

# 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

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



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

**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

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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

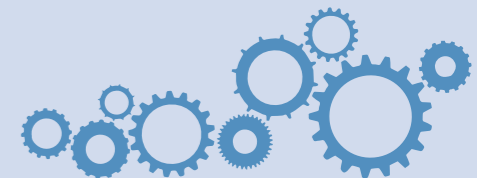
### Volunteering

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)

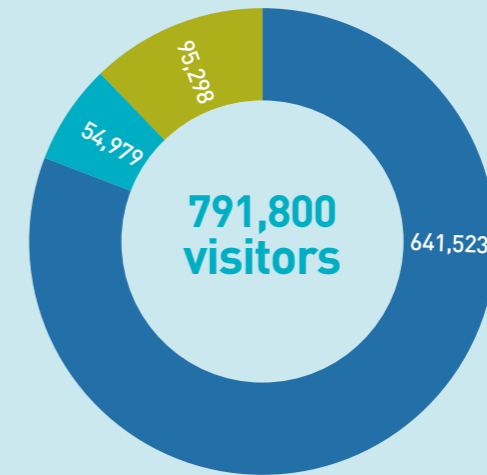
\* Plymouth Museum and Art Gallery (extra large museum) is currently closed due to redevelopment

## 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