

Annual Museum Survey 2024

# Questions for multi-site museums

May 2024



Produced by the team at Museum Development South West

(13/05/2024; Version 1)

# Annual Museum Survey 2024

## Questions for multi-site museums

This document lists the questions from the Annual Museum Survey 2024 for single site museums.

Please do not treat it as a survey submission form – it will not be accepted or processed as such. If you have any accessibility needs and would like to submit your survey responses in a different format, please contact us at [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk).

If your organisation operates more than one museum site, please refer to the information for multi-site organisations. 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](mailto: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 2024 have been shown in red text and included within the online survey.

We have aligned our question regarding the collection of staff and volunteers' information on their protected characteristics to reflect Arts Council England's NPO questionnaire. Our survey now asks about collecting information on "Sex or Gender" rather than "Sex". This is indicated by the "Revised question" icon.



### **Survey copy:**

Once you answer the last survey question, you will be able to save your answers and complete the survey.

**After you submit your survey response, you will not be able to go back into the survey to change your answers. On the survey's final page, you will be able to print and/or save your survey submission.** We strongly recommend doing so to have all the information at hand and to check for any inputting errors.

If you spot any error, please contact [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk) so we can correct your information and issue a copy of your updated survey response. This function is only available to us up to the date of the survey close on 2 July (Tuesday), 5pm.

[Our website](#) provides further resources to support completion of the Annual Museum Survey 2024 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.

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

## List of survey questions with sections

---

### Introductory questions

- Annual Museum Survey 2024 - Introduction
- Keeping your data safe and using it to benefit museums
- Updating the Annual Museum Survey contact list
- Your organisation's sites

### Opening hours & Audiences

- Usual Opening Hours
- Opening Hours in 2023/24
- Audiences - Data Collection
- Audiences - Data Collection Across Sites
- Visits to Each Site
- Visits to All Sites
- Children
- Child Visits
- More Detail
- Formal Education Providers Engaged
- Participants in Formal Education
- Other Activities and Outreach Sessions

### Digital tools

- Website and Social Media Overview
- Website Visits
- Social Media Followers/Subscribers
- Other Digital Platforms and Tools

### Workforce & Volunteering

- Workforce - Overview
- Employees - Data you can provide
- Total employee head count
- Total employee FTE
- Volunteers - Data you can provide
- Total Volunteer Number

**Total Volunteer Hours Contributed**

**Volunteer Change**

**Finance - Overview**

**Income Overview**

**Regular Public Subsidy**

**Public Subsidy from Local Authorities**

**Public Subsidy from Arts Council (e.g., NPO)**

**Public Subsidy from Universities**

**Revenue / Grant Income**

**Capital Grant Income**

**Admissions Overview**

**Admission Charges**

**Admission Charge Income**

**Other Earned Income**

**Shop / Retail**

**In-house Café / Refreshments**

**Outsourced Café / Refreshments**

**Other Trading**

**One Off Donations**

**Other Contributed or Charitable Income**

**Expenditure**

**Financial Context**

**Further Context**

**Equality and Diversity**

**Impact and Advocacy**

**Survey feedback**

**Submit your response**

Finance

Other questions

Final section

Here you can print and/or save your survey

\*\*\*

***This is not a submission form – please use the survey link to complete the survey.  
If you have any accessibility needs and would like to submit your survey responses in a different format,  
please e-mail [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk).***

\*\*\*

## **Annual Museum Survey 2024 - 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.

**The survey is open from the 20 May (Monday), midday and will close on the 2 July (Tuesday), 5pm.**

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

## **Keeping your data safe and using it to benefit museums**

Museum Development South West (Data Processor) is commissioned by Yorkshire Museum Trust on behalf of Museum Development England (Data Controller) - the collective name of the five Museum Development providers - 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 [Annual Museum Survey information page](#).

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 2024 to be shared with Museum Development Providers and Arts Council England

- Used in the anonymised dataset published on Museum Development websites from October 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 beyond the Museum Development Providers and Arts Council England.

You can withdraw your consent prior to the publication of reports and datasets, by 2 July 2024 and can request a copy of your data by contacting [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk) by 31 July 2024.

## 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.

- Organisation name:
- Museum Development provider:
- Lead contact name:
- Email address:

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 [postcode provided]. Please confirm if this postcode is correct?

- Yes
- No

Please confirm the contact details we should use in the future

- Best contact name
- Email address

## Your organisation's sites

As your organization has museums at multiple sites, the first few questions about opening hours and visitor numbers focus on individual sites where possible. Please list all of your individual museums/sites here. Leave blank any rows once you have listed all your sites.

Please provide a postcode for each of your museums/sites. Please ignore any blank rows.

## Usual Opening Hours

How would you class each museum's usual opening hours? Please select the option that best matches each museum and ignore any blank rows.

- Open all year
- Open for part of the year - regular seasonal closure
- Open by appointment only
- Other (please describe):

Did any of your museums undergo any redevelopment or refurbishment in 2023/24 that prevented them from opening to the public during periods when museums and galleries were permitted to open to the public?

- Yes
- No

Do any of your museums have any outdoor spaces (e.g., gardens) that it can open to the public?

- Yes
- No

## Opening Hours in 2023/24

How many hours was each museum open to the public in 2023/24? 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.

## Audiences - Data Collection

In 2023/24, did you count the number of visits across your museums?

- 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

## Audiences - Data Collection Across Sites

Do you collect data on the number of visits for each of your museum sites?

- Yes
- No

## Visits to Each Site

What was the total number of visits in person to each museum in 2023/24? Please enter 0 for any museums closed throughout 2023/24 and ignore any blank rows.

'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 indication of actual amounts.

- Known visits
- Estimated visits

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

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

## Visits to All Sites

What was the total number of visits in person across your museum sites in 2023/24? 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
- Estimated visits

## Children

In 2023/24, 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



## Child Visits

What was the total number of Child visits in person across your museum sites in 2023/24? Please enter 0 in the relevant box if you are only providing known or estimated data.

- Known visits
- Estimated visits
- Total:

## More Detail

Please give any details about events, circumstances and activities you feel may have affected your in-person visitor numbers.

## Formal Education Providers Engaged

Questions from this point forward relate to your organisation. You do not need to drill down to individual museum sites.

For 2023/24 please indicate the total number of formal education providers engaged in on-site, off-site and online 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 2023/24.

## Participants in Formal Education

In 2023/24, 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 online?

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

## Online

- 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

If available, please also enter accurate data on the number of participants your museum/organisation engaged in sessions with formal education providers during 2023/24 for:

- On-site
- Off-site
- Digital

## Other Activities and Outreach Sessions

In 2023/24, how many participants did your organisation/museums engage in other activities and outreach sessions on-site (including informal sessions, use of the museums 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

Online

- 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

## Website and Social Media Overview

Does your organisation have a website for your museums?

- We have our own website
- We do not have our own website, but we have a presence on a website, e.g., museum pages on an organisation site
- We do not have a website

Does your organisation use any of the following social media platforms for your museums? Please select all that apply

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

## Website Visits

What was the total number of unique visitors to your website between 1 April 2023 and 31 March 2024?

- 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 2023/24.

## Social Media Followers/Subscribers

How many followers/subscribers did your organisation/museums have to its social media accounts at the end of 2023/24? (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.

## Other Digital Platforms and Tools

Has your organisation/museums used any of the following digital platforms or tools during 2023/24? 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

## Workforce - Overview

### NPO question A1

In 2023/24, did your museum have any...? Please select all that apply

- Yes - employed by your museum, paid through PAYE
- Yes - but employed by another organisation, e.g., Town/Parish Council
- No

### NPO question A15

In 2023/24, did your museum have any volunteers? (This includes Trustees, but does not include unpaid internships/apprentices or work experience placements)

- Yes
- No

In 2023/24, did your museum organisation do any of the following? Please select all that apply

- Make any staff redundant
- Cease contracts earlier than the planned timescale
- Increase your employment of posts for existing areas of work
- Increase your employment of posts for new areas of work
- Make new hires for contract work, e.g., consultants, freelancers, agencies
- Had unpaid internships/apprentices or work experience placements
- None of the above

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

## **Employees - Data you can provide**

What information can you provide on your paid employees in 2023/24?

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

## **Total employee head count**

Sum of NPO question A1.1 & A1.2

In 2023/24, what was the total head count of paid staff employed by your organisation/museums?

## **Total employee FTE**

In 2023/24, what was the total full-time equivalent (FTE) count of paid staff employed by your organisation/museums?

## **Volunteers - Data you can provide**

What information can you provide on your volunteers in 2023/24?

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

## **Total Volunteer Number**

Sum of NPO question A15.1 & A15.2

In 2023/24, what was the total number of volunteers at your organisation/museums?

## **Total Volunteer Hours Contributed**

NPO question A21

In 2023/24, what was the total number of hours contributed to your organisation/museums by volunteers?

## **Volunteer Change**

Has your approach to recording volunteer hours changed in the last year as a result of increased remote working?

- Yes
- No

How has the level of your volunteer engagement changed, if at all, during 2023/24 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

## Finance - Overview

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

- Financial year ending 31 March 2024
- Other (the final day, month and year of your previous financial year)

What was the estimated total annual turnover/ income of your organisation/museums in 2023/24?

### NPO question C1 Total income (Actual)

- No income or turnover
- Less than £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
- £1,000,001 to £2,500,000
- £2,500,001 to £5,000,000
- More than £5,000,000
- Don't know

If available, please also enter accurate data (as whole pounds) on your total turnover/income for 2023/24

## Income Overview

In 2023/24, did you receive income from...? Please select all that apply

- 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:

## Regular Public Subsidy

In 2023/24, did your organisation/museums 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.

- Local authority funding
- Arts Council subsidy (e.g. NPO)
- University funding
- Other (incl. Local Community Trust, DCMS and MoD funding)

### Sum of NPO question C1 Total ACE investment & C1 Total other public investment (without capital) (Actual)

In 2023/24, what was your organisation/museums' total income from Public Subsidy?

- 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 2023/24

### Public Subsidy from Local Authorities

In 2023/24, 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 2023/24 change compared to the previous year?

- Increased
- Stayed the same
- Decreased
- N/A – did not receive Public Subsidy from local authorities in 2023/24

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

In 2023/24, 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 2023/24 change compared to the previous year?

- Increased
- Stayed the same
- Decreased
- N/A – did not receive Public Subsidy from Arts Council in 2023/24

## Public Subsidy from Universities

In 2023/24, 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 2023/24 change compared to the previous year?

- Increased
- Stayed the same
- Decreased
- N/A – did not receive Public Subsidy from Universities in 2023/24

## Revenue / Grant Income

In 2023/24, did your organisation/museums 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 provider         |                          |

In 2023/24, what was your organisation/museums' total project (revenue) grant income (not including capital)?

- |                    |                      |
|--------------------|----------------------|
| • Less than £1,000 | • £5,001 to £10,000  |
| • £1,000 to £5,000 | • £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 project (revenue) grant income for 2023/24

## Finance - Capital Grant Income

In 2023/24, 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 2023/24

## Admissions Overview

Which of the following best describes your main 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

## Admission Charges

In 2023/24, what was the standard admission charge per person in high/peak season? Please answer this for your main museum.

- Adult £
- Child £

## Admission Charge Income

In 2023/24, 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 2023/24.

## Other Earned Income

In 2023/24, did your organisation/museums 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

## Shop / Retail

In 2023/24, what was your total income from shop/retail space?

- 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 a shop/retail in 2023/24

## In-house Café / Refreshments

In 2023/24, what was your total income from in-house café/refreshments?

- 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 in-house café/refreshments in 2023/24

### **Outsourced Café / Refreshments**

In 2023/24, what was your total income from outsourced café/refreshments?

- 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 outsourced café/refreshments in 2023/24

### **Other Trading**

In 2023/24, 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 2023/24

## One Off Donations

In 2023/24, what was your organisation/museums' 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 2023/24.

Did your organisation/museums receive any other contributed or charitable income in 2023/24?

- Yes
- No

## Other Contributed or Charitable Income

What other contributed or charitable income did your organisation/museums receive during 2023/24? 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 2023/24, what was your organisation/museums' total income from other contributed or charitable income?

- 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 other contributed or charitable income in 2023/24

## Expenditure

### NPO question C2 Total expenditure (Actual)

What was your total annual expenditure in 2023/24?

- Less than £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
- £1,000,001 to £2,500,000
- £2,500,001 to £5,000,000
- More than £5,000,000
- Don't know

If available, please also enter accurate data (as whole pounds) on your total expenditure in 2023/24

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

- 0%
- Less than 10%
- 10% to 19%
- 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

## Financial Context

In 2023/24, 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 various crises, pressures and challenges. For this, please use the space provided in the next question - "Further context".

## Further Context

We want to hear the stories behind the data. Please tell us if there are any particular challenges or opportunities your museums have faced in 2023/24? Do you have any other comments or information you have not yet expressed?



Please use the below text boxes to tell us more.

- Your audience
- Your workforce (staff, volunteers, freelancers, and contractors)
- Your museum's wider operating environment, including finances

## Equality and Diversity

*Sum of NPO questions in section A - "Workforce"*

Did your museum undertake Equality and Diversity planning during 2023/24?

- Yes
- No
- Don't know



If yes, please describe the planning you undertook:

In 2023/24, did you collect the following information on protected characteristics about your paid staff and regular volunteers? Please select one option per row

	Both paid staff and regular volunteers	Paid staff only	Regular volunteers only	Do not collect	Don't know
Age					
Disability					
Gender reassignment					
Being married or in a civil partnership					
Being pregnant or on maternity leave					
Race					
Religion or belief					
Sex or Gender					
Sexual orientation					

## Impact and Advocacy

Have you received any of the following support from your Museum Development provider in 2023/24? Please select all that apply

- News, updates, information and briefings
- Funding advice and guidance
- Development programmes
- Training (in person and online)
- Networking, conferences and events
- Resources and online tools
- None of the above
- Do not know
- Other (please explain):

If you have received support or advice from Museum Development providers's programme in the period 1 April 2023 – 31 March 2024 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

## Survey feedback

Would you be happy for us to contact you once the Annual Museum Survey has closed to ask for some feedback on the survey?

- Yes
- No

## 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](mailto: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](mailto: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 **2 July, 5 pm**.

\*\*\*

***This is not a submission form – please use the survey link to complete the survey.  
If you have any accessibility needs and would like to submit your survey responses in a different format,  
please e-mail [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk).***

\*\*\*