

Annual Survey of Museums 2018-19

This annual survey is aimed at museums in the region who are accredited or currently working towards accreditation. The purpose of this survey is to gather evidence to help demonstrate and prove the social and economic importance of museums both locally and regionally to funders and stakeholders, and to provide museums with data to enable them to benchmark their performance.

Some questions in this survey are mandatory and indicated with and (M); please do not leave them blank. If the answer to a particular question is '0' then please specify this **numerically** rather than leaving it blank. If the answer to a question is **not applicable** then please specify **N/A** in the text box. If the answer to a question is **unknown** then please specify **'Don't Know'** in the text box. For further guidance notes, please refer to the last page of the survey.

All figures should be for the financial period 1 April 2018–31 March 2019. If your museum operates on a different financial year to this, then in the relevant section you will be able to provide financial information for your museum's normal financial year. However, please ensure that all other data is for the period 1 April 2018–31 March 2019. If your museum is in receipt of National Portfolio funding (NPO) you can share your NPO Annual Data return. Please email museum.development@bristol.gov.uk. If you are a museum service or trust that runs multiple sites you should have been contacted separately regarding completion of this survey. If not, please email museum.development@bristol.gov.uk

The survey closes Friday 15th November

Name of museum: (M)		Postcode of museum: (M)	
Your name: (M)		Role: (M)	
Email address: (M)		Telephone:	
How would you class your museum's opening hours? (please tick one) (M)			
Open all year	<input type="checkbox"/>	Closed for part of the year – regular seasonal closure	<input type="checkbox"/>
Closed for part of the year, other – e.g. refurbishment/repairs	<input type="checkbox"/>	Open by appointment only – part of the year	<input type="checkbox"/>
Open by appointment only – all year	<input type="checkbox"/>	Closed all year – e.g. re-development	<input type="checkbox"/>
How many hours was your museum open to the public in 2018/19?			

1. Audiences:

Number of visits in person to your museum	Total April 2018 – March 2019	Known or Actual (M)
Total number of visits: (M)		
Total Adult visits (aged 16 or above):		
Total Child visits (under 16):		
Is there a reason for any significant change from the previous year (e.g. closed for redevelopment)?		

- The number of 'Adult visits' = individuals aged 16 or above who have visited the museum.
- The number of 'Child visits' = individuals aged under 16 who have visited the museum, excluding under 5s.

Number of other museum users	Total April 2018 – March 2019		Known or Actual
Does your museum have its own website? <i>(please tick)</i>	Yes	No	
Number of unique visitors * to your website 1 April 2018 and 31 March 2019:			
Does your museum use social media to engage with audiences? <i>(please tick)</i>	Yes	No	
If yes, how many followers / subscribers does the museum have to its social media platforms (including Twitter, Facebook, Instagram, Snapchat, YouTube etc.)?			

* 'Unique visitors' refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. If you are using Google Analytics this will be shown as 'Users'.

Museum educational activity (with formal education providers e.g. school/college/HE organisation)	Total 2018 - 2019	Known or Actual
Number of on-site education sessions delivered at your museum:		
Number of on-site participants in the above sessions:		
What is the total number of different schools and formal learning organisations engaged :		
Number of off-site education sessions delivered (including those delivered without museum staff e.g. loan boxes):		
Number of off-site participants in the above sessions:		

Number of other activities/outreach on and off-site (with non-educational providers e.g. Brownies/local arts organisations/community groups; it can include workshops, seminars, talks, lectures and individual research sessions)	Total 2018 - 2019	Known or Actual
Number of activity sessions and events on-site at your museum :		
Number of participants in the above on-site sessions:		
Number of outreach and activity sessions off-site :		
Number of participants in the above off-site sessions:		

2. Financial Operations:

Financial income is grouped within four main categories: Earned income (admissions, events and hospitality, trading e.g. property rental or core activity which generates income); Regular public subsidy or regular grant from the local authority; Arts Council or Central Government or European funding Grant funding (revenue project income or grants for specific time limited activities, but not capital income) Contributed Income (from donations, friends/member schemes, sponsorship or other non-earned income). If the answer to a particular question is '0' then please specify this numerically in the text box (e.g. if your museum has a shop but didn't generate any income from it in 2018/19). If the answer to a particular question is not applicable, then please enter 'N/A' in the text box (e.g. if your museum does not have a shop). If the answer to a particular question is unknown, then please enter 'Don't Know' in the text box (e.g. if your museum has a shop but you do not know how much income it generated in 2018/19).

Please specify the financial year of the data you are providing.

Start date: DD/MM/YYYY	End Date: DD/MM/YYYY
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Has your museum received any capital grant income in 2018/19? (M)	Please select: Yes / No / Don't Know	Please provide the annual total of capital grant funding received in 2018/19: £ Please select: Estimate or Actual:
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Financial period:	Total 2018 - 2019			Estimate or Actual
Does your museum charge for admission? <i>(please tick)</i> (M)	Yes	No	For some exhibitions/seasonally	
<i>If answered yes</i> , please provide the standard admission charge per person in high season? (M)	Adult £	Child £		(M)
<i>If answered yes</i> , What your total admissions income (M)	£			(M)
Does your museum offer the following? <i>(please tick)</i> (M)	Shop or retail space	In-house café/ refreshments	Contracted café/ refreshments	
<i>If answered yes</i> , Total retail income: (M)	£			(M)
<i>If answered yes</i> , Total café/refreshments income (M):	£			(M)
Total other earned income (including events, hospitality, education, any income from trading activity e.g. property rental)	£			(M)
Total regular public subsidy or regular grant (e.g. core funding from Local Authority, HE, DCMS, Arts Council NPO, MODF or other regular core funding) (M):	£			(M)
Total donations (including all money received from the general visiting public) (M):	£			(M)
Total other contributed income (e.g. money received through friends/member schemes, bequests and legacies, any sponsorship, income from corporate membership schemes or other non-earned income) (M):	£			(M)
Total value of revenue grant/project income (please do not include any capital grant income) (M):	£			(M)
Total annual income of the museum (please do not including capital. NB This figure should be equal to the combined total of the above income categories) (M):	£			(M)
Total annual expenditure of your museum (please including staff costs but do not including capital funding)	£			(M)
Total annual expenditure on staff costs (M):	£			(M)

3. Museum Workforce:

Did any volunteers work at your museum during 2018/19? (please include Trustees but do not include unpaid internships /apprentices or work experience placements) Please select:		Yes: No: Do not know:
Museum Volunteers and paid staff	Total 2018 - 2019	Estimate or Actual
Total number of volunteers at your museum (including Trustees):		
How many hours did volunteers contribute to your museum in 2018/19 :		
Does your museum employ any staff?		Yes: No: Do not know:
What is the total head count of staff employed by your museum including seasonal/casual staff (at its peak in the year)?		
How many Full-Time Equivalent staff does your museum employ?		

How to calculate FTEs: Example - A member of staff working five full days per week is 1 FTE; a member of staff working three full days per week is 0.6 FTE. If a museum has three members of staff, one who works five days per week and two who work three days per week, then the number of FTE paid employees would be 2.2 FTE. If you calculate your staffing hours then, for the purposes of this survey, thirty-five hours would be classed as 1 FTE, so every seven hours would count as 0.2 FTE.

4. Equality, Diversity and Inclusion

Equality and Diversity Action Plan			
Does your museum have an Equality and Diversity Action Plan? (<i>please tick</i>)	Yes	No	Don't Know

And finally...

<p>If you have received support or advice from South West Museum Development programme in the period 1 April 2018 – 31 March 2019 then please say a few words about how you found this experience and what you plan to do next.</p>
<p>If your museum would like to draw attention to any positive news or work that it has been involved with in the period 1 April 2018 – 31st March 2019, then please use the box below to tell us what this is.</p>

The Survey closes **Friday 15th November**

Guidance notes

All figures should be for an annual period, with the exception of employment figures which can be a 'snapshot' of the current situation.

- We are aware that your organisation may be unable to provide complete data for all indicators; if this is the case for you then please offer an estimation of what you believe to be the true figure for your organisations activities. Please state in the relevant column whether the response provided is an actual or an estimated figure. For Audience questions, please select 'known' if the figures provided are an actual audience count, ticketed (including complimentary tickets or counted by some other precise method e.g. online analytics).
- We ask that estimates only be offered if they are robust, i.e. based on either professional experience/knowledge and/or incomplete data that provides an indications of total amounts.
- When estimating figures and providing a numerical answer please do not put 'c.' in front of your answer, instead please indicate in the relevant column whether that the response you are providing is an estimated figure.
- If the answer to a particular question is '0' then please specify this numerically rather than leaving it blank; if the answer to a question is unknown then please specify N/A in the text box; if the answer to a question is unknown then please specify 'Don't Know' in the text box.
- We are undertaking this study with other Museum Development providers across England to help demonstrate the national economic and social impact of museums. If you have any questions about this survey please contact museum.development@bristol.gov.uk.

Question Guide

1. Number of visits in person to the museum

- The number of Adults - individuals aged 16 or over, who have visited the museum.
- The number of Children - individuals aged under-16, excluding under 5s. In the context of a school visit by Year 11 groups, all the pupils should be regarded as being aged under-16, who have visited the museum.

2. Number of other museum users

- Unique visitors refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. If using Google Analytics this will be shown as Users.
- Social media subscribers – e.g. followers on Twitter, Likes on the museum's Facebook page etc.

3. Museum education activity

- This section is about learning activity, for example workshops, seminars, talks and lectures. In this instance the distinction is 'education' - booked/structured with an education provider e.g. school/ College/Higher Education organisation - 'other activity' is by a non-education provider e.g. the Brownies/a local Arts Organisation or self-led, such as research work.

4. Number of other activities / outreach on and off-site

- This is with a non-education provider e.g. the Brownies/a local Arts Organisation or self-led, such as research work. It can include any workshops, seminars, talks, lectures and individual research sessions. It is understood that sometimes counting the number of attendees at an off-site activities is challenging – for example if the museum is hosting a stand at a county fair with activities going on, please estimate the number of people actually participating, not for example the box office total for the fair. You should also include in this section any outreach facilitated by a member of museum staff with non-education providers e.g. community groups. This does not have to be part of a formal outreach programme.

5. Financial operations

- Total value of capital grant/ project income – Received within the financial year. Capital funding for new or refurbished buildings, galleries or equipment.

- Total admissions – Admissions are the total income for all visitors who have paid to enter the museum (inclusive of Gift Aid). Some museums are free entry but charge admissions for temporary exhibitions.
- Café and retail income – Income generated from these activities.
- Total other earned income – This includes retail, catering, hospitality, educational activity and any other income from trading activity e.g. property rental.
- Total public subsidy/ grant – This includes any regular income including revenue but excluding capital from local authorities, Higher Education, DCMS or other regular core public funding.
- Total donations – Include all money received from the visiting general public
- Total other contributed income – This includes any money received through Friends including bequests, friends/member schemes, bequests and legacies, any sponsorship, income from corporate membership schemes or other non-earned income)
- Total value of revenue grant/ project income – Received within the financial year.
- Total annual income – The total income for the museum for the financial year including any regular funding (e.g. local authority revenue funding) but excluding any capital funding. This figure should be equal to the combined total of the above income categories.
- Total annual expenditure – The total expenditure for the museum for the financial year including staff costs and any central recharge costs but excluding any capital funding.
- Total annual expenditure on staff costs – Include all costs (salaries, National Insurance etc) relating to staff employed by your museum including contracted and permanent.

6. Museum workforce

- Total number of volunteers who were actively volunteering at the museum during the period 1 April 2016 – 31 March 2017. Volunteer refers to those who receive no wages or salary, or who receive no more than the basic expenses, for example travel costs. Please include Trustees but do not include unpaid internships/apprentices or work experience placements.
- The total number of volunteer hours that the volunteers contributed to the running of the museum.
- Total head count of staff employed by the museum including seasonal/ casual staff at its peak in the year.
- Total number of paid Full Time equivalent staff employed at the museum. If staff changes have occurred please consider what the 'usual' level of staffing is as an average for the 12 months.

Example: A member of staff working 5 days per week (full days) is 1 FTE, a member of staff working 3 days per week is 0.6FTE. If a museum has 3 members of staff, one who works 5 days per week and two who work 3 days per week, the FTE number of paid employees would be 2.2 FTE. If you calculate your staffing in hours then for the purposes of this survey 35 hours would be classed as 1 FTE, so every 7 hours would count as 0.2 FTE.

Data protection

The information supplied on this survey will be used to demonstrate and advocate the social and economic value of museums in England, help museums benchmark with other museums and assist us to determine investment priorities for Museum Development. All data will be published in a variety of forms although no personal information will be published and museums will not be individually identified. If for any reason you do not wish any of the information you have submitted about your museum to be published or shared then please let us know by contacting museum.development@bristol.gov.uk. All information is kept and managed in accordance with the General Data Protection Regulation Act 2018.

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