

Dr Michael Dixon  
Director  
Natural History Museum  
Cromwell Road  
London  
SW7 5BD

20 April 2011



Dear Michael

## **FUNDING AGREEMENT FROM 1 APRIL 2011**

This letter will act as an interim funding agreement between the Department for Culture, Media and Sport and the Natural History Museum (NHM) from 1 April 2011. This agreement and the NHM's Financial Memorandum and Management Statement will remain in force until they are replaced by a framework document.

I would be grateful if you could indicate your consent to this agreement by return of letter.

### Financial Allocation

The NHM's allocations for 2011-12 to 2014-15 are as set out in the Secretary of State's letter of 20 October 2010 and in any subsequent letters which update the allocations.

The grant in aid allocation is dependent on the NHM maintaining free admission to the permanent collections.

### Priorities

The Secretary of State's letter of 20 October 2010 also sets out his priorities for the next four years. He expects:

- the world-class collections and front-line services of the NHM to be protected;
- that free entry to the permanent collections of the NHM will continue to be available;

- that the NHM will continue to work in partnership with other museums in the UK;
- that the NHM will pursue ways to increase its self-generated income, including through private giving;
- that the NHM will provide ongoing maintenance for the Tsunami Memorial within its grounds;
- that the NHM supports the Cultural Olympiad.
- that the NHM continues to develop its international work, including the collaboration developed through the World Collections Programme.

### Compliance

The NHM will undertake to:

- Comply with all relevant legislation;
- Comply with its Management Statement and Financial Memorandum;
- Observe the requirements of Managing Public Money.

The Department will expect the NHM to comply with the latest controls issued by the Department, which are currently set out in 'Implementing the Additional Spend Controls and Authorisations 2011'. Changes to controls will be notified in writing as and when they occur. If there is a specific concern that a control may interfere with the Trustees' obligation to fulfil their charitable duties then the Department must be notified of the specific instance, setting out the detail of the non-compliance, so that an exemption can be considered.

### Performance and Monitoring

The NHM will supply DCMS each year with the regular financial information set out in the data collection schedule, as well as returns against 12 performance indicators supplied by DCMS and returns against five further measures selected by the NHM (annexed).

This information, together with Annual Reports and any further reports the NHM prepares in relation to progress against its own corporate priorities, will be used to monitor annual performance.

Yours sincerely



**Helen Williams**  
Head of Heritage

## Performance indicators

### Access

1. Number of visits to the museum (excluding virtual visitors)
2. Number of unique website visits

### Audience Profile

3. Number of visits by children under 16
4. Number of visits by UK adult visitors aged 16 or over from NS-SEC groups 5-8
5. Number of visits by UK adult visitors aged 16 and over from an ethnic minority background
6. Number of visits by UK adult visitors aged 16 and over who consider themselves to have a limiting long-term illness, disability or infirmity
7. Number of overseas visits

### Learning/Outreach

#### 8. *Children*

- Number of facilitated and self-directed visits to the museum by children under 16 in formal education
- Number of instances of children under 16 participating in on-site organised activities
- Number of instances of children under 16 participating in outreach activity outside the museum

#### 9. *Adults*

- Number of instances of adults aged 16 and over participating in organised activities at the museum
- Number of instances of adults aged 16 and over participating in outreach activities outside the museum

### Visitor Satisfaction

10. % of visitors who would recommend a visit

### Income Generation

#### 11. *Self generated income*

- Admissions
- Trading
- Fundraising
- Science

### **Regional Engagement**

12. Number of UK loan venues

### **Science**

13. Number of enquiries to Science Group
14. Number of scientific visitors to collection-holding departments and visitor days
15. Number of PhD students
16. Number of peer reviewed publications
17. Total amount of research grants (value to the NHM)