Museum Development East Midlands

Annual Data Survey Report 2015-16

MUSEUM DEVELOPMENT EAST MIDLANDS

Supported using public funding by ARTS COUNCIL ENGLAND

Foreword

As the second survey of annual museum data in the East Midlands we're really pleased to report that returns were up from 48% to 64% for 2015-16. This helps us to really get a sense of what's going on in the region and we can start to make some comparisons and identify trends that will continue to unfold in the coming years. Museums in Leicestershire provided the highest rate of return having been the lowest first time round.

Some fantastic headline figures include the £63,604,702 museum visitors contribute to the regional economy and the 91,000 people that engaged in museum learning sessions over the year. It is evident that reliance on the volunteer workforce in our region is increasing with volunteers out numbering paid staff by 5:1. Interestingly, East Midlands is bucking national trends by reporting increases in volunteer numbers and demonstrating that retail spend is higher in those museums that charge for admission.

In evidencing the impact of museums across the region we are creating valuable statements to use to advocate to funders and stakeholders and we hope you can use this information to demonstrate the value of your museum both economically and socially. Thank you for taking the time to collect and report your data and do contact MDEM if you need further information to inform benchmarking.

Claire Browne
Programme Manager, Museum Development East Midlands

March 2017

Summary of 2015-16 findings

Response rate

- 92 museums responded to the survey, up from 71 last year. There was a 64% response rate amongst museums within the Accreditation scheme.

Audiences

- There was a total of 2,749,473 visits to museums based on responses received.
- Visits by children (under 16s) are estimated to account for 26% of all visits.
- Visits to museums are up by 17.6% on 2013-14 based on a constant sample.
- Museums held 2,968 activities and events that engaged 401,648 participants.

Economic impact

- Visits to museums had a gross impact of £63.6m in the East Midlands economy based on responses.
- There was at least £12.4m of direct, indirect and induced impacts as a result of museums spend on goods and services.
- Museums create 669 full time equivalent direct, indirect and induced jobs across the region.

Online engagement

- 84% of respondents had their own website and 79% used social media to engage with audiences.

Educational engagement

- Museums delivered 3,845 formal learning sessions on-site that engaged 90,886 participants and 688 outreach sessions which reached 29,805 participants.

Financial operations

- 42% (56 of 133) normally charge for admission, 55% (73) offer free entry all year and two were free but charged for some exhibitions or seasonally.
- On average, earned income accounted for 43% of total income, public subsidy 23%, grants 30% and contributed income 4% (donations, bequests, sponsorships etc).
- £9.4m was generated in earned income £5m was received in regular public subsidy.
- £6.6m was received in grant funding.
- £1m was received in contributed income.

Workforce – volunteers

- There were 4,244 volunteers which equates to 230 full time equivalents.
- On average museums had 54 volunteers, up from an average of 42 in 2013-14.
- Volunteers contributed a total of 381,032 hours to museums.
- Each volunteer contributed an average of 93 hours in the year, this is up from 85 in 2013-14.
- Volunteer time was worth £2.72 million to museums.

Workforce – paid staff

- Museums employed 805 paid staff which equated to 463 FTE based on 76 responses.
- 33% of museums were entirely volunteer-run with no paid staff.
- Based on information provided, volunteers outnumber paid staff by over 5:1.
- 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 second Museum Development East Midlands Annual Survey of Museums. The information gathered through the survey is used by MDEM to advocate for the value of museums in the East Midlands within the sector and to external funders and stakeholders.

Findings help contribute to estimates of the social and economic impacts of museums and informs how MDEM delivers support to museums going forward.

The survey was undertaken in collaboration with other Museum Development providers in England with the intention of establishing consistent data capture across multiple regions to support more effective advocacy and benchmarking. This year, the data gathered through the survey has also contributed to the Museums Association's UK wide 'State of the Nations' 2016 survey and will be used to inform national and regional policy and advocacy work.

Survey method

The survey was sent to all 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 completion or a Word version of the survey. Museums were asked to provide data for the 2015-16 financial year (1 April – 31 March).

The survey was divided into four sections:

- Audiences
- Educational engagement
- Financial operations
- Workforce

Sample and response

92 museums responded to the survey. There was a 64% return rate amongst museums within the Accreditation scheme. Multi-site museum services that responded to the survey submitted responses at an organisational level.

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 should be considered indicative as museums use different accounting methodologies and operate different financial years.

Categories of museum

Two 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.

Supported using public funding by ARTS COUNCIL ENGLAND

Profile of respondents

Amongst Accredited museums that responded to the survey both local authority museums and National Trust properties are underrepresented in the survey sample relative to the profile 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:

- 40 respondents were open all year round.
- 41 respondents were closed for part of the year as part of a regular seasonal closure.
- 5 museums were 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.

Figure 1: All Accredited museums by type (February 2017).

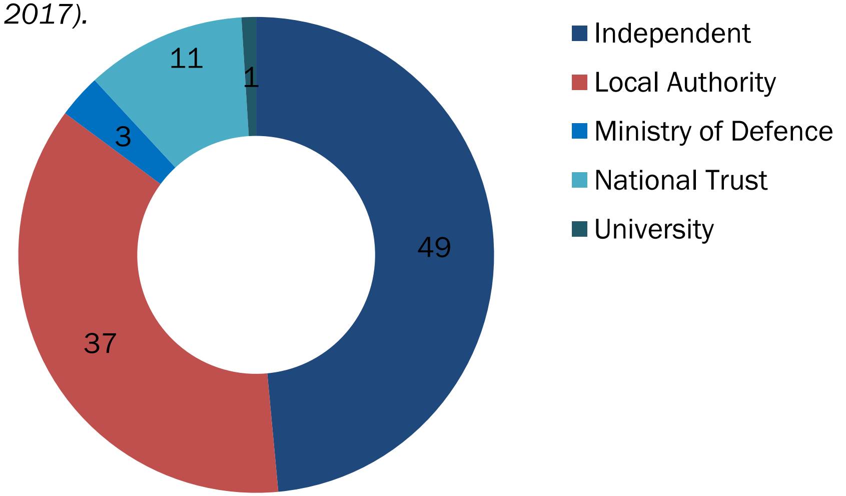
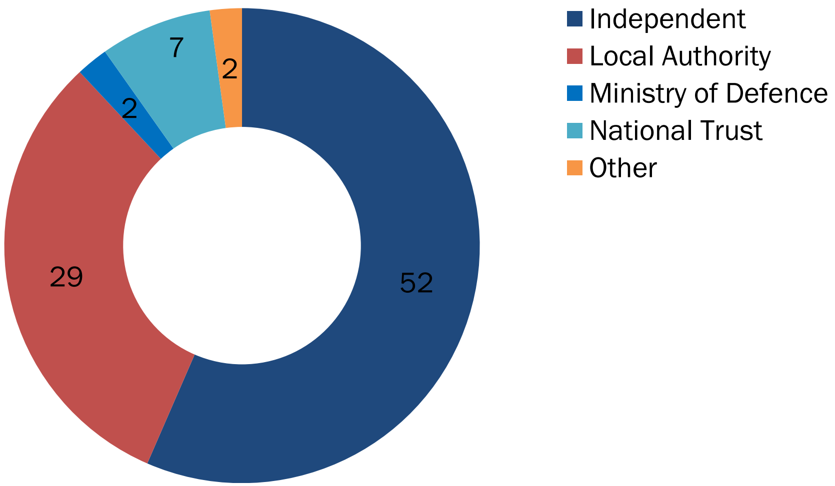


Figure 2: Profile of survey respondents by type.



Respondents by size

Museums in the East Midlands range from large multi-site local authority museums to small volunteer-run organisations. The East Midlands is the only English region to have no national museums. The majority of responses (69) were received from museums with less than 50,000 visits per year highlighting that the sector in the region is dominated by small and medium museums. In *Figure 3* on the left Derby Museums Trust, Nottingham City Museums and Leicester City Museums are only counted once as they submitted organisational responses.

The number of large museums with over 50,000 visits per year is likely to be underrepresented in this sample size due to the fact that a number of large National Trust properties did not respond to the survey.

Geographic distribution

As *Figure 4* shows there were considerable differences in response rates between counties, however, the overall responses were up on 2013-14 when comparing the return percentage amongst museums in the Accreditation scheme.

Figure 3: Respondents by size.

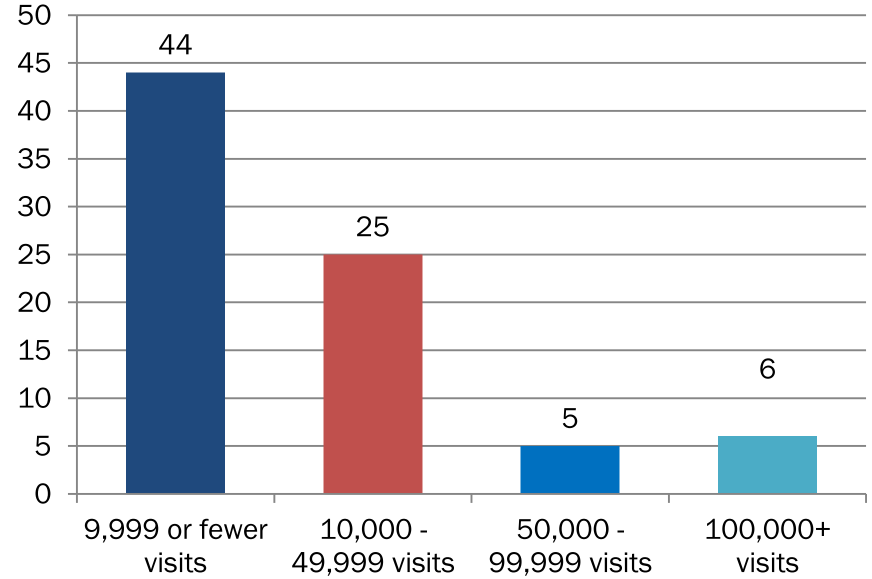


Figure 4: Respondents by county.

	Number of responses, Accreditation scheme	All responses	% return 2015-16	% return 2013-14
Derbyshire	15 from 27	17	56%	63%
Leicestershire	20 from 26	25	77%	20%
Lincolnshire	13 from 24	20	54%	52%
Northamptonshire	9 from 13	13	69%	45%
Nottinghamshire	15 from 23	18	65%	81%
Total	72	92	64%	48%

Audiences

This section looks at overall visitor figures, visits by children and online engagement.

Total visit figures

Based on the responses received there was a total of 2,749,473 visits to museums in 2015-16. Visit figures are heavily influenced by a small number of large museums, with six museums and museum services accounting for 59% of all visits.

Museums were asked whether the visit figures they provided were actuals or estimates. There were 76 responses to this question, 62% (47) provided actual figures. This has increased from 55% in 2013-14, however, this still suggests scope for museums to improve the accuracy of the mechanisms they use for counting visitors.

Visits by children

The survey asked museums to provide a breakdown of visits into adults and children (under 16) and 63 respondents provided this information.

There were 867,218 visits by children to museums in 2015-16. Based on the responses that provided a breakdown it is estimated that children accounted for 26% of all visits. There were some significant variations depending on the size of the museum with children making up 21% of visits to small museums, 23% for medium museums and 28% for large museums.

Figure 5: Total visits to museums by size.

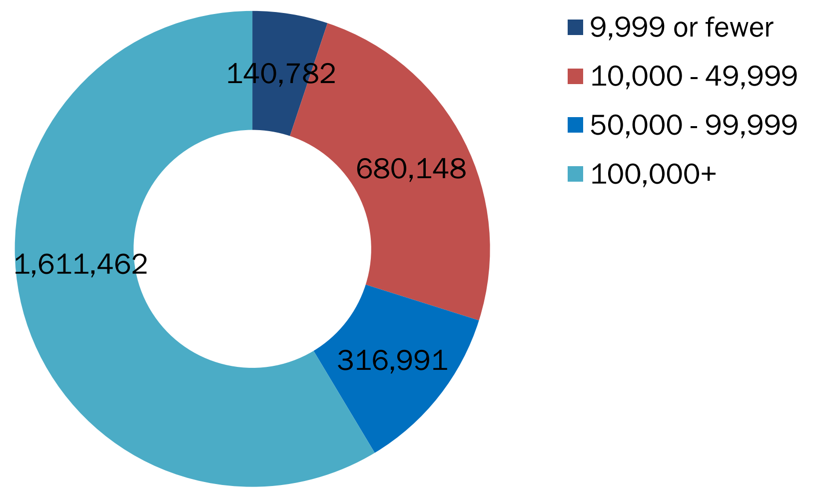
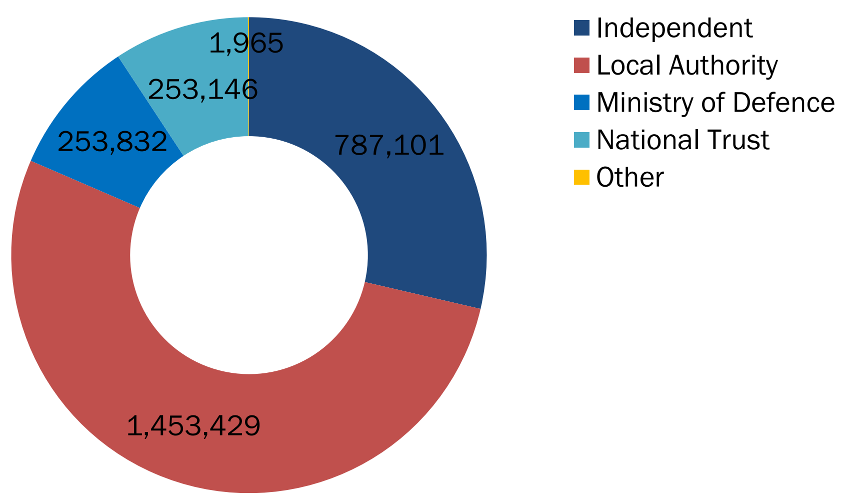


Figure 6: Total visits to museums by type.



Total visits by county

Overall visits to museums in the East Midlands are up by 17.6% on 2013-14. This is based on a core group of 44 museums that provided data for both 2013-14 and 2015-16. No data is available for 2014-15 as a survey was not conducted that year.

With the exception of Northamptonshire (-0.9%) all counties experienced an increase in visit numbers based on the available data. Museums were asked if there were any reasons for any significant changes in visit figures from the previous year however relatively few museums provided any explanation – the most common reason cited was temporary closures or refurbishments to gallery or exhibition spaces.

Where audience figures are up or down at county level, reasons for this are not always straightforward and fluctuations are often influenced by the relative size of the museums in the constant sample. In a county where there are a relatively high number of small and medium size museums, small fluctuations in visit figures will have a disproportionately large effect on the overall percentage change in comparison to counties with larger museums where small changes will have less of an impact.

Overall there is a generally positive picture in terms of visit figures. 32 museums reported an increase in visits between 2013-14 and 2015-16 while only 12 museums reported a decrease.

Figure 7: Total visits to museums by county.

	Total visits 2013-14	Total visits 2015-16	% change (constant sample)
Derbyshire	450,330	441,773	+7.1%
	n = 15	*n = 14*	*n = 11*
Leicestershire	36,220	670,231	+16.8%
	n = 8	*n = 20*	*n = 6*
Lincolnshire	245,281	234,154	+42.2%
	n = 15	*n = 20*	*n = 11*
Northamptonshire	90,784	174,890	-0.9%
	n = 10	*n = 13*	*n = 6*
Nottinghamshire	988,753	1,228,425	+20.5%
	n = 14	*n = 23*	*n = 10*
East Midlands Total	1,811,368	2,749,473	+17.6%
	n = 71	*n = 92*	*n = 44*

n = number of responses

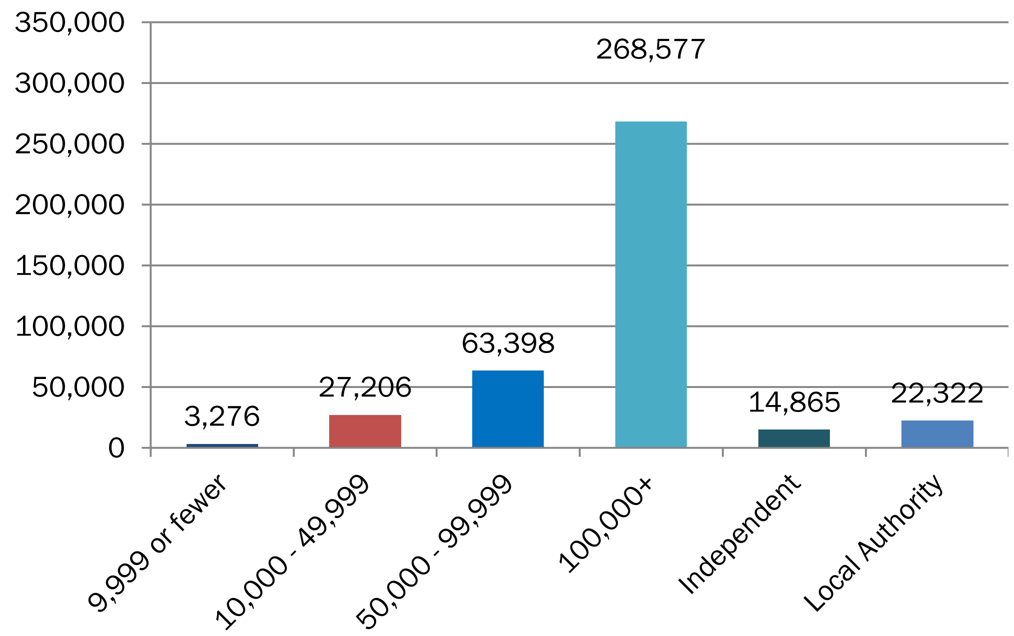
Average visits to museums in 2015-16 by size and type

While the importance of visits to museums is relative to the size and scope of any particular museum. 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 museum's own operations.

In *Figure 8* multi-site museum services are not included. There was insufficient information to provide average visit figures for military, Higher Education or National Trust museums.

Figure 8: Average visits to museums by size and type.



Economic impact of visits

Museums make an important contribution to the regional economy creating a range of economic benefits, particularly in helping to attract tourism. Four of the top 10 most visited attractions in the East Midlands in 2015 were museums or historic houses according to Visit England. 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 £63,604,702 in the East Midlands economy in 2015-16 based on the visit data provided by museums.

Figure 9: Gross visitor impacts by county 2015-16.

	Average spend assumption (local visitor)	Average spend assumption (day visitor)	Total value of visits
Derbyshire	£13.40	£26.80	£7,173,714
Leicestershire	£13.97	£27.94	£11,350,761
Lincolnshire	£14.19	£28.38	£4,006,186
Northamptonshire	£14.40	£28.80	£3,041,448
Nottinghamshire	£25.48	£50.97	£38,032,593
Total			£63,604,702

Economic Impact Calculation

- 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 developed by DC Research from regional and national tourism datasets.
- Total estimated adult visits is based on the adult/child ratio of 79/21 for small museums (up to 9,999 visits per annum), 77/23 for medium museums (10,000 to 49,000 visitors per annum) and 72/28 for large museums (more than 50,000 visitors per annum).
- Actual ratios for local, day and overnight visits were not available from museums so the average ratios developed by DC Research have been used. No data for overnight visits was 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 higher due to the higher levels of visitor spend associated with overnight visits.

MUSEUM DEVELOPMENT EAST MIDLANDS

Supported using public funding by ARTS COUNCIL ENGLAND

Online engagement

Websites

The survey asked if museums had their own website, in addition all museums in the Accreditation scheme were 'googled' in November 2016 to establish whether they had their own websites. 84% (95 of 113) had their own websites.

Of the remaining 18, 13 were local authority run museums. Although all 18 of the museums were found to have an online presence for local authority museums this mainly consistent of a page on the council website, while for the others it was a listing on a local tourism or community website, as well as listings on Culture 24.

Not having a website can pose a number of challenges including reducing online visibility, lack of control over content, limiting online income generation potential through things such as online ticketing and shops and ultimately reducing opportunities to engage with audiences.

Museums were asked to provide data on the total number of unique visitors to their websites, however, the majority of museums stated they did not know or the that information was not recorded. This could suggest that this kind of information was not easily accessible to the person completing the survey or museums are not using basic analytics tools such as Google Analytics to monitor website usage.

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.

79% (65 of 82) stated that they did use social media to engage with audiences, this is up from 66% in 2013-14. By comparison, the Visit England *'Visitor Attraction Trends in England'* 2015 report showed that 78% of attractions used Facebook and 67% used Twitter, the two main platforms.

Highlights: Virtual Reality working at Chain Bridge Forge

Working with the University of Lincoln using an HLF grant the museum has developed a Virtual Reality system designed to emulate the work of the blacksmith and the inside of the Forge. Using an Oculus Rift headset, visitors can be immersed in the virtual world of the Forge. In this virtual world the blacksmith can heat a piece of metal in the hearth and then using a virtual hammer modify its shape just like a real blacksmith.

Educational engagement

Museums were asked to provide data on the number of sessions and participants across both formal and informal learning activities in 2015-16.

Museums delivered 3,845 formal learning sessions on-site which engaged 90,886 participants, based on 67 responses. Museums engaged an average of 33 schools and formal learning organisations in 2015-16.

64 museums and museum services provided information on informal activities and events that were delivered on-site. Museums delivered 2,446 activities and events on-site with non-education providers that engaged 383,582 participants.

As part of the Museum Development Network and Museums Association's UK wide 'State of the Nations' 2016 survey museums were asked whether the number of school visits had changed over the last year. 62 museums and museum services responded to this question in the East Midlands, 48% stated the school visits had stayed the same, 37% stated they had increased and 15% stated they had decreased.

Educational outreach

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. Museums delivered 688 outreach sessions off-site which engaged 29,805 participants, based on 58 responses museums. This includes loan box sessions at schools.

68 museums and museum services provided information on informal activities and events with non-education providers that were held off-site. Museums delivered 522 activities and events that engaged 18,066 participants.

Highlights: Leicester City Museums & Art Galleries

Following Leicester City's remarkable 5000-1 Premier League win in May 2016 a special commemorative exhibition 'Fearless Foxes' was held at New Walk Museum and Gallery. Within 45 days and just after the season ended with Leicester crowned Champions, 'Fearless Foxes' opened to the public, replacing the museum's planned summer exhibition.

The exhibition opened in June 2016 and ran until mid-October. It told the story of the clubs' meteoric rise from the bottom of the table to Champions' League qualification in just 12 months. The exhibition attracted 104,000 visitors, with a record 26,000 attending in August alone – making it the busiest August in the museum's history.

Admission charges

Museums were asked whether they charged for admission. The websites of all museums in the Accreditation scheme were also checked to compile a comprehensive list of museums that charged and those that didn't.

42% (56 of 133) normally charge for admission, 55% (73) offer free entry all year and two were free but charged for some exhibitions or seasonally. Two Accredited museum collections are housed in museums that charge for admission. These figures include the 20 non-Accredited museums that responded to the survey.

The figures on left show the average admission charge (not including Gift Aid) for museums by size (those that provided visit figures) and type based on those that responded to the survey and all museums in the Accreditation scheme.

Figure 10: Charging bands for museums that charge

	Adult	Child
Free	-	12% (7)
Under £3	20% (11)	32% (18)
£3.00 to £4.99	20% (11)	34% (19)
£5.00 to £7.49	29% (16)	12% (7)
£7.50 to £9.99	20% (11)	9% (5)
£10.00 or over	12% (7)	0

Figure 11: Average adult admission charge by size and type.

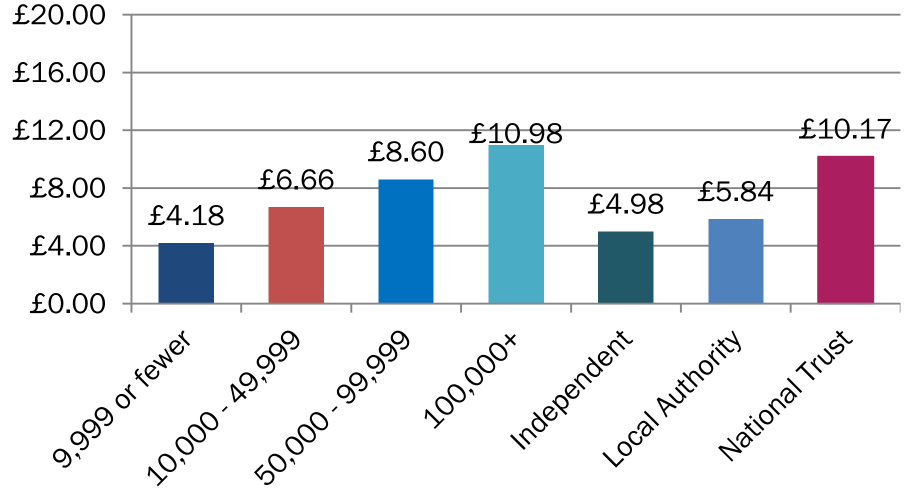
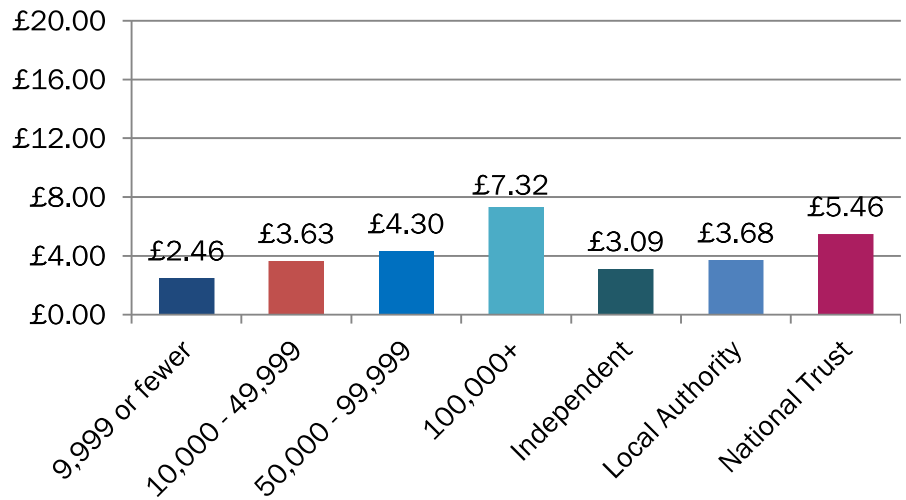


Figure 12: Average children admission charge by size and type.



Financial operations

Museums were asked to provide a range of financial information covering sources of income, overall expenditure and expenditure on staffing. Some of this information was provided in varying degrees of completeness and there were variations on the financial periods that museums provided data for. Therefore the data should be considered a guide, rather than representative of a specific financial period.

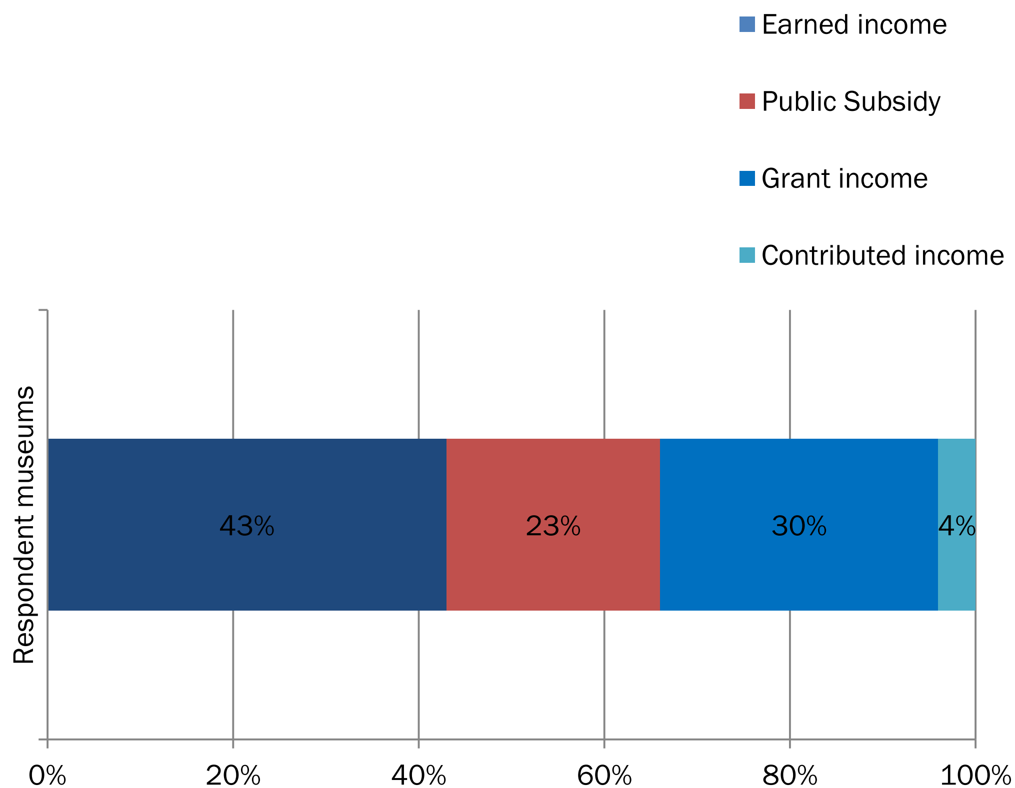
Income

Figure 13 shows the income breakdown for museums in the East Midlands. The annual total income for museums was £21.9m which breaks down as follows:

- £9.4m in earned income including admissions, retail, catering, events and hospitality, educational activity and any other income from trading activity e.g. property rental.
- £5m received in regular public subsidy.
- £6.6m received in grant funding.
- £1m 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 other than grants.

There are significant variations between different museums, however to provide some comparison, for Arts Council Major Partner Museums earned income made up 32% of total revenue in 2015-16, public subsidy 61% and contributed income 7%.

Figure 13: 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

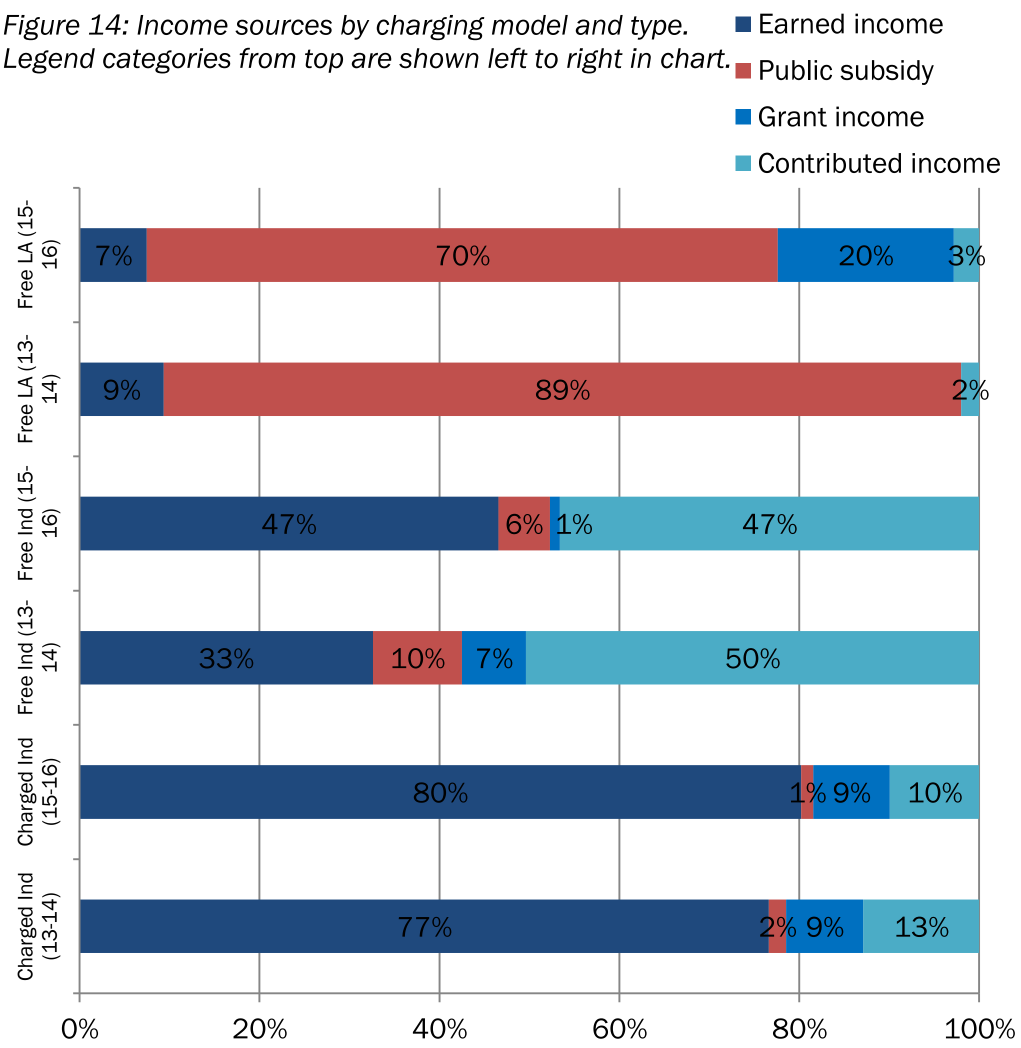
Figure 14 shows the breakdown of income sources for museums in the East Midlands based on their charging model and governance. The comparisons between 2013-14 and 2015-16 are based on a constant sample of 30 museums that provided complete financial information for both years. Based on this sample 77% (23 of 30) reported that income has risen overall between 2013-14 and 2015-16.

Although earned income for free entry local authority museums has decreased as a proportion of overall income this is due to an increase in grant income rather than a fall in earned income which rose by 4.1%.

The high proportion of contributed income as a percentage of total income for free independents is explained by the fact the sample group were all small museums for whom donations made up a high percentage of total income.

Earned income accounted for the greatest proportion of income for both charged and free independent museums. Earned income has increased by 23% and 57% respectively since 2013-14 for those museums. It is worth noting that these ratios may not be representative of the wider sector in the region given the small sample size and the profile of the museums participating.

Figure 14: Income sources by charging model and type. Legend categories from top are shown left to right in chart.



Retail Income

Retail is an important source of income for museums. 80% of Accredited museums in the region have a shop or retail space (based on the survey responses or information available on the Culture24 website – details could not be found for nine museums).

One Key Performance Indicator museums can use to understand the effectiveness of their retail offer is retail spend per visitor. 41 museums provided the data required (both retail spend and total visits) for this metric, shown in *Figures 15 and 16*.

The three multi-site museum services have not been included as they did not provide a breakdown of retail income for each of their sites.

The results in *Figure 15 and 16* suggest that retail spend is higher at museums that charge for admission although this does not take account of the particular museums that responded or reflect the influence of other factors such as the quality of the retail offer.

Spend per head was also higher at independent museums than at local authority museums, however, this does not take account of any other potential variables.

Figure 15: Average retail income per head by size, type and charging model.

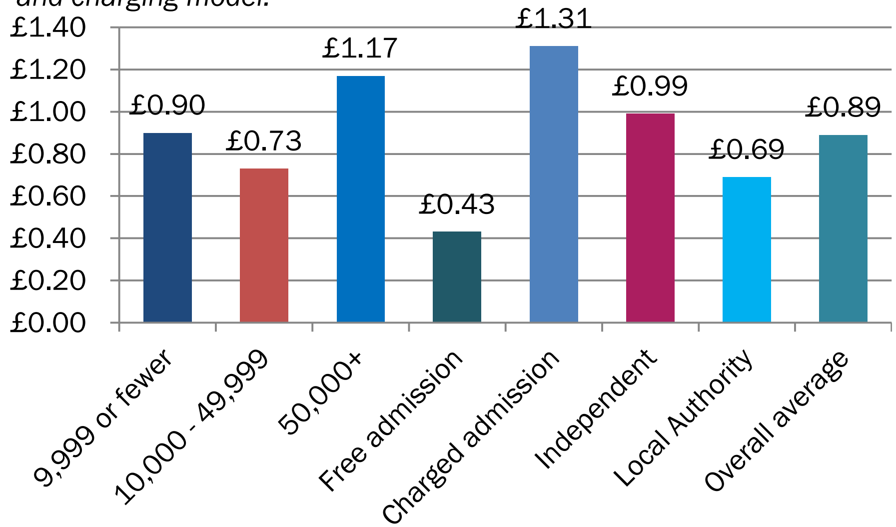


Figure 16: Average retail income per head by size, type and charging model.

	Sample size	Average	Lowest	Highest
9,999 or fewer	21	£0.90	£0.03	£5.55
10,000 – 49,999	14	£0.73	£0.12	£2.75
50,000+	6	£1.17	£0.07	£1.92
Free admission	19	£0.43	£0.03	£1.31
Charged admission	20	£1.31	£0.33	£5.55
Independent	24	£0.99	£0.03	£5.55
Local Authority	10	£0.69	£0.07	£2.75

Donations

Donations play an important and very visible role in supporting museums fundraising activity, although for many museums they account for a relatively small percentage of overall revenue.

Museums were asked to provide information on their donations so that an average per head could be given. The averages in *Figures 17 and 18* are based on information from 50 responses. Three responses have been not been included as they were considered to be anomalies given their extremely high donation per head figures. The three multi-site museum services have not been included as they did not provide a breakdown of retail income for each of their sites.

Museums that offered free entry had a higher donations per head than those that charged admission although this does not reflect other factors that may influence the level of donations. In similar surveys conducted in the North East and East of England in 2015-16, museums that charged for admission were found to have higher donations per head than free entry museums.

The most substantial difference was between independent and local authority museums, with independent museums receiving on average 10 times more in donations per visitor. The results also show that donations per head were significantly higher at small museums, however, the smaller sample size for larger museums may have influenced this.

Figure 17: Average donation per head by size, type and charging model.

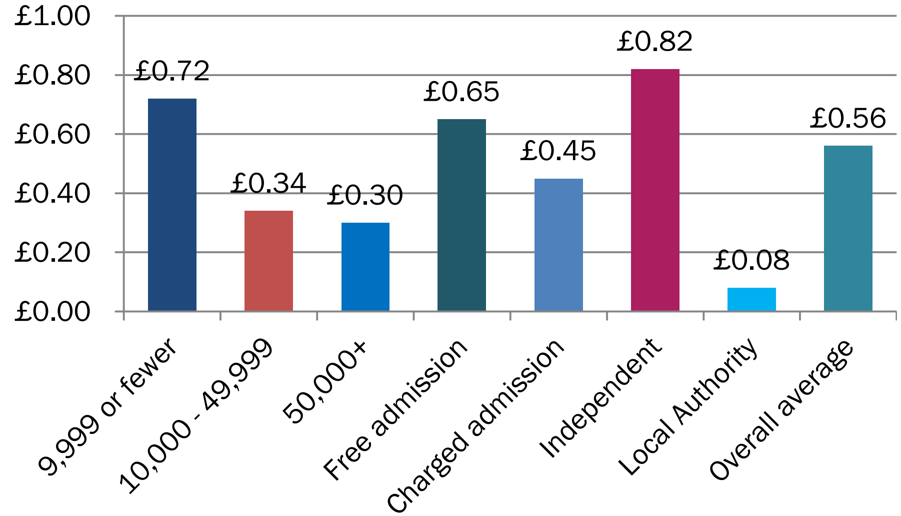


Figure 18: Average retail income per head by size, type and charging model.

	Sample size	Average	Lowest	Highest
9,999 or fewer	29	£0.72	£0.02	£2.66
10,000 – 49,999	15	£0.34	£0.01	£1.83
50,000+	6	£0.30	£0.03	£1.52
Free admission	19	£0.65	£0.03	£2.66
Charged admission	21	£0.45	£0.01	£1.83
Independent	32	£0.82	£0.05	£2.66
Local Authority	12	£0.08	£0.01	£0.21

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 £12.4m 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.

Figure 19: Impact of spend on goods and services by county.

	Number of responses	Value
Derbyshire	9	£4,047,283
Leicestershire	16	£2,883,666
Lincolnshire	16	£1,014,349
Northamptonshire	11	£719,353
Nottinghamshire	12	£3,750,000
Total	81	£12,414,651

Highlights: Buxton Museum and Art Gallery

In 2015, the museum was awarded £869,000 from HLF to redevelop its main archaeology and geology galleries, called 'The Wonders of the Peak', and build digital access to its collections for people to use at home, in libraries and when out and about on phones, tablets and other devices.

Additional funding from the Wolfson Foundation will be used to help visitors to the museum explore science and technology throughout the collections.

The redevelopment work will also include a new accessible foyer area with a lift up to the first floor galleries and a new reception and shop funded by Arts Council England and Derbyshire County Council.

Expenditure and staff costs

43 responses were received from museums and museum services that employ staff and provided data on both total expenditure and expenditure on staff costs. On average, spending on staff accounted for 47% of total expenditure, which breaks down as follows (1 anomalous result was removed):

- 9 spent 30% or less of annual expenditure on staff costs
- 14 spent between 31% and 50%
- 14 spent between 51% and 70%
- 5 spent between 71% and 100%

The most obvious finding is that staff costs make up a significantly higher percentage of costs for local authority museums on average than they do for independent museums. Data on the number of paid staff and full time equivalents would suggest that this can partly be explained by the fact that in general, local authority museums employ a greater number of staff compared to independent museums who benefit from a much greater volunteer contribution.

It is also 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 may be higher for those museums.

Figure 20: Average expenditure on staffing by size and type.

Category	Number of respondents	Average % of total expenditure spent on staffing	Lowest %	Highest %
9,999 visits or fewer	19	46%	3%	94%
10,000 - 49,999 visits	14	48%	17%	71%
50,000+ visits	9	48%	30%	61%
Independent	22	40%	3%	94%
Local Authority	15	54%	37%	82%

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 (FTE).

- Museums employed 805 paid staff based on 76 responses which equates to 463 FTE. Averages can be seen in *Figure 21.*
- 33% (25 or 76) of museums that responded to the question were entirely volunteer-run with no paid staff.
- Based on information provided by museums, volunteers outnumber paid staff by over 5:1.
- 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.

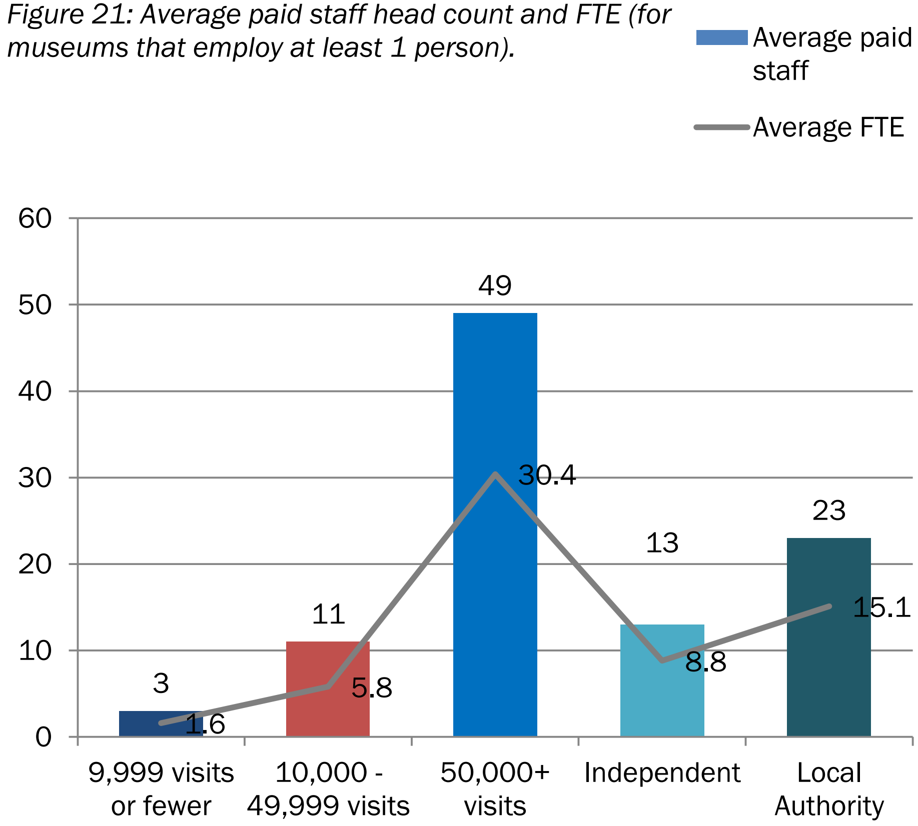
Employment impacts

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

Museums create 669 full time equivalent direct, indirect and induced jobs across the region.

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



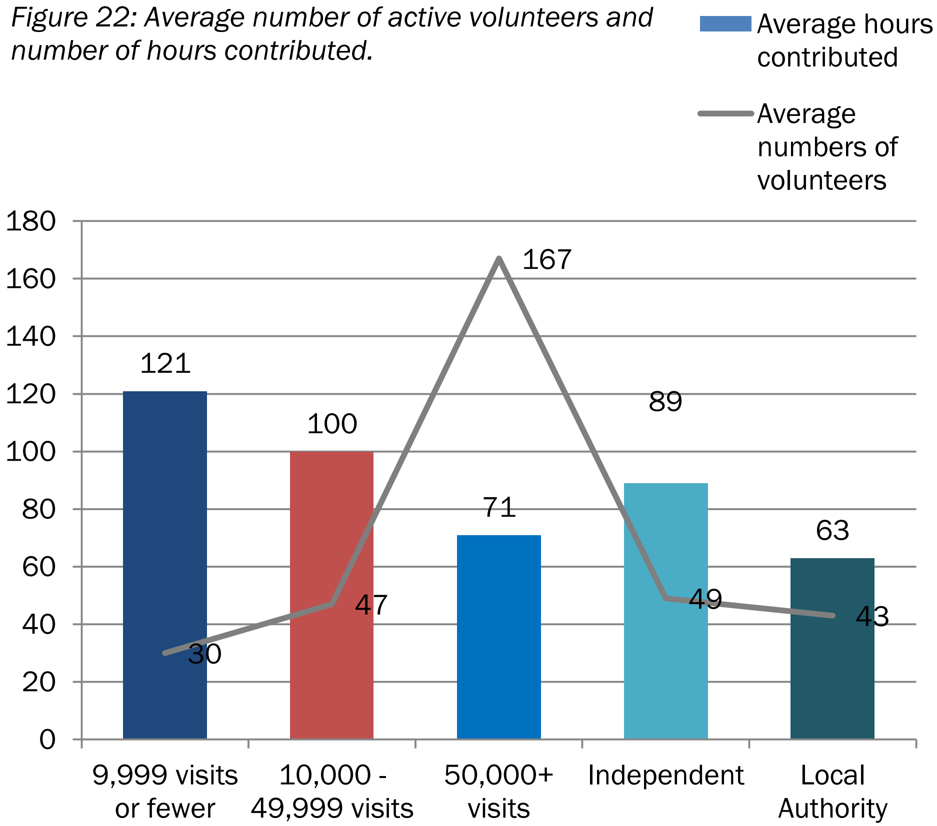
Workforce – Volunteers

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.

79 respondents provided data on their volunteers with 5 museums stating they had no volunteers.

- There were 4,244 active volunteers which equates to 230 Full Time Equivalent posts, based on 1,650 hours worked per year or a 35 hour working week.
- On average museums had 54 volunteers, this is up from an average of 42 in 2013-14.
- Volunteers contributed a total of 381,032 hours to museums in 2015-16.
- Each volunteer contributed an average of 93 hours in the year, this is up from 85 in 2013-14. These figures are based on information from museums that provided both total volunteer numbers and hours contributed.
- Volunteer time was worth £2.72 million to museums. This value is based on a calculation of £50 per day using guidance issued by the Heritage Lottery Fund.

Figure 22: Average number of active volunteers and number of hours contributed.



Changes in Workforce

Figure 23 shows the change in volunteer and paid staff numbers between 2013-14 and 2015-16 based on a constant sample of 41 museums and museum services that submitted data for both years.

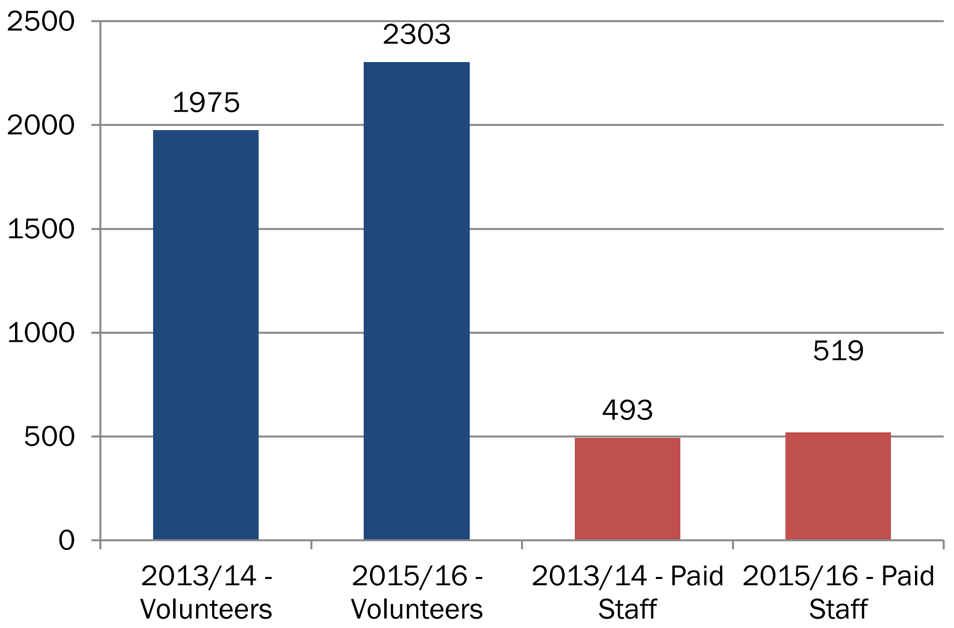
Based on this sample the number of volunteers has increased by almost 17% between 2013-14 and 2015-16 while the number of paid staff has also increased by 5% during the same time period.

These findings are broadly similar to the recent Museum Development Network and Museums Association's UK wide 'State of the Nations' 2016 survey results. Based on a sample of 64 museums from the East Midlands, 40% reported an increase in the number of volunteers, 20% reported a decrease and 42% said that volunteer numbers stayed the same.

61 museums also responded to a question on changes in the number of full-time equivalent staff over the last financial year. 11% reported an increase in the number full time equivalents, 7% reported a decrease and 82% said that numbers stayed the same.

Overall this paints a mixed picture in terms of changes in workforce, but certainly points towards the increasingly important role volunteers are playing in supporting the success of the museum sector.

Figure 23: Core group workforce 2013-14 and 2015-16 by employment type (volunteer and paid)



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:

"We have greatly benefitted from the support we have received from MDEM. The training days we have attended have been extremely useful. We are part of the working with Artists programme and are looking to develop a bid to the Arts Council." Charnwood Museum

"We have received advice on support during our work towards applying for full museum accreditation. The help has been invaluable." Cranwell Aviation Heritage Centre

"The financial support and training opportunities have had a huge impact on what we have been able to achieve as amateur volunteers running our museum" Rushden Transport Museum

"MDEM is excellent & provides valued support and funding. They are essential to our service." Kettering Museum & Art Gallery

"The museum took part in the Volunteer Development Programme (2015-16) and received a small grant of £500 to retain and develop the volunteer workforce. The hands on sessions were excellent and the advice given at these sessions were integral in assisting the museum to develop plans to retain our current volunteers and seek new volunteers." Daventry Museum

"Nottingham Industrial Museum completed the business development toolkit and now have clear steps to take to move forward thanks to the very helpful discussions with MDEM. Looking at potential applying for MDEM funding in the future" Nottingham City Museums

"The Business Diagnostic helped focus our forward planning and priortise areas in need of most improvement. Subsequent advice has helped us move projects forward and has led to an access grant to buy equipment to photograph the collection." Royal Crown Derby Museum

"Very useful support on the annual Business Diagnostic which has helped us focus on areas where improvements needed, and suggested practical steps we can take to address this." Cresswell Crags

"We received a grant for retail sales training which is already showing results and grant for a visioning exercise which took place in December (2016) and has resulted in a new vision and aims for the museum." Chesterfield Museum and Art Gallery

"We received support through the Business Diagnostic and Audience Development pilot in preparation for our HLF grant application." Hinckley & District Museum

With thanks to the following museums for participating:

Alford Manor House Museum
Ashby de la Zouche Museum
Ayscoughfee Hall Museum
Bakewell Old House Museum
Bilsthorpe Heritage Museum
Bosworth Battlefield and Heritage Centre
Browne's Hospital Stamford
Burton Latimer Heritage Museum
Buxton Museum and Art Gallery
Canons Ashby House
Chain Bridge Forge Museum
Charnwood Museum
Chesterfield Museum and Art Gallery
Cogglesford Watermill
Corby Heritage Centre
Cotesbach Educational Trust
Cranwell Aviation Heritage Centre
Creswell Crags
Daventry Museum
Derby Museums Trust
Desborough Heritage Centre
Diseworth Heritage Trust
Donington-le-Heath Manor House
Erewash museum
Eyam Museum
Flintham Museum
Gainsborough Model Railway Society
Great Central Railway Museum
Green's Windmill Trust
Gunby Hall and Gardens
Hallaton in the Great War Research Group
Harborough Museum
Harley Gallery and Portland Collection
Heage Windmill Society
Heckington Village Trust
Heckington Windmill Trust
Heritage Centre, Wirksworth
Hinckley & District Museum
Kelmarsh Hall & Gardens
Kettering Museum & Art Gallery
Leicester Arts & Museums Service
Leicester City, County & Rutland At Risk War Memorials Project
Leicester Transport Heritage Trust Limited
Lincoln Civic Trust Ltd
Lincolnshire Road Transport Museum
Loughborough Carillon Tower & War Memorial Museum
Louth Museum
Lutterworth & District Museum
Lyveden
Mansfield Fire Museum
Mansfield Museum
Mr Straw's House
Museum of Technology the History of Gadgets and Gizmos
Museum of the Mercian Regiment
National Tramway Museum
Navigation House
NCCL Galleries of Justice
New Mills Heritage and Information Centre
Newark Air Museum
Newark Town Hall Museum & Art Gallery
Nottingham City Museums & Galleries
Nottingham Industrial Museum
Old Rectory Museum, Loughborough
Oundle Museum Trust
Pinchbeck Engine Museum
Prebendal manor & tithe barn museum
Royal Crown Derby Museum
Rushden Transport Museum
Rutland County Museum
Spalding Gentlemen's Society
Stoneywell
Strutt's North Mill Museum, Belper
Sulgrave Manor
Swannington Heritage Trust Museum
Tattershall Castle
The 78 Derngate Northampton Trust
The Boiler House at Foxton Locks
The Guildhall
The Princess Royal Class Locomotive Trust
The Queen's Royal Lancers Regimental Museum
Wellingborough Museum
William Booth Birthplace Museum
Woodhall Spa Cottage Museum
Woolsthorpe Manor

Produced by Tom Newman and the South West Museum Development Programme on behalf of Museum Development East Midlands.

For further information contact Claire Browne, MDEM Programme Manager
Claire.Browne@leics.gov.uk

MD EM MUSEUM DEVELOPMENT EAST MIDLANDS

ARTS COUNCIL ENGLAND
Supported using public funding by
ARTS COUNCIL ENGLAND