



Annual Impact Report 2022/23

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 bringing 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

More Awards

London in Bloom Awards

Gold Award and Best Heritage Garden of the Year 2022

Green Flag Awards

for Gardens and Nature Trail

Mayor of Lewisham Business Awards

Best Visitor Attraction voted for by Lewisham residents

People

862,015	Visits to Horniman Museum and Gardens
90%	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'
4	'Bright and Early' relaxed openings for neurodivergent families
100%	Positive visit rating
94%	Would recommend the Horniman
92%	VisitEngland Quality Scheme
score	

Lewisham Borough of Culture

18,500 'We are Lewisham' London Borough of Culture 2022 event attendees

4,000 sold out Jerk Cookout event attendees

3,000 sold out DLT Brunch event attendees

1,000 daytimers event attendees (approx.)

500 workshop participants We Breathe, Together day of community air action and exploration

10,000 Internal Landscapes display visitors (approx.)

Exhibitions

9 exhibitions temporary exhibitions and displays

Hair

84,929	Horniman exhibition visits in 2022/23 (total of 145,760 throughout exhibition December 2021 to June 2022)
20	community fieldworkers
15	artists
30	school pupil contributors 8 salon owners
20	black hair panel members
10	co-curators/ text collaborators
2	touring venues – Tullie, Carlisle and Weston Park, Sheffield Museums Trust

Collections

Benin

72	Ownership of 72 objects, which were forcibly removed from Benin City during the British military incursion in February 1897, transferred to the Nigerian government
60%	Visitors who felt more positive about the Horniman as a result of the decision (33% no change)

Object in focus

9 loans to 3 museums, 2 higher education institutions, 2 libraries, 1 performing arts centre and 1 community venue

Conclusion of 12 year project with 26 different displays going to 92 venues across the country and seen by 1.1 million visitors

Schools/learning

41,238 learners visiting or attending virtual sessions

891 attended a free workshop through our bursary scheme

56% of visiting classes had more than 25% of learners receiving a Pupil Premium Grant

4,454 interactions with people living locally and accessing local support organisations via 89 onsite sessions, 25 outreach visits, 6 virtual sessions and 2 onsite events linked to Borough of Culture

Planet

80%	Agree that visiting increased their curiosity about the natural world
82%	Agree that visiting has made them appreciate the natural world more
82%	Perceive the Horniman as extremely or very environmentally conscious
9,863	Children engaged in workshops about the environment/sciences
1,068	Children engaged in outdoor learning sessions
1,700+	Environment Champions Community subscribers
100+	Members of staff completed Carbon Literacy Training
99.9%	Food and garden waste composted (14.90T)
32.6%	Daily waste recycled (23.33T)

Aquarium

Contributions to five scientific publications

43,462 kWh/year electrical saving from upgrading Coral sea pumps and reconfiguring filtration

Nature + Love

£5.7m funding application to The National Lottery Heritage Fund for delivery of Nature + Love project following successful development phase

(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 2022/23 included:

£6.7m public funding (revenue and capital)

£3m self-generated income (trading, charitable activity and fundraising)

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

£11.8m Overall aggregate gross economic impact of the Horniman locally

£3.45m Spent by visitors in the local economy above and beyond what they spent directly at the Horniman

188	Volunteers
40	Attendees at free School Holiday Club in February 2023 (see case study)
153	Members of staff (full time equivalent 122.8)
5,855	Members at end of year – 93% satisfaction, 92% excellent or good value for money, generating c.£317k support
£10m	Press coverage advertising value equivalent, with circulation of over 1 billion

Case Study: Gardens Volunteers

The Horniman works with a group of just 40 dedicated and enthusiastic volunteers to help the beautiful Gardens flourish, and to help the Horniman deliver on biodiversity, recycling and sustainability commitments. The volunteers get involved for many reasons – from consolidating their studies to health and wellbeing benefits – and they represent many of the backgrounds, cultures and ethnicities in our local community.

The collective contribution of 2,663 volunteer hours in 2022 allowed us to achieve much more than we otherwise could with our eight staff:

- Create our innovative micro forest – 900 trees of 35 species planted in 400m² over three months
- Develop more sustainable planting in our Sunken Garden – deep planting bulbs so that they will repeat flower
- Plant over 3,000 snowdrops to improve winter interest and provide early forage for pollinators
- Produce and distribute over 20 tonnes of compost from our food and garden waste that improves soil health and prevents water loss
- Turn some lawns into naturalised meadow through broadcast sowing and planting of native wildflowers
- Create two drought tolerant areas that will not require any irrigation

The success of these projects was significant enough for the Horniman Gardens to be highlighted on BBC Two's Gardeners World in August 2022.

Six volunteers have taken on horticultural courses in the past year, and three have obtained paid employment in the industry.

Case Study: School Holiday Club

The School Holiday Club, funded by part of The Art Fund Museum of the Year 2022 prize, is in full swing after a successful pilot over the February 2023 half term. The Club was set-up for local schools with a high percentage of children eligible for the Pupil Premium Grant (PPG), a government fund given to schools to improve educational outcomes for disadvantaged children. Each Club accommodates 40 children per day aged 4-11.

The School Holiday Club aims to give children a sense of belonging when at the Horniman, to support and inspire their love of nature and the outdoors, and to support their wellbeing through fun and learning. During their day at the Horniman, the children enjoy a range of activities such as pond dipping, visiting the Aquarium and Butterfly House, exploring the Handling Collection, outdoor play and crafting workshops. Their breakfast and lunch are also provided.

'The children had a brilliant and memorable day of fun and discovery'
'My favourite bit was the pond dipping'

Case Study: Community

In Lewisham, 20% of patients consult their GP for problems that are primarily [social rather than medical](#). Loneliness is one of the most common of Lewisham's social problems. To help combat this, the Horniman joined 12 Lewisham-based arts organisations to pilot a social prescription network, enabling social prescription link workers to connect GP patients with cultural activities.

Between April and June 2022, eight socially isolated local people accessed an eight week course, designed and led by the Horniman and long-term partners, South London and Maudsley (SLAM) NHS Trust.

Participants explored how caring for nature and sustainable gardening can support their, and our planet's, wellbeing. They spent time in the Gardens, explored Museum objects, shared stories about their relationships to nature, and jointly created an audio resource to help others use nature for wellbeing.

Participants made many positive changes over the course including gaining interpersonal skills, feeling happier and improving confidence. The Horniman has gone on to begin an ongoing social prescription offer, working together with participants to design a community garden specifically for this purpose.

'This is the first course I've gone right through without quitting since my grandma died a few years ago. I've opened up a lot. Other courses can come on so strong, they're quite patronising, like they know everything about you. This was much more calm, more fun, interactive, less patronising. It was more calm and I felt like I was listened to. And it wasn't over Zoom which is essential for me.'