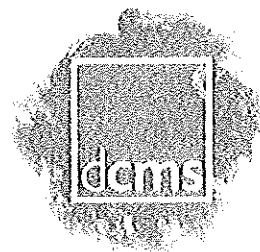


Diane Lees
Director-General
Imperial War Museum
Lambeth Road
London
SE1 6HZ

20 April 2011



department for
culture, media
and sport

Dear Diane

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 Imperial War Museum from 1 April 2011. This agreement and the Imperial War 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 Imperial War Museum's allocations for 2011-12 to 2014-15 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 Imperial War 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:

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

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

Compliance

The Imperial War 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 Imperial War 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 Imperial War 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 (annexed).

This information, together with Annual Reports and any further reports the Imperial War 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

FROM THE DIRECTOR GENERAL

Diane Lees FMA FRSA



Imperial War Museum London
Lambeth Road
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Website www.iwm.org.uk
Our Ref DL/CS/11/78

5 July 2011

Dear Helen

Funding Agreement from 1 April 2011

Further to my letter of 7 April, and the Interim Funding Agreement sent on 20 April, I hereby write giving consent to this Agreement.

Best wishes

Diane