

Examples of calculations that can be performed on Benchmarking Data

Calculations	Your notes
<p>1. Totals e.g. total visits or total annual revenue for a group of museums or for a single museum over a number of years.</p> <p>⇒ Use the 'sum' function for the range of cells of interest</p>	
<p>2. Averages e.g. the average number of visits per year for a group of museums or for a single museum over a number of years.</p> <p>⇒ Use the 'average' function for the range of cells of interest</p>	
<p>3. Actual and Percentage increase or decrease between two figures e.g. looking at the difference between two years of your total visits.</p> <p>⇒ To work out the actual difference between two years e.g. between 2009/10 (Yr 1) and 2010/11 (Yr 2), subtract the figure for Year 1 from the figure for Year 2.</p> <p>⇒ To work this figure out as a percentage: (Actual difference ÷ Total Visits for Year 1) x 100</p>	
<p>4. Spend per visit</p> <p>⇒ Total annual income from retail sales ÷ Total Visits</p>	
<p>5. Cost per head</p> <p>⇒ Total annual revenue costs ÷ Total Visits</p>	
<p>6. Visits per hour</p> <p>⇒ Total Visits ÷ Total annual opening hours</p>	
<p>7. Cost per hour</p> <p>⇒ Total annual income ÷ Total annual opening hours</p>	

8. 'Other' calculations

(a) Attaching a value to volunteer hours

Volunteer England advise that a rough way to work out the value of a volunteer's hourly rate, is to take a value between the national minimum wage (available at www.directgov.uk) and the median hourly wage (available at www.statistics.gov.uk/hub).

⇒ Total volunteer hours x hourly rate

(b) Economic impact

The Association of Independent Museums (AIM) have produced a toolkit (available from <http://www.aim-museums.co.uk>) so that museums can work out the following:

Level 1 - Tourism Impacts: for museums to express the impact of visits to their museum in terms of the economic value to their local and regional economies.

Level 2 - Employment Impacts: for museums to express the impact of their employees (if they have them) in terms of the economic value to their local and regional economies.

Level 3 - Impacts of Spend on Goods and Services: for museums to express the impact of their spending on goods and services in terms of the economic value to their local and regional economies.

A full explanation and rationale is given in the toolkit as to the calculation methods, so this has not been produced here. Basic data that museums should have to hand to perform the calculations are:

- Total visits by adults for a 12 month period
- Total number of FTE museum employees for a 12 month period
- Total spent on goods and services (excluding spend on employment) for a 12 month period

(c) Market penetration is an indication of the degree to which museums are succeeding in attracting visitors in comparison with their total potential market. It can also be expressed as the **number of visits per head of population**. It is questionable how you calculate your total potential market – this could be the population of the museum's local town, county, region, the UK or further afield! So there is a degree of common sense needed when deciding which population figures to use and this will depend on the number of visits your museum receives and where your visitors mostly come from. This decision can be made easier if you have available data about the origin of your visitors (e.g. postcodes or country of domicile). Despite market penetration being a crude calculation, it can be a useful way of exploring your data in comparison to other museums.

⇒ Total visits ÷ Total population of potential market