



## **Annual Impact Report 2024/25**

‘The Horniman Museum and Gardens, a local landmark, offers fascinating exhibits, beautiful gardens, and family-friendly events, enriching the community’s cultural life.’  
The Sunday Times, March 2024

‘The Horniman is a rite of passage for south-London families. It’s a lovely, manageable size, has a wildly diverse collection and its setting is beautiful.’  
Time Out, September 2024

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### **Awards**

Association for Cultural Enterprises Awards 2024 – Winner  
Best Ticketed Event  
Under the Sea Soft Play

‘A great initiative, well executed with fantastic results and audience engagement.’

Museums + Heritage Awards 2024 – Winner  
Learning Programme of the Year  
Secondary School Programme

‘This winning programme, which is user-led, has had transformative results with impressive engagement and all on a very small budget.’

London in Bloom 2024  
Best Heritage Garden – Gold and category winner

‘The Gardens are a diverse tapestry of old and new, and always changing and testing new ideas... The Gardens very successfully reflect the work of the museum and bring that ethos outside into the landscape.’

Kids in Museums: Family Friendly Museum Award 2023 – Shortlisted  
Best Large Museum

Museums + Heritage Awards 2025 – Shortlisted  
Temporary Exhibition of the Year  
茶, चाय, Tea (Chá, Chai, Tea)

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## People

|         |   |
|---------|---|
| 820,454 | Visits to Museum and Gardens  |
| 38%     | New visitors to the Horniman  |
| 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' |
| 96%     | Agree that the Horniman welcomes people from a range of backgrounds   |
| 96%     | Agree that the Horniman is relevant to visitors from a range of backgrounds and experiences   |
| 94%     | Agree that the Horniman presents a range of perspectives  |
| 98%     | Positive visit rating   |
| 93%     | Would recommend the Horniman  |
| 88%     | VisitEngland Quality Scheme score   |
| 25      | Community Afternoon sessions in the Hands on Base, attended by 347 guests from the local area   |
| 16      | Happy couples celebrated their wedding at the Horniman  |

## Exhibitions

|                 |   |
|-----------------|---|
| 10              | Temporary exhibitions and displays in Museum and Gardens  |
| 1 <sup>st</sup> | Dual language display, كل العيون عليها! / All Eyes on Her!, with Egyptian Arabic translations produced by community partners in Cairo |

茶, चाय, Tea (Chá, Chai, Tea):

|       |   |
|-------|---|
| 179k+ | Visitors in 2024/25   |
| 20%   | Of visitors from communities represented in the exhibition      |
| 1,128 | Visitors enjoyed free tea tastings in the Horniman Conservatory |
| 80+   | Collaborators on the exhibition                                 |

## Events

|        |  |
|--------|--|
| 6,400+ | Attendance at major events in Gardens  |
| 65%    | Of visitors to Music, Jerk 'n Tings event identified as Black African or Black Caribbean       |
| 3,800+ | Attendance at free weekly craft sessions for families and free monthly live music performances |

## Collections

|    |  |
|----|--|
| 10 | Artefacts of significant cultural importance returned to the Warumungu Community of Tennant Creek in Australia's Northern Territory (see Case Study) |
|----|--|

|       |   |
|-------|---|
| 5     | 'Benin bronzes' amongst 24 objects on loan from the National Commission for Museums and Monuments of Nigeria in a new display, The Great Kingdom of Benin   |
| 5,489 | Specimens recorded and removed from the Natural History Gallery for the Nature + Love project   |
| 3     | Musicians in Residence – The Horniman's Musicians in Residence programme offers six six-month residences over two years. Made possible thanks to prize money received from Art Fund as winner of Art Fund Museum of the Year 2022 |
| 3     | Digital Artists in Residence – the Musicians appoint their own digital creative to produce visual content to bring to life the music they create during their residency   |

## Schools / Learning

|                 |  |
|-----------------|--|
| 34,901          | Participants visited the Horniman or attended a virtual session                                  |
| 1,972           | Participants reached through outreach and loans to schools                                       |
| 33%             | Of learners in facilitated groups receiving a Pupil Premium Grant (excluding fee-paying schools) |
| 217             | Home educated participants engaged through facilitated workshops                                 |
| 1 <sup>st</sup> | Establishment of sector's first Home Education consultation panel                                |
| 12              | Work experience and student placements   |
| 6               | Coproduction projects for Nature + Love, Early Curators, and Positive Action for Nature          |

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## Planet

|          |  |
|----------|--|
| 489tCO2e | A 5.75% reduction on previous year   |
| 47.8%    | Daily waste recycled – up from 42% in previous year                            |
| 80%      | Agree that visiting increased their curiosity about the natural world          |
| 83%      | Agree that visiting has made them appreciate the natural world more            |
| 83%      | Perceive the Horniman as extremely or very environmentally conscious           |
| 3.8km    | Drip irrigation hose installed in Gardens to water plants in a sustainable way |
| 3,675    | Environment Champions Community subscribers                                    |
| 333      | Different animal species identified in the Gardens                             |

## Aquarium

'If there is any hope of saving the world's beleaguered coral reefs it emanates – to a surprisingly large extent – from the pioneering work being carried out here in the unlikely confines of a tiny basement aquarium in the Horniman Museum.'

The Telegraph, 18 January 2025

|                 |  |
|-----------------|--|
| 1 <sup>st</sup> | UK aquarium to breed Pink Sea Fan – a threatened native coral species                |
| 500,000L        | Aquarium wastewater used in Gardens instead of going down the drain (see Case Study) |

### **Nature + Love**

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|-------|--|
| £6.7m | Funding awarded by The National Lottery Heritage Fund for delivery of Nature + Love project following successful development phase |
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### **(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 2024/25 included:

|        |  |
|--------|--|
| £6.94m | Public funding (revenue and capital)                                 |
| £3.47m | Self-generated income (trading, charitable activity and fundraising) |

Calculations using Association of Independent Museums economic impact toolkit (2024 edition):

|         |   |
|---------|---|
| £24.87m | Overall aggregate gross economic impact of the Horniman locally   |
| £13.98m | Spent by visitors in the local economy above and beyond what they spent directly at the Horniman  |
| £1.82m  | Invested in buildings, estate and infrastructure to protect and preserve them for future generations  |
| 143     | Members of staff (full time equivalent 129.8)   |
| 209     | Volunteers contributing 12,839 hours in 2024/25   |
| 6,041   | Horniman Members at end of year<br>90% satisfaction<br>86% excellent or good value for money<br>Contributed £435,000+ support                     |
| 1,912   | Free Aquarium and exhibition tickets given to disadvantaged local schools and community groups  |
| 28,654  | £1 tickets sold for paid-entry attractions to those in receipt of Universal Credit (see Case Study)   |
| 197     | Attendees at free School Holiday Clubs. Made possible thanks to prize money received from Art Fund as winner of Art Fund Museum of the Year 2022. |

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## **Case Study: Wurumungu Return**

In September 2024 a collection of 10 artefacts of significant cultural importance to the Warumungu Community of Tennant Creek in Australia's Northern Territory were returned at a formal handover ceremony in the Horniman Conservatory.

The return of this material was initiated in May 2023 by the Warumungu Community with the support of the Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS).

The artefacts included two Wartilykirri (hooked 'number seven' boomerangs, including one from the Horniman's Handling Collection).

The handover ceremony was attended by Warumungu Elders Cliff Plummer Jabarula and William (Bill) Ah Kit Jakamarra, representatives of AIATSIS and the Horniman, and many distinguished guests. The Warumungu Elders presented the Horniman with a new Wartilykirri to be displayed in the World Gallery.

The return of cultural heritage material is a key aspiration of First Nations people. It supports the maintenance and revitalisation of the world's oldest continuous living cultures. It facilitates the intergenerational transfer of knowledge, supports reconciliation, truth-telling, and healing.

'I want to thank them (the Horniman) for sending those things back to us. They've made a choice to send them back to where they belong. It wasn't them who collected it, it was their ancestors, so I want to thank them.'

Mr Michael Jones Jampijinpa, Senior Warumungu Elder

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## **Case Study: Saving Water at the Horniman**

It takes four litres of London tap water to produce 1 litre of water suitable for the creatures in our Aquarium. For a number of years we've been able to use this 'waste' water in the Gardens by connecting our filter up to storage tanks on the hill behind the Museum building.

But pumping the water 10-15m uphill was damaging the filter, and it was labour intensive for the Gardens team to transfer the water from the tanks to a bowser – a sort of mobile watering can – and drive it to where it was needed around our 16.5-acre site.

In 2024 we turned our system around. We moved the filter up to the existing water storage tanks so the water is purified there and then supplied to the Aquarium using gravity. This also allows us to use the wastewater for flushing the Gardens toilets.

The storage tanks were also connected to 3.8km of drip irrigation hose installed across the Gardens, and a number of standpipes, so that we can water plants in a more sustainable way. Collecting and reusing the Aquarium wastewater will save over half a million litres of water going down the drain each year.

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## **Case Study: Universal Credit Ticket Scheme**

In February 2024 we introduced a Universal Credit ticket scheme to help people who might find cost or other challenges a barrier to visiting the Horniman. Visitors can purchase up to four discounted tickets for each of our three charged-for attractions.

The scheme has been very popular with our visitors. During 2024 a total of 15,170 tickets were sold for the Aquarium and Butterfly House, and a further 6,443 tickets were sold for the temporary Dinosaur rEvolution exhibition. The success of the scheme is reflected in the visitor profile for the exhibition, with 10% of visitors from lower socio-economic groups (NS-SEC 5-8) compared to 5% for the Horniman overall in 2024/25.

Overall, 9% of all paid tickets to Horniman attractions in 2024 were part of the scheme. In December 2024 we made the tickets available to purchase in advance online.