

Annual Museum Survey 2023: Benchmarking Tool



Through data submitted by participating museums, the Annual Museum Survey provides insights into the sector's health as well as the challenges and opportunities it faces. By benchmarking data generated every year, we have been able to spotlight past and current trends such as the impact of the pandemic and the museums' post-pandemic recovery.

This Benchmarking Tool is designed to enable the reader to compare the situation of museum organisations across the country depending on whether they are a single- or multi- site; their visitor size band; governance type; as well as other factors.

The figures provided are median values submitted by the survey respondents. All values are based on the minimum of 10 (non including multi-sites) responses. Overall, 701 individual museum sites have taken part in the survey. Wherever the sample size was insufficient to provide reliable figures, we indicated with a dash mark (-).

If you are interested in finding further Annual Museum Survey insights, please see our [National Report and Regional & Area Reports](#). For more information on the data collection process, privacy policy, survey archive and further materials, please visit our [Annual Museum Survey webpages](#).

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Median values of key survey findings:

Organisations by visitor size bands

Micro: <10k; **Small:** 10-25k; **Medium:** 25-50k; **Large:** 50-100k; **Largest:** >100k

	All	Micro	Small/ Medium	Large/ Largest
Audiences				
Hours open to the public	1,314	630	1,632	2,110
Total visits	11,150	3,005	21,000	102,385
Child visits	1,000	409	3,053	19,465
Education providers engaged	14	5	25	60
Use of online tools				
Website visits	38,112	12,036	43,543	137,700
Social media followers	7,436	3,162	8,156	26,358
Workforce & Volunteers				
Total employee headcount	8	3	8	28
Total paid employee FTE count	5	2	5	15
Number of volunteers	36	32	35	62
Hours contributed by volunteers	2,700	2,127	3,000	4,431
Finance (values in £)				
Turnover	93,661	19,006	234,437	1,462,562
Public subsidy income	224,048	5,000	123,773	224,048
Project income	11,600	5,295	16,309	35,444
Capital grant income	71,688	59,406	-	-
Adult admissions charge	7	5	8	15
Child admissions charge	3	1	4	8
Admissions income	41,263	12,960	94,146	661,229
Donations Income	3,300	2,178	4,751	12,000
Expenditure	122,023	24,563	229,902	1,559,358

i Some of the survey samples were too small to provide a reliable figure. These are marked with a dash (-)

Median values of key survey findings: Organisations by governance types

	All	Independent	Local Authority	University
Audiences				
Hours open to the public	1,314	1,120	1,690	1,782
Total visits	11,150	7,333	23,911	22,500
Child visits	1,000	784	6,000	1,600
Education providers engaged	14	10	47	21
Use of online tools				
Website visits	38,112	31,000	53,050	60,015
Social media followers	7,436	6,395	10,560	5,634
Workforce & Volunteers				
Total employee headcount	8	6	15	8
Total paid employee FTE count	5	4	9	5
Number of volunteers	36	39	27	29
Hours contributed by volunteers	2,700	3,000	2,321	951
Finance (values in £)				
Turnover	93,661	70,826	475,109	-
Public subsidy income	224,048	45,000	710,652	-
Project income	11,600	9,800	39,492	-
Capital grant income	71,688	59,406	-	-
Adult admissions charge	7	7	6	-
Child admissions charge	3	3	4	-
Admissions income	41,263	40,349	-	-
Donations Income	3,300	3,300	3,520	-
Expenditure	122,023	76,450	620,081	-

i Some of the survey samples were too small to provide a reliable figure. These are marked with a dash (-)

Median values of key survey findings:

Led by staff v wholly volunteer-run organisations

	All	Staff	Volunteer
Audiences			
Hours open to the public	1,314	1,560	450
Total visits	11,150	15,006	2,312
Child visits	1,000	2,521	361
Education providers engaged	14	24	3
Use of online tools			
Website visits	38,112	53,191	9,752
Social media followers	7,436	8,877	2,779
Workforce & Volunteers			
Total employee headcount	8	8	N/A
Total paid employee FTE count	5	5	N/A
Number of volunteers	36	40	33
Hours contributed by volunteers	2,700	2,900	2,496
Finance (values in £)			
Turnover	93,661	318,000	12,878
Public subsidy income	224,048	254,367	2,800
Project income	11,600	26,747	2,667
Capital grant income	71,688	84,419	-
Adult admissions charge	7	8	5
Child admissions charge	3	3	1
Admissions income	41,263	69,530	8,100
Donations Income	3,300	4,856	2,136
Expenditure	122,023	384,853	13,964

i Some of the survey samples were too small to provide a reliable figure. These are marked with a dash (-)

Median values of key survey findings:

Organisations located in urban v rural areas

	All	Urban	Rural
Audiences			
Hours open to the public	1,314	1,500	994
Total visits	11,150	15,367	6,130
Child visits	1,000	1,002	600
Education providers engaged	14	14	5
Use of online tools			
Website visits	38,112	31,000	25,308
Social media followers	7,436	6,046	5,096
Workforce & Volunteers			
Total employee headcount	8	7	4
Total paid employee FTE count	5	4	3
Number of volunteers	36	33	36
Hours contributed by volunteers	2,700	2,688	2,134
Finance (values in £)			
Turnover	93,661	90,951	53,500
Public subsidy income	224,048	68,312	30,000
Project income	11,600	10,000	7,500
Capital grant income	71,688	71,688	59,406
Adult admissions charge	7	7	7
Child admissions charge	3	2	4
Admissions income	41,263	26,999	46,858
Donations Income	3,300	4,198	1,265
Expenditure	122,023	106,706	65,628

i Some of the survey samples were too small to provide a reliable figure. These are marked with a dash (-)

Median values of key survey findings:

Micro, independent organisations v others

	All	Micro, Independent	Others
Audiences			
Hours open to the public	1,314	625	1,734
Total visits	11,150	3,000	27,008
Child visits	1,000	416	4,873
Education providers engaged	14	4	35
Use of online tools			
Website visits	38,112	12,036	62,249
Social media followers	7,436	3,162	15,874
Workforce & Volunteers			
Total employee headcount	8	3	15
Total paid employee FTE count	5	2	8
Number of volunteers	36	35	41
Hours contributed by volunteers	2,700	2,496	3,000
Finance (values in £)			
Turnover	93,661	19,006	387,197
Public subsidy income	224,048	5,000	362,723
Project income	11,600	5,295	25,000
Capital grant income	71,688	59,406	78,615
Adult admissions charge	7	5	10
Child admissions charge	3	1	5
Admissions income	41,263	12,960	135,492
Donations Income	3,300	2,178	5,396
Expenditure	122,023	24,563	478,287

i Some of the survey samples were too small to provide a reliable figure. These are marked with a dash (-)

Median values of key survey findings: Single-site v multi-site organisations

	All	Single-site	Multi-site
Audiences			
Hours open to the public	1,314	1,152	1,617
Total visits	11,150	7,887	24,300
Child visits	1,000	829	D/A
Education providers engaged	14	12	118
Use of online tools			
Website visits	38,112	30,832	137,455
Social media followers	7,436	5,634	32,186
Workforce & Volunteers			
Total employee headcount	8	6	45
Total paid employee FTE count	5	4	26
Number of volunteers	36	35	61
Hours contributed by volunteers	2,700	2,628	3,687
Finance (values in £)			
Turnover	93,661	70,826	1,436,600
Public subsidy income	224,048	45,000	1,481,263
Project income	11,600	8,904	132,450
Capital grant income	71,688	59,406	-
Adult admissions charge	7	7	10
Child admissions charge	3	3	6
Admissions income	41,263	36,040	499,350
Donations Income	3,300	3,043	14,496
Expenditure	122,023	85,202	2,906,024

i Some of the survey samples were too small to provide a reliable figure. These are marked with a dash (-)
For child visits at a multi-site level, data is unavailable. This is marked with as "D/A"



Thank you

To the 701 museums in England who took part in
the Annual Museum Survey 2023 and who made these findings possible

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The Annual Museum Survey is operated by South West Museum Development and hosted by Bristol City Council with support from PS Research. For further information on the process undertaken for the Annual Museum Survey 2021 or to access this report in an accessible format, please contact us at museum.data@bristol.gov.uk.

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For further information on the Annual Museum Survey reports please visit:
<https://southwestmuseums.org.uk/what-we-do/annual-museum-survey/>

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