Annual Museum Survey 2021 Questions for single site museums

July 2021 Final

Produced by the team at South West Museum Development and PS Research
06/07/2021

Annual Museum Survey 2021

Questions for single site museums

This document lists the questions from the Annual Museum Survey 2021 for single site museums. If your organisation operates more than one museum site please refer to the information for multisite. The survey operates with survey software and we ask that responses are provided via the unique URL your museum will have received from us via museum.data@bristol.gov.uk email.

When completing a survey, it is helpful to know in advance what questions are asked within the survey, especially when it may require other colleagues to provide data for some answers.

Please note, the survey online version uses skip logic to avoid asking questions that do not apply, however this document sets out all possible questions. As a result this list of questions will be longer than completing the survey online. NPO survey questions which align with the Annual Museum Survey 2021 have been shown in red text and included within the online survey.

After you submit your survey response you will not be able to go back into the survey to change your responses. Please contact museum.data@bristol.gov.uk if you have any questions about the survey before you submit your response.

You will receive an email confirming receipt of your completed survey along with a copy of your survey response for your records. If on receipt of your survey return, you spot an inputting error, please contact museum.data@bristol.gov.uk and we can reissue a copy of your survey to you for correction. This function is only available to us up to the date of the survey close 17th September 2021.

We have also provided further resources to support completion of the Annual Museum Survey 2021 including:

- Definitions – for further information on the terminology used within the survey
- Data Sharing and Privacy Policies for each of the Museum Development providers in England

These resources can be found on our website:

https://southwestmuseums.org.uk/what-we-do/consultancy/**annual-museum-survey-2021/**

If you have any questions please contact the South West Museum Development team on museum.data@bristol.gov.uk

List of survey sections

1. Annual Museum Survey 2021 - Introduction

The purpose of the Annual Museum Survey is to gather evidence to help demonstrate the social and economic importance of museums to funders and stakeholders – locally, regionally and nationally - and to provide museums with data to enable them to benchmark their performance.

What's in it for museums?

- Advocacy – evidence to make the case for your social and economic value in order to sustain investment
- Performance benchmarking – consistent data to compare your museum's operational context
- Informing strategy – knowing your operational context will support your business planning
- Fundraising – the data can be used as evidence to support funding applications or to express your value with the public

2. Keeping your data safe and using it to benefit museums

South West Museum Development (Data Processor) is commissioned by each Museum Development region (Data Controller) to provide this national survey. Your survey responses will be stored and processed in compliance with the General Data Protection Regulation (2018). You can find further information on how we will use and share your data along with your Museum Development providers' privacy notice on our [Annual Museum Survey information page](#).

By submitting your responses to this survey you consent for your data to be:

- Combined with those of other museums to produce publicly available reports in a variety of forms at a regional and national level (your museum name will not be used in these reports without your consent) available on Museum Development websites.
- Included in an aggregate dataset generated by the survey in 2021 to be shared with our main funders, Arts Council England
- Included in a dataset published on Museum Development websites from January 2023 - approximately one year after regional reports are published.
- Published datasets will not include financial information. No personal information will be published in publicly available reports or datasets or shared with other organisations.

You can withdraw your consent prior to the publication of reports and datasets, by 30 November 2021, and can request a copy of your data by contacting museum.data@bristol.gov.uk.

Please tick here to indicate that you have read and understood the information above. *

I have read and understand the above and confirm that I am authorised to provide survey responses on behalf of my organisation for the purposes described above

3. Updating the Annual Museum Survey contact list

We hold the following details for your organisation to check your responses, to provide reports and to invite you to complete next year's survey. Museum name: [contact (museum name)] Museum development region: [contact (region)] Lead contact name: [contact (name)] Email address: [contact (email)] Please confirm if these are the best contact details to use for getting in touch about this survey in the future? *

- Yes
- No

The postcode we have for your museum is [contact (postcode)].Please confirm if this postcode is correct? *

- Yes
- No

Please confirm the contact details we should use in the future for [contact/museum-name].

- Best contact name
- Email address

Please confirm your museum's postcode.

4. Usual Opening Hours

Please answer the following questions about your Accredited site only (not the opening hours of a larger parent site if they are different to the Accredited site you are providing data for). How would you class your museum's usual opening hours? Please select the option that best matches your museum *

- Open all year
- Open for part of the year - regular seasonal closure
- Open by appointment only
- Other (please describe):

Did your museum undergo any redevelopment or refurbishment in 2020/21 that prevented it from opening to the public during periods when museums and galleries were permitted to open to the public? *

- Yes
- No

5. Opening Hours - Total

How many hours was your museum open to the public in 2020/21? Please provide a numeric value. To calculate your total opening hours, multiply the hours you are open per day, by the number of days per year you are open. *

6. Outdoor Spaces

Does your museum have any outdoor spaces (e.g. gardens) that it can open to the public? *

- Yes
- No

7. Pandemic - Opening

Did you open your outdoor space(s) to the public at any point during 2020/21? *

- Yes
- No

Since 17 May 2021, have you re-opened your museum to the public? *

- Yes
- No

8. Pandemic – Planned Re-opening

Does your museum plan to reopen to the public before 1 April 2022? *

- Yes
- No
- Do not know

9. Pandemic – Average Occupancy

What is the average occupancy you estimate you have achieved during your open period? *

{Sliding scale to indicate average occupancy %}

10. Pandemic – Impact

2020/21 has been a year like no other in our lifetime with the government requiring the closure of museums. Please complete the following sentences to share what impact this has had. *

The greatest impact of the pandemic on our museum organisation has been…

The greatest impact of the pandemic on our museum audience has been…

11. Audiences - Data Collection

In 2020/21, did you count the number of visits to your museum? *

- Yes - we have accurate data from actual audience counts, tickets or other precise methods
- Yes - we made informed estimates (e.g. for non-ticketed, non-counted visits)
- Yes - we did both of the above
- No - we collect data on visitor numbers but are unable to provide information at this time
- No - we didn't collect data on visitor numbers

12. Audiences - Total Visits

What was the total number of visits in person to your museum in 2020/21? Please enter 0 in the relevant box if you are only providing known or estimated data 'Known visits' are an actual audience count, ticketed (including complimentary tickets) or counted by some other precise method. 'Estimated visits' are where you do not know the exact number of people in attendance and you are providing an estimate. We ask that estimates only be offered if they are robust, i.e. based on either professional experience/knowledge and/or incomplete data that provides an indications of actual amounts. *

- Known visits
- Estimated visits

- Total:

What would you estimate your museum's annual visit numbers to be?
- Less than 10,000
- 10,000 to 19,999
- 20,000 to 49,999

- 50,000 to 99,999
- 100,000 or more

13. Audiences - Children

In 2020/21, did you collect data about how many of your visitors were Children (under 16yrs)? *

- Yes - we have accurate data from actual audience counts, school bookings, surveys or other precise methods
- Yes - we made informed estimates (e.g. for non-ticketed, non-counted visits)
- Yes - we did both of the above
- No - we collect data about Child visits but are unable to provide information at this time
- No - we didn't collect data about Child visits

14. Audiences - Child Visits

What was the total number of Child visits in person to your museum in 2020/21? Please enter 0 in the relevant box if you are only providing known or estimated data *

- Known visits
- Estimated visits
- Total:

15. Audiences - More Detail

Please give any details about events, circumstances and activities you feel may have affected your in-person visitor numbers.

16. Formal Education, Other Activities and Outreach

In 2020/21, did you provide the following sessions? Please select one option per row *

On-site sessions with formal education providers (e.g. school/ college/ HE organisation)

- Yes - and we can give counts/ good estimates of participants
- Yes - but we can't give counts/ good estimates of participants
- No - we did not provide these sessions

Off-site sessions for formal education providers (including those delivered without museum staff/volunteers, e.g. loan boxes)

- Yes - and we can give counts/ good estimates of participants
- Yes - but we can't give counts/ good estimates of participants
- No - we did not provide these sessions

Digital sessions for formal education providers (e.g. school/college/HE organisations)

- Yes - and we can give counts/ good estimates of participants
- Yes - but we can't give counts/ good estimates of participants
- No - we did not provide these sessions

Other on-site activities and outreach (e.g. informal learning sessions, use of the museum by community groups, research groups, etc)

- Yes - and we can give counts/ good estimates of participants
- Yes - but we can't give counts/ good estimates of participants
- No - we did not provide these sessions

Other off-site activities and outreach (e.g. visits to groups, organisations and events that are not formal education providers)

- Yes - and we can give counts/ good estimates of participants
- Yes - but we can't give counts/ good estimates of participants
- No - we did not provide these sessions

Other digital activities and outreach (e.g. for groups, organisations and events that are not formal education providers)

- Yes - and we can give counts/ good estimates of participants

- Yes - but we can't give counts/ good estimates of participants
- No - we did not provide these sessions

For 2020/21, please provide the total number of formal education providers engaged in on-site, off-site and digital sessions (e.g. number of schools, colleges etc).

17. On-site Formal Education Sessions
For 2020/21, please provide the number of participants (i.e. pupils, students) at on-site education sessions.

18. Off-site Formal Education Sessions
For 2020/21, please provide the number of participants (i.e. pupils, students) at off-site education sessions.

19. Digital Formal Education Sessions
For 2020/21, please provide the number of participants (i.e. pupils, students) at digital education sessions.

20. Other On-site Activities and Outreach
For 2020/21, please provide the number of participants for other on-site activities and outreach. These could include informal learning sessions, use of the museum by community groups, research groups, etc. *

21. Other Off-site Activities and Outreach
For 2020/21, please provide the number of participants for other off-site activities and outreach. These could include visits to groups, organisations and events that are not formal education providers *

22. Other Digital Activities and Outreach
For 2020/21, please provide the number of participants (i.e. pupils, students) at digital activities and outreach sessions.

23. Digital Audiences – Website Data Collection
Do you collect data on unique visitor numbers for your website? (e.g. using Google Analytics or another accurate tool) *

- Yes - and we can provide data
- Yes - we collect this data but I can't access it
- No - we don't collect this data
- No - we do not have our own website
- Other (please explain):

24. Digital Audiences - Website Unique Visitors
NPO question D18*12 (question refers to monthly average)

What was the total number of unique visitors to your website between 1 April 2020 and 31 March 2021? *

25. Digital Audiences - Social Media Data Collection
NPO question D22

Do you have an account for your museum on one or more social media platforms? (Facebook, Twitter, Instagram, Snapchat, YouTube, etc) *

- Yes - and we can provide data on the number of followers/subscribers
- Yes - but we can't provide data on the number of followers/subscribers
- No

26. Digital Audiences - Social Media Followers/Subscribers
Sum of NPO question D23

How many followers/subscribers did your museum have to its social media platforms at the end of 2020/21? (Total across Facebook, Twitter, Instagram, Snapchat, YouTube, etc) *

27. Digital Audiences – Platforms and Tools
Has your museum used, or accelerated the use of, any of the following digital platforms or tools during 2020/21? Please select one option per row *

Video conferencing and communication, e.g. Zoom, Microsoft Teams, Crowdcast *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Video sharing platforms, e.g. YouTube, Vimeo *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Facebook *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Twitter *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Instagram *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

TikTok *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Other social media platforms *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Online ticketing *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Online donations *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Online shop *

- Do not use
- Started using during the pandemic

- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Virtual 360 tours *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Website blog or regular news feature *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

Email newsletter *

- Do not use
- Started using during the pandemic
- Used before the pandemic – no change in use
- Used before the pandemic – accelerated use

28. Workforce - Overview
NPO question A1 & A14

In 2020/21, did your museum have any…? Please select all that apply *

- Paid employees
- Volunteers (including Trustees, but not including unpaid internships/apprentices or work experience placements)
- None of the above

In 2020/21, did your museum organisation do any of the following? Please select all that apply *

- Participate in the Government's Furlough Scheme
- Make any staff redundant
- Cease contracts earlier than the planned timescale
- Make new hires for contract staff
- Increase your employment of posts for existing areas of work
- Increase your employment of posts for new areas of work

If increased posts for new areas of work, please state titles e.g. Digital Marketing Officer

29. Employees - Data you can provide

What information can you provide on your paid employees in 2020/21?

Head count (total number of employees)

- Can provide actual counts
- Can provide good estimated numbers
- Can't provide actual counts or estimates

Full-time equivalent (FTE) employees

- Can provide actual counts
- Can provide good estimated numbers
- Can't provide actual counts or estimates

30. Employees - Total head count

Sum of NPO question A2.1 & A2.2

In 2020/21, what was the total head count of paid staff employed by your museum? *

31. Employees - Total FTE

In 2020/21, what was the total full-time equivalent (FTE) count of paid staff employed by your museum? *

32. Volunteers - Data you can provide

What information can you provide on your volunteers in 2020/21?

Total number of volunteers

- Can provide actual counts
- Can provide good estimated numbers
- Can't provide actual counts or estimates

Total number of volunteer hours contributed to the museums

- Can provide actual counts
- Can provide good estimated numbers
- Can't provide actual counts or estimates

33. Volunteers - Total Number

Sum of NPO question A15.1 & A15.2

In 2020/21, what was the total number of volunteers at your museum? *

34. Volunteers - Total Hours Contributed

In 2020/21, what was the total number of hours contributed to your museum by volunteers? *

NPO question A20

35. Volunteers – Changes During the Pandemic

Has your approach to recording volunteer hours changed in 2020/21 as a result of the pandemic and increased remote working?

- Yes
- No

How has the level of your volunteer engagement changed, if at all, during 2020/21 compared to the previous year?

Levels of volunteer hours committed by individual volunteers
- Increased
- About the same
- Decreased

Number of new volunteers being recruited
- Increased
- About the same
- Decreased

36. Finance - Overview

Please specify the financial year of the data you are providing. *

- Financial year ending 31 March 2021
- Other (the final day, month and year of your previous financial year)

What was the total annual turnover/ income of your museum in 2020/21? Please enter as whole pounds. For example, if your turnover is £60,000 please enter 60000 *NPO question B1 Total income (Actual)

37. Finance - Income Overview

In 2020/21, did you receive income from..? Please select all that apply *

- DCMS Culture Recovery Fund (CRF) (e.g. Emergency Funding, CRF Continuation, etc distributed by Arts Council, National Lottery Heritage Fund or Historic England)
- Local authority Covid-19 support grants (e.g. Retail Hospitality and Leisure Grant)
- Regular public subsidy for the running costs of the museum (sometimes known as 'core funding', these are regular grants, investment or budget from a local authority, Arts Council England, Central Government, EU, etc but not a time-limited project grant)

- Project grant income (also known as 'revenue grants', these are grants for time-limited activities or one-off projects - but not capital only grants or public subsidy/ core funding)
- Capital grant income (e.g. grants or budget for new or refurbished buildings, galleries or equipment).
- Earned income (e.g. admission charges, café, shop/retail, events, hospitality, other trading, property rental or a core activity which generates income such as education/learning etc.)
- Contributed income and charitable giving (from all types of donations, friends/member schemes, fundraising, sponsorship or other non-earned income).
- Other (e.g. investments and interest)
- If other, please describe:

38. Finance – Culture Recovery Fund

In 2020/21, what was your museum's total income from the DCMS Culture Recovery Fund? Please enter as whole pounds. For example, if your income is £10,000 please enter 10000 *

39. Finance – Local Authority Covid-19 Support Grants

In 2020/21, what was your museum's total income from local authority Covid-19 support grants? Please enter as whole pounds. For example, if your income is £10,000 please enter 10000 *

40. Finance – Regular Public Subsidy

In 2020/21, what regular Public Subsidy did your museum receive? Sometimes known as core funding, these are regular grants, investment or budget to cover the running costs of the museum - but not time-limited project grants. Please do not consider any Covid-19 related funding here. *

Local authority funding

- One-off grant
- Annual grant/ budget
- Longer term grant/ budget
- None

Local Community Trust or Foundation

- One-off grant
- Annual grant/ budget
- Longer term grant/ budget
- None

Arts Council subsidy (e.g. NPO)

- One-off grant
- Annual grant/ budget
- Longer term grant/ budget

- None

DCMS funding

- One-off grant
- Annual grant/ budget
- Longer term grant/ budget
- None

Ministry of Defence funding

- One-off grant
- Annual grant/ budget
- Longer term grant/ budget
- None

University funding

- One-off grant
- Annual grant/ budget
- Longer term grant/ budget
- None

Other

- One-off grant
- Annual grant/ budget
- Longer term grant/ budget
- None

If other, please explain:

In 2020/21, what was your museum's total income from regular Public Subsidy? Please enter as whole pounds. For example, if your income is £10,000 please enter 10000. Please do not include any Covid-19 related funding. *
Sum of NPO question B1 Total ACE investment & B1 Total other public investment (without capital) (Actual)

41. Finance - Revenue/ Grant Income

In 2020/21, did your museum receive project (revenue) grant income (e.g. grants for time-limited projects, activities or events that are not capital grants or funding to cover running costs)? Please select all that apply *

- Local Authority
- Local Community Trust or Foundation
- National Lottery Heritage Fund
- Museum Development [contact(region)]
- Arts Council England
- Central government

- Other (please specify

In 2020/21 what was your museum's total project (revenue) grant income (not including capital)? Please enter as whole pounds. For example, if your grant income is £50,000 please enter 50000 *

42. Finance - Capital Grant Income

In 2020/21, of your total income, what was the value of any capital grant income you received? Please enter the amount received within the financial year. Please enter as whole pounds. For example, if your capital grant income is £10,000 please enter 10000 *

43. Finance - Admissions Overview

Which of the following best describes your museum's admissions charges? *

- We charge for admissions all year
- We charge for admissions seasonally
- We just charge for some exhibitions
- We do not charge for admissions or exhibitions

44. Finance - Admission Charges

In 2020/21, what was the standard admission charge per person in high/peak season? *

- Adult   £
- Child   £
- Total: £

45. Finance - Admission Charge Income

In 2020/21, what was your total income from admissions? Please enter as whole pounds. For example, if your total income from admissions is £50,000 please enter 50000 *

46. Finance - Other Earned Income

In 2020/21, did your museum offer any of the following? Please select all that apply. You will be asked to provide total income for each of the options you select. This helps us to calculate the economic impact of your museum. *

- A shop or retail space
- In-house café/ refreshments
- Contracted café/ refreshments
- Other trading and earnings (e.g. events, education, hospitality, property rental etc.)
- None of the above

47. Finance - Shop/Retail

In 2020/21 what was the total income from shop/retail space? Please enter as whole pounds. For example, if your income is £5,000 please enter 5000 *

48. Finance - In-house Cafe/Refreshments

In 2020/21, what was the total income from in-house cafe/refreshments? Please enter as whole pounds. For example, if your income is £5,000 please enter 5000 *

49. Finance - Outsourced Cafe/Refreshments

In 2020/21, what was the total income from contracted cafe/refreshments? (Total income, not the proportion the museum received) Please enter as whole pounds e.g. if your income is £5,000 please enter 5000 *

50. Finance - Other Trading

NPO question B1 Total earned income (Actual)

In 2020/21, what was the total income from other trading and earnings (e.g. events, education, hospitality, property rental etc.)? Please enter as whole pounds. For example, if your income is £5,000 please enter 5000 *

51. Finance - Contributed or Charitable Income

In 2020/21, did your museum receive contributed or charitable income from...? Please select all that apply *

- One-off donations on-site from the general public (e.g. donation boxes)
- Regular giving (e.g. friends and membership schemes, regular donations)
- Online giving or crowdfunding (e.g. Justgiving, Virgin money, Kickstarter)
- Other donations from the general public (e.g. trusts, bequests, legacies, gifts)
- Fundraising events
- Corporate sponsorship
- Gift Aid
- Other (please describe):

In 2020/21, what was your museum's total income from...? *

NPO question B1 Contributed income fields: Donations – one off gifts (Actual) One-off donations on-site

SUM of NPO questions B1 Contributed income fields: Sponsorship, Fundraising events, Trusts, Donations – regular giving (Actual) all other contributed and charitable income.

52. Finance - Expenditure

What was your total annual expenditure in 2020/21? Please enter as whole pounds. For example, if your expenditure is £100,000 please enter 100000 *

NPO question B1 Total expenditure (Actual)

53. Finance - Staff Expenditure

In 2020/21, what was your total annual expenditure on staff costs (salaries and benefits only)? Please enter as whole pounds. For example, if your staff expenditure is £25,000 please enter 25000 *

54. Finance - Financial Context

In 2020/21, how has your income and expenditure changed? Please select one option per row *

- Has Income   Increased / Decreased / Stayed the same / Not applicable
- Has Expenditure   Increased / Decreased / Stayed the same / Not applicable

Please give any detail here to help us understand your financial data (e.g. reasons for any increases or decreases in income or expenditure).

55. Equality and Diversity

Did your museum undertake Equality and Diversity planning during 2020/21? *

- Yes
- No
- Don't know

If yes, please describe:

In 2020/21, did you collect the following information about your paid staff? Please select all that apply *

- Age
- Gender reassignment
- Being married or in a civil partnership
- Being pregnant or on maternity leave
- Disability
- Race
- Religion or belief
- Sex
- Sexual orientation
- None of the above

In 2020/21, did you collect the following information about your regular volunteers? Please select all that apply *

- Age
- Gender reassignment
- Being married or in a civil partnership
- Being pregnant or on maternity leave
- Disability
- Race
- Religion or belief
- Sex
- Sexual orientation
- None of the above

56. Impact and Advocacy

If you have received support or advice from Museum Development [contact(region)]'s programme in the period 1 April 2020 – 31 March 2021 then please say a few words about how you found this experience and what you plan to do next.

Can we use your response to the question above with your museum name in publicly available reports for advocacy purposes? (E.g. in quotes and short case studies) *

- Yes
- No
- Not applicable

75. Submit your response

You're nearly done. Please click 'Finish Survey' to send us your response. This lets us know you have completed the survey and the data you have provided is accurate to the best of your knowledge.

After you submit your survey response you will not be able to go back into the survey to change your responses. Please contact museum.data@bristol.gov.uk if you have any questions about the survey before you submit your response.

You will receive an email confirming receipt of your completed survey along with a copy of your survey response for your records. If on receipt of your survey return, you spot an inputting error, please contact museum.data@bristol.gov.uk and we can reissue a copy of your survey to you for correction. This function is only available to us up to the date of the survey close 17 September 2021.