

# commercial sustainability & purpose

IATM Conference, Berlin,

22-25 September 2019

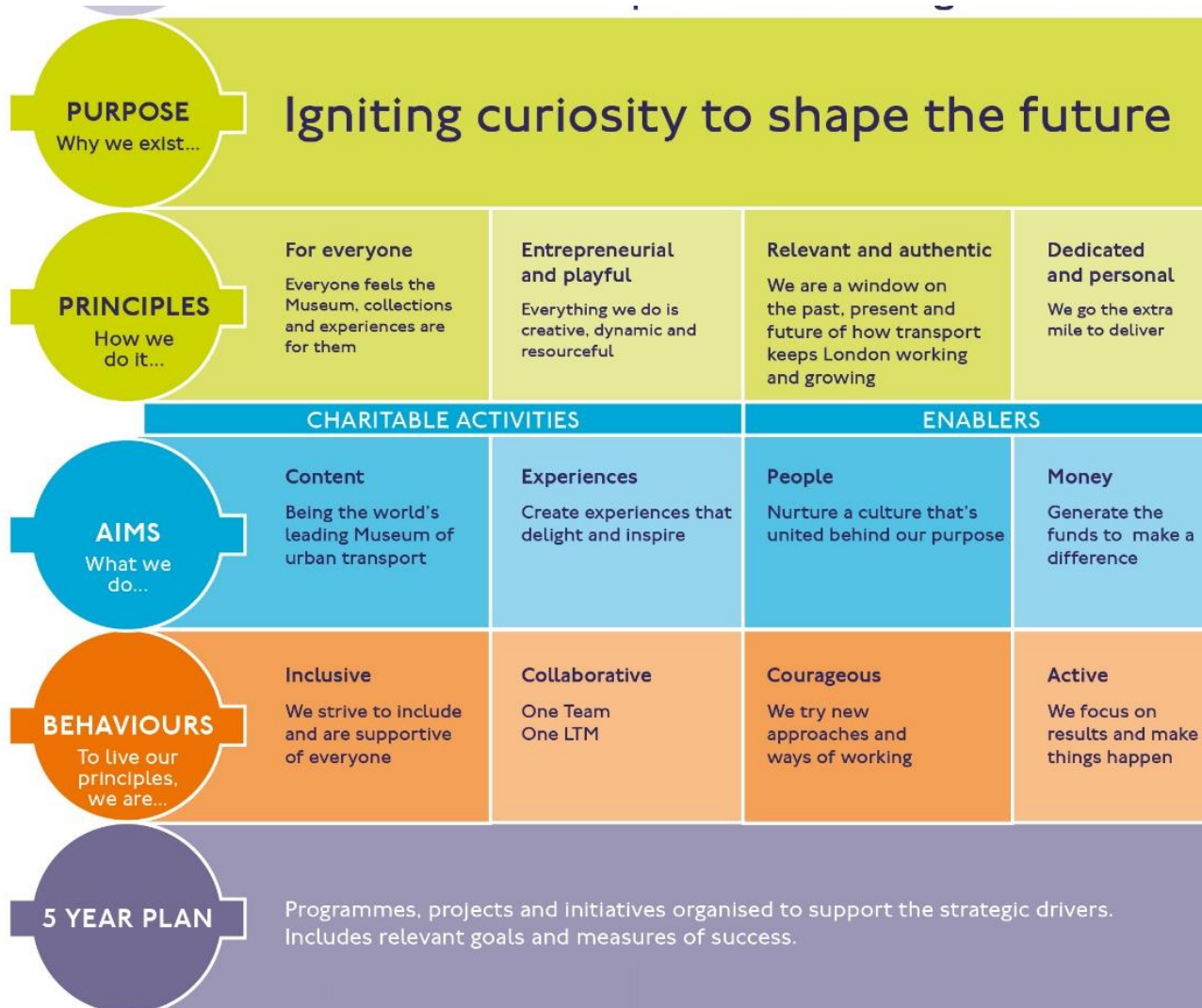


## What drives success in UK museums?\*

- Refreshed and enticing visitor offer
- Authentic with a strong sense of place
- Telling people's stories
- Focus on staff not stuff



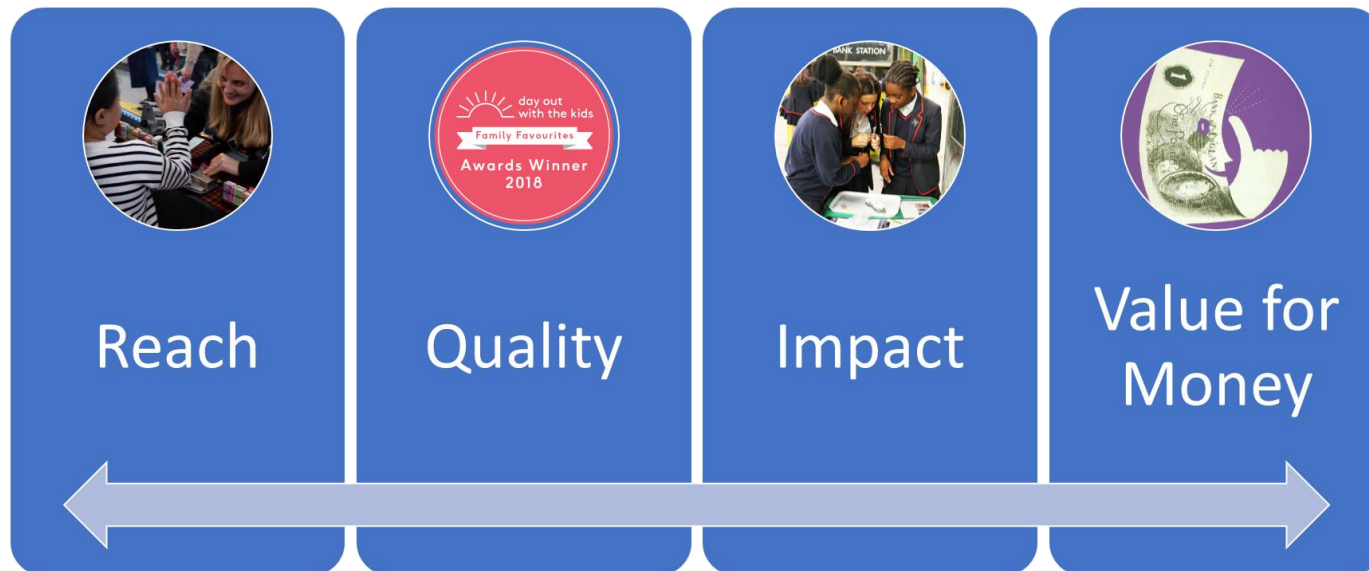
\*(Association of Leading Visitor Attractions, 2019)



LTM exploits 4 key assets to deliver a sustainable institution:

- Hidden London tours
- Heritage rail operations
- Retail & Online trading
- Thought leadership

## Measuring Success – the bottom line



# Hidden London







Tours at Charing Cross, Down St, Aldwych, Euston, Clapham South, 55 Broadway and Piccadilly Circus and exhibition





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## Underground stations revealed

Take a journey through London's forgotten tube network

SHARE       **COMMENTS** | By **Elle McInnell** 12.07.2019

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## Tickets Alert: Behind the scenes at Piccadilly Circus tube station

Posted on 12th July 2019 | Posted in London Ticket Alert

There will be a chance to go behind the scenes at Piccadilly Circus tube station as part of the expanding Hidden London tours from the London Transport Museum.

Piccadilly Circus station opened in 1906 serving the Bakerloo and Piccadilly lines, and was extensively modernised by Charles Holden between 1925 and 1928 to meet passenger demands. The station now boasts one of the finest examples of subterranean architecture on the London Underground.



The tours will take visitors through otherwise secret doors, to passageways and lift shafts closed to the public since 1929 and discover the original Edwardian design features, the stores of wartime sheltering and secret storage of priceless artefacts.



Hidden London tour tickets coming soon

This summer, we're excited to announce two new Hidden London tours to get the best of working streets in abandoned stations and discover what's beneath London. Our first tour, Piccadilly Circus tour, starting off from Piccadilly, is away on morning of Friday with our cocktail and Street Street package.

You can find out more about all the tours that will be on sale from next week on our website by clicking the links below.

As a newsletter subscriber, you'll get early access to first tickets. So many before they go on sale to the public. You'll get a private booking link sent to you on Thursday 18 July at 9pm. Make sure you're signed up to London Transport Museum's account to be kept up to date.

Tickets are still available for some of our earlier tours to Beverly Hill at chance for you to join us & beat the rush ticket between now and Christmas.

**Find out more**



**Next: Piccadilly Circus. The heart of London**

On the last secret tour of the iconic Piccadilly Circus station and the Tube network. Discover the hidden history of the station and the Tube network. This tour is a high-level view for private events.

**Find out more**

**Next: Down Street and luxury cocktail package**

See the station where Churchill's last night and explore the Tube network. A historical tour of the Tube network. A historical tour of the Tube network. A historical tour of the Tube network.

**Find out more**

Unlock London's secrets





Exclusive Hidden London tours at disused Tube stations and forbidden sites across London


MAYOR OF LONDON 

THINGS TO DO IN LONDON

## Here's Your Chance To Explore London's Abandoned Tube Stations

By ALEX LONDON 23 AUGUST, 2019



TfL's 'Hidden London' tours of sealed-off tube stations return later this year, and tickets are on sale now.

The good people from the London Transport Museum are once again hosting exclusive, private tours of the tube network's hidden bits. These Hidden London tours only happen very rarely, so read carefully if you want to take part in these informative lookabouts - there's even a brand new tour on offer this time...



# Hidden London

Tours inspired exhibition opening 11 October, homeware range, book and more products coming soon!

**SECRET**  
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**EXHIBITION**  
**This Exhibition Will Uncover The Secrets Of London's Abandoned Tube Stations**

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**Hidden London exhibition: Secrets of disused Underground stations revealed**

Take a journey through London's forgotten tube network

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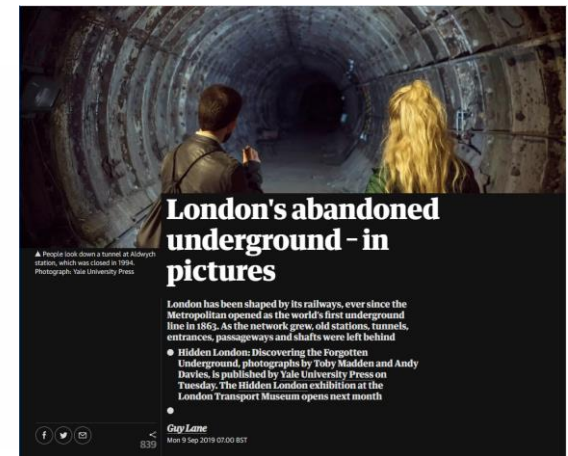
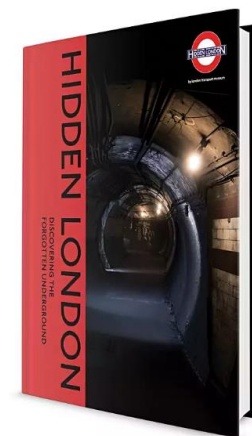
By **Eliza McKinnell** 11 JULY 2019

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This exhibition runs from Fri, 11th Oct 2019 to Mon, 20th Apr 2020. See all dates



214 copies sold of Hidden London book to date

## District 150: Steam on the Underground, 22 & 23 June

- Last steam event on the Underground in central London between Ealing Broadway and High Street Kensington
- £222k sales and £140k net ; £7,900 in retail sales
- 5.4 million potential media reach and £184K advertising value equivalent



# District 150: Steam on the Underground - Coverage

THE  TIMES



The Telegraph



HERITAGE  
RAILWAY

TODAY'S **RAILWAYS** UK **RAIL**

Railway Herald

EALING TIMES

Commemorative rides laid on from Ealing Broadway



MyLondon

THIS IS LOCAL LONDON

LONDONIST

This Was The Last Time A Steam Train Ran Through Central London On A Tube Line



114 23 comments 40 shares



20 comments 25 shares





<https://youtu.be/ucT9JL-5hqc>

# Retail

Bestselling iconic items from our collection online and in our Covent Garden Shop



**NEW**  
Original  
underground  
signs

[SHOP NOW](#)




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**Going Underground! How to transform a room in homage to the London tube network - complete with a £1,679 Victoria Line inspired sofa...**

- The quirky interior items are available to buy from London Transport Museum
- Prices range from £10 for a mug to £1,679 for a sofa in Victoria Line fabric
- Also included are mini lightboxes with London Underground logos

By MYRA BUTTERWORTH FOR MAILONLINE  
PUBLISHED: 08:05, 15 July 2019 | UPDATED: 09:23, 18 July 2019

48 photos



## Poster perfect

BRIGHTEN up your home with at least 30 per cent off posters in the London Transport Museum's bumper sale. A quick and easy way to refresh any room, the wide range of posters features



They include everything from mugs showing the colours of the London Underground, to an entire sofa covered in the same fabric designs used on your favourite tube lines.

# Retail

Year to date sales of 1.253.7k up 8.9% on LY with many new product and range launches and offers



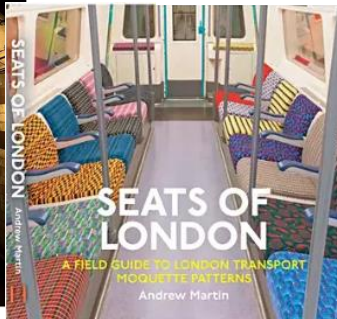
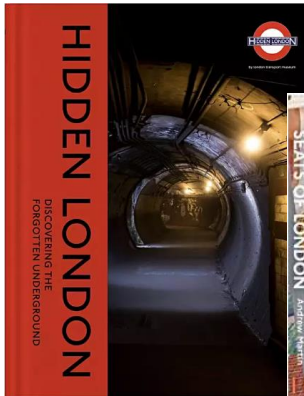
London Transport Museum @ltmuseum · Mar 4  
 Live up your living space with our iconic moquette furniture! For this week only, all furniture is 20% OFF. This offer is online only and ends 10 March.  
[ltmuseumshop.co.uk/furniture?utm\\_...](http://ltmuseumshop.co.uk/furniture?utm_...)



5067 pairs of socks  
 sold between  
 March-Sept 2019



London Transport Museum @ltmuseum · now  
 Our online winter sale has arrived! With up to 75% OFF on a range of amazing products including posters, homeware and souvenirs. Offer ends on 3 February 2019. Grab your bargain here <http://ltmuseumshop.co.uk/sale>



# With TfL

London Transport Dinner and Auction, Corporate Members events and Interchange – Thought Leadership programme



2018 dinner and auction raised £317,000

# International collaboration: Art Institute of Chicago

## Posters of the London Underground, 25 May-5 September

- 100 years, 100 works
- Celebration of the inventive poster campaign that brought art to London's streets



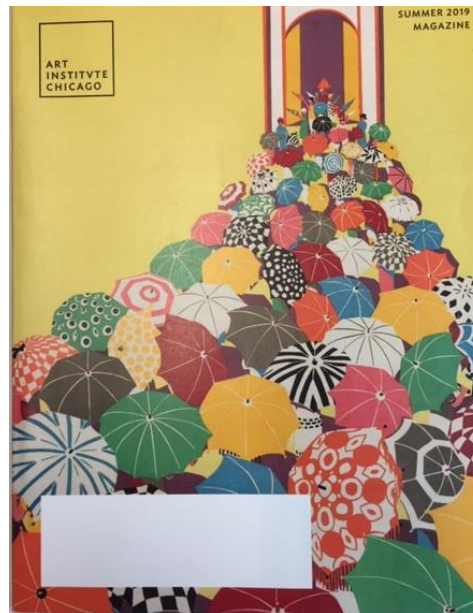
Art Institute @artinstitutechi · Jun 24

Beginning in 1908, posters full of brilliant colors and innovative designs were displayed on the outside of Underground stations across London. Learn more about this vibrant civic art presence in "Everyone's Art Gallery—Posters of the London Underground."



Birth of the London Underground Posters | The Art Institute of Chicago  
By 1908, the Underground Electric Railways Company of London had grown to the point that they had to commission a map to show travelers ...  
[artice.edu](https://artice.edu)

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# We ignite curiosity to shape the future



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# IATM President Manifesto

- **Annual Conferences; practical sharing of best practice and innovation**
  - = move from curatorial to the socially entrepreneurial approach
  - 2021 Joint Conference in UK with ICM
  - 2022 Conference in Japan
- **Share skills and experiences below director level**
  - Review and remarket Skillbridge
  - 48 hour Workshops – e.g. Funding, Customer Journey, Corporate Relations, Digital Communication
- **Move to social media model for communications**
  - Board + Co-Ordinator + correspondents
- **Refresh the Board**
  - Martin Buetikofer, Stephen Quick, Peter-Paul de Winter, Andrew Moritz = Oliver Goetze (DB Nurnberg), Kimmo Antila (Finnish Postal), David Viitezy (Budapest) +++