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| Museum Development Annual Museum Survey 2022 |
| **Annual Museum Survey 2022 Questions for single-site museums** |
| June 2022 V1 |

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| Produced by the team at South West Museum Development and PS Research  14/06/2022 |

**Annual Museum Survey 2022**

**Abbreviated Questions for single-site museums**

This document lists abbreviated questions from the Annual Museum Survey 2022 for single site museums. It is provided in an editable format to aid data gathering to support completing the online survey. Please refer to the full questions document and definitions if you are unclear about the detail. These resources can be found on our website:   <https://southwestmuseums.org.uk/what-we-do/annual-museum-survey/participate>

 If you have any questions or require assistance completing the survey please contact the South West Museum Development team at [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk)

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# Updating the Annual Museum Survey contact list

* Confirm contact details

# Usual Opening Hours

* Please select one of the answers provided

Did your museum undergo any redevelopment or refurbishment in 2021/22 that prevented it from opening to the public during periods when museums and galleries were permitted to open to the public? \*

* Please select one of the answers provided

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

* Please select one of the answers provided

# Opening Hours in 2021/22

What is the average occupancy you estimate has been achieved during your open period? \*

* {Sliding scale to indicate average occupancy %}

# Audiences - Data Collection

In 2021/22, did you count the number of visits to your museum? \*

* Please select one of the answers provided

# Audiences - Total Visits

* Please select one of the answers provided
* Number of total visits
* Please select one of the bands provided

# Audiences - Children

* Please select one of the answers provided

# Audiences - Child Visits

* Please select one of the answers provided
* Total visit numbers for child visits

# Audiences - More Detail

Please give any details about events, circumstances and activities you feel may have affected your in-person visitor numbers. Please do not include the general impact of the pandemic on your museum here as there will be an opportunity to explain this later in the survey.

# Formal Education Providers Engaged

For 2021/22, please indicate the total number of formal education providers engaged in on-site, off-site and digital sessions (e.g., number of schools, colleges, etc.). \*Please select one of the bands provided If available, please also enter accurate data on the number of formal education providers engaged in 2021/22.

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# Sessions with Formal Education Providers

On-site - Please select one of the bands provided

Off-site- Please select one of the bands provided

Digital - Please select one of the bands provided

# Other Activities and Outreach Sessions

On-site - Please select one of the bands provided

Off-site - Please select one of the bands provided

Digital - Please select one of the bands provided

# Website and Social Media Overview

Does your museum have a website? \*Please select one of the answers provided

Social media platforms? Please select all that apply\*

# Website Visits

Total number of unique visitors to your website between 1 April 2021 and 31 March 2022? \*Please select one of the bands provided If available, please also enter accurate data on the number of unique visits to your website in 2021/22.

# Social Media Followers/Subscribers

How many followers/subscribers did your museum have to its social media accounts at the end of 2021/22?

Please select one of the bands provided. If available, please also enter accurate data on the total number of social media followers/subscribers.

# Other Digital Platforms and Tools

Has your museum used any of the following digital platforms or tools during 2021/22? Please select all that apply \*Please select one or more than one of the options provided.

# Employees - Data you can provide

Head count (total number of employees)

Full-time equivalent (FTE) employees

# Employees - Total headcount Sum of NPO questions A2.1 & A2.2

In 2021/22, what was the total head count of paid staff employed by your museum? \*

# Employees - Total FTE

In 2021/22, what was the total full-time equivalent (FTE) count of paid staff employed by your museum? \*

# Volunteers - Total Number Sum of NPO questions A15.1 & A15.2

In 2021/22, what was the total number of volunteers at your museum? \*

Volunteers - Total Hours Contributed NPO question A20

In 2021/22, what was the total number of hours contributed to your museum by volunteers? \*

# Finance - Overview NPO question B1 Total income (Actual)

What was the estimated total annual turnover/ income of your museum in 2021/22?\*

# Finance – Culture Recovery Fund

In 2021/22, 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 \*

# Finance – Local Authority Covid-19 Support Grants

In 2021/22, 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 \*

# Finance – Regular Public Subsidy

In 2021/22, what was your museum's total income from Public Subsidy? 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) If available, please also enter accurate data (as whole pounds) on your total income from Public Subsidy in 2021/22.

# Finance – Public Subsidy from Local Authorities

In 2021/22, which of the following best describes the Public Subsidy you received from local authorities? \*Please select one of the answers provided

How did the Public Subsidy you received from local authorities in 2021/22 change compared to the previous year? \*Please select one of the answers provided

# Finance – Public Subsidy from Arts Council (e.g. NPO)

In 2021/22, which of the following best describes the Public Subsidy you received from thr Arts Council? \*Please select one of the answers provided

How did the Public Subsidy you received from the Arts Council in 2021/22 change compared to the previous year?

# Finance – Public Subsidy from Universities

In 2021/22, which of the following best describes the Public Subsidy you received from Universities? \*

* Please select one of the answers provided

How did the Public Subsidy you received from Universities in 2021/22 change compared to the previous year?

# Finance - Revenue/ Grant Income

In 2021/22, 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 \*

In 2021/22 what was your museum’s total project (revenue) grant income (not including capital)?

If available, please also enter accurate data (as whole pounds) on your total project (revenue) grant income for 2021/22.

# Finance - Capital Grant Income

In 2021/22, of your total income, what was the value of any capital grant income you received? Please consider the amount received within the financial year. If available, please also enter accurate data (as whole pounds) on your capital grant income for 2021/22.

# Finance - Admissions Overview

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

# Finance - Admission Charges

In 2021/22, what was the standard admission charge per person in high/peak season? \*

* Adult £
* Child £

# Finance - Admission Charge Income

In 2021/22, what was your total income from admissions? \* If available, please also enter accurate data (as whole pounds) on your total income from admissions in 2021/22.

# Finance - Shop/Retail

In 2021/22, what was your total income from shop/retail space? \*If available, please also enter accurate data (as whole pounds) on your total income from a shop/retail in 2021/22.

# Finance - In-house Cafe/Refreshments

In 2021/22, what was your total income from in-house café/refreshments? \*

If available, please also enter accurate data (as whole pounds) on your total income from in-house café/refreshments in 2021/22.

# Finance - Outsourced Cafe/Refreshments

In 2021/22, what was your total income from outsourced café/refreshments? If available, please also enter accurate data (as whole pounds) on your total income from outsourced café/refreshments in 2021/22.

# Finance - Other Trading

In 2021/22, what was your total income from other trading and earnings (e.g. events, education, hospitality, property rental etc) . If available, please also enter accurate data (as whole pounds) on your total income from other trading and earnings in 2021/22.

# Finance– One-Off Donations

In 2021/22, what was your museum’s total income from one-off donations on-site from the general public? \*

If available, please also enter accurate data (as whole pounds) on your total income from one-off donations on-site in 2021/22.

# Finance – Other Contributed or Charitable Income

In 2021/22, what was your museum’s total income from other contributed or charitable income? \*

If available, please also enter accurate data (as whole pounds) on your total income from other contributed or charitable income in 2021/22.

Finance - Expenditure NPO question B2 Total expenditure (Actual)

What was your total annual expenditure in 2021/22? \*If available, please also enter accurate data (as whole pounds) on your total expenditure in 2021/22.

What proportion of this total expenditure would you estimate is on staff costs? (Salaries and benefits only) \*

# Equality and Diversity

Did your museum undertake Equality and Diversity planning during 2021/22? \*

* Please select one of the answers provided

If yes, please describe the planning you undertook:

In 2021/22, did you collect the following information on the protected characteristics about your paid staff and regular volunteers? Please select one option per row\*