

MUSEUMS AND GALLERIES : THE IMPACT OF FREE ADMISSION

Table 1 : Number of Visits to the Former Charging Museums and Galleries

Museum	Year -1 Dec 1999- Nov2000	% increase between Year -1 and Year 0	Year 0 Dec 2000-Nov 2001	%increase between Year 0 and Year 1	Year 1 Dec 2001- Nov 2002	% increase between Year 1 and Year 2	% increase between year 0 and year 2	Year 2 Dec 2002 Nov-2003	% increase between Year 2 and Year 3	% increase between year 0 and year 3	Year 3 Dec 2003- Nov 2004
Imperial War Museum London	586,216	8.07	633,498	10.87	702,835	-11.97	-2.40	618,305	22.24	19.30	755,790
Museum of London	355,775	-14.75	303,305	28.35	389,277	-24.14	-2.64	295,294	69.52	65.04	500,581
Museum of Science and Industry Manchester	278,535	5.18	292,952	63.58	479,212	-20.04	30.80	383,183	18,26	54.68	453,146
National Maritime Museum London (Greenwich)	797,656	13.75	907,337	33.94	1,215,277	5.67	41.53	1,284,147	16.94	65.50	1,501,674
National Museums Liverpool	714,527	-2.85	694,197	79.57	1,246,603	17.18	110.42	1,460,714	-7.74	94.14	1,347,727
National Railway Museum, York	480,967	12.97	543,359	36.37	740,955	1.26	38.08	750,263	13.63	56.90	852,554
Science Museum London	1,057,537	23.81	1,308,763	100.96	2,630,079	9.02	119.09	2,867,423	-21.98	70.94	2,237,142
Natural History Museum London	1,619,886	2.30	1,657,124	80.65	2,993,581	-3.52	74.30	2,888,331	12.36	95.84	3,245,314

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Natural History Museum Tring	53,402	18.26	63,153	29.36	81,607	-0.91	28.18	80,950	17.68	50.84	95,261
Royal Armouries, Leeds* and Fort Nelson	153,868	92.80	296,654	28.76	381,980	-5.49	21.70	361,018	5.16	27.98	379,661
V&A Theatre Museum London	206,153	-28.15	148,119	29.26	191,460	1.85	31.65	194,996	18.31	55.75	230,697
V&A (London)	930,637	4.15	969,217	124.05	2,171,550	3.96	132.93	2,257,563	-8.37	113.43	2,068,630
TOTAL	7,234,659	8.06	7,817,678	69.16	13,224,056	1.65	71.95	13,442,187	1.68	74.84	13,668,177

Note : Free admission for all introduced 1 December 2001

Free admission to people over 60 introduced 1 April 2000

Free admission to children introduced 1 April 1999

*Free admission to children and people over 60 introduced at Royal Armouries Leeds 1 April 2000

TABLE 2 : Number of Visits to the Always Free Museums and Galleries

Museum	Year -1 Dec 1999- Nov 2000	% increase between Year-1 and Year 0	Year 0 Dec 2000- Nov 2001	% increase between Year 0 and Year 1	Year 1 Dec 2001- Nov 2002	% increase between Year 1 and Year 2	% increase between Year 0 and Year 2	Year 2 Dec 2002 Nov-2003	% increase between Year 2 and Year 3	% increase between Year 0 and Year 3	Year 3 Dec 2003 - Nov 2004
British Museum London	5,144,738	-9.86	4,637,439	-1.23	4,580,079	-0.37	-1.59	4,563,556	6.16	4.47	4,844,555
Geffrye Museum London	93,284	-10.65	83,353	-3.02	80,836	4.44	1.29	84,428	-2.37	-1.11	82,430
Horniman Museum London	151,764	-25.85	112,540	86.71	210,126	24.00	131.53	260,564	16.21	169.06	302,802
Imperial War Museum North, Manchester	Not yet Open	Not yet Open	Not yet Open	Not yet Open	274,166	14.01	-	312,581	-20.26	-	249,242
National Gallery London	4,864,000	3.25	5,022,000	-19.53	4,041,000	7.34	-13.63	4,337,562	14.30	-1.28	4,957,899
National Museum of Photography, Film and Television Bradford	658,473	34.16	888,383	-10.34	792,023	-8.69	-18.13	723,230	-7.58	-24.33	668,419
National Portrait Gallery London	1,661,222	8.51	1,260,029	17.77	1,483,987	-11.89	3.77	1,307,554	15.87	20.24	1,515,061
Sir John Soane's Museum	87,507	-2.00	85,754	-0.25	85,540	0.49	0.24	85,960	3.23	3.48	88,736

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London											
Tate Britain London	751,994	32.22	994,324	18.14	1,174,647	-7.94	8.75	1,081,323	1.99	10.91	1,102,831
Tate Modern London	3,571,664	1.34	3,619,613	26.69	4,585,652	-16.86	5.33	3,812,561	17.84	24.12	4,492,708
Tate Liverpool	468,241	32.71	621,419	-18.53	506,254	21.76	-0.80	616,432	-4.95	-5.71	585,948
Tyne & Wear Museums	841,924	67.14	1,407,153	-7.69	1,298,890	-5.63	-12.89	1,225,701	25.80	9.57	1,541,871
V&A Museum of Childhood London (Bethnal Green)	147,711	16.70	174,711	11.33	194,504	-1.43	9.74	191,729	24.84	37.00	239,356
Wallace Collection	231,919	-1.82	227,702	-0.70	226,103	-4.44	-5.12	216,054	38.60	31.51	299,446
TOTAL	18,176,441	5.24	19,129,420	2.12	19,534,307	-3.66	-1.62	18,819,235	11.44	9.63	20,971,304

TABLE 3 : Total Visits to the Former Charging Museums and the Always Free Museums

Museum	Year -1 Dec1999- Nov2000	%increase between Year-1and Year 0	Year 0 Dec 2000- Nov 2001	%increase between Year 0 and Year1	Year 1 Dec 2001- Nov 2002	%increase between Year1 and Year 2	%increase between Year0 and Year2	Year 2 Dec 2002- Nov 2003	%increase between Year 2 and Year3	%increase between Year 0 and Year3	Year 3 Dec 2003- Nov 2004
Total Visits to Former Charging Museums	7,234,659	8.06	7,817,678	69.16	13,224,056	1.65	71.95	13,442,187	1.68	74.84	13,668,177
Total Visits to Always Free Museums	18,176,441	5.24	19,129,420	2.12	19,534,307	-3.66	-1.62	18,819,235	11.44	9.63	20,971,304
GRAND TOTAL*	25,411,100		26,947,098		32,758,363			32,261,442			34,639,481

*Excludes 1.25 million visitors (Dec 2003 – Nov 2004) to 4 branch museums that continue to charge