

Dr Kevin Fewster
Director
National Maritime Museum
Romney Road
London
SE10 9NF

20 April 2011



department for
culture, media
and sport

Dear Kevin

FUNDING AGREEMENT FROM 1 APRIL 2011

This letter will act as an interim funding agreement between the Department for Culture, Media and Sport and the National Maritime Museum from 1 April 2011. This agreement and the National Maritime Museum's Financial Memorandum and Management Statement will remain in force until they are replaced by a framework document.

I would be grateful if you could indicate your acceptance/consent to this agreement by return of letter.

Financial Allocation

The National Maritime Museum's allocations for 2011-12 to 2014-15, including a ring-fenced allocation for National Historic Ships, are as set out in the Secretary of State's letter of 20 October 2010 and in any subsequent letters which update these allocations.

The grant in aid allocation is dependent on the National Maritime Museum maintaining free admission to the permanent collections.

Priorities

The Secretary of State's letter of 20 October 2010 also sets out his priorities for the next four years. He expects:

- the world-class collections and front-line services of the National Maritime Museum to be protected;
- that free entry to the permanent collections of the national museums will continue to be available;

- that the National Maritime Museum will continue to work in partnership with other museums in the UK;
- that the National Maritime Museum will pursue ways to increase its self-generated income, including through private giving;
- that the National Maritime Museum supports the Cultural Olympiad.

Compliance

The National Maritime Museum will undertake to:

- Comply with all relevant legislation;
- Comply with its Management Statement and Financial Memorandum;
- Observe the requirements of Managing Public Money.

The Department will expect the National Maritime Museum to comply with the latest controls issued by the Department, which are currently set out in 'Implementing the Additional Spend Controls and Authorisations 2011'. Changes to controls will be notified in writing as and when they occur. If there is a specific concern that a control may interfere with the Trustees' obligation to fulfil their charitable duties, then the Department must be notified of the specific instance, setting out the detail of the non-compliance, so that an exemption can be considered.

Performance and Monitoring

The National Maritime Museum will supply DCMS each year with the regular financial information set out in the data collection schedule, as well as returns against 12 performance indicators supplied by DCMS and returns against four further measures selected by the National Maritime Museum (annexed).

This information, together with Annual Reports and any further reports the National Maritime Museum prepares in relation to progress against its own corporate priorities, will be used to monitor annual performance.

Yours sincerely



Helen Williams
Head of Heritage

PERFORMANCE INDICATORS

Access

1. Number of visits to the museum/gallery (excluding virtual visitors)
2. Number of unique website visits

Audience Profile

3. Number of visits by children under 16
4. Number of visits by UK adult visitors aged 16 or over from NS-SEC groups 5-8
5. Number of visits by UK adult visitors aged 16 and over from an ethnic minority background
6. Number of visits by UK adult visitors aged 16 and over who consider themselves to have a limiting long-term illness, disability or infirmity
7. Number of overseas visits

Learning/Outreach

8. **Children**
 - Number of facilitated and self-directed visits to the museum/gallery by children under 16 in formal education
 - Number of instances of children under 16 participating in on-site organised activities
 - Number of instances of children under 16 participating in outreach activity outside the museum/gallery
9. **Adults**
 - Number of instances of adults aged 16 and over participating in organised activities at the museum/gallery
 - Number of instances of adults aged 16 and over participating in outreach activities outside the museum/gallery

Visitor Satisfaction

10. % of visitors who would recommend a visit

Income Generation

11. **Self-Generated income**
 - Admissions
 - Trading
 - Fundraising

Regional Engagement

12. Number of UK loan venues

Additional Measures

- 13. % of stores and galleries that are sustainably BS5454 compliant
- 14. No of objects conserved
- 15. No of peer reviewed articles and publications
- 16. No of research projects undertaken