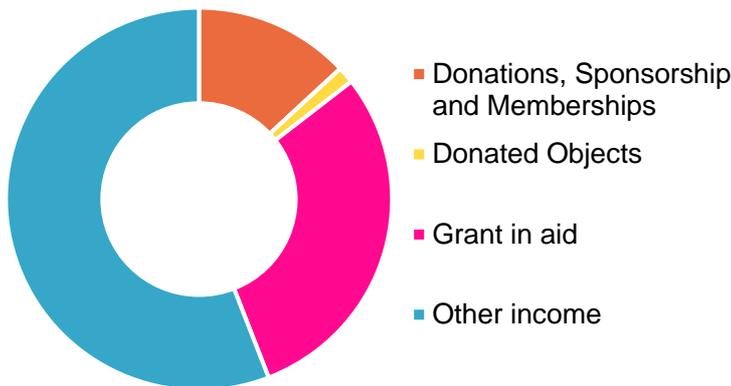




# Charitable Giving Indicators 2016/17

## Key Findings

### Total income breakdown for DCMS-funded cultural institutions, 2016/17



In 2016/17:

- Total fundraising income for DCMS funded cultural institutions amounted to £450 million, a 3% increase from £438 million in 2015/16.
- When donated objects are excluded, total fundraising amounted to £406 million, a decrease of 3% from £418 million in 2015/16.
- The ratio of fundraising to Grant-in-Aid was 48.8%, slightly lower than 2015/16 (49.6%). This means that for every £1 of Grant-in-Aid cultural institutions funded by DCMS received in 2016/17, they generated 48.8 pence in fundraising and/or contributed income.
- When donated objects were excluded, the ratio of fundraising to Grant-in-Aid decreases to 44.1%, compared with 47.3% in 2015/16.

This release presents the total amount of charitable giving and the ratio of charitable giving to Grant-In-Aid received by DCMS funded cultural institutions in 2016/17.

These funded cultural institutions are:

- Arts Council England and their National Portfolio Organisations and Major Partner Museums.
- British Film Institute
- British Library
- The 15 DCMS sponsored museums and galleries

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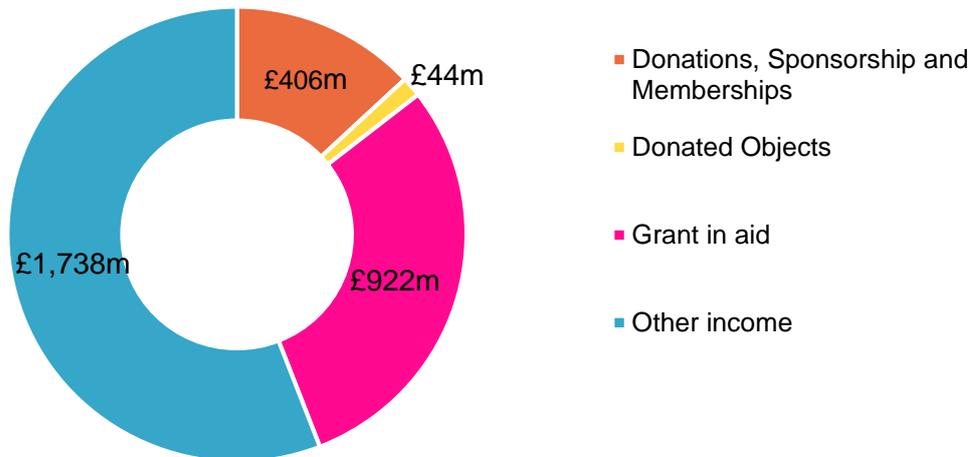
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# Chapter 1: Indicators

In 2016/17, the cultural institutions funded by DCMS collectively raised £450 million in **fundraising/contributed income** (as defined in Annex A). Approximately £44 million of this was from **donated objects**, accounting for 10% of all contributed income. A breakdown of this in the context of the total income of these cultural institutions is shown in Figure 1. The total overall income of these bodies in 2016/17 totalled £3.1 billion.

**Figure 1: Total income breakdown for DCMS-funded cultural institutions (millions), 2016/17**



Income from donated objects tends to be dependent on a small number of high value objects and can therefore vary substantially between years. Figures excluding donated objects therefore show the more stable underlying trend in overall fundraising income.

## Ratio of charitable giving to Grant-in-Aid 2016/17

The ratio of charitable giving to Grant-in-Aid was 48.8%. This means that for every £1 of Grant-in-Aid cultural institutions funded by DCMS received in 2016/17, they generated 48.8 pence in fundraising. This is less than one percentage point lower than 2015/16 (49.6%). This ratio has increased by around 25 percentage points compared to 2010/11 (23.9%).

**Table 1: Charitable Giving Indicators 2010/11 to 2016/17**

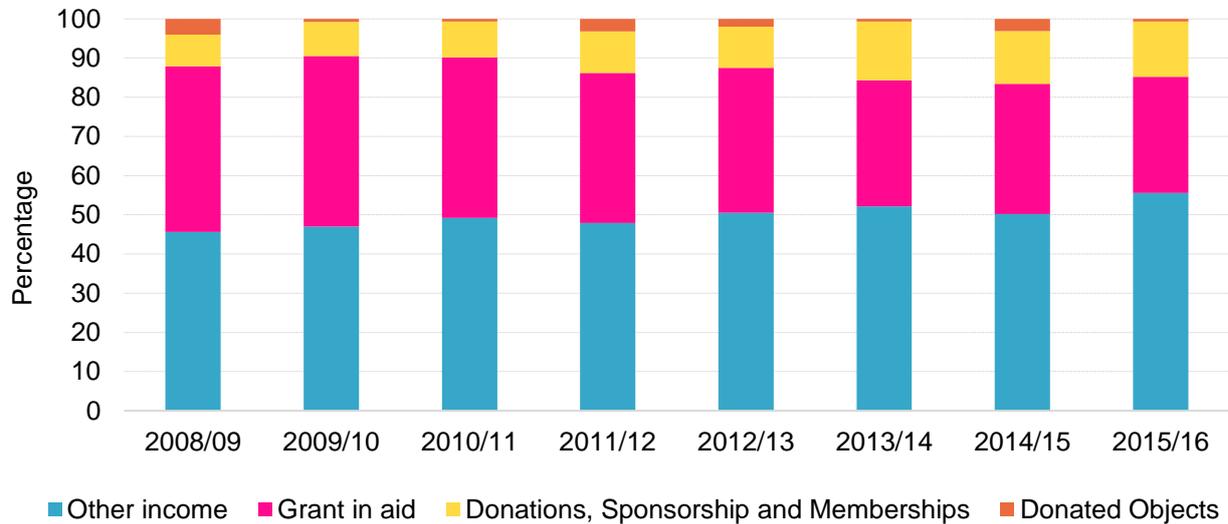
	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17
Total fundraising	£250m	£357m	£348m	£476m	£520m	£438m	£450m
Total fundraising (exc. donated objects)	£234m	£274m	£293m	£455m	£422m	£418m	£406m
Total DCMS Grant-in-Aid	£1,047m	£994m	£1,032m	£974m	£1,043m	£885m <sup>1</sup>	£922m
Ratio of fundraising to Grant-in-Aid	23.9%	35.9%	33.7%	48.8%	49.8%	49.6%	48.8%
Ratio of fundraising to Grant-in-Aid (exc. donated objects)	22.3%	27.6%	28.4%	46.7%	40.5%	47.3%	44.1%

**Note:** Data are in current prices and have not been adjusted for inflation.

1. English Heritage Trust is not included from 2015/16. This largely explains the fall in this year.

The ratio of Fundraising to Grant-in-Aid *excluding* donated objects grew steadily from 19.1% in 2008/09 to 28.4% in 2012/13 and then increased sharply in 2013/14 to 46.7 per cent. Since 2013/14 it has varied between 40% and 48%. The drop in 2014/15 to 40.5 per cent is partly due to the £80 million grant-in-aid to Historic England.<sup>1</sup>

**Figure 2: Total income breakdown for DCMS-funded cultural institutions over time, 2008/09 - 2016/17**



Between 2008/09 and 2016/17, DCMS-funded cultural institutions collectively raised £3.4 billion (when donated objects are included) in fundraising/contributed income.

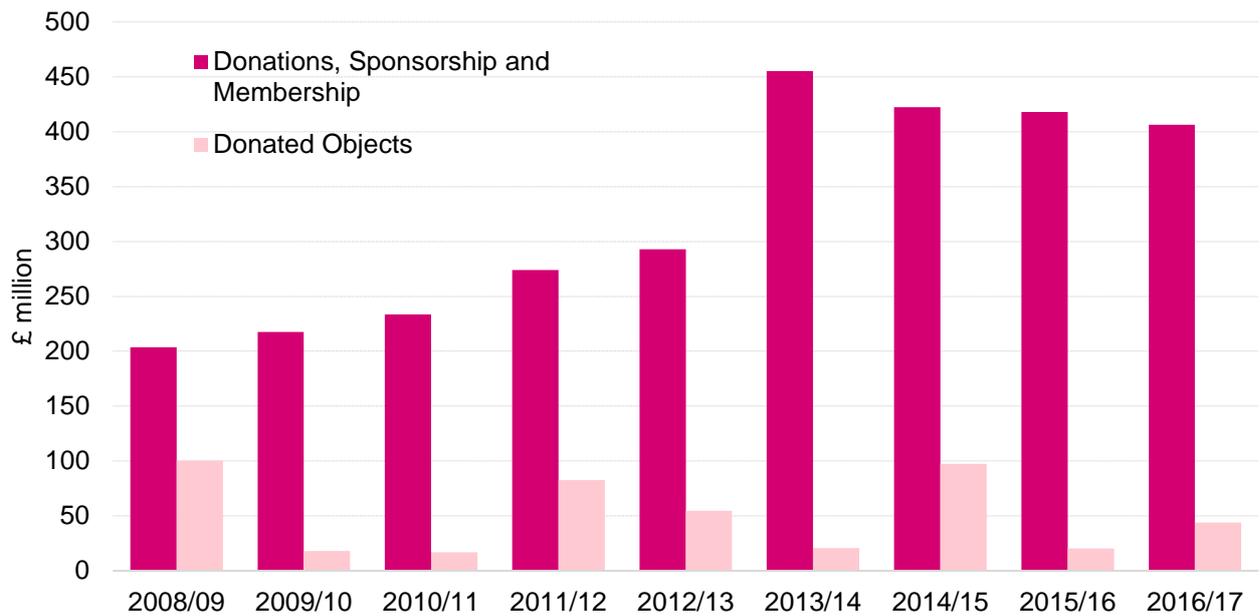
### Donated objects

The value of donated objects varies considerably over time. Caution should therefore be taken when comparing year on year figures.

Collectively, DCMS-funded cultural institutions received substantially more income from donated objects in 2016/17 than in the previous financial year - £44 million in 2016/17 accounting for 10% of total fundraising compared to £20 million (5%) in 2015/16.

In 2016/17, the **Tate Gallery** (comprising of four branches) received the highest value of donated art works worth over £20 million in total compared to less than £5 million in 2015/16.

<sup>1</sup> £80million was given to the Historic Buildings and Monuments Commission for England ('Historic England') from DCMS in 2014/15 solely for the purpose of distributing this to the English Heritage Trust. Historic England was therefore not required to report on the amount of charitable income they raised against this amount. See Technical Note for more details

**Figure 3: Total charitable giving for DCMS-funded cultural institutions (current prices), 2008/09 - 2016/17**

A published table with individual breakdowns by cultural institutions accompanies this report. Individual breakdowns have been included for transparency purposes, to show how the totals were calculated. They are **not** reported for comparisons between cultural institutions.

# Annex A: Technical Note

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1. Charitable Giving Indicators is an Official Statistic and has been produced to the high professional standards set out in the Code of Practice for Official Statistics. For more information, see the [Code of Practice](#).
2. Charitable Giving Indicators were part of a series of DCMS Performance Indicators.

## Definition

3. Fundraising/contributed income is defined as any money or gift received from an individual, charity or private company in one of the following forms: bequests, legacies, donations and capital grants from individuals, charities, foundations, trusts and private companies; income raised through sponsorship and income from membership schemes. This does not include any money received from a publicly funded organisation, central government grants, investment income or lottery grant funding.

This is summarised below:

Donations, legacies, bequests and similar income	Included
Donated objects	Included, but identified separately
Trading income	Not Included*
Sponsorship	Included
Investment income	Not Included*
Admissions & exhibition fees	Not Included*
Other income	Not Included*
Development funds	Not Included*
Donations from connected charities + Other donations	Included
Capital grants and donations (not from public bodies)	Included
Membership schemes	Included
Activities for generating funds	Not Included*

\*All “not included” would be categorised as other income in Figure 1.

## Use of Independent Trusts

4. For some institutions included, a percentage of donations will be gifted by donors directly into Independent Trusts. Some Trusts then donate to institutions upon receiving a successful grant application. In these cases the indicator captures the donation when a Trust donates to an institution.

**Cultural Institutions included in this year's Indicator:**

Arts Council England	National Museums Liverpool
Arts Council National Portfolio Organisations and Major Partner Museums	National Portrait Gallery
British Film Institute	Natural History Museum
British Library	Royal Armouries
British Museum	Science Museum Group
Geffrye Museum	Sir John Soane's Museum
Horniman Museum	Tate Gallery
Imperial War Museum	Victoria and Albert Museum
National Gallery	The Wallace Collection
National Maritime Museum	

- Historic England are excluded from this report, with the exception of a £80million grant received in 2014/15 to be distributed to the English Heritage Trust, which was included in these figures up to 2014/15. Following the split of English Heritage in 2015, the fundraising department was incorporated into the English Heritage Trust. As a result, Historic England's fundraising is still in its infancy and they have not been asked to provide their charitable/fundraising income data to DCMS. However, they will be expected to provide this data for inclusion in future reports once their level of contributed/fundraising income reaches a level comparable to those of other DCMS-funded cultural institutions. In the meantime, their grant-in-aid figures have also been excluded for 2015/16 and 2016/17. If they had been included, the ratio of fundraising to Grant-in-Aid would change from 48.8% to 44.6% and, when donated objects are excluded, the ratio would change from 44.1% to 40.2%.

**5. Sources**

The data used to calculate these indicators are from submissions made by relevant cultural institutions and individual statutory accounts. DCMS Annual Report and Accounts are used for figures relating to Grant-in-Aid funding. This excludes other public funding such as Strategic Commissioning and the Wolfson Foundation fund.

The data source used for the Arts Council England's National Portfolio Organisations (NPO) (formerly known as Regularly Funded Organisations, RFOs) is based on the NPO annual submission. The figures reported are from the full sample in 2008/09 (850 RFOs), 2009/10 (836 RFOs) 2010/11 (829 RFOs), 2011/12 (832 RFOs), 2012/13 (696 NPOs) and 2013/14 (701 NPOs)<sup>2</sup>. The RFO Annual Submission figures for 2015/16 and 2016/17 are from the full samples of National Portfolio Organisation and Major Partner Museum respondents.

6. In the charts, the sum of the individual elements may not match the total due to rounding.
7. For a full list of caveats please see the notes under the published data table that accompanies this release.
8. The responsible statistician is Wilmah Deda ([wilmah.deda@culture.gov.uk](mailto:wilmah.deda@culture.gov.uk)).
9. The next release is scheduled for Autumn 2018 and will present the annual estimates for 2017/18.

<sup>2</sup> Link to data sources used by the Arts Council - <http://www.artscouncil.org.uk/annual-submissions-report>

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