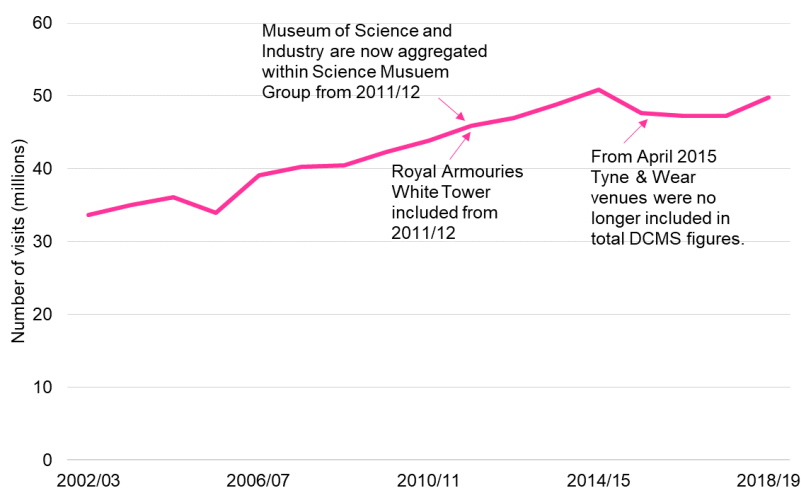




Correction notice: The chart showing the **Total number of visits to DCMS-sponsored museums and galleries, 2002/03 to 2018/19** and Figure 2 showing the **Total number of visits to the DCMS-sponsored museums and galleries, 2008/09 to 2018/19** were updated on 27 January 2020 to reflect the minor amendments made to the **Tyne and Wear** visitor figures for the years **2008/09 to 2014/15**.

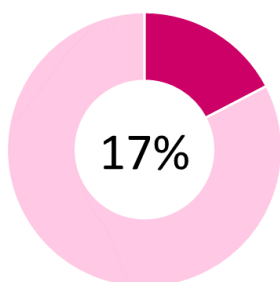
DCMS-Sponsored Museums and Galleries Annual Performance Indicators 2018/19

Total number of visits to DCMS-sponsored museums and galleries, 2008/09 to 2018/19

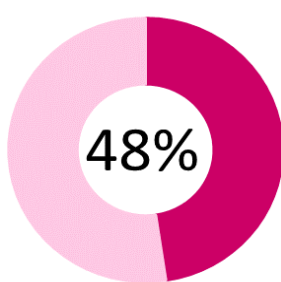


In 2018/19 there were **49.8 million visits to DCMS-sponsored museums and galleries**, an increase of 48.0% from 33.6 million visits in 2002/03 when records began.

Of these¹:



were made by children under the age of 16



were made by overseas visitors

This release covers the annual performance indicators for DCMS-sponsored museums and galleries in 2018/19.

The DCMS-sponsored museums and galleries are:

- British Museum
- Geffrye Museum
- Horniman Museum
- Imperial War Museums
- National Gallery
- National Museums Liverpool
- National Portrait Gallery
- Natural History Museum
- Royal Armouries
- Royal Museums Greenwich
- Science Museum Group
- Sir John Soane's Museum
- Tate Gallery Group
- Victoria and Albert Museum
- The Wallace Collection

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Date: 24 October 2019

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The **total self-generated income** for DCMS-sponsored museums and galleries was £289 million, an increase of 5.0% from £275 million in 2017/18².

¹ These proportions have been calculated using the total number of visitors, excluding visits to the Geffrye Museum which closed on 7 January 2018 to commence its two year capital project and visits to the National Coal Mining Museum which does not collect child and overseas visitor figures.

² Data are in current prices and have not been adjusted for inflation.

Chapter 1: Introduction

Released: 24 October 2019

Geographic Coverage: England

This release presents the annual performance indicator data collected by DCMS-sponsored museums and galleries for the financial year 2018/19.

Data collection methods vary between institutions. DCMS does not provide a prescribed way to collect the data, and provides the flexibility to the museum and gallery to adopt a cost efficient data collection technique.

- Annual visitor figures are based on actual counts collected via manual and electronic devices.
- Educational visits are collected via the museums' school booking systems.
- Data on overseas visitors and visitor satisfaction are collected via sample surveys which are weighted against the footfall to each museum in each quarter.
- Number of unique website visits is collected via Google analytics

Additional information explaining how the data is collected is available in the [Performance Indicator Guidance](#).

This data is Official Statistics and is published in accordance with the [Code of Practice for Statistics](#), as set out by the UK Statistics Authority.

Provisional figures used in the report

The performance indicator statistics for the **Royal Armouries** and the **Wallace Collection** are provisional and may be subject to change when final auditing of the reports has been completed. This excludes the total number of visits to these museums as these have already been finalised.

Revision of performance indicators

As set out in the [strategic review of DCMS-sponsored museums](#), DCMS is currently working with the sponsored museums and galleries to revise management agreements and performance indicators in line with agreed priorities and in support of the new museums partnership framework.















Feedback

DCMS aims to continuously improve the quality of estimates and better meet user needs. Feedback on this report should be sent to DCMS via email at evidence@culture.gov.uk.

Chapter 2: Visits to DCMS-sponsored museums and galleries

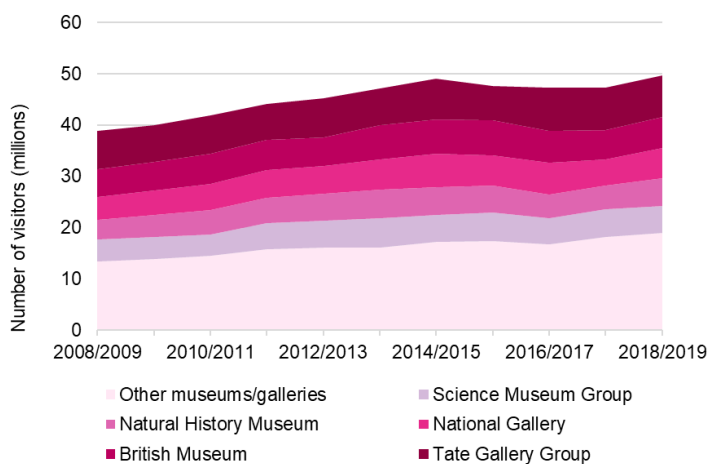
In 2018/19, there were 49.8 million visits to DCMS-sponsored museums and galleries, a record number of visits (when visits to the Tyne and Wear museums are excluded³) since records began in 2002/03. When visits to the Geffrye Museum⁴ are excluded from the 2018/19 total, ensuring that the 2018/19 and 2017/18 totals are comparable, this was an increase of 5.5%.

Figure 1: Total number of visits to each DCMS-sponsored museum and gallery, 2018/19

Museum / Gallery	Annual visits(000's)	Percentage change fom 2017/18	Museum / Gallery	Annual visits(000's)	Percentage change fom 2017/18
 The British Museum	6,025	↑ 3.5%	 SCIENCE MUSEUM GROUP	5,210	↓ -2.2%
 HORNIMAN MUSEUM & GARDENS	808	↓ -0.6%	 National Portrait Gallery	1,550	↓ -8.4%
 IWM IMPERIAL WAR MUSEUMS	2,688	↑ 9.0%	 ROYAL ARMOURIES	2,294	↑ 8.6%
 THE NATIONAL GALLERY	5,923	↑ 17.3%	 SIR JOHN SOANE'S MUSEUM LONDON	132	↑ 1.4%
 NATURAL HISTORY MUSEUM	5,493	↑ 16.6%	 TATE	8,158	↓ -0.1%
 ROYAL MUSEUMS GREENWICH	2,654	↑ 3.7%	 V&A	4,293	↓ -2.4%
 National Museums Liverpool	3,965	↑ 20.0%	 THE WALLACE COLLECTION	422	↓ -9.0%

*Visits to the Geffrye Museum are excluded following the closure of the museum on 7 January 2018 to commence its two year refurbishment programme.

Figure 2: Total number of visits to the DCMS-sponsored museums and galleries, 2008/09 to 2018/19 (highlighting those museums and galleries with the highest number of visitors)



For the third year running, the **Tate Gallery Group** (comprising four Tate Galleries) has been the most visited **museum group**, with 8.2 million visits in 2018/19, similar to 2017/18. This was largely driven by the opening of the 'Aftermath: Art in the Wake of World War One' at Tate Britain and 'The EY Exhibition: Picasso 1932 – Love, Fame and Tragedy' at Tate Modern. In addition, the press attention associated with Tate St Ives winning the **Art Fund Museum of the year** prize in July 2018 may have attracted new visitors to the museum.

The British Museum remains the most visited **individual museum site** with 6.0 million visits in 2018/19, an increase of 3.5% from 5.8 million visits in 2017/18.

The National Museums Liverpool attracted approximately 4.0 million visitors, a record number of visits

³ As of April 2015, Tyne and Wear museums are no longer sponsored by DCMS and have therefore been excluded from DCMS total visits for all years. Figures reported here may therefore not match those that were previously published.

⁴ The Geffrye Museum closed on 7 January 2018 to commence its two year capital refurbishment project but continues to host commercial events which the museum includes within the visitor numbers

and an increase of 20.0% from 3.3 million in 2017/18. This increase can be attributed to the popular exhibitions '**China's first Emperor and the Terracotta Warriors**' which ran from February to October 2018 and '**Double Fantasy: John and Yoko**' which has been running since 18 May 2018.

The National Gallery welcomed around 5.9 million visitors, an increase of 17.3% (5.1 million) in 2017/18. This increase can be attributed to a number of popular exhibitions that the Gallery held including: '**Monet and Architecture**' which ran from April to July 2018 attracting over 190,000 visitors and '**Lorenzo Lotto Portraits**' which ran from November 2018 to February 2019 attracting over 220,000 visitors.

The Natural History Museum welcomed 5.5 million visitors, an increase of 16.6% from 4.7 million in the previous year. Much of this increase can be attributed to the success of the '**Life in the Dark**' exhibition which ran from July 2018 to February 2019 following the '**Kids go free**' campaign to boost child visits.

In 2018/19, a number of museum sites installed a display of **Poppies** to commemorate the Centenary of the First World War which attributed to an increase in visitor numbers.

- The Imperial War Museum (IWM) welcomed approximately 2.7 million visitors, an increase of 9.0% from 2.5 million in 2017/18. The installation of the '**Poppies: Weeping Window**' at the IWM London site and the '**Poppies: Wave**' at the IWM North site attracted a record number of visitors to the museum site during the months of September to December 2018.
- The Royal Armouries welcomed 2.3 million visitors - an increase of 8.6% from 2.1 million in 2017/18. This increase can be attributed to the popularity of the '**14-18 Now Poppies: Wave**' display at Fort Nelson from 13 April to 24 June 2018.

More recent provisional monthly and quarterly visit figures for the DCMS-sponsored museums and galleries are available on the [Museums and galleries monthly visits](https://www.gov.uk/government/statistics/museums-and-galleries-monthly-visits) gov.uk webpage.

Museum and gallery statistics from the Taking Part survey

The Department for Digital, Culture, Media and Sport runs an annual household survey in England which includes questions on visits to museums and galleries. In 2018/19, the [Taking Part survey](#) found that 50.2% of adults (people aged 16 or over) **visited a museum or gallery in the twelve months prior to interview**. This is similar to 2017/18 and represents an increase from 42.3% in the first year of the survey (2005/06).

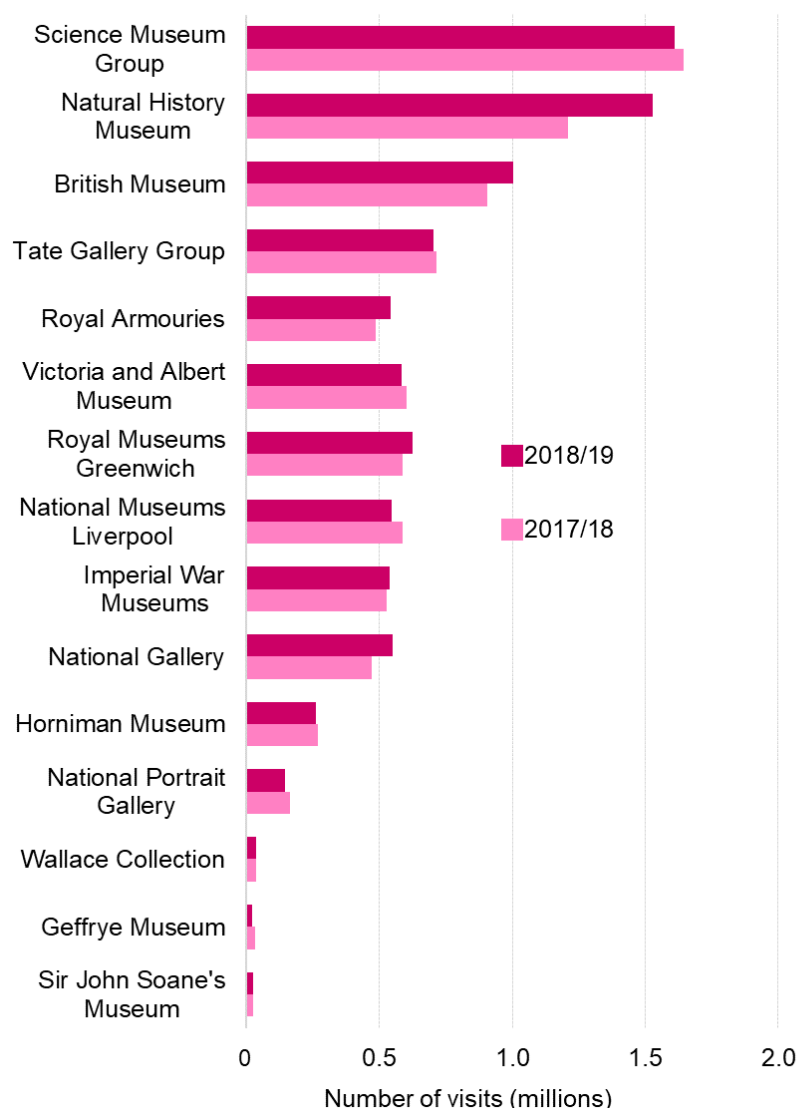
The Taking Part survey also found that 62.5% of children aged 5-10 had **visited a museum outside school** and 60.1% of children aged 11-15 had visited a museum either with school or outside of school in the last 12 months. The proportion of all children who had visited a museum in 2017/18 increased compared to the previous year.

There was no significant difference in the proportion of people who had visited a museum by **gender** for adults or children. Engagement with museums and galleries was highest amongst adults from the **white** and **mixed ethnic groups, upper socio-economic group** and those who reported **having no long term illness or disability**.



Child visits

Figure 3: Number of visits to DCMS-sponsored museums and galleries made by children under the age of 16, 2017/18 - 2018/19



There were **8.5 million child visits** to all DCMS - sponsored museums and galleries in 2018/19, an accounting for 17.0% of total visits⁵. When child visits to the Geffrye Museum are excluded from the 2018/19 totals, ensuring that the 2018/19 and 2017/18 totals are comparable, this was an increase of 5.9%.

The Science Museum Group had the greatest number of child visits at 1.6 million, a fall of 2.2% from 2017/18.

The Natural History Museum welcomed 1.5 million child visits, a record number and an increase of 26.8% from 2017/18. Much of this increase can be attributed to the success of the **'Life in the Dark'** exhibition which ran from July 2018 to February 2019 following the **'Kids go free'** campaign to boost child visits.



Educational visits⁶ by under 18 year olds

1. Onsite organised activities

In 2018/19, there were 2.7 million **instances⁷ where visitors under the age of 18 participated in onsite organised activities** at the DCMS-sponsored museums and galleries. This was a fall of 12.1% when organised activities at the Geffrye Museum are excluded from the 2018/19 totals, ensuring that the 2018/19 and 2017/18 totals are comparable.

An increase of 150.6% at the Imperial War Museums is attributed to the launch of a **new schools programme** following a pause in services to review and relaunch in 2017/18.

⁵ This proportion has been calculated using the Total visitor figure excluding the visitor figures for the Geffrye Museum and National Coal Mining Museum which does not collect child visitor figures.

⁶ These educational indicators are separate from the child visits indicator mentioned above and are collected via a separate system to that of the child visits.

⁷ Organised activities refer to pre-planned, meditated activities, such as talks, lectures, courses, demonstrations, guided tours etc. led by museum staff, volunteers or freelancers employed by the museum. It does not include activities such as quizzes, trials or dressing up.

2. Facilitated and self-directed visits by visitors under 18 years old and in formal education

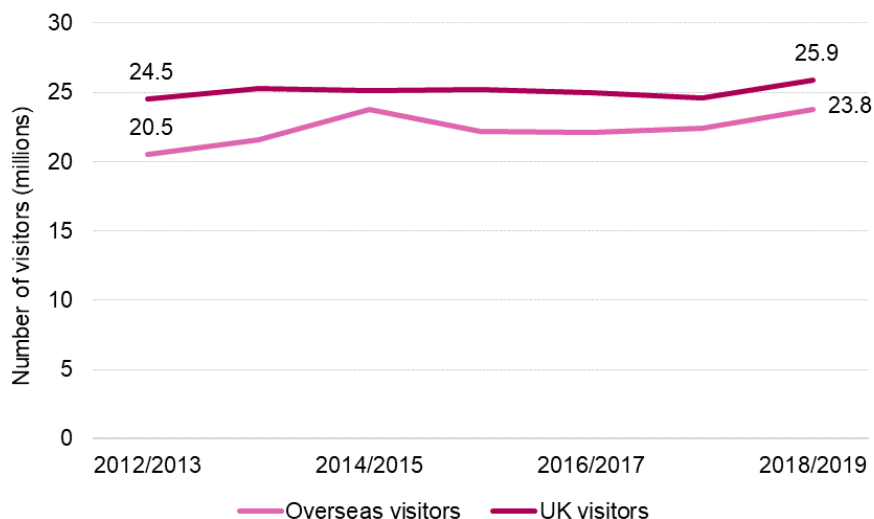
There were approximately 2.0 million **facilitated and self-directed visits by visitors under 18 and in formal education** in 2018/19, an increase of 4.7% from 2017/18 (when facilitated and self-directed visits to the Geffrye Museum are excluded following closure of the museum in January 2018).

The Victoria and Albert Museum had a 33.4% increase in facilitates and self-directed visits from over 91,000 in 2017/18 to around 122,000 in 2018/19. This increase can be attributed to V&A's expansion of the flagship secondary schools education programme '**DesignLab Nation**' to reach a wider audience from three new regions. The programme aims to inspire the next generation of designers, makers and innovators across the country, and to help young people develop the essential skills for the workplace of the future: critical thinking, creativity and collaboration.



Overseas visitors

Figure 4: The number of visits made to DCMS-sponsored museums and galleries by UK and overseas visitors, 2012/13 to 2018/19⁸



There were an estimated **23.8 million overseas visits** to DCMS-sponsored museums in 2018/19, accounting for 47.9% of all visits⁹. This was an increase of 6.1% from 22.4 million visits in 2017/18, when visits to the Geffrye Museum are excluded.

Since 2012/13 the number of visits to DCMS-sponsored museums and galleries made by overseas visitors increased at three times the rate of those made by UK visitors. However, the proportions of total visits

made by overseas visitors and UK visitors has stayed the same for the past two years (48% and 52%, respectively).

The National Gallery welcomed approximately 4.0 million overseas visitors in 2018/19, an increase of 20.9% from the previous year accounting for 66.0% of all visits to this gallery.

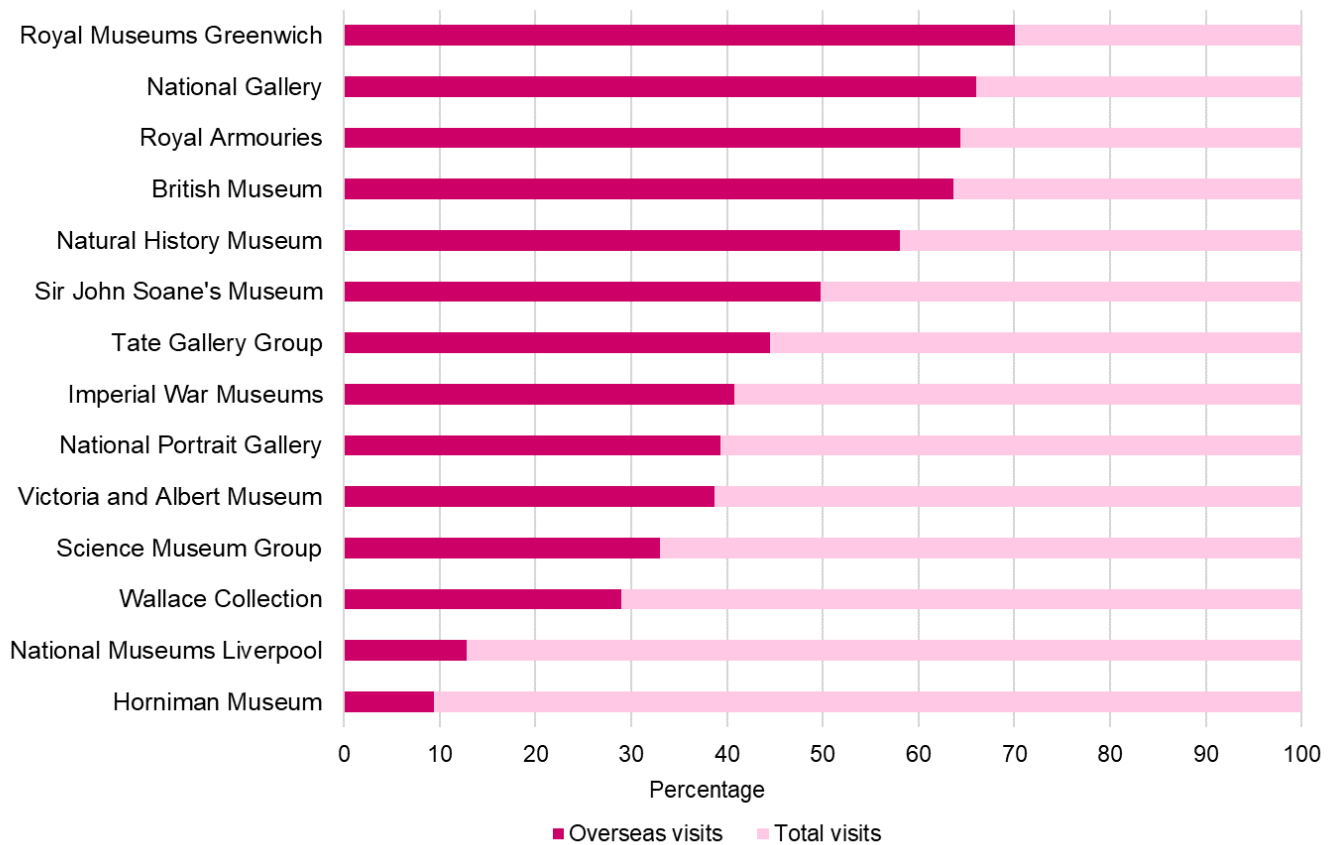
The Natural History Museum welcomed 3.2 million overseas visitors accounting for 58.1% of all visits to the museum. This was a **record number** for the museum and an increase of 21.4% from the previous year. This was driven by the various changes in marketing activity that the museum initiated to boost international visitor numbers. Including the new marketing campaign '**Come to Life**' which had much coverage across the London Underground and the museum's social media websites.

The Royal Museums Greenwich welcomed 1.9 million overseas visitors accounting for 70.0% of all visits to the museum. This was a **record number** for the museum and an increase of 16.2% from the previous year. Much of this increase can be attributed to the museum's increased initiatives to attract overseas visitors since 2017/18 and the opening of four new galleries in September 2018 which helped to attract more visitors.

⁸ This time series excludes visits made to the Geffrye Museum which closed on 7 January 2018 to commence its two year capital project, visits to the National Coal Mining Museum which doesn't collect overseas visitor figures and the Tyne and Wear museums which are no longer sponsored by DCMS.

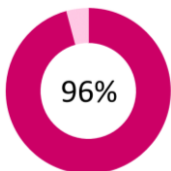
⁹ This proportion has been calculated using the total visitor figure excluding the visits to the Geffrye Museum and the National Coal Mining Museum which does not collect overseas visitor figures.

Figure 5: Proportion of overseas and UK visits to DCMS-sponsored museums and galleries, 2018/19



Visitor recommendation

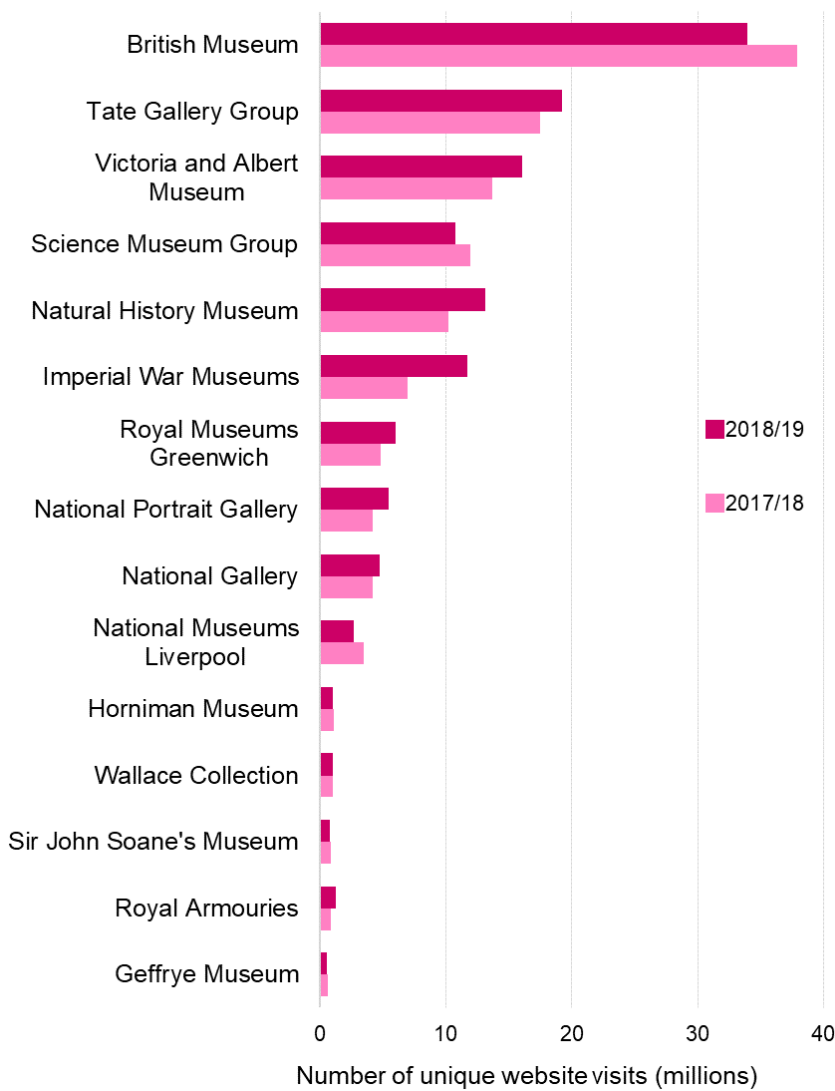
The proportion of visitors who would **recommend a visit** is defined as those who answered ‘**How likely are you to recommend a visit to your friends or family**’ with ‘**definitely will**’ or ‘**probably will**’.



In 2018/19, an average of **96.3%** of all visitors to the DCMS-sponsored museums and galleries would recommend a visit to a friend or family. This is similar to 2017/18.

Website visits¹⁰

Figure 6: Number of unique website visits to the DCMS-sponsored museums and galleries websites 2017/18-2018/19



In 2018/19, there were a total of **123.2 million unique website visits** to DCMS-sponsored museums websites, reflecting an average year on year increase of 5% since 2014/15 and an increase of 8.0% on from the previous year (114.1 million).

The British Museum had the highest number of unique website visits across the museums - 33.6 in 2018/19, although it was a fall of 10.5% from 37.5 million in 2017/18.

Unique website visits for the Royal Armouries increased by 78.9% from 507,000 in 2017/18 to 907,000 in 2018/19. This was a result of a continued development by the museum to refresh its website and YouTube channel which marked an increase in website user numbers.

In 2018/19, the [Taking Part survey](#) results showed that 26.6% of adults had visited or used a museum or gallery website or app in the last 12 months. This is similar to 2017/18 (25.7%). The most common reasons for visiting museum or gallery websites were ‘to find out about an exhibition or event’ (74.3%), ‘to check opening times’ (65.1%) and ‘to order tickets for an exhibition or event’ (38.4%).

¹⁰ Due to changes in the software used to measure website visits by many of the museums at several points over time, these figures may not be directly comparable between the years.

Chapter 3: Regional Engagement

Visits to museum and gallery sites outside London

There were a total of **8.3 million visits to DCMS-sponsored museums and galleries outside of London**¹¹, an increase of 11.4% from 7.5 million in 2017/18. In contrast visits to museum and gallery sites in London increased by 4.4% from 39.5 million in 2017/18 to 41.3 million in 2018/19.

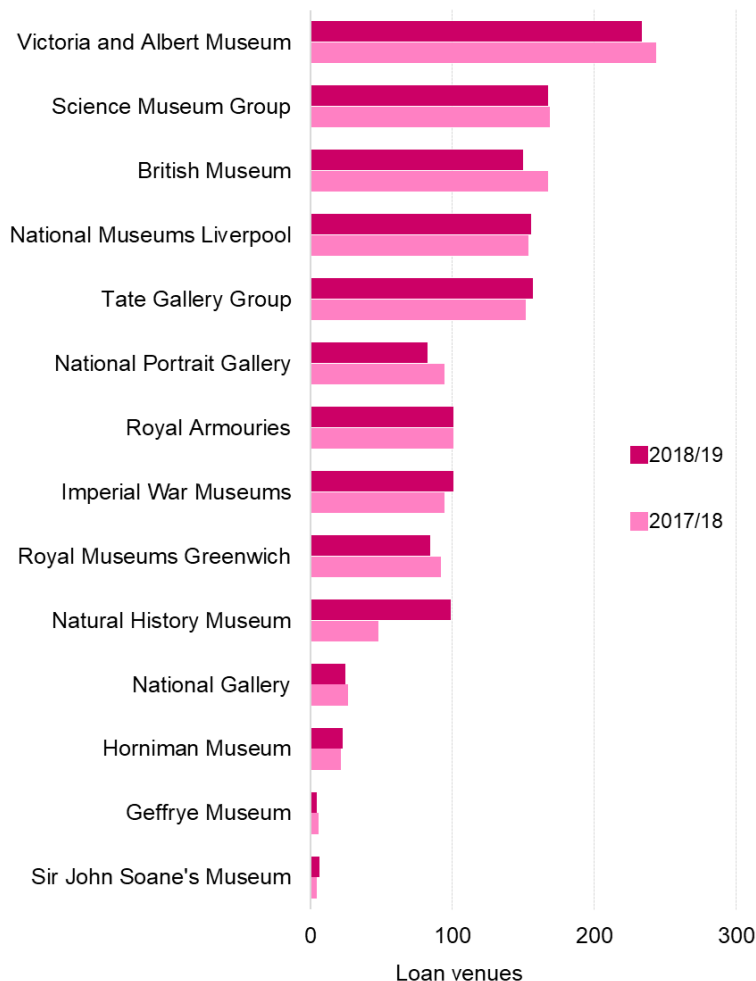
The National Museums Liverpool attracted a record number of visits (approximately 4.0 million), as a result of the popular exhibitions ‘**China’s first Emperor and the Terracotta Warriors**’ and ‘**Double Fantasy: John and Yoko**’.

Since 2012/13 visits to museum and gallery sites outside London have increased by 13.7% compared to a growth of 9.4% for the museum and gallery sites in London.

UK loan venues¹²

A **loan venue** is defined as any approved borrowing institution, organisation, exhibition facility, or individual researcher who have been loaned an item from one of the DCMS-sponsored museums and galleries. Loaning items from permanent collections is not practical for every museum or gallery.

Figure 7: The number of venues in the UK that the DCMS-sponsored museums and galleries loaned to, 2017/18-2018/19



The number of venues in the UK that the DCMS-sponsored museums and galleries loaned their items to, increased by 1.2% from 1,336 in 2017/18 to 1,352 in 2018/19.

The Victoria and Albert Museum had the highest number of loan venues, lending its pieces to 231 UK venues in 2018/19, a fall of 4.1% from 241 venues in 2017/18.

In 2018/19, the Natural History Museum lent a number of their specimens to 96 UK venues for research and exhibition purposes, an increase of 113.3% from 45 venues in 2017/18.

¹¹ A list of the national museums located outside London can be found in the [Strategic review of DCMS-sponsored museums](#), page 23.

¹² Previously, the terms of the **Wallace Collection's** founding bequest prevented the museum from lending objects in its collection; this position was changed in June 2019, hence figures for this museum are not included in the chart.

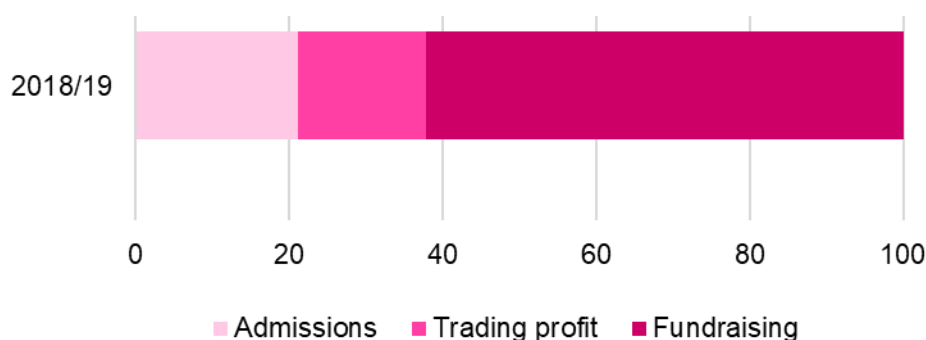
Chapter 4: Self-generated Income

Self-generated income

The total self-generated income for DCMS-sponsored museums is made up of fundraising, admissions income and trading net profit.

In 2018/19, the **total self-generated income** for DCMS-sponsored museums and galleries amounted to **£289 million**, an increase of 5.0% on 2017/18.

Figure 8: The main forms of income as a proportion of the self-generated income total for the DCMS-sponsored museums or galleries, 2018/19



1. Fundraising/contributed income is defined as any money or gifts received from an individual, charity or private company in one of the following forms: bequests, legacies, donations and capital grants from individuals, charities, foundations, trusts and private companies, income raised through sponsorship and income from membership schemes. This **does not** include any money received from a publicly-funded organisation, central government grants, investment income or lottery grant funding. The amount of income generated from these sources is fairly irregular therefore the total amount of fundraising/contributed income is subject to fluctuation year on year.

In 2018/19, DCMS-sponsored museums and galleries generated a total of £179.5 million through fundraising/contributed income, an increase of 2.4% from 2017/18 (£175.3 million).

2. Admissions income (gross income) is defined as the charges made by museums for the public to view permanent collections or temporary exhibitions.

In 2018/19, DCMS-sponsored museums and galleries generated £61.0 million through admissions, an increase of 21.3% on the 2017/18 figure of £50.3 million.

The increase in admissions income at the National Museums Liverpool (up 190.6%) was as a result of the success of the 'China's First Emperor and the Terracotta Warriors' exhibition.

3. Trading income (net profit) is generated through activities which involve selling a product or service to a customer e.g. retail sales, publications, reproductions, royalties, corporate hire, catering, location hire (TV and films), licensing, image licensing, consultancy, services, learning and access income.

In 2018/19, DCMS-sponsored museums and galleries¹³ generated a total of £48.2 million trading net profit, a fall of 2.5% on the 2017/18 figure of £49.5 million.

¹³ The National Gallery does not have a trading subsidiary and does not track costs against income to give a 'net profit' figure. Therefore the National Gallery has provided trading income figures rather than 'net profit' figures which have been included in this calculation. The National Gallery will continue to work with the DCMS finance team in order to provide a consistent figure for reporting purposes.

The increase in the amount of trading income (net profit) for the Royal Armouries (a profit of over £900,000) was due to the **14-18 Now Poppies: Wave display** which contributed to a boost in the trading income at the Fort Nelson.

Figure 9: Self-generated income for the DCMS-sponsored museums and galleries, 2018/19



Notes on Trading income (profit) figures

Trading income (profit) figures for the **National Gallery** are not comparable with the figures for other museums or galleries. This is because the Gallery does not have a trading subsidiary and does not track costs against income to give a 'net profit' figure. Therefore the National Gallery has provided trading income figures rather than 'net profit' figures which have been included in this calculation.

Due to the closure of the **Geffrye Museum** in January 2018 to commence its two year capital project there was no trading activity during the year and therefore no trading income (profit) figures are reported for the museum in 2018/19.

Notes on Admissions income

The **Geffrye Museum** does not charge the public to view permanent collections or temporary exhibitions; the **Wallace Collection** opened its first ever paid-for special exhibition in March 2019. Accordingly both Museums are omitted from this chart.

Annex A: Background note

1. Sponsored Museums: Performance Indicators is an Official Statistic and has been produced to the standards set out in the Code of Practice for Official Statistics. Additional information is available [here](#).
2. The data are collected by the museums through sample surveys, with the exception of the information on educational visits and total visits, which are based on actual counts.
3. Sponsored Museums Performance Indicator publications previously included data on:
 - Adult visits by NS-SEC group¹⁴, ethnicity and whether visitors considered themselves to have a long term illness, disability or infirmity.
 - The number of instances of children participating in outreach activities outside the gallery
 - The number of instances of adults aged 16 and over participating in organised activities at the museum/gallery
 - The number of instances of adults aged 16 and over participating in outreach activities outside the museum/gallery.
4. Following consultation with the sponsored Museums and Galleries, the data outlined above were no longer collected from 2012/13 onwards to reduce the burden of data collection on the Museums and Galleries. If you have a continued user need for these data, or additional comments on this statistical release, please contact evidence@culture.gov.uk or the DCMS-sponsored museums directly.
5. The responsible statistician for this release is Wilmah Deda. For enquiries on this release, please contact evidence@culture.gov.uk or 0207 211 2376.
6. For general enquiries contact:
Department for Digital, Culture, Media and Sport
100 Parliament Street
London
SW1A 2BQ
Telephone: 020 7211 6000
7. The next Sponsored Museums and Galleries Annual Performance Indicators release is scheduled for Autumn 2020.
8. DCMS statistics can be followed on Twitter via @DCMSInsight.

¹⁴ This is a form of socio-economic classification based on the employment status and occupation of the household reference person. The household reference person is the person responsible for owning or renting, or who is otherwise responsible for the accommodation. In the case of joint householders, the person with the highest income is the household reference person. In the case of joint incomes, the oldest person is taken as the household reference person. More information about the NS-SEC socio-economic classification, please see this [page](#) on the Office for National Statistics website.



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