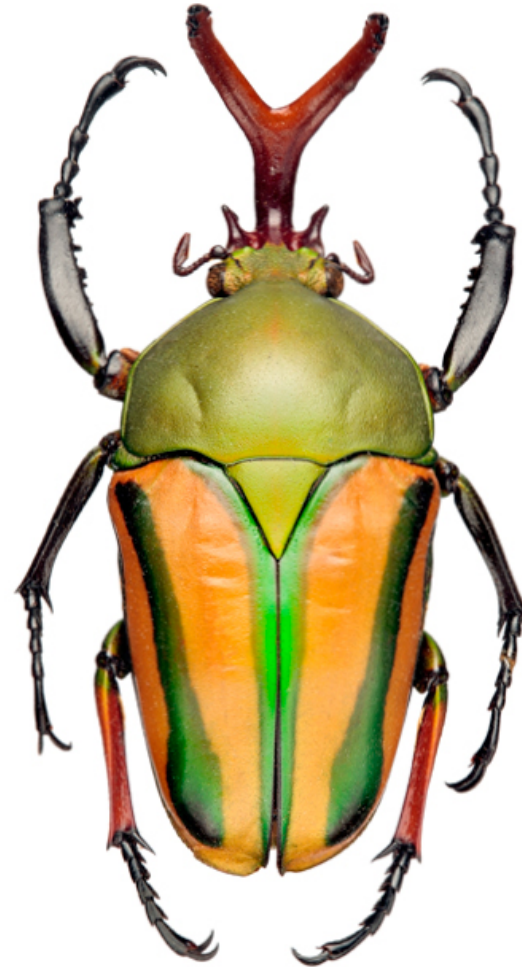




**NATURAL  
HISTORY  
MUSEUM**

# Benefits of long-term Benchmarking

**Sharon Ament**



# Sharing Industry Information

- Association of Leading Visitor Attractions (ALVA)
- 42 members with +1,400 sites
- 25% of all visits made in the UK annually
- 1 Million visitors
- UK
- Sectors – Museums & Galleries (free and charging), Heritage, Leisure, Gardens & Conservation



# Members

**British Museum**

**Blackpool Pleasure Beach**

**National Museum of Science & Industry**

**English Heritage Eden Project**

**National Trust**

**Royal Horticultural Society**

**St Pauls Cathedral**

**Houses of Parliament**

**Westminster Abbey**

**British Waterways**

**Royal Botanic Gardens Kew**

**National Gallery**

**Zoological Society of London**





## Why does NHM participate?

- Vision & Action
- Long-term trends enabling comparison
- Ourselves over time
- Directly within own sector
- Against other sectors
- To build on strengths, address weaknesses
- Critical business information
- Target setting

# Making it work

- Commitment from participants to sharing information in a safe environment
- Funded by participants not through membership fee
- A robust methodology
- Central organisation
- Separate fee for benchmarking participation
- Two elements: Financial & Qualitative
- Started 14 years ago



# Methodology

2 types of bench mark – qualitative and financial

**Financial undertaken by LM Associates** - Out of the Membership 70 sites are surveyed.

Survey completed internally each year, when a set of questions is sent out electronically it contains basic data such admissions, retail, catering, membership, e-commerce



**Qualitative undertaken by BDRC** – 40 sites surveyed in leisure, heritage and museum & gallery sectors

100 face 2 face interviews, 3 x per year per site (300), autumn, spring, summer

Structured questionnaire which has gently evolved over the years but is generally stable

Questionnaire covers >30 ratings of visitor services, food & beverage, retail, KPI's, plus additional confidential questions that each site might have



# Questions?

