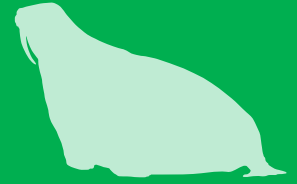


ANNUAL IMPACT REPORT 2023/24

HORNIMAN
MUSEUM
& GARDENS



The Horniman Museum and Gardens, a local landmark, offers fascinating exhibits, beautiful gardens, and family-friendly events, enriching the community's cultural life.

– **The Sunday Times**, March 2024

AWARDS

WINNER

Association for Cultural Enterprises Awards 2024

Best Ticketed Event

Under the Sea Soft Play

Museum + Heritage Awards 2024 Learning Programme of the Year

Secondary School Programme
(see Case Study)

London in Bloom 2023

Gold and category winner – Heritage Parks
and Gardens

Silver Gilt award – Environment Challenge



*A great initiative, well
executed with fantastic
results and audience
engagement.*



*This winning programme,
which is user-led, has
had transformative results
with impressive engagement and
all on a very small budget.*

SHORTLISTED

Kids in Museums: Family Friendly Museum Award 2023

Best Large Museum

PEOPLE

924,213

Visits to Horniman Museum and Gardens



Visitors spent a total of

106,284,495

hours at the Horniman



92%

Would recommend the Horniman

34%

New visitors to the Horniman

91%

Agree that the Horniman welcomes people
from a range of backgrounds

92%

VisitEngland Quality Scheme score



90%

Agree that the Horniman is succeeding in
its mission *'to connect us all with global
cultures and the natural environment,
encouraging us to shape a positive future
for the world we all share'*

93%

Agree that the Horniman is relevant to
visitors from a range of backgrounds
and experiences

3

Relaxed openings outside usual hours for
neurodivergent families (see Case Study)

89%

Agree that the Horniman presents
a range of perspectives

98%

Positive visit rating

27

Happy couples
celebrated their
wedding at
the Horniman



PEOPLE

EXHIBITIONS

11

Temporary exhibitions and displays in Museum and Gardens



CHA, CHAI, TEA

100k+

Visitors in 2023/24



18% Of visitors from communities represented in the exhibition

749 Enjoyed free tea tastings in the Horniman Conservatory

80+ Collaborators on the exhibition

COLLECTIONS

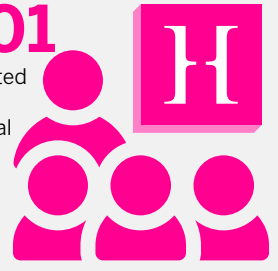
- 100 New objects acquired for Handling Collection
- 11 Loans out to organisations around the world
- 3 Musicians in Residence
- 3 Digital Artists in Residence – the Musicians appoint their own digital creative to produce visual content to bring to life the music they create during their residency

The Horniman's Musicians in Residence programme offers six six-month residences over two years. Made possible thanks to prize money received from Art Fund as winner of Art Fund Museum of the Year 2022.

SCHOOLS/LEARNING

42,801

Participants visited Horniman or attended a virtual session



1,913

Participants reached through outreach and loans of 49 objects to five schools



30%

Of learners in facilitated groups receiving a Pupil Premium Grant (excluding fee-paying schools)

EVENTS

13,000+

Attendance at major events in Gardens

65%

Of visitors to new Music, Jerk 'n Tings event identified as Black African or Black Caribbean

3,400+

Attendance at free weekly craft sessions for families and free monthly live music performances

792

Visitors to free Windrush Front Room experience, including 71 Secondary School students

1,089

Attendance at annual Crossing Borders museum takeover day with local people seeking sanctuary

PLANET



79%

Agree that visiting increased their curiosity about the natural world



84%

Agree that visiting has made them appreciate the natural world more



85%

Perceive the Horniman as extremely or very environmentally conscious



42.6%

Daily waste recycled (33.6 Tonnes – that's more than 34 Horniman Walruses!)

518.88 tonnes

Total emissions of CO2

3.8km

Drip irrigation hose installed in Gardens to water plants in a sustainable way

15 tonnes

Excavated concrete used in new Xerophytic beds in Gardens instead of going to landfill

1 Air source heat pump installed at Study Collections Centre

2,500+

Environment Champions Community subscribers

124 Members of staff completed Carbon Literacy Training

AQUARIUM

4 Contributions to scientific publications



43,763 kWh/year

Electrical saving from upgrading Fijian reef, reverse osmosis and saltwater pumps and reconfiguring filtration

4 Weeks of fieldwork delivered as part of 'Development of sustainable livelihood and upscaling reef restorations in Palau' grant which was secured from the European Union of Aquarium Curators in 2023

NATURE + LOVE

£5.7m

Funding awarded by The National Lottery Heritage Fund for delivery of Nature + Love project following successful development phase



(NOT FOR) PROFIT

The Horniman is a charity – any income received directly supports our work caring for, developing and sharing our incredible collections and Gardens. Income in 2023/24 included:

£6m

Public funding (revenue and capital)



£4.1m

Self-generated income (trading, charitable activity and fundraising)

Calculations using Association of Independent Museums economic impact toolkit (2019 edition):

£11m

Overall aggregate gross economic impact of the Horniman locally

£4m

Spent by visitors in the local economy above and beyond what they spent directly at the Horniman

256

Attendees at free School Holiday Clubs. Made possible thanks to prize money received from Art Fund as winner of Art Fund Museum of the Year 2022.



£1.178m

Invested in buildings, estate and infrastructure to protect and preserve them for future generations

149 Members of staff (full time equivalent 129.5)

210

Volunteers contributing 12,596 hours in 2023/24 (see Case Study)



5,929

Horniman Members at end of year 89% satisfaction, 85% excellent or good value for money Contributed c.£550,000+ support

30,486

Visitors to Under the Sea Soft Play experience which generated a net profit of £82K



4,000

Free Aquarium and exhibition tickets given to disadvantaged local schools and community groups



Introduction of a Universal Credit entry scheme for visitors who might find cost a barrier to making the most of the Horniman

£5.86m

Press coverage advertising value equivalent, with potential audience reach of over 1.5 billion.



CASE STUDY SECONDARY SCHOOL PROGRAMME

The learning programme at the Horniman has always been popular with primary schools. However, in 2023 we had amazing success expanding our work with secondary schools. We also used the secondary school programme to address many other Horniman objectives such as the climate emergency, colonial legacies, and diversifying the workforce of the future.

Implementation began with paid consultation with teachers based in targeted local schools. In response to their needs, new workshops were developed, our pricing structure changed, and we introduced alternative ways for secondary schools to engage. Onsite 'Careers Days' gave pupils the opportunity to meet staff from across the Horniman, and we expanded our work experience offer and reduced our volunteering age to create more opportunities for young people.

For 'Art in the Gardens: Sounds of Nature' we collaborated with Conisborough College (secondary school) and a Goldsmiths MA Art and Ecology student. Fifteen pupils attended workshops at the Horniman and produced artwork from which the student created boards that were installed in the Gardens for four months.

The results of the programme have been extraordinary. In 2023 we engaged 3,539 secondary school pupils, a 650% increase compared to pre-pandemic, and the proportion of facilitated sessions with secondary schools went from 2% to an incredible 17%.

The session was amazing... Many of our children have never visited a museum and I think they were awe struck by what they were seeing... I feel it has ignited a passion for them to learn.



CASE STUDY RELAXED OPENINGS

The Horniman has been hosting Bright and Early relaxed openings since 2019. These special openings are for neurodivergent families or families who need a quieter environment when visiting the Museum, as recommended by two members of our external Access Advisory Group. Visitors are provided with a 'social story' containing additional and bespoke information in advance. Their feedback from each event helps us improve the programme so that it better meets the needs of the families it is designed for.

As a result of this feedback, in June 2023 we ran our first Twilight event. This gave visitors the opportunity to enjoy our Brick Dinosaurs exhibition after hours.



We have run six relaxed openings with a total attendance of 288, including 137 children. We are now working to offer a 'relaxed' experience as part of our public events programme, especially in the Gardens, such as the piloting of an Access Queue and a Relaxed Tent for our Spring Fair in March 2024. Two more Twilight exhibition openings are planned for 2024.

It was a brilliant experience and we really appreciated the care and attention to detail offered by the staff, it makes a wonderful local museum accessible for our family.



CASE STUDY VOLUNTEERING IN THE CONSERVATION TEAM

Volunteers make an integral and valued contribution to the success of the Horniman, and 2023/24 was an especially busy and rewarding year. Our fantastic team of 210 volunteers gave a total of 12,596 hours (1,795 working days) of support across a range of roles such as engaging with visitors, gardening and conserving the collections.

The small group of conservation volunteers assist the conservation team in maintaining our collections. Each volunteer has their own skills, passion and motivation but what unites them is their enthusiasm for the work they do and a strong connection to the Horniman.

Lyn has been a Conservation Volunteer for 13 years. She was trained as a forensic scientist and saw volunteering as an opportunity to apply her existing skills in a new way. She particularly enjoys the process of developing new exhibitions, and for this reason is very excited for the redisplay of the Natural History Gallery. Have a look out for her work in the World Gallery where she has applied her expertise to the dolls house and beaded objects.

Anais volunteered in the conservation team as part of her student placement. She has made a significant contribution to conserving our objects, and in turn, the climate-focus of the Horniman has informed her university work. Through the experience and skills developed as a volunteer, Anais is now employed at the Horniman as Project Conservator for Nature + Love.



210

**volunteers gave a total of
12,596 hours
(1,795 working days)**

