

Museum Development East Midlands Annual survey of Museums

2017-18

This annual survey is aimed at museums in the region who are accredited or currently working towards accreditation. The data provided helps to demonstrate the social and economic impact and importance of museums and heritage sites both locally and regionally to funders and stakeholders and helps to sustain investment in the sector.

Some questions in this survey are mandatory and indicated with an (M); please do not leave them blank. If the answer to a particular question is '0' then please specify this **numerically** rather than leaving it blank. If the answer to a question is **not applicable** then please specify 'N/A' in the text box. If the answer to a question is **unknown** then please specify 'Don't Know' in the text box. For further guidance notes, please refer to the last page of the survey.

All figures should be for the financial period 1st April 2017 – 31st March 2018. If your museum operates on a different financial year to this, then in the relevant section you will be able to provide financial information for your museum's normal financial year. However, please ensure that all other data is for the period 1st April 2017 – 31st March 2018.

Museum name: (M)	Postcode of museum: (M)
Person completing the form: (M)	Role: (M)
Email address: (M)	Telephone:
Museum type (<i>Local Authority; Independent; National; National Trust; English Heritage; University; Military</i>):	
How would you class your museum's opening hours? (<i>please tick</i>) (M)	
Open all year	Closed for part of the year – regular seasonal closure
Closed for part of the year, other – e.g. refurbishment/repairs	Open by appointment only – part of the year
Open by appointment only – all year	Closed all year - redevelopment
How many hours was your museum open to the public in 2017/18?	

1. Audiences:

Number of visits in person to the museum	Total April 2017 – March 2018	Estimate or Actual
Total number of visits: (M)		(M)
Total Adult visits (aged 16+):		
Total Child visits (16 and under):		
Is there a reason for any significant change from the previous year (e.g. closed for redevelopment)? (M)		

- The number of 'Adult visits' = individuals aged 16 or over who have visited the museum.
- The number of 'Child visits' = individuals aged 16 or under who have visited the museum, excluding under 5s.

Number of other museum users	Total April 2017 – March 2018	Estimate or
------------------------------	-------------------------------	-------------

			Actual
Does the museum have its own website? <i>(please tick)</i>	Yes	No	
Number of unique visitors to your website:			
Does your museum use social media to engage with audiences? <i>(please tick)</i>	Yes	No	
Total subscribers to your social media platforms (inc. Twitter, Facebook, Instagram, YouTube, Historypin)			

- 'Unique visitors' refers to the number of distinct individuals requesting pages from the website during a given period, regardless of how often they visit. If you are using Google Analytics this will be shown as 'Users'.

Museum educational activity (with formal education providers e.g. school/college/HE organisation)	Total 2017 - 2018	Estimate or Actual
Number of education sessions delivered on-site at the museum:		
Number of participants in the above sessions:		
Number of education sessions delivered off-site (inc. those delivered without museum staff e.g. loan boxes):		
Number of participants in the above sessions:		
Number of schools and formal learning organisations engaged:		

Number of other activities/outreach on and off-site (with non-educational providers e.g. Brownies/local arts organisations/community groups; it can include workshops, seminars, talks, lectures and individual research sessions)	Total 2017 - 2018	Estimate or Actual
Number of activity sessions and events on-site :		
Number of participants in the above sessions:		
Number of outreach and activity sessions off-site :		
Number of participants in the above sessions:		

2. Financial Operations:

All questions in this section of the survey are mandatory; please do not leave them blank.

Please specify in the box below if the data you are entering is for a different period from 1st April 2017 – 31st March 2018.

Financial period:	Total 2017 - 2018			Estimate or Actual
Does the museum charge for admission ? <i>(please tick)</i> (M)	Yes	No	For some exhibitions/seasonally	(M)
<i>If answered yes</i> , what is the standard admission charge per person in high season? (M)	Adult		Child	

<i>If answered yes, Total admissions income (M)</i>				(M)
Does the museum offer the following? (please tick) (M)	Shop/retail space	In-house café/refreshments	Contracted café/refreshments	
<i>If answered yes, Total retail income: (M)</i>				(M)
<i>If answered yes, Total café/refreshments income (M):</i>				(M)
Total other earned income (inc. events, hospitality, education, any income from trading activity e.g. property rental) (M):				(M)
Total regular public subsidy/grant (e.g. core funding from local authority, HE, DCMS, MODF or other regular core funding) (M):				(M)
Total donations (inc. all money received from the general visiting public) (M):				(M)
Total other contributed income (e.g. money received through friends/member schemes, bequests and legacies, any sponsorship, income from corporate membership schemes or other non-earned income) (M):				(M)
Total value of revenue grant/project income, (M):				(M)
Total annual income of the museum (please do not inc. capital. Figure should be equal to the combined total of the above income categories) (M):				(M)
Total annual expenditure of the museum (please inc. staff costs but do not inc. capital funding) (M):				(M)
Total annual expenditure on staff costs (M):				(M)
Total value of capital grant/project income (M):				(M)
Is there a reason for any significant changes in your income and expenditure for the previous year? If yes, please provide details. (M)				

3. Museum Workforce:

Museum workforce	Total 2017 - 2018	Estimate or Actual
Total number of volunteers at the museum (inc. Trustees): (M)		(M)
Total number of volunteer hours contributed:		
What is the total head count of staff employed by the museum inc. seasonal/casual staff (at its peak in the year)? (M)		(M)

How many Full-Time Equivalent paid staff does the museum employ? (M)		(M)
--	--	------------

- How to calculate FTEs: A member of staff working five full days per week is 1 FTE; a member of staff working three full days per week is 0.6 FTE. If a museum has three members of staff, one who works five days per week and two who work three days per week, then the number of FTE paid employees would be 2.2 FTE. If you calculate your staffing hours then, for the purposes of this survey, thirty-five hours would be classed as 1 FTE, so every seven hours would count as 0.2 FTE.

4. Equality, Diversity and Inclusion:

Equality and Diversity Action Plan			
Does your museum have an Equality and Diversity Action Plan? <i>(please tick)</i> (M)	Yes	No	Don't Know

5. And finally...

<p>If you have received support or advice from the MDEM programme in the period 1st April 2017 – 31st March 2018 then please say a few words about how you found this experience and what you plan to do next.</p>
<p>If your museum would like to draw attention to any positive news or work that it has been involved with in the period 1st April 2017 – 31st March 2018 then please use the box below to tell us what this is.</p>

Guidance notes:

- All data provided will be aggregated and published with other regional museum data. Data may be published in various forms but museums will not be individually identified by their individual information, unless specifically requested. No personal information will be published and all data will be handled in accordance with the General Data Protection Regulation Act 2018.
- Survey closes Friday 14th September 2018.
- All figures should be for an annual period, with the exception of employment figures which can be a 'snapshot' of the current situation.
- We are aware that your organisation may be unable to provide complete data for all indicators; if this is the case for you then please offer an estimation of what you believe to be the true figure for your organisations activities. Please state in the relevant column whether the response provided is an actual or an estimated figure.
- We ask that estimates only be offered if they are robust, i.e. based on either professional experience/knowledge and/or incomplete data that provide an indication of total amounts.
- When estimating figures and providing a numerical answer please do not put c. in front of your answer, instead please indicate in the relevant column whether the response you are providing is an estimated figure or not.

- If the answer to a particular question is '0' then please specify this numerically rather than leaving it blank; if the answer to a question is unknown then please specify N/A in the text box; if the answer to a question is unknown then please specify 'Don't Know' in the text box.
- We are undertaking this study with other Museum Development providers across England to help demonstrate the national economic and social impact of museums. If you have any questions about this survey please contact museum.development@bristol.gov.uk.