

# Annual Museum Survey 2023:

## Locality report

This report is a digest and should be read in conjugation with the South West and National Reports from <https://bit.ly/AMS-2023>.

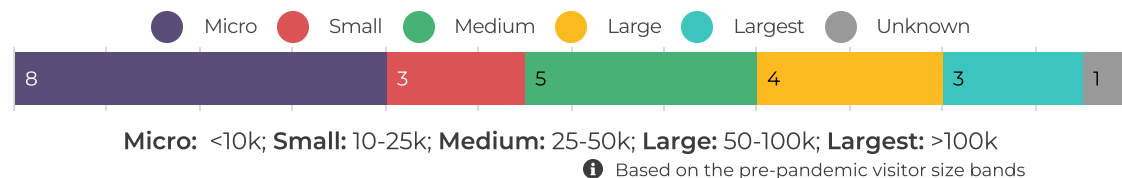


### Somerset

Mendip | North Somerset | Sedgemoor | South Somerset | Taunton Deane | West Somerset | Taunton

**i** All figures presented on this page are drawn from February 2023 Arts Council England information and secondary sources

#### Museums by visitor size bands



Accredited **21** | **3** Working Towards Accreditation

There are **24** museums within the Accreditation scheme in Somerset &

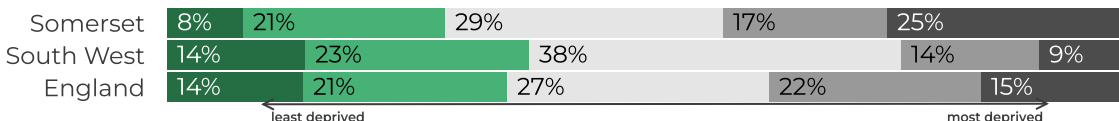
**189** in the South West

#### Museums governance typology

Independent: **16**  
Local Authority: **3**  
University: **0**  
English Heritage: **0\***  
National Trust: **4\***  
National: **1\***

**i** The marked (\*) types are outside the survey's scope

#### Museums and the areas of deprivation



#### Museums' location

Urban **54%** | **46%** Rural

#### ACE's average annual Investment per capita

↓ Lowest in Sedgemoor: **£2.87**

↑ Highest in Mendip: **£5.14**

**i** See more on the Arts Council England's [website](https://www.artscouncil.org.uk)

**Arts Council's Priority Places:** North Somerset; South Somerset

**Levelling Up for Culture Places:** North Somerset; Sedgemoor; South Somerset

**i** Further context on the Arts Council England's [website](https://www.artscouncil.org.uk)

# 14 / 24 Somerset museums within scope took part in the 2023 survey

## ● Museums wholly run by volunteers

**48%** Somerset

**42%** South West

**31%** England

## ● Museums usually open all year round

**65%** Somerset

**42%** South West

**53%** England

## ● South West snapshot: How are the museums doing in the post-pandemic reality?



### Museums overview

**55%** Museums that charge for admissions

**42%** Wholly volunteer-run museums

**67%** Museums which are independent

**52%** Museums in urban areas



### Audiences

**24%** Opening hours up on previous year\*

**58%** Museums not open or fewer than 10k visits

**45%** Visitor numbers up on previous year\*

**93%** Museums providing on-site education sessions



### Workforce and volunteering

**33%** Museums hiring staff or contracts

**9:1** Volunteers to paid staff ratio

**2%** Volunteer numbers down on 19/20\*

**13%** Volunteer hours down on 19/20\*



### Finance

**37%** Museums with less than £25k turnover

**59%** Museums reporting increased expenditure

**1%** On-site donations up on 19/20\*

**1%** Admissions income down on 19/20\*

If you require an alternative format, please contact your regional or national Museum Development organisation.

The Annual Museum Survey has been developed and is operated by South West Museum Development (hosted by Bristol City Council) with support from [PS Research](#). For further information on the process undertaken for the Annual Museum Survey, please contact [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk)

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