

South West Museum Development

# Annual Museum Survey 2020

## Frequently Asked Questions

V2 10 August, updated from V1 Launch Week

# Annual Museum Survey FAQs

Annual Museum Survey 2020 Version 2: 10 August 2020

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If you have any questions about completing the Annual Museum Survey 2020 (April 2019- March 2020) then please email [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk) We will update this F-A-Q each week, usually on a Friday, with answers or explanations to the queries and questions we have received up until the end of September.

## Section A: Information for Annual Museum Survey participants

What are the key dates for the Annual Museum Survey 2020?

20 July - Previous 2019 survey participants are emailed to notify them of the 2020 survey  
24 July - Previous 2019 survey participants are sent a unique survey url for completion  
20 August - noon - registration for museums to participate in the 2020 survey closes (Wave 2)  
21 August - Wave 2 museums receive unique survey URL (web address link) for completion  
18 October - survey closes  
19 October - December - data queries and quality checks with museums  
January - February - data analysis and reporting  
March 2021 - survey data analysed and infographics are published  
March 2022 - survey data published in an open source data set (excluding financial data)

Communications for existing and new survey participation for 2020

South West Museum Development will be contacting [via email [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk)] museum organisations to issue the unique link to the survey. To ensure the email is not considered spam or prevented from reaching inboxes, we recommend saving the following to email addresses to your email account address book: [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk) along with the file extension when emailing via the survey software [noreply@ms1.ssmx.net](mailto:noreply@ms1.ssmx.net)

Pre-registration and survey participation for 2020 - Wave 1

South West Museum Development will be contacting [via email [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk)] museum organisations via the contact emails provided in the previous year's survey. We will ask them to let us know if they are not still the appropriate contact to complete the survey this year. These contacts are entered into the survey software as the contact for the 2020 survey.

We will record any bounce-backs/non-respondents and ask regional Museum Development, if they are aware of staff changes, to provide updated contact details for that organisation. This is termed as Wave 1 participants.

Pre-registration and survey participation for 2020 - Wave 2

South West Museum Development will generate a short online registration form for those museums which didn't participate in the survey last year and for those whose contact details were not confirmed/ undeliverable. If your museum didn't participate last year but want to participate in 2020 then please contact your Museum Development regions to request the online registration form. The registration form must be submitted by midday on Thursday 20th August. Once submitted you will receive a confirmation email so you know we have received your registration. However, before you receive your invitation to the Annual Museum Survey 2020 on the 21 August, you can review the questions and process on the information shared on <https://southwestmuseums.org.uk/what-we-do/consultancy/annual-museum-survey-2020/>

The Wave 2 museums will be invited to the main survey on 21 August and have until 18 October to complete the survey.

What if our museum is closed for redevelopment or refurbishment?

We still would like organisations which are currently closed due to redevelopment to participate and provide data within the introductory section on organisational information. The survey has been set up to only ask relevant questions, so if you were closed due to redevelopment or refurbishment during April 2019 and March 2020 you will skip several sections of the survey

Pre-registration and survey participation for National museums and National Organisations 2020

National Museums (museums sponsored by the Department for Culture, Media and Sport or the Ministry of Defence or other Central Government Departments) along with National Organisations (National Trust and English Heritage) will be invited to participate in the survey through a single organisational return coordinated at national level.

The museums operated by these organisations make an important contribution to the local museum ecology. However it is important to coordinate participation of these museums effectively and to gather a consistent level of engagement in the survey across England.

How this survey and the National Portfolio Organisations (NPO) survey aligns

Further work has been undertaken to ensure as many questions as possible in the Annual Museum Survey align with the Arts Council's NPO survey. We have also identified within the document listing the questions which of these correlate with the questions within the NPO survey to save time.

The NPO Annual Data Survey template and NPO Survey guidance can be found located in the top two blue blocks on the Arts Council England's website pages for NPO reporting at <https://www.artscouncil.org.uk/npmpm-funding-relationships-2018-22/npmpm-funding-requirements#section-3>

## Section B: Annual Museum Survey 2020 functionality

What are the questions?

We know that it is helpful to see what the questions are in advance of going online to enter information into the survey. We have prepared a list of questions, depending on whether you are returning for a single site museum, or a museum organisation operating multiple museum sites. The documents can be found at <https://southwestmuseums.org.uk/what-we-do/consultancy/annual-museum-survey-2020/>

Numbering the Questions and the order of questions

We have not numbered questions as the survey logic is dynamic and therefore the order of the questions will change based on your responses.

For example, if you do not have a cafe, then we would not ask you questions about the income generated by your cafe. As a result the ordering of the questions and the accompanying numbers would change for each respondent and could cause confusion. We utilise section headers to help you identify which section of the survey you would like to discuss.

Why some questions show a red asterisk

The red asterisk is used to denote that a question is mandatory. This means you must provide an answer before being able to move forward within the survey. IF you try to skip the question the software will red flag including a link which takes you to the first mandatory question that you missed.

On occasion you may consider that you have answered the question. In which case it is likely that the question is asking for both estimated and known figures, you need to enter a '0' into the blank box. This will complete the question and allow you to move forward within the survey.

### Links to the survey

You will initially receive a link to start entering information into the survey. This link is generated specifically for, and unique to, your organisation.

### Sharing links

It is possible to share a link to your survey with colleagues, but it is important to ensure they 'save and continue later' when they are done with contributing to the survey. Once they have 'saved and continue later' the software will generate a new link, with all the saved information, and email it back to you at the email address you entered. It is up to you if the email address entered is the lead contact who originally received the survey invitation or for another colleague. You may consider that you want to enter the email address of a colleague tasked with completing the survey. However it is important that within your organisation that this is the link you use from that point forward.

### 'Save and Continue Later' to the survey

When you 'save and continue later' you are issued with a new link, with all the saved information, so it is important to continue with this link. This is how you access your survey with all the saved data. The original link you were issued back when you registered will not contain the recent data uploaded. If you are unclear about which version of the link to use, email us at [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk) and we can send you a link with the latest version.

### Downloading a copy of the completed survey

Once completed, you can hit the 'Finish Survey' button. You will receive an email thanking you for completing the survey and a download of the survey with your entered data. If on receipt, you spot an error, or can provide data which wasn't available previously, you can request for your survey back to edit. Simply email us at [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk) to request your survey back. This option is possible up and until the date the survey closes on 18th of October.

## Section C: Data sharing and publication

### Publication of the survey results

The results of the survey will be published on the regional Museum Development websites. The email address held for respondents will be provided with a notification when the reports are published. The survey reports will consider results by key categories such as governance, e.g. Local Authority, Independent etc. and by audience size, e.g. Under 10,000 visits per annum as well as by geography at regional and sub regional level. These reports can provide useful benchmarks and in this year, a baseline for further benchmarking at national and regional level. The reports will also apply calculators to allow us to estimate the economic value of the museum sector, the museum visitors and the museum workforce of paid staff and volunteers.

### Open source data generated from the survey

The data provided through this survey will be published as open source data one year from the date of publication of the Annual Museum Survey 2020 reports which is currently scheduled as March 2022. The published open source data set will not include financial information. No personal or contact information will be published.

## Data sharing with partners

As part of the initial confirmation within the survey respondents are notified that the aggregate dataset generated by the survey will be shared with our funders Arts Council England. Along with other data gathered from the sector, the information can help to inform health indicators of the sector. In light of the recent impact of closure due to the Covid-19 pandemic it is even more important that the sector is about to evidence the collective impact on visitors, the workforce and the economy. No personal or contact information will be published.

## Data Controller and Data processor

South West Museum Development is commissioned by each Museum Development provider in England to deliver the Annual Museum Survey 2020. The methodology and application of the survey was developed by South West Museum Development. in 2012 and rolled out to other regions, first with the South East and East Midlands in 2014, then with the North East and East in 2015 until all regions participated in 2018.

South West Museum Development is commissioned by the eight English regions to operate the survey. Each region commissioning the survey is the data controller and South West Museum Development is the data processor. South West Museum Development is both the data controller and processor for the South West region. All information gathered through the survey will be shared with the relevant commissioning region at the end of the project. The information, including the personal information and contact details generated through the survey will be retained by South West Museum Development for the specific purpose of delivering the survey in the following year or contacting the participant about matters related to the survey.

End