

# What does a museum in Gloucestershire look like?

14 of 21 museums within scope took part. The data they provided has been extracted from regionally weighted data to be representative of all independent, local authority and English Heritage museums in the area. The values presented are annual, 2019/20.



36%

Located in the bottom 20% least deprived areas



£259,525

Economic impact of visits

35% receive fewer than 10K visitors each year



50%

Located in a rural area



24,912

Adult visits

Micro Small Medium Large



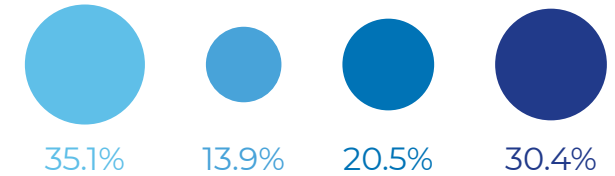
58%

Open all year round,



724

Child visits



20%

operate regular seasonal closure



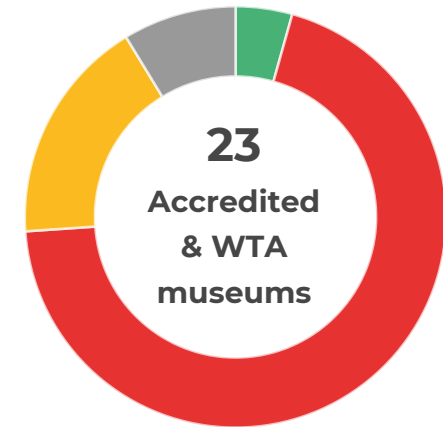
14,834

Website visits



1,776

Hours open



English Heritage Independent  
Local Authority National  
National Trust University



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*This data excludes National Trust and National museums. All values are median.*

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£122,071

Total income



£26,044

Retail income



£1,280

One-off donations on-site



£368,500

Regular public subsidy



£16,600

Grants income



9\*

Number of staff FTE



42

Number of volunteers



£30,330

Value of volunteer hours

This pdf is an excerpt from the Annual Museum Survey 2020. To view the full South West Annual Museum Survey 2020 please visit [southwestmuseums.org.uk/what-we-do/sector-research/](https://southwestmuseums.org.uk/what-we-do/sector-research/)

The Annual Museum Survey is operated by South West Museum Development hosted by Bristol City Council with support from Pearson Insight. For further information on the process undertaken for the Annual Museum Survey 2020 please contact [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk)



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