

Museum Development Annual Museum Survey 2022

Annual Museum Survey 2022

Questions for single site museums

June 2022 V1

Produced by the team at South West Museum Development and PS Research
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Annual Museum Survey 2022

Questions for single site museums

This document lists the questions from the Annual Museum Survey 2022 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 2022 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 on Tuesday 30 August 2022.

We have also provided further resources to support completion of the Annual Museum Survey 2022 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/annual-museum-survey/participate>

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

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1. Annual Museum Survey 2022 - 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 website <https://southwestmuseums.org.uk/what-we-do/annual-museum-survey/participate>

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 2022 to be shared with our main funders, Arts Council England
- Included in a dataset published on Museum Development websites from January 2024 - 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 1 October 2022, 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 2021/22 that prevented it from opening to the public during periods when museums and galleries were permitted to open to the public? *

- Yes
- No

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

- Yes
- No

5. Opening Hours in 2021/22

How many hours was your museum open to the public in 2021/22? 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. *

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

{Sliding scale to indicate average occupancy %}

6. Audiences - Data Collection

In 2021/22, 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

7. Audiences - Total Visits

What was the total number of visits in person to your museum in 2021/22? 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 | • Total: |
| • Estimated visits | |

What would you estimate your museum's annual visit numbers to be?

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

8. Audiences - Children

In 2021/22, 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

9. Audiences - Child Visits

What was the total number of Child visits in person to your museum in 2021/22? Please enter 0 in the relevant box if you are only providing known or estimated data *

- Known visits
- Estimated visits
- Total:

10. 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.

11. 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.). *

- 0
- 1 to 2
- 3 to 5
- 6 to 9
- 10 to 25
- 26 to 50
- 51 to 100
- 101 to 250
- More than 250
- Don't know

If available, please also enter accurate data on the number of formal education providers engaged in 2021/22.

12. Sessions with Formal Education Providers

In 2021/22, how many participants did your museum engage in sessions with formal education providers (schools/college/HE organisations) on-site, off-site (including those delivered without museum staff/volunteers, e.g., loan boxes) and digital? *

On-site

- Did not provide these
- Less than 10
- 10 to 25
- 26 to 50
- 51 to 100
- 101 to 250
- 251 to 500
- 501 to 1000
- 1001 to 5000
- More than 5000

Off-site

- Did not provide these
- Less than 10
- 10 to 25
- 26 to 50
- 51 to 100
- 101 to 250
- 251 to 500
- 501 to 1000
- 1001 to 5000
- More than 5000

Digital

- Did not provide these
- Less than 10
- 10 to 25
- 26 to 50
- 51 to 100
- 101 to 250
- 251 to 500
- 501 to 1000
- 1001 to 5000
- More than 5000

13. Other Activities and Outreach Sessions

In 2021/22, how many participants did your museum engage in other activities and outreach sessions on-site (including informal sessions, use of the museum by community groups, research groups, etc), off-site (including visits to groups, organisations and events that are not formal education providers) and digital (sessions for groups, organisations and events that are not formal education providers)?*

On-site

- Did not provide these
- Less than 10
- 10 to 25
- 26 to 50
- 51 to 100
- 101 to 250
- 251 to 500
- 501 to 1000
- 1001 to 5000
- More than 5000

Off-site

- Did not provide these
- Less than 10
- 10 to 25
- 26 to 50
- 51 to 100
- 101 to 250
- 251 to 500
- 501 to 1000
- 1001 to 5000
- More than 5000

Digital

- Did not provide these
- Less than 10
- 10 to 25
- 26 to 50

- 51 to 100
- 101 to 250
- 251 to 500
- 501 to 1000
- 1001 to 5000
- More than 5000

14. Website and Social Media Overview

Does your museum have a website? *

- We have our own website
- We have a presence on a website, e.g. museum pages on our organisation's site
- We do not have a website

Does your museum use any of the following social media platforms? Please select all that apply*

- Video sharing platforms, e.g. YouTube, Vimeo
- Facebook
- Twitter
- Instagram
- TikTok
- Other social media platforms
- None of the above

15. Website Visits

What was the total number of unique visitors to your website between 1 April 2021 and 31 March 2022? *

- Less than 5,000
- 5,000 to 10,000
- 10,001 to 25,000
- 25,001 to 50,000
- 50,001 to 100,000
- 100,001 to 250,000
- 250,001 to 500,000
- 500,001 to 1,000,000
- More than 1,000,000
- Collect this data but cannot access / don't know
- Do not collect this data

If available, please also enter accurate data on the number of unique visits to your website in 2021/22.

16. Social Media Followers/Subscribers

How many followers/subscribers did your museum have to its social media accounts at the end of 2021/22? (Total across Facebook, Twitter, Instagram, Snapchat, YouTube, etc) *

- Less than 1,000
- 1,000 to 2,000
- 2,001 to 5,000
- 5,001 to 10,000
- 10,001 to 20,000
- 20,001 to 50,000
- More than 50,000
- Record this data but cannot access / don't know
- Do not record this data

If available, please also enter accurate data on the total number of social media followers/subscribers.

17. 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 *

- Internal video conferencing and communications, e.g. Zoom, Microsoft Teams, Crowdcast
- External video conferencing, e.g. Zoom, Microsoft Teams, Crowdcast
- Online ticketing
- Online donations
- Online shop
- Virtual 360 tours
- Website blog or regular news feature
- Email newsletter
- Other digital platform or tool
- None of the above

18. Workforce - Overview

NPO question A1 & A14

In 2021/22, 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 2021/22, 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 work, e.g. consultants, freelancers, agencies
- Increase your employment of posts for existing areas of work
- Increase your employment of posts for new areas of work
- None of the above

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

19. Employees - Data you can provide

What information can you provide on your paid employees in 2021/22?

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

20. Employees - Total head count

Sum of NPO question A2.1 & A2.2

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

21. Employees - Total FTE

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

22. Volunteers - Data you can provide

What information can you provide on your volunteers in 2021/22?

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

23. Volunteers - Total Number

Sum of NPO question A15.1 & A15.2

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

24. Volunteers - Total Hours Contributed

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

NPO question A20

25. Volunteer Change

Has your approach to recording volunteer hours changed in recent years as a result of increased remote working? Please select all that apply

- Changed during 2021/22
- Changed during 2020/21
- Changed before April 2020
- None of the above / no change

How has the level of your volunteer engagement changed, if at all, during 2021/22 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

26. Finance - Overview

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

- Financial year ending 31 March 2022
- Other (the final day, month and year of your previous financial year)

What was the estimated total annual turnover/ income of your museum in 2021/22?* **NPO question B1 Total income (Actual)**

- | | |
|-------------------------|----------------------------|
| ● No income or turnover | ● £250,001 to £500,000 |
| ● Less than £5,000 | ● £500,001 to £1,000,000 |
| ● £5,001 to £10,000 | ● £1,000,001 to £2,500,000 |
| ● £10,001 to £25,000 | ● £2,500,001 to £5,000,000 |
| ● £25,001 to £50,000 | ● More than £5,000,000 |
| ● £50,001 to £100,000 | ● Don't know |
| ● £100,001 to £250,000 | |

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

27. Finance - Income Overview

In 2021/22, 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:

28. 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 *

29. 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 *

30. Finance – Regular Public Subsidy

In 2021/22, did your museum receive regular Public Subsidy from any of the following? Please select all that apply. 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
- Arts Council subsidy (e.g. NPO)
- University funding
- Other (inc Local Community Trust, DCMS and MoD funding)

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)

- Less than £5,000
- £5,000 to £25,000
- £25,001 to £50,000
- £50,001 to £100,000
- £100,001 to £250,000
- £250,001 to £500,000
- £500,001 to £1,000,000
- More than £1,000,000
- Don't know

If available, please also enter accurate data (as whole pounds) on your total income from Public Subsidy in 2021/22.

31. Finance – Public Subsidy from Local Authorities

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

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

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

- Increased
- Stayed the same
- Decreased
- N/A – did not receive Public Subsidy from local authorities in 2020/21

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

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

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

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

- Increased
- Stayed the same
- Decreased

- N/A – did not receive Public Subsidy from Arts Council in 2020/21

33. Finance – Public Subsidy from Universities

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

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

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

- Increased
- Stayed the same
- Decreased
- N/A – did not receive Public Subsidy from Universities in 2020/21

34. 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 *

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

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

- | | |
|-----------------------|--------------------------|
| • Less than £1,000 | • £100,001 to £250,000 |
| • £1,000 to £5,000 | • £250,001 to £500,000 |
| • £5,001 to £10,000 | • £500,001 to £1,000,000 |
| • £10,001 to £25,000 | • More than £1,000,000 |
| • £25,001 to £50,000 | • Don't know |
| • £50,001 to £100,000 | |

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

35. 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. *

- Less than £1,000
- £1,001 to £2,500
- £2,501 to £5,000
- £5,001 to £10,000
- £10,001 to £25,000
- £25,001 to £50,000
- £50,001 to £100,000
- £100,001 to £250,000
- £250,001 to £500,000
- £500,001 to £1,000,000
- More than £1,000,000
- Don't know

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

36. 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

37. Finance - Admission Charges

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

- Adult £
- Child £

38. Finance - Admission Charge Income

In 2021/22, what was your total income from admissions? *

- Less than £1,000
- £1,001 to £2,500
- £2,501 to £5,000
- £5,001 to £10,000
- £10,001 to £25,000
- £25,001 to £50,000
- £50,001 to £100,000
- £100,001 to £200,000
- £200,001 to £500,000
- £500,001 to £1,000,000
- More than £1,000,000
- Don't know

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

39. Finance - Other Earned Income

In 2021/22, did your museum offer any of the following? Please select all that apply. *

- 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

40. Finance - Shop/Retail

In 2021/22, what was your total income from shop/retail space? *

- | | |
|----------------------|------------------------|
| • Less than £500 | • £25,001 to £50,000 |
| • £500 to £1,000 | • £50,001 to £100,000 |
| • £1,001 to £2,500 | • £100,001 to £250,000 |
| • £2,501 to £5,000 | • £250,001 to £500,000 |
| • £5,001 to £10,000 | • More than £500,000 |
| • £10,001 to £25,000 | • Don't know |

If available, please also enter accurate data (as whole pounds) on your total income from a shop/retail in 2021/22.

41. Finance - In-house Cafe/Refreshments

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

- | | |
|----------------------|------------------------|
| • Less than £500 | • £25,001 to £50,000 |
| • £500 to £1,000 | • £50,001 to £100,000 |
| • £1,001 to £2,500 | • £100,001 to £250,000 |
| • £2,501 to £5,000 | • £250,001 to £500,000 |
| • £5,001 to £10,000 | • More than £500,000 |
| • £10,001 to £25,000 | • Don't know |

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

42. Finance - Outsourced Cafe/Refreshments

In 2021/22, what was your total income from outsourced café/refreshments? *

- | | |
|--------------------|----------------------|
| • Less than £500 | • £2,501 to £5,000 |
| • £500 to £1,000 | • £5,001 to £10,000 |
| • £1,001 to £2,500 | • £10,001 to £25,000 |

- £25,001 to £50,000
- £50,001 to £100,000
- £100,001 to £250,000
- £250,001 to £500,000
- More than £500,000
- Don't know

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

43. Finance - Other Trading

In 2021/22, what was your total income from other trading and earnings (e.g. events, education, hospitality, property rental etc)? *

- Less than £500
- £500 to £1,000
- £1,001 to £2,500
- £2,501 to £5,000
- £5,001 to £10,000
- £10,001 to £25,000
- £25,001 to £50,000
- £50,001 to £100,000
- £100,001 to £250,000
- £250,001 to £500,000
- More than £500,000
- Don't know

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

44. Finance – One Off Donations

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

- We do not collect one-off donations on-site
- Less than £500
- £500 to £1,000
- £1,001 to £2,500
- £2,501 to £5,000
- £5,001 to £10,000
- £10,001 to £25,000
- £25,001 to £50,000
- £50,001 to £100,000
- £100,001 to £250,000
- £250,001 to £500,000
- £500,001 to £1,000,000
- More than £1,000,000
- Don't know

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

Did your museum receive any other contributed or charitable income in 2021/22?*

- Yes
- No

45. Finance – Other Contributed or Charitable Income

What other contributed or charitable income did your museum receive during 2021/22? Please select all that apply *

- 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 2021/22, what was your museum's total income from other contributed or charitable income? *

- | | |
|----------------------|--------------------------|
| • Less than £500 | • £50,001 to £100,000 |
| • £500 to £1,000 | • £100,001 to £250,000 |
| • £1,001 to £2,500 | • £250,001 to £500,000 |
| • £2,501 to £5,000 | • £500,001 to £1,000,000 |
| • £5,001 to £10,000 | • More than £1,000,000 |
| • £10,001 to £25,000 | • Don't know |
| • £25,001 to £50,000 | |

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

46. Finance - Expenditure

What was your total annual expenditure in 2021/22? *

NPO question B2 Total expenditure (Actual)

- | | |
|------------------------|----------------------------|
| • Less than £5,000 | • £250,001 to £500,000 |
| • £5,001 to £10,000 | • £500,001 to £1,000,000 |
| • £10,001 to £25,000 | • £1,000,001 to £2,500,000 |
| • £25,001 to £50,000 | • £2,500,001 to £5,000,000 |
| • £50,001 to £100,000 | • More than £5,000,000 |
| • £100,001 to £250,000 | • Don't know |

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) *

- | | |
|-----------------|--------------|
| • 0% | • 10% to 19% |
| • Less than 10% | • 20% to 29% |

- 30% to 39%
- 40% to 49%
- 50% to 59%
- 60% to 69%
- 70% to 79%
- 80% to 89%
- 90% or more
- Don't know

47. Finance - Financial Context

In 2021/22, 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). Please do not include the general impact of the pandemic here as there will be an opportunity to explore this in the next section of the survey.

48. Further Context

We want to hear the stories behind the data. What ongoing impact has the pandemic had during 2021/22? What are you experiencing with your audience, staff, volunteers, and the wider operating environment of your museum?

Please use these text boxes to tell us how things have changed for your museum during 2021/22.

- Your audience, whether that's on-site visitors or those reaching you online
- Your staff and volunteers
- Your museum's wider operating environment, including finances
- Any other impact of the pandemic on your museum during 2021/22

49. Equality and Diversity

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

- Yes
- No
- Don't know

If yes, please describe the planning you undertook:

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

- Age – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know

- Disability – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know
- Gender reassignment – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know
- Being married or in a civil partnership – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know
- Being pregnant or on maternity leave – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know
- Race – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know
- Religion or belief – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know
- Sex – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know
- Sexual orientation – both paid staff and regular volunteers / paid staff only / regular volunteers only / do not collect / don't know

50. Impact and Advocacy

If you have received support or advice from Museum Development [contact(region)]'s programme in the period 1 April 2021 – 31 March 2022 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 at 12 noon, 30 August 2022.