

ECONOMIC IMPACT



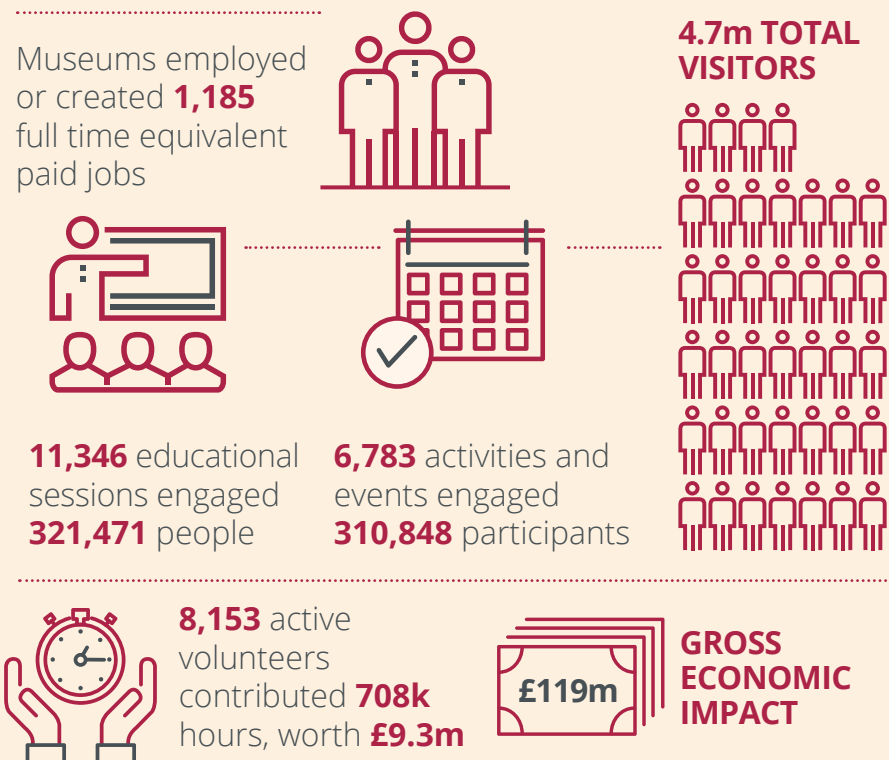
ABOUT THE SURVEY

The 2018-19 Annual Survey of Museums was sent to all **173** museums in the East of England that are fully or provisionally Accredited or formally Working Towards Accreditation. The survey asked museums to provide data for 1 April 2018 - 31 March 2019, in an online or paper survey. **130** museums responded, equating to a **75%** response rate and this report presents the findings of the survey.

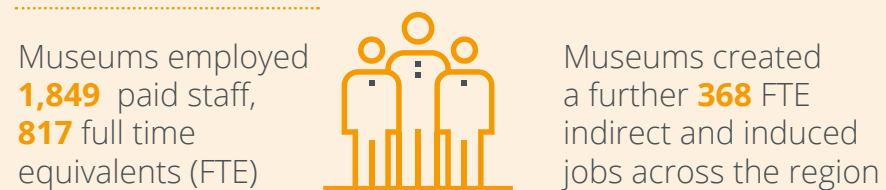
The figures for the economic impact of visits are calculated using the Association of Independent Museums' Economic Impact Toolkit, www.aim-museums.co.uk/resources/toolkits. The full Annual Survey results are available at www.sharemuseumseast.org.uk/resources-2/share-resources under Research and Data Resources.

SNAPSHOT 2018-19

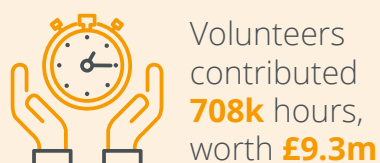
In the East of England



WORKFORCE



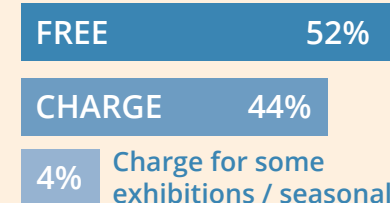
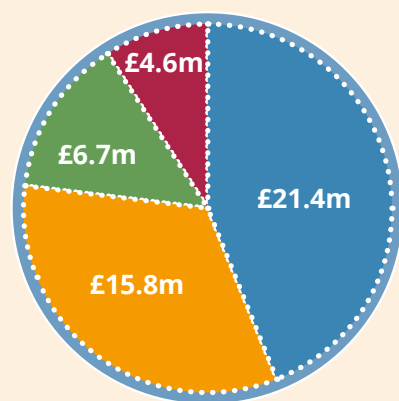
There were **8,153** active volunteers



28% of museums were entirely volunteer-run



FINANCE



Earned income
Including admissions, retail, catering, events, hospitality, educational and other earned income from trading e.g. property rental.

Regular public funding
Including ACE MPM/ National Portfolio funding

Contributed income
Including all money received in donations, friends/members schemes, any sponsorship income, corporate membership or other non-earned income.

Project grant funding

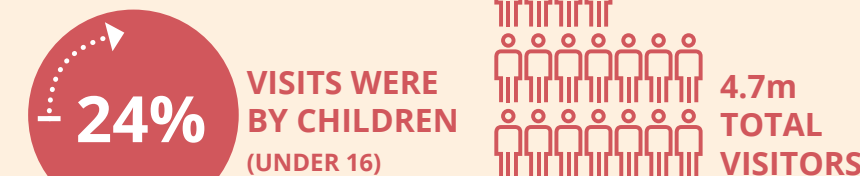
SHARE Museums East

Annual Benchmarking Report 2018-19

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AUDIENCES



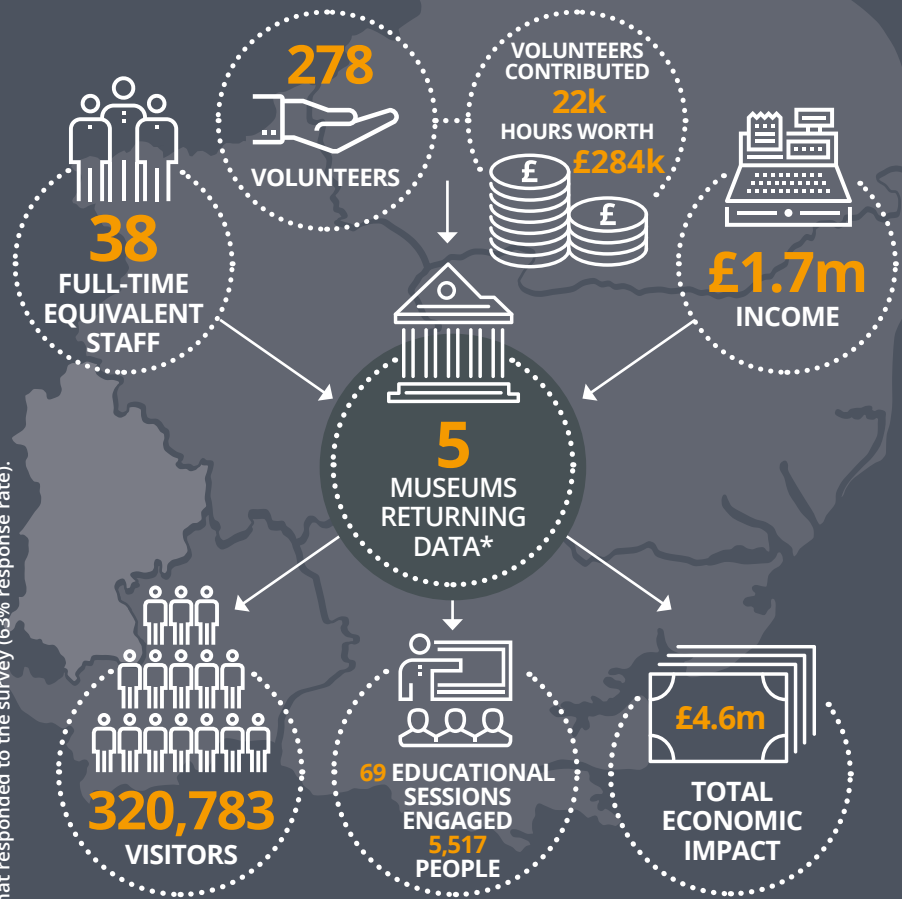
11,346 educational sessions engaged **321,471** people

6,783 activities and events engaged **310,848** participants



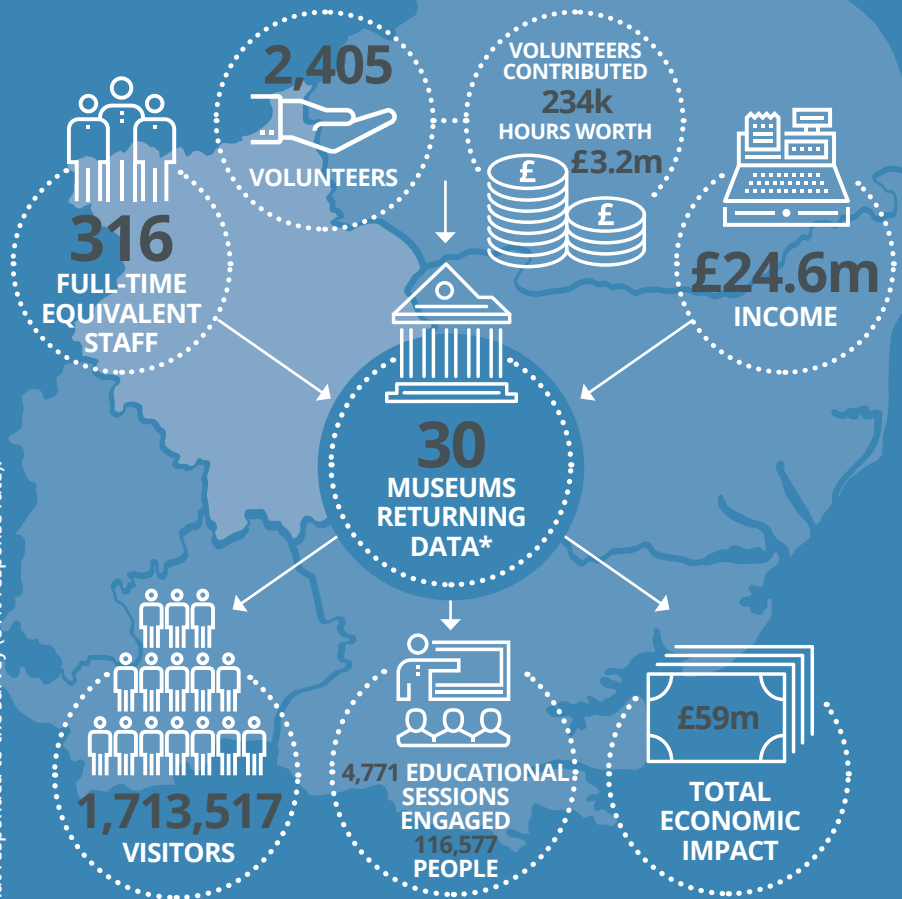
4,509 schools and formal learning organisations engaged

BEDFORDSHIRE



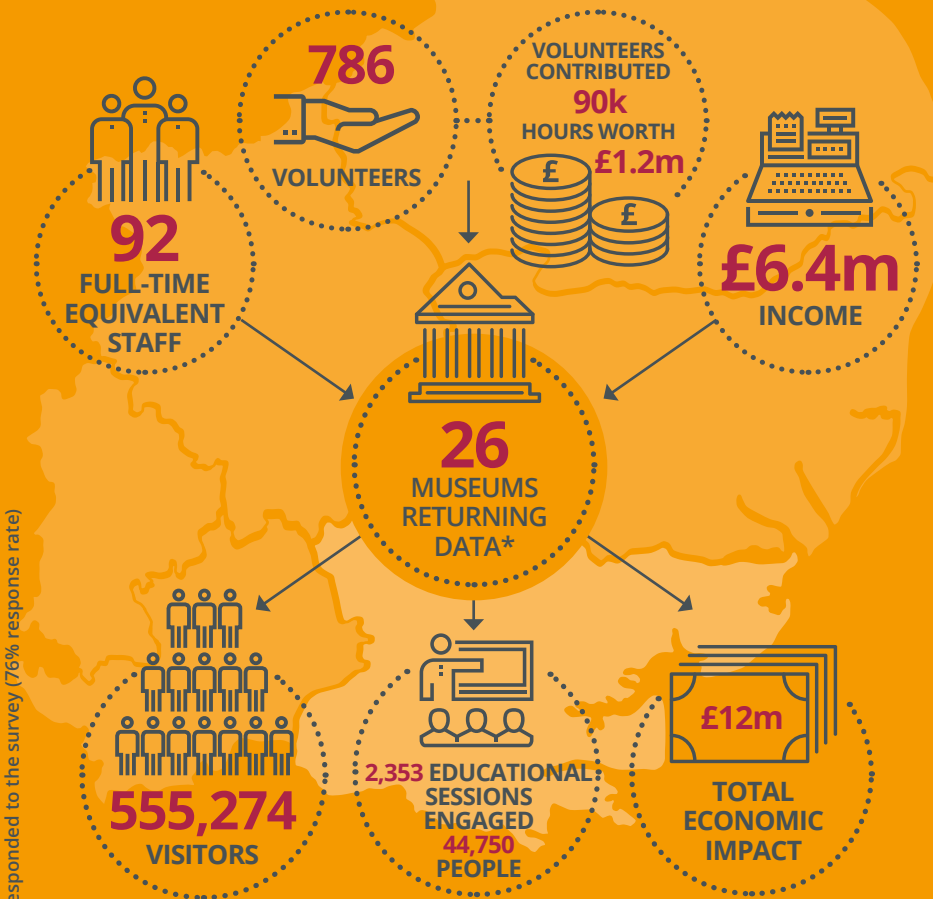
This data is from the 5 of the 8 Accredited museums in Bedfordshire that responded to the survey (63% response rate).

CAMBRIDGESHIRE



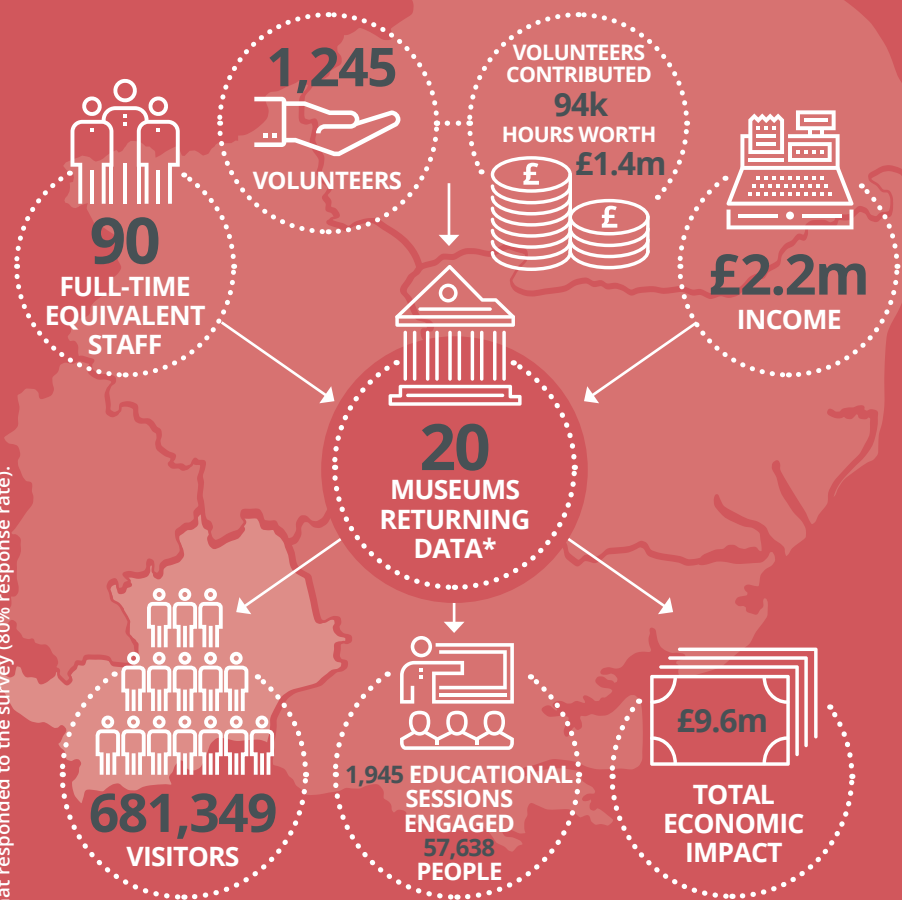
This data is from the 30 of the 37 Accredited museums in Cambridgeshire that responded to the survey (81% response rate).

ESSEX



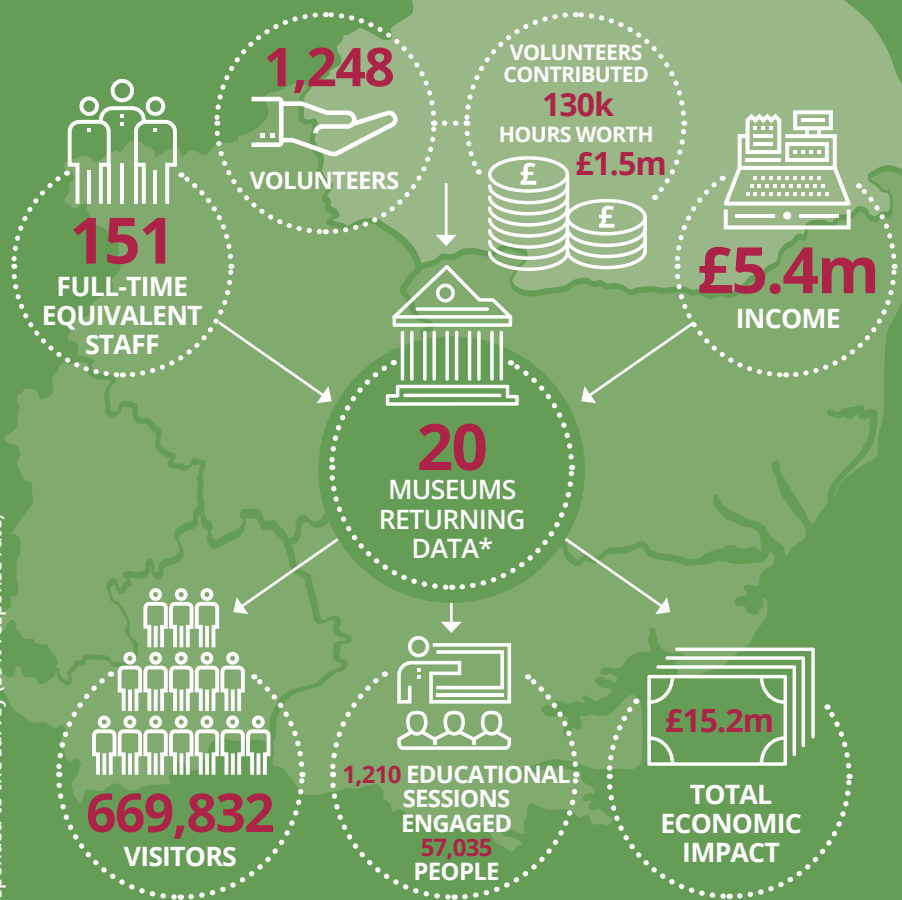
This data is from the 26 of the 34 Accredited museums in Essex that responded to the survey (76% response rate).

HERTFORDSHIRE



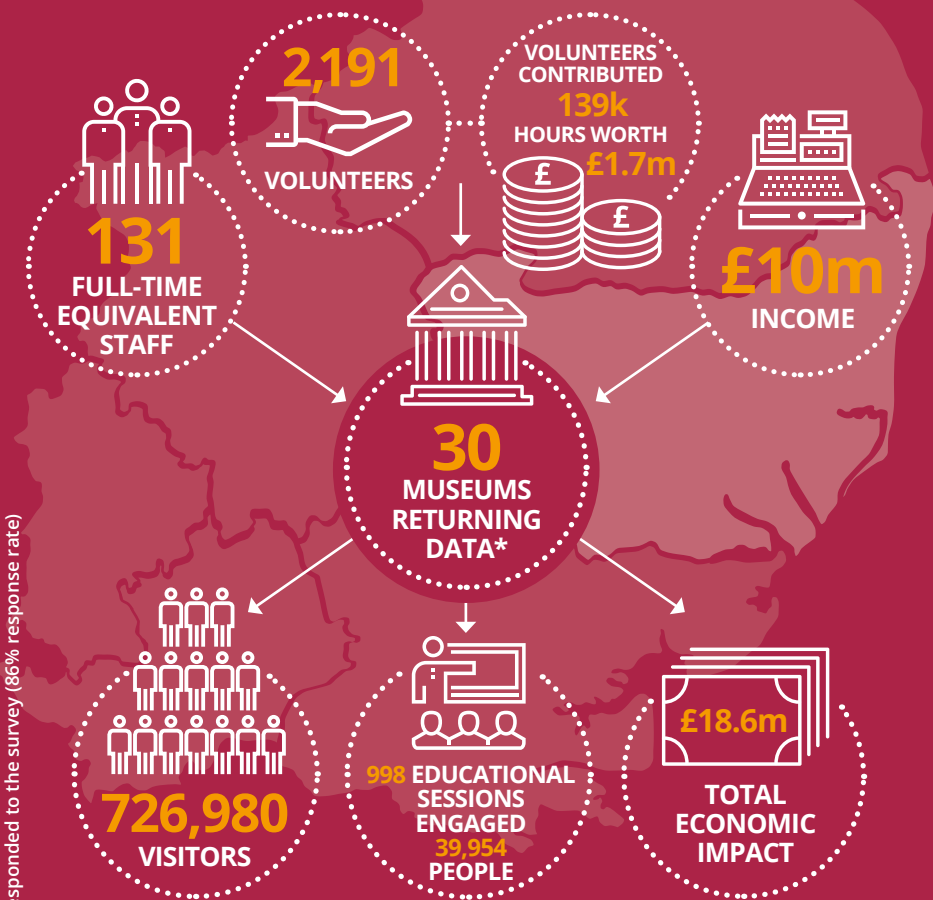
This data is from the 20 of the 25 Accredited museums in Hertfordshire that responded to the survey (80% response rate).

NORFOLK



This data is from the 20 of the 34 Accredited museums in Norfolk that responded to the survey (59% response rate).

SUFFOLK



This data is from the 30 of the 35 Accredited museums in Suffolk that responded to the survey (86% response rate).