

PRESS RELEASE – Monday 27 July 2020

London Transport Museum launches appeal to help fund its future



- **80 per cent of London Transport Museum's income was cut off after closing its doors in March due to the coronavirus pandemic**
- **After months without visitors the Museum has lost £1.5m and is asking people to donate towards its future as it plans to reopen**
- **To donate visit: londontransportmuseum.co.uk/appeal**

London Transport Museum, which celebrated its 40th anniversary this year, is asking people to donate towards its future as it plans to reopen in the Autumn. Since closing its doors in March due to the coronavirus pandemic, the Museum has lost £1.5m and counting.

It costs £25,000 each day to open London Transport Museum and unlike national museums it does not receive regular central government funding. As a charity, the Museum raises 80 per cent of its income through ticket sales, its shop, venue hire and fundraising. But with no visitors or events for almost four months, the Museum is now asking its loyal visitors and the public to show their support and donate towards its future as it plans to reopen.

Donations – big or small – will make a huge difference by helping the Museum to care for its world-leading collection, continue its family activities and deliver its vital skills and employability programmes for young Londoners.

Sam Mullins OBE, Director of London Transport Museum said: 'We know that London Transport Museum brings so much joy to so many people, and we can't wait to welcome our visitors back to experience all it has to offer – from our historic vehicles and art and design treasures, to our Depot in Acton and our Hidden London tours. But during this time of such great uncertainty, reopening our doors comes with

big financial challenges. Donations, big or small, will help to ensure we can continue sharing our wonderful Museum with people. We are incredibly grateful to everyone who has already donated during the lockdown and to everyone who will donate as we launch this new fundraising campaign.'



London Transport Museum – including its Hidden London exhibition in the Global Gallery – will reopen to the public in the Autumn.

The Museum, which welcomes 400,000 visitors annually, also has a Depot in Acton Town, west London, and runs the popular Hidden London tours of disused Underground stations. The Museum's Depot will open with a new ten-day [summer family fun season](#) in August.

London Transport Museum cares for 500,000 historical transport treasures and objects, including the first prototype Routemaster bus, a steam locomotive from the world's first underground railway and one of the best collections of commercial poster art and design in the world.

Each year the Museum's charitable learning programmes get 65,000 children, young people, parents and teachers engaged with STEM careers and support young Londoners into transport jobs and apprenticeships.

To donate visit: ltmuseum.co.uk/appeal

Donations raised will support the running of the Museum.

Ends

Notes to editors

- Research undertaken in 2015 estimated that London Transport Museum contributed an annual spending impact of £7.7m per annum and estimated gross annual visitor impact of £13.9m in London

For media enquiries, images and interviews contact:

- press.office@ltmuseum.co.uk

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About London Transport Museum

- London Transport Museum's purpose is to ignite curiosity to shape the future. The Museum is situated in the heart of Covent Garden and filled with stunning exhibits; the Museum explores the powerful link between transport and the growth of modern London, culture and society since 1800. Historic vehicles, world-famous posters and the very best objects from the Museum's extraordinary collection are brought together to tell the story of London's development and the part transport played in defining the unique identity of the city
- The Museum is a charity and the world's leading museum of urban transport and a place for everyone to come to understand and enjoy the story of London's journey. No other capital city is defined and shaped so much by its transport as London. Yet the scale of influence of transport can be invisible to those who use it every day. The Museum's collections, together with its lively events and learning programme are a window into the past, present and future of how transport keeps London moving, working and growing, and makes life in our city better. The Museum's charity number is 1123122
- London Transport Museum is supported by public funding from Arts Council England

www.ltmuseum.co.uk