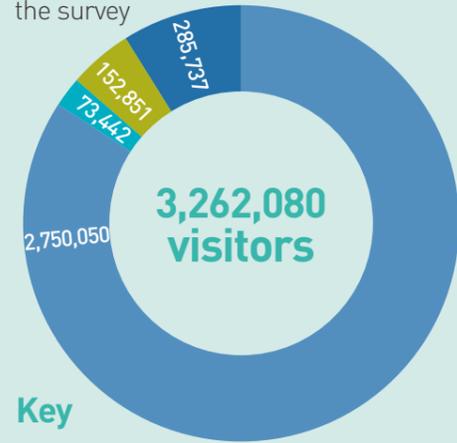


West of England Bath and North East Somerset, Bristol, Swindon and South Gloucestershire

Response rate: 100% (34 of 34)
Accredited museums responded to the survey



Key

9999 and under (n.16)
10,000 – 49,999 (n.7)
50,000 – 99,999 (n.4)
100,000+ (n.7)

3,262,080 visitors to museums represented around £36,890,793 of gross visitor impacts*
3468 learning and outreach activities engaging 95,520 participants
2601 activities and events engaging 105,231 participants

18% (6 of 34) museums are entirely volunteer-run
3199 active volunteers contributing 317,759 volunteer hours, generating an economic value of £21,183,933*
Volunteer hours provided an equivalent to 193 FTE

* Gross economic impact calculated for local and day visits applying the AIM Economic Impact Tool Kit 2014. Value of volunteering based on Heritage Lottery value of £50 per day

6,700,102
visits to museums

9.390
learning and outreach activities engaging 267,020 participants

7.963
activities and events engaging **337,212** participants

33%
of respondent museums were entirely volunteer-run

1,083,319
volunteer hours generating an economic value of **£7,222,127**

Volunteer hours provided area equivalent to **657 FTE posts**

11.294
active volunteers

South West Museum Development Programme
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South West Museum Development Programme

Annual Museum Survey Highlights

2017/18

south west
museum development programme

Supported using public funding by
ARTS COUNCIL ENGLAND

Audiences

6,700,102 visits in 2017-18 reported by 72% of museums

Economic impact of visits in 2017-18
6,700,102 visits to museums

£91,292,876 gross visitor impact on the south west economy based on visit data provided by 72% of museums

£30,433,114 reported in 'local' visitor spend
£60,859,762 reported in 'day' visitor spend

Audiences by size of museum

9,999 and Under (n.79) 333,352; average 4220 per museum
10,000-49,999 (n.50) 1,173,777; average 23,476
50,000-99,999 (n.11) 762,763; average 69,342
100,000+ (n.16) 4,430,210; average 276,888

* Applying the Association of Independent Museums 2014 Economic Impact Toolkit to calculate the assumed 'local' and 'day' visitor spend for the south west. This calculation is considered conservative as it does not include the value of overnight visits; which requires more in depth information generated from visitor surveys

72% of museums in the south west provided information on audiences



Financial operations

The total income generated, received and reported in 2017-18 was £82,397,448*

£54,311,771 earned income reported by 143 museums
£15,696,311 regular public funding reported by 73 museums
£5,128,956 non capital grant funding reported by 37 museums
£2,501,545 income from donations reported by 137 museums
£4,758,865 other contributed income reported by 112 museums

Earned income by size of museum

9,999 and Under (n.72) £1,243,862; average £17,276
10,000-49,999 (n.46) £8,550,808; average £185,887
50,000-99,999 (n.10) £5,405,468; average £540,547
100,000+ (n.15) £39,111,634; average £2,607,442

Donations by size of museum

9,999 and Under (n.71) £339,437; average £4781
10,000-49,999 (n.44) £901,248; average £20,483
50,000-99,999 (n.8) £418,917; average £52,365
100,000+ (n.14) £841,943; average £60,139

*66% of museums in the south west provided information on financial operations



Workforce

Paid Staff

104 museums employed 2001 paid staff
83 museums reported 1750 part time staff equivalent to 1003 full time equivalents

Volunteering

33% of respondent museums were entirely volunteer-run. Museums reported 11,294 active volunteers contributing 1,083,319 volunteer hours*, generated an economic value of £7,222,127
Volunteer hours provided are equivalent to 657 FTE posts working in the sector

Volunteering by Size of Museum

9,999 and under (n.79) 290,661 hours; average 3679; equivalent to 173 FTE
10,000- 49,999 (n.50) 337,928 hours; average 6759; equivalent to 205 FTE
50,000-99,999 (n.12) 95,716 hours; average 7976; equivalent to 58FTE
100,000+ (n.16) 359,014 hours; average 22,438; equivalent to 218 FTE

*72% of museums in the south west provided information on volunteering



Cornwall and Isle of Scilly

Response rate: 71% (25 of 35)
Accredited museums responded to the survey

554,223 visitors to museums represented around £8,659,517 of gross visitor impacts*
1047 learning and outreach activities engaging 26,573 participants
880 activities and events engaging 24,459 participants

44% (11 of 25) museums are entirely volunteer-run
1474 active volunteers contributing 158,884 volunteer hours, generating an economic value of £1,059,227*
Volunteer hours provided an equivalent to 96 FTE



Key

- 9999 and under (n.13)
- 10,000 - 49,999 (n.9)
- 50,000 - 99,999 and 100,000+ (n.3)

Devon Plymouth and Torbay

Response rate: 59% (30 of 51)
Accredited museums responded to the survey

521,170 visitors to museums represented around £6,527,238 of gross visitor impacts*
1001 learning and outreach activities engaging 32,147 participants
1933 activities and events engaging 112,533 participants

40% (12 of 30) museums are entirely volunteer-run
1765 active volunteers contributing 160,914 volunteer hours, generating an economic value of £1,072,760*
Volunteer hours provided an equivalent to 98 FTE



Key

- 9999 and under (n.21)
- 10,000 - 49,999 (n.6)
- 50,000 - 99,999 and 100,000+ (n.2)

* Plymouth Museum and Art Gallery (extra large museum) is currently closed due to redevelopment

Dorset Bournemouth and Poole

Response rate: 71% (20 of 28)
Accredited museums responded to the survey

791,800 visitors to museums represented around £13,103,116 of gross visitor impacts
218 learning and outreach activities engaging 37,290 participants
700 activities and events engaging 34,507 participants

40% (8 of 20) museums are entirely volunteer-run
1094 active volunteers contributing 81,834 volunteer hours, generating an economic value of £545,560*
Volunteer hours provided an equivalent to 50 FTE



Key

- 9999 and under (n.12)
- 10,000 - 49,999 (n.5)
- 50,000 - 99,999 and 100,000+ (n.3)

Somerset and North Somerset

Response rate: 83% (19 of 23)
Accredited museums responded to the survey

610,595 visitors to museums represented around £9,674,454 of gross visitor impacts
980 learning and outreach activities engaging 38,396 participants
681 activities and events engaging 37,384 participants

21% (4 of 19) museums are entirely volunteer-run
1265 active volunteers contributing 114,495 volunteer hours, generating an economic value of £763,300*
Volunteer hours provided an equivalent to 69 FTE



Key

- 9999 and under (n.7)
- 10,000 - 49,999 (n.9)
- 50,000 - 99,999 and 100,000+ (n.3)

Gloucestershire

Response rate: 76% (19 of 25)
Accredited museums responded to the survey

588,019 visitors to museums represented around £12,470,270 of gross visitor impacts
759 learning and outreach activities engaging 14,748 participants
847 activities and events engaging 15,046 participants

26% (5 of 19) museums are entirely volunteer-run
1184 active volunteers contributing 144,898 volunteer hours, generating an economic value of £965,987*
Volunteer hours provided an equivalent to 88 FTE



Key

- 9999 and under (n.7)
- 10,000 - 49,999 (n.9)
- 50,000 - 99,999 and 100,000+ (n.3)

Wiltshire

Response rate: 50% (10 of 20)
Accredited museums responded to the survey

372,215 visitors to museums represented around £3,967,486 of gross visitor impacts
370 learning and outreach activities engaging 22,346 participants
321 activities and events engaging 8057 participants

40% (4 of 10) museums are entirely volunteer-run
1313 active volunteers contributing 104,535 volunteer hours, generating an economic value of £696,900*
Volunteer hours provided an equivalent to 63 FTE



Key

- 9999 and under (n.3)
- 10,000 - 49,999 (n.5)
- 50,000 - 99,999 and 100,000+ (n.2)

* Gross economic impact calculated for local and day visits applying the AIM Economic Impact Tool Kit 2014. Value of volunteering based on Heritage Lottery value of £50 per day