

### Natural History Museum Annual DCMS Performance Indicator Report, 2007-2008

DCMS Performance Indicator	1998-1999 Actual	1999-2000 Actual	2000-01 Actual	2001-02 Actual	2002-03 Actual	2003-04 Actual	2004-05 Actual	2005-06 Actual	2006-07 Actual	2007-08 Actual
<b>Visit numbers</b>										
Total number of visits to the Museum (excluding virtual visits)	1,794,870	1,761,000	1,691,738	2,196,416	2,893,337	3,143,935	3,328,478	3,281,810	3,892,878	3,779,420
Number of adult visits	1,130,768	1,086,000	1,129,573	1,502,934	2,000,000	2,137,920	2,230,080	2,231,630	2,566,932	2,528,289
Number of children aged 15 and under visiting the Museum	628,205	585,000	562,165	693,482	914,620	971,000	1,030,492	1,049,808	1,325,946	1,251,131
Number of over 60s visits	35,897	48,000	79,767	97,625	132,258	157,799	228,861	223,643	290,977	249,139
Number of overseas visits (South Kensington only)	538,461	613,000				1,068,960	1,065,113	946,772	1,440,365	1,530,241
Number of repeat visits	987,179	902,000	963,000	1,253,363	1,562,402	1,823,520	1,800,000	1,050,179	2,374,655	2,018,418
Percentage of UK visitors from ethnic minorities	N/A	12	10	10	6	9	7	9	13	15
Percentage of UK visitors aged 16 and over from an ethnic minority	[REDACTED]									
Percentage of UK visitors from socio-economic categories C2DE	N/A	24	23	21	16	23	28	20	PI replaced by below	PI replaced by below
Percentage of UK adult visitors aged 16 and over from lower socio-economic groups (NS-SEC groups 5-8)	[REDACTED]									
Number of C2DE visitors to achieve an 8% increase on the 2002-03 baseline	N/A	N/A	N/A	N/A	448,000	709,425	616,689	PI replaced by below	PI replaced by below	PI replaced by below
Number of adults aged 16 and over from lower socio-economic groups attending the Museum (NS-SEC groups 5-8)*	[REDACTED]									
Percentage of visitors who thought the museum overall was good/very good	[REDACTED]									
<b>Educational Programmes</b>										
Number of learners in onsite educational programmes	562,281	439,499	455,575	340,577	440,000	512,000				
Number of learners in educational outreach programmes	14,400	102,205	99,387	167,815	90,000	0	0	0		
Number of children in on and off site organised educational sessions*				343,055	507,000		339,388	270,935	339,744	354,437
										339,646
<b>Website visits</b>										
Number of web-site visits	1,022,613	1,696,000	3,109,000	4,735,033	6,205,858	7,671,077	7,955,846	11,049,336		
Number of unique website visits*	[REDACTED]					2,724,683	3,051,845	3,741,430	5,139,426	5,547,626

<b>Loan venues</b>										
<b>All venues to which objects from the collection are loaned</b>	3,647	3,697	3,116	2,264	2,610					
<b>UK venues to which objects from the collection are loaned</b>										
<b>Overseas venues to which objects from the collection are loaned</b>										
<b>Number of venues in England to which objects from the collection are loaned</b>						61	200	97	74	249
<b>Collection care</b>										
<b>Percentage of collection stored in correct environmental conditions</b>	35	29	29	40	40	40	40	40	40	40
<b>Access to collections</b>										
<b>Percentage of collection internet accessible</b>	0.57	1	1	25		25		25		25
<b>Percentage of time open</b>	64	32.74	32.74	55	32	33	25	33	35	25
										33
<b>Income</b>										
<b>Grant-in-aid per visit</b>		£4.25	£3.22	£2.50	£2.11	£1.61	£1.77	£1.85	£1.65	£1.65
<b>Grant-in-aid per user</b>										
<b>Revenue generated from sponsorship and donations per visitor</b>		£1.74	£1.36	£0.62		£0.87		£0.21	£0.22	£0.12
					£0.27		£0.32			
<b>Non grant income per visitor</b>		£9.79	£10.01	£7.69	£4.87	£4.38	£4.51	£5.25	£4.58	£4.75
<b>Net income from trading (including corporate hire)</b>								£5,728,900	£6,169,100	£6,038,500
<b>Efficiency</b>										
<b>Efficiency savings</b>								£3,909,000	£11,281,000	£11,321,000
<b>Sick Absence</b>										
<b>Average days lost sick per employee excluding long term sickness</b>		7.5	6.75	5.75	5.96	4.6		6.69	3.90	3.62
							3.13			
<b>Notes</b>										
<b>Sponsorships and donations - public income, sponsorship and Science visitors £</b>							1,073,958	685,310	837,750	468,270
<b>Non-grant income £000s</b>				<b>14094.7</b>	<b>10,955</b>	<b>12,642</b>	15,010	17,222	17,297	17,951
<b>Grant in Aid - revenue £000s:</b>									40,585	41,840

<b>Allocation to V&amp;OS £000s</b>	<b>0</b>	<b>0</b>	5,891	6,068	6,447	6,254
<b>Ex V&amp;OS - gross spend</b>		<b>4,686</b>	5,146	6,399	6,447.4	6,254.0
<b>Visitor Services (including Tring)</b>		<b>2,643.8</b>	2,507.9	2,356.8	2,507.1	2,510.0
<b>Production</b>		<b>1,698.0</b>	1,906.5	1,988.3	2,179.1	2,053.4
<b>Exhibitions - temporary exhibitions</b>		<b>343.8</b>	731.2	2,053.9	1761.2	1690.6