



Department
for Culture
Media & Sport

Sponsored Museums: Performance Indicators 2013/14

Statistical Release

February 2015

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

Contents

Chapter 1: Introduction	4
Chapter 2: Visits to DCMS' Sponsored Museums 2013/14	5
Key findings:	5
Total visits to sponsored museums:	6
Child visits:.....	7
Educational visits:	8
Website visits:	8
Overseas visits:.....	9
Chapter 3: DCMS' Sponsored Museums Self-generated Income 2013/14	10
Admissions (Gross Income):	10
Trading Income (Net Profit):	11
Fundraising (Charitable Giving):.....	12

Chapter 1: Introduction

Released: 12 February 2015

Period covered: April 2013 – March 2014, referred to as 2013/14 throughout

Geographic coverage: Sponsored Museums in England

Next release: November 2015

The Department for Culture, Media and Sport (DCMS) sponsors 16 National Museums which provide free entry to their permanent collections. These museums are:

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

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.

Guidance notes explaining how the data should be collected are available below.

<https://www.gov.uk/government/publications/sponsored-museums-performance-indicators-2013-14>

The most recent performance indicator data available is for 2013/14

<https://www.gov.uk/government/collections/performance-indicators>

Chapter 2: Visits to DCMS' Sponsored Museums 2013/14

Key findings:

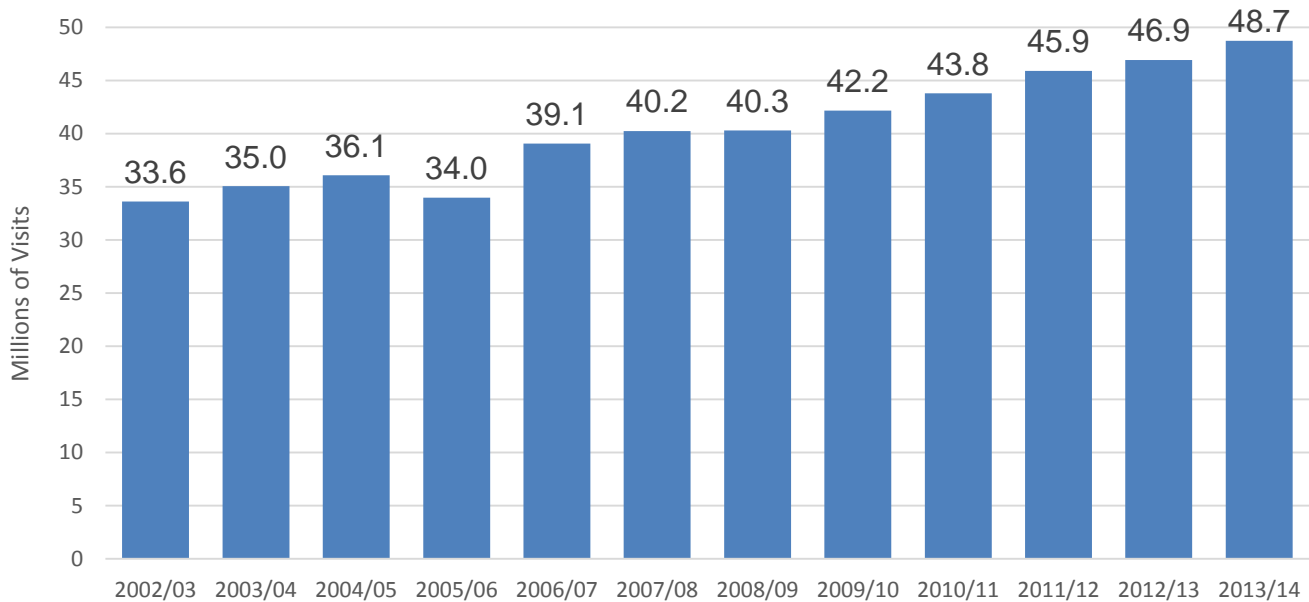
The figure for total visits to Sponsored Museums is one of DCMS' Performance Indicators. Visits and other information produced in this report at the individual museums level are also used as Performance Indicators by the museums themselves.

- There were 49 million visits to the Department's 16 sponsored museums in 2013/14. This was an increase of 4 per cent from 2012/13 (47 million).
- There were 9 million visits to the sponsored museums by children aged 15 and under in 2013/14, an increase of 3 per cent since 2012/13.
- 44¹ per cent of all visits were made by overseas visitors. There were 22¹ million visits from overseas visitors in 2013/14. This was an increase of 5¹ per cent since 2012/13 (21 million overseas visits).
- There were 120 million unique visits to the websites of sponsored museums in 2013/14.

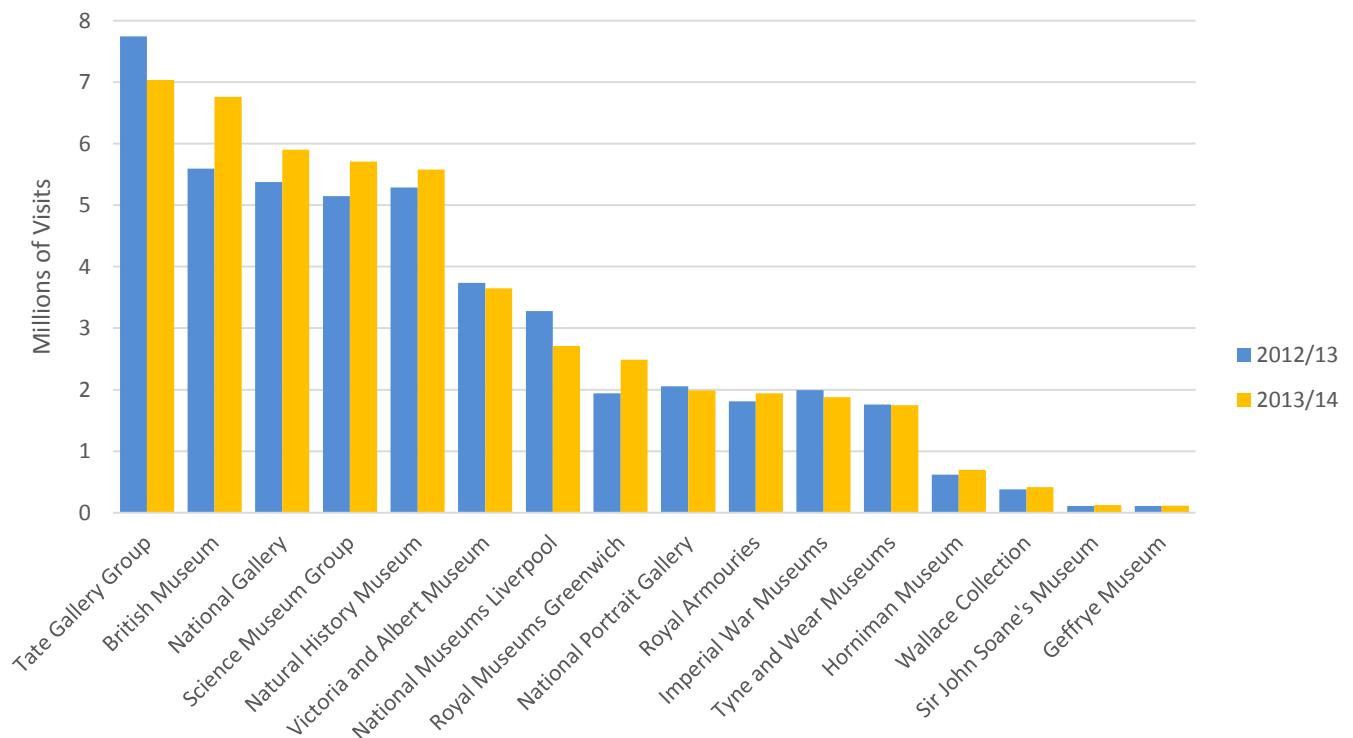
¹ This figure has been revised from that previously published due to a data reporting error.

Total visits to sponsored museums:

Total visits to all sponsored museums combined increased by 3.9 per cent, from 46.9 million in 2012/13 to 48.7 million in 2013/14 (Figure 1).

Figure 1: Total visits to all sponsored museums 2002/03 to 2013/14

The most visited museum was the Tate Gallery Group (comprising of four branches) with 7.0 million visits in 2013/14. The British Museum and The National Gallery were the next two most visited sponsored museums with 6.8 million and 5.9 million visits respectively (Figure 2).

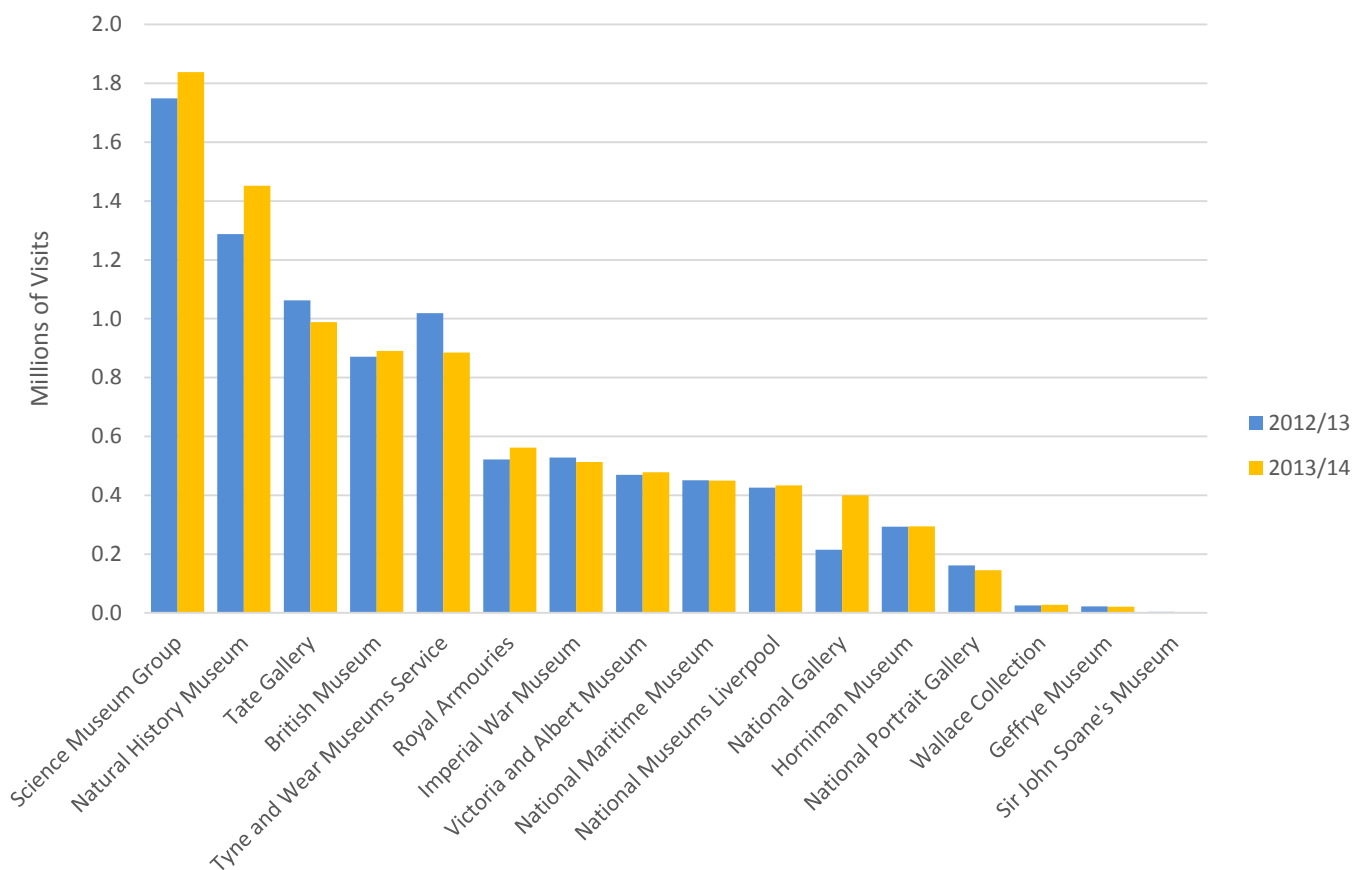
Figure 2: Total visits by museum 2012/13 to 2013/14

[Accompanying excel tables showing individual museum visit figures since 2008/09 are available.](#)

Child visits:

There were 9.4 million visits by children aged 15 and under in 2013/14. This was an increase of 3.1 per cent since 2012/13 (9.1 million). The Science Museum Group (comprising five branches) had the greatest number of child visits at 1.8 million, followed by the Natural History Museum (comprising two branches) with 1.5 million child visits (Figure 3).

Figure 3: The number of visits to sponsored museums by children aged 15 and under by museum visited, 2012/13 to 2013/14

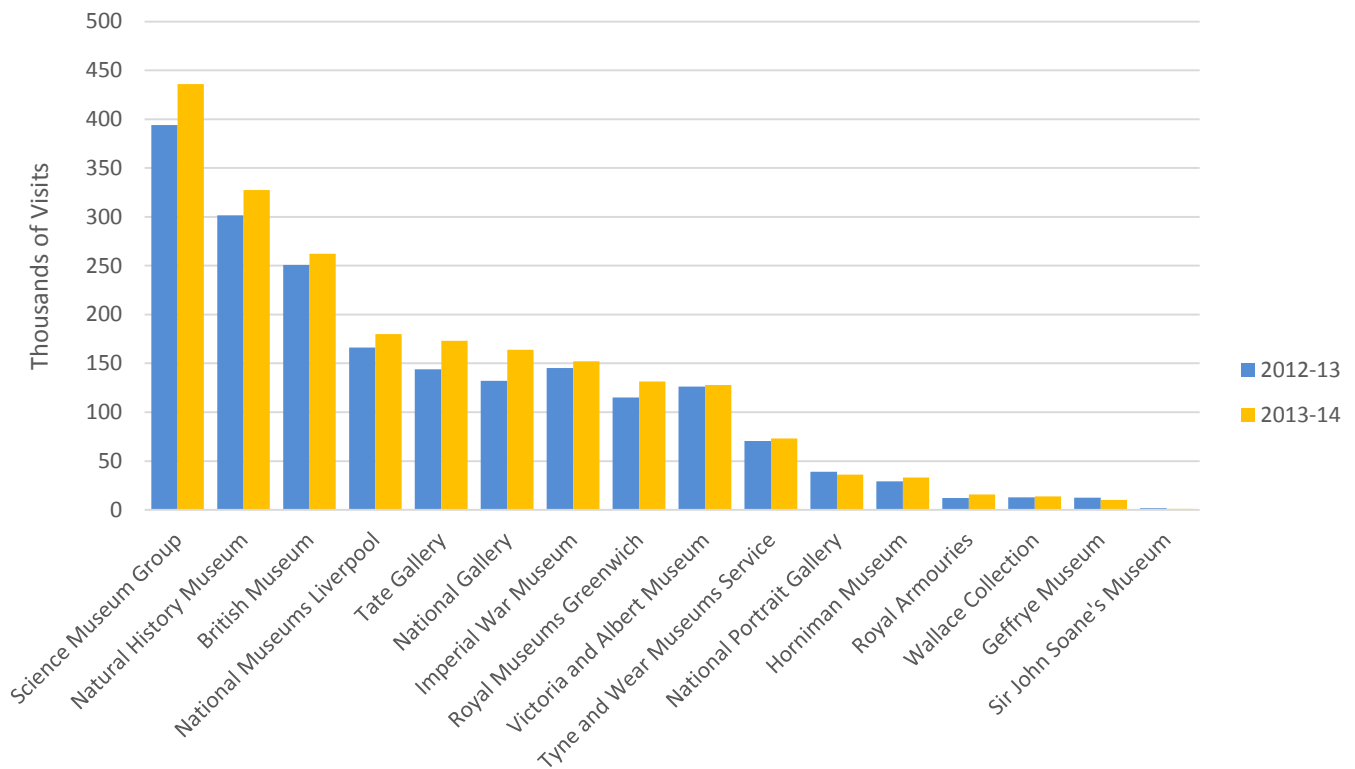


[Accompanying excel tables showing total child visit figures since 2008/09 are available.](#)

Educational visits:

In 2013/14, across all sponsored museums, there were 2.1 million facilitated and self-directed visits by people under 18 in formal education. The Science Museum Group (comprising of five branches) had the most educational visits with 436,000 in 2013/14, followed by the Natural History Museum with 327,560 facilitated and self-directed visits over the same period (Figure 3).

Figure 4: Number of facilitated and self-directed visits to the museum/gallery by children under 18 in formal education 2012/13 – 2013/14^{2 3}



Note: The number of facilitated and self-directed visits to the Sir John Soane's Museum is too small compared with the other museums to appear on this figure, these were 1,706 in 2012/13 and 1,200 in 2013/14.

Website visits:

In 2013/14 there were a total of 120.5 million unique visits to the websites of the DCMS' sponsored museums.

However, due to changes in the software used to measure website visits by many of the museums at several points over time, these figures are not directly comparable between years.

[Accompanying tables showing the total number of unique visits to the websites of the DCMS' sponsored museums since 2008/09 are available.](#)

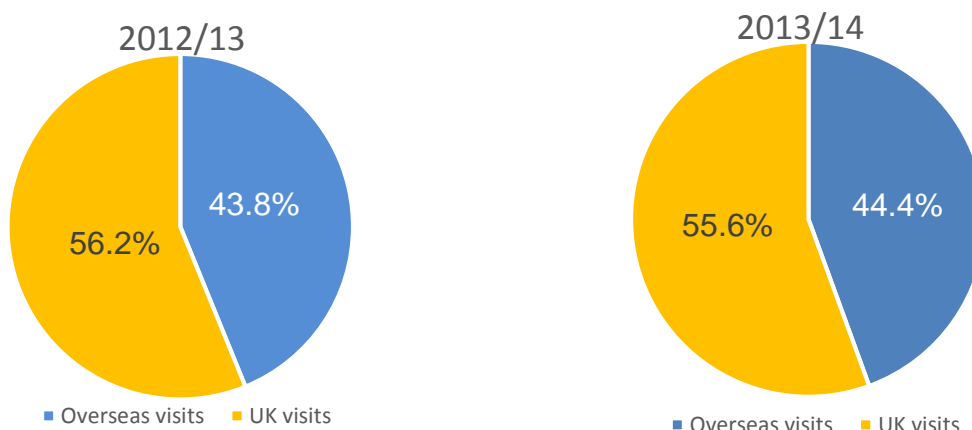
² Figures for the Horniman Museum and the National Portrait Gallery relate to visitors under 16 for both 2012/13 and 2013/14

³ Figure for Sir Jon Soane's Museum relate to visitors under 16 for 2012/13 only

Overseas visits:

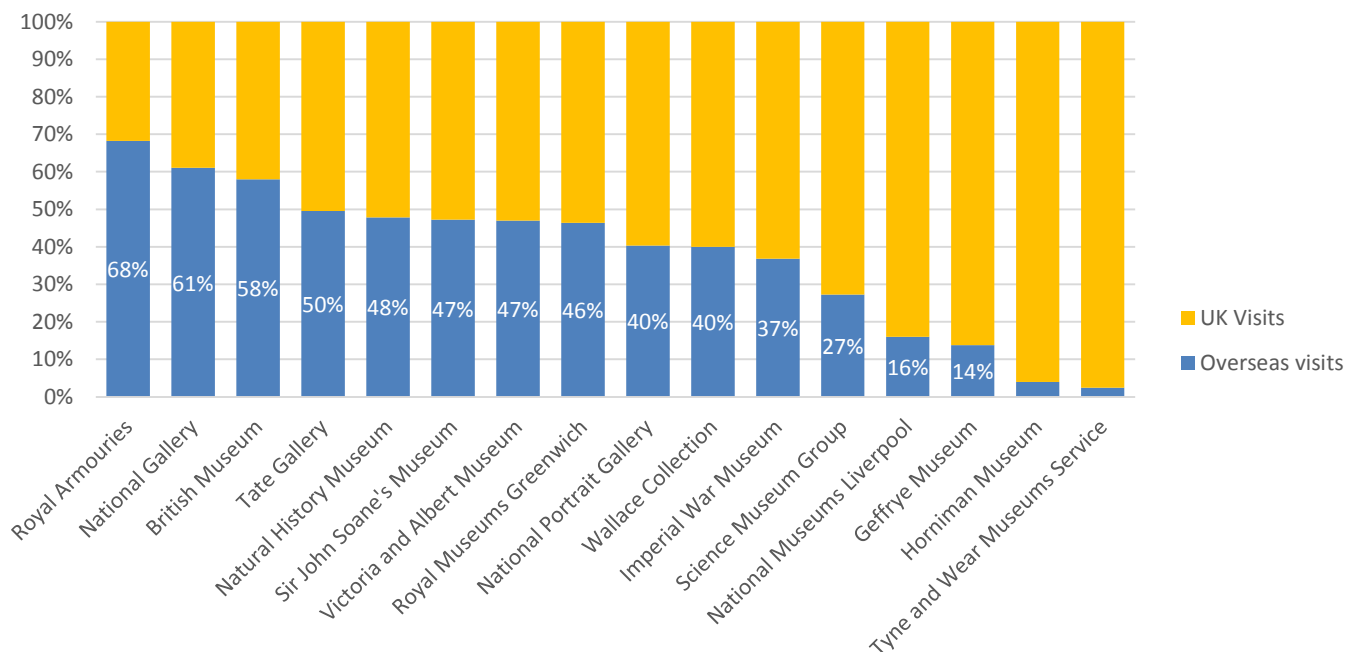
There were 21.7⁴ million visits to sponsored museums in 2013/14 by overseas visitors, accounting for 44.4¹ per cent of all visits (Figure 5). This was an increase (5.3%) since 2012/13 when 20.6 million visits were made by overseas visitors to the sponsored museums, accounting for 43.8 per cent of all visits in that year.

Figure 5: Percentage of overseas and UK visits to the 16 DCMS sponsored museums in 2012/13 and 2013/14



Split by museums, it can be seen that the Royal Armouries (comprising three branches⁵) had the largest proportion of overseas visitors in 2013/14 at 68 per cent (Figure 6).

Figure 6: Proportion of overseas and UK visits to each of the sponsored museums in 2013/14



[Accompanying excel tables showing the total number of overseas visits to sponsored museums since 2008/09 are available.](#)

⁴ This figure has been revised from that previously published due to a data reporting error.

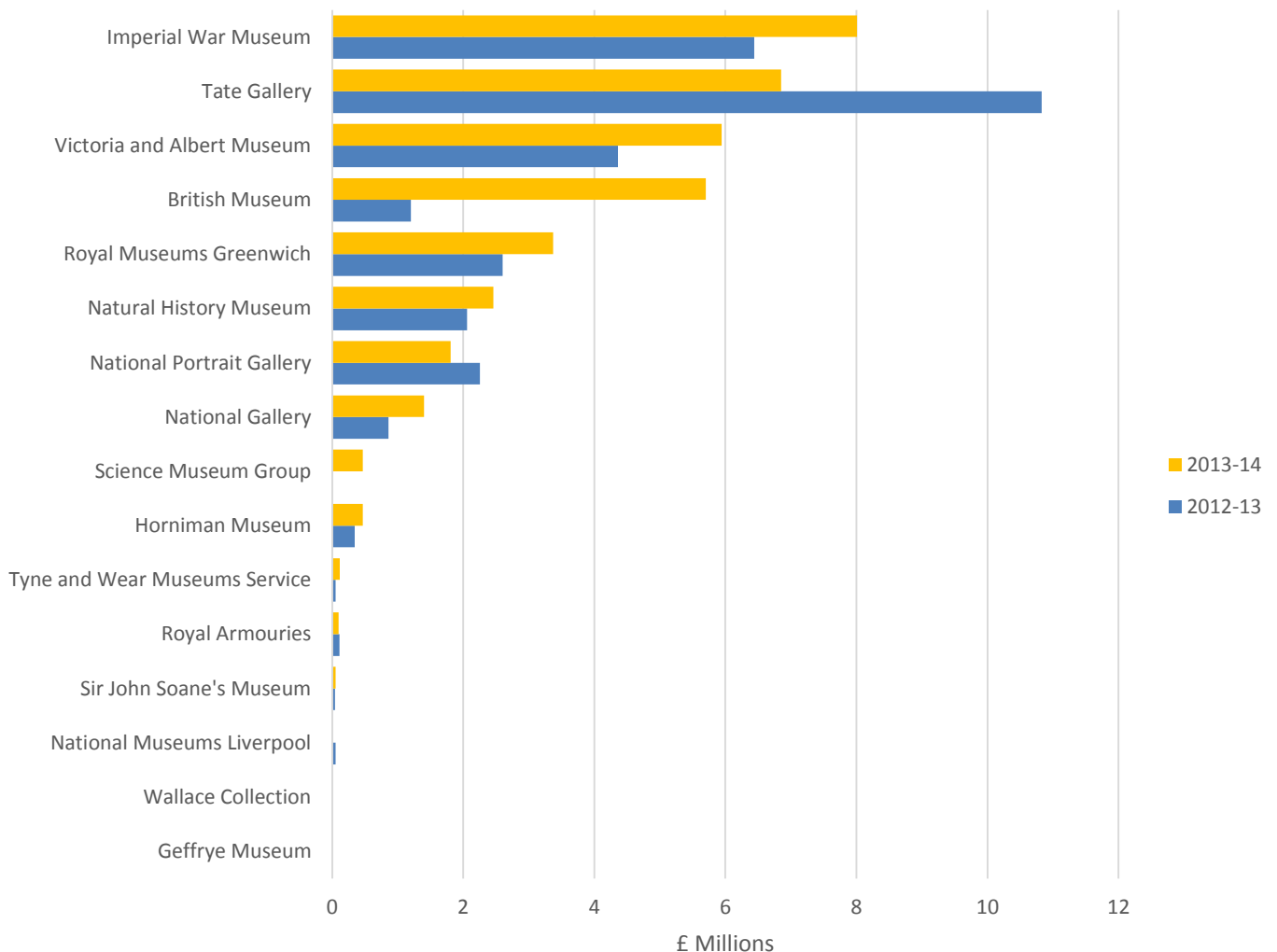
⁵ Including the White Tower at the Tower of London

Chapter 3: DCMS' Sponsored Museums Self-generated Income 2013/14

Admissions (Gross Income):

Admissions are the charges made to view a permanent collection or temporary exhibition. In 2013/14 £36.7 million was generated through admissions by the 16 sponsored museums and galleries. This was an increase of 17.7 per cent on the 2012/13 figure of £31.2 million (Figure 7).

Figure 7: Admissions income for the sponsored museums 2012/13 to 2013/14⁶



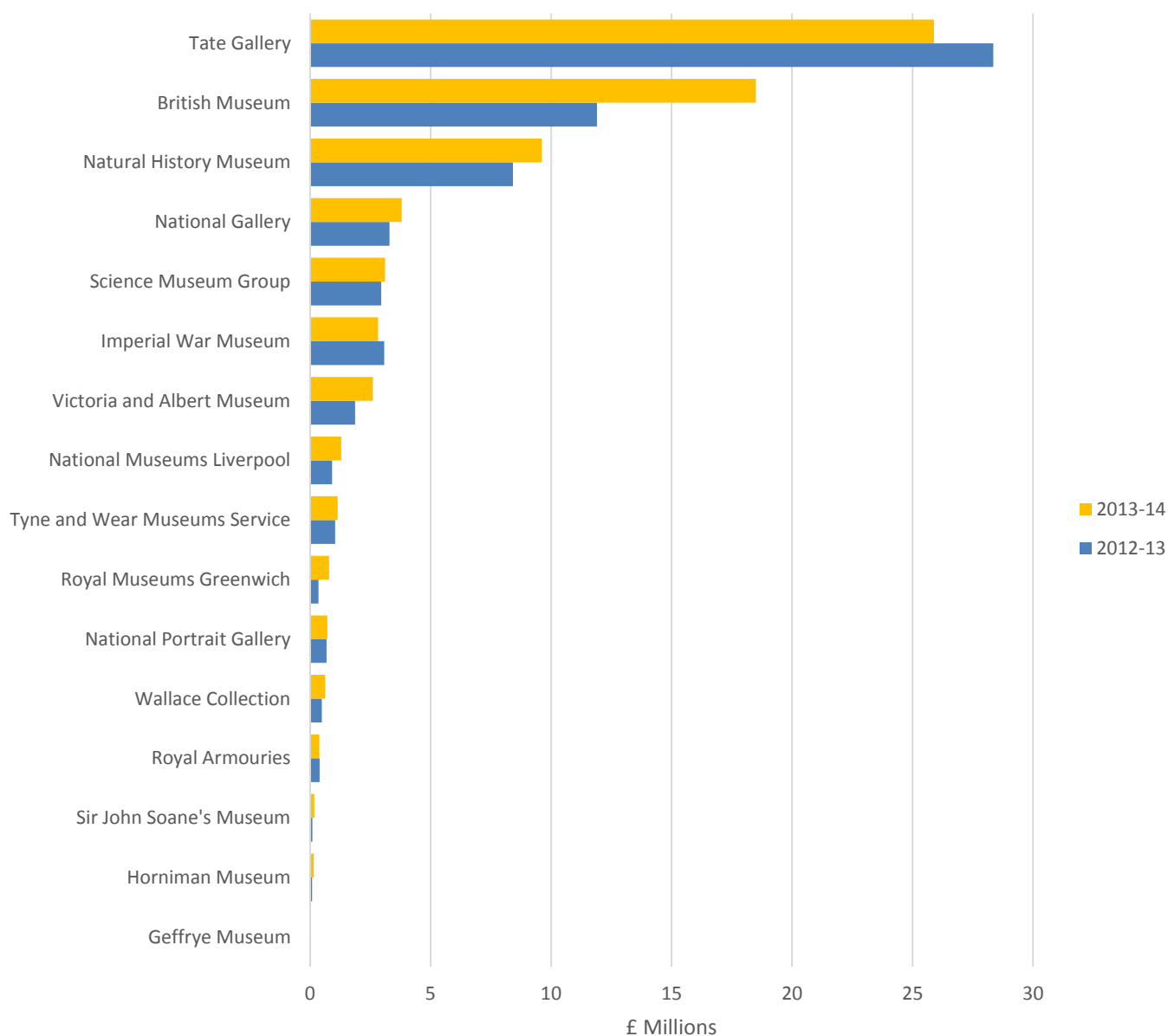
[Accompanying excel tables showing the admissions generated by the sponsored museums since 2008/09 are available.](#)

⁶ National Museums Liverpool, Geffrye Museum and the Wallace Collection do not usually charge for temporary exhibitions

Trading Income (Net Profit):

The trading income is the total income raised 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 2013/14 a total of £71.6 million was generated across the 16 sponsored museums, an increase of 12 per cent on the 2012/13 figure of £63.9 million (Figure 8).

Figure 8: Trading income for the sponsored museums 2012/13 to 2013/14⁷



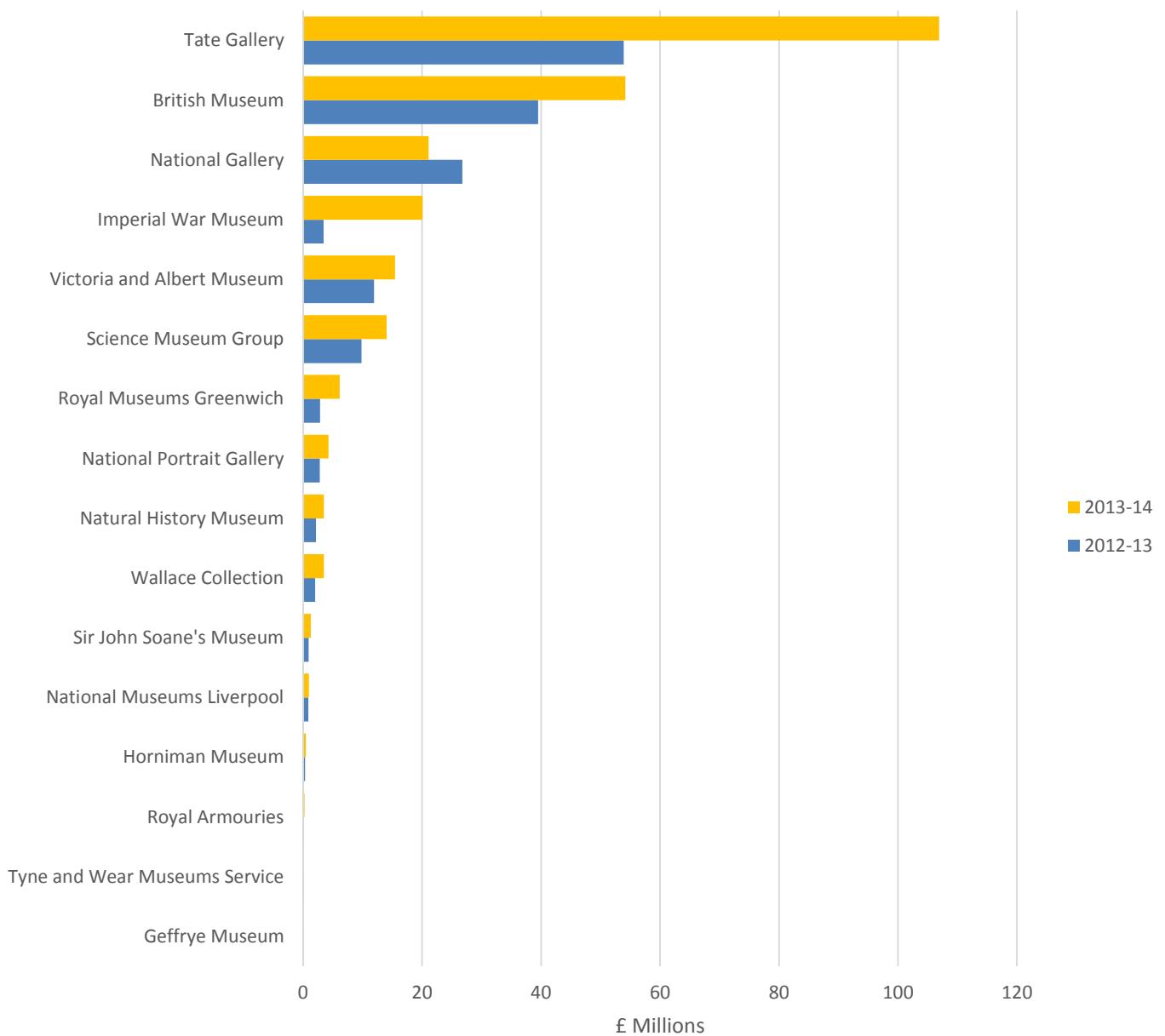
[Accompanying excel tables showing the trading income generated by the sponsored museums since 2008/09 are available.](#)

⁷ The British Museum figures for 2013/14 includes profit from the British Museum Company rather than a contribution paid to the British Museum

Fundraising (Charitable Giving):

Charitable giving is defined as any money or gift received from an individual, charity or private company, which is from one of the following: bequests, legacies, donations and capital grants from individuals, charities, foundations, trusts and private companies, as well as income raised through sponsorship and income from membership schemes. It does not include any money received from a publicly funded organisation, central government grants, investment income or lottery grant funding.

In 2013/14 a total of £252.4 million was received by the sponsored museums and galleries. This was an increase of 60.0 per cent on the 2012/13 figure of £157.7 million. Charitable giving to The Imperial War Museums (comprising five branches) was almost 6 times greater in 2013/14 than it was in 2012/13 (Figure 9).

Figure 9: Fundraising for the sponsored museums 2012/13 to 2013/14

[Accompanying excel tables showing charitable giving figures for each of the sponsored museums since 2008/09 are available.](#)

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. Official Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>.
2. Sponsored Museums Performance Indicator publications previously included data on adult visits by NS-SEC group, ethnicity and whether visitors considered themselves to have a long term illness, disability or infirmity.

Previous publications also included data on:

- 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.

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, please contact enquiries@culture.gov.uk

3. This report has been produced by Liz Foxell, Alex Hanson and Jodie Hargreaves.
4. The responsible statistician for this release is Jodie Hargreaves. For enquiries on this release, please contact Jodie Hargreaves at Jodie.hargreaves@culture.gov.uk
5. Next Release: Sponsored Museums: Performance Indicators is an annual publication. The next release is scheduled for November 2015.
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