustee-what-you-need-to-knowcc3>

Support for new Board Members

New Board members receive an induction pack containing useful information about the Freud Museum London and its current forward plan and finances. An induction briefing will be arranged and Board members can contact the Director to arrange other visits in order to become familiar with the day to day work of the Museum.

Board members are welcome to attend training courses from reputable providers relevant to their role.

June 2019