

# **Annual Museum Survey 2020**

## **East Midlands**



**Museum  
Development  
East Midlands**

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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.

# East Midlands Headlines

## Visits and participants



1,460,657

Adult visits to museums in the region  
(6.17% of nationally)



269,854

Child visits to museums in the region  
(10.56% of nationally)



0

There are no national museums in the region



997,4490

Visits to museum websites in the region



85,632

Participants in educational/other events and activities

## Financial impact



£45.6 million

Economic impact of visitors generated in the region



£8.4 million

Total income/turnover of museums



£8.2 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

# East Midlands Headlines

## Staff and volunteers



480

Paid staff employed - headcount  
(8.7% of nationally)



3,456

Volunteers - headcount  
(8.7% of nationally)



288

Paid staff - FTE  
(5.7% of nationally)



161,280

Hours contributed by volunteers  
(5% of nationally)



8

Number of volunteers for every 1 paid staff -  
East Midlands



£1.9 million

Value of volunteer hours  
(4.7% of nationally)



4.63

Number of volunteers for 1 paid staff -  
nationally



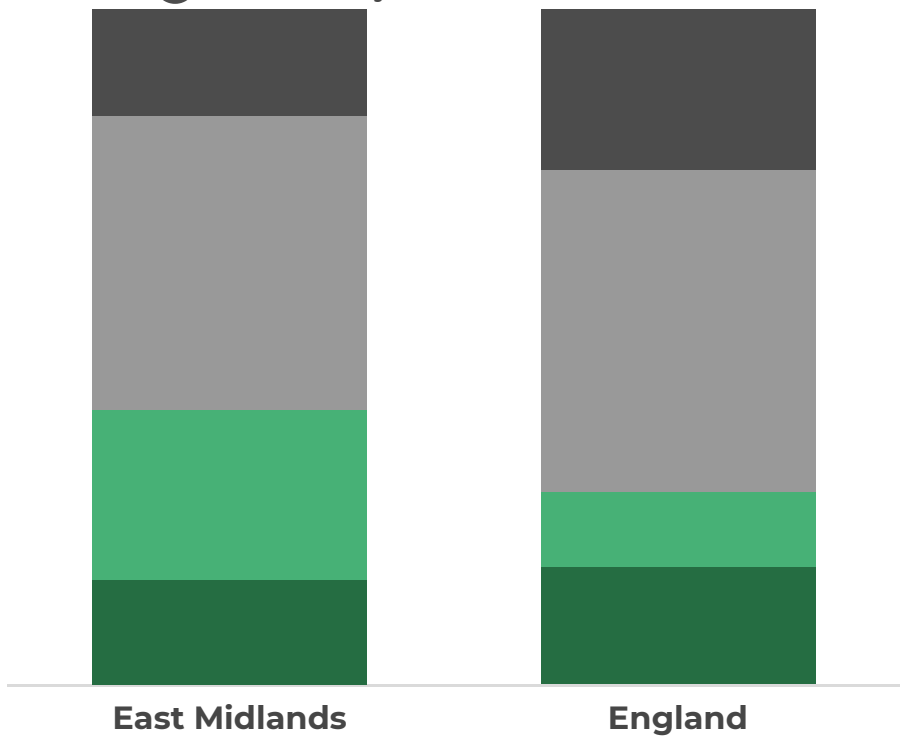
These headline values have been generated by taking the median value from the weighted analysis in the Annual Museum Survey and multiplying that by the total number of museums in the region within the scope of the survey

# Museums in Rural and Urban Areas of the East Midlands

## How rural or urban are the museum locations?

< All Museums >

- Rural town and fringe
- Rural village and dispersed
- Urban city and town
- Urban major or minor conurbation



## How do rural and urban museums in the East Midlands compare?

Rural

Urban

10%

7%

More than 50k visits

75%

83%

Employ paid staff

27%

14%

Less than 50k economic impact

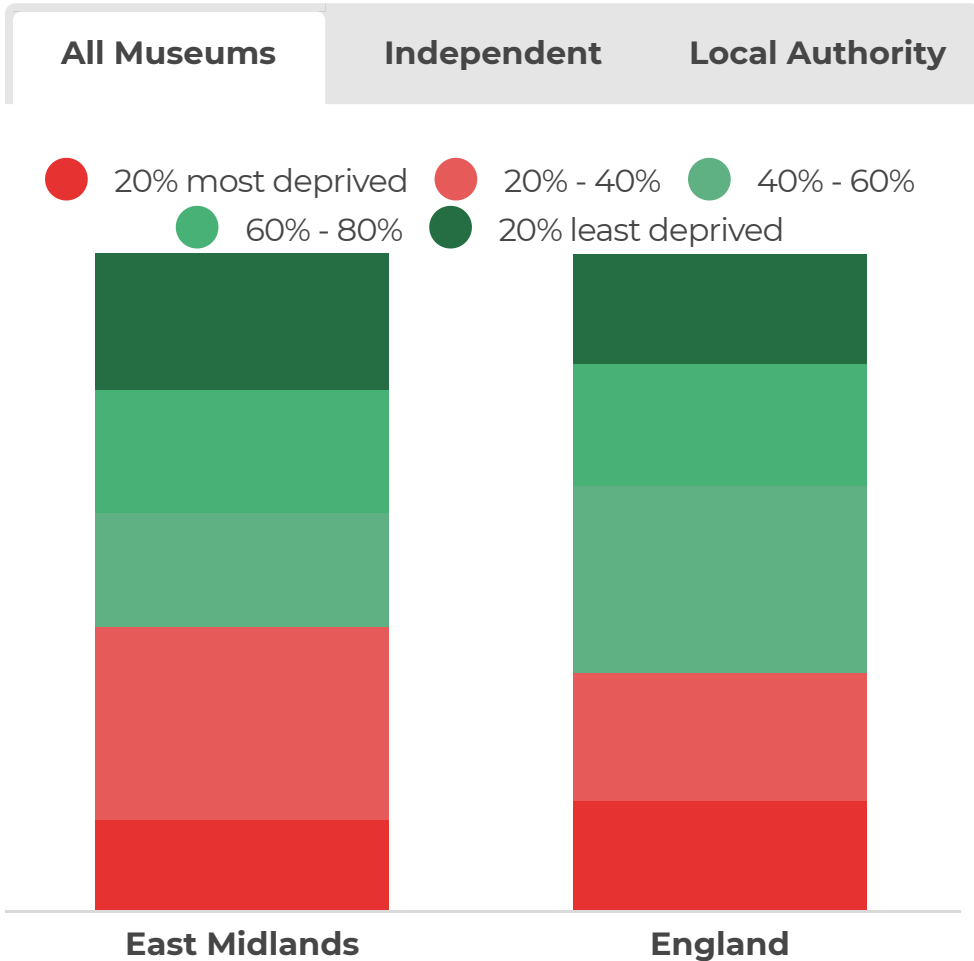


Rural/Urban classifications determined by postcode of museum using ONS classification:

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

# Museums and Deprivation in the East Midlands

## How deprived are the areas where museums are located?



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



69.9%

Local authority museums  
(22.6% in 20% least deprived areas)



34.3%

Less than 10k visits each year  
(25.7% in 20% least deprived areas)



0.0%

Charge for admissions  
(69.0% in 20% least deprived areas)



0.0%

More than 1000 volunteer hours each year  
(0.0% in 20% least deprived areas)



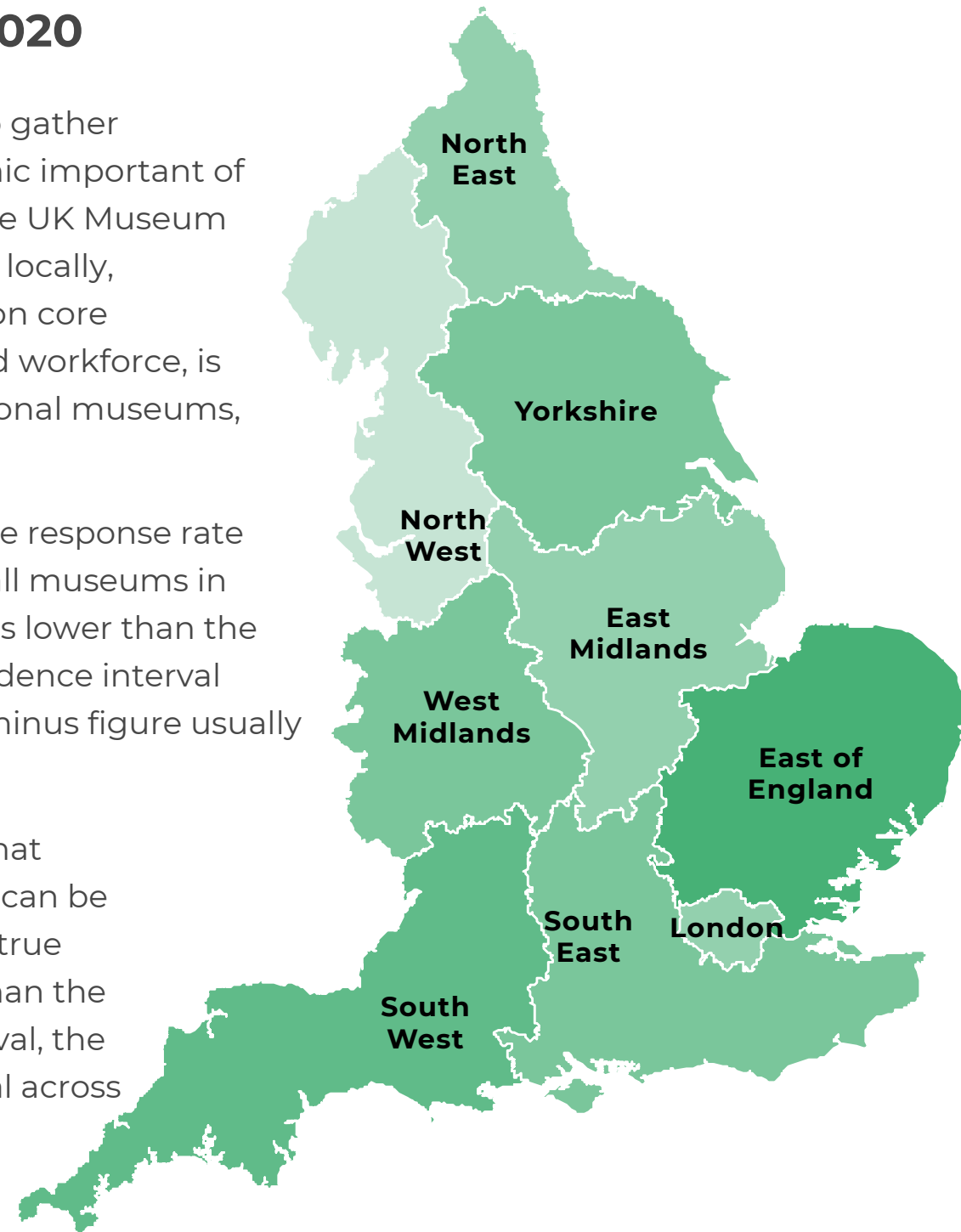
Deprivation levels have been generated by matching museum site postcodes to Index of Multiple Deprivation (IMD) deciles at a Lower Super Output Area (LSOA) level.

# 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 East Midlands, 40% 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 East Midlands confidence interval of 11.61 means that when interpreting headline results in the region, you can be confident that if every single museum responded the true figure would be 11.61 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.

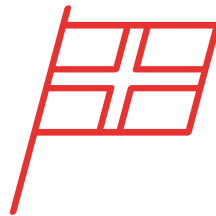
The data gathered during the Annual Museum Survey 2020 provides an important baseline from which future surveys can measure the longer term impact of the Pandemic on the visitors, workforce and finance of the sector.

### **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**



**27%**

of the 22 respondents who commented on any circumstances affecting their visitor figures in 2019/20, 27% mentioned a decrease related to Covid-19.



**22%**

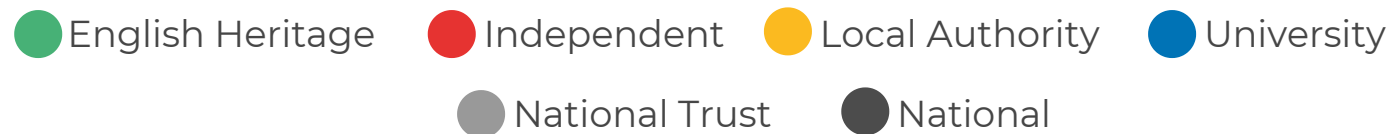
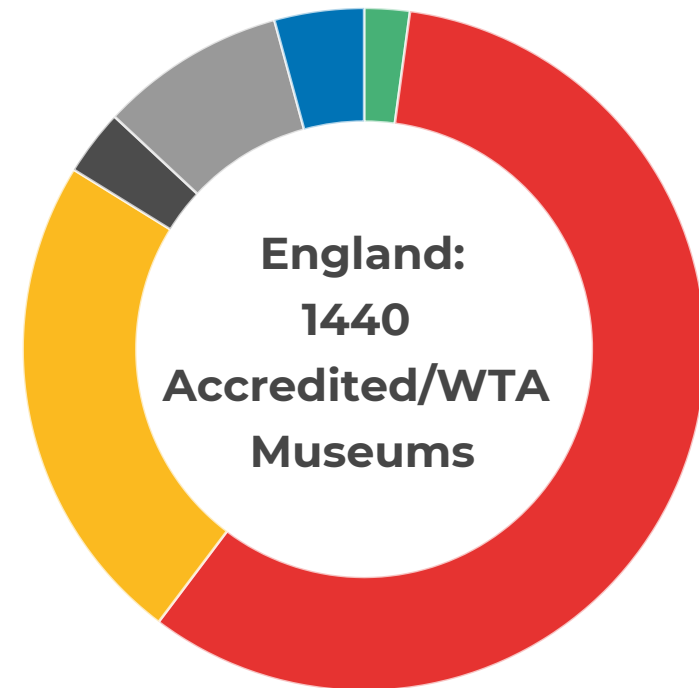
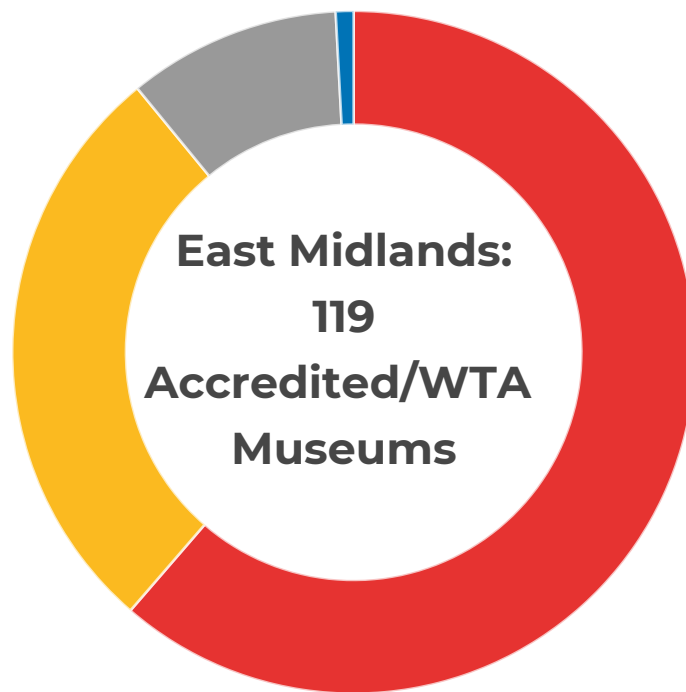
Nationally, of the 464 respondents who commented on any circumstances affecting their visitor figures in 2019/20, 22% mentioned a decrease related to Covid-19.

# **East Midlands Insights**

# The East Midlands

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.

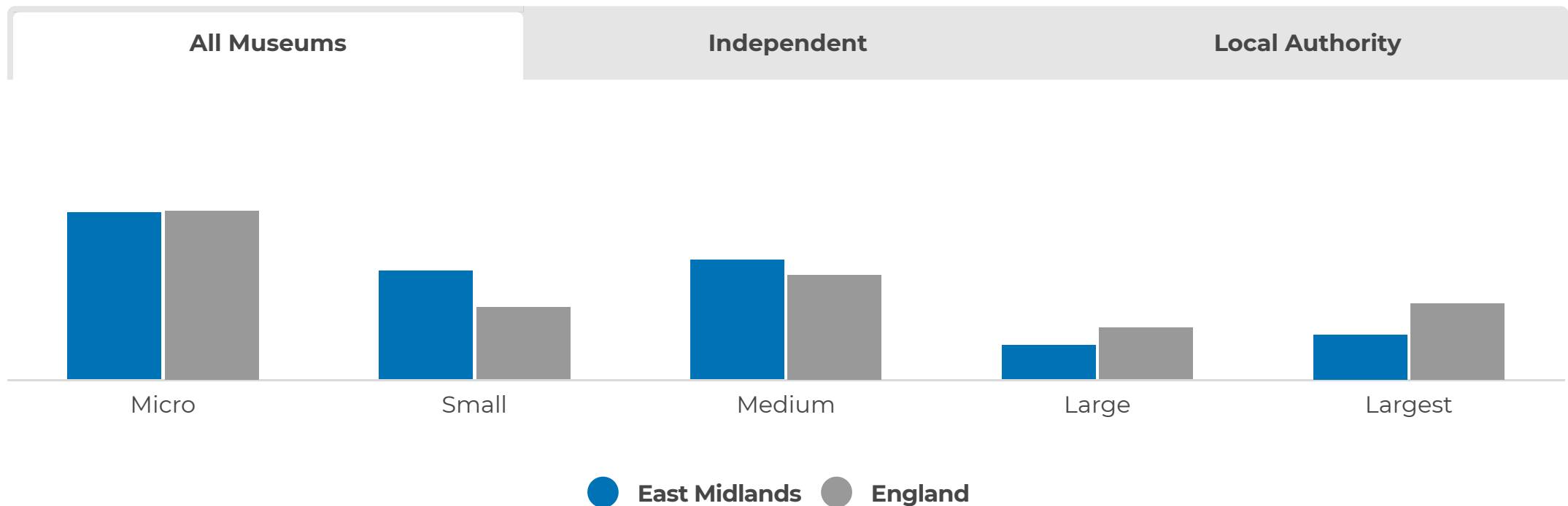


# Audiences - visitor size bands by Governance type

43% of Independent museums in the East Midlands are micro museums, each site receiving under 10K visitors per year. This is similar to the percentage of micro independent museums in England.

7% of Local Authority museums in the East Midlands fall in the Largest size band, receiving more than 100K visitors per year. This is lower compared to the Largest Local Authority museums in England.

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

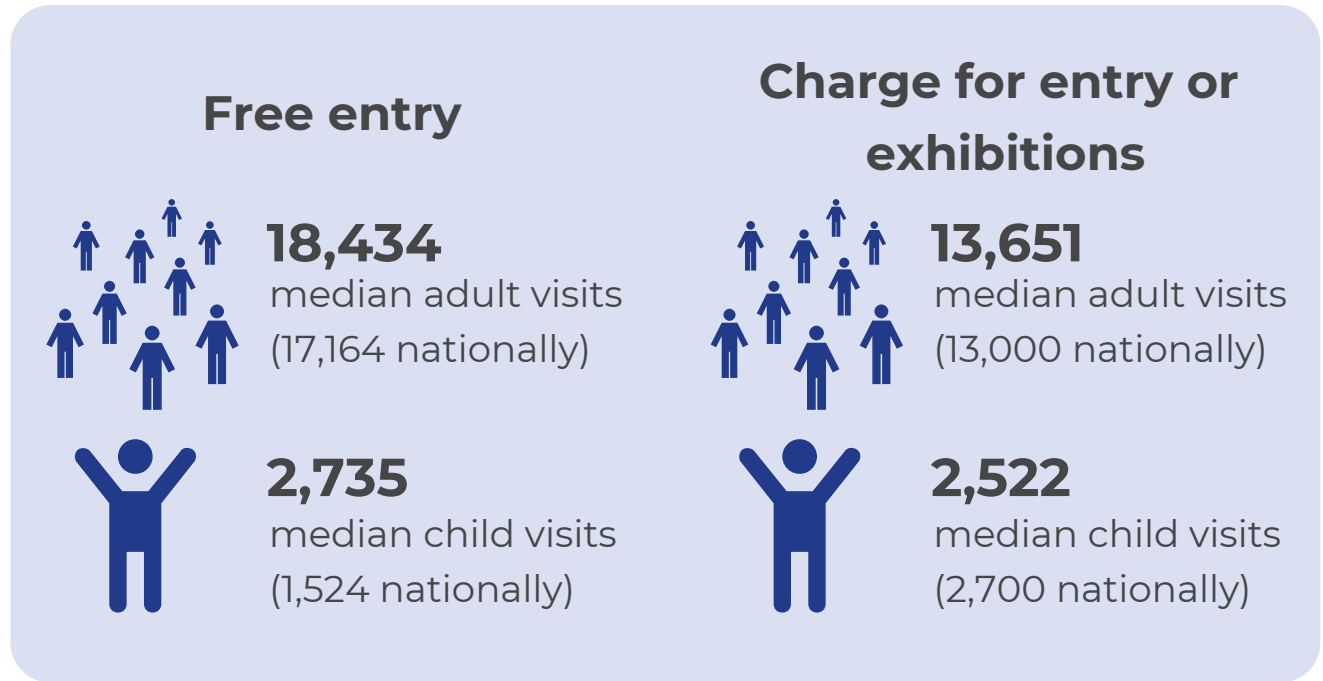


Total visits were banded by asking the respondent for their known and estimated visits for 2019/20. If a respondent was unable to provide these, they were asked to choose from the bands <10K, 10-20K, 20-50K, 50-100K, >100K

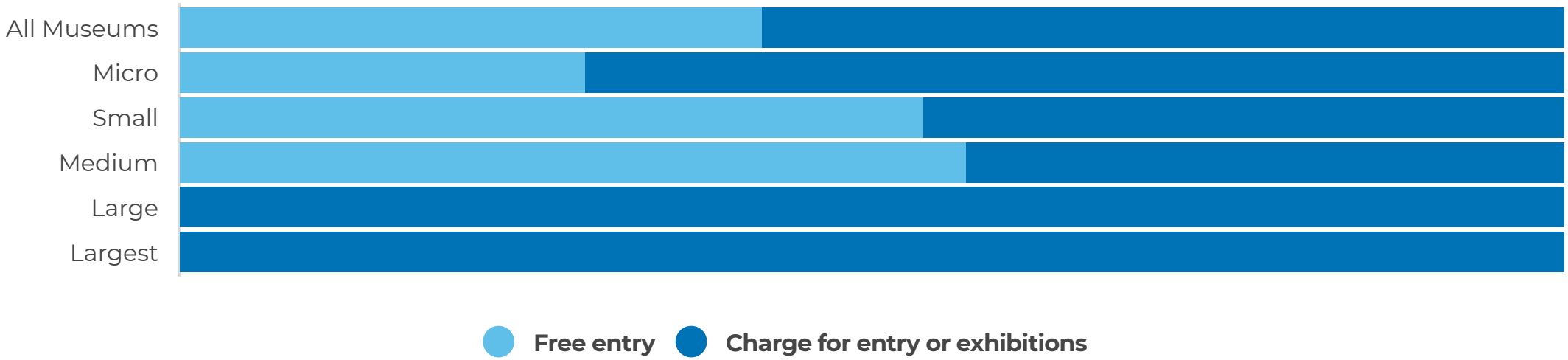
# Audiences - visitors

58% of museums in the region charge admissions and 42% 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=39

# 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 >



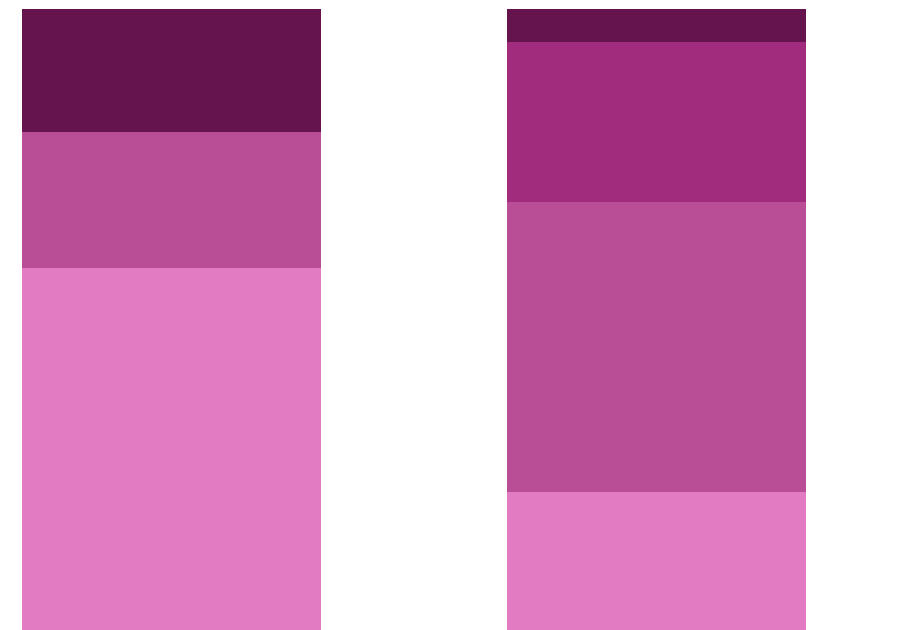
East Midlands

England

● <100 ● 100-1k ● 1-5k ● >5k

## Off site events and activities

< All Museums (Educational) v >



East Midlands

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 at on-site Educational events and activities

## Free entry

**300**

median on site participants  
(563 nationally)

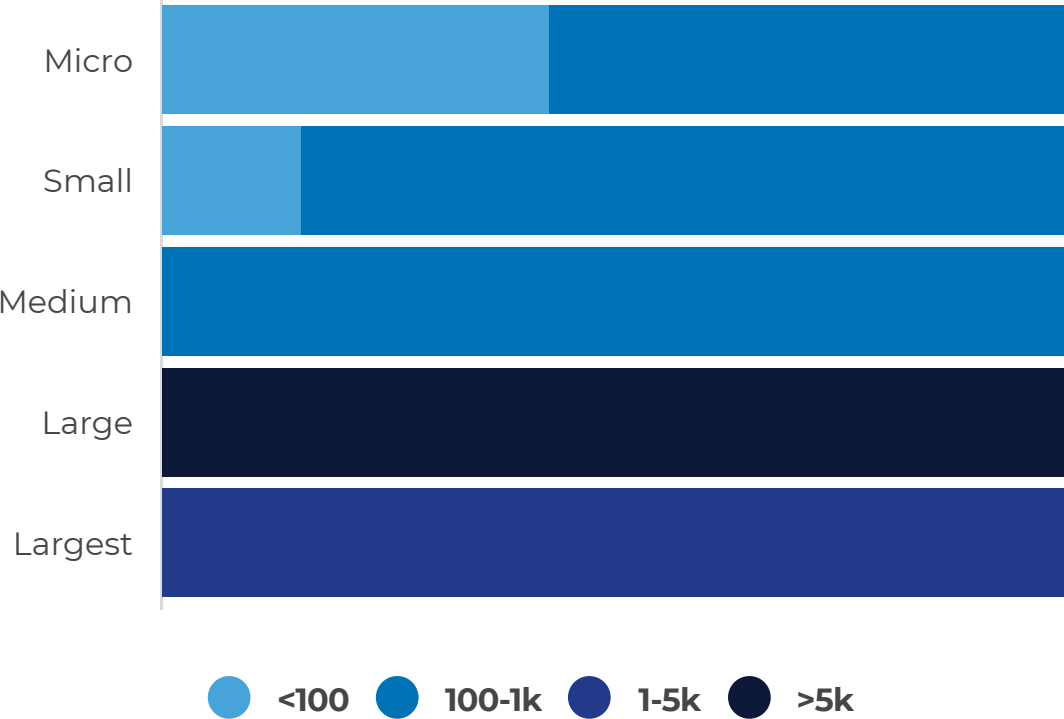


## Charge for entry or exhibitions

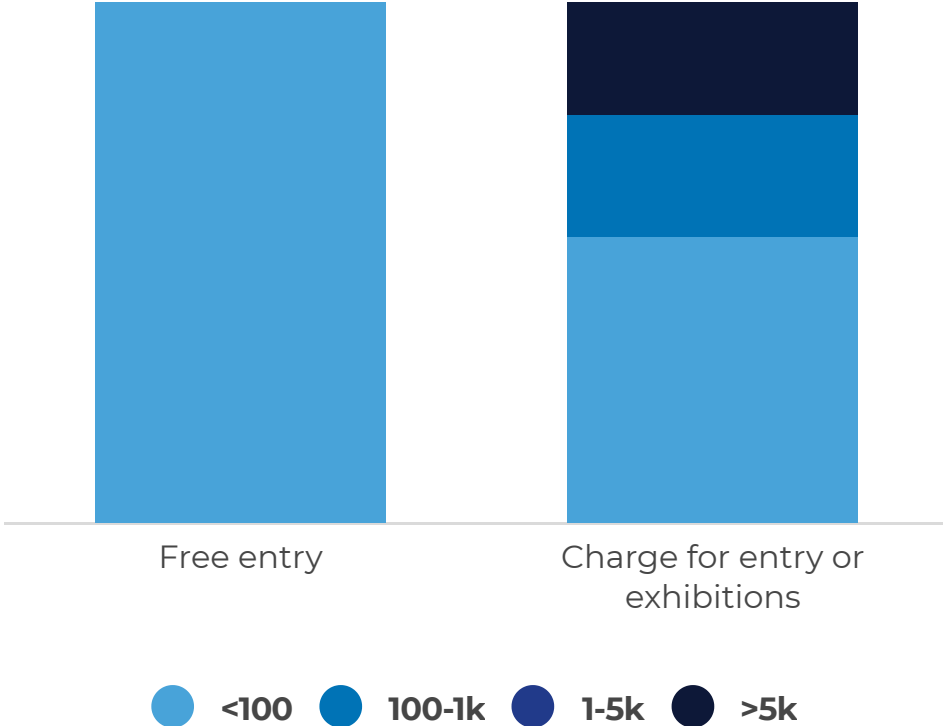
**350**

median on site participants  
(1009 nationally)

## Participants by size



## Participants by admissions structure



? 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 on-site events and activities

## Free entry

**500**

median on site participants  
(625 nationally)

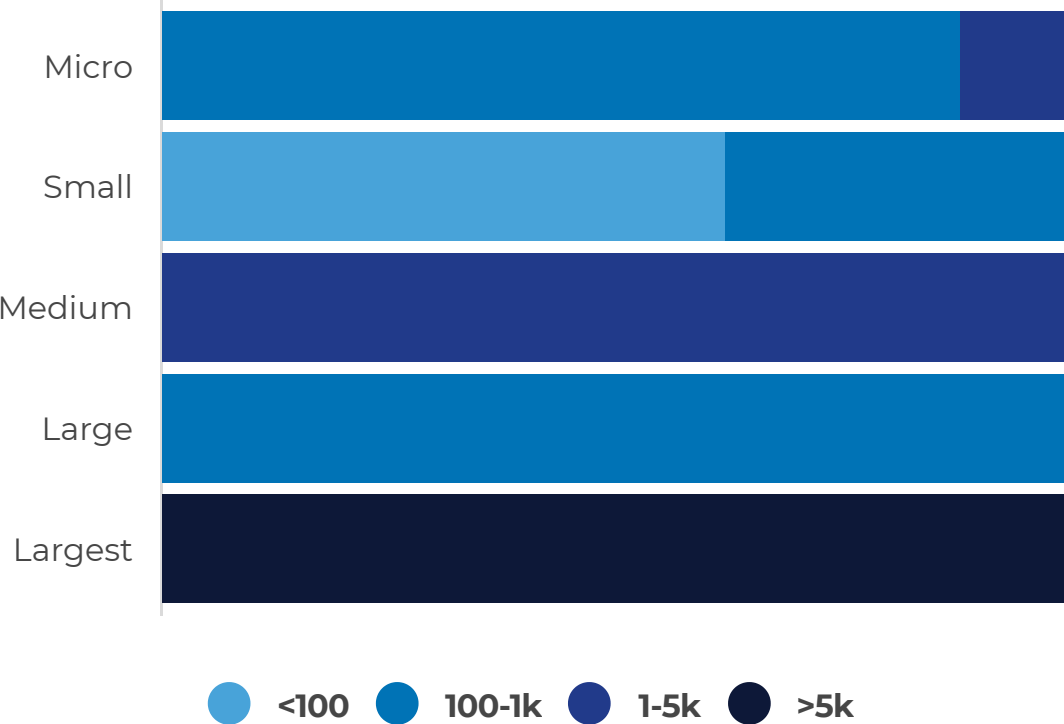


## Charge for entry or exhibitions

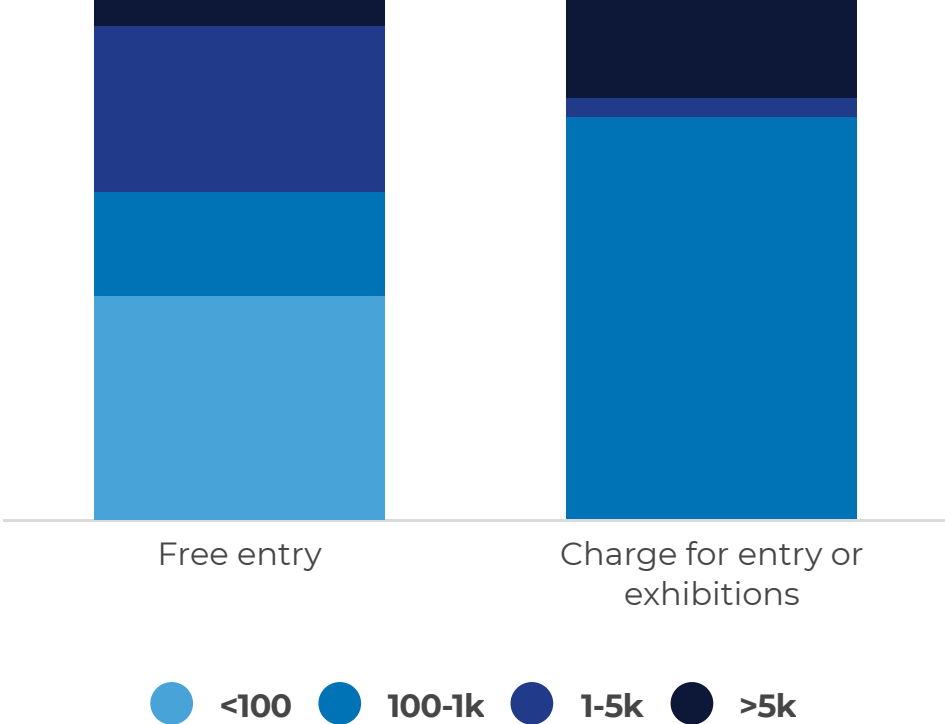
**439**

median on site participants  
(664 nationally)

## Participants by size



## Participants by admissions structure



? 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.



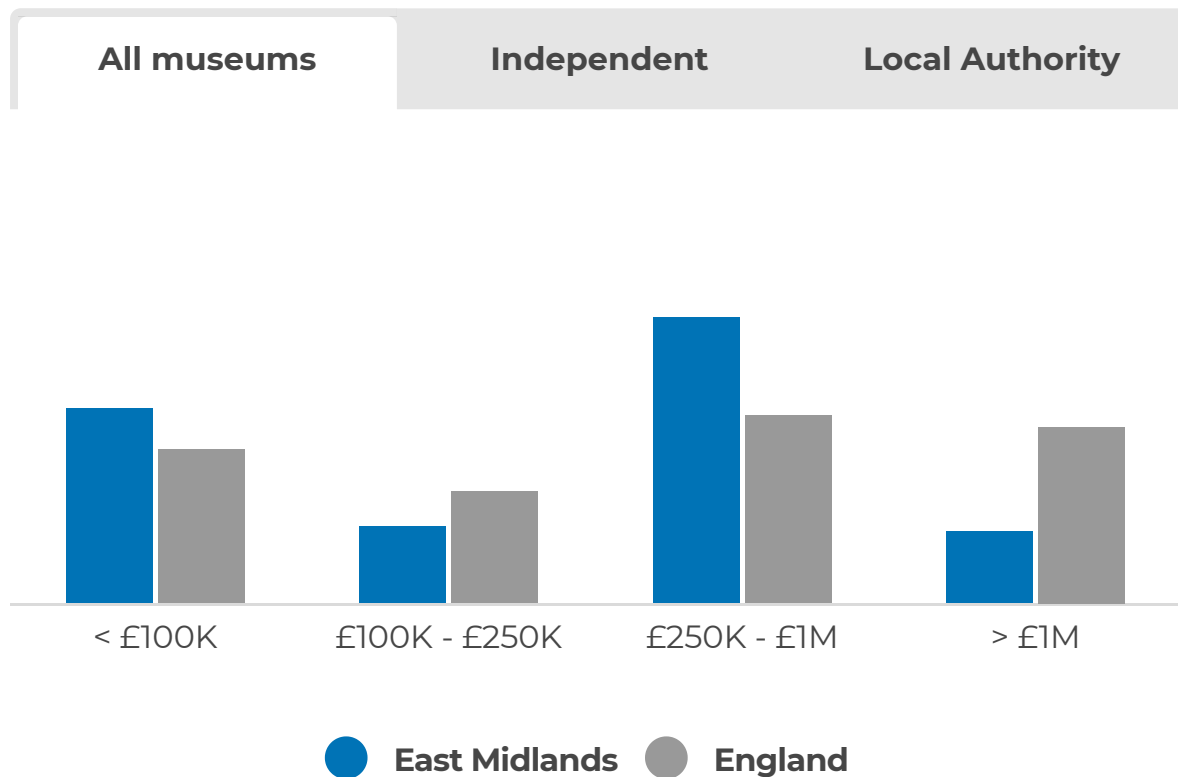
**£426,438**

median economic impact of a museum in the East Midlands.

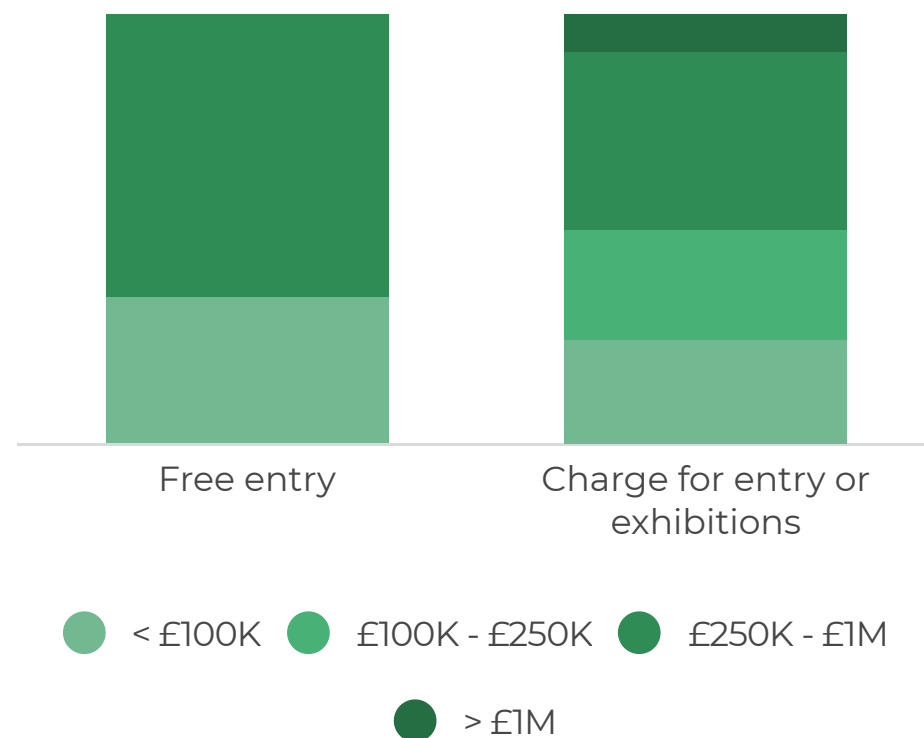
**£354,681**

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=42 East Midlands

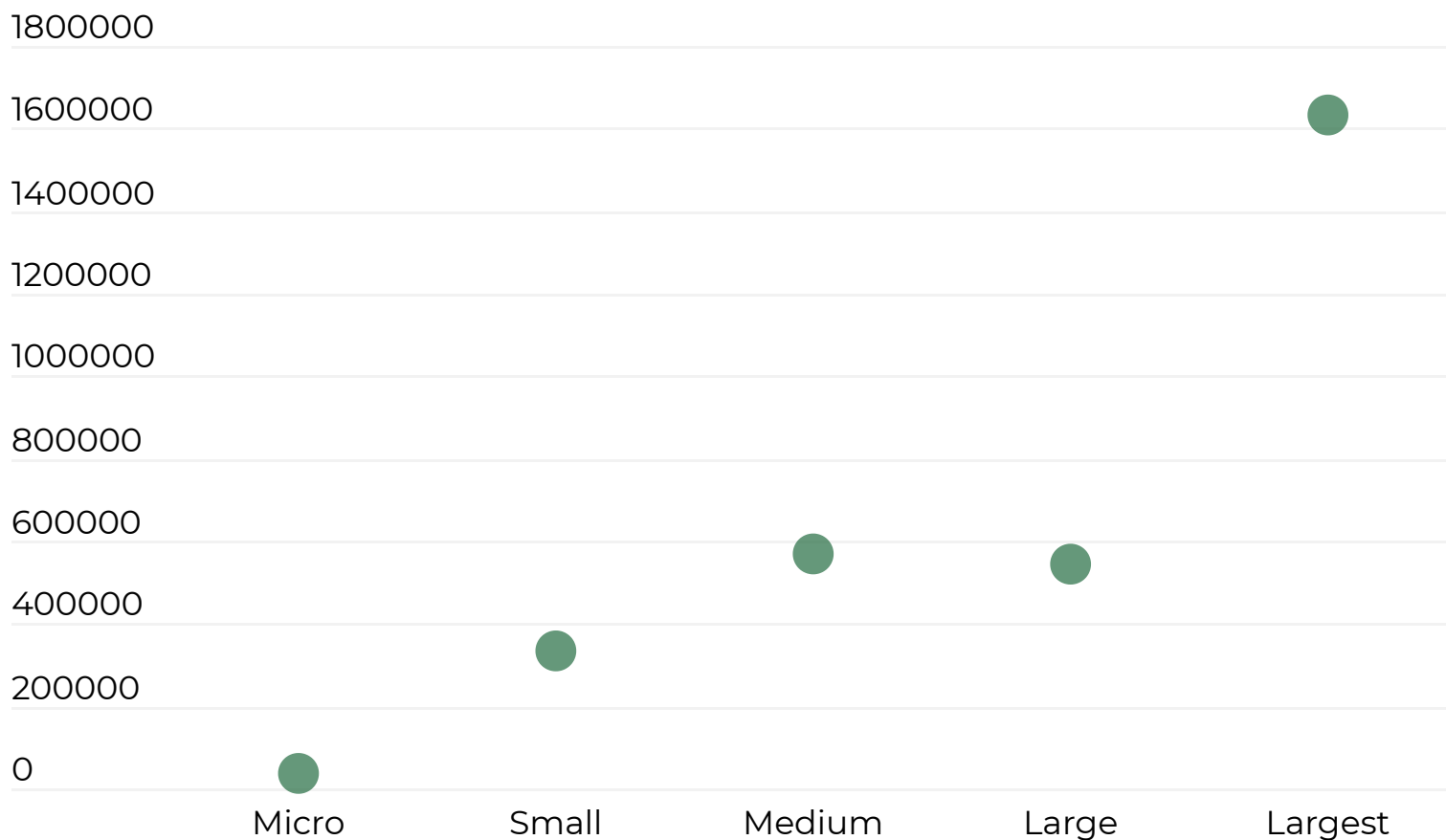
# Audiences - more on economic impact

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

Median Value by Size

Micro, Small & Medium



The median economic impact value in the East Midlands ranges from £34k for micro museums to £1.6 million for the largest museums.

Half of micro museums have an economic impact in the range of £14.2k and £85.5k.

*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 East Midlands reporting each band.



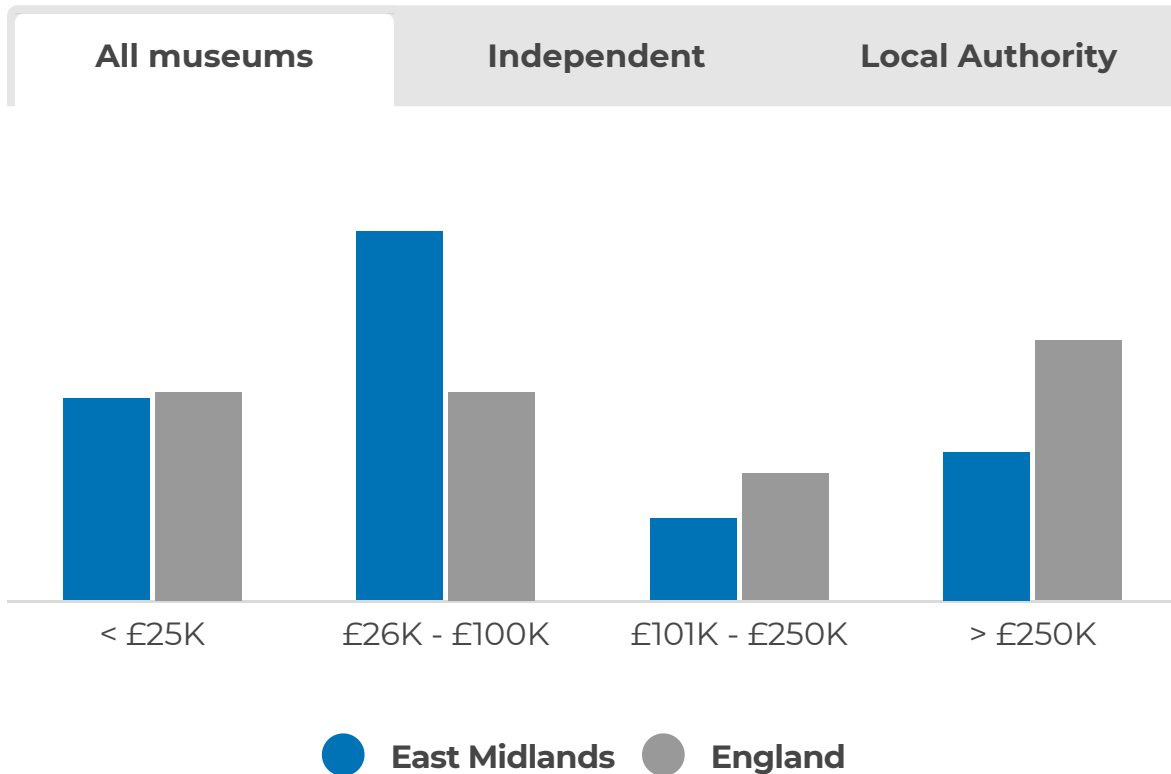
**£78,873**

median income of a museum in the East Midlands.

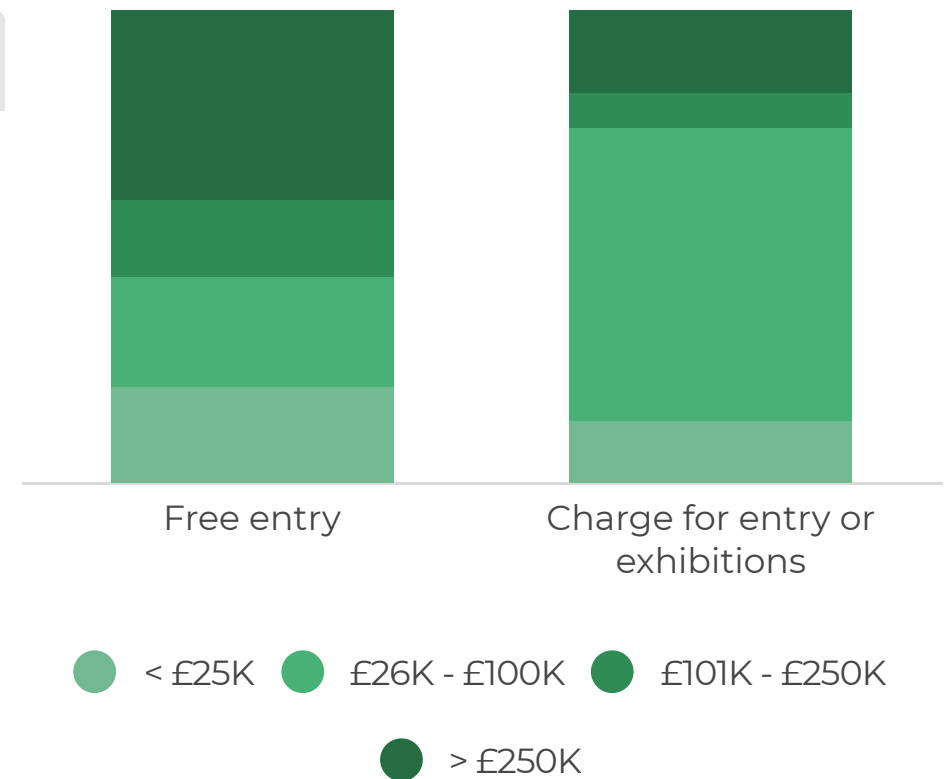
**£91,513**

median income of a museum nationally.

## Income by governance type



## Income by Admissions structure

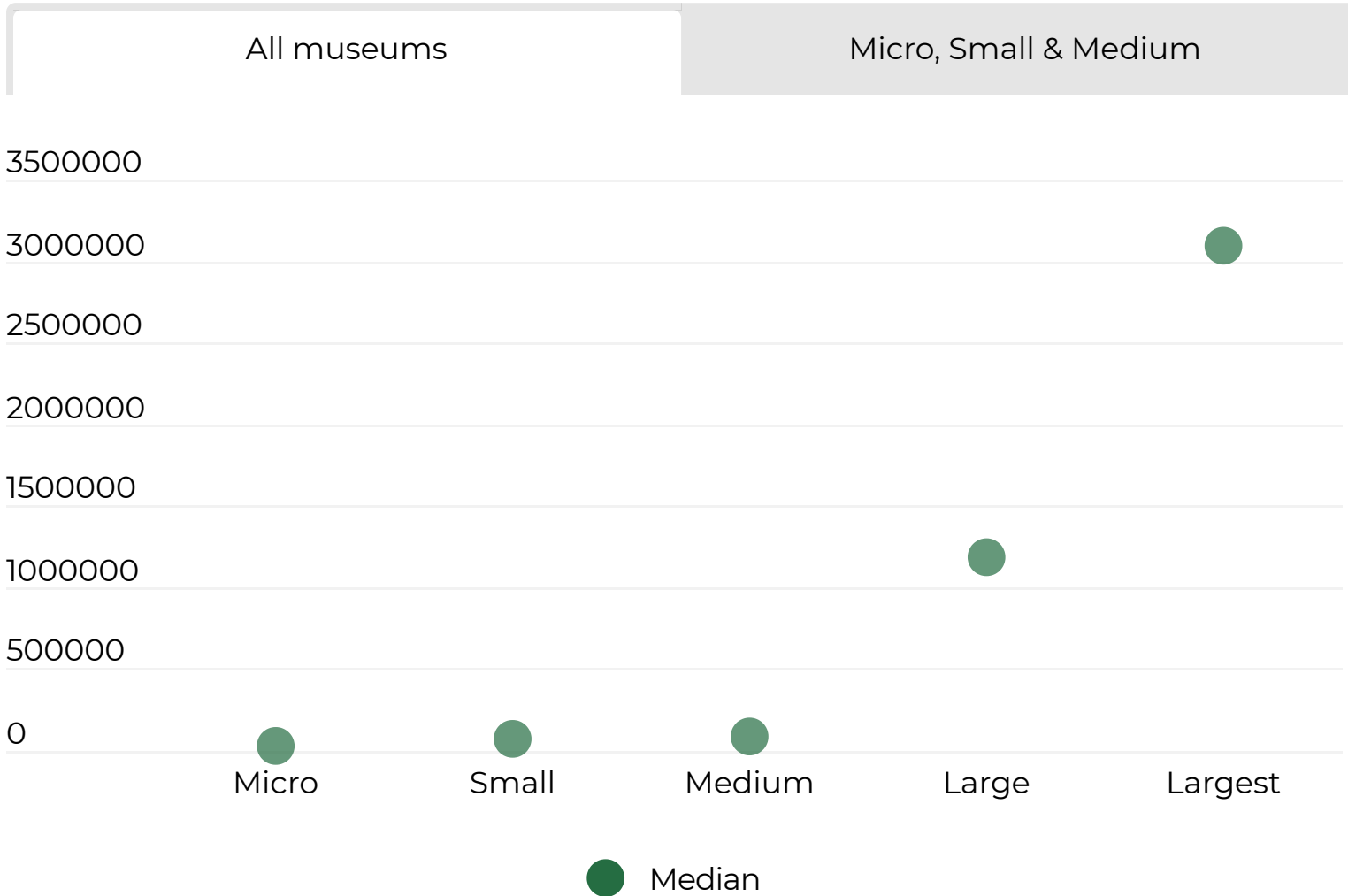


Respondents were asked What was the total annual income/turnover of your museum in 2019/20? The responses were then banded. This data contains a multi-organisational response. n=540 England, n=41 East Midlands

# 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 East Midlands ranges from £30k for micro museums to £3.1 million for large museums.

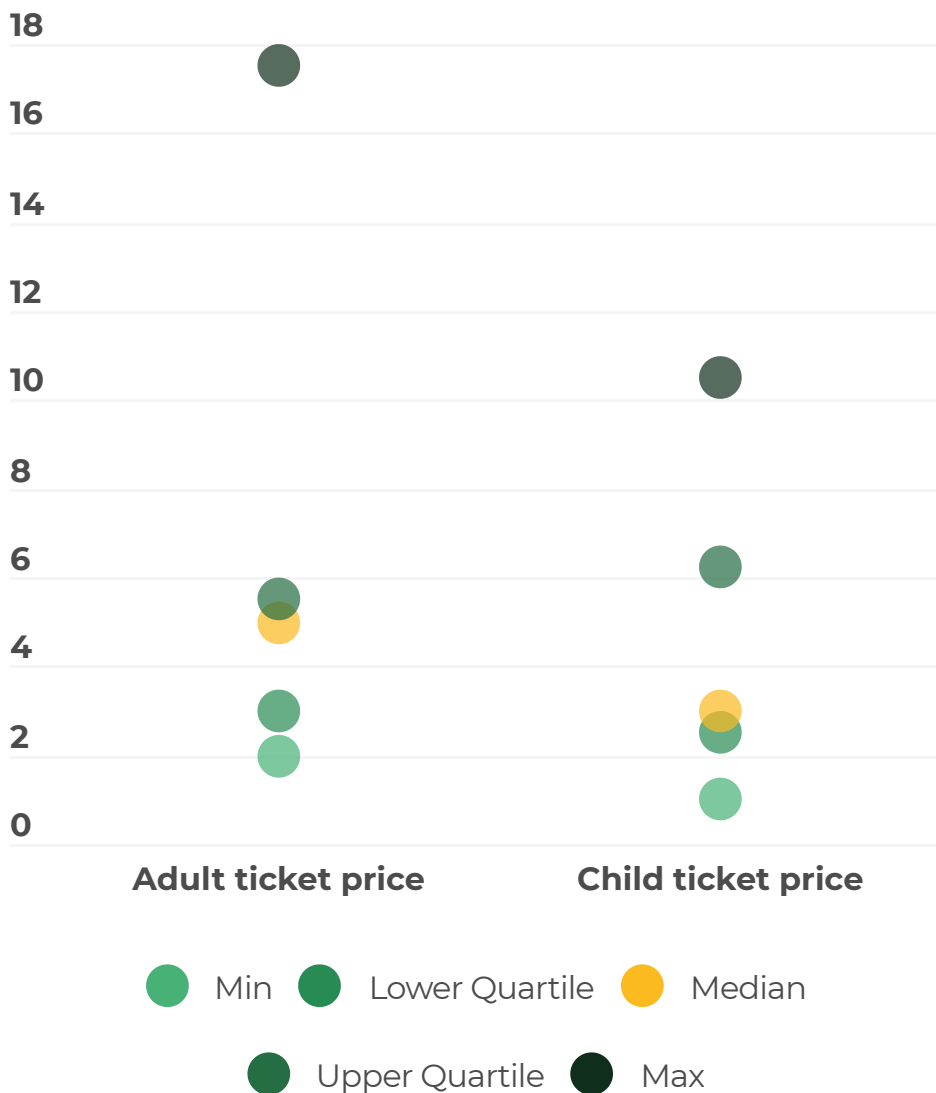
Half of micro museums have an annual income of between £8k and £71k.

*Insufficient responses were provided in order to present income by Large or Extra Large visitor size category museums in the region.*

*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 East Midlands. How the income from these admissions vary by governance type in the East Midlands is also shown, compared to the national median.



## How do museums in the East Midlands compare on admissions?

### Independent

### Local Authority

76%  
(63% nationally)

**Charging for entry  
or exhibitions**

10%  
(29% nationally)

£38,059  
(£33,600 nationally)

**Admission income**

Sample size  
too small  
(£137,000 nationally)

Median values based on all respondents in the East Midlands



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=39 East Midlands. Admission income: n=232 England, n=41 East Midlands (Independent & local authority count only)

# Workforce - Staff to volunteer headcount ratios

## East Midlands



## England



There are 8 volunteers to each 1 paid member of staff at East Midlands museums. Compare this to the lower national ratio of 1:5. (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 - East Midlands

### Independent



### Local Authority



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

### Independent

0.65  
(0.49 nationally)



### Local Authority

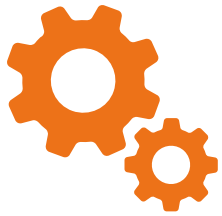
1.06  
(0.20 nationally)

Median values based on all respondents in the East Midlands



Staff to volunteer headcount: n=404 England, n=31 East Midlands.

# Workforce - Full time equivalents (FTEs) Staff



**5**

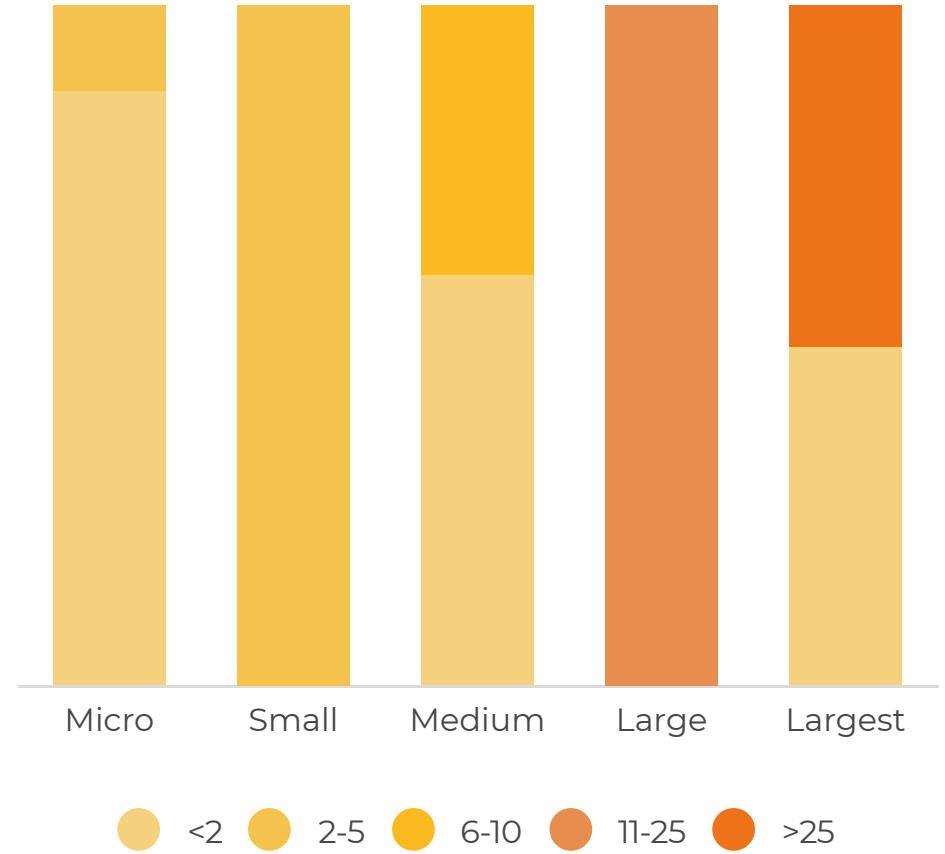
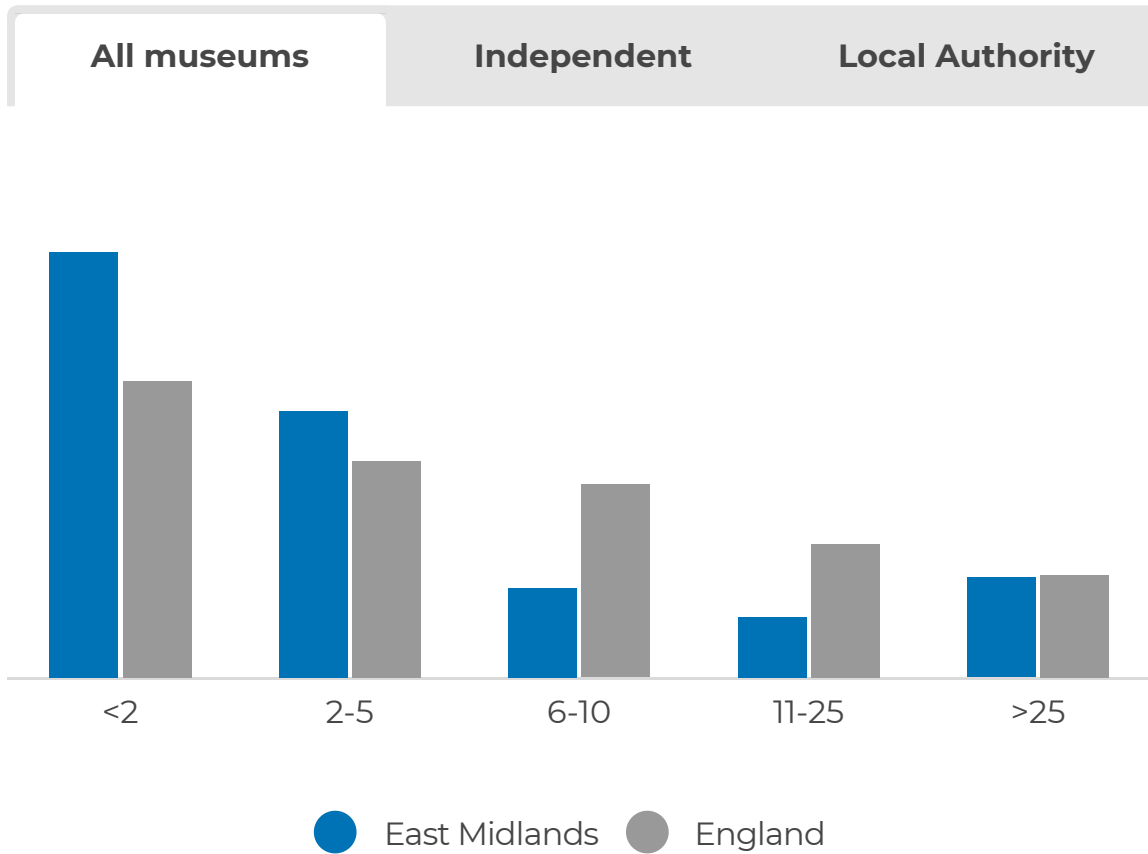
median headcount of paid staff in an East Midlands museum

**3**

median full time equivalents of paid staff in an East Midlands museum

## FTE staff by governance type

## FTE staff by size



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=28 East Midlands.

# Workforce - Full time equivalents (FTEs) Volunteers



**36**

median headcount of volunteers in an East Midlands museum

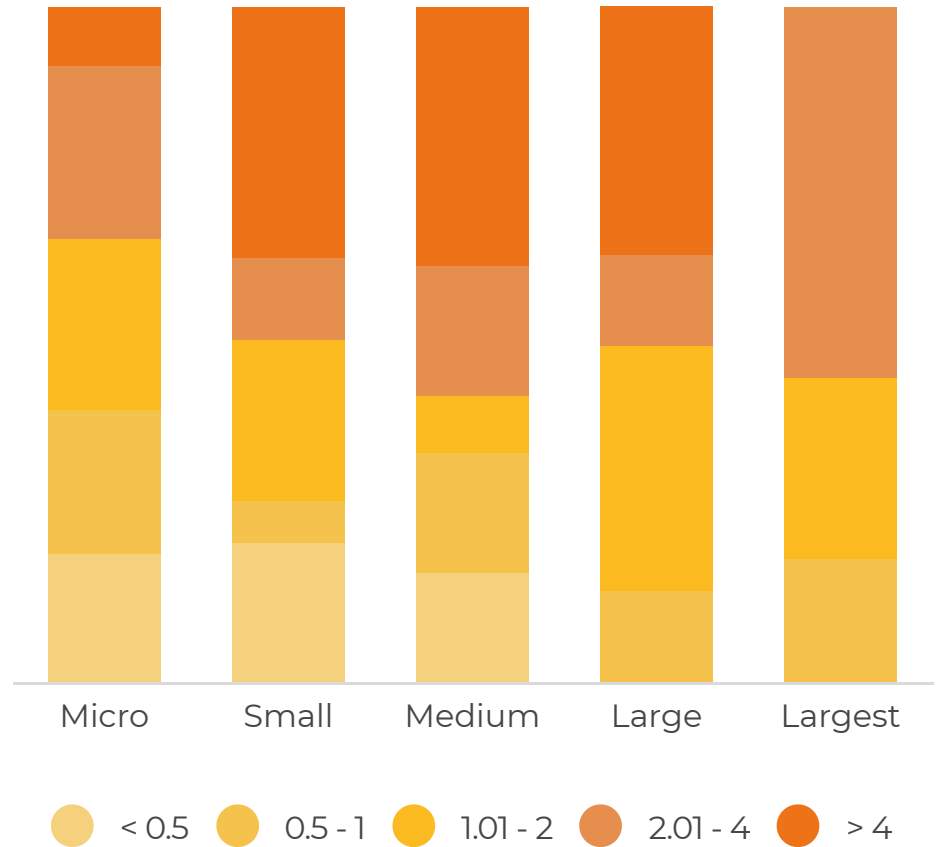
**0.86**

median full time equivalents of volunteers in an East Midlands museum

## FTE volunteers by governance type



## FTE volunteers by size



FTE bands calculated from respondents who provided volunteer hours, these were divided by FTE hours then banded.  
n=462 England, n=33 East Midlands



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

## Free entry

**3**

median staff FTEs  
(4 nationally)

**2.54**

median volunteer FTEs  
(1.28 nationally)



## Charge for entry or exhibitions

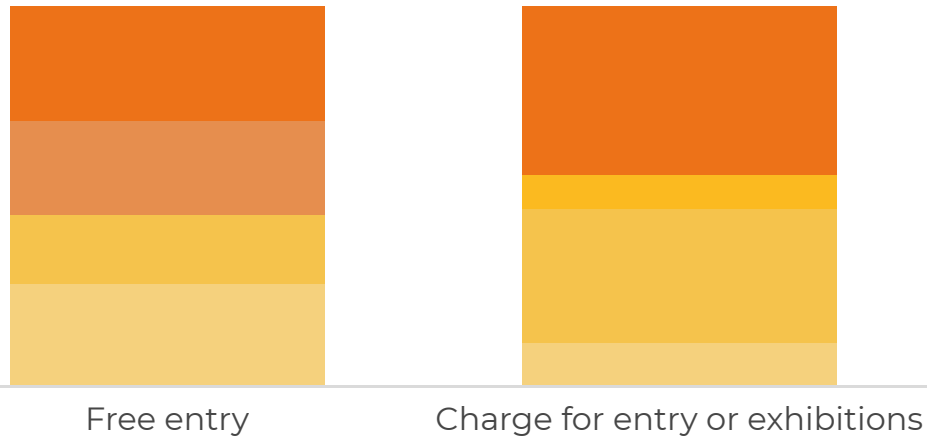
**1**

median staff FTEs  
(7 nationally)

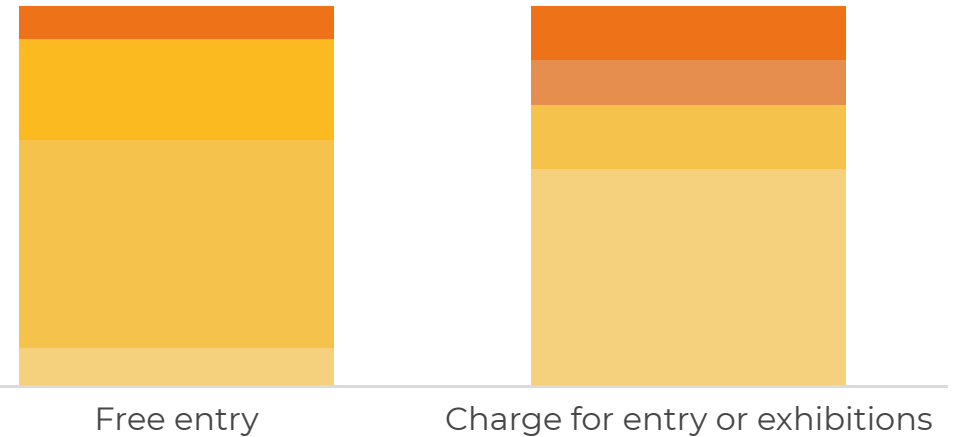
**1.06**

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=28. Volunteer FTEs calculated from respondents who provided volunteer hours, these were divided by FTE hours n=33

# 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. East Midlands museums reporting not collecting this data was 75%.



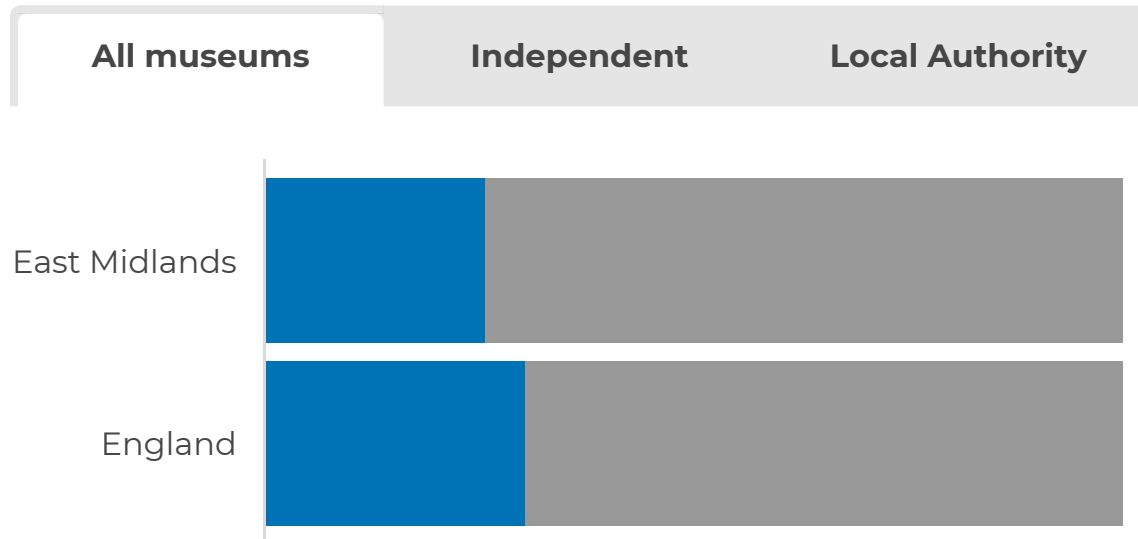
**10%**

Independent museums undertook Equality & Diversity planning during 2019/20

**80%**

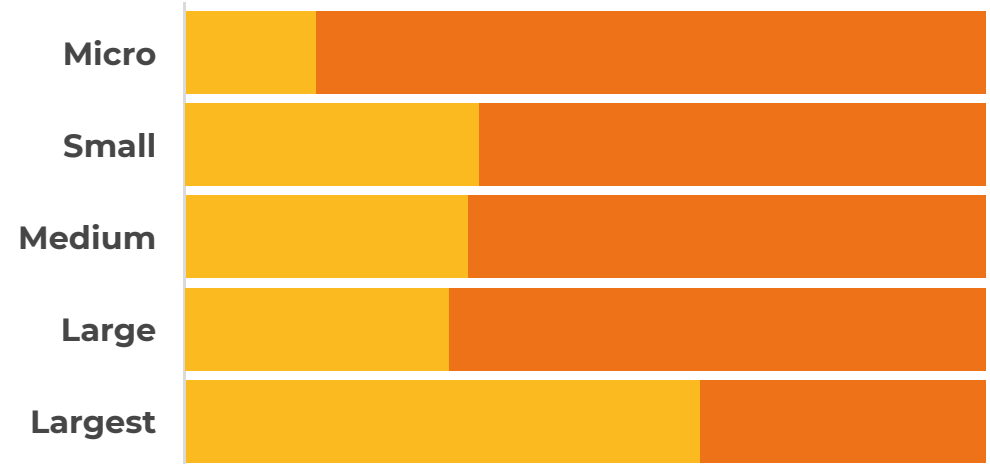
Did not undertake any planning

## Protected characteristics - paid staff



**● Collected some information** **● Did not collect any information**

## By size band



**● Collected some information**

**● Did not collect any information**



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=42 East Midlands

# 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.



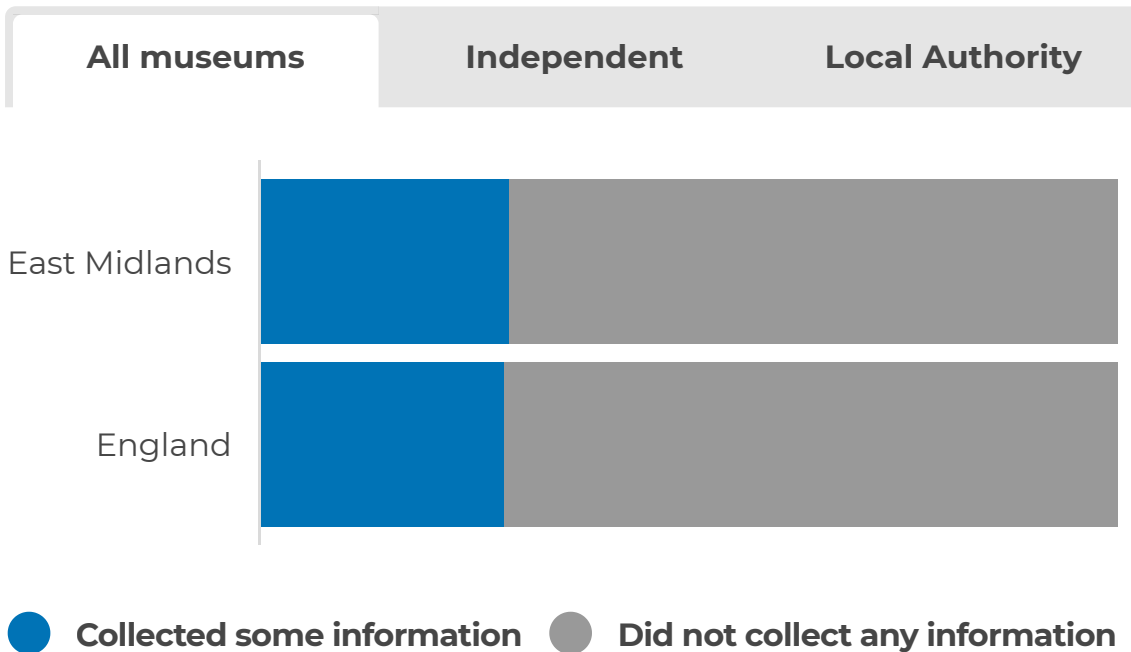
**31%**

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

**34%**

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=42 East Midlands

# **Profile Snapshots**



26%

Located in the 20-40% most deprived areas



56%

Located in a rural area



34%

Open all year round, 52% operate regular seasonal closure



1,025

Hours open



9,430

Adult visits



2,522

Child visits



16,720

Website visits

All values are median.

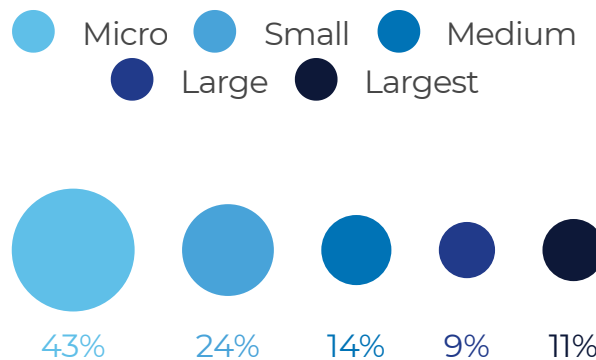
## What does an Independent museum in the East Midlands look like?

27 of 73 independent museums in the East Midlands 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, 9% of which are in the East Midlands.

The values presented are annual, 2019-20.

**43% receive fewer than 10K visitors each year**



£135,019

Economic impact of visits



£76,748

Total income



£6,809

Retail income



£1,473

One-off donations on-site



£20,280

Value of volunteer hours



£2,000

Regular public subsidy



£1,500

Grants income



1

Number of staff FTE



36

Number of volunteers



38%

Located in the 20-40% most deprived areas



93%

Located in an urban area



81%

Open all year round, 11% operate regular seasonal closure



1,614

Hours open



25,233

Adult visits



92,538

Child visits



10,390

Website visits

All values are median.

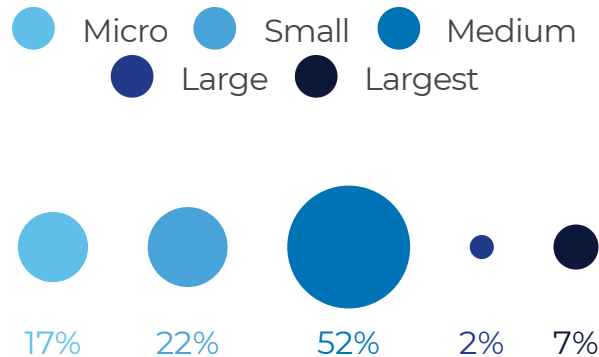
# What does a Local Authority museum in the East Midlands look like?

16 of 33 local authority museums in the East Midlands 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, 10% of which are in the East Midlands.

The values presented are annual, 2019-20.

## 52% receive between 10K and 50k visitors each year



£567,804

Economic impact of visits



£78,873

Total income



£13,828

Retail income



£5,207

One-off donations on-site



£29,809

Value of volunteer hours



£203,000

Regular public subsidy



£11,300

Grants income



3

Number of staff FTE



14

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 50% or higher level of response rate or an adequate sample size are presented.

MD Defined Area	Museums within scope	Museums responded	Response rate	Included?
Derbyshire	25	12	48%	✓
Leicestershire	25	8	32%	✗
Lincolnshire	21	12	57%	✓
Northamptonshire	13	6	46%	✗
Nottinghamshire	23	5	22%	✗



37%

Located in the 20%-40% most deprived areas



53%

Located in a rural area



37%

Open all year round, 60% operate regular seasonal closure



1,260

Hours open



31,343

Adult visits



6,901

Child visits



35,339

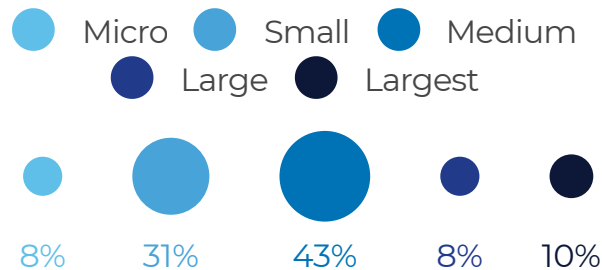
Website visits

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

## What does a museum in Derbyshire look like?

12 of 25 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.

**43% receive between 10K and 20K visitors each year**



£531,978

Economic impact of visits



£232,556

Total income



£24,262

Retail income



£1,500

One-off donations on-site



£133,561

Value of volunteer hours



£203,000

Regular public subsidy



£25,000

Grants income



5

Number of staff FTE



35

Number of volunteers





32%

Located in the 20%-40% most deprived areas



40%

Located in a rural area



55%

Open all year round, 37% operate regular seasonal closure



840

Hours open



13,651

Adult visits



655

Child visits



6,011

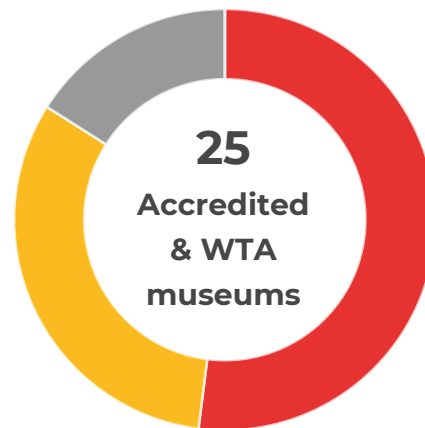
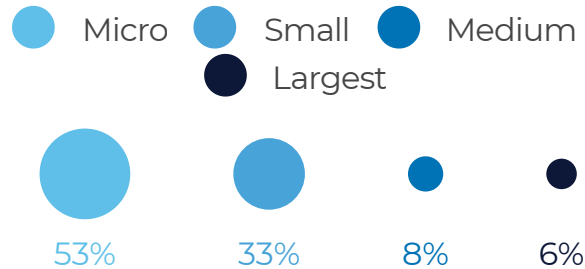
Website visits

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

## What does a museum in Lincolnshire look like?

12 of 21 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.

**53% receive fewer than 10K visitors each year**



£329,304

Economic impact of visits



£44,025

Total income



£2,838

Retail income



£2,705

One-off donations on-site



£147,563

Value of volunteer hours



£100,374

Regular public subsidy



£1,017

Grants income



1

Number of staff FTE



43

Number of volunteers

# Data sharing, use and attributes

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# Thank you

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