Museum Development East Midlands

Annual Data Survey Report 2013/14

MUSEUM DEVELOPMENT EAST MIDLANDS

Supported using public funding by ARTS COUNCIL ENGLAND

Foreword

This is the first time Museum Development East Midlands (MDEM) has undertaken such a large survey of museum data in the region. To have a 48% response rate from accredited museums is a fantastic start and we look forward to significantly higher survey returns from museums this year. Hopefully this report will show museums the value of taking part.

I hope you will read the report with interest as you will see the significant impact museums are making in the region both in terms of value to the local economy and to local people.

Our thanks to the team at South West Museum Development who have devised this survey and whom we contract to collate, analyse and present the results you see. Six English regions are now using this survey so some useful benchmarking will evolve in future.

It is important this data is captured and shared widely. The report is hugely valuable to MDEM to advocate the value of museums in the East Midlands within the sector and to external funders and stakeholders. But it's up to everyone to share it with those associated with museums and investing in them.

We look forward to more survey returns this year and an even more revealing and valuable report for 2016.

Claire Browne
Manager, Museum Development East Midlands
April 2016

Summary of 2013/14 findings

Response rate

- 71 museums responded to the survey. There was a 48% response rate amongst museums within the Accreditation scheme.

Audiences

- There was a total of 1,811,368 visits to museums based on responses received.
- It is estimated that there was 3,061,527 visits to Accredited museums (see p6).
- Children (under 16s) accounted for 30% of all visits.

Economic impact

- Known visits to museums had a gross visitor impact of £31m in the East Midlands economy based on responses.
- At least £8.75m of direct, indirect and induced impacts as a result of spending on goods and services by museums.

Online engagement

- 89% of respondent museums have their own website and 66% used social media.

Educational engagement

- Museums delivered 4,397 learning and outreach sessions and engaged 223,646 participants in these activities. This includes both on-site and off-site activities.

Financial operations

- 53% of museums offered free entry all year, 40% charged admission all the time and 2% charged for some exhibitions/ seasonally.
- £6,942,350 was generated in earned income including admissions.
- £4,979,109 was received in public subsidy.
- £3,030,755 was received in grant funding.
- £808,423 was received in contributed income including donations.
- The levels of public subsidy received by museums varied considerably, from 79% of total income for free local authority museums to around 3.5% for independent museums.

Workforce – volunteers

- There were 2,547 active volunteers which equates to 123 Full Time Equivalents.
- On average museums had 42 active volunteers.
- Volunteers contributed a total of 203,695 hours to museums.
- Each volunteer contributed an average of 85 hours in the year.
- Volunteer time was worth £1.36 million to museums.

Workforce – paid staff

- Museums employed 575 paid staff and 311 FTE based on 58 responses.
- 31% of museums were entirely volunteer-run with no paid staff, although 7 respondents did not answer this question.
- Based on information provided, volunteers outnumber paid staff by over 4:1.
- The ratio of FTE to total head count suggests a significant amount of paid work is undertaken on a part-time or seasonal basis.

Introduction

This report presents the findings of the first Museum Development East Midlands Annual Survey of Museums. The survey was carried out to establish a baseline of data on museums in the East Midlands which will be used to analyse trends over the coming years.

Findings will help contribute to estimates of the social and economic impacts of museums and inform how Museum Development East Midlands delivers support to museums. The results will also enable museums to benchmark themselves against a range of comparators. The report is focused on museums within the Accreditation scheme although data from non-Accredited museum is also included.

The survey was undertaken in collaboration with a number of other Museum Development providers in England with the intention of providing consistent data capture across multiple regions to enable more effective advocacy and benchmarking.

Survey questions are based on the survey carried out in the South West since 2012/13 which was developed in consultation with museums and local authorities and from old data collection exercises including Fast Forward West Midlands. Questions have been adapted to align with the Arts Council annual survey of Major Partner Museums and National Portfolio Organisations.

Survey method

The survey was sent to all 114 museums that are Accredited or officially working towards Accreditation in the East Midlands, as well as being promoted via the MDEM website and e-newsletter. Museums were given the option of either online or email survey completion. Museums were asked to provide data for the 2013/14 financial year.

The survey was divided into four sections:

- Audiences
- Educational engagement
- Financial operations
- Workforce

Information on collections was not collected as it was not within the scope of this survey and information on collections can be drawn from other sources, such as Accreditation returns.

Multi-site organisations were given the option to either provide a response as a whole organisation or by individual site.

Sample and response

71 museums responded to the survey. There was a response rate of 48% amongst museums within the Accreditation scheme. No comprehensive list of all museums in the East Midlands is available so an overall percentage return rate cannot be provided. Given the response rate of 48% the figures and conclusions drawn in this report are not fully representative of the whole East Midlands museum sector but nonetheless do still provide valuable insight.

It is important to highlight that a number of large museums did not provide responses and this has had a significant impact upon the scale of the museum sector in the region indicated by the survey results. However, a proxy calculation has been used to provide an estimate for total visit figures to Accredited museums in the region for 2013/14.

When considering the responses, the following should be borne in mind:

- Not all museums responded to every question.
- Percentages have been rounded to the nearest whole number.
- ‘All’ museums is every museum which submitted a return.
- Where differences are small and response levels low, care must be taken when interpreting the data.
- Budget data must be viewed as approximate or indicative as different accounting methodologies are used by museums and a number of museums operate a different financial year than April to March.

Categories of museum

Three main categories of museum are used for analyses throughout the report:

- Type of museum – determined by funding source and governance model.
- Size of museum – determined by annual visit figures.
- Accreditation status.

Profile of respondents

Amongst the Accredited museums that responded to the survey both local authority museums and National Trust properties are underrepresented in the survey sample relative to the type of Accredited museums in the East Midlands overall. A full list of the museums which returned the survey is included at the end of this report.

Museum opening hours

Museums were asked to provide details on their typical opening hours:

- 34 respondents were open all year round
- 23 respondents were closed for part of the year as part of a regular seasonal closure.
- 1 museum was closed for part of the year for reasons such as repairs or redevelopment.
- 3 museums were open only by appointment all year round.
- 3 museums were open by appointment only for part of the year with regular seasonal closure.

Figure 1: All Accredited museums by type.

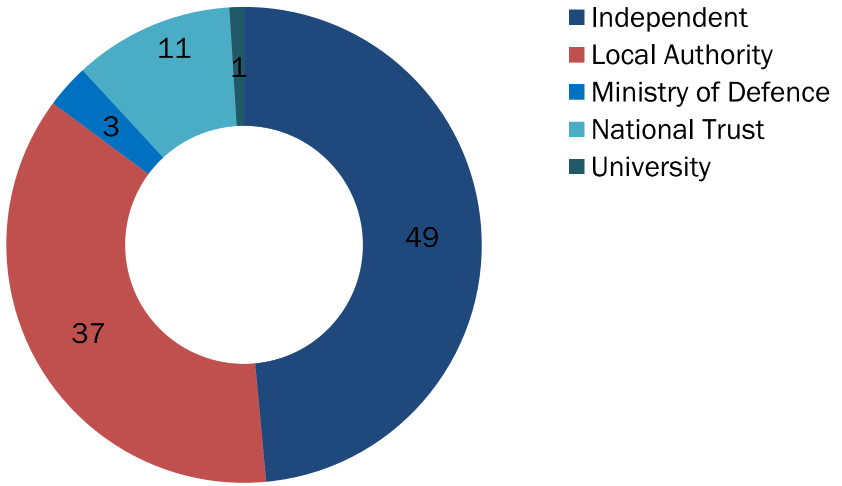
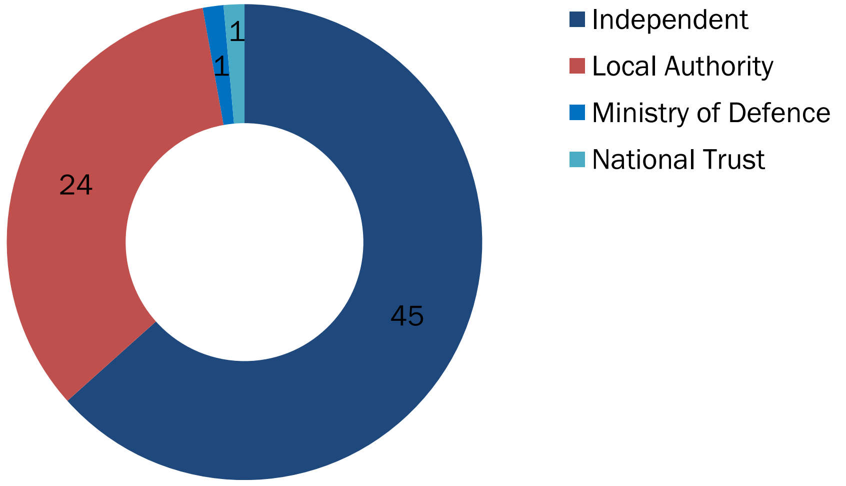


Figure 2: Profile of respondents by type.



Geographic distribution

As Figure 4 shows there were considerable differences in the response rates between the counties ranging from 83% in Nottinghamshire to just 20% in Leicestershire.

Respondents by size

The majority of responses (56) were received from museums with less than 50,000 visits per year. The number of large museums with over 50,000 is underrepresented in this sample size due to the fact that a number of larger museum services did not respond to the survey such as Lincolnshire Museums Service and Leicester City Museums.

Figure 3: Respondents by size.

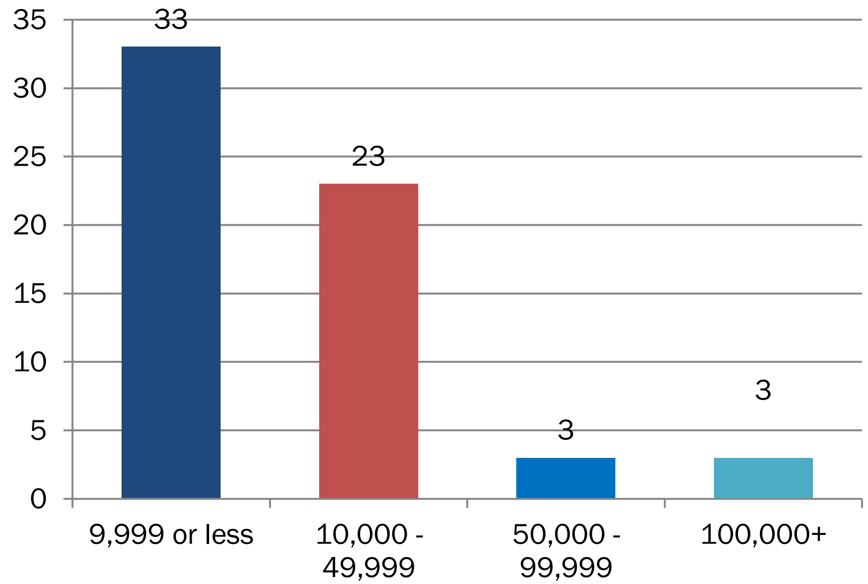


Figure 4: Respondents by county.

	Number of responses, in Accreditation scheme	Percentage return	All responses
Derbyshire	17 from 27	63%	18
Leicestershire	5 from 25	20%	10
Lincolnshire	11 from 21	52%	15
Northamptonshire	5 from 11	45%	10
Nottinghamshire	17 from 21	81%	18
Total	55	48%	71

Audiences

This section looks at overall visitor figures, visits by children and online engagement. Figures for comparison are not available as data has not been consistently collected previously. Data collected for 2013/14 will provide a baseline to monitor future changes.

Total visit figures

Based on the responses received there was a total of 1,811,368 visits to museums in 2013/14. Visit figures are heavily influenced by a small number of large museums, with six museum services accounting for 59% of all visits.

Museums were asked whether the visit figures they provided were actuals or estimates. There were 62 responses to this question, 55% (34) provided actual figures, suggesting scope for museums to improve the accuracy of the mechanisms they use for counting visitors.

Figure 5: Total visits to museums by size.

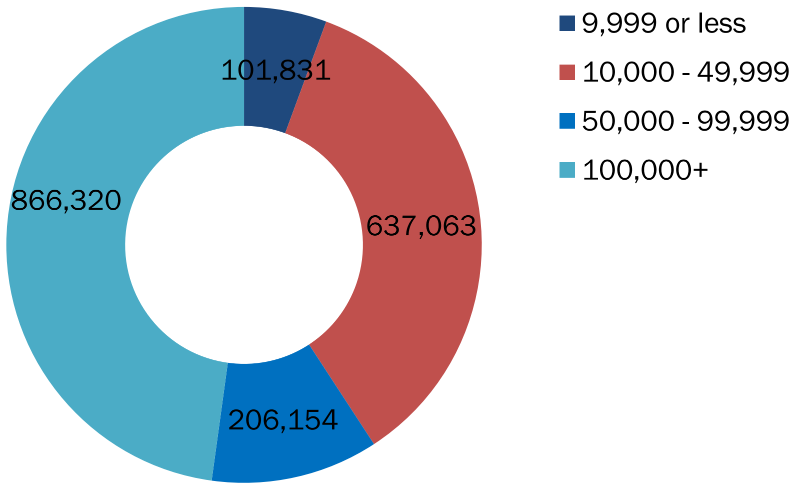
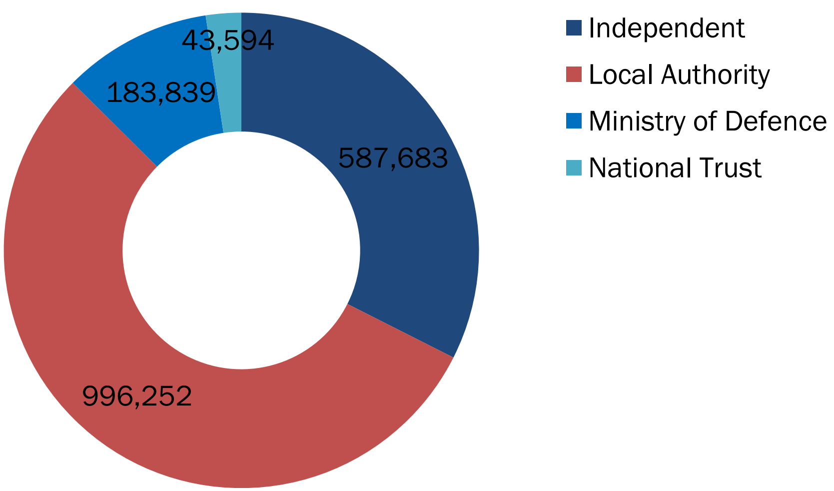


Figure 6: Total visits to museums by type.



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Total visits by county

Because of the significant variations in the response rates between counties the differences between visit numbers across the counties in East Midlands appear greater than they are likely to be in reality.

Figure 8: Total visits to museums by county.

	All responses	Total visits 2013/14
Derbyshire	18	450,330
Leicestershire	10	36,220
Lincolnshire	15	245,281
Northamptonshire	10	90,784
Nottinghamshire	18	988,752
Total	71	1,811,368

Visits by children

The survey asked museums to provide a breakdown of visits of visits into adults and children (under 16). 45 responses provided this information, however only 24% were actual figures with the rest being estimates.

There were 183,261 visits by children to museums in 2013/14 based on these responses and children accounted for 30% of all visits. This is a higher ratio than expected with similar surveys in the East of England and the South West suggesting children make up around 20-21% of total visits to museums.

Highlights

Chesterfield Museum & Art Gallery

In 2015, museum staff received a certificate of excellence from Trip Advisor. From April 2015, the museum has launched a new events programme including regular events (storytelling, craft activities, meet George Stephenson, behind the scenes tours) run by museum staff as well as re-enactments run by professional organisations (meet a navvy, the Tudor Still-Room), talks and visits by local societies (e.g. Derbyshire Record Office, Chesterfield branch of Royal British Legion) and exhibitions in conjunction with local groups and organisations.

Visits to Accredited museums

To get a better indication of what the total number of visits to museums in 2013/14 is likely to have been, the Arts Council Accreditation scalability indicators can be used to provide an estimate.

These indicate broad characteristics of the funding, visitor numbers and services of different types of museums. An estimate for visitor numbers has been established for each scalability type based on the data available from those museums that did respond.

- There was an estimated 3,061,527 visits to Accredited museums in 2013/14 using this calculation.

Where a group of Accredited museums is operated by a corporate body such as a local authority or Trust a judgement has been made whether the scalability indicator reflects the total visit numbers across the whole organisation or the individual sites. Based on this, the following multi-sites have been listed once in the adjacent table in order to provide an estimate:

- Derby Museums Trust
- Leicester City Museums
- Nottingham City Museums and Galleries

Figure 7: Estimated visits to Accredited museums.

Scalability type	Number of Accredited museums	Respondent sample size	Average visits (from sample)	Estimate total visits
Independent 1	26	14	6,163	160,238
Independent 2	32	12	37,675	1,205,600
Independent 3	3	3	76,349	229,047
Local authority 1	8	3	7,304	58,432
Local authority 2	15	9	33,865	507,975
Local authority 3	3	2	291,745	875,235
University 1	0	0	-	-
University 2	1	0	-	-
University 3	0	0	-	-
Nationally styled	1	1	25,000	25,000
Total	89			3,061,527

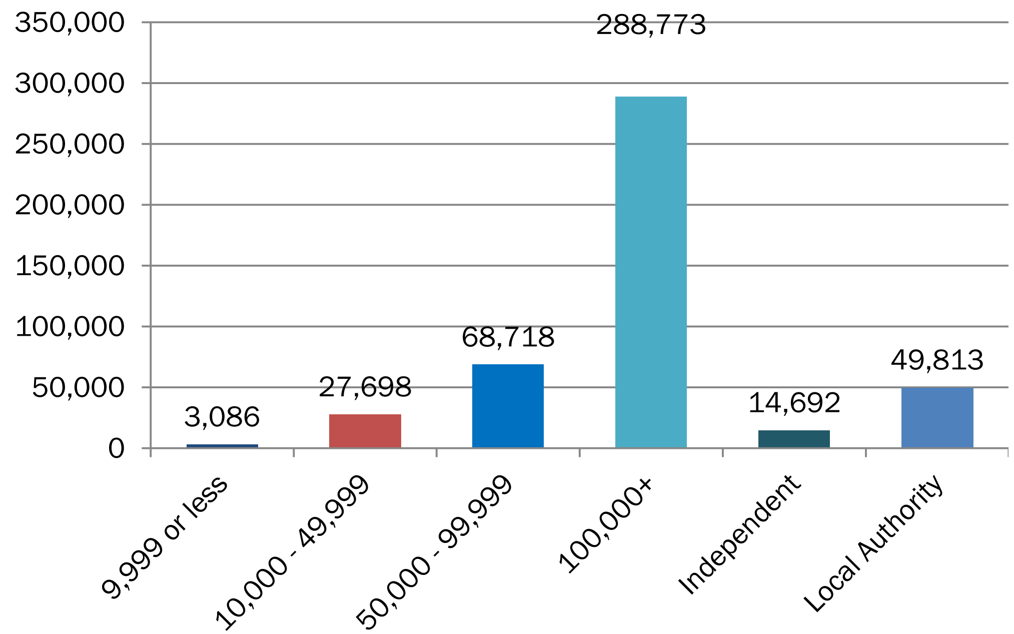
Average visits to museums in 2013/14 by size and type

The importance of visits to museums is of course relative to the size and scope of any particular museum. However, the number of in-person visits is one of the main indicators of the popularity, and in many ways, the success of museums.

Comparing the average number of visits to museums can provide a useful starting point for museums to be able to benchmark their performance and in providing a wider sector context to an individual museums own operations.

There was insufficient information to provide average visit figures for military, Higher Education or National Trust museums.

Figure 9: Average visits to museums by size and type .



Economic impact of visits

Museums make important contributions to the economy helping to attract tourists and driving visitor spend. This visitor spend has wider benefits to other businesses such as cafes, restaurants, accommodation providers as well as other visitor attractions.

The Association of Independent Museums has published an Economic Impact Toolkit which was developed by consultants DC Research to help museums express the gross impact of visits to their museum in terms of economic value. This toolkit can be used by individual museums but can also help provide an idea of this economic value at an aggregate level.

- The gross visitor impact was £31,073,278 in the East Midlands economy in 2013/14 based on the visit data provided by museums.

This calculation takes the number of adult visits to a museum, establishes the proportion of local, day and overnight visits and multiplies these by average visitor spend assumptions. Spend assumptions have been developed by DC Research from regional and national tourism datasets which were updated in 2014.

Economic impact calculation

- Total adult visits to museums in 2013/14 is estimated to be 1,267,958 (based on the adult/child ratio of 70/30).
- Actual ratios for local, day and overnight visits were not available from museums so the average ratios provided by DC Research have been used. No data or average estimates for overnight visits were available so visits have been divided into local and day visits only. This means that the overall economic value of visits is likely to be a conservative estimate given the higher levels of visitor spend associated with overnight visits.
- The spend assumptions for the East Midlands are £14.99 per local visitor and £29.97 per day visitor.

Online engagement

The rapid advances in digital technology in recent years offer museums great potential for new forms of engagement beyond the physical visit. This survey asked museums about their online and social media presence.

Websites

The survey asked if museums had their own website. There were 64 responses to this question. 89% said that they did have their own website while 7 did not. Of these 7 museums, 6 were entirely volunteer-run suggesting a lack of capacity or funding to establish and maintain a website. When these museums were 'googled' in December 2015, all were found to have a website presence although for some this was simply a page on a community website.

Museums were also asked to provide data on the total unique visitors to their websites. Only nine museums did this, which might suggest that this kind of information was not easily accessible by the person completing the survey or that museums are not using analytics and measurement software such as Google Analytics to collect this information.

Social Media

Museums were asked to provide information on whether they used social media to engage with audiences and the number of subscribers or followers that they had across their social media platforms.

There were 64 responses to this question with 66% stating that they did use social media to engage with audiences. This is roughly consistent with the national picture. The Visit England Visitor Attraction Trends in England 2014 report showed that 69% of attractions used Facebook and 57% used Twitter, the two main platforms.

In total, museums had 93,291 followers across all social media platforms based on 35 responses. The survey asked for data from 2013/14, however a number of museums could not access historical data so provided data that was correct at the time of completing the survey so these figures should be treated as a guide.

Educational engagement

Learning and education are important functions of all museums. 'Advancement of Education' is one of the main purposes of museums established as charities. Museums were asked to provide data on the number of sessions and participants across both formal and informal learning activities in 2013/14.

In total, museums provided 4,397 learning and outreach sessions and engaged 223,646 participants in these activities. This includes both on-site and off-site activities.

Museums engaged 1,538 schools and formal learning organisations in 2013/14. As museums were only asked to provide totals this may include duplicates but gives a clear indication of the level of educational engagement delivered by museums.

51 museums and museum services provided information on education sessions delivered on-site. There were a total of 2,356 formal education sessions delivered on-site which engaged 75,462 participants.

11 museums did not deliver any education sessions on-site, these were mainly small volunteer-led museums.

51 museums and museum services also provided information on informal activities and events that were delivered on-site. Museums held a total of 1,307 activities and events which attracted 118,000 participants. Only nine museums did not deliver any.

Educational outreach

Learning opportunities are not just provided inside museums. Outreach work is an important part of the learning offer from many museums and an important way of involving local communities which might not use the museum building. Across both formal and informal learning opportunities, museums provided 734 sessions and engaged 29,535 participants in learning activities outside of the museum.

Financial operations

Museums were asked to provide a range of financial data including information about income sources, overall expenditure and expenditure on staffing. Information was provided in varying degrees of completeness and there was some variation on the financial periods that museums provided data for.

Financial information has been given at either an “individual” level for single service museums, or at “museum service” level for multiple site services. This information will be used as a baseline to monitor changes in future years and will provide benchmarks that museums can use to assess their financial health.

Admission charges

In addition to information provided by museums responding to the survey about whether they charged admissions, all Accredited museum websites were checked to compile a list of museums which charge and those that don’t.

Based on information gathered from 129 museums 53% (68) offered free entry all year, 40% (51) charged admission all the time and 2% (3) charged for some exhibitions/ seasonally. No information about charging could be found for 7 museums based on the information provided on their websites.

Highlights

New Major Partner Museum

In 2014, Derby and Nottingham museums secured ACE Major Partner Museum (MPM) funding, one of only 21 MPMs and the first one in the East Midlands. The partnership will receive £2.56m between 2015-18.

The ACE investment is focused on increasing resilience through improved commercial and fundraising activity as well as audience development supported by new exhibitions, displays and collaborations.

The partnership will provide national leadership around learning and engagement linked to Science, Technology, Engineering, Arts and Maths, as well as community co-production in the museum.

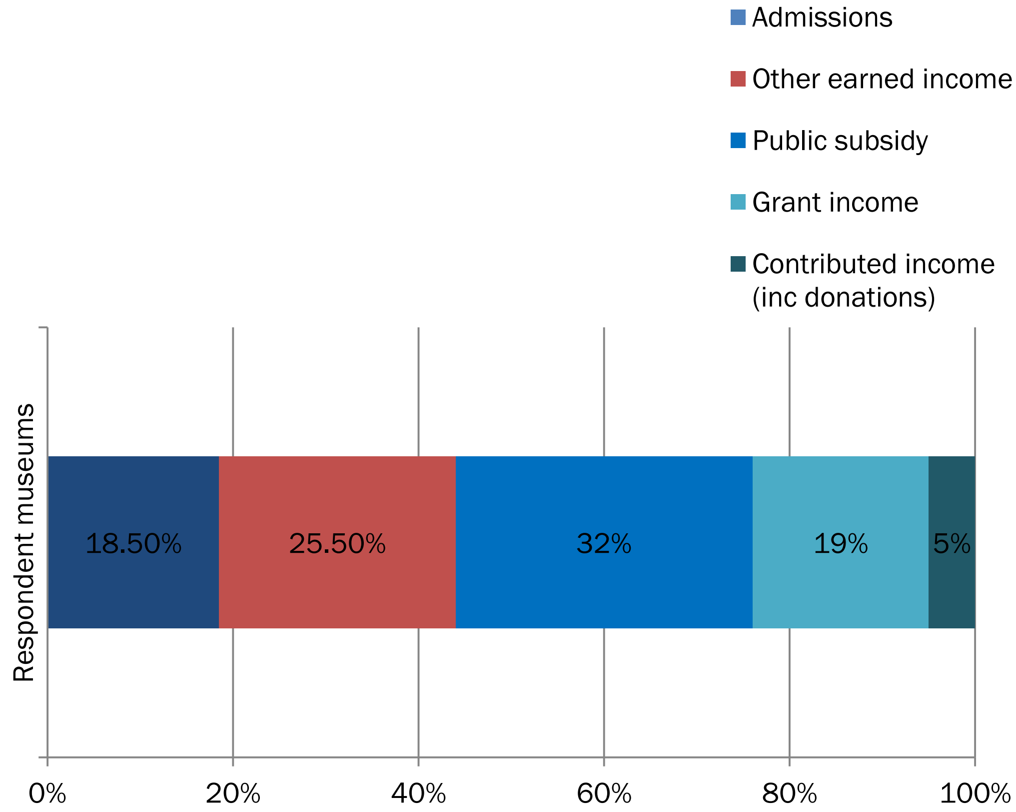
Income

With the current financial climate, museums are increasingly looking to income generation and diversification where possible to support their operations. The findings show that across the sector in the East Midlands this earned income accounts for around 44% of museum revenue. This is based on 50 responses that provided a sufficiently detailed breakdown of income for the 2013/14 financial year. The total income generated and received by museums was £15,760,457, which breakdown as follows:

- £2,917990 income from admissions.
- £4,024,360 other earned income which includes retail, catering, events and hospitality, educational activity and any other income from trading activity e.g. property rental.
- £4,979,109 received in public subsidy.
- £3,030,755 received in grant funding.
- £808,423 received in contributed income. This includes all money received from the general public or friends in donations (including friends/member schemes) alongside any income from sponsorship, corporate membership schemes or other non-earned income.

Within this, there are of course significant variations between different museums, however to provide some comparison, across all Arts Council England Major Partner Museums, earned income made up 29% of total revenue in 2013/14.

Figure 10: Total income by source for all respondent museums. Legend categories from top are shown left to right in chart.



Income by charging model and type

There were major variations between free local authority museums and independent museums in relation to earned income as a percentage of total income. Nottingham Museums and Galleries are not included within these figures as the only charging local authority museum that responded to the survey. Derby Museums Trust has also not been included as its relatively recent move to Trust means that its financial ratios currently remain more akin to a local authority museum than the other free independents represented in the graphs.

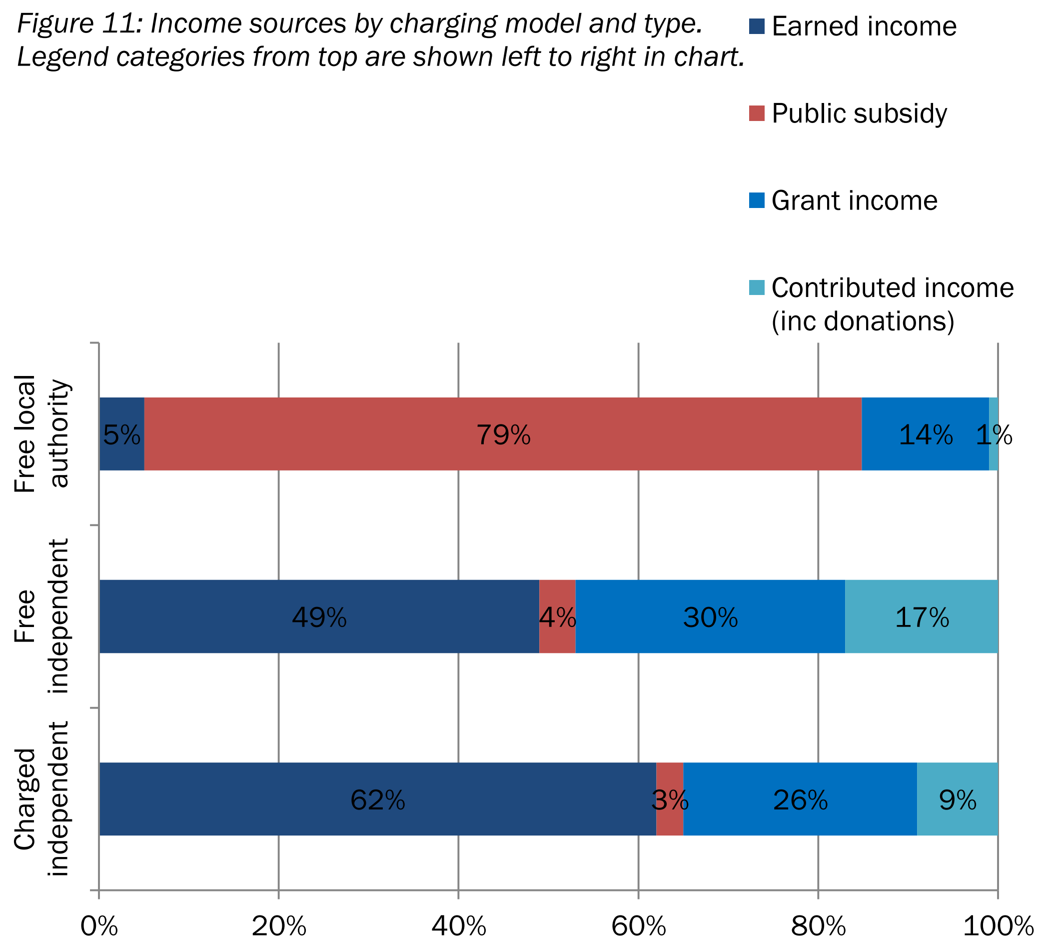
However, there was insufficient data to present a full set of financial data benchmarked by charging model, governance type and size. However, three clear groupings did emerge from the available data which are shown in the chart. Given the varying quality of financial provided, these ratios should only be taken as an illustration.

Average income by type

The income figures below indicate what the average spending power of a certain type of museum might be:

- The average income for a free local authority museum was £188,538.
- The average for a free independent was £34,429.
- The average for a charged independent was £358,671.

Figure 11: Income sources by charging model and type. Legend categories from top are shown left to right in chart.



Impact of spend on goods and services

Using the AIM Economic Impact Toolkit we can estimate the economic value of museum spend on goods and services.

- There were at least £8.75m of direct, indirect and induced impacts in the East Midlands as a result of spending on goods and services by museums.

This calculation is based on museum expenditure figures (excluding staff spend) taking into account ‘leakage’, ‘displacement ’ ‘deadweight’ and multiplier factors using estimates developed by DC Research.

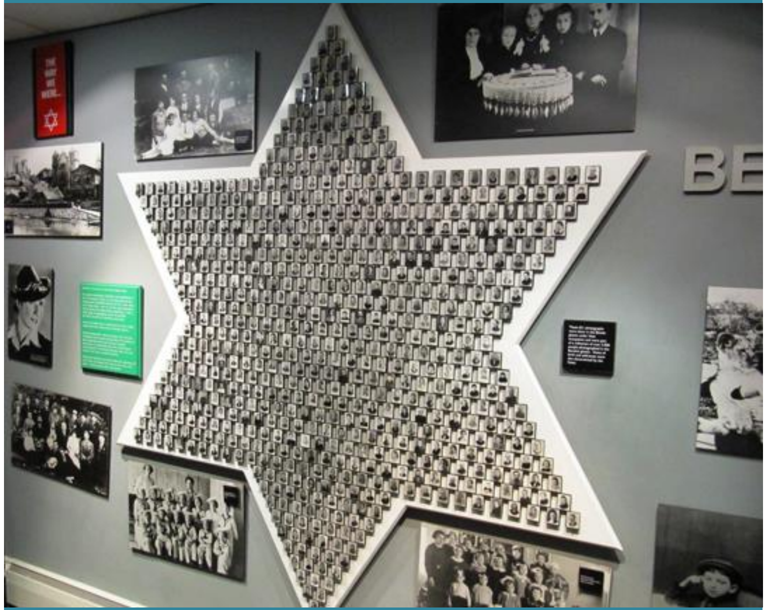
- **Deadweight** – value or impact that would have occurred anyway.
- **Displacement** – the proportion of museum value or impact accounted for by reduced value or impact elsewhere in the local area.
- **Leakage** – the proportion of value or impact that benefit those outside the museum’s local area.

Capital investment

A question on capital investment in museums was included to establish a baseline on which ongoing investment could be measured. While capital investment would not necessarily be consistent year on year it can provide a useful indicator of the long term strategic investment in the sector. Capital investment is important in enabling museums to improve or expand their business in order to ensure that they can provide engaging spaces for audiences and respond to changing visitor demographics and expectations. 34 museums provided a responses to this, with only five specifying that they had received any capital investment in 2013/14.

Highlights

National Holocaust Centre and Museum



In January 2015 the Centre announced the launch of the Interactive Testimony Project, a project designed to preserve the testimonies of Holocaust survivors for generations to come. Using advanced 3D filming and digital technologies will enable children and adults of the future not only to hear and see a survivor giving their story, but to ask that survivor questions and hear them giving their answers.

Expenditure and staff costs

30 responses were received from museums and museum services that employ staff and provided both total expenditure and expenditure on staff costs. On average, spending on staff accounted for 38% of total expenditure, which breaks down as follows (1 anomalous result was removed):

- 11 spent less than 30% of annual expenditure on staff costs
- 10 spent between 31% and 50%
- 5 spent between 51% and 70%
- 1 spent between 71% and 100%

The most notable finding is that staff costs make up a much higher percentage of costs for larger museums than they do for small museums. The difference between independents and local authority museums can largely be explained by a higher number of small museums that have a lower staff (hence lower costs) base being included in the independent museums sample.

For many museums, staff costs are largest item of expenditure. Museums have high fixed costs (staff, buildings, collections etc) so reducing expenditure can be challenging. However, they also benefit from very low marginal costs – the basic cost of opening a museum on a given day is largely independent of visitor numbers. By reducing staffing, a museum's potential to generate income through increased visit numbers may be diminished and therefore cuts in staffing are potentially creating a false economy.

Figure 12: Average expenditure on staffing by size and type.

Category	Number of respondents	Average % of total expenditure spent on staffing	Lowest %	Highest %
9,999 or less visits	13	29%	7%	51%
10,000 - 49,999 visits	12	39%	13%	56%
50,000+ visits	4	63%	35%	92%
Independent	19	35%	7%	64%
Local Authority	10	43%	27%	92%

It is worth noting that local authority museums may not have included staff costs that are related to services provided centrally such as finance, HR, legal and IT support. Therefore the real cost of staffing as a percentage of total expenditure is likely to be higher for those museums.

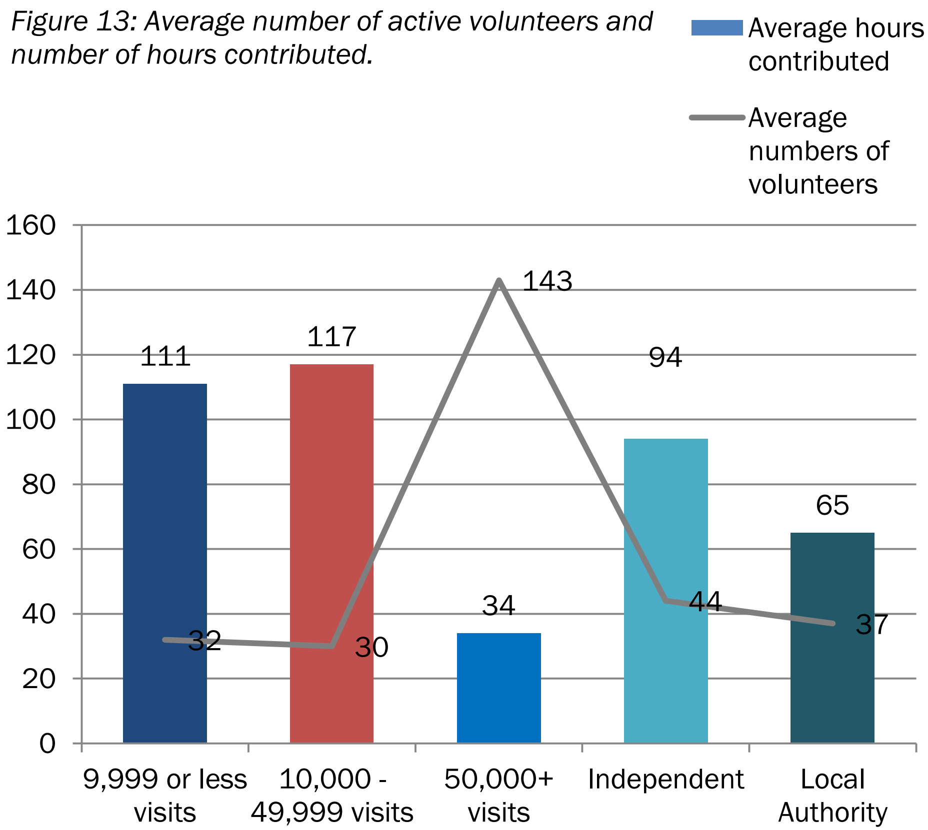
Workforce – Volunteers

Volunteers are an increasingly important part of the museum workforce. Volunteer involvement makes a huge difference to museums – everything from enhancing the visitor experience, caring for and documenting the collections, business planning and managing finance. Many museums also rely on voluntary trustees to help 'steer the ship' and ensure museums are sustainable in challenging times.

60 respondents provided data on their volunteers with only 1 museum stating that it had no volunteers.

- There were 2,547 active volunteers which equates to 123 Full Time Equivalent posts, based on 1,650 hours worked per year.
- On average museums had 42 active volunteers.
- Volunteers contributed a total of 203,695 hours to museums in 2013/14.
- Each volunteer contributed an average of 85 hours in the year, based on information from museums that provided both total volunteer numbers and hours contributed.
- Volunteer time was worth £1.36 million to museums. This value is based on a calculation of £50 per day using guidance issued by the Heritage Lottery Fund.

Figure 13: Average number of active volunteers and number of hours contributed.



Workforce – Paid staff

Museums were asked to provide information on both the total head count of staff employed by the museum at its peak in the year and the number of Full Time Equivalents.

- Museums employed 575 paid staff based on 58 responses which equates to 311 FTE.
- 31% (20) of museums were entirely volunteer-run with no paid staff, although 7 respondents did not answer this question.
- Based on information provided by museums, volunteers outnumber paid staff by over 4:1.
- The ratio of FTE to total head count suggests a significant amount of paid work is undertaken on a part-time or seasonal basis. This is particularly true of large museums.

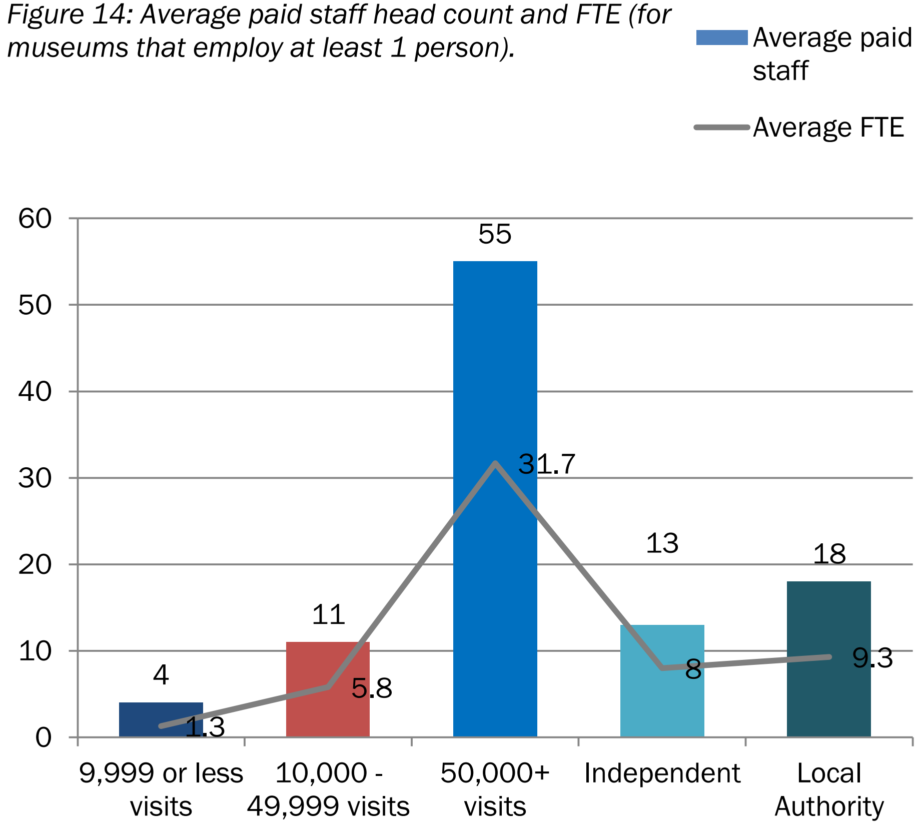
Employment impacts

Using the AIM Economic Impact Toolkit we can estimate the economic value of museum employees to the East Midlands.

- Museums create 463 full time equivalent direct, indirect and induced jobs across their localities.

This calculation is based on FTE employment data, taking into account 'leakage' (those that do not live locally), 'displacement ', 'deadweight' and multiplier factors using estimates developed by DC Research.

Figure 14: Average paid staff head count and FTE (for museums that employ at least 1 person).



MDEM support

Museums were asked about support or advice they had received through Museum Development East Midlands, here is a sample of what they said:

“Our Development & Liaison Officer attended the Museum Volunteers training course on recruiting, managing, involving and retaining your volunteer workforce. The course was very useful and has resulted in a review and update of our Volunteer Pack, including developing Task Descriptions and involvement in Volunteers Week.” Daventry Museum

”We received a grant for £1,000 to re-do our website which was a fantastic help and enabled us to have a new website. Our next plan is to re-decorate the museum and get some new boards for information’” Oundle Museum

Funding, training and advice have been extremely valuable to us.” Peak District Mining Museum

It has enabled us to keep up to date with current practices, it has given us access to training that we would not otherwise be able to access and way the groups are able to share ideas and support each other has been great. Our experience has been very positive and it has ensured that a small museum has been able to keep connected to others in the industry.” Rutland County Museum

“In 2014, we participated in the MDEM Audience Development Programme. As part of this we were supported in carrying out a visitor focus group, following which we drew up an action plan for improvements to the museum. The programme has helped us enormously with both professional guidance and a small grant to cover associated costs.” Princess Royal Locomotive Trust

“Help and advice from MDEM staff and grant aid have assisted us with Accreditation and with the submission of an HLF bid for £1m” Barrow Hill Roundhouse

“Great support with training, mentoring and advice about exhibition presentation.” Alford Manor House

“Participated in a variety of programmes the learning from which is now being used in the HLF programme” Buxton Museum and Art Gallery

“Very helpful - especially training and networking events” Sir John Moore Foundation

“In December 2013, the Trust was awarded a £3,000 MDEM Business Development Support Grant. This funded the creation of a temporary exhibition space, plus changes to the shop area, making use of lessons learnt from the MDEM retail workshop” Strutts North Mill

Observations

- This was the first year a survey like this has been carried out in the East Midlands and the response was encouraging. With a more comprehensive response the ability to speak collectively about the impact and value of the of sector at local, regional and national levels would be greatly enhanced.
- There are significant variations in both the average budget and the income sources for different types of museum. There was insufficient data this year to compare the impact that other factors such as size and geography have on finances, however, it is hoped this will be possible in future years.
- Alongside the breakdown of income, museums were asked to provide total income and total expenditure to look at whether they made a surplus in the financial year. In a significant number of instances the total income and the breakdown did not equate to each other – this was particularly prevalent amongst local authority museums. This is likely because of different accounting systems used but it does highlight an issue around museums being able to effectively plan annual budgets and monitor performance.
- The reductions in local authority funding for museums are well documented and the scale of the challenge faced by these museums is highlight by the results here. With local authority funding making up, on average, 79% of income for free entry local authority museums, these museums would need to increase income from other sources by 376% to maintain current income levels if all local authority funding was removed.

Highlights

NCCL Galleries of Justice Museum

In 2014, the museum received funding from Arts Council England to create aural and graphic interpretations around the theme of International Civil Rights to encourage new audiences from local community groups. The project 'Get Up Stand Up!' worked with a local arts organisation (New Art Exchange), schools and youth groups to create an immersive tour of the prison. The project allowed young people from Nottingham to explore the theme of International Civil Rights and relate it to a heritage space in their city that they previously had not engaged with. The result is an innovative, refreshing museum exhibition that is relevant to a new, diverse audience for the museum.

With thanks to the following museums for participating:

Alford Manor House
Ayscoughfee Hall Museum
Bakewell Old House Museum
Barrow Hill Roundhouse
Bassetlaw Museum
Battle Of Britain Memorial Flight Visitor Centre
Burton Latimer Heritage Museum
Buxton Museum and Art Gallery
Castleton Village Museum
Chain Bridge Forge Museum
Chesterfield Museum and Art Gallery
Cogglesford Watermill, Sleaford
Cotesbach Educational Trust
Cranwell Aviation Heritage Centre
Creswell Crags Museum
D H Lawrence Birthplace Museum
Daventry Museum
Derby Museum and Art Gallery
Derby Silk Mill
Diseworth Heritage Trust
Earls Barton
Erewash Museum
Eyam Museum
Fleckney History Group and Museum
Flintham Museum
Gainsborough Old Hall
Great Central Railway Museum
Green's Mill and Science Centre, Nottingham
Hallaton Museum
Harrington Aviation Museum Society
Hinckley and District Museum
National Holocaust Centre and Museum
Kettering Museum and Art Gallery
Leicester City, County & Rutland at Risk War Memorials Project
Leicester Transport Heritage Trust
Lincolnshire Road Transport Museum
Lincolnshire Wolds Railway
Loughborough Carillon Tower and War Memorial Museum
Louth Museum
Mansfield Fire Museum
Mansfield Museum
Museum of Leathercraft
Museum of Lincolnshire Life
Museum of Nottingham Life, Brewhouse Yard
Museum of the Mercian Regiment
National Tramway Museum
Navigation House, Sleaford
NCCL Galleries of Justice
New Mills Heritage and Information Centre
Newark Air Museum
Newark Town Hall Museum and Art Gallery
Newstead Abbey
Nottingham Castle Museum and Art Gallery
Nottingham Industrial Museum
Nottingham Natural History Museum
Oundle Museum
Peak District Mining Museum
Pickford's House Museum
Princess Royal Class Locomotive Trust
Renishaw Hall and Gardens
Ruddington Village Museum
Rushden Transport Museum
Rutland County Museum
Sir John Moore Foundation
Spalding Gentlemen's Society Museum
Strutt's North Mill
Tithe Barn Museum
Wellingborough Museum
Wollaston Museum
Woodhall Spa Cottage Museum
Woolsthorpe Manor

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