

What does a museum in Wiltshire look like?

11 of 17 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.



46%

Located in the 40% least deprived areas



56%

Located in a rural area



55%

Open all year round,



45%

operate regular seasonal closure



1,776

Hours open



£285,254

Economic impact of visits



12,282

Adult visits



3,069

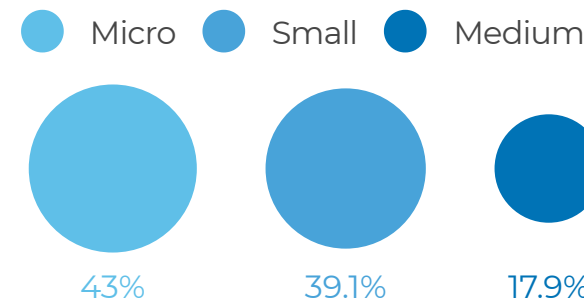
Child visits



35,463

Website visits

43% receive fewer than 10K visitors each year



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

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£141,000

Total income



£5,227

Retail income



£2,588

One-off donations on-site



£17,680

Regular public subsidy



£13,000

Grants income



6*

Number of staff FTE



60

Number of volunteers



£65,268

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/

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



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