

# Annual Impact Report 2021/22

“ 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



Art Fund  
Museum of  
the Year 2022  
Winner

## 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 exhibition '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



**MAGNET**

Museums and Galleries Network for Exhibition Touring



**14**

collaborative artists, filmmakers and curators



**3**

complementary displays



**2**

online exhibitions

**Horniman  
Museum  
Collections**



**AFRO HISTORYSAPES  
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

**Other  
Awards**

**FAMILY  
FRIENDLY  
MUSEUM  
AWARD**

'Best Large Museum'

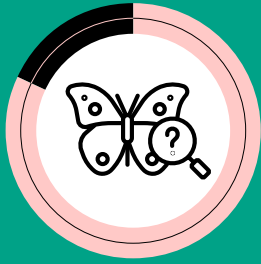
**MUSEUM +  
HERITAGE  
AWARDS  
2022**

- SHORTLISTED -

'Dance Can't Nice'  
(Temporary or Touring  
Exhibition of the Year)

'London Road Tree  
Planting Appeal'  
(Fundraisers  
of the Year)

# PLANET



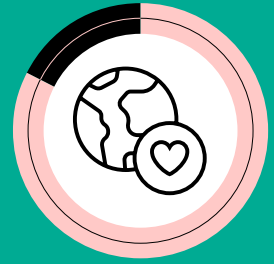
78%

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

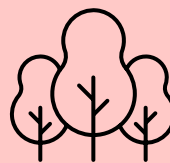
27.5%

of our waste is being recycled



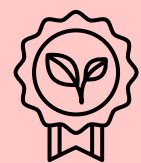
97%

of our food and garden waste composted each year



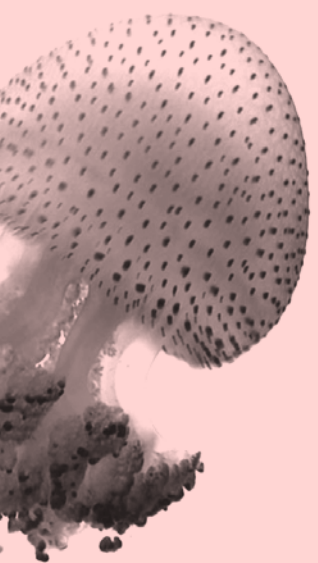
900

trees planted in London Road micro-forest



120+

members of Environment Champions Community



# (NOT FOR) PROFIT

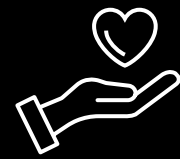
The Horniman is a charity – any income received directly supports our work caring for, developing and sharing our incredible collections and Gardens.

Income in 2021/22 included:



£6.5M+

public funding, donations  
and legacies



£1.3M+

self-generated from trading  
and charitable activity

## Horniman Economic Impact

£8,500,000

overall aggregate gross economic impact  
of the Horniman locally

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

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.



*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."*



*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!"*

## Case Study

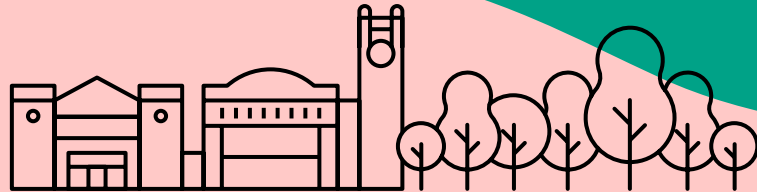
# London Road Tree Planting

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.

Launched in 2021,  
The London Road  
Tree Planting Appeal  
helped fund a

# 300m<sup>2</sup>

micro-forest alongside  
one of London's  
busiest roads.



*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!"*

For more information or to get involved please email [fundraising@horniman.ac.uk](mailto:fundraising@horniman.ac.uk)