

# **Annual Museum Survey 2020**

## **East of England**

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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 of England Headlines

## Visits and participants



1,561,395

Adult visits to museums in the region  
(6.59% of nationally)



214,830

Child visits to museums in the region  
(8.41% of nationally)



537,351

Visits to national museums in the region  
(1.09% of nationally)



4,438,116

Visits to museum websites in the region



287,781

Participants in educational/other events and  
activities

## Financial impact



£27.1 million

Economic impact of visitors generated in  
the region



£9.2 million

Total income/turnover of museums



£12.2 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 of England Headlines

## Staff and volunteers



564

Paid staff employed - headcount  
(6.8% of nationally)



5,358

Volunteers - headcount  
(13.5% of nationally)



423

Paid staff - FTE  
(8.1% of nationally)



427,935

Hours contributed by volunteers  
(13.3% of nationally)



8.5

Number of volunteers for every 1 paid staff -  
East of England



£5.8 million

Value of volunteer hours  
(14.1% of nationally)



4.63

Number of volunteers for 1 paid staff -  
nationally

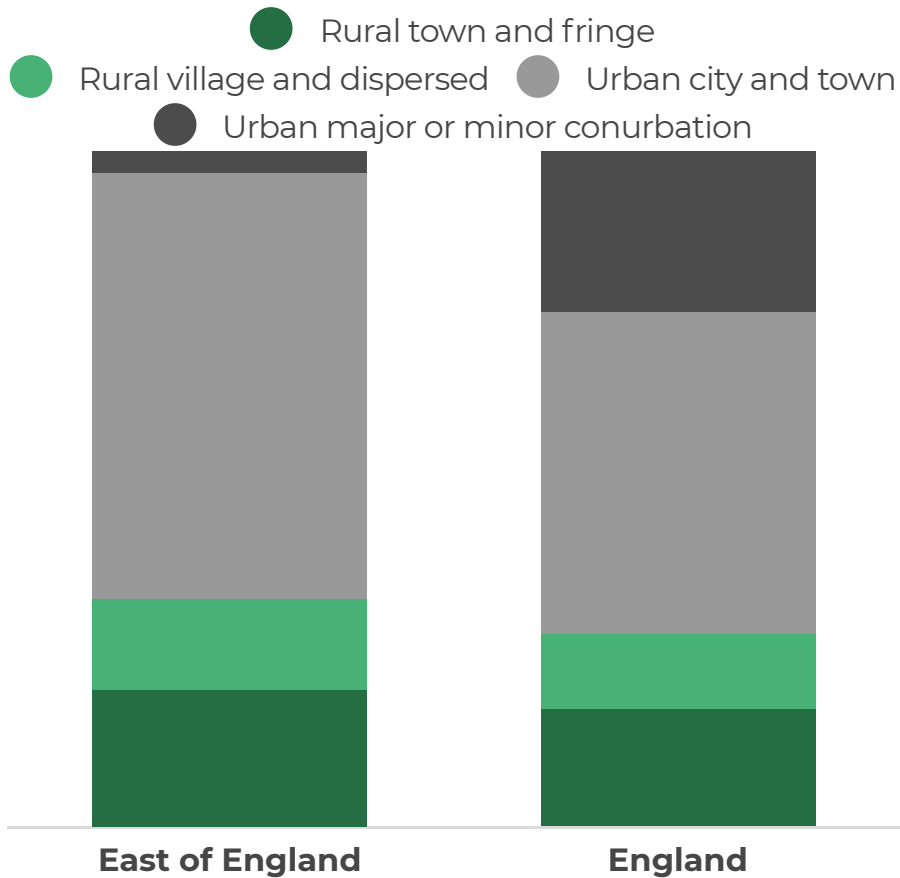


These headline values have been generated by taking the median value from the weighted analysis in the Annual Museum Survey and multiplying that by the total number of museums in the region within the scope of the survey

# Museums in Rural and Urban Areas of the East of England

## How rural or urban are the museum locations?

< All Museums >



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

Rural

Urban

13.1%

19.3%

More than 50k visits

66.3%

74.2%

Employ paid staff

34.4%

23.7%

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 of England

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



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



45.4%

Local authority museums  
(20.7% in 20% least deprived areas)



37.4%

Less than 10k visits each year  
(61.8% in 20% least deprived areas)



56.0%

Charge for admissions  
(47.9% in 20% least deprived areas)



50.0%

More than 1000 volunteer hours each year  
(85.2% in 20% least deprived areas)



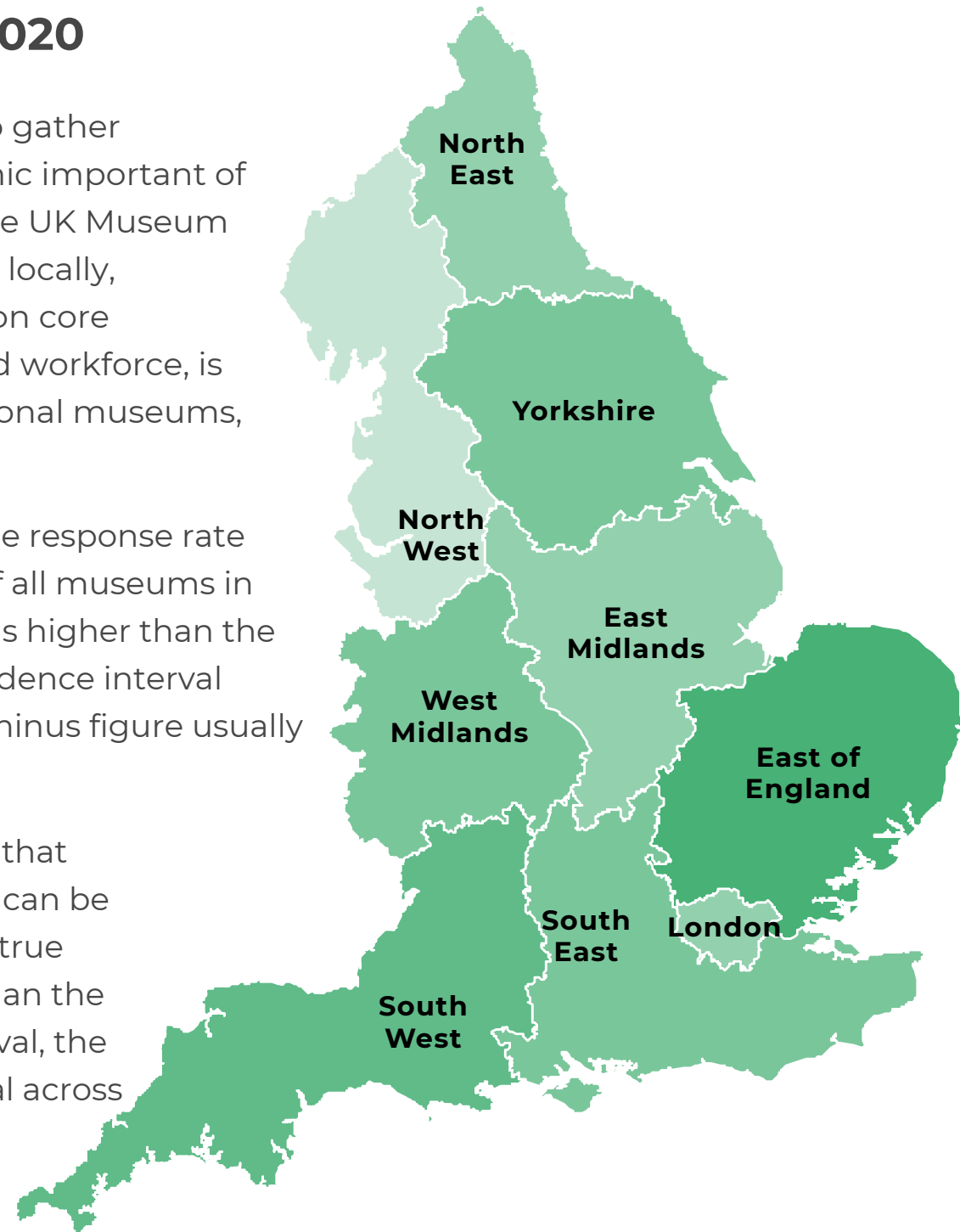
Deprivation levels have been generated by matching museum site postcodes to Index of Multiple Deprivation (IMD) deciles at a Lower Super Output Area (LSOA) level.

# 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 of England, 86% of all museums in scope responded to the Annual Museum Survey. This is higher 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 of England confidence interval of 3.14 means that when interpreting headline results in the region, you can be confident that if every single museum responded the true figure would be 3.14 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.

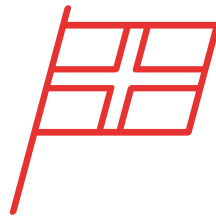
The data gathered during the Annual Museum Survey 2020 provides an important baseline from which future surveys can measure the longer term impact of the Pandemic on the visitors, workforce and finance of the sector.

### **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**



**20%**

of the 83 respondents who commented on any circumstances affecting their visitor figures in 2019/20, 20% mentioned a decrease related to Covid-19.



**22%**

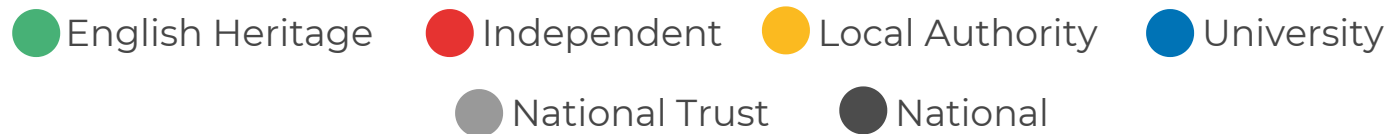
Nationally, of the 464 respondents who commented on any circumstances affecting their visitor figures in 2019/20, 22% mentioned a decrease related to Covid-19.

# **East of England Insights**

# The East of England

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.

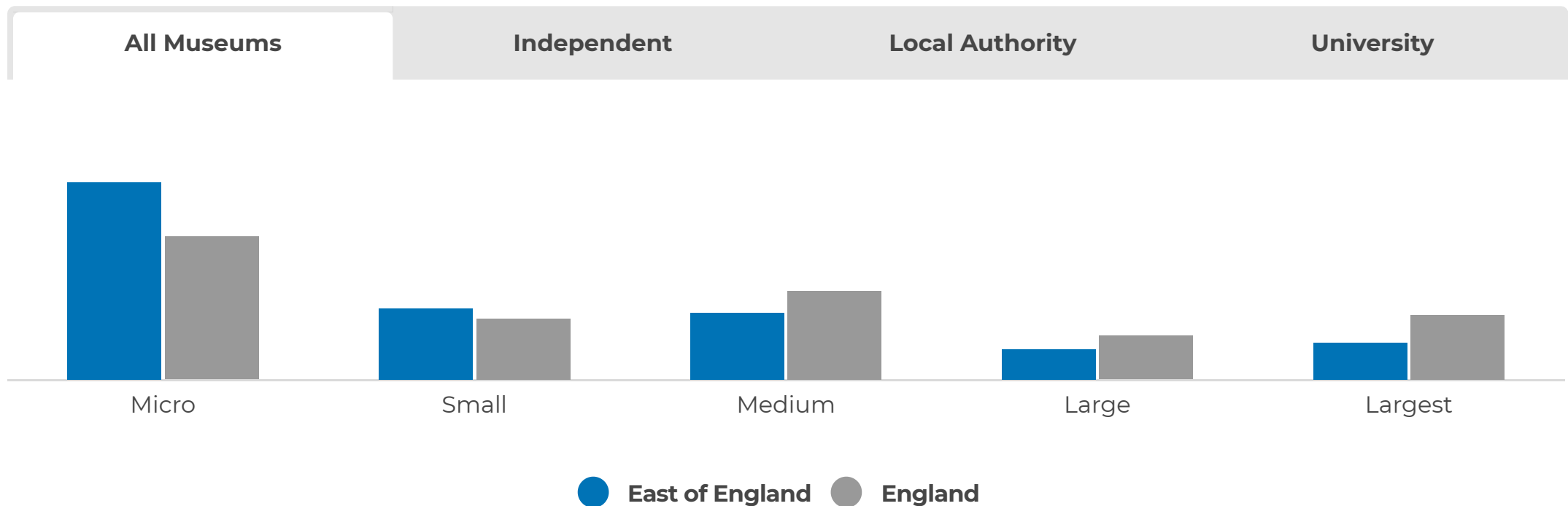


# Audiences - visitor size bands by Governance type

60% of Independent museums in the East of England are micro museums, each site receiving under 10K visitors per year. This higher than the percentage of micro independent museums in England.

7% of Local Authority museums in the East of England 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 of England compare to the national picture.

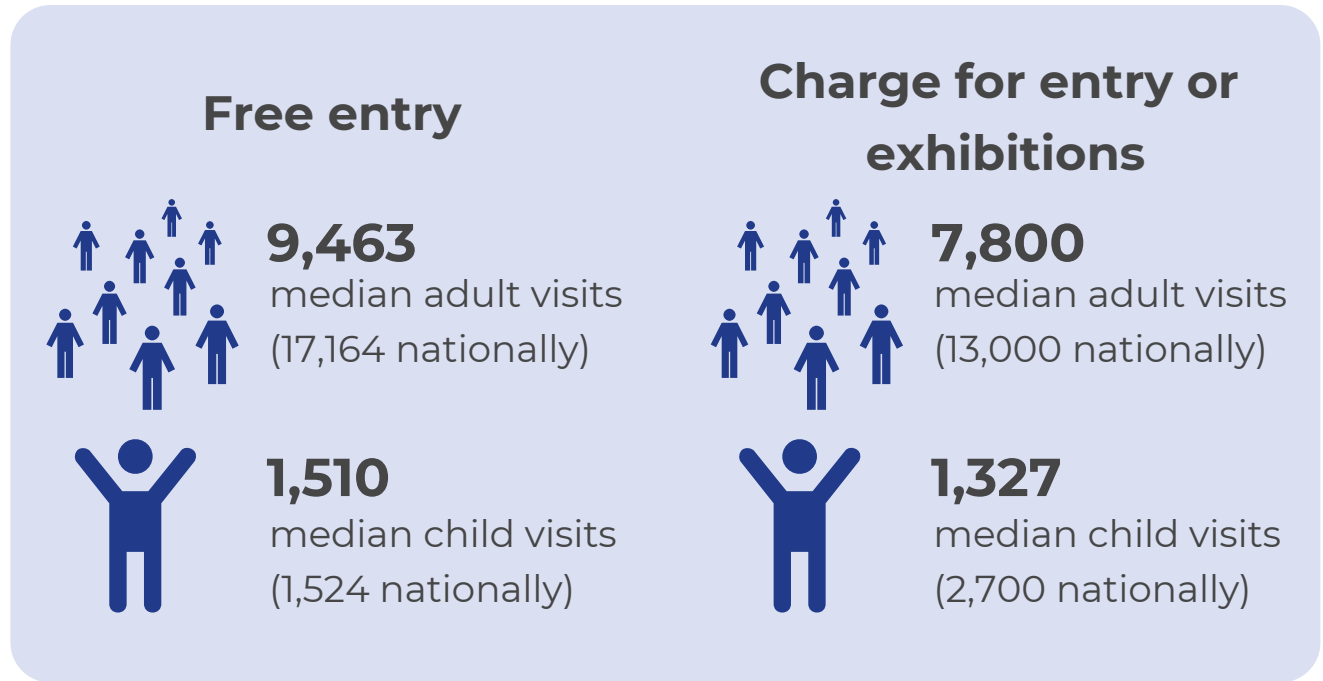


Total visits were banded by asking the respondent for their known and estimated visits for 2019/20. If a respondent was unable to provide these, they were asked to choose from the bands <10K, 10-20K, 20-50K, 50-100K, >100K

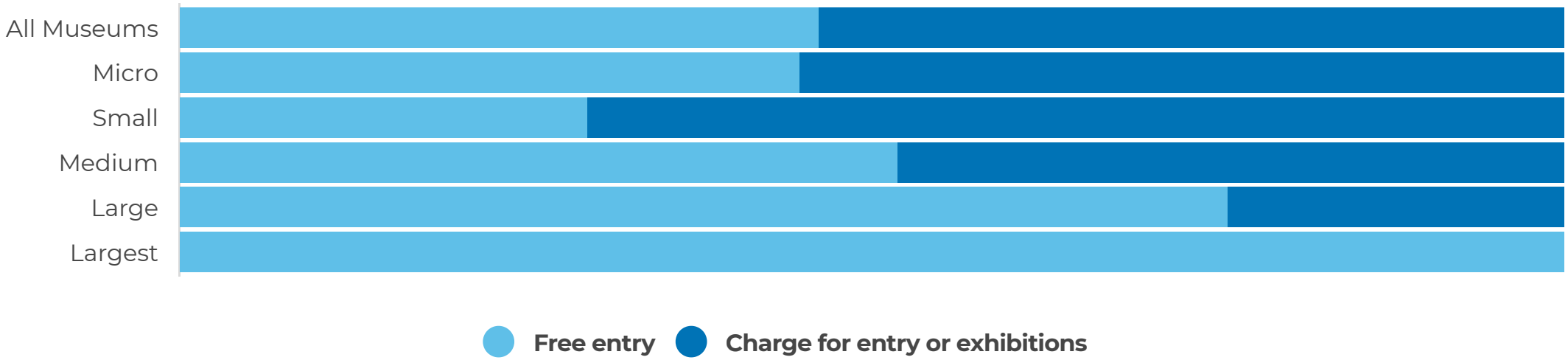
# Audiences - visitors

53.8% of museums in the region charge admissions and 46.2% 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



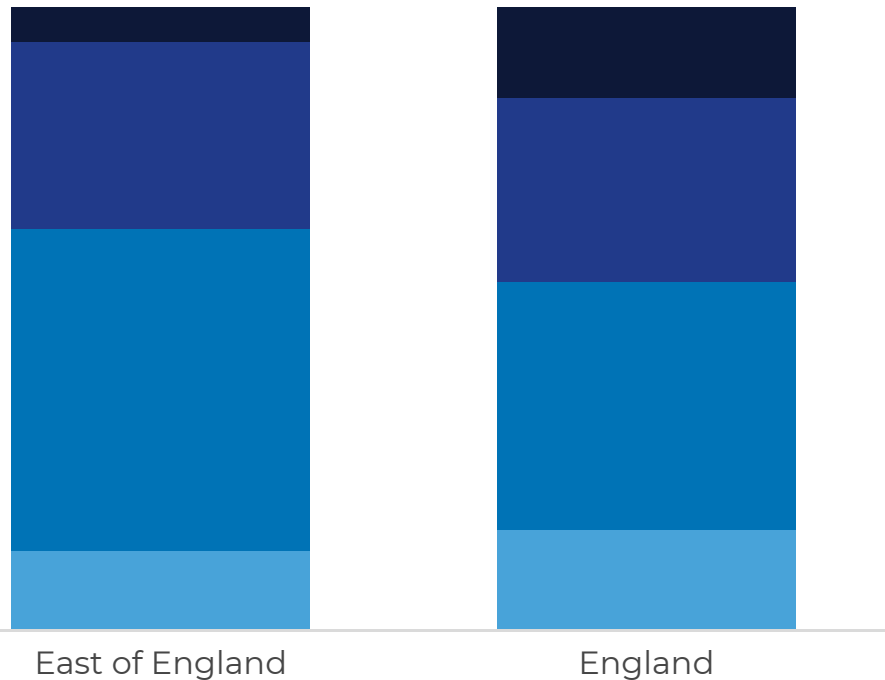
Respondents were asked which best described their museum's admissions charges: *charge for admissions all year, charge for admissions seasonally, charge for some exhibitions, we do not charge for admissions or exhibitions* n=103

# 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 >



## Off site events and activities

< All Museums (Educational) v >



● <100 ● 100-1k ● 1-5k ● >5k

● <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 in Educational events and activities

## Free entry

**521**  
median on site participants  
(563 nationally)

**442**  
median off site participants  
(442 nationally)

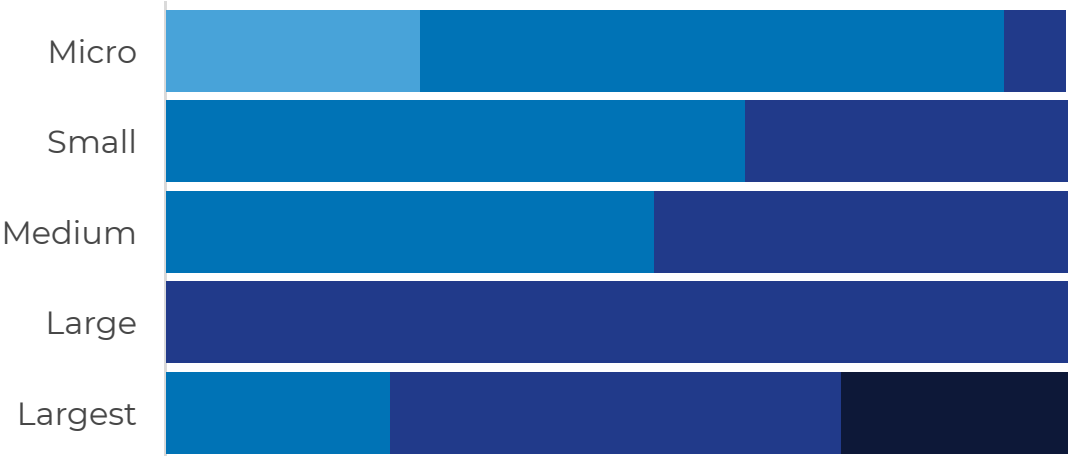


## Charge for entry or exhibitions

**494**  
median on site participants  
(1009 nationally)

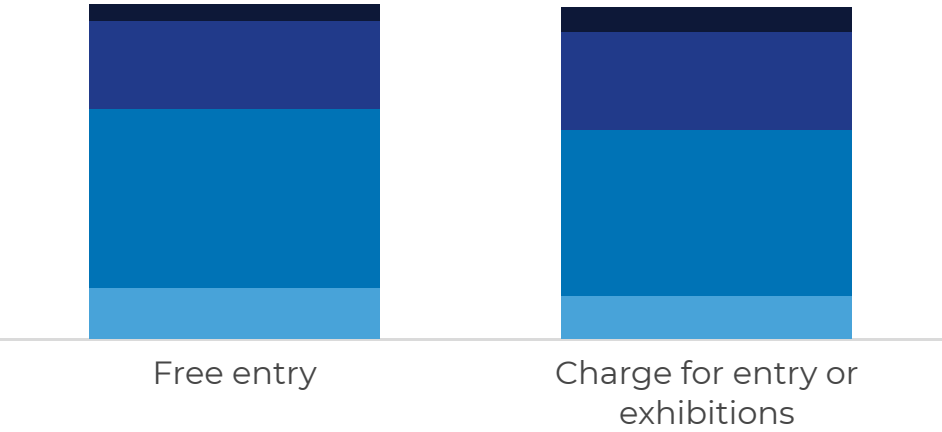
**420**  
median off site participants  
(500 nationally)

## Participants by size



● <100 ● 100-1k ● 1k-5k ● >5k

## Participants by admissions structure



● <100 ● 100-1k ● 1k-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 in Other events and activities

## Free entry

**420**  
median on site participants  
(625 nationally)

**664**  
median off site participants  
(466 nationally)

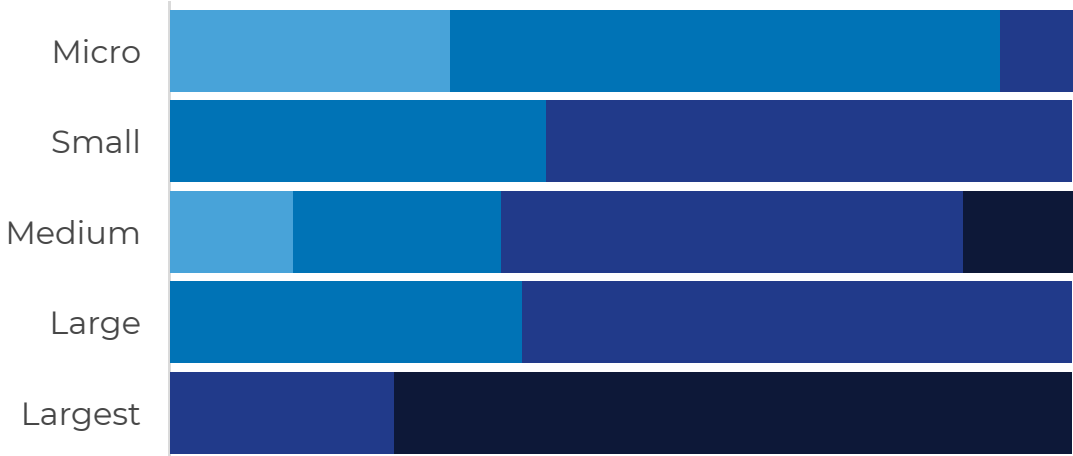
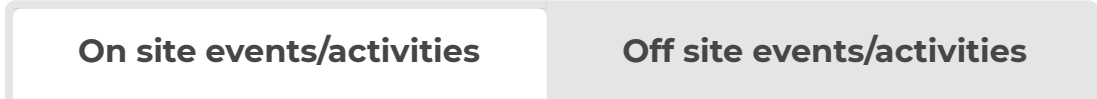


## Charge for entry or exhibitions

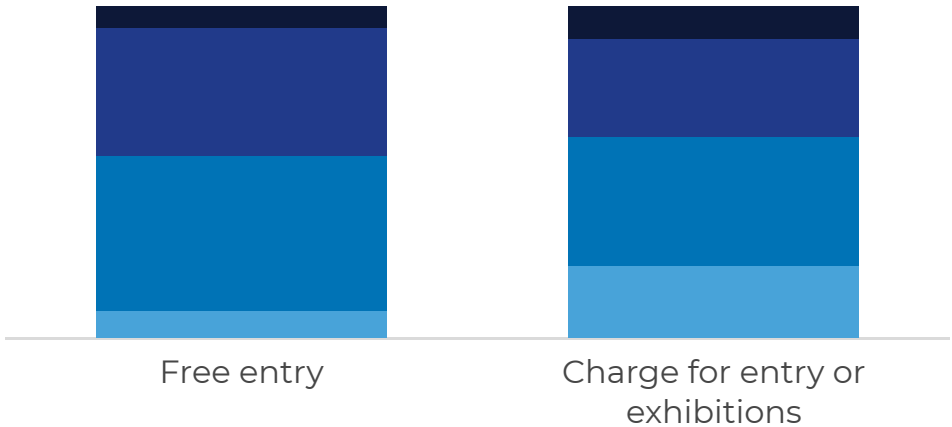
**531**  
median on site participants  
(664 nationally)

**670**  
median off site participants  
(425 nationally)

## Participants by size



## Participants by admissions structure



● <100 ● 100-1k ● 1-5k ● >5k

● <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 - 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.



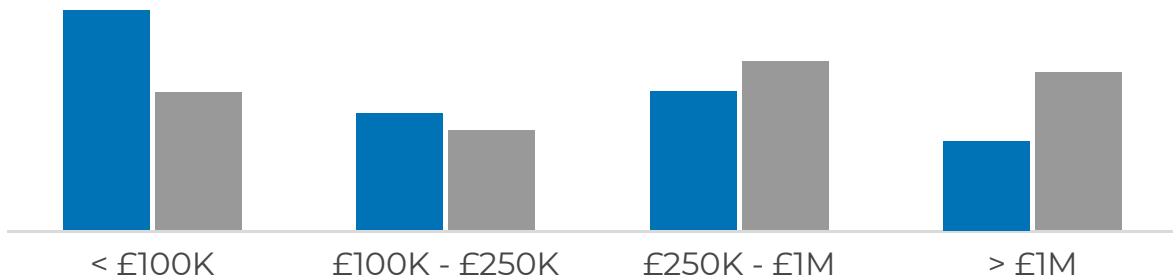
**£164,217**

median economic impact of a museum in the East of England.

**£354,681**

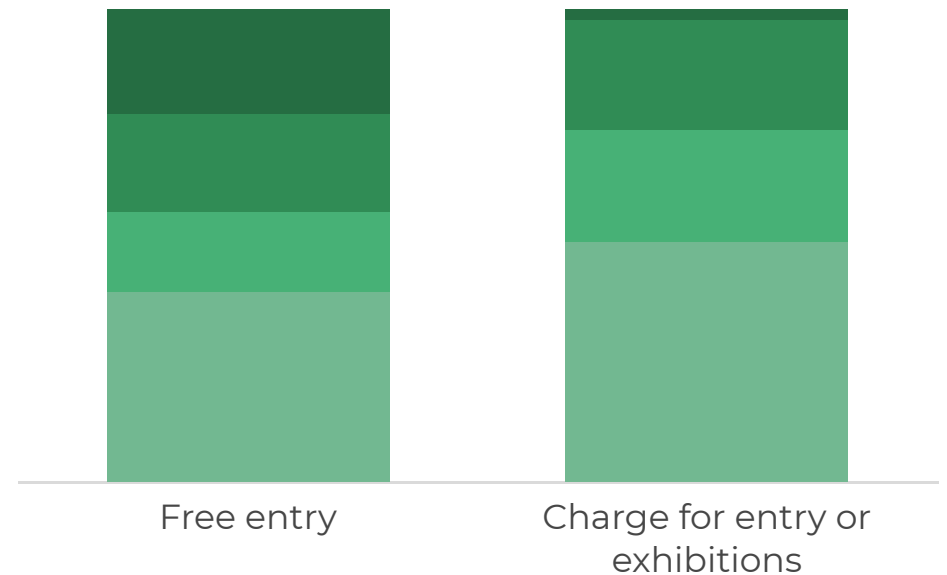
median economic impact of a museum nationally.

## Economic impact by governance type



● East of England ● England

## Economic impact by Admissions structure



● < £100K ● £100K - £250K ● £250K - £1M

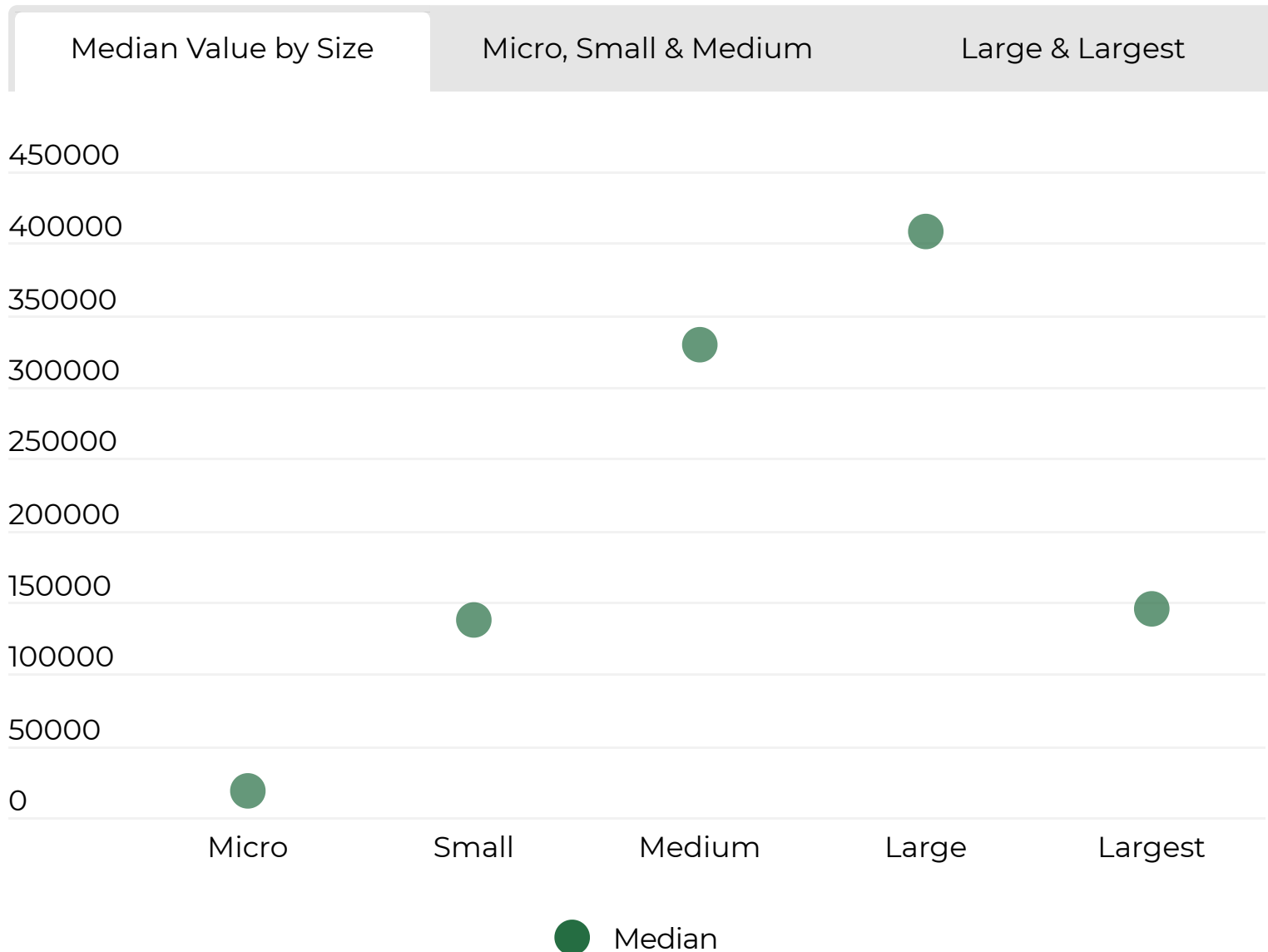


Economic Impact was calculated for each respondent providing visitor figures according to the AIM toolkit 2019, it was then banded. n=651 England, n=136 East of England

# 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



The median economic impact value in the East of England ranges from £47k for micro museums to £4.5 million for the largest museums.

Half of micro museums have an economic impact in the range of £25.6k and £95.2k.

*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 of England reporting each band.



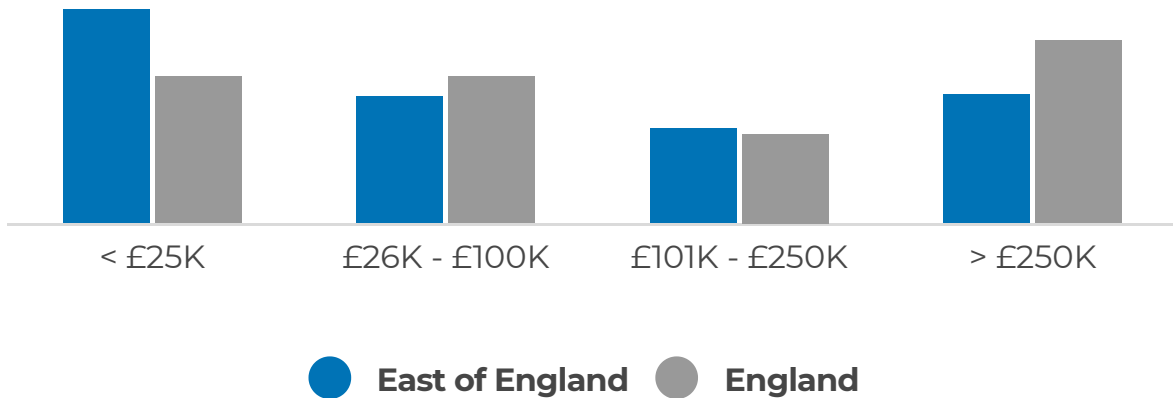
**£56,000**

median income of a museum in the East of England.

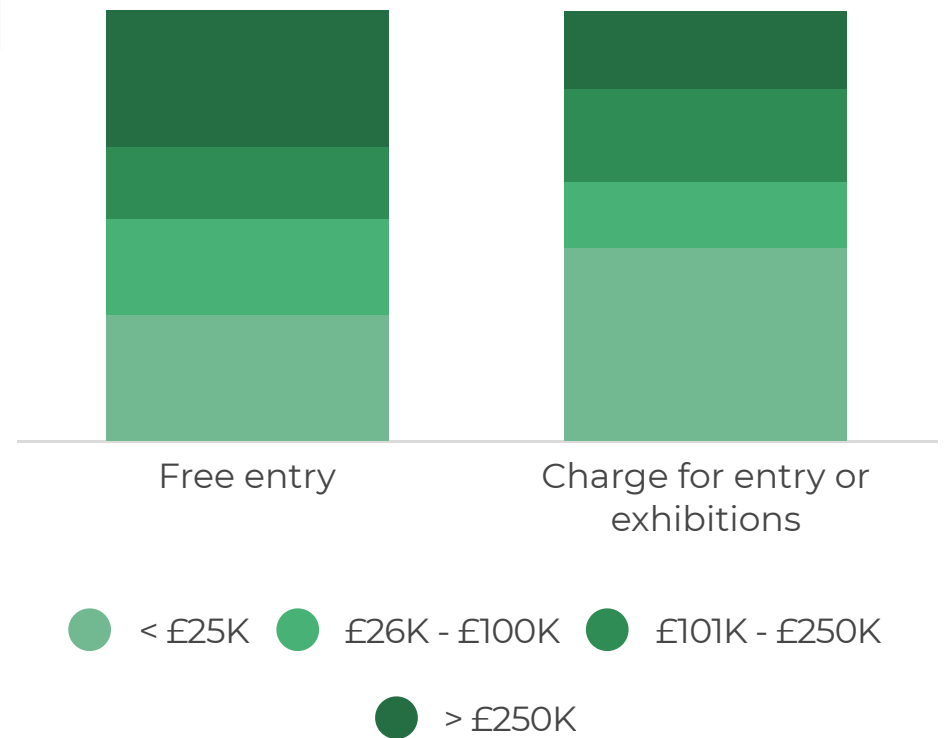
**£91,513**

median income of a museum nationally.

## Income by governance type



## Income by Admissions structure

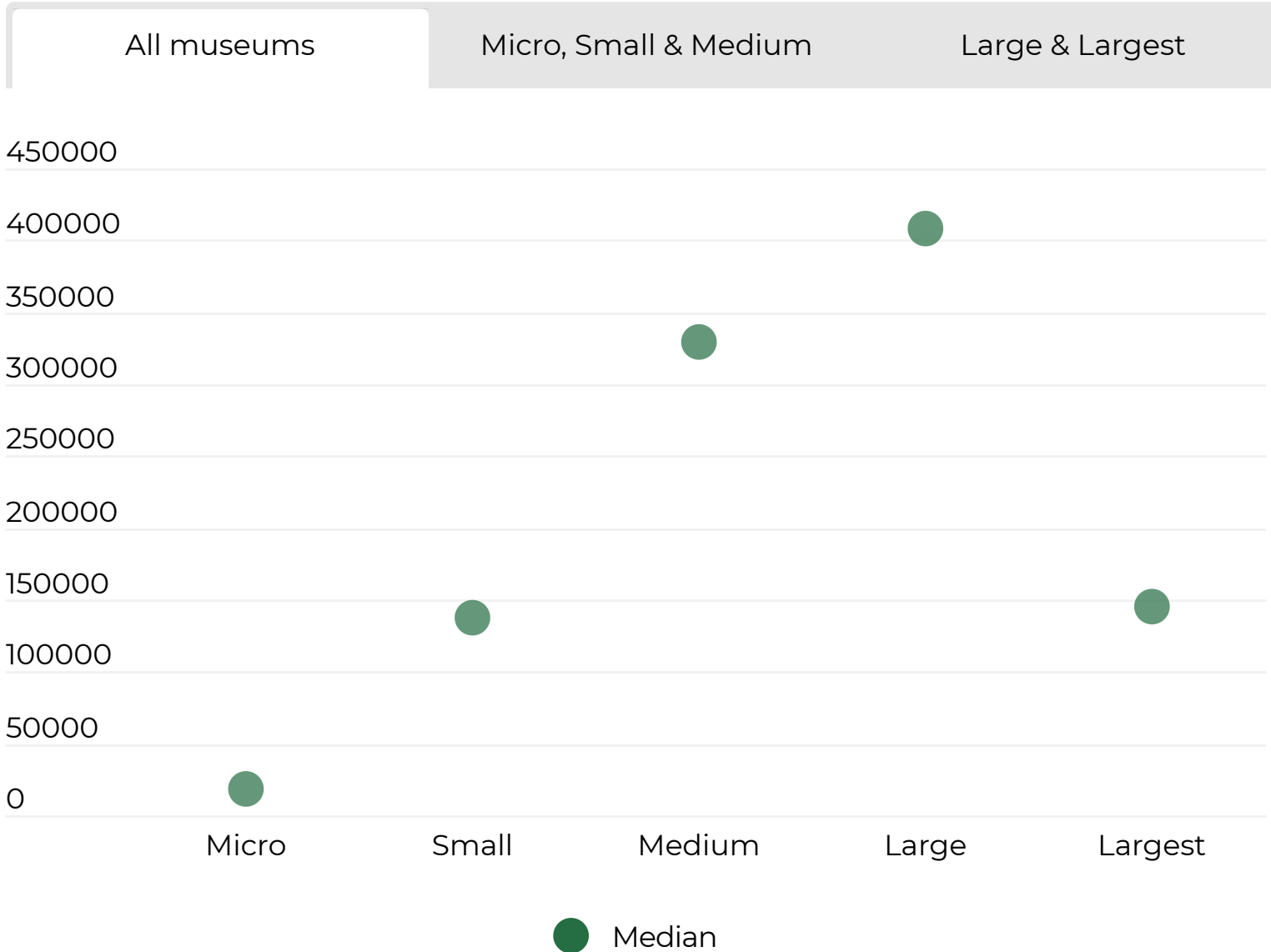


Respondents were asked What was the total annual income/turnover of your museum in 2019/20? The responses were then banded. This data contains a multi-organisational response. n=540 England, n=116 East of England

# 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



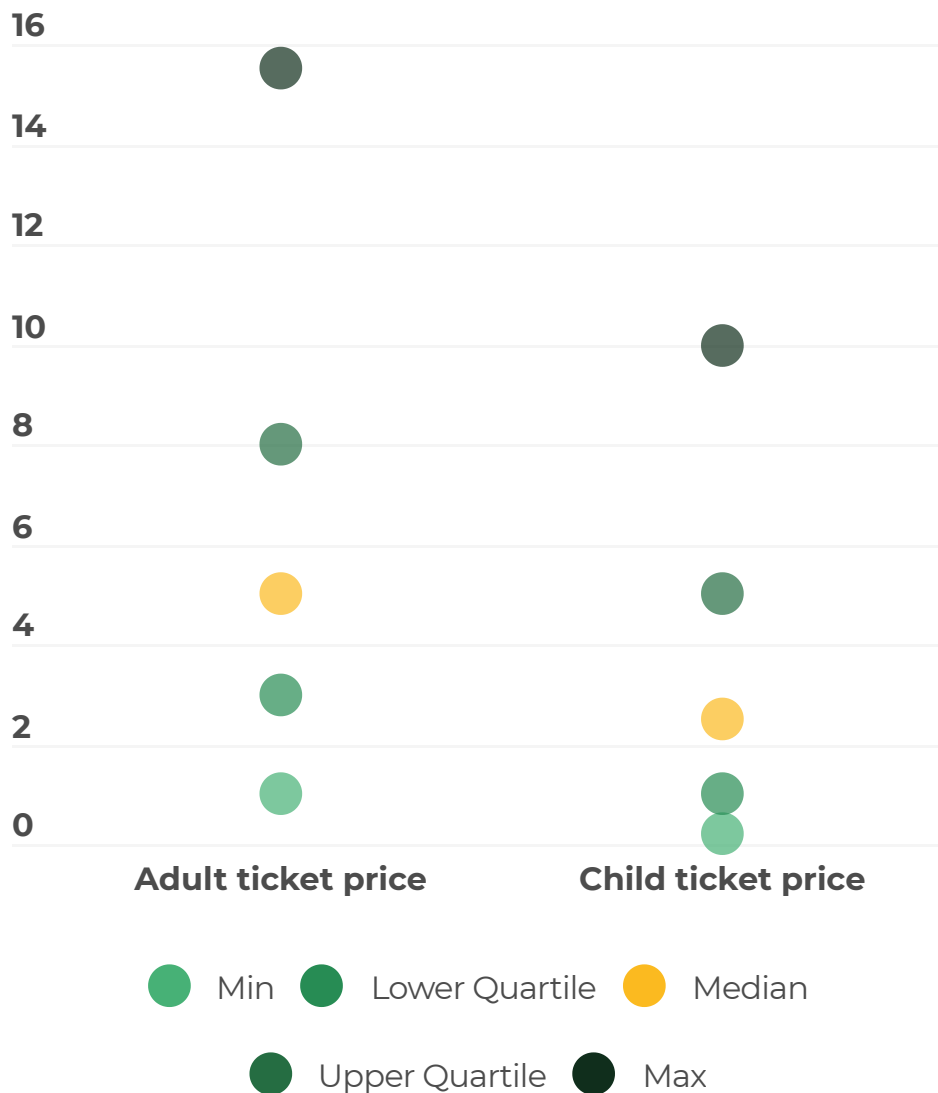
The median total income in the East of England ranges from £18k for micro museums to £408k for large museums.

Half of micro museums have an annual income of between £9k and £55k.

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



### How do museums in the East of England compare on admissions?

#### Independent

#### Local Authority

60%  
(63% nationally)

**Charging for entry  
or exhibitions**

48%  
(29% nationally)

£15,200  
(£33,600 nationally)

**Admission income**

£16,873  
(£137,000 nationally)

Median values based on all respondents in the East of England



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=104 East of England. Admission income: n=232 England, n=95 East of England (Independent & local authority count only)

# Workforce - Staff to volunteer headcount ratios

## East of England



## England



There are 8.5 volunteers to each 1 paid member of staff at East of England museums. Compare this to the lower national ratio of 5:1. (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 of England

### Independent



### Local Authority



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

### Independent

1.03  
(0.49 nationally)



### Local Authority

0.13  
(0.20 nationally)

Median values based on all respondents in the East of England



Staff to volunteer headcount: n=404 England, n=78 East of England.

# Workforce - Full time equivalents (FTEs) Staff



4

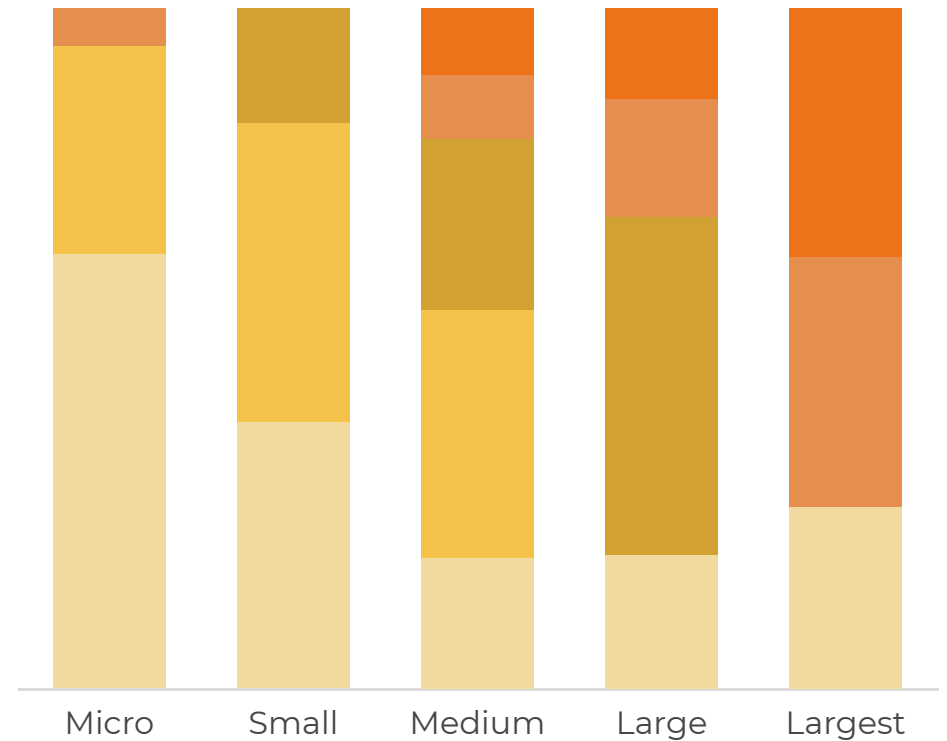
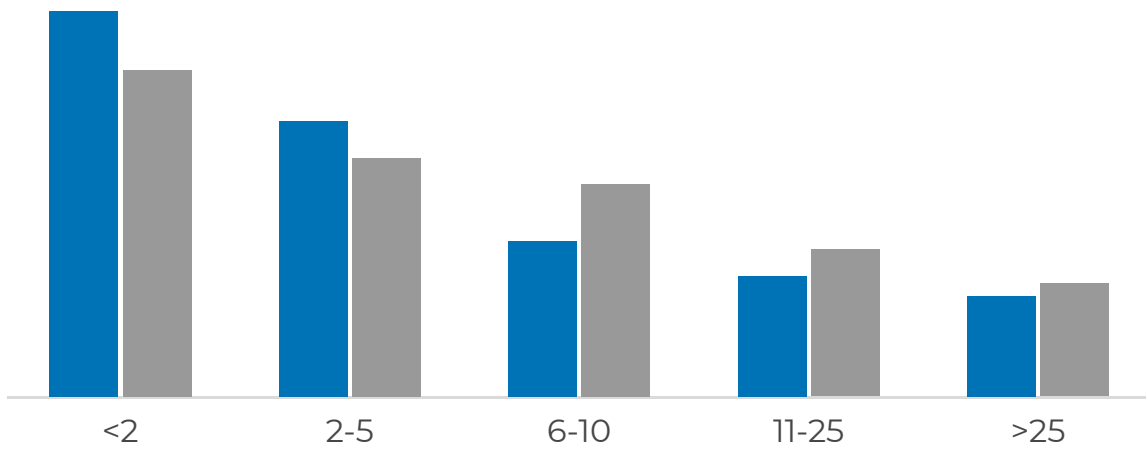
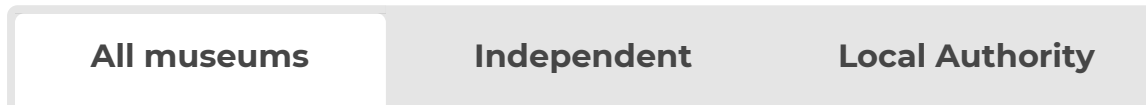
median headcount of paid staff in an East of England museum

3

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

## FTE staff by governance type

## FTE staff by size



● East of England ● England

● <2 ● 2-5 ● 6-10 ● 11-25 ● >25



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=62 East of England.

# Workforce - Full time equivalents (FTEs) Volunteers



**38**

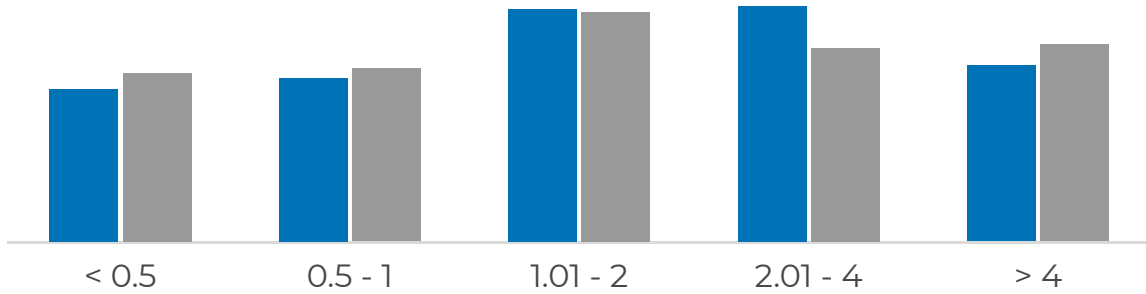
median headcount of volunteers in an East of England museum

**1.56**

median full time equivalents of volunteers in an East of England museum

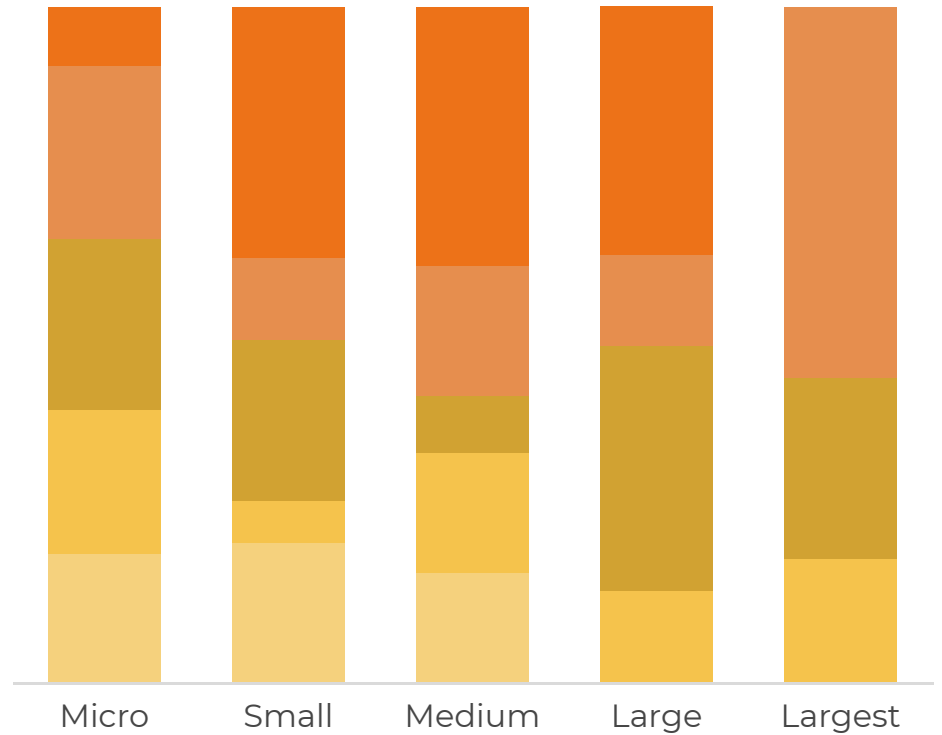
## FTE volunteers by governance type

< All museums v >



● East of England ● England

## FTE volunteers by size



● < 0.5 ● 0.5 - 1 ● 1.01 - 2 ● 2.01 - 4 ● > 4



FTE bands calculated from respondents who provided volunteer hours, these were divided by FTE hours then banded.  
n=462 England, n=101 East of England



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

## Free entry

**4**

median staff FTEs  
(4 nationally)

**1.27**

median volunteer FTEs  
(1.28 nationally)



## Charge for entry or exhibitions

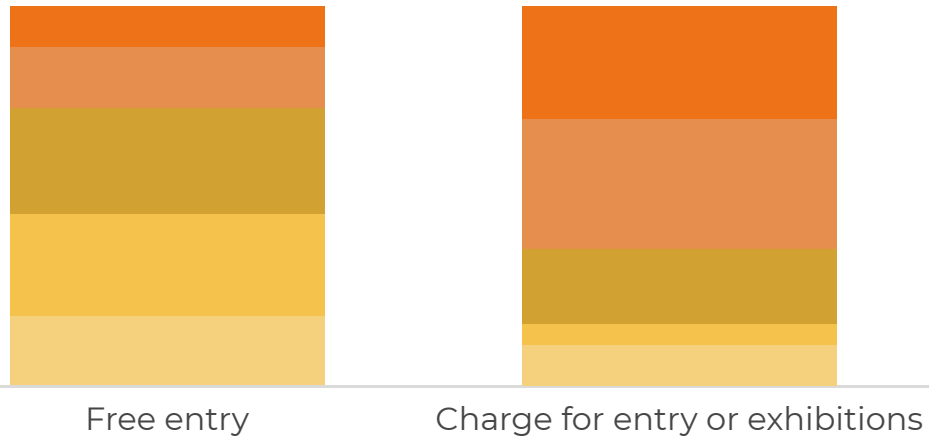
**3**

median staff FTEs  
(7 nationally)

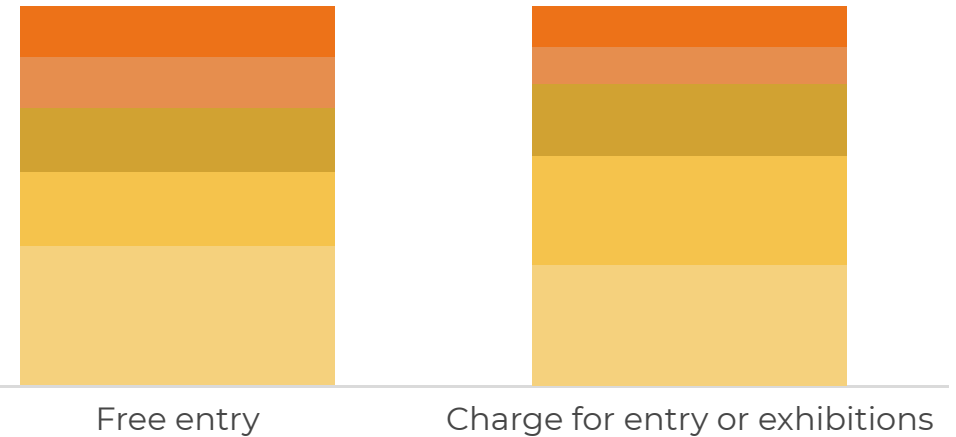
**2.44**

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=56. Volunteer FTEs calculated from respondents who provided volunteer hours, these were divided by FTE hours n=88

# 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 of England museums reporting not collecting this data was 71%.



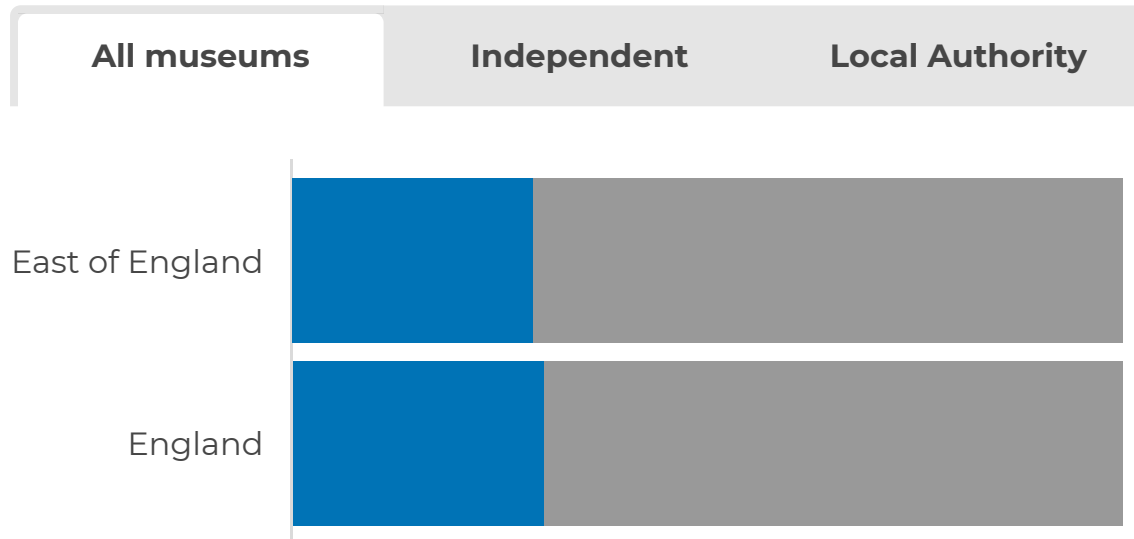
**17%**

Independent museums undertook Equality & Diversity planning during 2019/20

**67%**

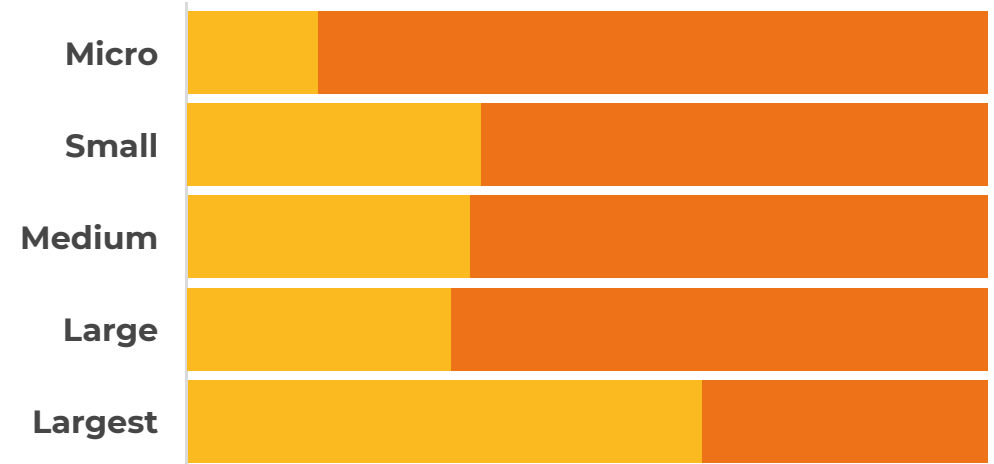
Did not undertake any planning

## 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=119 East of England

# 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.



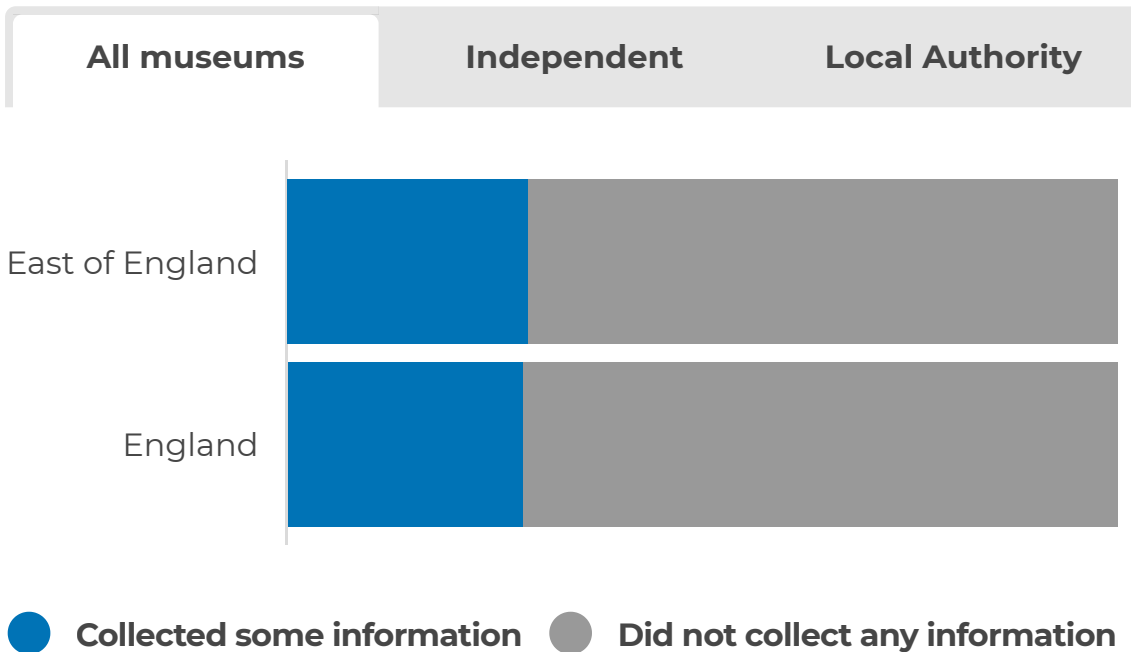
**50%**

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

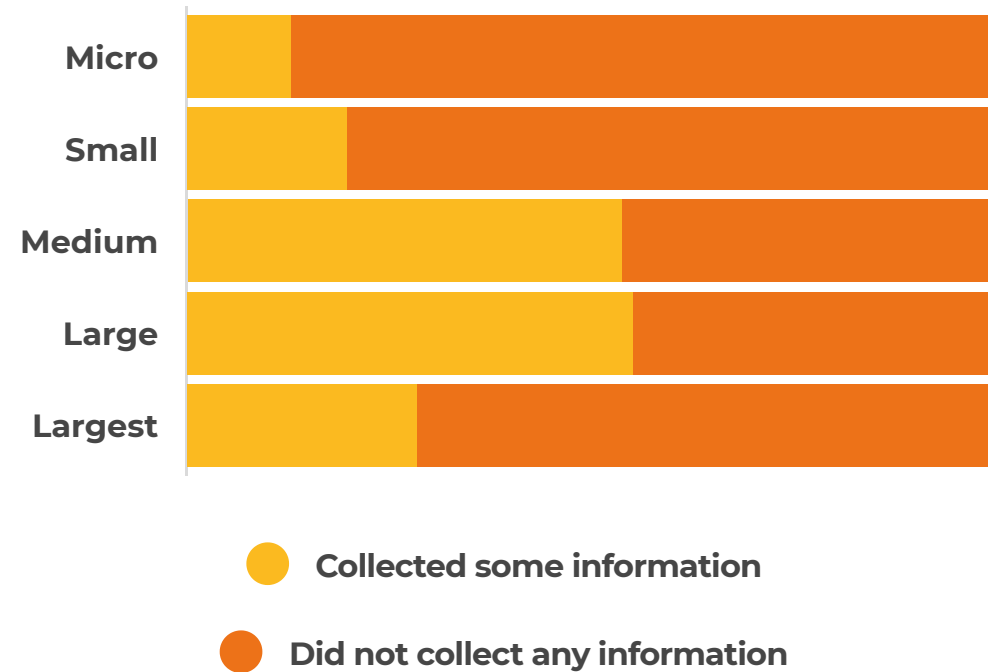
**33%**

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=94 East of England

# **Profile Snapshots**



10%

Located in the 20% most deprived areas



44%

Located in a rural area



37%

Open all year round, 54% operate regular seasonal closure



955

Hours open



7,000

Adult visits



962

Child visits



12,000

Website visits

All values are median.

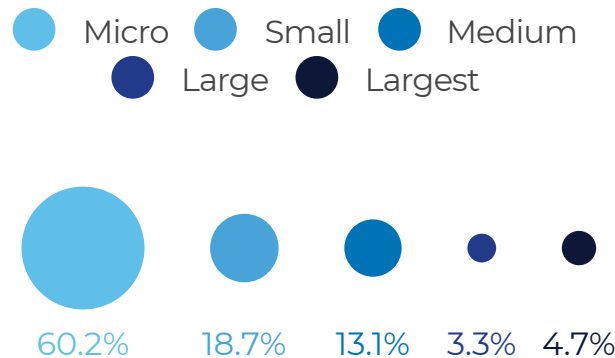
# What does an Independent museum in the East of England look like?

90 of 111 independent museums in the East of England 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, 13% of which are in the East of England.

The values presented are annual, 2019-20.

**60% receive fewer than 10K visitors each year**



£98,881

Economic impact of visits



£44,834

Total income



£3,725

Retail income



£1,500

One-off donations on-site



£46,202

Value of volunteer hours



£15,770

Regular public subsidy



£6,320

Grants income



2

Number of staff FTE



37

Number of volunteers



30%

Located in the top 20% most deprived areas



13%

Located in an urban area



59%

Open all year round, 22% operate regular seasonal closure



1,716

Hours open



21,096

Adult visits



6,142

Child visits



31,476

Website visits

All values are median.

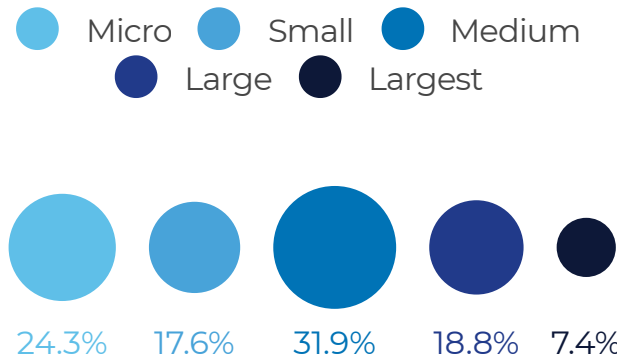
# What does a Local Authority museum in the East of England look like?

20 of 36 local authority museums in the East of England 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, 11% of which are in the East of England.

The values presented are annual, 2019-20.

## 32% receive between 50K-100K visitors each year



£429,470

Economic impact of visits



£342,348

Total income



£15,518

Retail income



£1,500

One-off donations on-site



£34,339

Value of volunteer hours



£500,000

Regular public subsidy



£26,425

Grants income



7

Number of staff FTE



30

Number of volunteers



59%

Located in the middle 40-60% deprived areas



7%

Located in an urban area



100%

Open all year round, none operate regular seasonal closure



1,861

Hours open



128,246

Adult visits



30,646

Child visits



61,000

Website visits

All values are median.

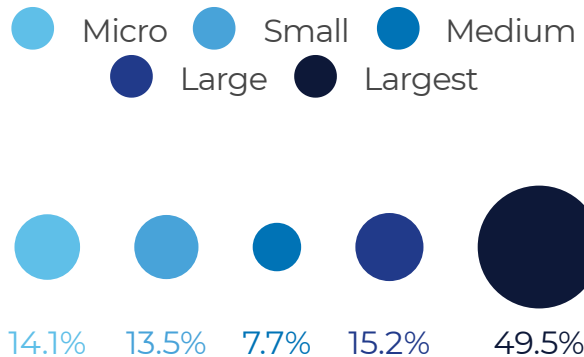
## What does a University museum in the East of England look like?

11 of 12 university museums in the East of England took part. The data they provided has been weighted to be representative of all university museums in the region.

There are 61 university museums in England, 18% of which are in the East of England.

The values presented are annual, 2019-20.

**50% receive more than 100K visitors each year**



£4,500,319

Economic impact of visits



£450,000

Total income



£37,097

Retail income



£5,614

One-off donations on-site



£72,964

Value of volunteer hours



£636,791

Regular public subsidy



£255,493

Grants income



11

Number of staff FTE



44

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?
Bedfordshire	9	9	78%	✓
Cambridgeshire	27	33	82%	✓
Essex	28	34	82%	✓
Hertfordshire	20	23	87%	✓
Norfolk	26	32	81%	✓
Suffolk	33	34	97%	✓





12%

Located in the 20% most deprived areas



0%

Located in a rural area



54%

Open all year round, 46% operate regular seasonal closure



1,056

Hours open



18,758

Adult visits



1,157

Child visits



8,169

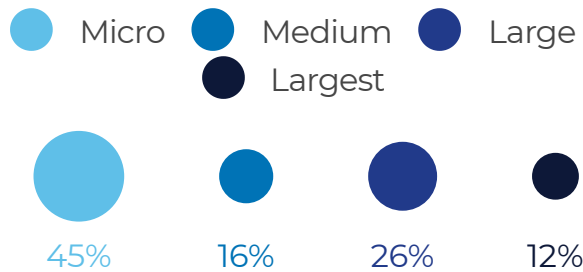
Website visits

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

## What does a museum in Bedfordshire look like?

7 of 9 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.

**45% receive fewer than 10K visitors each year**



£224,923

Economic impact of visits



£342,522

Total income



£26,765

Retail income



£3,927

One-off donations on-site



£127,954

Value of volunteer hours



£1,314

Regular public subsidy



£60,048

Grants income



3

Number of staff FTE



48

Number of volunteers



3%

Located in the 20% most deprived areas



27%

Located in a rural area



75%

Open all year round, 25% operate regular seasonal closure



1,530

Hours open



14,710

Adult visits



3,533

Child visits



52,900

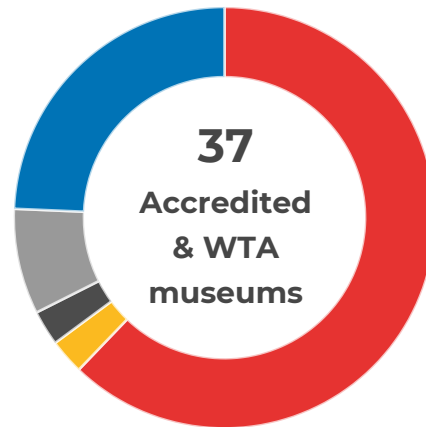
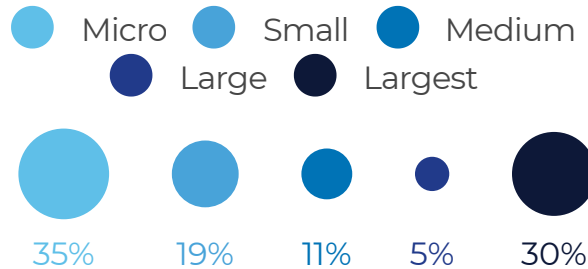
Website visits

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

## What does a museum in Cambridgeshire look like?

27 of 33 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.

**35% receive fewer than 10K visitors each year**



£304,148

Economic impact of visits



£137,812

Total income



£6,899

Retail income



£1,000

One-off donations on-site



£47,042

Value of volunteer hours



£41,723

Regular public subsidy



£44,703

Grants income



4

Number of staff FTE



49

Number of volunteers



16%

Located in the 20% most deprived areas



27%

Located in a rural area



47%

Open all year round, 41% operate regular seasonal closure



1,040

Hours open



11,000

Adult visits



855

Child visits



12,102

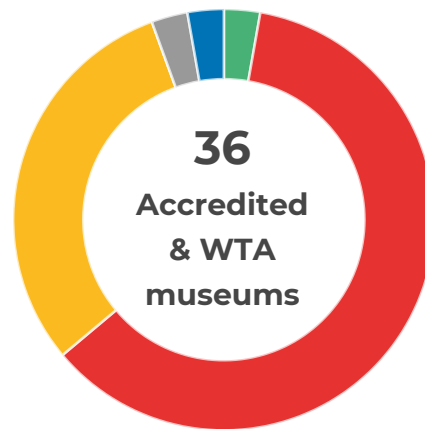
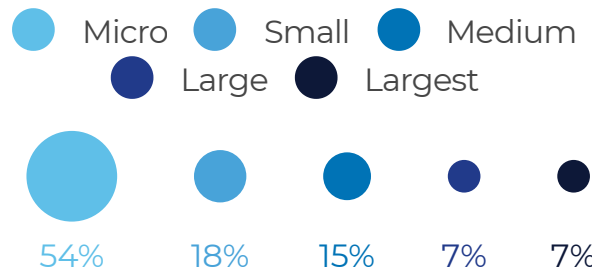
Website visits

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

## What does a museum in Essex look like?

28 of 34 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.

**54% receive fewer than 10K visitors each year**



£164,206

Economic impact of visits



£79,000

Total income



£2,626

Retail income



£830

One-off donations on-site



£28,940

Value of volunteer hours



£11,862

Regular public subsidy



£6,000

Grants income



3

Number of staff FTE



30

Number of volunteers



11%

Located in the 20% most deprived areas



15%

Located in a rural area



76%

Open all year round, 9% operate regular seasonal closure



1,299

Hours open



7,750

Adult visits



1,000

Child visits



11,563

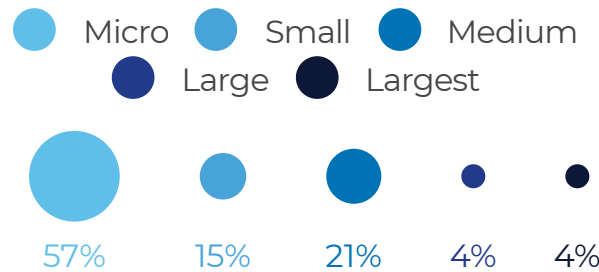
Website visits

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

## What does a museum in Hertfordshire look like?

20 of 23 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.

**57% receive fewer than 10K visitors each year**



£114,384

Economic impact of visits



£88,254

Total income



£2,824

Retail income



£1,500

One-off donations on-site



£34,339

Value of volunteer hours



£58,000

Regular public subsidy



£22,500

Grants income



4

Number of staff FTE



30

Number of volunteers



32%

Located in the 20% most deprived areas



50%

Located in a rural area



29%

Open all year round, 63% operate regular seasonal closure



1,259

Hours open



9,290

Adult visits



961

Child visits



8,518

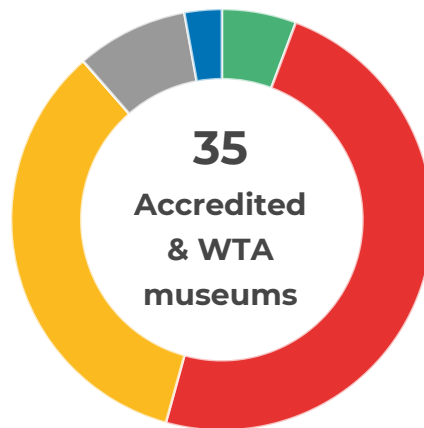
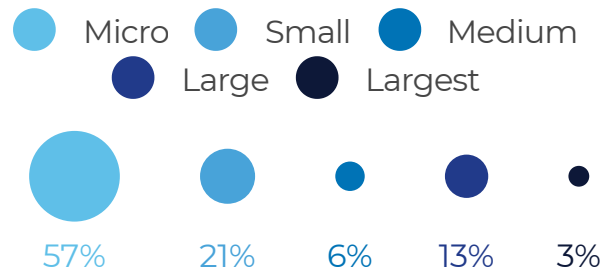
Website visits

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

## What does a museum in Norfolk look like?

26 of 32 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.

**57% receive fewer than 10K visitors each year**



£164,217

Economic impact of visits



£23,198

Total income



£4,956

Retail income



£3,406

One-off donations on-site



£27,757

Value of volunteer hours



£4,300

Regular public subsidy



£3,175

Grants income



1

Number of staff FTE



38

Number of volunteers



14%

Located in the 20% most deprived areas



50%

Located in a rural area



24%

Open all year round, 68% operate regular seasonal closure



700

Hours open



7,350

Adult visits



999

Child visits



38,100

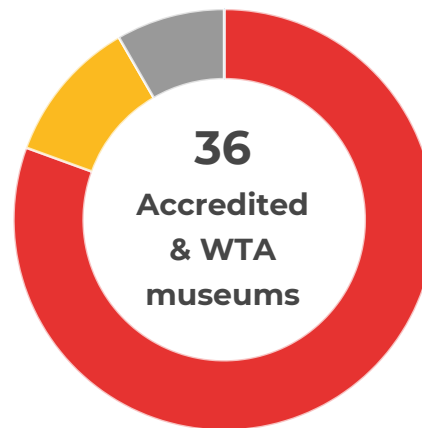
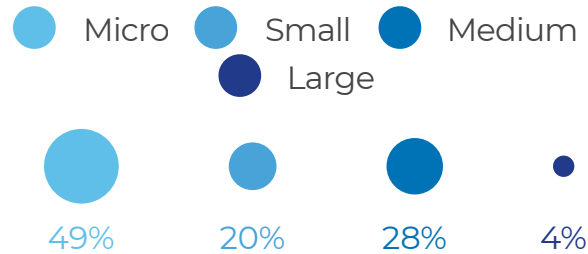
Website visits

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

## What does a museum in Suffolk look like?

33 of 34 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.

**49% receive fewer than 10K visitors each year**



£94,423

Economic impact of visits



£35,862

Total income



£4,377

Retail income



£2,049

One-off donations on-site



£50,280

Value of volunteer hours



£15,050

Regular public subsidy



£1,800

Grants income



2

Number of staff FTE



40

Number of volunteers

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Museum Development England is the term used by the nine regional Museum Development providers across England when delivering activity and collaboration at a national Level. Museum Development England is core funded by Arts Council England.

The Annual Museum Survey is operated by South West Museum Development hosted by Bristol City Council with support from Pearson Insight. For further information on the process undertaken for the Annual Museum Survey 2020 or to access this report in an accessible format please contact [\*\*museum.data@bristol.gov.uk\*\*](mailto:museum.data@bristol.gov.uk)



# Thank you

To the 139 museums in the East of England and the 660 across England who took part in the Annual Museum Survey 2020 who made this report possible.

Also to English Heritage for providing visitor data for each of their museum sites across England.



Supported using public funding by  
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