

Museum Development Annual Museum Survey 2021

Annual Museum Survey 2021

Questions for multi-site museums

July 2021 Final

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Questions for multi-site museums

This document lists the questions from the Annual Museum Survey 2021 for multi-site museums. If your organisation operates one museum site please refer to the information for single site museums. 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. NPO survey questions which align with the Annual Museum Survey 2021 have been shown in red text and included within the online survey.

Please note, the survey online version uses skip logic to avoid ask 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. The survey is also designed to allow for organisations which include a large number of sites. Please note that where site specific data is requested, some boxes may remain blank.

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
- Frequently Asked Questions – to be updated weekly
- Direct email for enquiries not addressed within the Frequently Asked Questions guidance
- 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

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

- Yes
- No

Please confirm the contact details we should use in the future for [contact (organisation name)].

- Best contact name
- Email address

5. Your Multi-sites

As your organisation has museums at multiple sites, the first few questions about opening hours and visitor numbers focus on individual sites where possible. Please list all of your individual museums/sites here. Leave blank all rows once you have listed all your sites.

Please provide a postcode for each of your museums/sites. Please ignore any blank rows.

6. Opening Hours

How would you class each museum's usual opening hours? Please select the option that best matches each museum and ignore any blank rows.

- Open all year
- Open for part of the year - regular seasonal closure
- Open by appointment only
- Other

If you have selected 'other' for any museum site, please explain:

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

- Yes
- No

7. Opening Hours - Totals

How many hours was each museum open in 2020/21? Please provide numeric values, enter '0' for any that were closed throughout 2019/20 and ignore any blank rows. To calculate your total opening hours, multiply the hours you were open per day, by the number of days in the year you were open.

8. Outdoor Spaces

Do any of your museums have any outdoor spaces (e.g. gardens) that can be opened to the public? *

- Yes
- No

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

- Yes
- No

9. Pandemic - Opening

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

- Yes
- No

10. Pandemic – Planned Re-Opening

Do you plan to reopen your museums to the public before 1 April 2022? *

- Yes
- No

11. Pandemic – Average Occupancy

What is the average occupancy you estimate you have achieved during your open period? Use the sliding scale between 0% and 100% *

12. 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...

13. Audiences – Data Collection

In 2020/21, did you count the number of visits across your museums? *

- 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

14. Audiences – Data Collection across Sites

Do you collect data on the number of visits for each of your museum sites? *

- Yes
- No

15. Audiences – Visits to Each Site

What were the total visits to each museum in 2020/21? Please enter '0' for any museums closed throughout 2020/21 and ignore any blank rows. '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 indication of actual amounts.

- Known visits
- Estimated visits

16. Audiences - Visits to all sites

What was the total number of visits in person across your museum sites 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 indication of actual amounts. *

- Known visits
- Estimated visits
- Total:

17. Audiences - Children

In 2020/21, did you collect data about how many of your museums' 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

18. Audiences – Child Visits

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

- Known visits
- Estimated visits
- Total:

19. Audiences - Estimating visit numbers

What would you estimate the annual visit numbers to be at each of your museum sites?

- | | |
|--------------------|--------------------|
| • Less than 10,000 | • 50,000 to 99,999 |
| • 10,000 to 19,999 | • 100,000 or more |
| • 20,000 to 49,999 | |

20. Audiences - More Detail

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

21. Formal Education, Other Activities and Outreach

Questions from this point forward relate to your organisation. You do not need to drill down to individual museum sites.

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)

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

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

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

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

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).

22. On-site Formal Education Sessions

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

23. Off-site Formal Education Sessions

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

24. Digital Formal Education Sessions

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

25. 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 museums by community groups, research groups, etc.

26. 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

27. Other Digital Activities and Outreach

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

28. 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 this 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):

29. Digital Audiences - Website Unique Visitors

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

NPO question D18 *12 (NPO question refers to monthly average)

30. Digital Audiences - Social Media Data Collection

Do you have an account for your organisation/museums on one or more social media platforms? (Facebook, Twitter, Instagram, Snapchat, YouTube, etc.) * NPO question D22

- 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

31. Digital Audiences - Social Media Followers/Subscribers

How many followers/subscribers did your organisation/museums have to its social media platforms at the end of 2020/21? (Total across Facebook, Twitter, Instagram, Snapchat, YouTube, etc.) * NPO Question D23

32. 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

33. Workforce - Overview

In 2020/21, did your organisation have any...? Please select all that apply * **NPO questions A1 & A14**

- 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

34. Employees - Data you can provide

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

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

Head count (total number of employees)

Full-time equivalent (FTE) employees

35. Employees – Total Head

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

Sum of NPO question A2.1 & A2.2

36. Employees - Total FTE

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

37. Volunteers - Data you can provide

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

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

Total number of volunteers

Total number of volunteer hours contributed to the museums

38. Volunteers - Total Number

In 2020/21, what was the total number of volunteers at your organisation/museums?

Sum of NPO questions A15.1 & A15.2

39. Volunteers - Total Hours Contributed

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

Sum of NPO question A20

40. 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? *

- Increased

- About the same
- Decreased

Levels of volunteer hours committed by individual volunteers

Number of new volunteers being recruited

41. Finance - Overview

Please specify the financial year of the data you are providing. * **NPO question B1 Total income - actual**

- 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 organisation/museums in 2020/21? Please enter as whole pounds. For example, if your turnover is £60,000 please enter 60000 *

42. 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)
- 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.)
- 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)
- 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:

43. Finance - Culture Recovery Fund

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

44. Finance - Local Authority Covid-19 Support Grant

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

45. Finance - Public Subsidy

In 2020/21, what regular Public Subsidy did your organisation/museums 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.) *

- One-off grant
- Annual grant/ budget
- Longer-term grant/ budget
- None
- Local authority funding
- Local Community Trust or Foundation
- Arts Council subsidy (e.g. NPO)
- DCMS funding
- Ministry of Defence funding
- University funding
- Other
- If other, please explain:

In 2020/21, what was your organisation/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**

46. Finance - Revenue/ Grant Income

In 2020/21, did your organisation/museums 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 organisation/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 *

47. 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 *

48. Finance - Admissions Overview

Which of the following best describes your main 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

49. Finance - Admission Charges

In 2020/21, what was the standard admission charge per person in high/peak season? Please answer this for your main museum(s). *

- Adult £
- Child £
- Total: £

50. 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 *

51. Finance - Other Earned Income

In 2020/21, did your museums 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

52. 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 *

53. 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 *

54. Finance - Outsourced Cafe/Refreshments

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

55. Finance - Other Trading

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 * **NPO question B1 Total earned income - Actual**

56. Finance - Contributed or Charitable Income

In 2020/21, did your organisation/museums 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 organisation/museum's total income from...? *

- One-off donations on-site £
- All other contributed and charitable income £
- Total: £

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.

57. 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)

58. 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 *

59. Finance - Financial Context

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

Income = Increased / Decreased / Stayed the same / Not applicable

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).

60. Equality and Diversity

Did your organisation/museums 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 including colour, nationality, ethnic or national origin
- Religion or belief
- Sex
- Sexual orientation
- None of the above

61. Impact and Advocacy

If you have received support or advice from your Museum Development 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 organisation's name in publicly available reports for advocacy purposes? (E.g. in quotes and short case studies)

- Yes
- No
- Not applicable

62. Submit your response

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.

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