

Supplement for

Cabinet

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On **Wednesday 22 October 2025** At **6.00 pm**

Minutes Supplement - Museum of Oxford Entry Fee

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Appendix 5: Working in Partnership to increase the sustainability of the Museum of Oxford

Support from Arts Council England

1. Recognising the transition costs and additional capacity that would be required to make the change from a free of entry museum to one which has an entry fee, a grant application was made to Arts Council England Museum Renewal Fund to pay for these. The grant application included the introduction of a small entry fee. The grant application was successful and Oxford City Council has been awarded a total of **£227,952. This information was embargoed at the time of Cabinet agenda's publication, but is no longer embargoed from public access**, however, we have received confirmation that up to £29K has been allocated for a Marketing Officer; £58.5K for a significant marketing campaign; £24K for project management; £17K for capacity for fundraising and philanthropy; £15K for ticketing system costs and £7.5K for staff training. Up to £77K has also been allocated to pay Oxford City Council for the 2025-6 MOX operations budget shortfall.
2. First year costs are being covered by the Arts Council England grant. Charging an entrance fee and offering joint tickets with strategic partners through a procurement call has the potential to raise significant additional income to assist the longer term sustainability of the museum.
3. This funded opportunity is a one-off grant which must be spent/allocated by 31 January 2026 as part of the grant terms and conditions, hence bringing this report to Cabinet at the earliest opportunity after the funding was confirmed. Reporting on the grant implementation must be completed by 30 June 2026.
4. It is recommended to introduce these fees in January 2026 in order to make the Arts Council grant delivery deadline.

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