

Appendix 2. Fees benchmarking to local & regional peer organisations, based on advertised prices in February '24.

Ticket price / organisation	Keats House	2 Willow Road / Fenton House	The Freud Museum / from 1 April 2024	Charles Dickens House	Dr Johnson's House	The Monument	Keats House Proposed from 1 April 2024 (+6.1%)
Full price (c.36% of visitors)	£8.40	£11 / £12	£14 / £14.50	£12.50	£9	£6	£9.00 (rounded up)
Concession (c.33% of visitors)	£5.00 (over 60s, students, unemployed persons and disabled persons)	N/A	£12 / £12.50 (over 65s, HS / care workers. unemployed persons and disabled persons)	£10.50	£8 (student or registered unemployed)	£4.50 (over 60s, student over 16)	£5.30 (c. 40% concession on full-price ticket)
Child (c.4% of visitors)	FREE (aged 18 and under)	£5.50 / £6	£9 (young persons aged 12 – 16 years old), FREE (under 12)	£7.50 (aged 6 – 16 years old), FREE (under 6)	£4 (aged 5 – 17 years old), FREE (under 5s)	£3.00 (5 – 15 years old); £2.30 (disabled child); FREE (under 5s)	FREE (aged 18 and under)
Community ticket (c.5% of visitors)	£2.35 (residents of LB Camden and City of London)	N/A	N/A	N/A	N/A	N/A	£2.50
National Trust Member (c.4% of visitors)	£5.00	FREE	? – Discontinued?	N/A	Discontinued	N/A	£5.30
Art Fund Member (c.9% of visitors)	FREE (condition of previous grant)	N/A	£7 (tied at 50% of full price ticket)	FREE	N/A	N/A	FREE (condition of previous grant)
Notes	Effective from 1 April 2023 (based on 2022/23 +5% with rounding)	Family tickets available for £16.50 or 27.50 / £18 or £30.	Friends of, MA / ICOM & London Pass Holders are free.	MA / ICOM & London Pass Holders are free.	Family ticket: £20	Disabled visitor companion: FREE	Various other concessions offered to 'friends of' / sector initiatives.