

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>.



West of England

Bathampton | Bradley Stoke | Chew Magna | City of Bath | City of Bristol | City of Swindon | Filton | Keynsham | Kingswood | Midsomer Norton | Patchway | Paulton | Peasedown | Radstock | Saltford | Stoke Gifford | Thornbury | Yate

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

Museums by visitor size bands

Micro Small Medium Large Largest



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

i Based on the pre-pandemic visitor size bands

Accredited **35** | **2** Working Towards Accreditation

There are **37** museums within the Accreditation scheme in the West of England

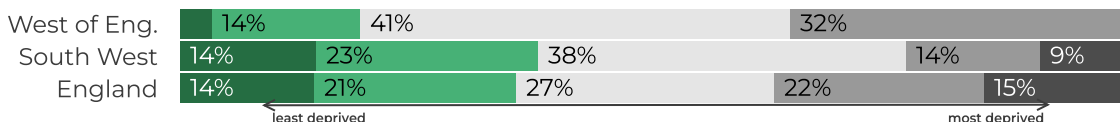
& **189** in the South West

Museums governance typology

Independent: **23**
Local Authority: **12**
University: **1**
English Heritage: **0***
National Trust: **1***
National: **0***

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

Museums and the areas of deprivation



Museums' location

Urban **49%** | **51%** Rural

ACE's average annual Investment per capita

↓ Lowest in South Gloucestershire: **£2.64**

↑ Highest in Bristol: **£23.72**

i See more on the Arts Council England's [website](#)

Arts Council's Priority Places: Swindon

Levelling Up for Culture Places: Swindon

i Further context on the Arts Council England's [website](#)

23 / 37 West of England museums within scope took part in the 2023 survey

● Museums wholly run by volunteers

16% West of England

42% South West

31% England

● Museums usually open all year round

40% West of England

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

While every effort has been made to ensure the accuracy of the material in this document, neither South West Museum Development (Bristol City Council) or PS Research nor the report's authors will be liable for any loss or damages incurred through the use of this report.

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