

## Proposed Charging Model for MOX 2025-26

As ticketing data is unavailable, estimates are based on 50% of 2024–25 footfall at MOX and conversations with other visitor attractions who wish to offer joint tickets with MOX. Actual totals may be significantly lower.

### Potential Charging Income

Category	Footfall	Charge	Total (£)
50% of current MOX adult visitor footfall	20,000	£4 – standard ticket for adults	£80,000
50% of current MOX under 18s visitor footfall	5,000	£2 – standard ticket for under18s	£10,000
Joint tickets with other attractions – adults	9,750	£4	£39,000
Joint tickets with other attractions - concession customers	3,250	£2	£6,500
<b>Total</b>			<b>£135,500</b>

*See note above regarding footfall assumptions.*

## Suggested Concessions and Estimated Cost

Category	Footfall (estimated visits/year)	Estimated Total cost of concessions (£)
Children under 5 free	304	£608
Carers free when supporting	304	£1,216
People on benefits – free	800	£3,200
Students – concession (£2 discount)	608	£1,216
Blue Light card holders – concession (£2 discount)	152	£304
Museum Association/Art Pass members – free	50	£200
Council employees with ID – free	558	£2,232
Civic guests – free	50	£200
12 free Open Days per year (including adults and children)	2,400	£7,200
Oxfordshire School bookings (free access for children)	4,405	£8,810
Event attendees (adults and children free if attending events)	6,271	£18,813
Funded activity (free for adults and children)	1,840	£4,440
Volunteers and a plus one free	160	£480
<b>Total</b>	<b>17,542</b>	<b>£48,919</b>

## Net Potential Income After Concessions

Total Potential Income	£146,000
Less Concessions Cost	£48,919
<b>Net Income</b>	<b>£86,581</b>

*Note: This figure may be significantly lower due to repeat visits the percentage of which is currently unknown.*

## Proposal:

**It is proposed that the following people have free entry to the museum galleries:**

- Children under 5
- Oxfordshire school bookings
- Carers when supporting
- Those in receipt of state benefits
- Attendees at museum events / activities
- Oxford City Council employees
- Civic Guests
- Museum volunteers (who will also be entitled to bring a guest for free)
- Museum Association and Art Pass members

**It is proposed that the following people have concessionary entry to the museum galleries:**

- Children 5 and over
- Non-Oxfordshire based school bookings
- Students
- Blue Light Card holders

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