

Annual Impact Report

2021/22

Art Fund Museum of the Year 2022 winner

The Horniman Museum and Gardens has now blossomed into a truly holistic museum bringing together art, nature and its myriad collections. Its values are woven through everything it now does, with a passionate team breathing life and meaning into every object, performance, plant and animal. In many ways it's the perfect museum, and I would encourage everyone to go and experience all it has to offer.

'This outstanding museum is a leading example of bring collections to life through its imaginative work with local communities, young people, and artists... The Horniman is setting the agenda for how a museum can reinvent itself through powerful ideas.'

Jenny Waldman

Art Fund director and chair of the judges for Art Fund Museum of the Year

Other Awards

Kids in Museums' Family Friendly Museum Awards 2021
'Best Large Museum'

Museum and Heritage Awards 2022

Temporary or Touring Exhibition of the Year: 'Dance Can't Nice'
Fundraisers of the Year: 'London Road Tree Planting Appeal'
(both shortlisted)

People

During 2021/22 the Museum had 608,054 visits, of which...

21% of visitors identified as from minority ethnic background (up from 18% in 2020/21)

97% of visitors rated their visit as positive

99% of visitors felt safe when visiting

696 Festival programme

13 live music events with total audience of 7,796

100+ local performers and music artists

18.8K visitors for the main exhibiton 'Dance Can't Nice'

15 young promoters of Black and mixed Black heritage

5 South London musicians appointed as resident artists

Hair: Untold Stories

61.5K exhibition visits between December 2021 and March 2022

14 collaborative artists, filmmakers and curators

3 complementary displays

2 online exhibitions

Horniman Museum Collections

Afro Historyscapes Podcast

A 10-episode podcast series that gives a fresh perspective on African history

Community Action Researchers

Project launched following a successful pilot, supporting 13 people from the UK's African and Caribbean diaspora to research and tell the stories of objects

Learning at the Horniman

15.8K children visited in school groups

122 volunteers supported our activities during the financial year donating 4,352 hours

5.9K children had online learning sessions

Planet

78% of visitors agree that visiting the Horniman increased their curiosity about the natural world

94% of visitors 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'

79% of visitors agree that visiting has made them appreciate the natural world more

More achievements

London in Bloom

'Gold' (Heritage Parks)

'Gold' and 'Best in Show' (Environment Challenge)

Green Flag Award

17th consecutive accreditation

Kids in Museums Climate Takeover Day

30 local school pupils (from three different schools) visited the Museum to create labels for the Natural History Gallery

Environmental Actions

11,000 kWh per year of electricity saved by replacing the lights in our Aquarium with LEDs

27.5% of our waste is being recycled

97% of our food and garden waste composted each year

900 trees planted in London Road micro-forest

120+ members of Environment Champions Community

(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 2021/22 included:

£6.5M+ public funding, donations and legacies

£1.3M+ self-generated from trading and charitable activity

Horniman Economic Impact

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

£8.5M overall aggregate gross economic impact of the Horniman locally
114 full time equivalent employees directly employed by the Horniman
93% of the full time employees live locally to the Horniman
£3.5M total employment turnover value by the Horniman
£3M total spent by the Horniman on good and services, one half of expenditure was spent locally
£6.35M spent by Horniman visitors in the local economy (total gross visitor impact)
£3.5M spent by Horniman visitors in the local economy above and beyond what they spent directly in the Museum and Gardens (gross off-site visitor impact in local economy)

5,147 memberships generating c.£250,000 in support
£7 average spend per museum visitor
122 volunteers
£3.6M advertising value equivalence of media coverage

Case Study: 696 Promoters

696 Promoters saw 15 young people of Black and Mixed Black Heritage work together for 10 weeks to produce a sell-out public music event, while receiving employability training in partnership with Spiral Skills.

The programme responded to the gap in the music industry created by historic legislative bias. For a decade, Form 696 impacted young people's ability to stage live events, denying them opportunities to gain credible industry experience. The programme was a chance for the Horniman to put young people at the centre of what we do and give them creative control. The 696 Promoters produced their own event - 696 Promoters Live - as part of the 696 Festival and also gained valuable work experience helping to stage the Jerk Cook Out.

We will continue this youth-centric approach and ensure that young people feel that the Horniman is their own relevant resource.

When surveyed four months after the project, all agreed that the programme had improved their confidence in looking for and applying to new opportunities and jobs connected with music.

"I got the Music Video and Commercial Assistant role! I still can't believe it. I don't think I would have even got close to the first interview without this experience. It's all paid off for real!"

"My experience on the 696 Promoters programme was amazing! Each week, we had interactive workshops with music industry professionals. They shared their career journeys and gave us advice on how to break into the industry."

Case Study: London Road Tree Planting Appeal

Launched in 2021, the London Road Tree Planting Appeal helped fund a 300m² micro-forest alongside one of London's busiest roads.

The Horniman's boundary on London Road has been requiring development for many years. The micro-forest was a way to create a welcoming, safe and peaceful haven for people and wildlife. The forest would improve biodiversity and visual appeal within the Gardens, and also be a barrier between visitors and the noise and air pollution on London Road.

By 30 April 2021 we had raised over double our initial target with a total of £24,833 including Gift Aid.

The resounding show of support for the Horniman came when we needed it most, reaffirming our plans and bringing us potential new, regular donors to support our future as we recover from the financial impact of the pandemic.

As well as supporting us financially, our donors helped us refine our plans. Silver birch trees, noted for their carbon capturing abilities, featured prominently in our early plans and communications. However, feedback from donors highlighting issues with birch pollen allergy led us to redesign our planting scheme to diversify the tree species used.

The redevelopment of the area was completed in February 2022. All the lifted turf was arranged into mounds to be planted with native wild flowers. We used four tonnes of compost made onsite using Café food waste together with 97% of our green waste. The section closest to the road was planted using the Miyawaki method, rare in this country, by which trees are densely planted and develop much faster to compete for light. A public path through the micro-forest will open in 2023.

We love the Horniman and are proud to support its efforts to improve the environment for people and wildlife alike. Keep up the amazing work!"