

Annual Museum Survey 2020

South East



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Where you see this icon, the chart may be interactive. Move your mouse over or click through tabs to view different analysis. Please note this will not be the case if you are viewing a static document such as a pdf file.

South East Headlines

Visits and participants



4,122,000

Adult visits to museums in the region
(17.4% of nationally)



415,406

Child visits to museums in the region
(16.3% of nationally)



1,715,787

Visits to national museums in the region
(3.4% of nationally)



4,416,000

Visits to museum websites in the region



396,288

Participants in educational/other events and
activities

Financial impact



£81.4 million

Economic impact of visitors generated in
the region



£19.0 million

Total income/turnover of museums



£30.5 million

Total expenditure/running costs of
museums



These headline values have been generated by taking the median value from the weighted analysis in the Annual Museum Survey and multiplying that by the total number of museums in the region within the scope of the survey

South East Headlines

Staff and volunteers



1,920

Paid staff employed - headcount
(22.9% of nationally)



7,104

Volunteers - headcount
(17.9% of nationally)



1,152

Paid staff - FTE
(22% of nationally)



691,200

Hours contributed by volunteers
(21.5% of nationally)



3.7

Number of volunteers for every 1 paid staff -
South East



£10 million

Value of volunteer hours
(24.2% of nationally)



4.63

Number of volunteers for 1 paid staff -
nationally

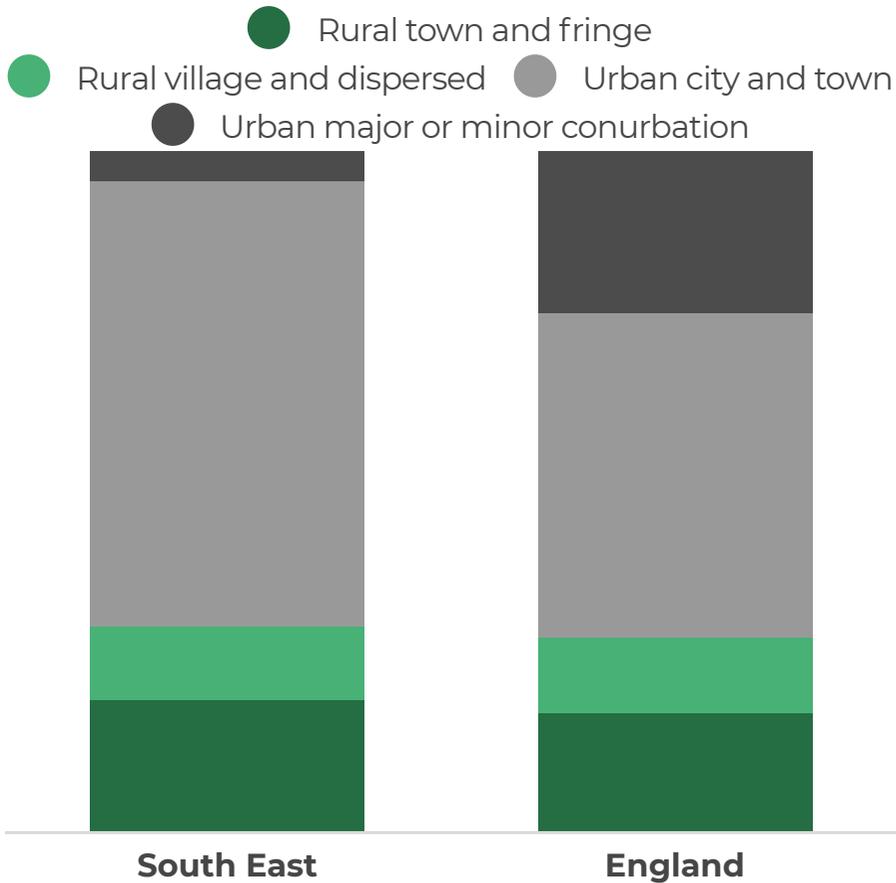


These headline values have been generated by taking the median value from the weighted analysis in the Annual Museum Survey and multiplying that by the total number of museums in the region within the scope of the survey

Museums in Rural and Urban Areas of the South East

How rural or urban are the museum locations?

< All Museums >



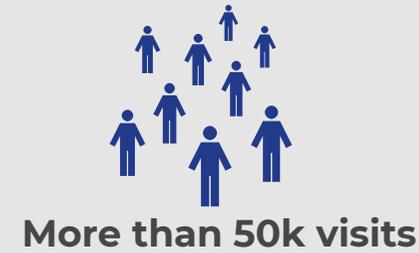
How do rural and urban museums in the South East compare?

Rural

Urban

19.2%

29.9%



58.1%

73.4%



21.3%

9.1%

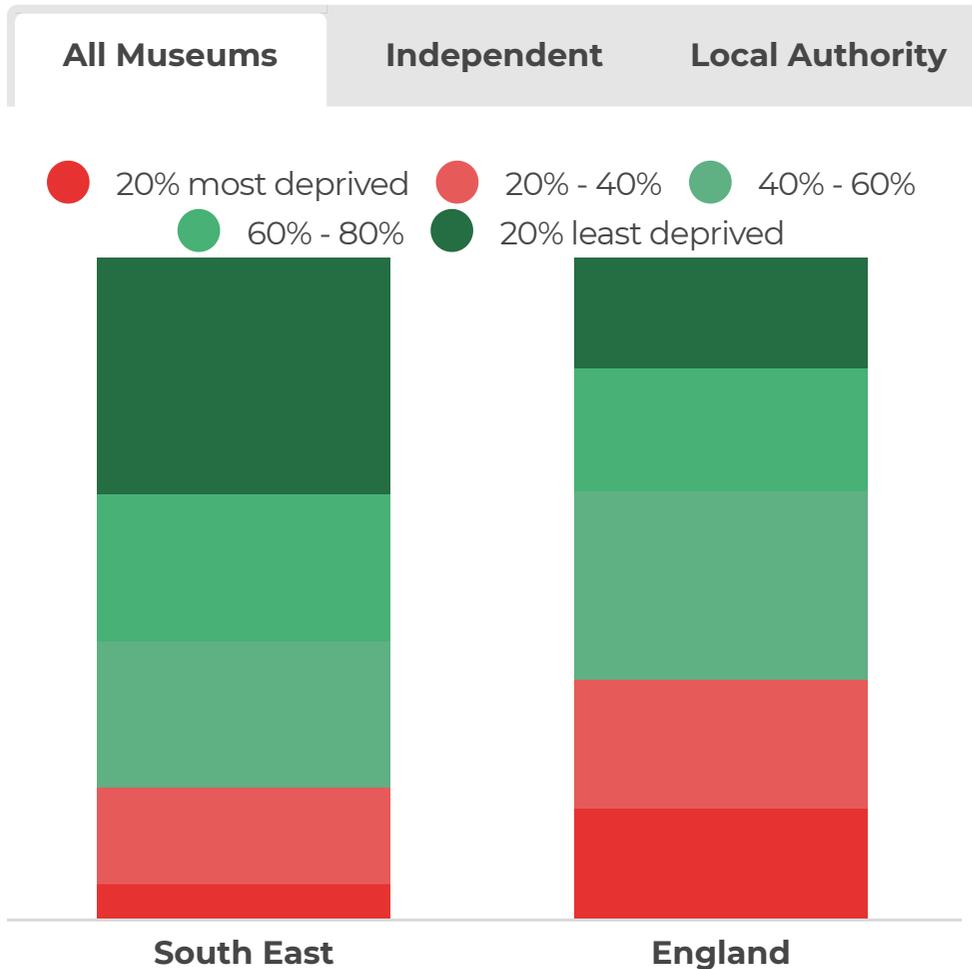


Rural/Urban classifications determined by postcode of museum using ONS classification:

<https://www.ons.gov.uk/methodology/geography/geographicalproducts/ruralurbanclassifications/2011ruralurbanclassification>

Museums and Deprivation in the South East

How deprived are the areas where museums are located?



What does a museum in one of the 20% least deprived areas look like?



10.1%

Local authority museums
(34.9% in 20% most deprived areas)



40.2%

Less than 10k visits each year
(31.2% in 20% most deprived areas)



38.5%

Charge for admissions
(70.2% in 20% most deprived areas)



73.0%

More than 1000 volunteer hours each year
(44.5% in 20% most deprived areas)



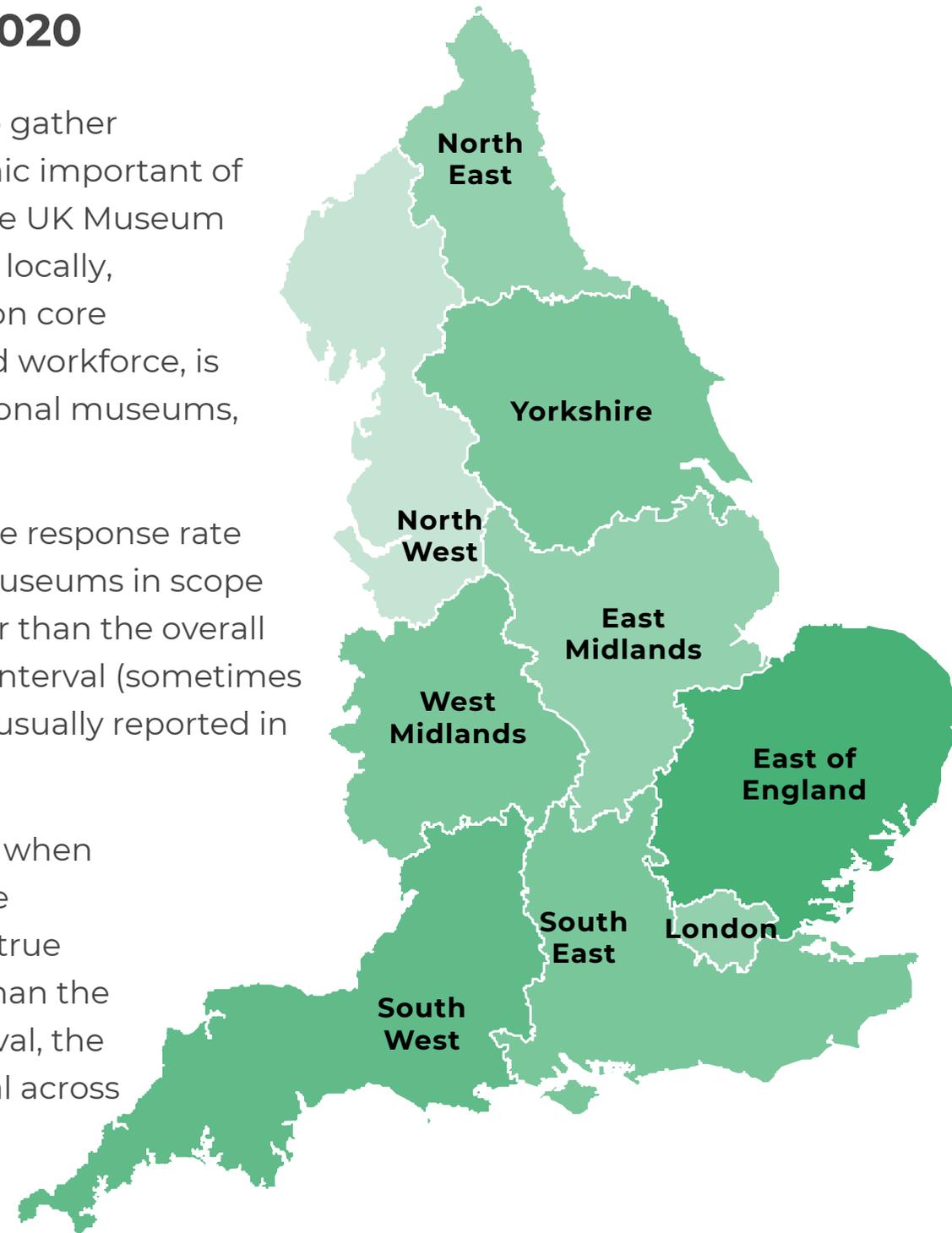
Deprivation levels have been generated by matching museum site postcodes to Index of Multiple Deprivation (IMD) deciles at a Lower Super Output Area (LSOA) level.

About the Annual Museum Survey 2020

The purpose of the Annual Museum Survey 2020 is to gather evidence to help demonstrate the social and economic importance of non-national museums (which are participating in the UK Museum Accreditation Scheme) to funders and stakeholders – locally, regionally and nationally. The data, which is focused on core operational reporting around audiences, finances and workforce, is used alongside data sets of other museums, e.g. National museums, to gain an understanding of the whole sector.

The level of response in each region is measured by the response rate and confidence interval. In the South East, 51% of all museums in scope responded to the Annual Museum Survey. This is lower than the overall response rate of 54% across England. The confidence interval (sometimes called the margin of error) is the plus-or-minus figure usually reported in market research and opinion polls.

The South East confidence interval of 6.45 means that when interpreting headline results in the region, you can be confident that if every single museum responded the true figure would be 6.45 percentage points more or less than the figure reported here. The smaller the confidence interval, the more confidence in the results. The confidence interval across England is 2.59.



Understanding more about the data

Scope

The Annual Museum Survey includes data from independent, local authority, university and English Heritage museums. The scope of the survey should be considered when interpreting the findings in this report. Where sample sizes allow, this report provides analysis by governance type such as independent or local authority.

Weighting

Weighting is a statistical process which adjusts data by key variables to improve the accuracy of survey estimates. Data from the Annual Museum Survey has been weighted to ensure the findings are representative of the size and governance type of museums in each region. The England comparison data is also weighted by the proportion of museums in each region.

Accounting for organisations with more than one museum site

The Annual Museum Survey captures data from both single site museums and organisations with more than one museum site. Data provided by 'multi site' organisations is a mix of site-specific (for example, visit numbers) and organisation-wide (for example, staffing and finance).

Additional data sources

Where possible, secondary data sources have been connected to the Annual Museum Survey dataset to provide additional analysis. These include rural-urban classifications, indices of deprivation, economic impact using the AIM calculator, volunteer value derived from ONS median pay by local authority and existing accreditation data.

Sample sizes

The number of museums able to provide data for each question is denoted by 'n' (for example, $n=25$). This is useful context when considering the findings, with more confidence the more responses there are.

Covid-19 Context

The Annual Museum Survey 2020 collects data from the time frame 1 April 2019 - 31 March 2020.

The impact of Covid-19 and the resulting closure of museums to the public falls outside the scope of data gathered. However, as the surveying period was 24 July to 18 October, the sections of the survey which allow for open text provide a powerful early insight into the impact of subsequent government instructions for closure.

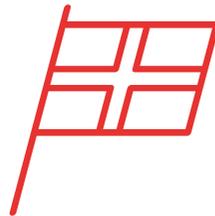
The data gathered during the Annual Museum Survey 2020 provides an important baseline from which future surveys can measure the longer term impact of the Pandemic on the visitors, workforce and finance of the sector.

Despite the majority of Covid-19's impact being outside of the survey scope, respondents reported impact in the last months of financial year 2019/20



23%

of the 62 respondents who commented on any circumstances affecting their visitor figures in 2019/20, 23% mentioned a decrease related to Covid-19.



22%

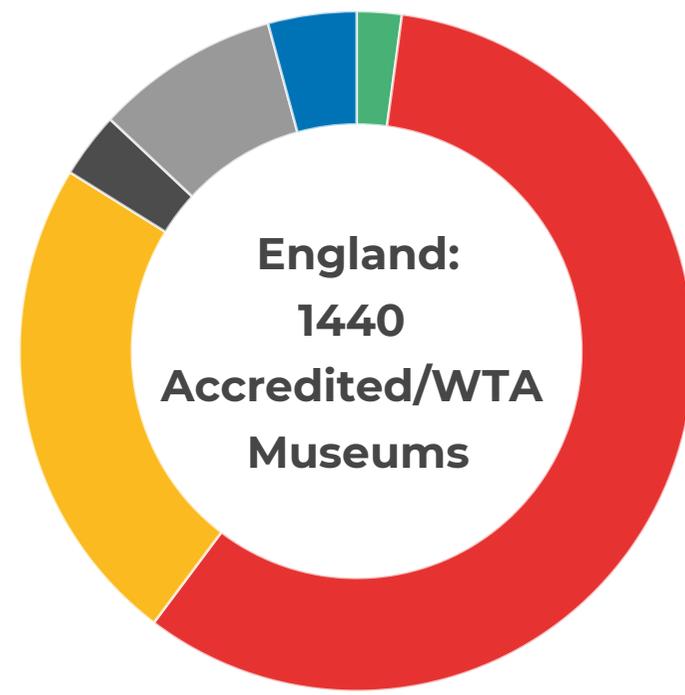
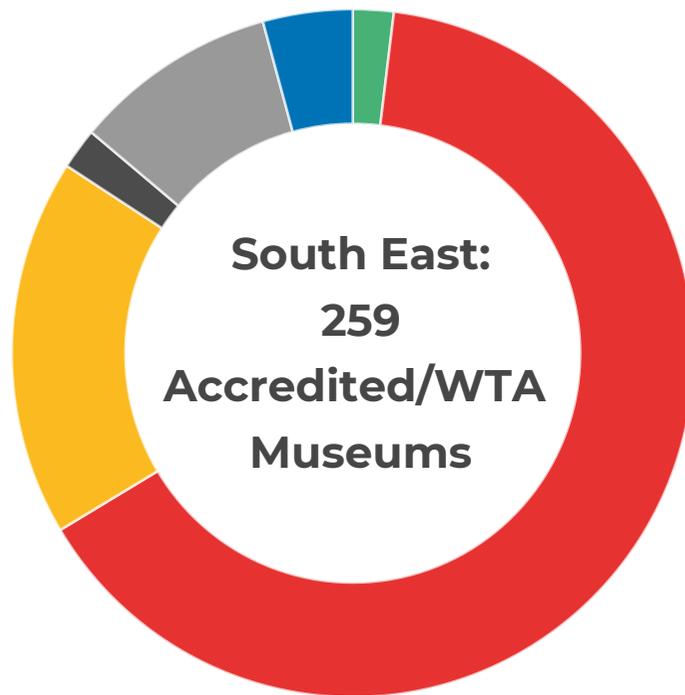
Nationally, of the 464 respondents who commented on any circumstances affecting their visitor figures in 2019/20, 22% mentioned a decrease related to Covid-19.

South East Insights

The South East

Governance and location data is drawn from Arts Council England's Accredited and Working Towards Accreditation (WTA) museums. The WTA list does not contain governance data which is provided by regional Museum Development.

National Trust and National museums are shown here but excluded from the rest of the report.



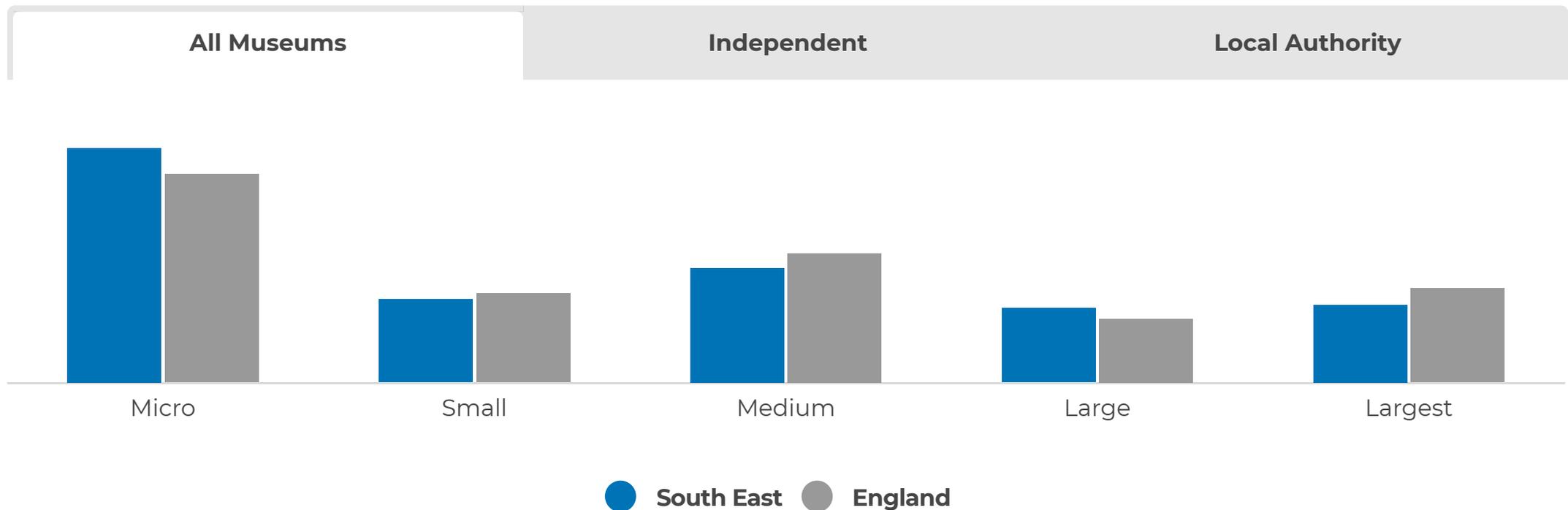
- English Heritage
- Independent
- Local Authority
- University
- National Trust
- National

Audiences - visitor size bands by Governance type

44% of Independent museums in the South East are micro museums, each site receiving under 10K visitors per year. This is in line with the percentage of micro independent museums in England.

26% of Local Authority museums in the South East fall in the Large size band, receiving between 50K and 100K visitors per year. This is higher compared to Large Local Authority museums in England.

Click through the tabs to see how different governance types in the South East compare to the national picture.

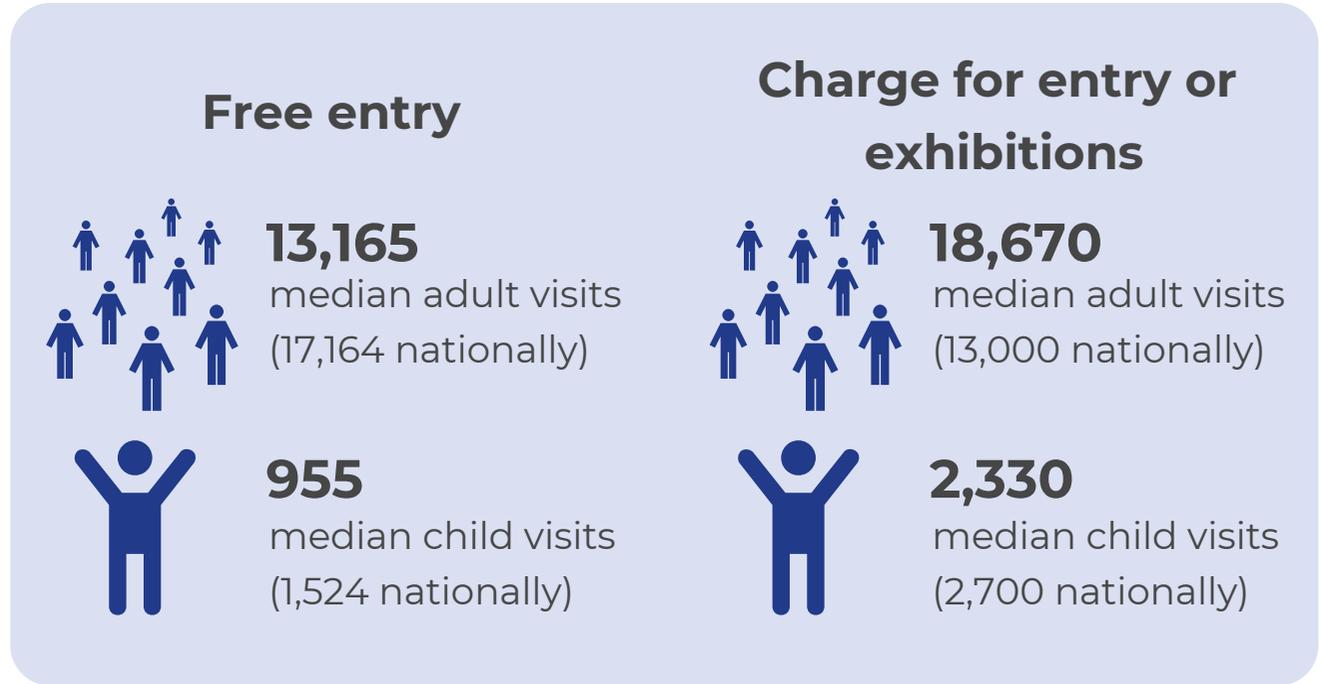


Total visits were banded by asking the respondent for their known and estimated visits for 2019/20. If a respondent was unable to provide these, they were asked to choose from the bands <10K, 10-20K, 20-50K, 50-100K, >100K

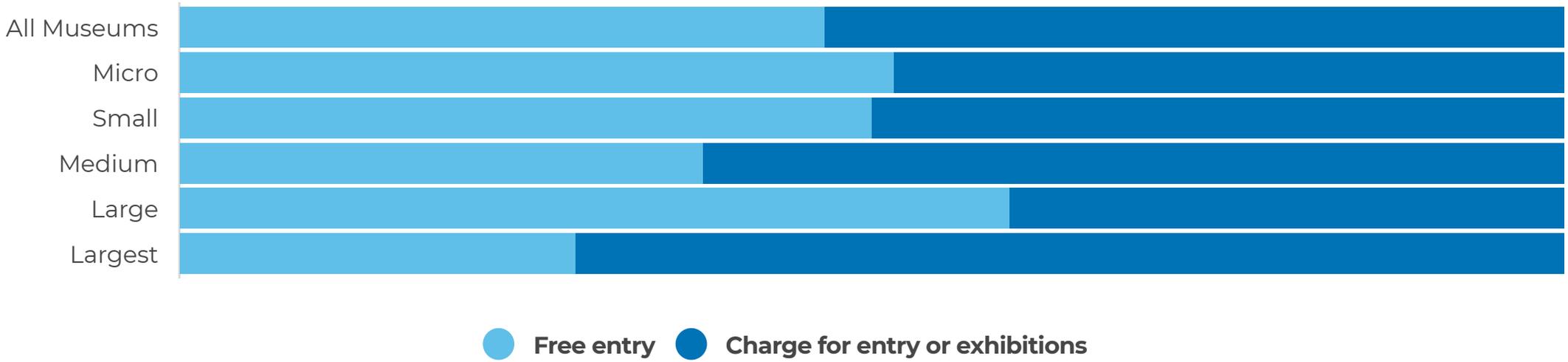
Audiences - visitors

53.4% of museums in the region charge admissions and 46.6% are free entry.

Looking at how the number of visitors museums receive vary by admissions structure we can further understand how these differ by focusing on the median of adult and child visitors and by overall size category.



Visits by Admissions structure



Respondents were asked which best described their museum's admissions charges: *charge for admissions all year, charge for admissions seasonally, charge for some exhibitions, we do not charge for admissions or exhibitions* n=82

Audiences - participants in on site and off site events and activities

The charts below present the number of participants by 'Educational' events and activities and 'Other' events and activities. The category of 'Other' encompasses all events and activities delivered by the museum that are not delivered to formal education providers. The data is presented for both Education and Other events and activities for both onsite and off-site to the museum.

On site events and activities

< All Museums (Educational) v >



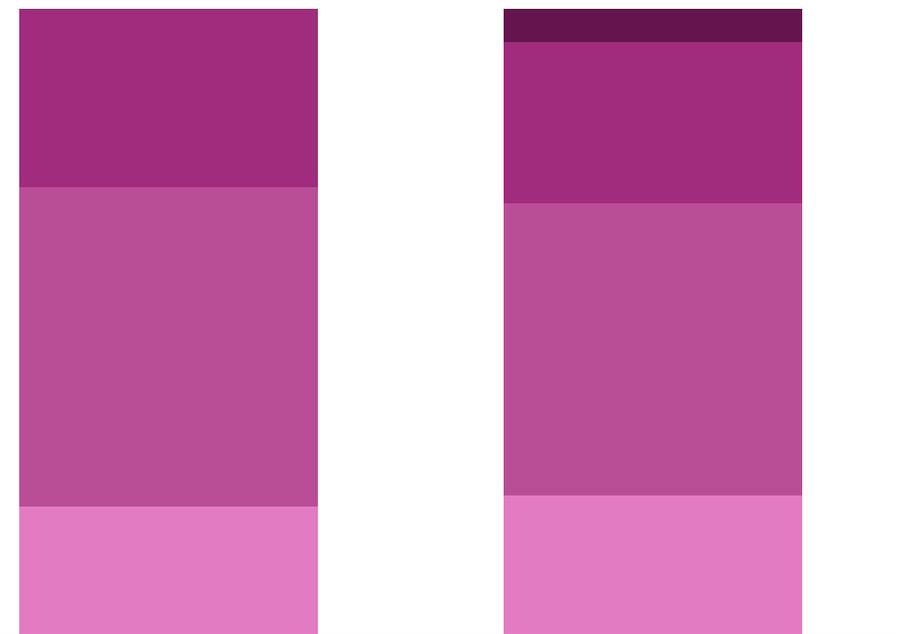
South East

England

● <100 ● 100-1k ● 1-5k ● >5k

Off site events and activities

< All Museums (Educational) v >



South East

England

● <100 ● 100-1k ● 1-5k ● >5k

? Participants were banded by asking the respondent for their known and estimated participants in educational and other events and activities onsite and offsite in 2019/20.

Audiences - more on participants in Educational events and activities

Free entry

459
median on site participants
(563 nationally)

350
median off site participants
(442 nationally)

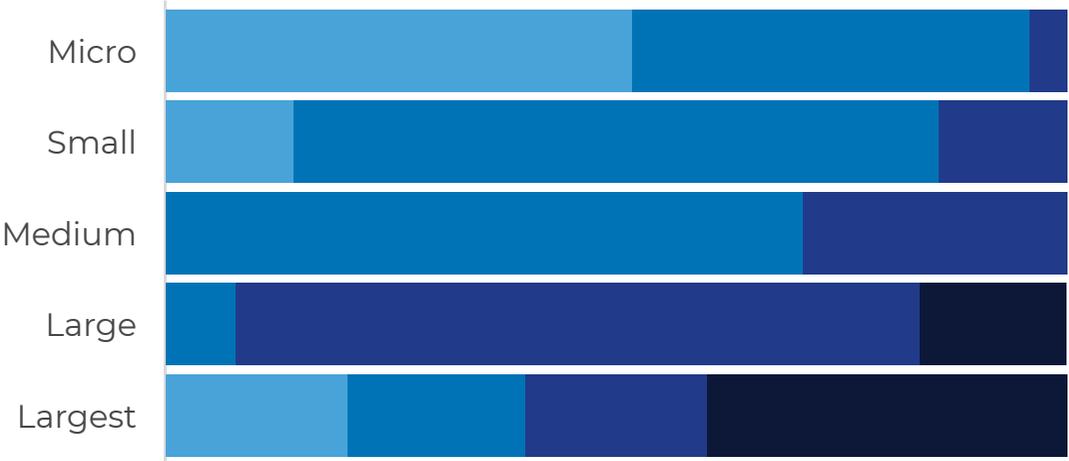


Charge for entry or exhibitions

585
median on site participants
(1009 nationally)

500
median off site participants
(500 nationally)

Participants by size



● <100 ● 100-1k ● 1-5k ● >5k

Participants by admissions structure



● <100 ● 100-1k ● 1-5k ● >5k

? Participants were banded by asking the respondent for their known and estimated participants in educational and other events and activities onsite and offsite in 2019/20.

Audiences - more on participants in Other events and activities

Free entry

290
median on site participants
(625 nationally)

1500
median off site participants
(466 nationally)

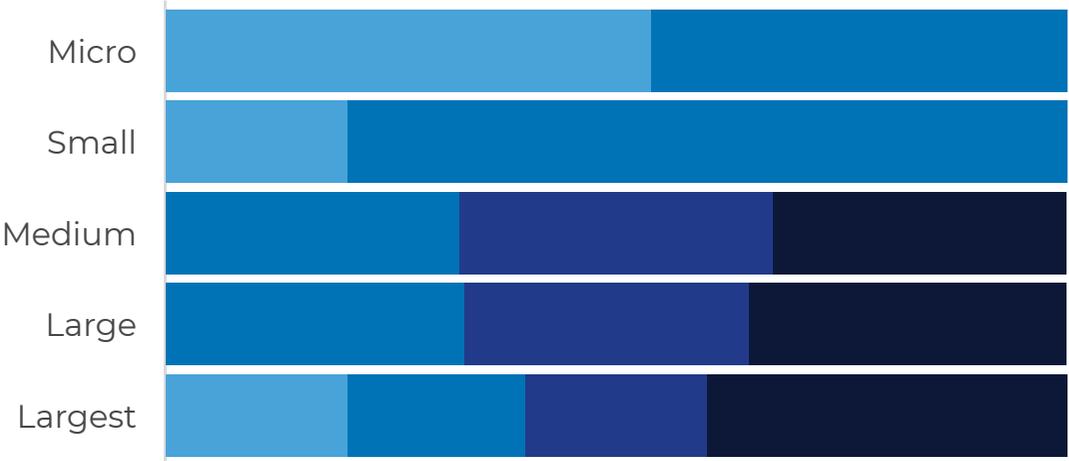


Charge for entry or exhibitions

679
median on site participants
(664 nationally)

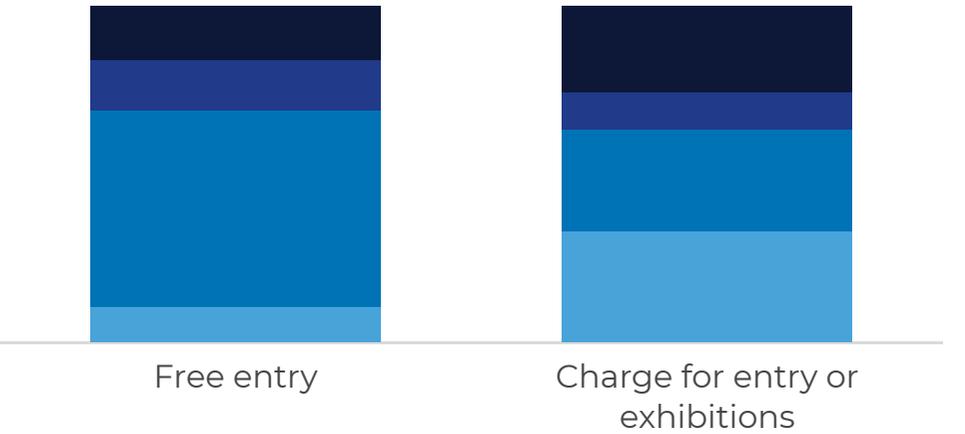
310
median off site participants
(425 nationally)

Participants by size



● <100 ● 100-1k ● 1-5k ● >5k

Participants by admissions structure



● <100 ● 100-1k ● 1-5k ● >5k

? Participants were banded by asking the respondent for their known and estimated participants in educational and other events and activities onsite and offsite in 2019/20.

Audiences - economic impact

Economic Impact here refers to the the total spend by visitors in the local economy. This is calculated for each respondent specifically by the top tier local authority they are located in.



£355,535

median economic impact of a museum in the South East.

£354,681

median economic impact of a museum nationally.

Economic impact by governance type



Economic impact by Admissions structure



Economic Impact was calculated for each respondent providing visitor figures according to the AIM toolkit 2019, it was then banded. n=651 England, n=110 South East

Audiences - more on economic impact

We can also look at statistical analysis of economic impact data, from the median value to the different ranges between the min and max and the lower and upper quartiles.

Economic impact by size of museum



The median economic impact value in the South East ranges from £78k for micro museums to £4.7 million for the largest museums.

Half of micro museums have an economic impact in the range of £37k and £115k.

Note: to better explore the mid-range for different sized museums, click 'Min' and 'Max' to unselect.

Finance - Income

The Annual Museum Survey asks respondents to provide their total income/turnover. These charts show the percentage of museums in the South East reporting each band.



£82,800

median income of a museum in the South East.

£91,513

median income of a museum nationally.

Income by governance type



Income by Admissions structure

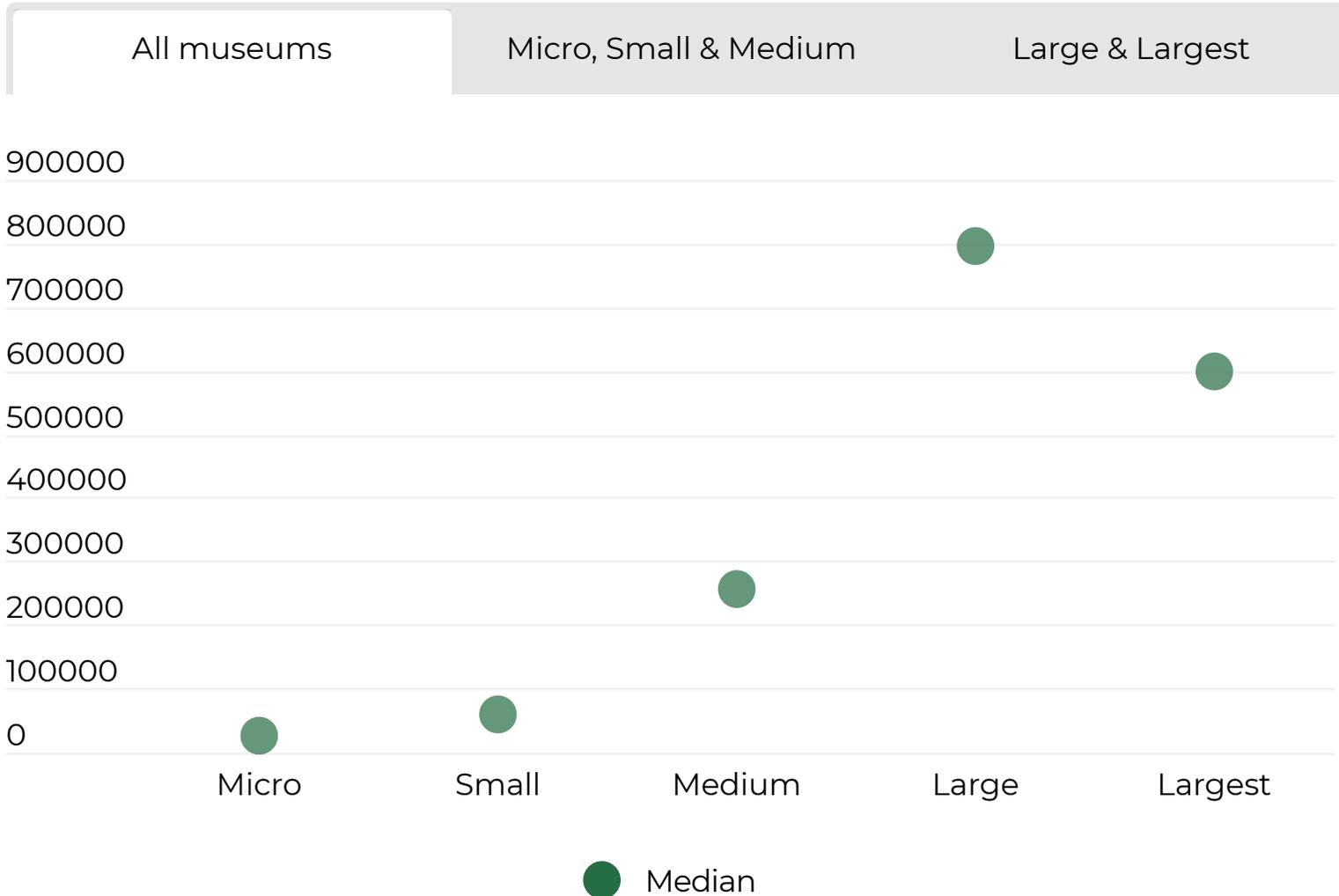


? Respondents were asked What was the total annual income/turnover of your museum in 2019/20? The responses were then banded. This data contains a multi-organisational response. n=540 England, n=89 South East

Finance - more on Income

We can also look at statistical analysis of income data, from the median value to the minimum and maximum values and the range between the lower and upper quartiles.

Income by size of museum



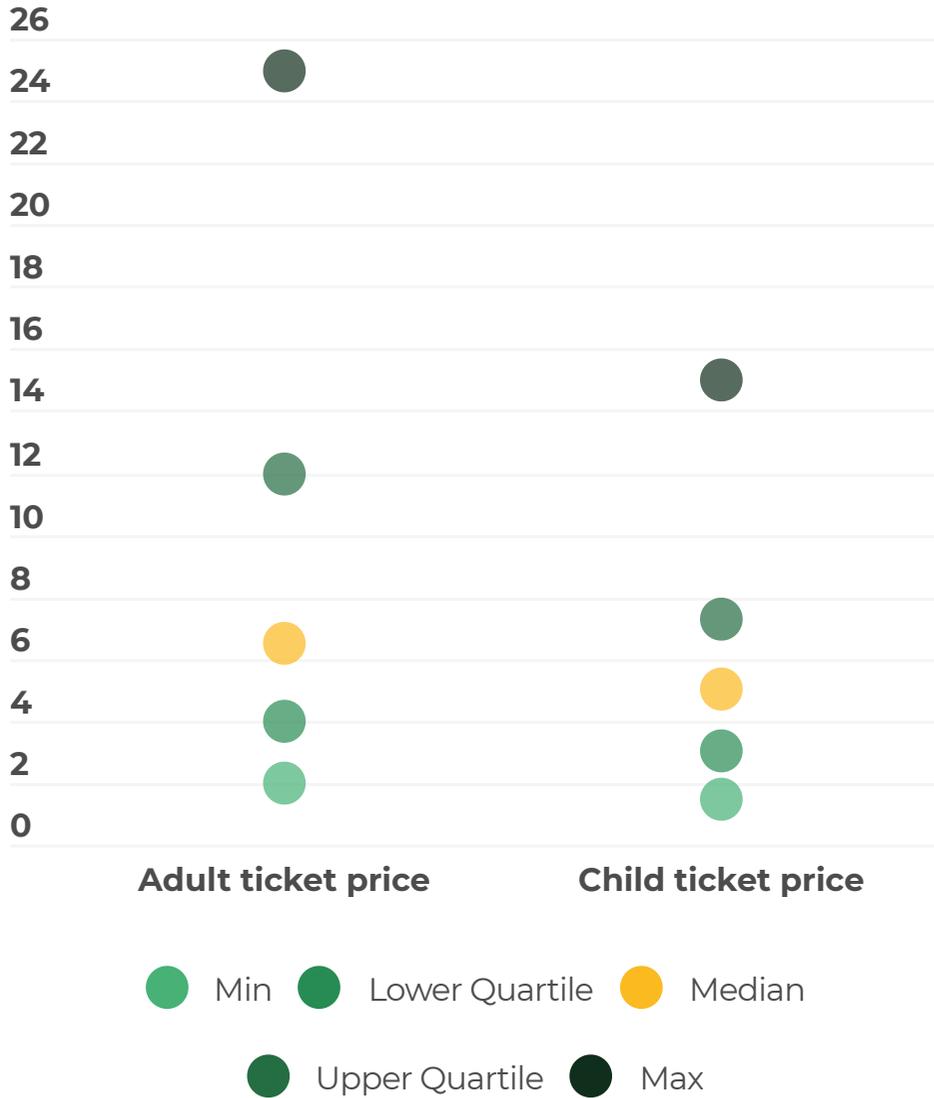
The median total income in the South East ranges from £26.2k for micro museums to £797k for large museums.

Half of micro museums have an annual income of between £7.7k and £67.4k.

Note: to better explore the mid-range for different sized museums, click 'Min' and 'Max' to unselect.

Finance - admissions

The charts below show the range of ticket prices reported by museums in the South East. How the income from these admissions vary by governance type in the South East is also shown, compared to the national median.



How do museums in the South East compare on admissions?

Independent	Local Authority
59% (63% nationally)	34% (29% nationally)
Charging for entry or exhibitions	
£60,000 (£33,600 nationally)	£197,927 (£137,000 nationally)
Admission income	
Median values based on all respondents in the South East	

Respondents were asked what best described their admissions charges: charge for admissions all year round, charge for admissions seasonally, charge for some exhibitions, do not charge for admission or exhibitions n=486 England, n=82 South East. Admission income: n=232 England, n=79 South East (Independent & local authority count only)

Workforce - Staff to volunteer headcount ratios

South East



England



There are 4 volunteers to each 1 paid member of staff at South East museums. Compare this to the higher national ratio of 5:1. (median, all museums)

Staff to volunteer FTE ratios work by converting volunteer hours into full time equivalents. Below shows the amount of FTE volunteers to each paid staff member.

Staff to volunteer headcount ratios - South East

Independent



Local Authority



How do museums in the South East compare on staff to volunteer FTE ratios?

Independent

0.44
(0.49 nationally)



Local Authority

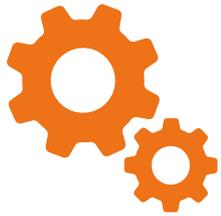
0.21
(0.20 nationally)

Median values based on all respondents in the South East



Staff to volunteer headcount: n=404 England, n=68 South East.

Workforce - Full time equivalents (FTEs) Staff



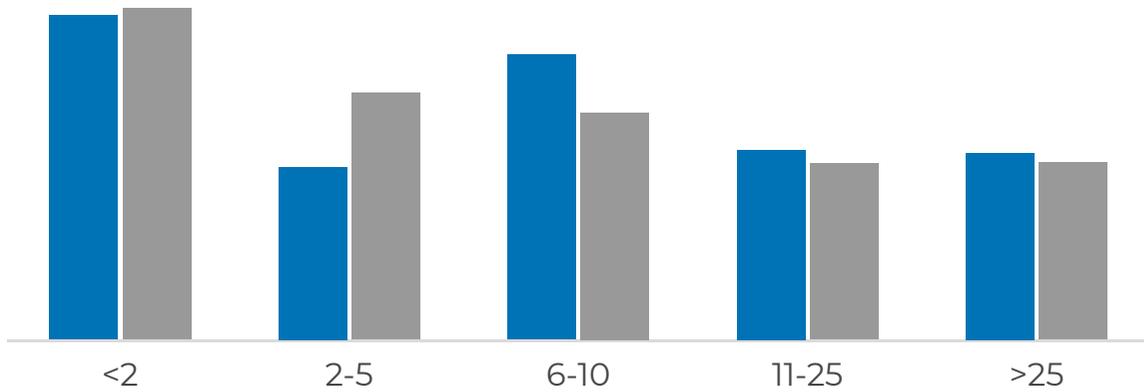
10

median headcount of paid staff in a South East museum

6

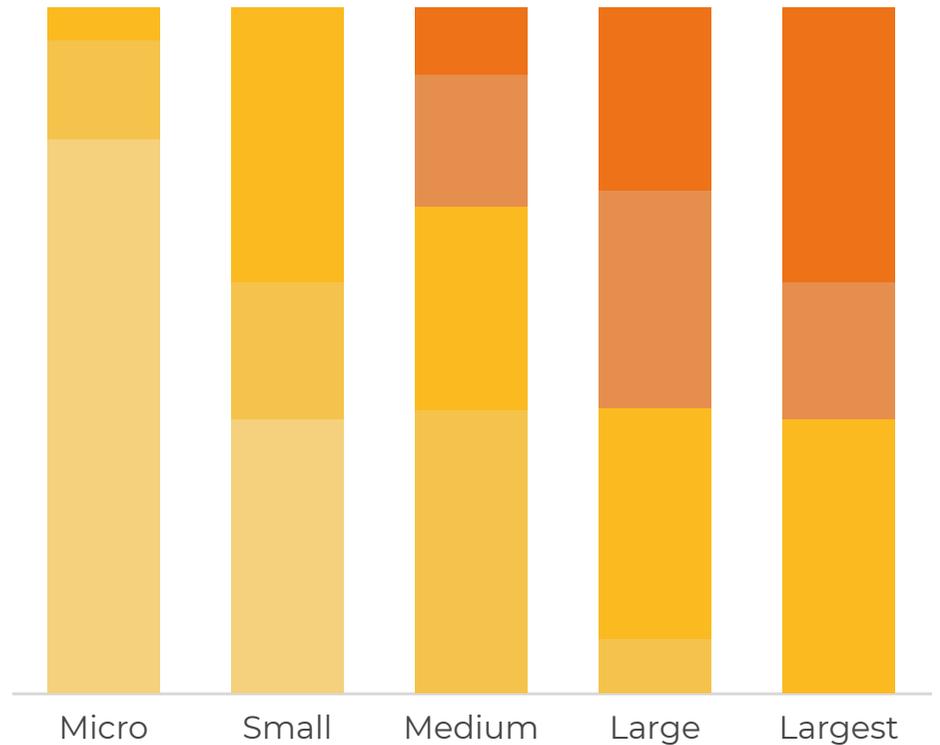
median full time equivalents of paid staff in a South East museum

FTE staff by governance type



● South East ● England

FTE staff by size



● <2 ● 2-5 ● 6-10 ● 11-25 ● >25



FTE bands calculated from respondents who answered they had paid staff and could provide either actual counts or good estimates of FTEs. n=250 England, n=97 South East.

Workforce - Full time equivalents (FTEs) Volunteers



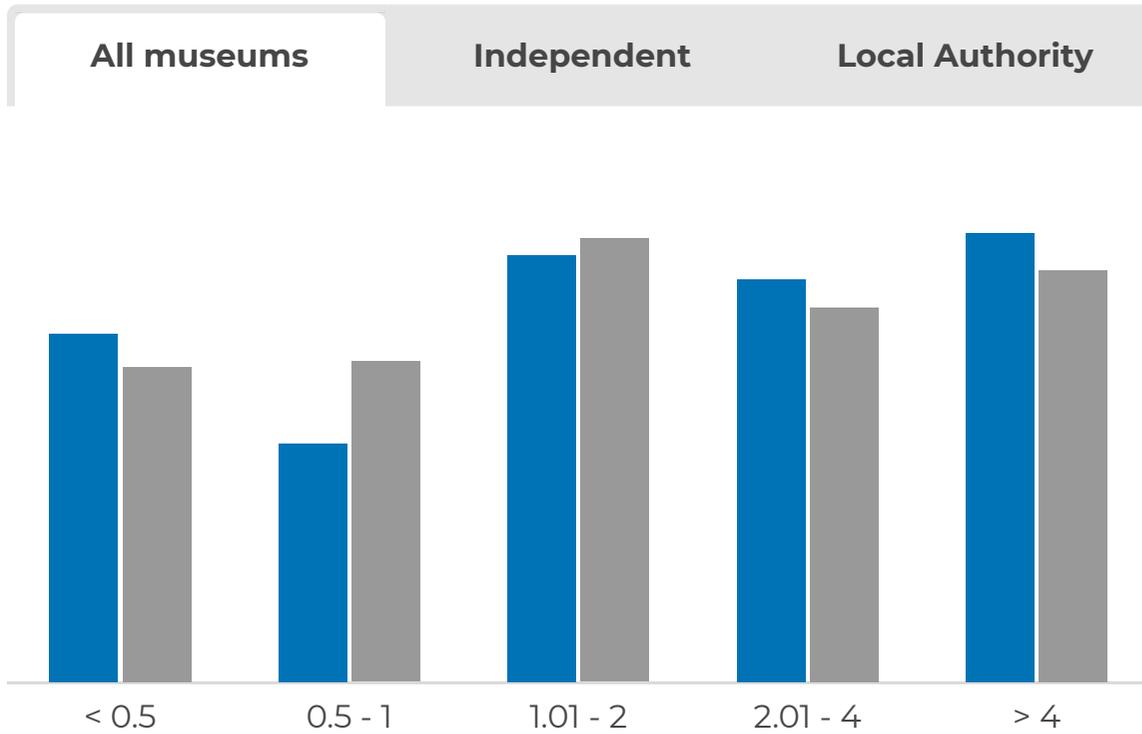
37

median headcount of volunteers in a South East museum

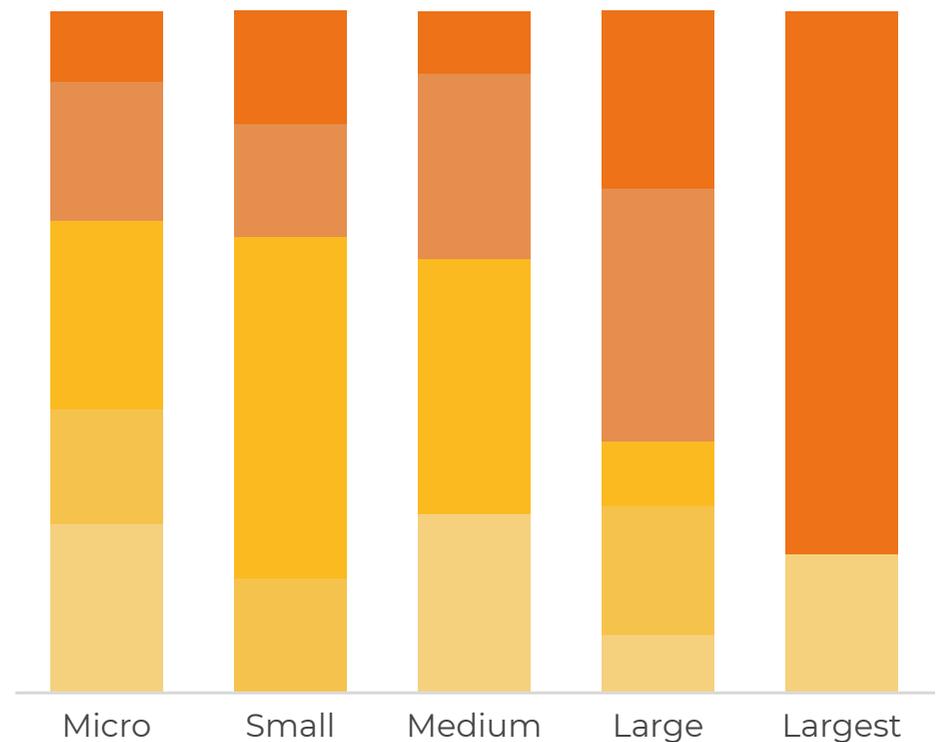
3.67

median full time equivalents of volunteers in a South East museum

FTE volunteers by governance type



FTE volunteers by size



● South East ● England

● < 0.5 ● 0.5 - 1 ● 1.01 - 2 ● 2.01 - 4 ● > 4



FTE bands calculated from respondents who provided volunteer hours, these were divided by FTE hours then banded.
n=462 England, n=70 South East

Workforce – Full time equivalents (FTEs) Staff & Volunteers by Admissions structure

Free entry

4

median staff FTEs
(4 nationally)

1.44

median volunteer FTEs
(1.28 nationally)



Charge for entry or exhibitions

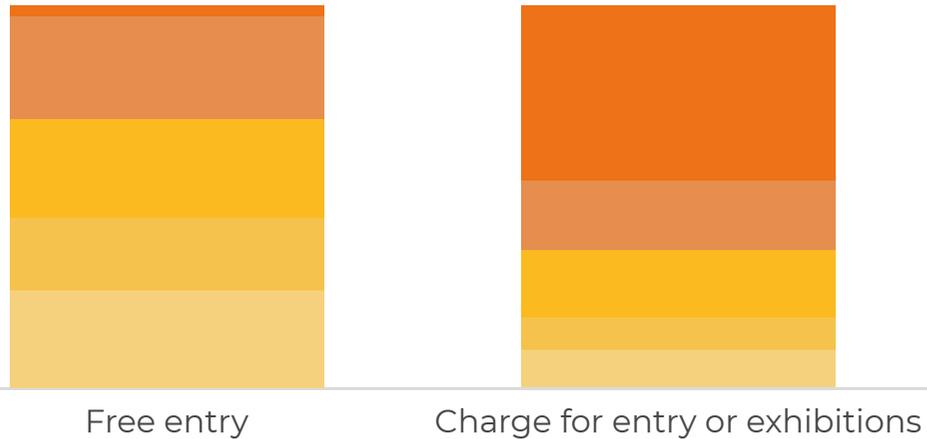
9

median staff FTEs
(7 nationally)

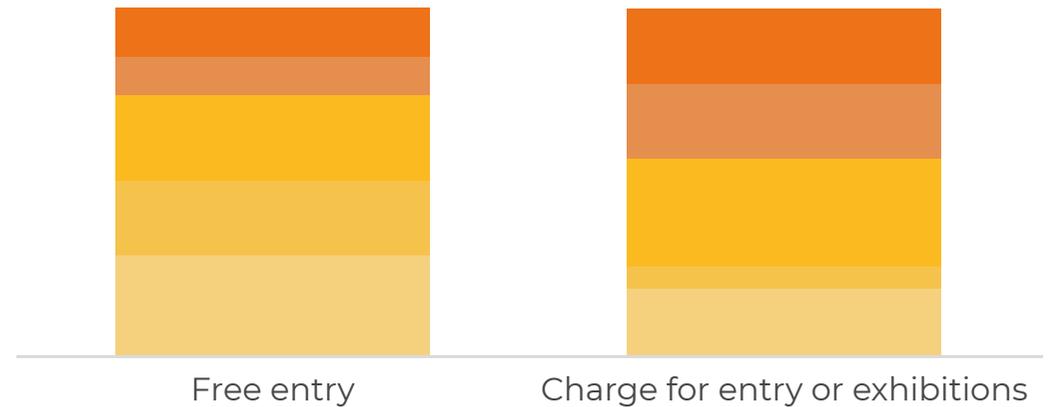
3.36

median volunteer FTEs
(2.41 nationally)

FTE volunteers by Admissions structure



FTE staff by Admissions structure



● <0.5 ● 0.5-1 ● 1.01-2 ● 2.01-4 ● >4

● <2 ● 2-5 ● 6-10 ● 11-25 ● >25



Staff FTEs calculated from respondents who answered they had paid employees and could provide either actual counts or good estimates of FTEs n=55. Volunteer FTEs calculated from respondents who provided volunteer hours, these were divided by FTE hours n=60

Workforce - Equality & Diversity

Museums are required by law to collect information on their paid staff's protected characteristics. Nationally, 70% of museums responding to the survey reported not collecting any of this data. South East museums reporting not collecting this data was higher, at 72%



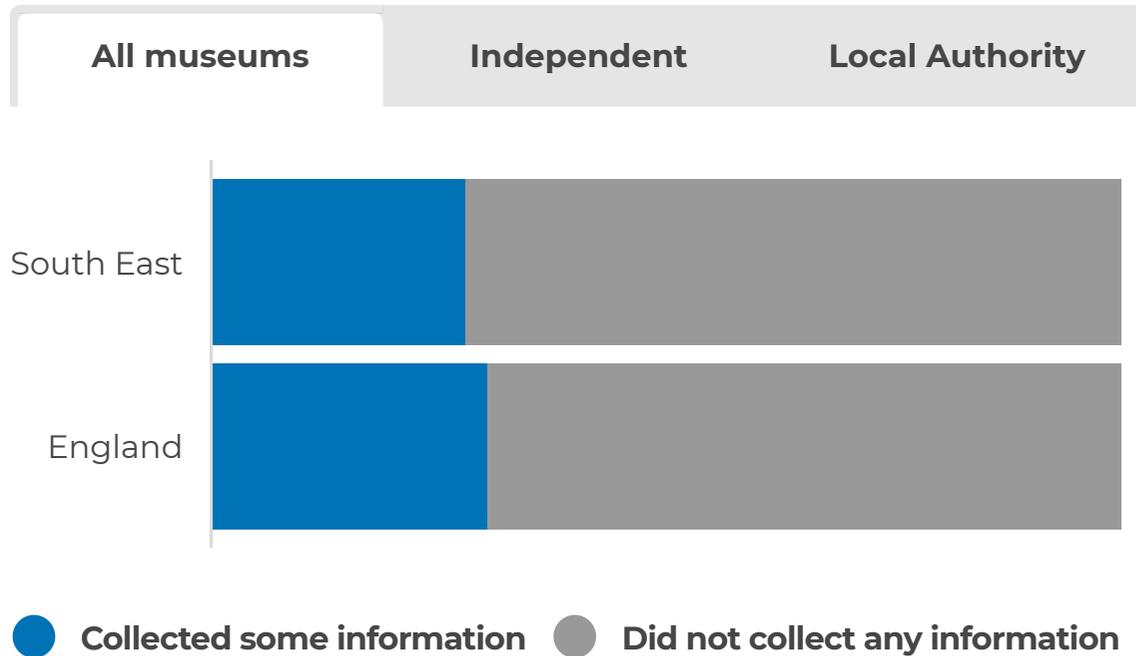
14%

Independent museums undertook Equality & Diversity planning during 2019/20

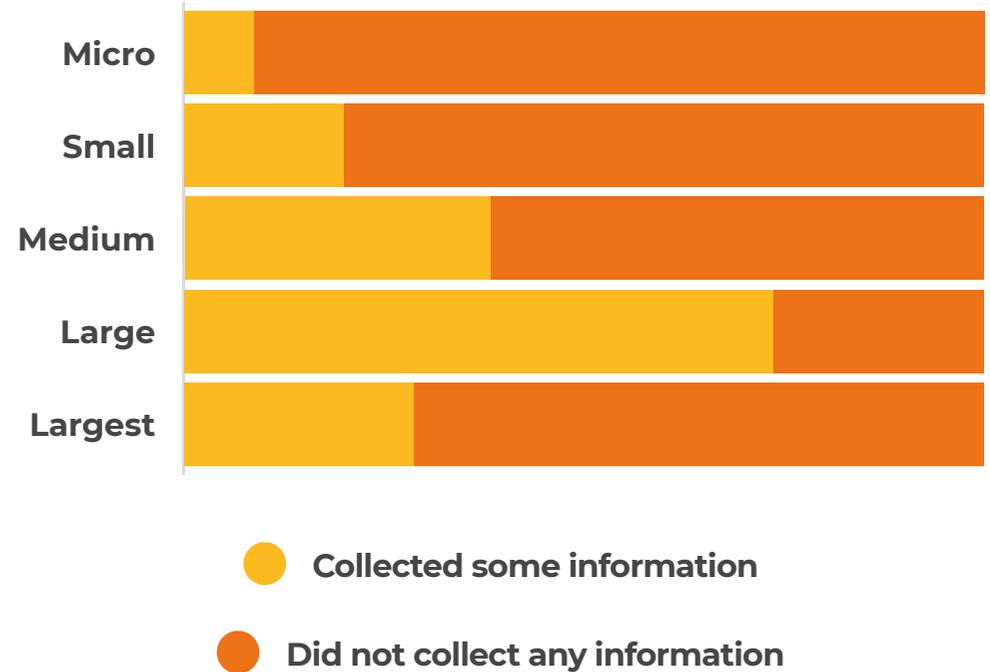
75%

Did not undertake any planning

Protected characteristics - paid staff



By size band



Respondents who had reported employing paid staff were asked to select each of the 9 protected characteristics they collected information on or select the option 'none of the above'. n=553 England, n=128 South East

Workforce - Equality & Diversity

Nationally, 72% of museums responding to the survey reported not collecting any of this data on their regular volunteers. It is not a legal requirement to collect information on volunteers.



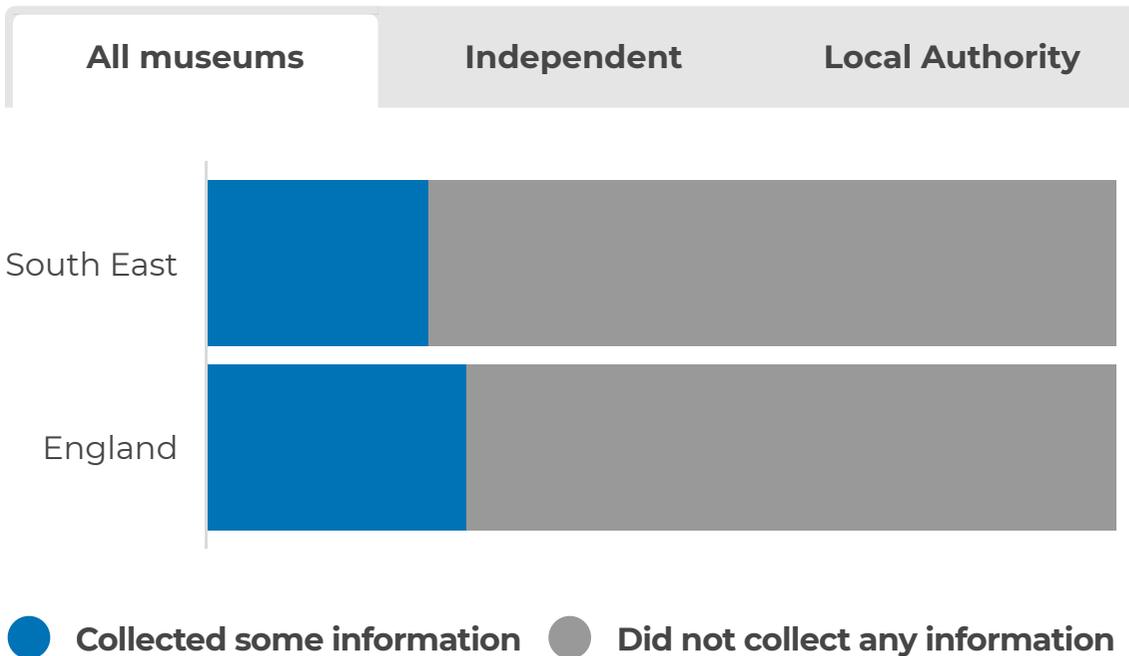
18%

Local authority museums undertook Equality & Diversity planning during 2019/20

55%

Did not undertake any planning

Protected characteristics - volunteers



By size band



Respondents who had reported volunteers were asked to select each of the 9 protected characteristics they collected information on or select the option 'none of the above'. n=553 England, n=94 South East

Profile Snapshots



35%

Located in the 20% least deprived areas



65%

Located in an urban area



65%

Open all year round, 26% operate regular seasonal closure



1,734

Hours open



12,350

Adult visits



1,521

Child visits



9,491

Website visits

All values are median.

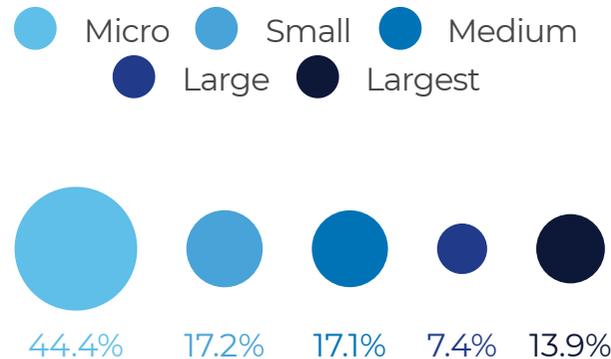
What does an Independent museum in the South East look like?

92 of 167 independent museums in the South East took part. The data they provided has been weighted to be representative of all independent museums in the region.

There are 837 independent museums in England, 20% of which are in the South East.

The values presented are annual, 2019-20.

44% receive fewer than 10K visitors each year



£219,604

Economic impact of visits



£76,000

Total income



£9,844

Retail income



£2,006

One-off donations on-site



£52,056

Value of volunteer hours



£35,000

Regular public subsidy



£9,400

Grants income



4

Number of staff FTE



40

Number of volunteers



34%

Located in the 60%-80% most deprived areas



82%

Located in an urban area



61%

Open all year round, 7% operate regular seasonal closure



1,849

Hours open



23,312

Adult visits



8,659

Child visits



66,426

Website visits

All values are median.

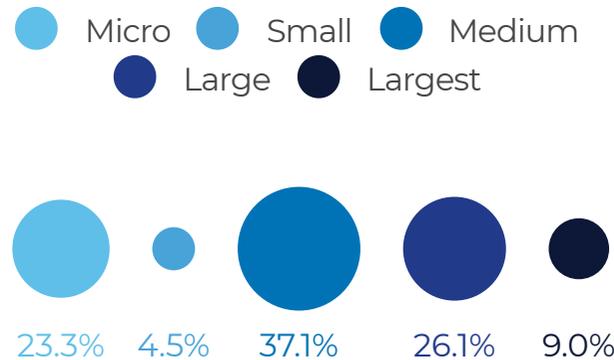
What does a Local Authority museum in the South East look like?

20 of 36 local authority museums in the South East took part. The data they provided has been weighted to be representative of all local authority museums in the region.

There are 339 local authority museums in England, 14% of which are in the South East.

The values presented are annual, 2019-20.

37% receive between 20K-50K visitors each year



£846,369

Economic impact of visits



£213,003

Total income



£12,777

Retail income



£5,667

One-off donations on-site



£47,012

Value of volunteer hours



£336,417

Regular public subsidy



£30,903

Grants income



9

Number of staff FTE



24

Number of volunteers

Subregional snapshots

The following areas are defined by regional Museum Development teams to designate areas at below regional level. This further sub-regional analysis provides an opportunity to understand and highlight variations that make up the regional museum sector. To ensure an appropriate level of reliability of the data presented, only areas with a 40% or higher level of response rate or an adequate sample size are presented.

MD Defined Area	Museums within scope	Museums responded	Response rate	Included?
Buckinghamshire, Oxfordshire & Berkshire	54	29	54%	✓
Hampshire Solent	69	44	64%	✓
Kent & Midway	36	18	50%	✓
Surrey, East & West Sussex	70	27	39%	✓



57%

Located in the 20% least deprived areas



73%

Located in an urban area



74%

Open all year round, 18% operate regular seasonal closure



1,694

Hours open



22,323

Adult visits



1,605

Child visits



32,093

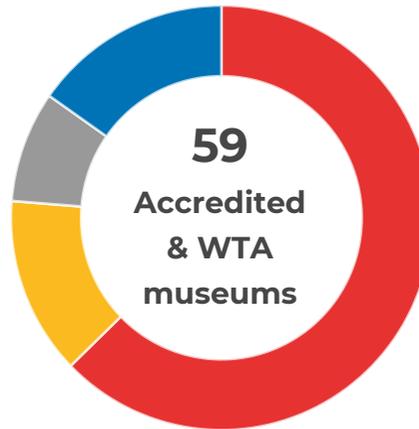
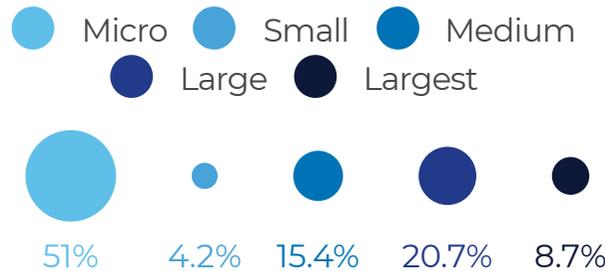
Website visits

This data excludes National Trust and National museums. All values are median.

What does a museum in Buckinghamshire, Oxfordshire & Berkshire look like?

29 of 54 museums within scope took part. The data they provided has been extracted from regionally weighted data to be representative of all independent, local authority and English Heritage museums in the area.

51% receive fewer than 10K visitors each year



£540,815

Economic impact of visits



£89,200

Total income



£10,654

Retail income



£1,200

One-off donations on-site



£47,012

Value of volunteer hours



£205,186

Regular public subsidy



£10,550

Grants income



5

Number of staff FTE



37

Number of volunteers



32%

Located in the 20% least deprived areas



76%

Located in an urban area



71%

Open all year round, 21% operate regular seasonal closure



1,750

Hours open



18,000

Adult visits



2,500

Child visits



9,491

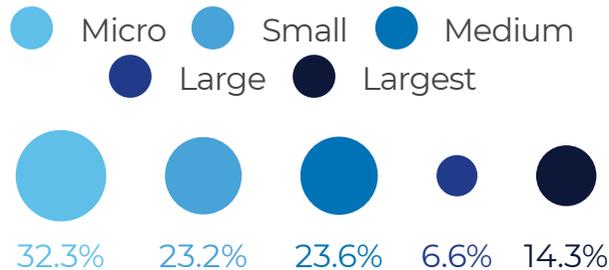
Website visits

This data excludes National Trust and National museums. All values are median.

What does a museum in Hampshire Solent look like?

44 of 69 museums within scope took part. The data they provided has been extracted from regionally weighted data to be representative of all independent, local authority and English Heritage museums in the area..

32% receive fewer than 10K visitors each year



£312,352

Economic impact of visits



£82,800

Total income



£24,655

Retail income



£2,419

One-off donations on-site



£60,265

Value of volunteer hours



£43,533

Regular public subsidy



£19,198

Grants income



6

Number of staff FTE



30

Number of volunteers



33%

Located in the 20%-40% most deprived areas



79%

Located in an urban area



38%

Open all year round, 38% operate regular seasonal closure



2,011

Hours open



22,785

Adult visits



1,814

Child visits



22,564

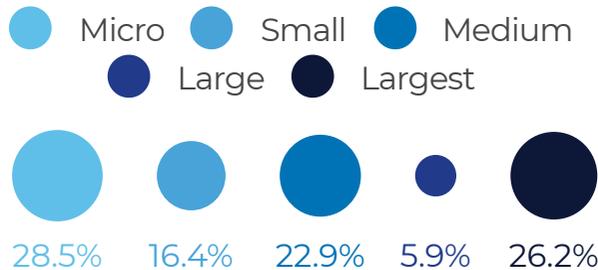
Website visits

This data excludes National Trust and National museums. All values are median.

What does a museum in Kent & Medway look like?

18 of 36 museums within scope took part. The data they provided has been extracted from regionally weighted data to be representative of all independent, local authority and English Heritage museums in the area..

28% receive fewer than 10K visitors each year



£516,463

Economic impact of visits



£50,570

Total income



£9,844

Retail income



£2,693

One-off donations on-site



£62,318

Value of volunteer hours



£23,225

Regular public subsidy



£7,042

Grants income



8

Number of staff FTE



35

Number of volunteers



36%

Located in the 60%-80% least deprived areas



51%

Located in an urban area



76%

Open all year round, 16% operate regular seasonal closure



1,666

Hours open



12,176

Adult visits



1,515

Child visits



13,936

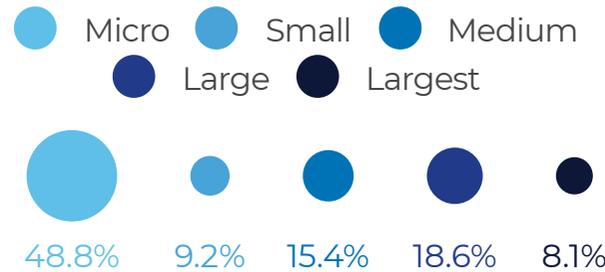
Website visits

This data excludes National Trust and National museums. All values are median.

What does a museum in Surrey, East & West Sussex look like?

27 of 70 museums within scope took part. The data they provided has been extracted from regionally weighted data to be representative of all independent, local authority and English Heritage museums in the area..

49% receive fewer than 10K visitors each year



£172,880

Economic impact of visits



£130,895

Total income



£7,000

Retail income



£3,044

One-off donations on-site



£47,015

Value of volunteer hours



£70,500

Regular public subsidy



£36,099

Grants income



4

Number of staff FTE



40

Number of volunteers

Data sharing, use and attributes

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Thank you

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