What impact has the pandemic had on museums in the East of England?

Annual Museum Survey 2021: East of England Report

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Introducing the report, understanding the data and pandemic context

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Introducing the Annual Museum Survey

What is it?

A key annual dataset to understand the state of non-national museums in England. This covers independent, local authority and university governed organisations.

The survey helps us understand the impact of the pandemic on...

- Opening hours and audiences
- Finances
- Use of digital
- Workforce and volunteering

126

Number of museums in the region that took part in this research

61%

Accredited museums in the region that are independent

49%

Accredited museums in the region that **usually** get less than 10,000 visits a year

Pandemic context 2020/21

March 2020	Country goes into full lockdown
June 2020	Museums can re-open to the public
Sep-Nov 2020	Localised 'tier' restrictions affect some areas
Dec 2020	Country returns to a full lockdown
March 2021	Some restrictions begin to ease again

About the Annual Museum Survey 2021

The purpose of the Annual Museum Survey 2021 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, such as 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. Across England, 62% of all museums in scope responded to the Annual Museum Survey and 78% of museums in East of 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 4.13% means that when interpreting headlines results in the region, you can be confident that if every single museum responded the true figure would be 4.13 percentage points more or less than the figure reported here. The smaller the confidence interval, the more confidence in the results. Headline national survey data has a confidence interval of 2.19%. This confidence level will vary depending on sample sizes for individual questions.

Understanding more about the data

Scope: The Annual Museum Survey includes data from independent, local authority and university and 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, governance type and regional location of museums.

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). When looking at data across single sites and organisations with more than one site, a 'per site' proxy calculation is used.

Additional data sources: Where possible, secondary data sources have been connected 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.

Considering the pandemic context

Different museums have been in different situations: More so than any other year, context should be considered when understanding significant findings and differences in this report. For example, variations in local Covid-19 restrictions, access to and use of outdoor spaces as an extension to a museum building, extent to which they are reliant on volunteers who may be shielding or using their time in direct response to the pandemic.

Focus shift for the survey: We have retained the core set of Annual Museum Survey questions to reliably compare across years in order to better understand the impact of the pandemic on museums. Additionally, a number of new questions were added specific to understand even more about how museums responded to the pandemic, including the use of digital and access to Covid-19 related funding.

Ensuring as many museums as possible participated: During an extension to the data collection period a shorter survey was shared to reach museums that had not started the full survey. This allowed us to boost the sample across some core questions such as opening hours and re-opening.

Analysis and interpretation of data: More so than any other year, cleaning and verifying survey returns to build a reliable dataset was a challenge. For example, it is much more difficult to identify anomalous data by comparing against previous years because of the impact of the pandemic. A range of checks have been carried out though, including analysis of the spread of data for each question by the typical size of a museum. Additionally, when reporting any ranges within this report we use the 5th and 95th percentile, ignoring the minimum and maximum values.

About the museums

What do accredited museums look like in the East of England?

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Snapshot: impact of the pandemic on museums in the East of England

42% Museums that charge for admissions

43% Museums with outdoor spaces

38% Volunteer-run museums

33% Museums in rural locations

Opening

39% Did not open during 2020/21

72% Fall in opening hours compared to 2019/20*

21% Site occupancy less than 20% when open

86% Museums not open or fewer than 10k visits

Workforce and volunteering

69% Fall in number of volunteer hours*

54% Reported a drop in new volunteers recruited

14% Museums with staff that made redundancies

61% Museums with staff using furlough scheme

Audiences

88% Visitors lost compared to 2019/20*

18% Provided on-site education sessions

98% Reduction in on-site education participants*

13% Increase in social media followers*

Finance

73% Reported an overall fall in income

76% Reduction in admissions income for 2020/21*

61% Received local authority Covid-19 support grants

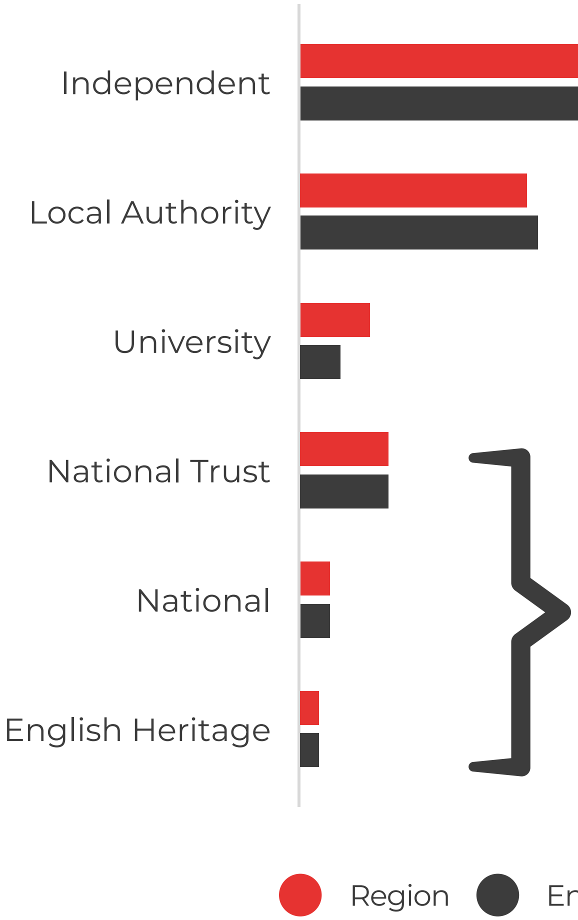
34% Received Culture Recovery Fund grants

* presenting values based on median number reported, other statements present percentage of museums affected.

There are 178 museums within the Accreditation scheme in the region

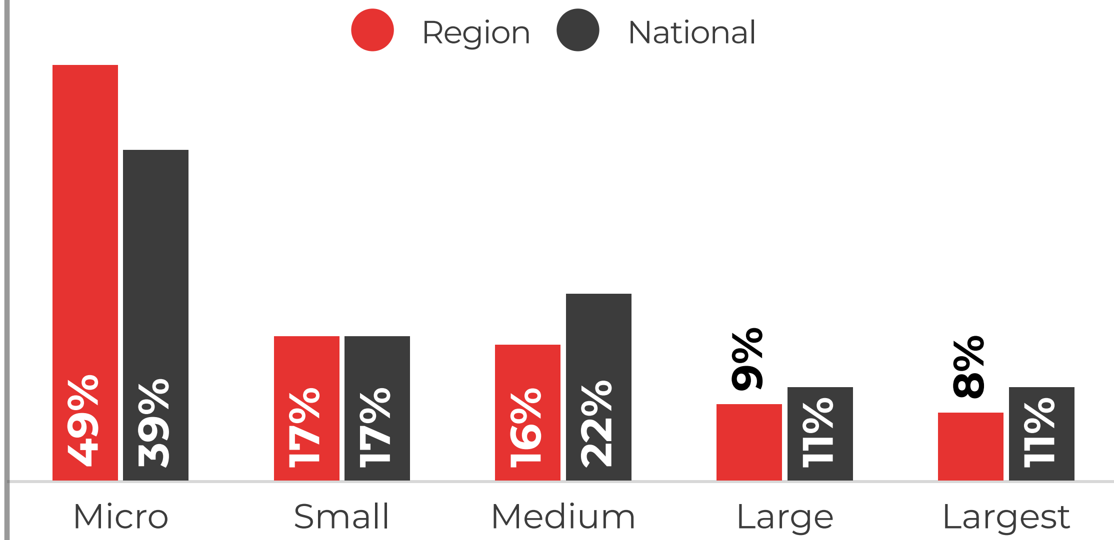
Governance and location data is drawn from Arts Council England's Accredited and Working Towards Accreditation (WTA) museums lists

There are more independent museums in the region compared to nationally



These museums were not in scope for the survey so are not included in the analysis within this report

49% of museums in the region are micro



Size categories are used throughout this report and are determined by the total number of visitors each year, these are based on data from a non-pandemic year.

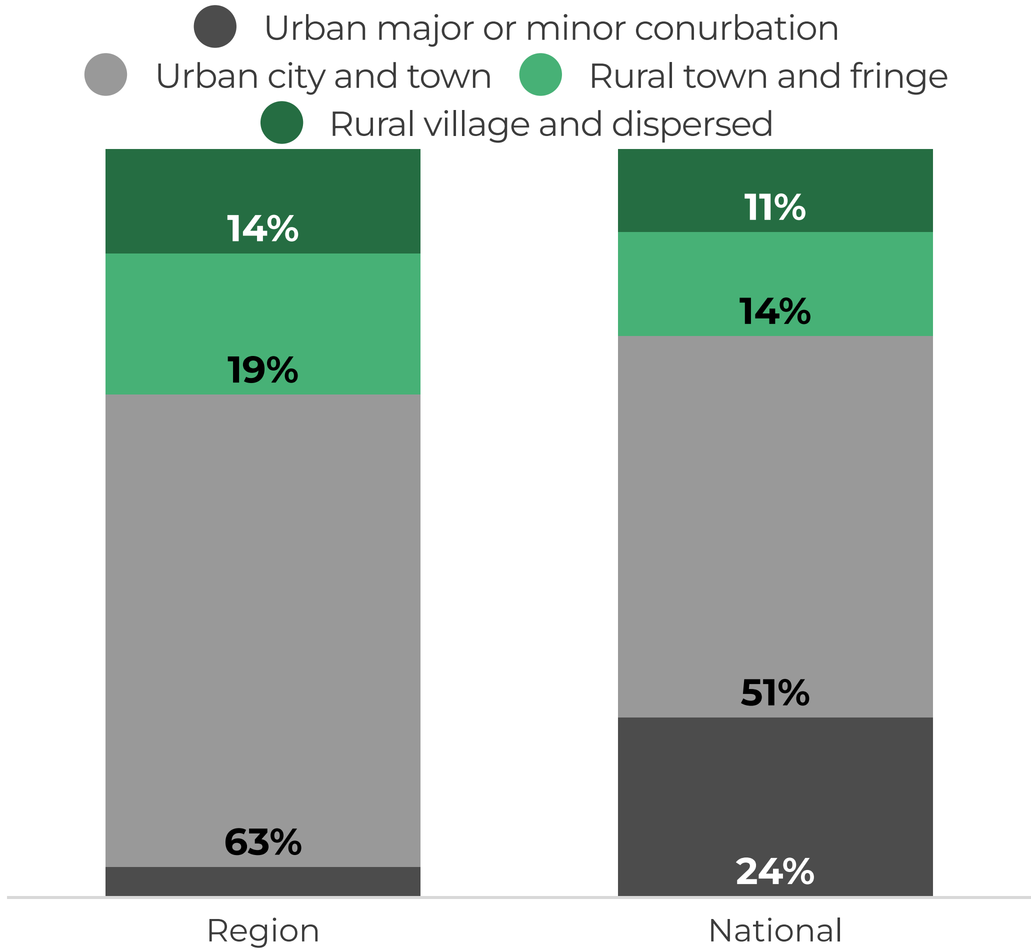
The bands are:
Micro: <10K, Small: 10-20K, Medium: 20-50K
Large: 50-100K, Largest: >100K

Arts Council England's UK Museum Accreditation Scheme statistics ***Accredited museums list*** *published June 2021* and ***WTA museums list*** *published May 2021*

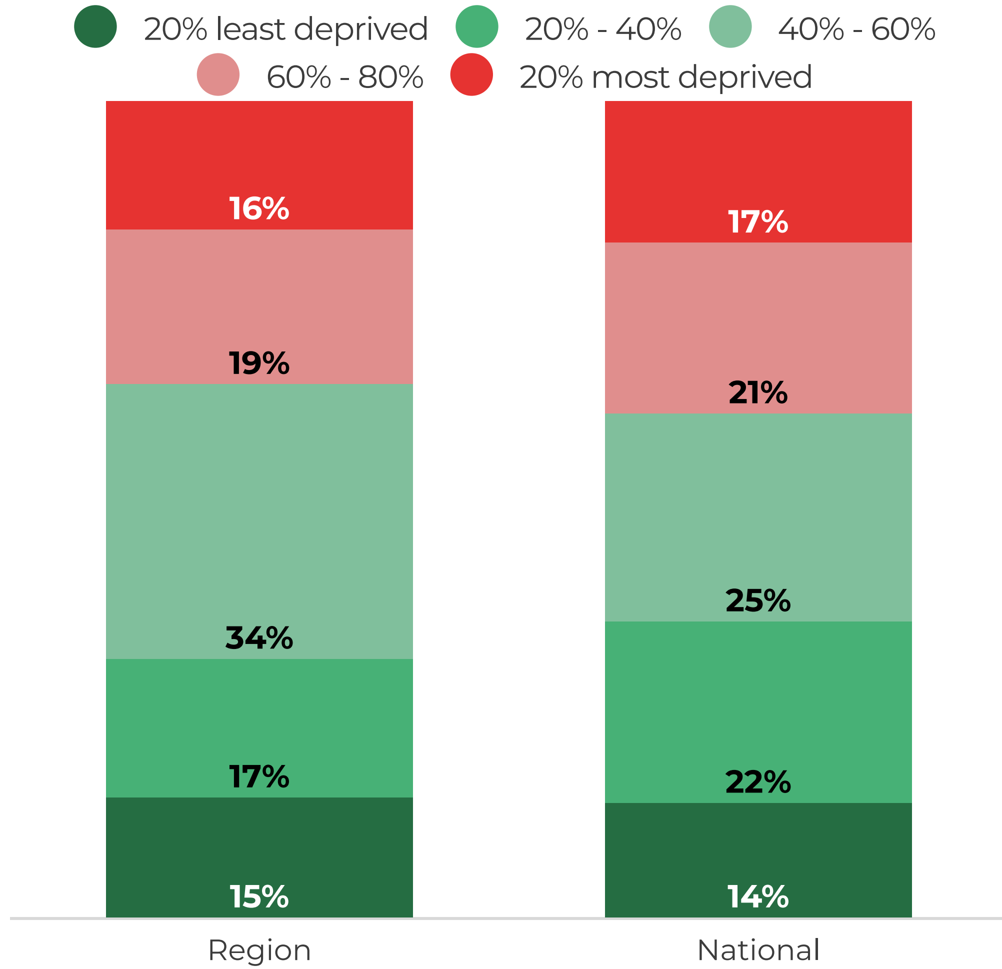
33% of museums in the region are located in a rural area

And 16% of the region's museums are in one of the top 20% most deprived areas in the country

Rural-urban breakdown of museum location compared to the national



Deprivation breakdown of museum location compared to the national

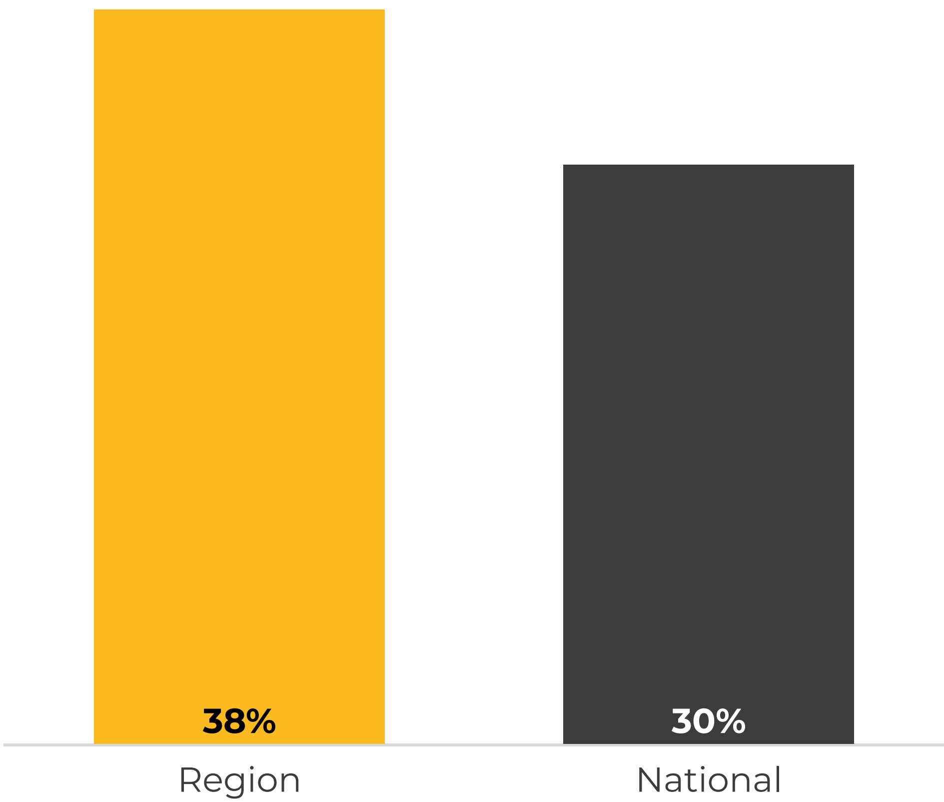


Rural/Urban classifications determined by postcode of museum using ONS classification
Deprivation levels generated from Index of Multiple Deprivation quintiles at an LSOA level

38% of museums in the region are volunteer-run

This is 8% higher than nationally

Proportion of museums in the region that are volunteer-run compared to the national



57% **Do not collect equality and diversity information about staff**

Compared to 59% of museums across England

54% **Do not collect equality and diversity information about volunteers**

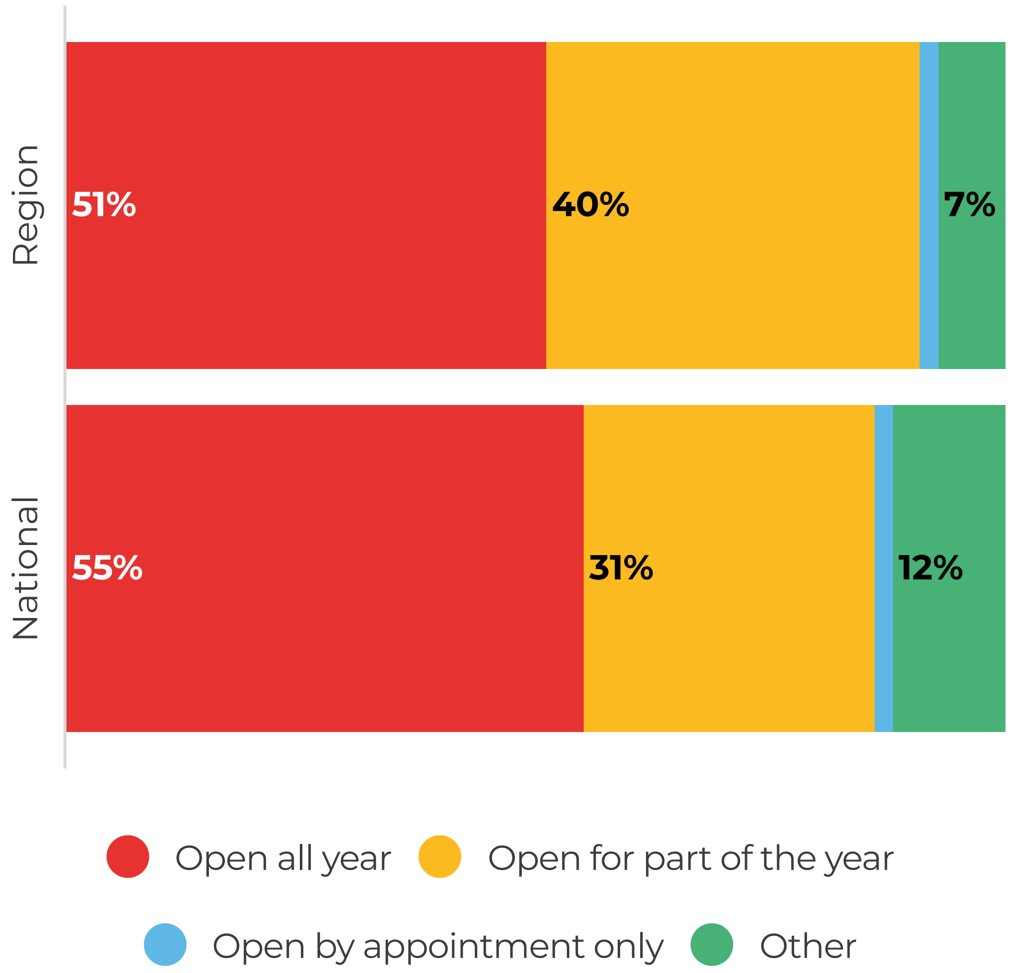
Compared to 64% of museums across England

In 2020/21, did you collect the following information about your...? Paid staff (n = 64); regular volunteers (n = 64)

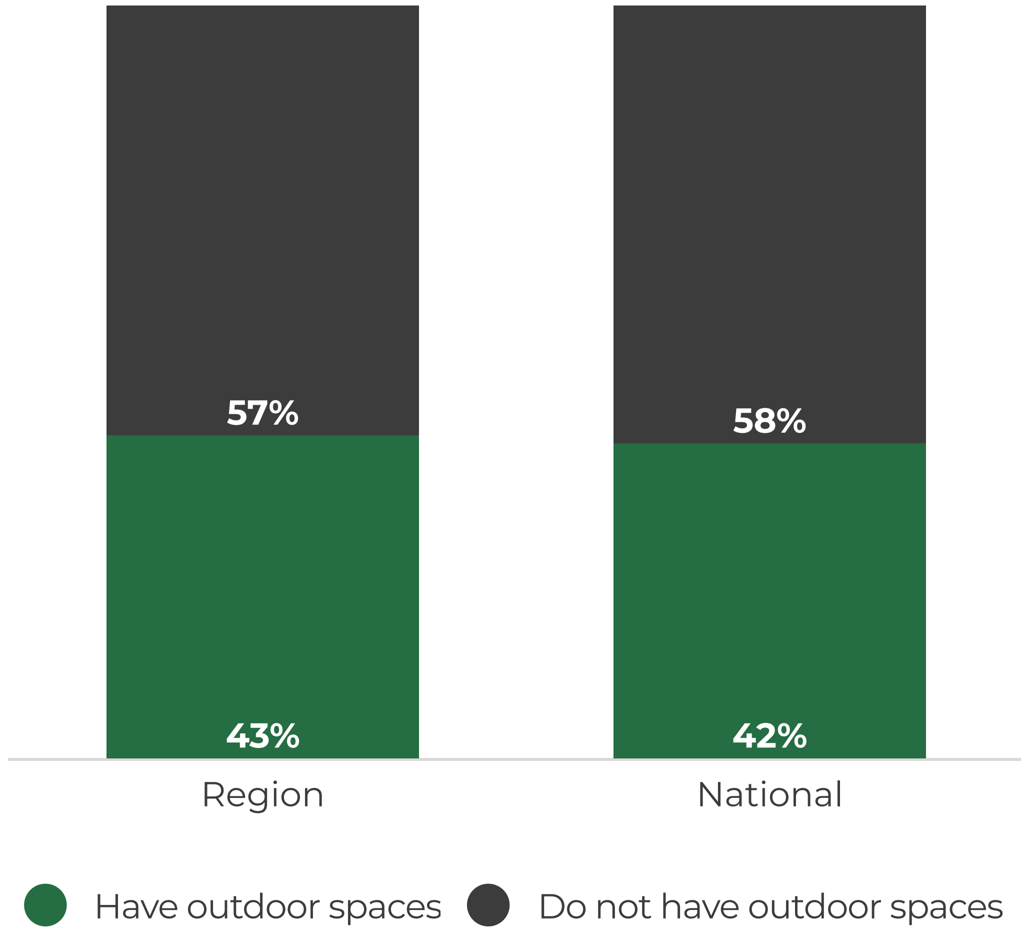
51% of museums in the region would usually be open all year round

And 43% of museums have outdoor spaces that they can open to the public

Usual opening hours pattern: region compared to national



Whether or not museums have outdoor spaces: region compared to national



? How would you class your museum's usual opening hours? (n = 101)

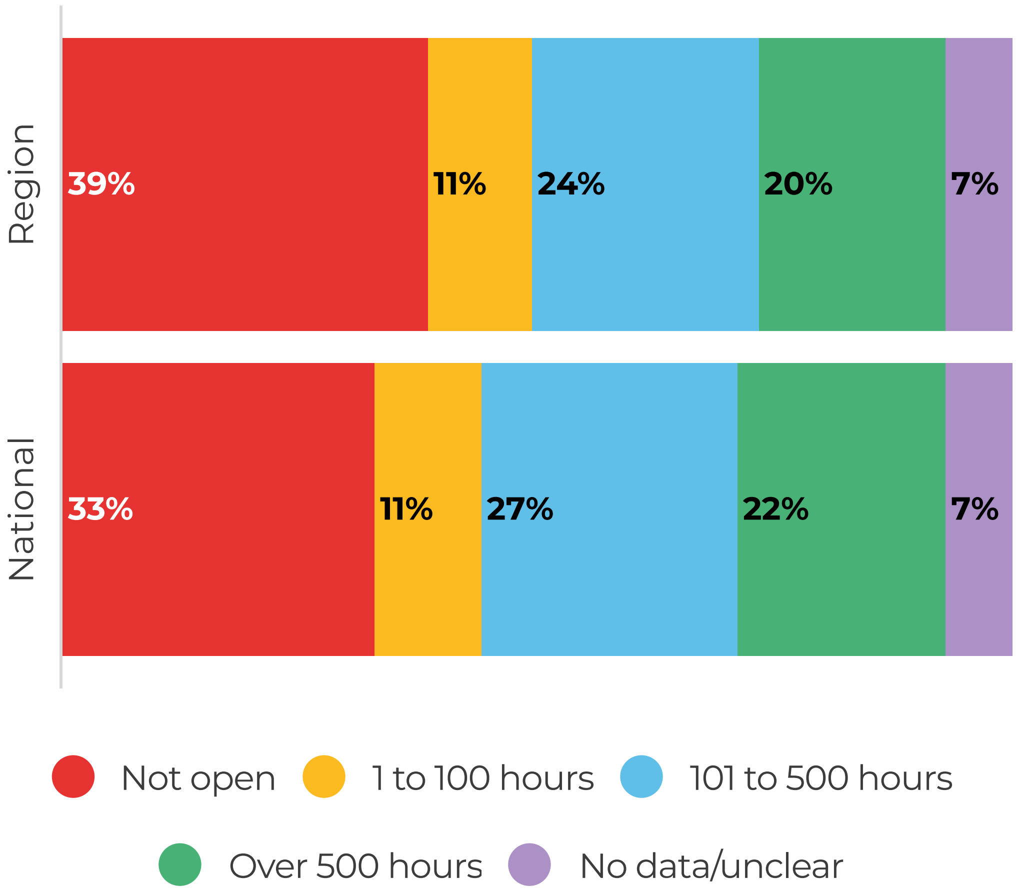
Opening during the pandemic

Analysis of opening hours and on-site visitors

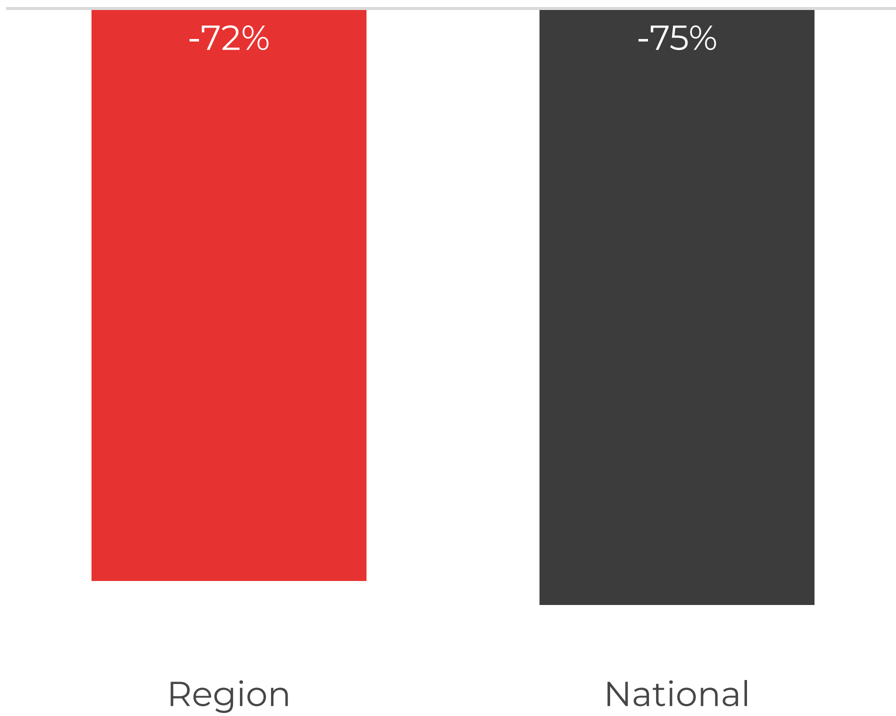
39% of museums in the region did not open at all during 2020/21

The median number of hours open for a museum in the region was 377, compared to 385 nationally

Opening hours during 2020/21: region compared to the national

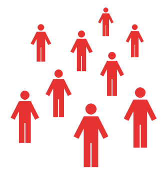


Median change in hours open between 2019/20 and 2020/21: region compared to the national



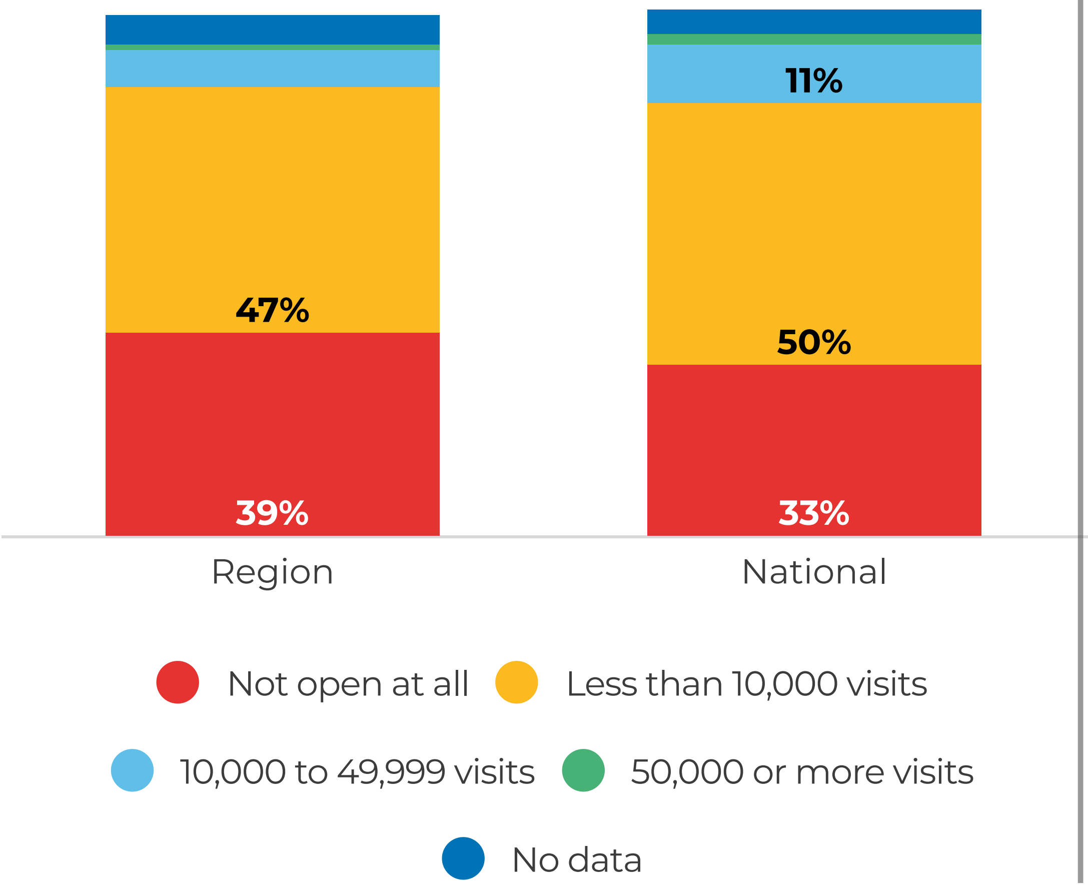
How many hours was your museum open to the public in 2020/21? (n = 101)

86% of museums in the region were not open or had less than 10,000 visitors during 2020/21

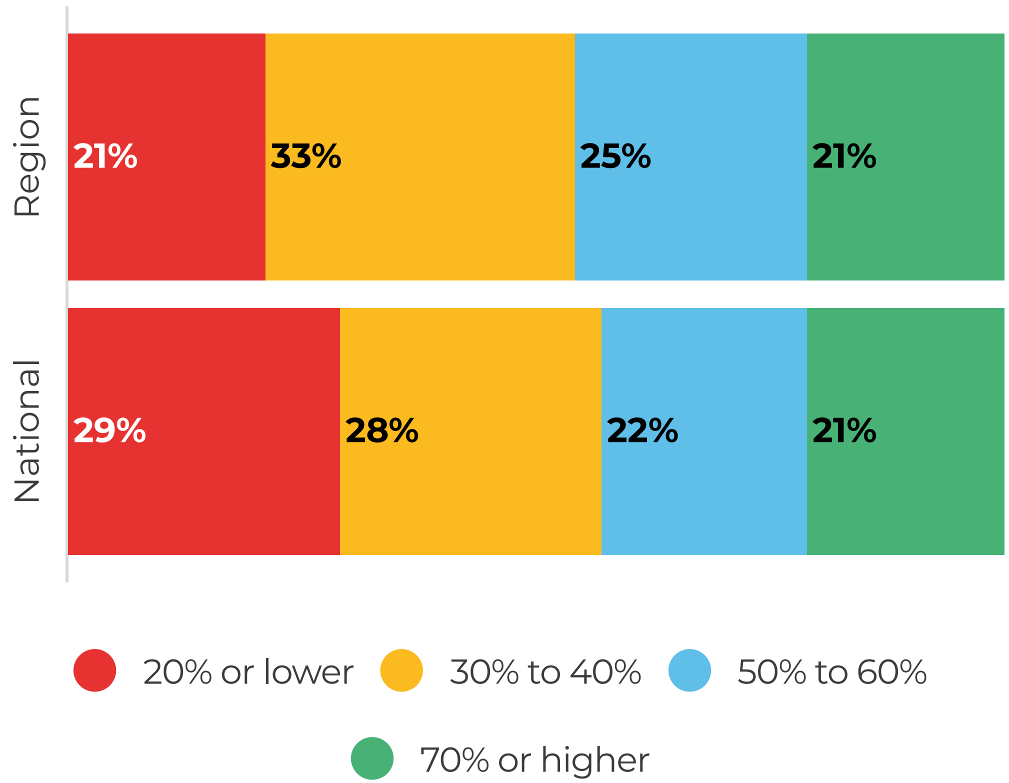


21% of museums in the region had an average occupancy below 20% when open.

Visitor numbers overview in 2020/21: region compared to the national



Average occupancy estimated when open in 2020/21: region compared to the national



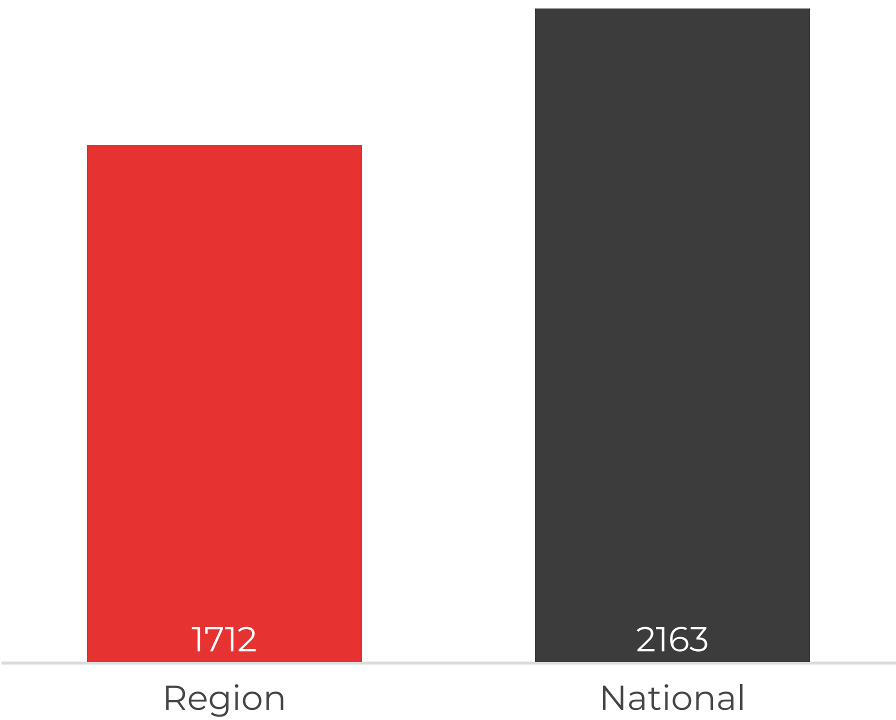
Combined variable using total opening hours and total visit numbers (n = 101)

And visit numbers were down 88% in the region on the previous year

This overall reduction in visitor numbers for 2020/21 is in line with the reduction of 88% nationally. However the median number of visitors was notably lower by approximately 20%.

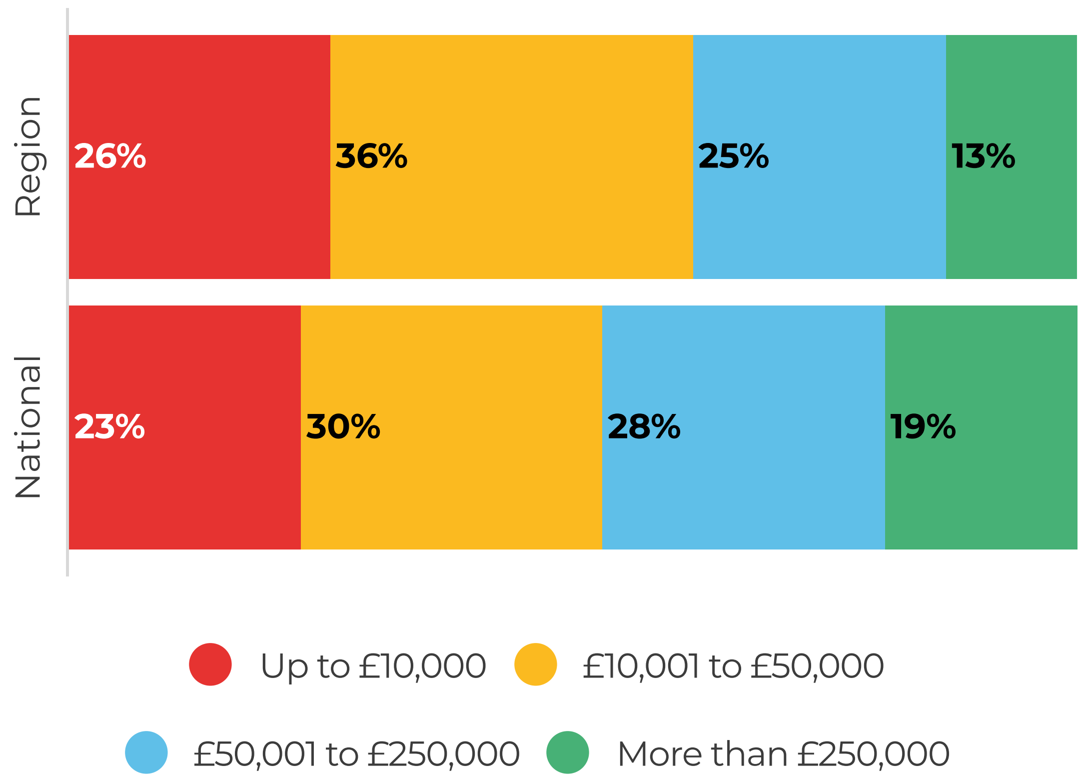
Median number of visitors to an accredited museum in 2020/21: region compared to the national

This ranges from 132 (5th percentile) to 27,570 (95th percentile) in the region.



The median economic impact of a museum in the region for 2020/21 was £35,133. In 2019/20 this was £164,217.

Economic impact in 2020/21 grouped into bands: region compared to the national



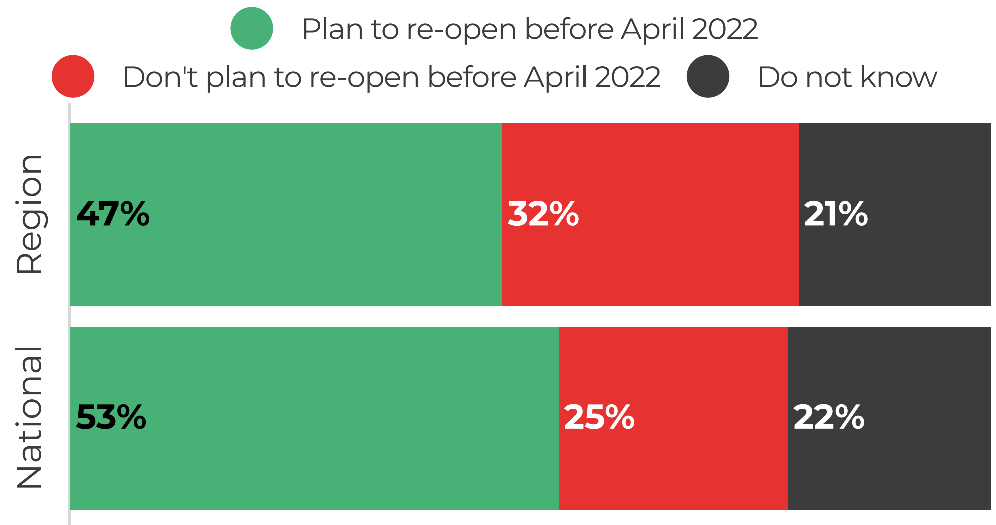
How many adult visitors did your museum have in 2020/21? (Actual and estimate included; n = 42)

87% of museums in the region had re-opened to the public by Summer/Autumn 2021

At the time of completing the survey, 87% of museums in the region had re-opened to the public after the national Covid-19 restrictions on museums ended on 17 May 2021

Museums that had re-opened to the public since restrictions lifted on 17 May 2021: region is matched to the national

Plans for museums that hadn't re-opened at the time of completing the survey: region compared to the national



Since 17 May 2021, have you re-opened your museum to the public? (n = 82)
Does your museum plan to re-open to the public before 1 April 2022? (n = 10)

Audience engagement and use of digital

Analysis of education sessions and other on-site and off-site activities, and use of digital for engagement

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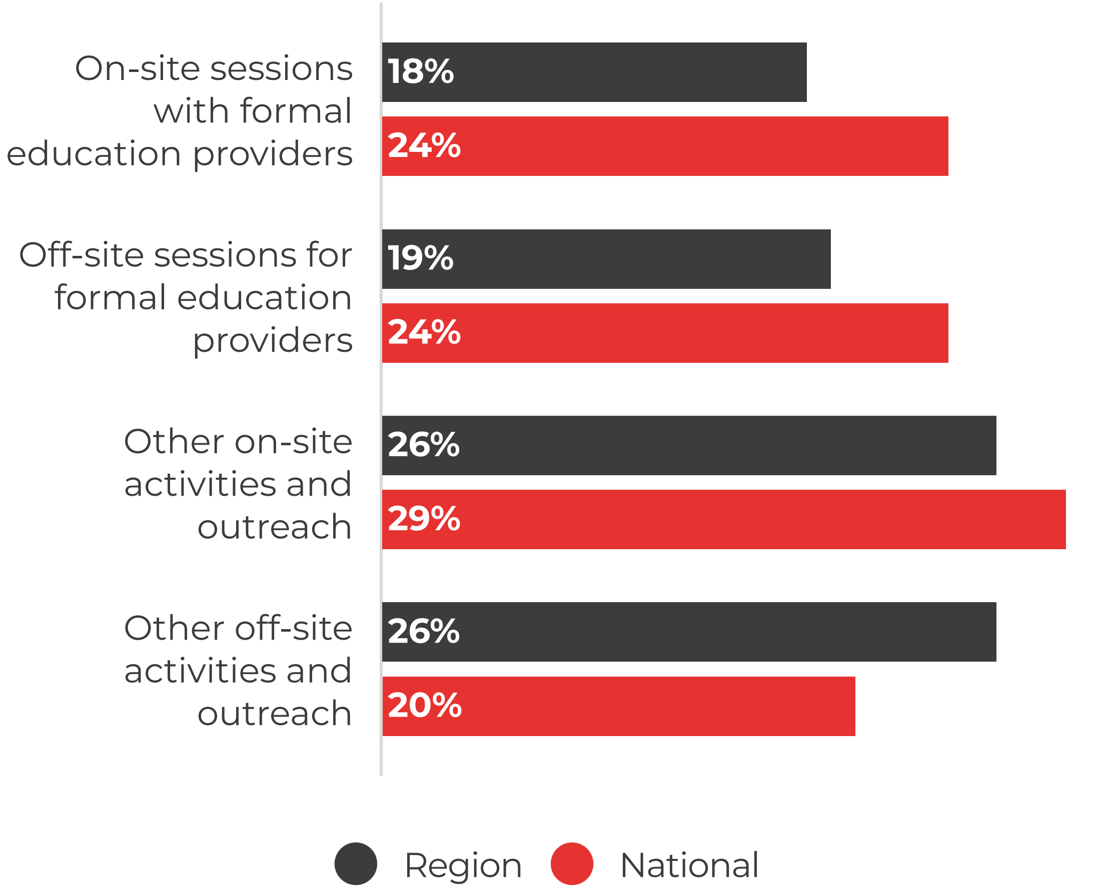
The number of education providers museums engaged with fell by 87% in 2020/21

This compares to an 75% reduction across England

On-site and off-site sessions provided in 2020/21: region compared to the national

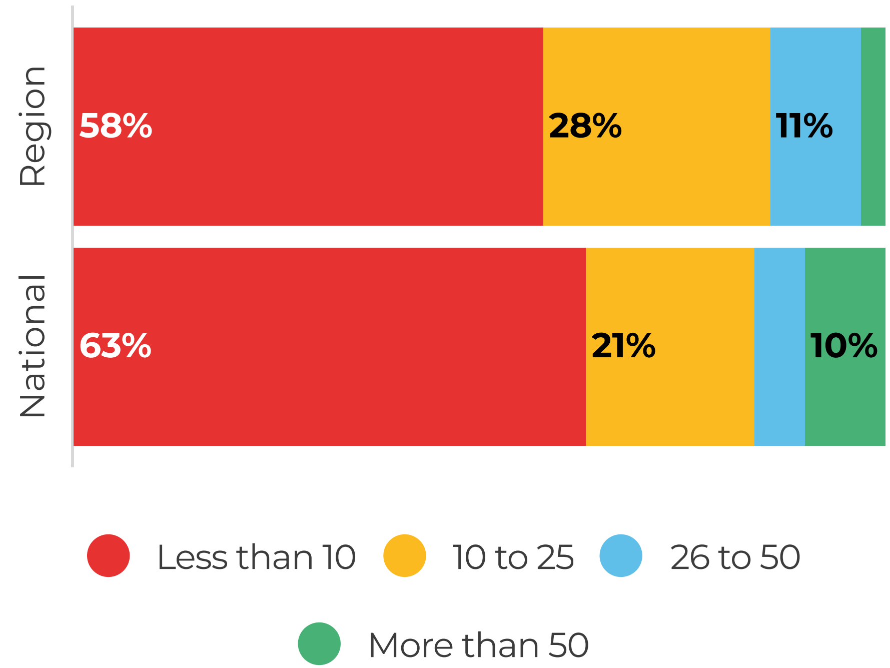


3 **Median number of formal education providers engaged in 2020/21 (4 nationally)**

Of museums that did engage providers

Number of education providers engaged: region compared to the national

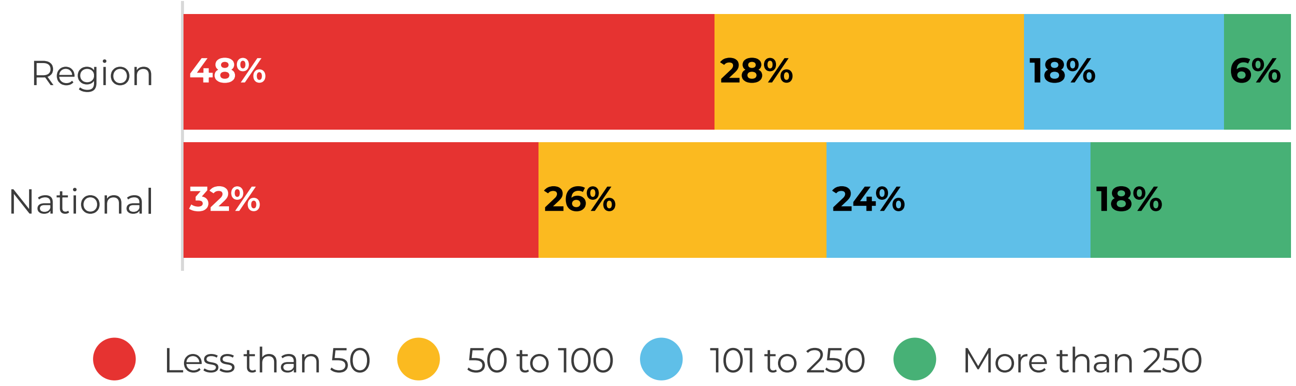
Of museums that did engage providers



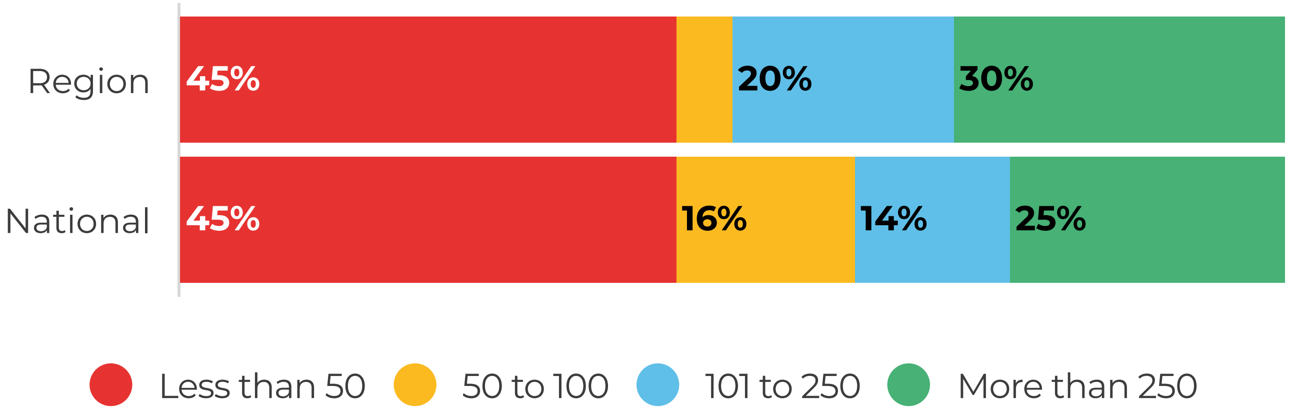
In 2020/21, did you provide any of the following sessions? (n = 75); note - 'on site' sessions are held at museums and 'off site' sessions at other locations such as schools

Participation in education sessions and activities at museums was significantly down in 2020/21 compared to pre-pandemic levels

On-site participants at education sessions: region compared to the national



On-site participants of other activities and outreach: region compared to the national



-98%

On-site education participants

Compared to -96% nationally

-97%

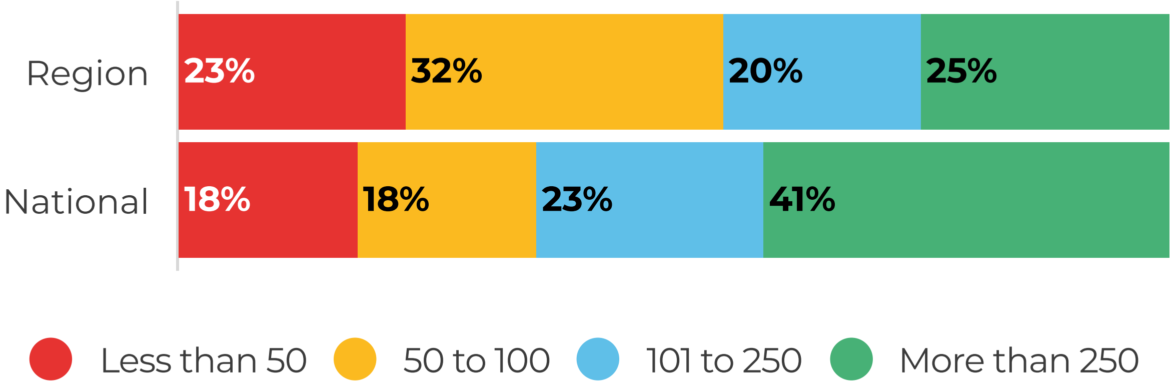
Participants in other on-site activities

Compared to -94% nationally

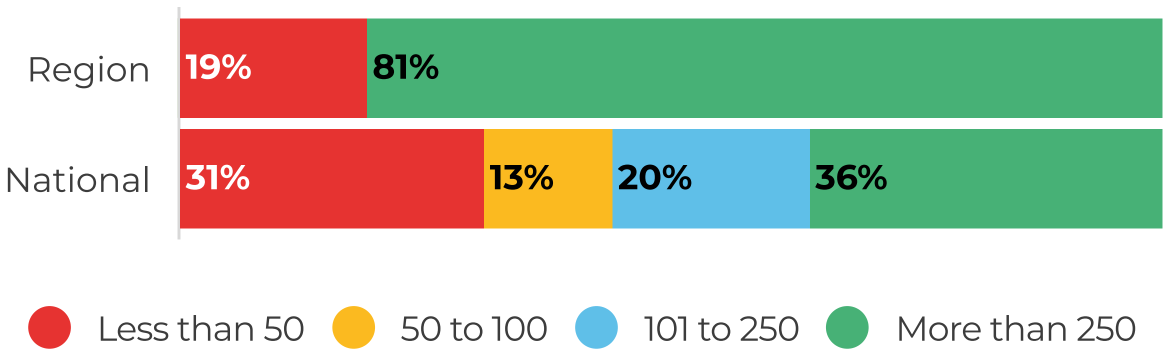
? For 2020/21, please provide the number of participants for... on-site education sessions (n = 11; other on-site activities and outreach (n = 12)

Participation levels for off-site sessions and activities has fallen also, but not quite to the extent of those held in museums

Off-site participants at education sessions: region compared to the national



Off-site participants of other activities and outreach: region compared to the national



But participation in off-site education sessions and other activities are still down

-72% **Off-site education participants**

Compared to -80% nationally

-94% **Participants in other off-site activities**

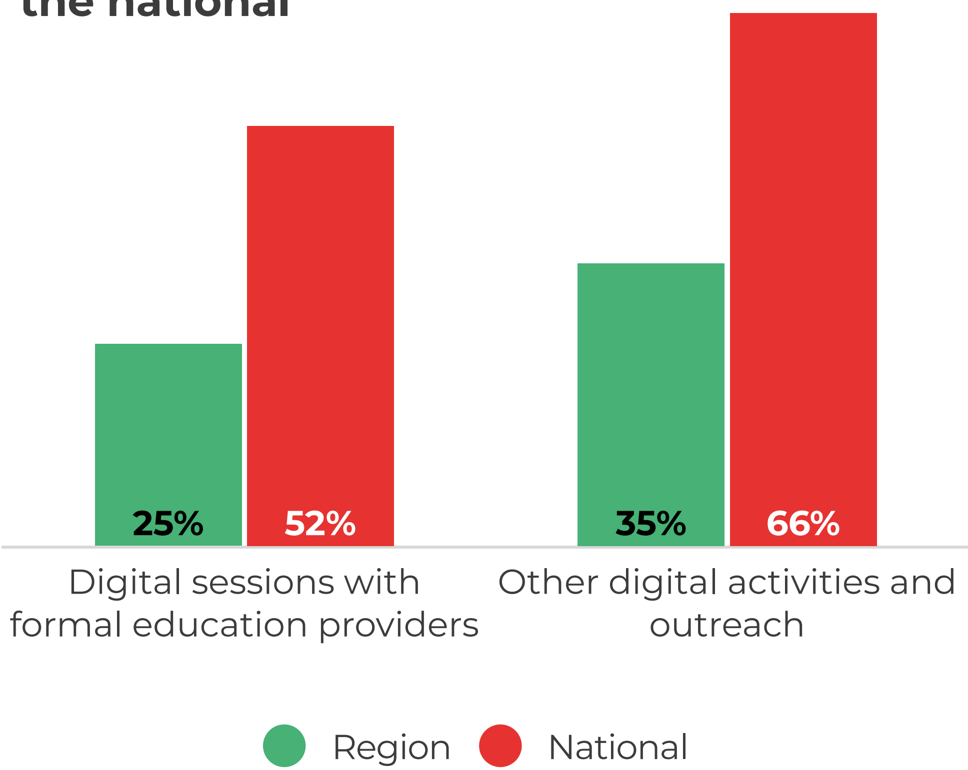
Compared to -80% nationally

For 2020/21, please provide the number of participants for... off-site education sessions (n = 7); other off-site activities and outreach (n = 4)

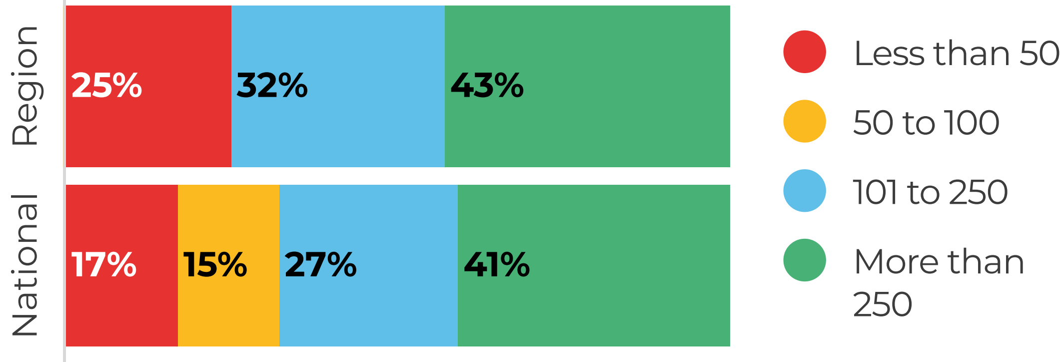
25% of museums in the region provided digital sessions for education providers and 35% for other digital activities and outreach

Median number of participants engaged in digital education sessions in the region was 190 compared to 168 across England; the median number of participants engaged in other digital activities was 350 compared to 368 nationally

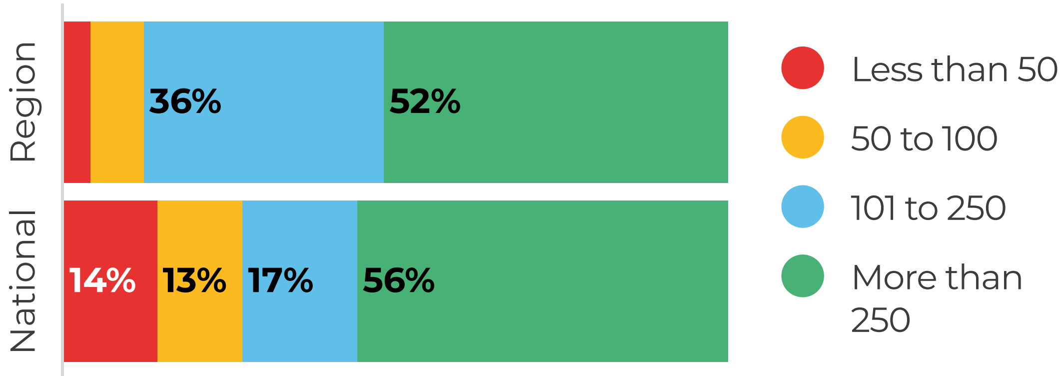
Providing digital sessions for education and other outreach: region compared to the national



Participant numbers in digital sessions for education: region compared to the national



Participant numbers in digital sessions for other outreach: region compared to the national

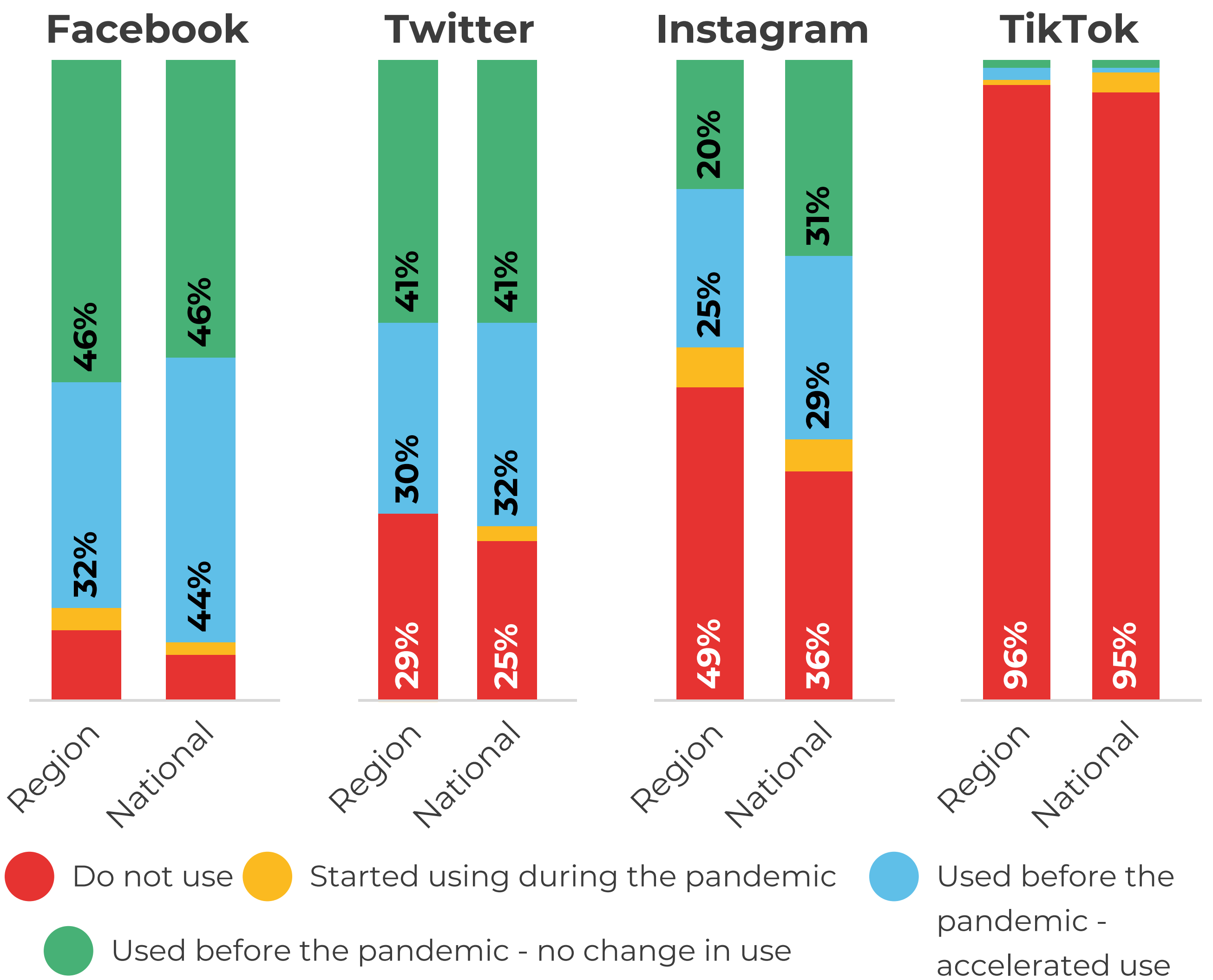


In 2020/21, did you provide the following sessions? Digital sessions for formal education providers (n = 75; Other digital activities and outreach (n = 75)

Website visits appear down, but followers on social media are up

32% of museums in the region reported accelerating the use of Facebook during the pandemic, compared to 44% across England

Use of social media in 2020/21: region compared to national



22,144 **Median website visits in 2020/21**
23,055 nationally

-31% **Change in website visits compared to previous year**
-36% nationally

3,900 **Median social media followers in 2020/21**
5,306 nationally

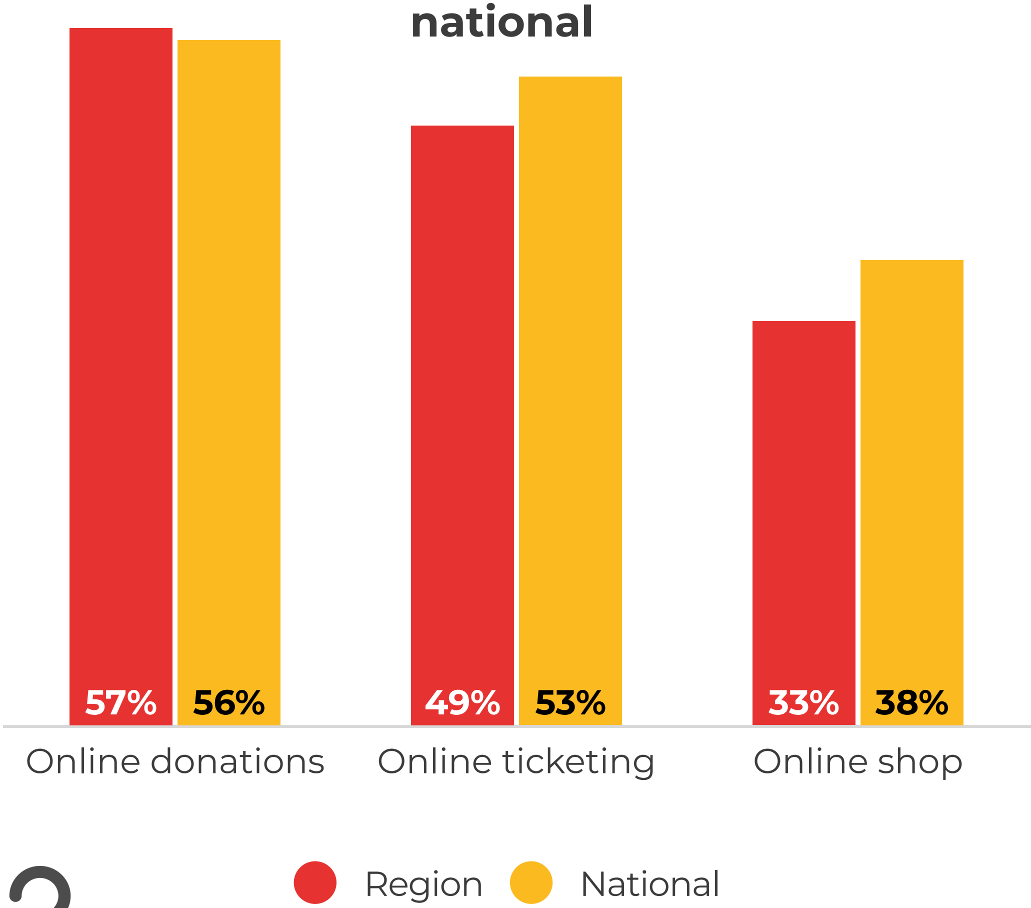
+13% **Change in social media followers compared to previous year**
+14% nationally

What was the total number of unique visitors to your website between 1 April 2020 and 31 March 2021? (n = 30)
How many followers/subscribers to did your museum have to its social media platforms at the end of 2020/21? (n = 41)

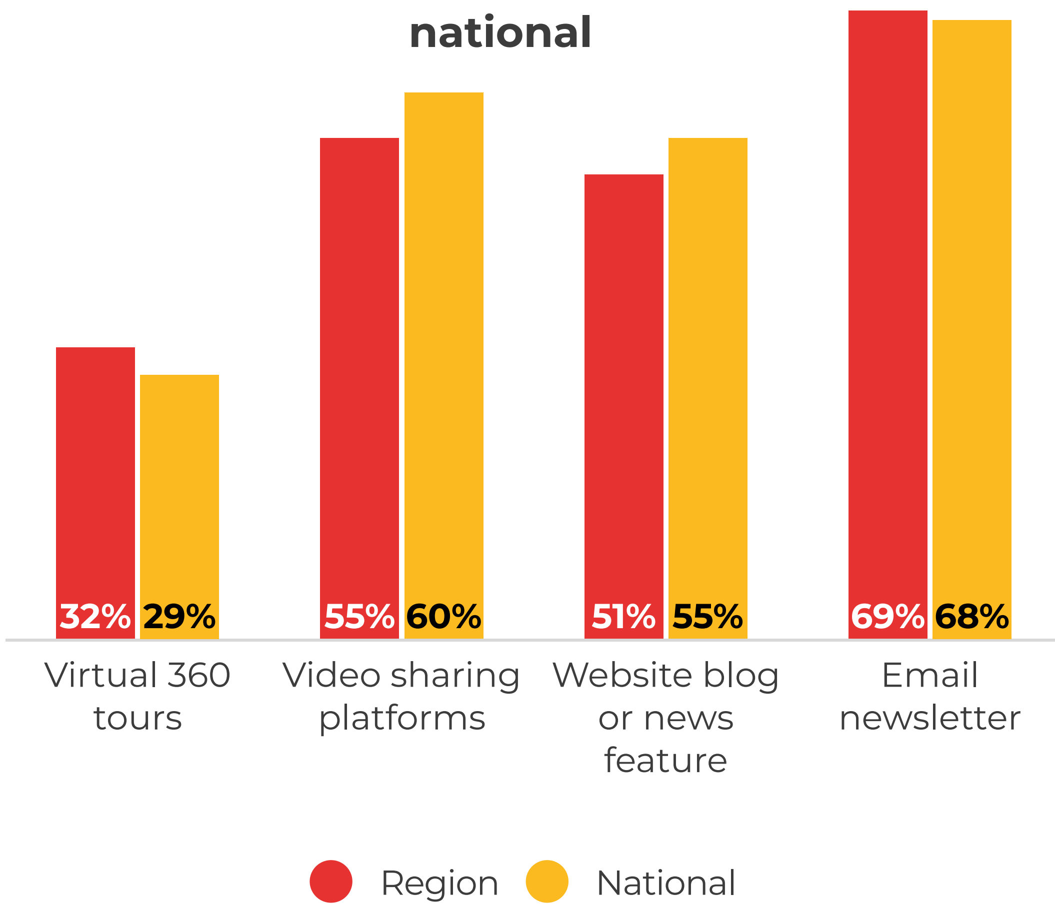
72% of museums in the region started using video conferencing tools during the pandemic

Compared to 77% across England. 17% of museums in the region used video conferencing tools before the pandemic and 11% did not use them.

Digital tools used for increasing income during 2020/21: region compared to the national



Digital tools used for wider audience engagement: region compared to the national



Has your museum used, or accelerated the use of, any of the following digital platforms or tools during the pandemic? (n = 80)

Impact on staff and volunteers

Analysis of data relating to the workforce and volunteering

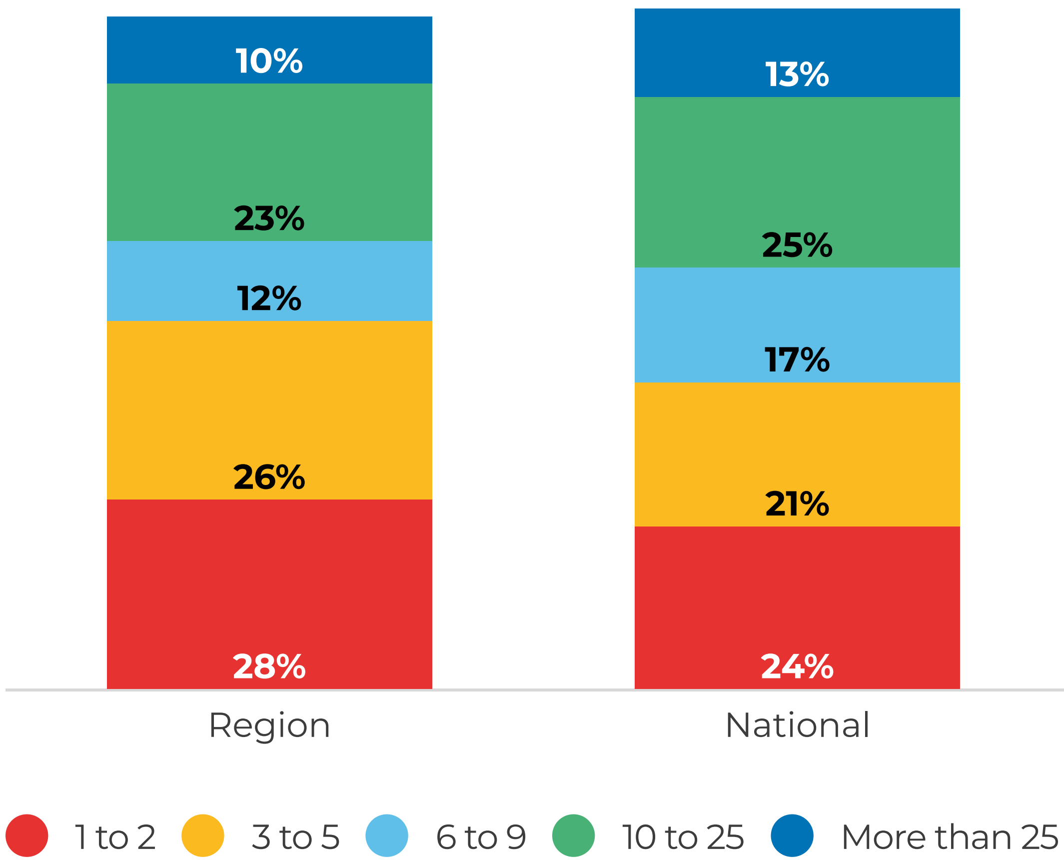
Take me to...

54% of museums with paid staff in the region have up to 5 employees

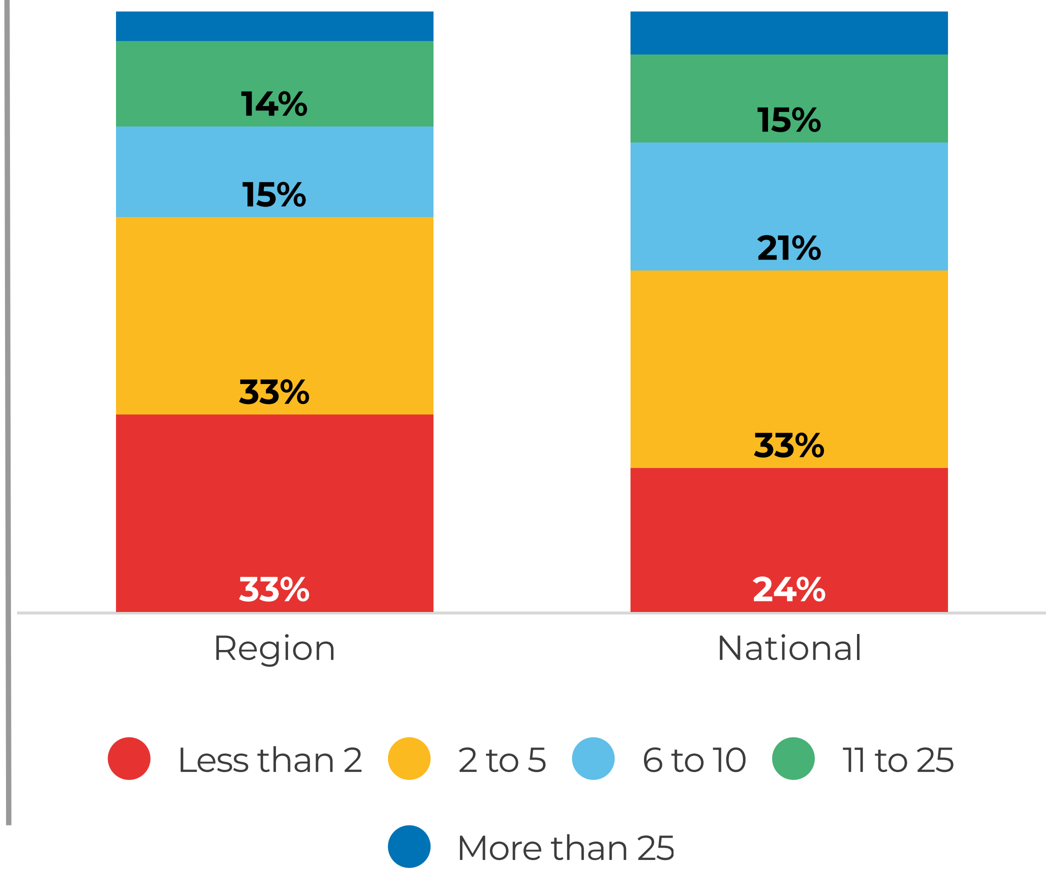
5 **Median headcount of paid staff in the region for 2020/21**
6 nationally

3.2 **Median FTE headcount of paid staff in the region for 2020/21**
4.3 nationally

Number of employees at museums with paid staff: region compared to the national



FTE of employees at museums with paid staff: region compared to the national

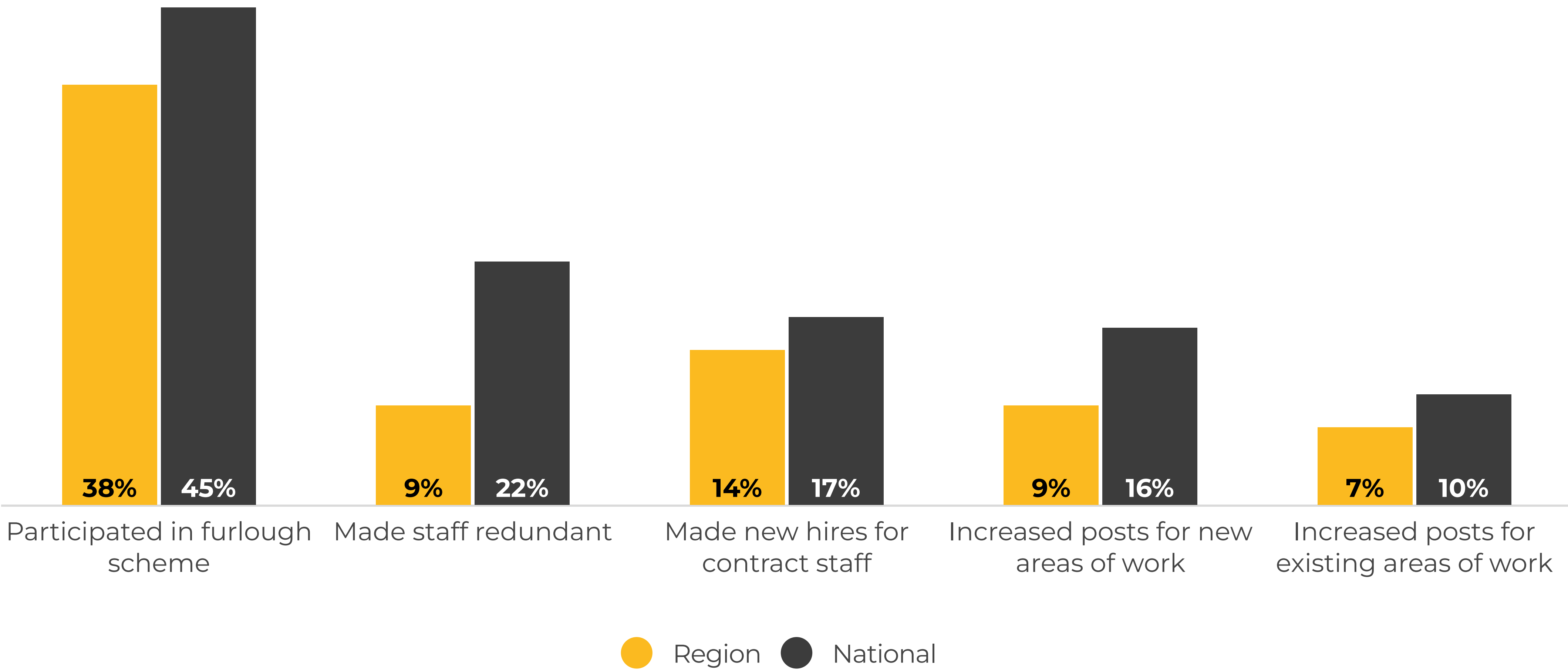


In 2020/21, what was the total headcount of paid staff employed by your museum? (n = 47)

38% of museums in the region participated in the furlough scheme

Whilst fewer museums in the region furloughed or made staff redundant, there were noticeably lower levels of new hires or posts for existing or new areas of work during the year

Proportion of museums making different changes to staffing during 2020/21: region compared to the national



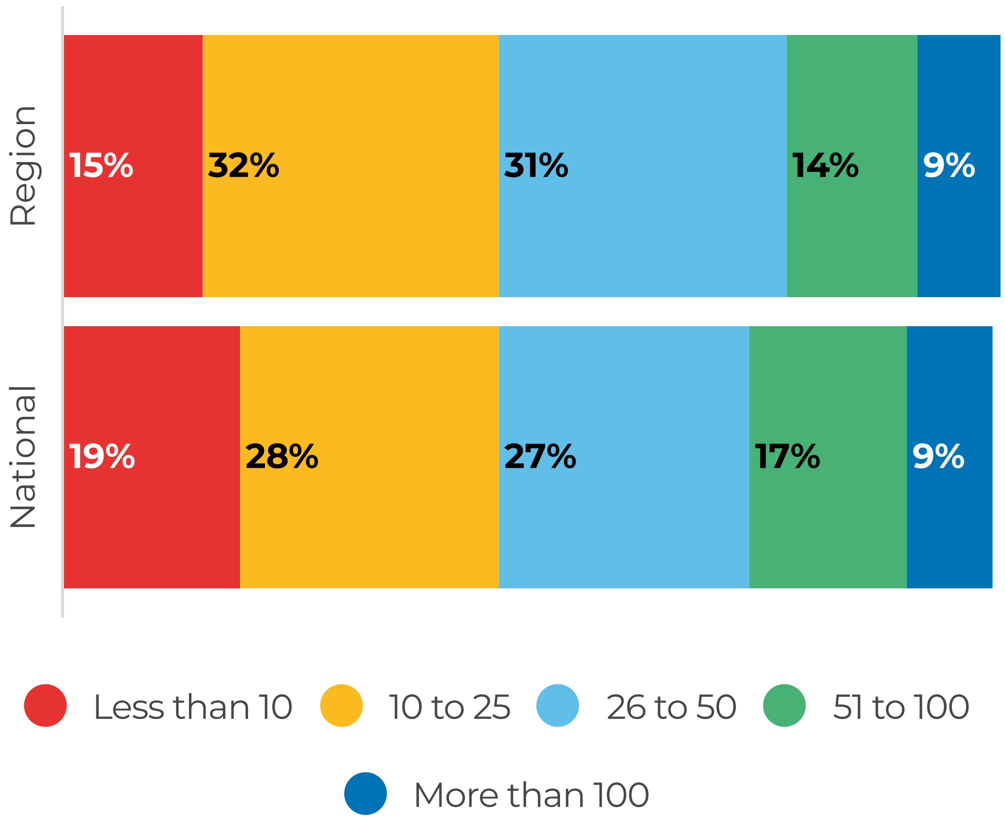
In 2020/21, did your museum organisation do any of the following? (n = 80)

There are 4 volunteers for every one employee in the region's museums

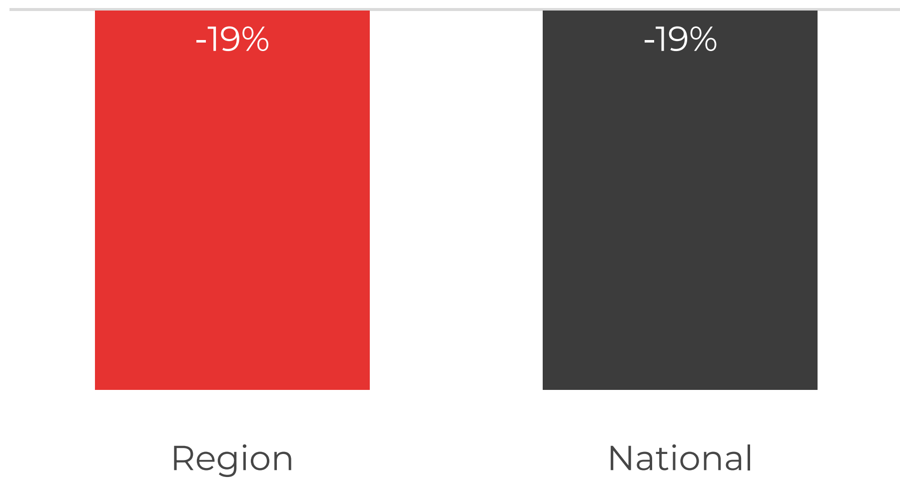
This is in line with the four volunteers for every one employee in museums across England

29 **Median number of volunteers in the region** 29 nationally

Number of volunteers in museums: region compared to the national



Median reduction in the number of volunteers: region in line with the national



£16,187

Median value added by volunteers (hours contributed x local pay) in the region
Compared to £11,322 nationally

Volunteer to staff headcount ratio - number of volunteers divided by number of paid employees (n = 38)

The number of hours volunteers have contributed to museums in the region has fallen by 69%

Compared to a decrease of 74% across the country

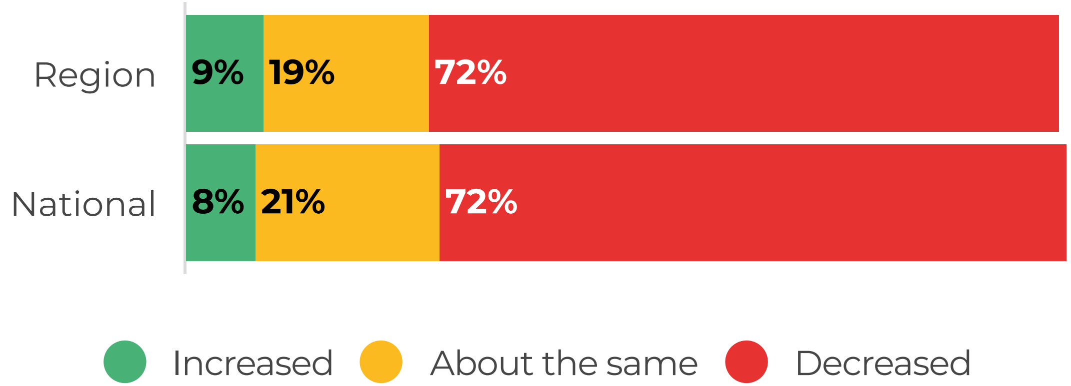
980 **Median volunteer hours contributed at a museum in the region for 2020/21**

Compared to 681 across England

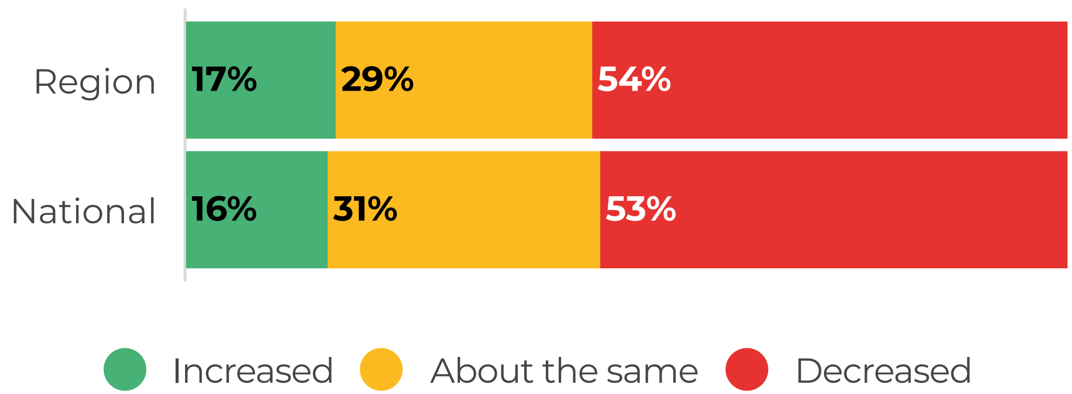
22% of museums in the region changed their approach to recording volunteer hours in 2020/21 as a result of increased remote working

Compared to 27% across England

Reported change in volunteer hours committed: region compared to the national



Reported change in new volunteers recruited: region compared to the national



? % change in volunteer hours contributed between 2019/20 and 2020/21: constant sample (n = 78)

Financial impact of the pandemic

Analysis of financial data and economic impact

40% of museums in the region reported an annual turnover of less than £50k in 2020/21

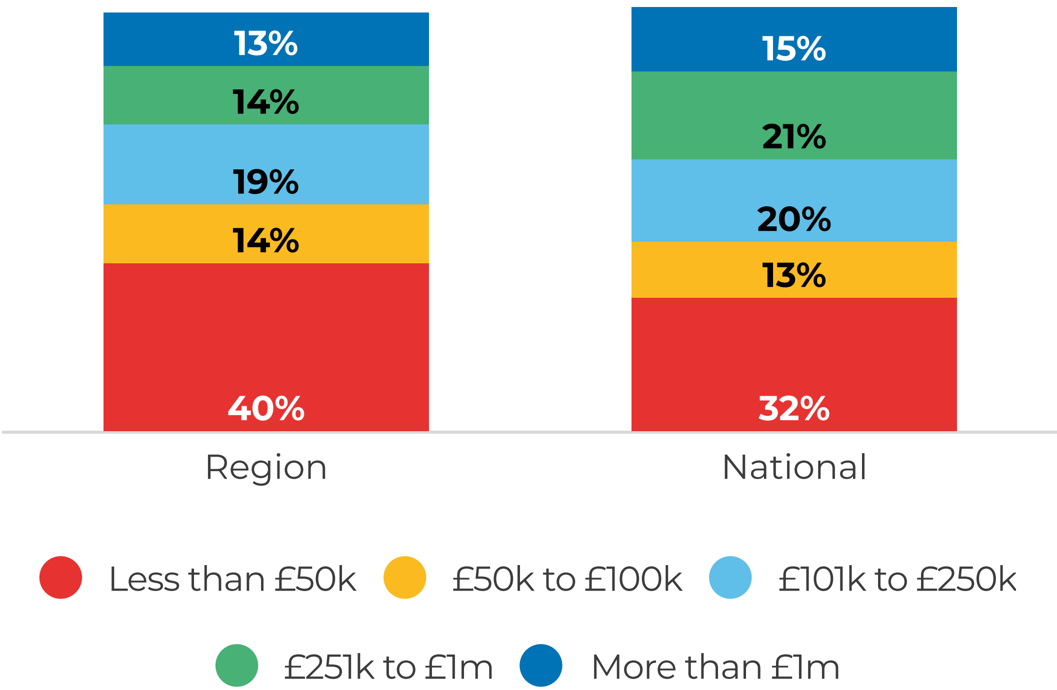
32% of museums across England reported an annual turnover of less than £50k

£87,907

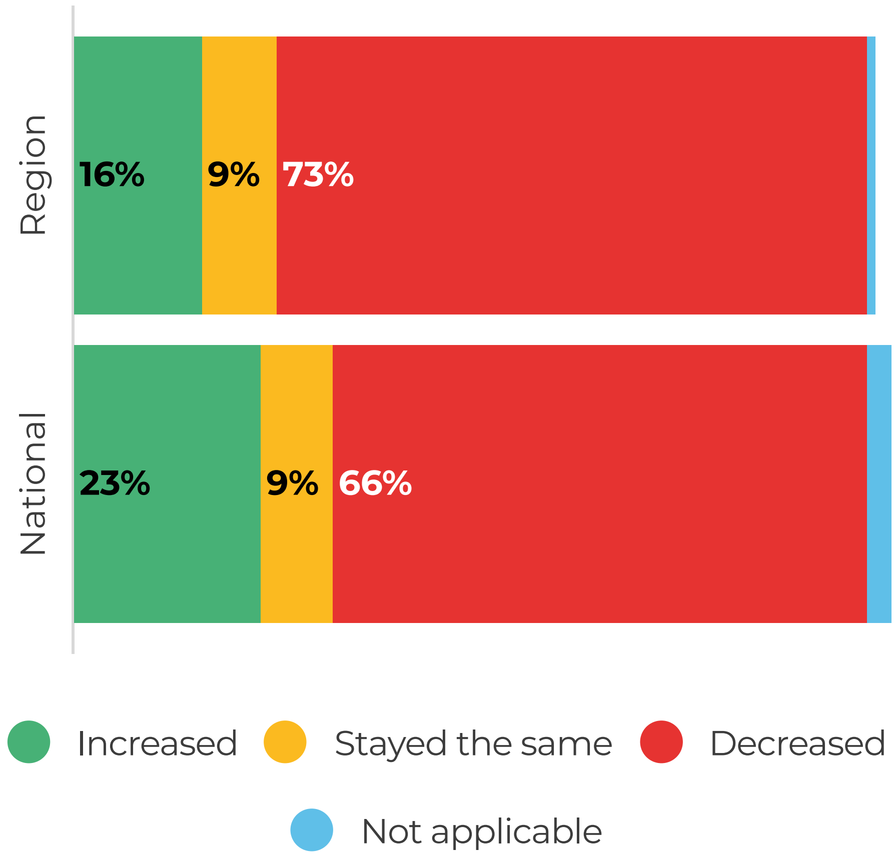
Median annual turnover of museums in the region

£124,085 across England

Annual income/turnover in 2020/21: region compared to the national



Reported change in income levels between 2019/20 and 2020/21: region compared to the national



What was your museum's annual turnover/income in 2020/21? (n = 64)

59% of museums in the region reported that they reduced expenditure in 2020/21

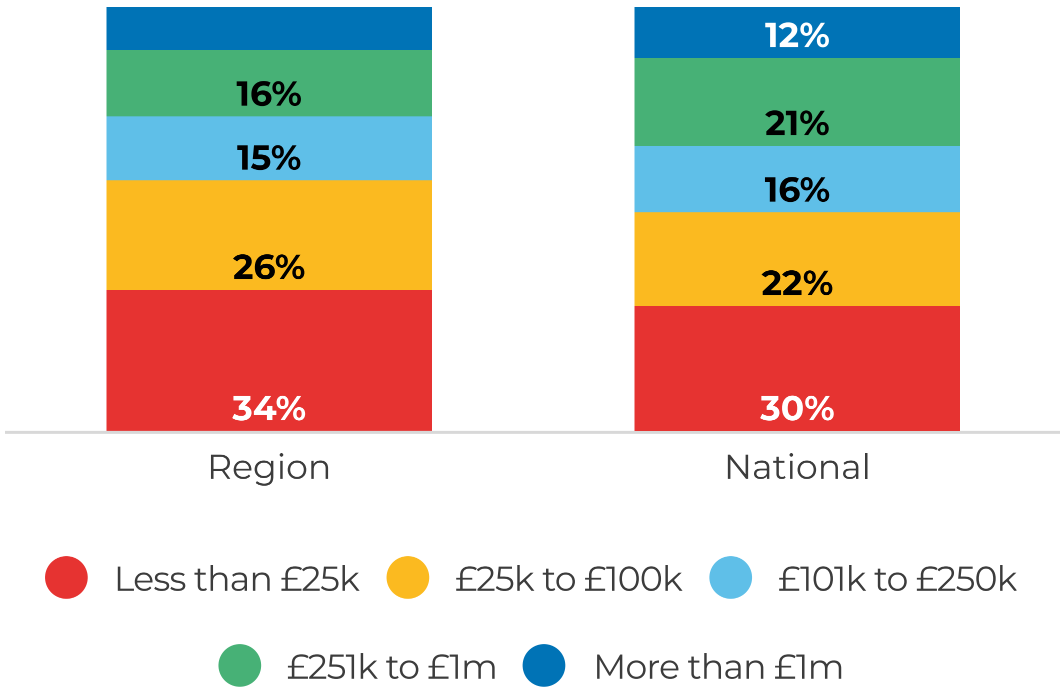
54% of museums across England reported a reduction in expenditure.

£63,490

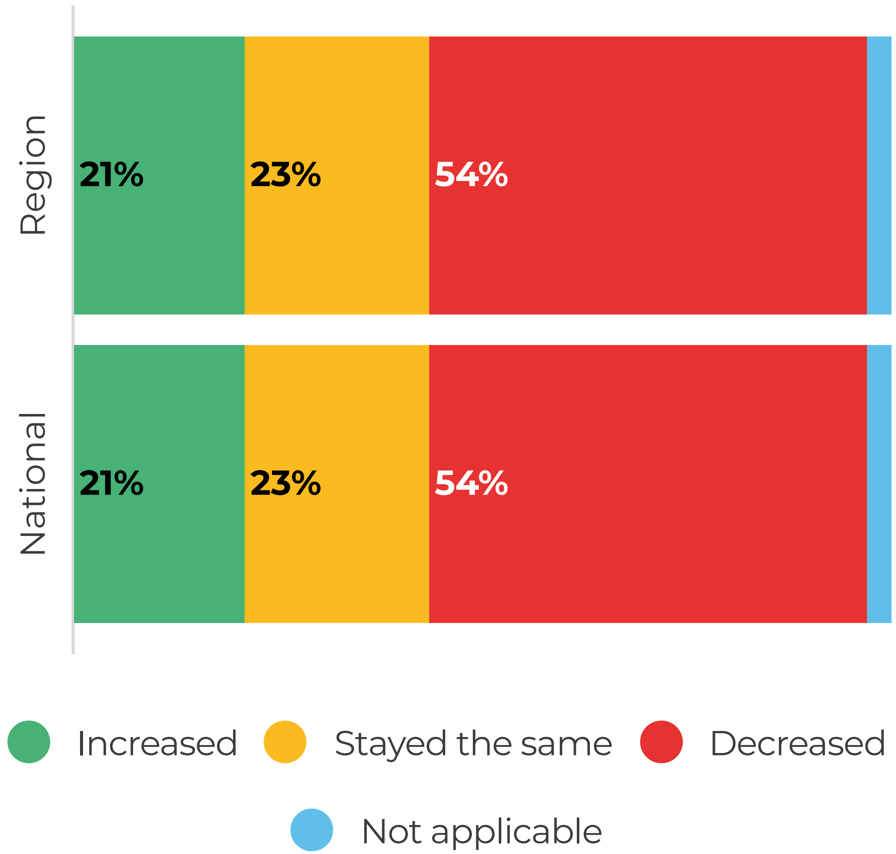
Median annual expenditure of museums in the region

£93,569 across England

Annual expenditure in 2020/21: region compared to the national



Reported change in expenditure levels between 2019/20 and 2020/21: region compared to the national

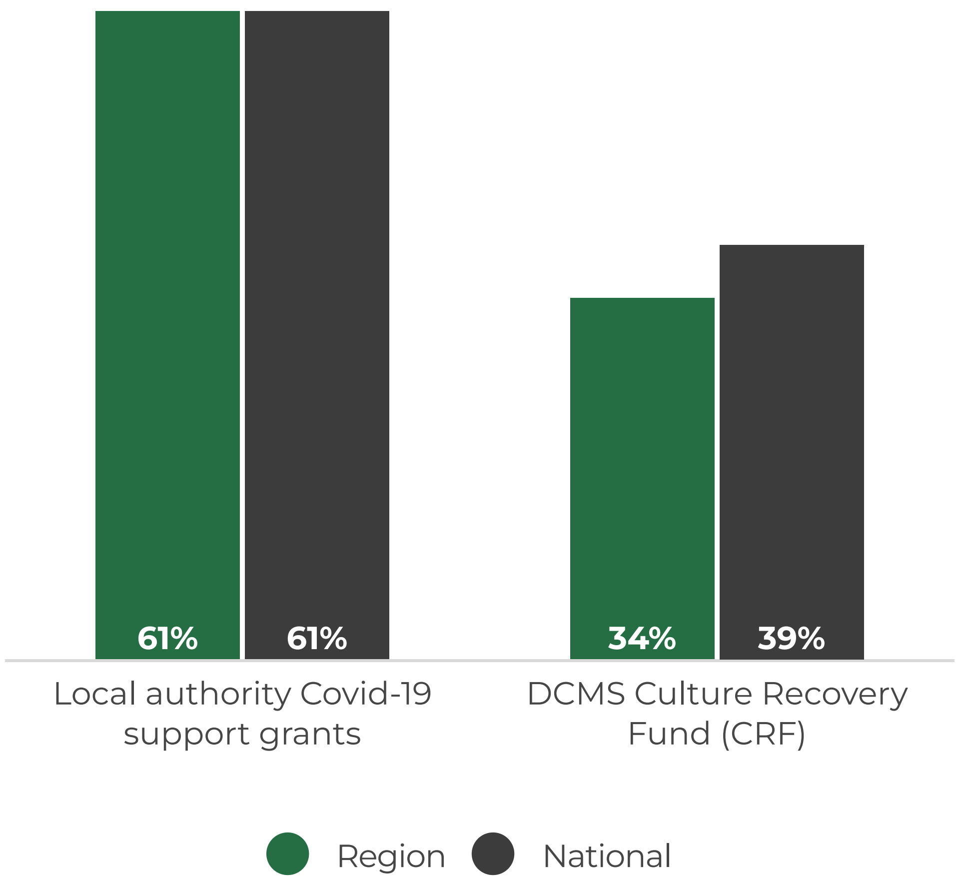


What was your museum's annual expenditure in 2020/21? (n = 59)

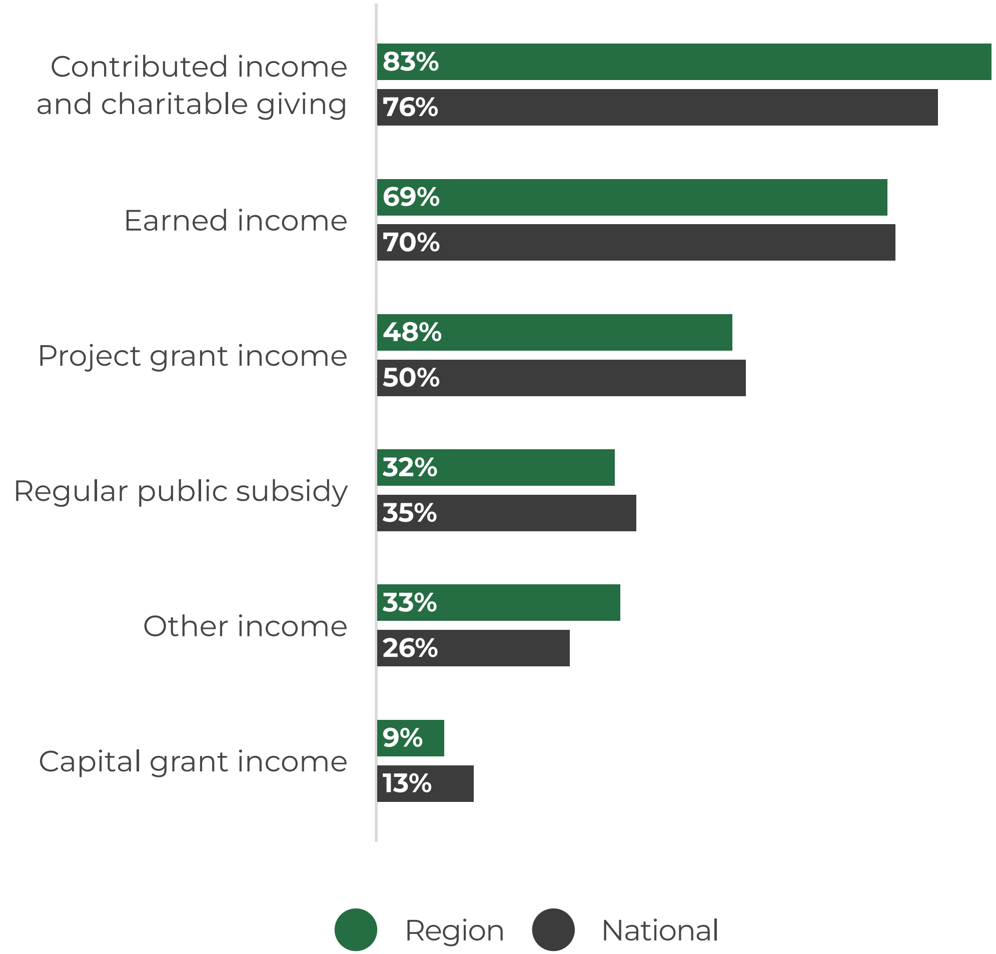
61% of museums in the region received local authority Covid-19 support grants in 2020/21

This level is matched with the 61% of museums across England that received local authority Covid-19 support grants

% of museums receiving Covid-19 grants or funding: region compared to the national



Breakdown of other income received in 2020/21: region compared to the national

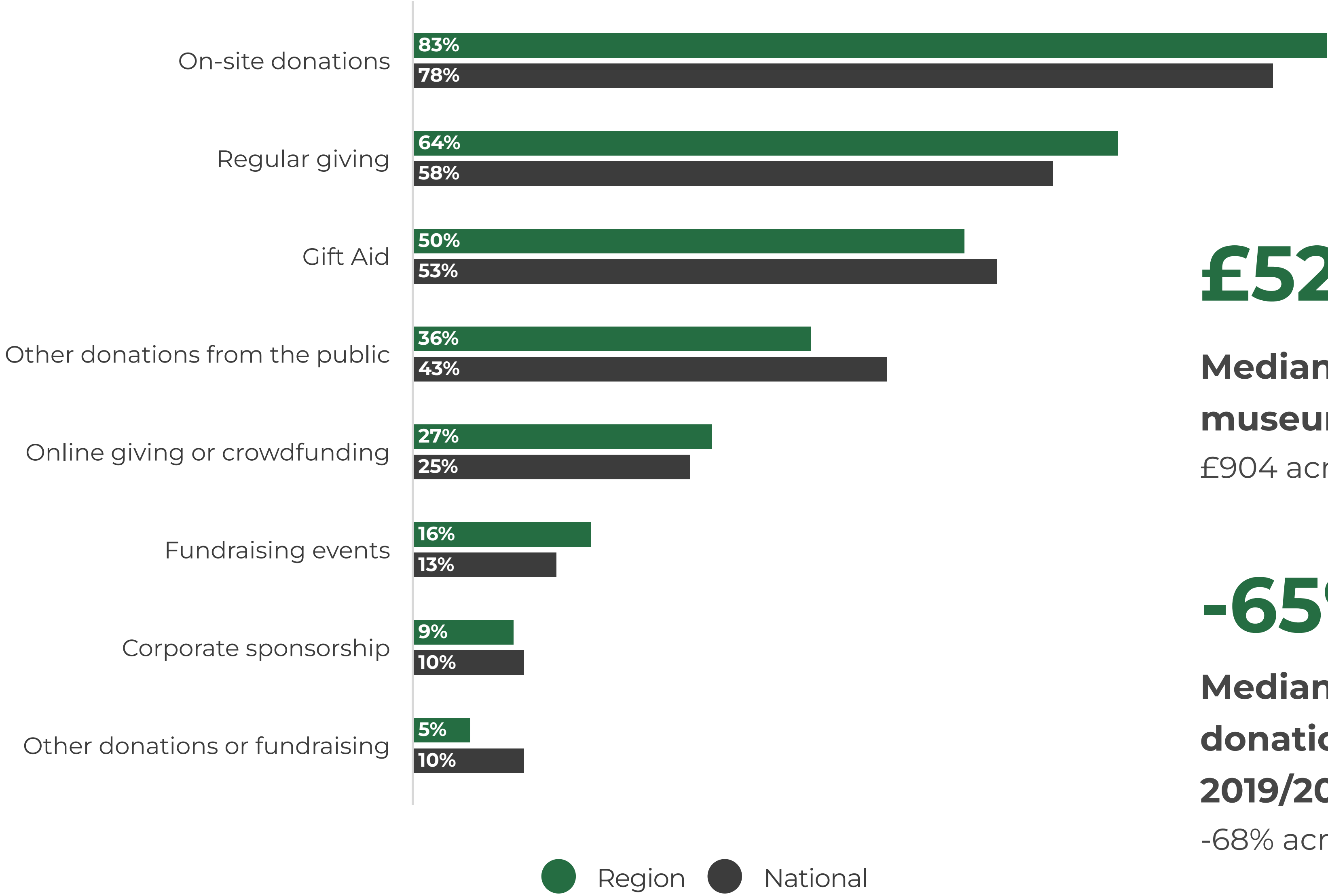


In 2020/21, did you receive income from...? (n = 71)

83% of museums in the region received on-site donations in 2020/21

78% of museums across England received on-site donations.

Museums receiving contributed or charitable income: region compared to the national



£525

Median on-site donations at museums in the region

£904 across England

-65%

Median reduction in on-site donations compared to 2019/20 in the region

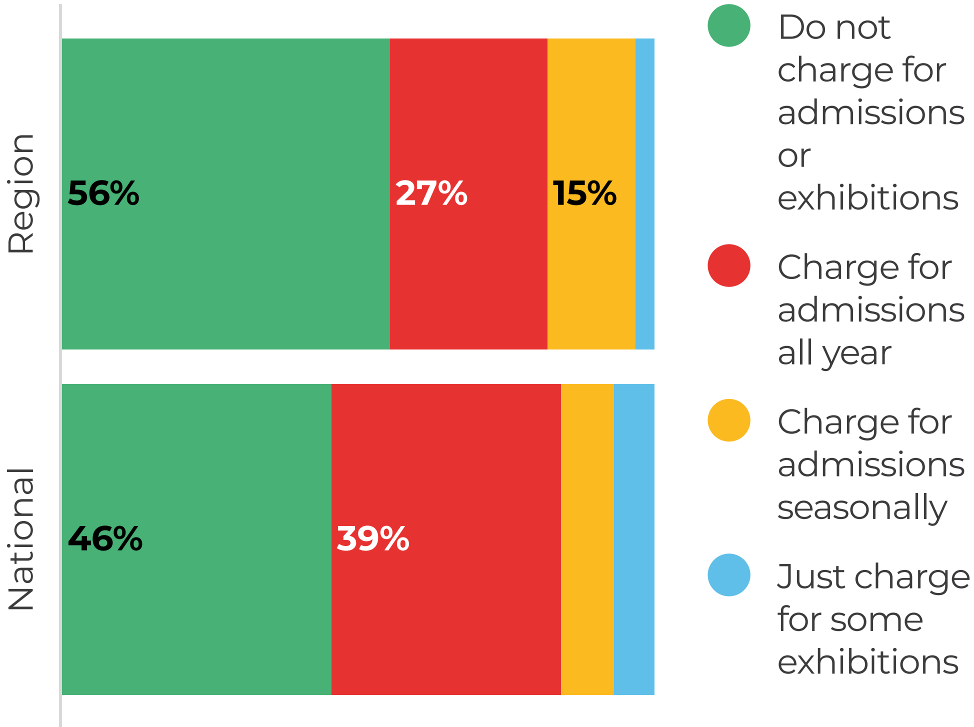
-68% across England

In 2020/21, did your museum receive contributed or charitable income from...? (n = 48)

42% of museums in the region charge for admissions

48% of museums across England charge for admissions all year round or seasonally

Whether museums charge for admissions: region compared to the national



Adult
£6.50

Median admissions charge

Child
£3.50

£6.50

National

£4.40

£5,884

Median admissions income of museums in the region

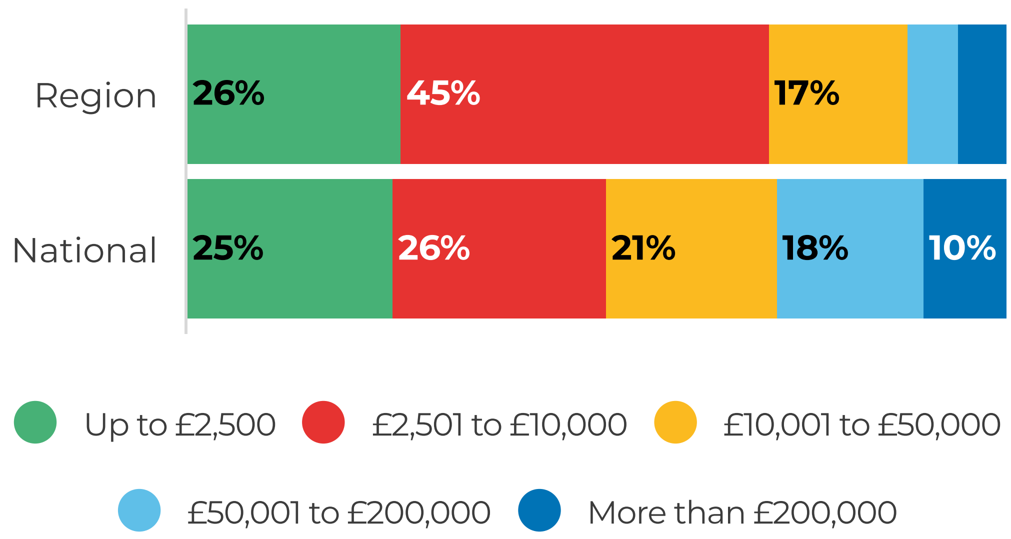
£9,831 across England

-76%

Median reduction in admissions income in the region for 2020/21

-75% across England

Admissions income in 2020/21: region compared to the national



? Which of the following best describes your museum's admissions charges? (n = 45)

50% of museums in the region received grants from Local Authorities

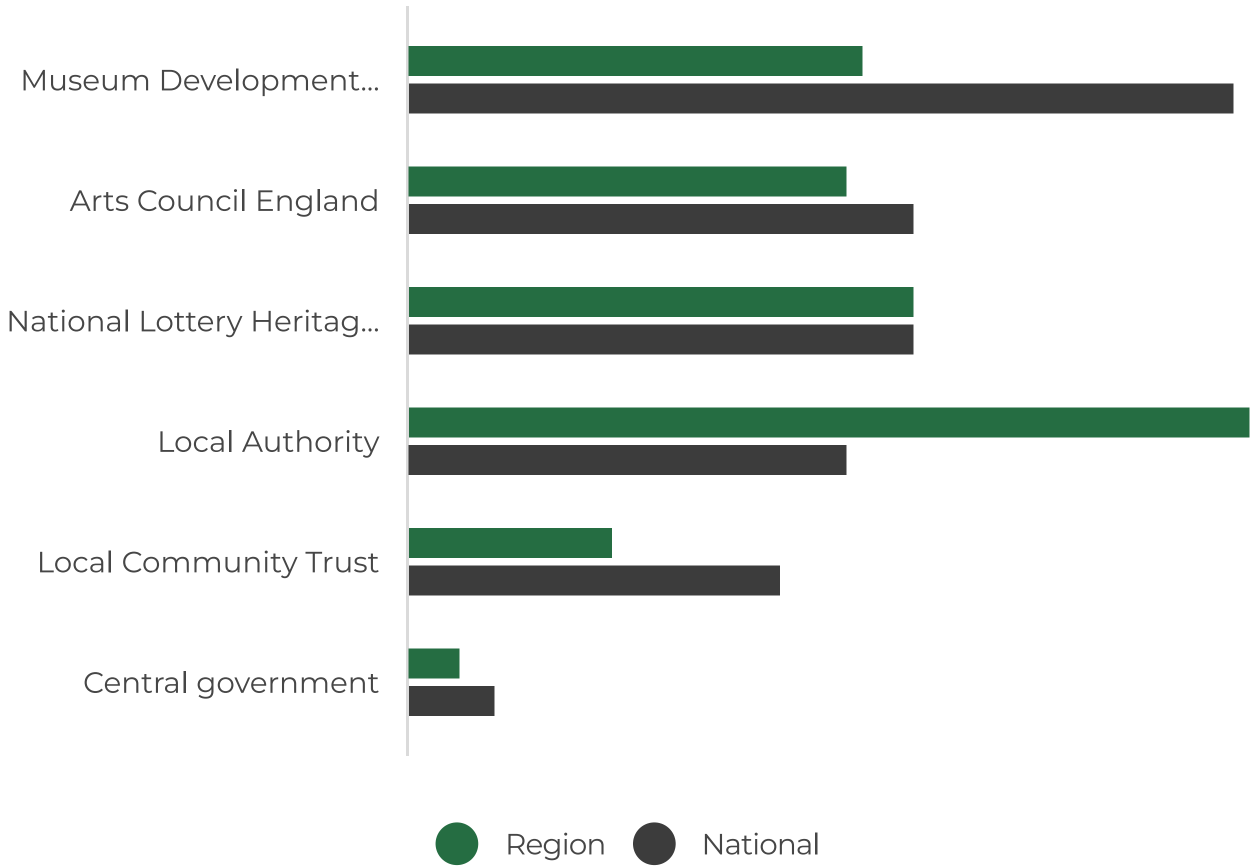
£19,350 **Median project grant income of museums in the region**

£14,646 across England

£220,000 **Median public subsidy income of museums in the region**

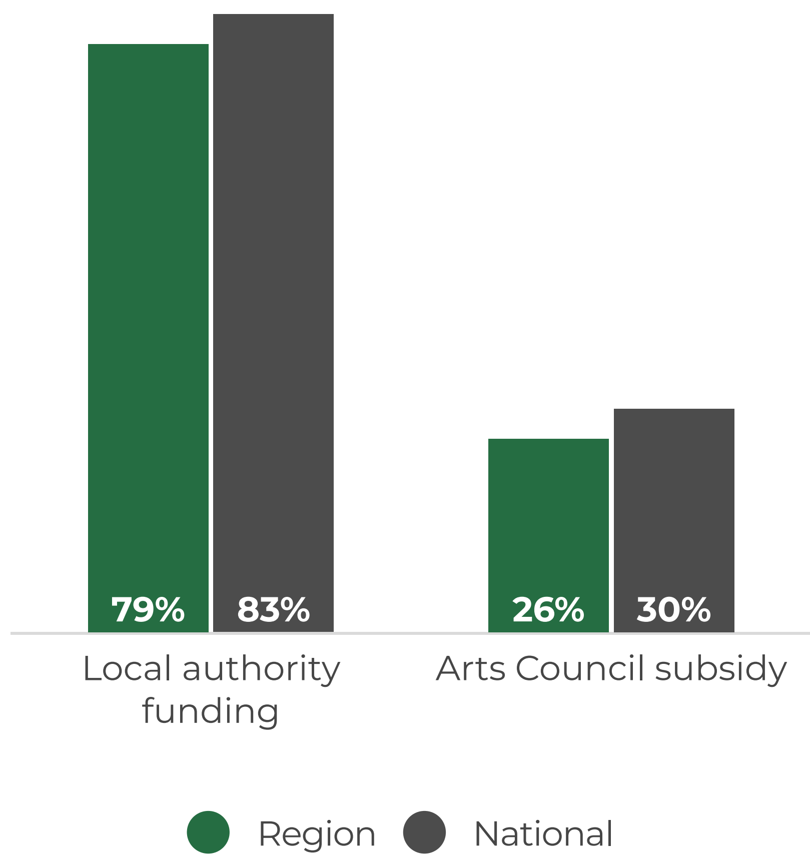
£158,201 across England

Project grant income overview: regions compared to the national



In 2020/21, did your museum receive project grant income? (n = 25)

Public subsidy income from local authorities and Arts Council: regions compared to the national



What impact has the pandemic had on different museums in the region?

Pandemic snapshots by museum type and size

Take me to...

Introduction | About the museums | Opening during the pandemic | Audience engagement and use of digital | Impact on staff and volunteers | Financial impact of the pandemic | Pandemic snapshots: different museum types |

Snapshot: impact of the pandemic on Independent museums

50% Museums that charge for admissions

46% Museums with outdoor spaces

48% Volunteer-run museums

43% Museums in rural locations

Opening

38% Did not open during 2020/21

65% Fall in opening hours compared to 2019/20*

21% Site occupancy less than 20% when open

86% Museums not open or fewer than 10k visits

Workforce and volunteering

47% Reported a drop in new volunteers recruited

8% Museums with staff that made redundancies

33% Museums with staff using furlough scheme

Audiences

81% Visitors lost compared to 2019/20*

13% Provided on-site education sessions

Finance

70% Reported an overall fall in income

61% Received local authority Covid-19 support grants

31% Received Culture Recovery Fund grants

* presenting values based on median number reported, other statements present percentage of museums affected.

The number of museums responding to the survey within this category is 79. For the majority of questions within this snapshot, the sample size is >20.

Snapshot: impact of the pandemic on Local Authority museums

35% Museums that charge for admissions

31% Museums with outdoor spaces

6% Volunteer-run museums

15% Museums in rural locations

Opening

50% Did not open during 2020/21

65% Fall in opening hours compared to 2019/20*

13% Site occupancy less than 20% when open

91% Museums not open or fewer than 10k visits

Workforce and volunteering

69% Reported a drop in new volunteers recruited

13% Museums with staff that made redundancies

32% Museums with staff using furlough scheme

Audiences

89% Visitors lost compared to 2019/20*

34% Provided on-site education sessions

Finance

87% Reported an overall fall in income

74% Received local authority Covid-19 support grants

59% Received Culture Recovery Fund grants

* presenting values based on median number reported, other statements present percentage of museums affected.

The number of museums responding to the survey within this category is 32. For the majority of questions within this snapshot, the sample size is between 10 and 15.

Snapshot: impact of the pandemic on Micro museums

40% Museums that charge for admissions

36% Museums with outdoor spaces

61% Volunteer-run museums

36% Museums in rural locations

Opening

55% Did not open during 2020/21

63% Fall in opening hours compared to 2019/20*

26% Site occupancy less than 20% when open

95% Museums not open or fewer than 10k visits

Workforce and volunteering

44% Reported a drop in new volunteers recruited

4% Museums with staff that made redundancies

16% Museums with staff using furlough scheme

Audiences

79% Visitors lost compared to 2019/20*

8% Provided on-site education sessions

Finance

66% Reported an overall fall in income

68% Received local authority Covid-19 support grants

9% Received Culture Recovery Fund grants

* presenting values based on median number reported, other statements present percentage of museums affected.

The number of museums responding to the survey within this category is 58. For the majority of questions within this snapshot, the sample size is >20.

Snapshot: impact of the pandemic on Small/Medium museums

61% Museums that charge for admissions

49% Museums with outdoor spaces

22% Volunteer-run museums

29% Museums in rural locations

Opening

22% Did not open during 2020/21

72% Fall in opening hours compared to 2019/20*

15% Site occupancy less than 20% when open

88% Museums not open or fewer than 10k visits

Workforce and volunteering

54% Reported a drop in new volunteers recruited

7% Museums with staff that made redundancies

48% Museums with staff using furlough scheme

Audiences

86% Visitors lost compared to 2019/20*

18% Provided on-site education sessions

Finance

67% Reported an overall fall in income

70% Received local authority Covid-19 support grants

65% Received Culture Recovery Fund grants

* presenting values based on median number reported, other statements present percentage of museums affected.

The number of museums responding to the survey within this category is 45. For the majority of questions within this snapshot, the sample size is >20.

Snapshot: impact of the pandemic on Large/Largest museums

18% Museums that charge for admissions

35% Museums with outdoor spaces

0% Volunteer-run museums

25% Museums in rural locations

Opening

9% Did not open during 2020/21

77% Fall in opening hours compared to 2019/20*

17% Site occupancy less than 20% when open

52% Museums not open or fewer than 10k visits

Workforce and volunteering

81% Reported a drop in new volunteers recruited

18% Museums with staff that made redundancies

84% Museums with staff using furlough scheme

Audiences

92% Visitors lost compared to 2019/20*

50% Provided on-site education sessions

Finance

100% Reported an overall fall in income

22% Received local authority Covid-19 support grants

60% Received Culture Recovery Fund grants

* presenting values based on median number reported, other statements present percentage of museums affected.

The number of museums responding to the survey within this category is 22. For the majority of questions within this snapshot, the sample size is between 6 and 9.

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Further information on the Annual Museum Survey reports please visit

Thank you

To the 765 museums across England including the 127 museums in the East of England who took part in the Annual Museum Survey 2021 and who made this report possible.

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