

## THE BRITISH MUSEUM: FUNDING AGREEMENT 2008-11

1. This agreement is between the Department for Culture, Media & Sport (DCMS) and the British Museum.

### British Museum

2. The British Museum was founded as a national institution with an international frame of reference. Two and a half centuries later it is one of the few and perhaps the only collection in the world where the history of mankind can be told through material culture over a span of two million years; where the nature of objects may be investigated and understood from many different perspectives; and where connections with the past may illuminate the present and show the potential of the future.

3. The British Museum is:

- The greatest collection representative of human cultural achievement, ancient and modern, in the world;
- A space 'not only for the 'learned and curious' but also 'for the benefit of the general public' – a centre of research and inquiry at all levels;
- A collection preserved and held for the benefit of all the world, present and future, free of charge;
- A forum for the expression of many different cultural perspectives;
- A place to increase understanding of the cultural connections and influences linking Britain and the world;
- A place where the UK's diverse population can explore its common inheritances.

4. The British Museum is established under the British Museum Act 1963 and the Museums and Galleries Act 1992. It is also an exempt charity. The constitution of the Body is set out in Section 1 of the British Museum Act 1963. The Body does not carry out its functions on behalf of the Crown. The British Museum receives funding by virtue of Section 9, Schedule 7 of the Museums and Galleries Act 1992.

5. The British Museum has identified four key objectives that it will need to deliver in the next five years to maintain its world-class status:

- **To manage and research the collection more effectively**

The Museum will improve its documentation of the collections through the Merlin Plan and Collections Online and improve its storage of the collections.

- **To enhance access to the collection**

The Museum will develop the capacity to accommodate more on-site visits per annum and deliver improvements to the visitor experience; the Museum in Britain programme will develop key partnerships and the international programme will provide opportunities for people in

Africa, China, India, and the Middle East to share skills and build capacity.

- **To invest in its people**

The Museum will deliver an integrated human resources strategy that links Career Review to training and development, to succession planning and talent management.

- **To increase self-generated income**

The Museum will increase self-generated income through growth from exhibition, retail, hospitality, international touring exhibitions, Membership, and fundraising programmes.

### **Financial Allocation**

6. The Secretary of State's letter of December 2007 sets out:

- The British Museum's allocations for 2008-9 to 2010-11, including ring-fenced sums to be spent on particular projects;
- the Secretary of State's priorities and the Departmental Strategic Objectives (DSOs) for 2008-11 and the British Museum's contribution towards their achievement;

7. The grant in aid allocation is dependent on the British Museum maintaining free admission to the permanent collections. The British Museum's ability to show measurable improvements in service delivery and its contribution to the delivery of DCMS's DSOs will be factors in the Secretary of State's decisions on future allocations, in addition to any other performance monitoring processes that may be introduced.

### **Compliance**

8. In addition, the British Museum has undertaken to:

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

### **Performance and Monitoring**

9. The British Museum 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 5 further measures selected by the British Museum (annexed).

10. This information, together with Annual Reports and any further reports the British Museum prepares in relation to progress against its own corporate priorities, will be used to monitor performance year-on-year. DCMS expects the British Museum to be able to report in its Annual Report progress against

the areas that are of greatest priority to Ministers. These include diversity (of both audiences and those employed by the museum or serving on the board) and actions being taken to promote sustainability and mitigate the effects of climate change.

11. In addition, DCMS would like the British Museum to provide updates on the North West Development project and on cultural diplomacy activity at quarterly catch-up meetings.

12. The level of scrutiny that DCMS will adopt in monitoring performance during the period of this funding agreement will be commensurate with the outcome of regular joint risk assessment exercises. The British Museum's risk rating at the start of the funding period is as follows:

Delivery of DCMS objectives	Low
Systems	Low
External environment	Medium

### Supporting Information

13. The documents relevant to this agreement, and against which the British Museum will be monitored are as follows:

- Allocation letter
- Performance Indicators
- Risk Assessment
- VFM delivery plan
- Data collection schedule
- MS/FM
- Statement of Internal Control
- Managing Public Money
- Annual Reports and Accounts
- Corporate Plan and reports

*Ben Bowell*

Department for Culture, Media & Sport

Date *6 June 2008*

*J. Manti*

British Museum

Date *2/6/08*

## **PERFORMANCE INDICATORS**

### **Access**

1. Number of visits to the museum/gallery (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/gallery 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/gallery

#### **9. *Adults***

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

### **Visitor Satisfaction**

10. % of visitors who would recommend a visit

### **Income Generation**

#### **11. *Self generated income***

- Admissions
- Trading
- Fundraising

### **Regional Engagement**

12. Number of UK loan venues

**British Museum measures**

13. Number of object records and images available online

14. Fundraising for research programmes

15. % of collection storage space type A, B and C

16. Staff Diversity

17. Fundraising for the North West Development Project