

Economic Impact of Independent Museums 2024 - AIM Survey

Introduction

DC Research, in partnership with Durnin Research, have been appointed by the Association of Independent Museums (AIM) to update the AIM Economic Impact Toolkit and to assess the Economic Impact of the Independent Museums Sector in the UK.

Since its original development in 2010, and the 2014 and 2019 refreshes, the Toolkit has proved to be a very useful and helpful tool for museums in assessing and evidencing their contribution to their local and regional economies.

As a core part of this update study, we are surveying independent museums across the UK. The robustness of the results, and in particular the toolkit, depends upon the number and quality of responses we get from your museum and other independent museums.

We would be grateful if you could complete this survey by no later than the deadline of Friday 3rd May 2024 - it should only take around 10 minutes to complete. Your time is very much appreciated. All participating museums will receive a copy of the final report and the updated impact toolkit for your own use.

Please note, all responses are completely confidential. All and any results from the survey will only be released in aggregated form so that no individual or museum can be identified. A copy of DC Research's Privacy Notice is available on request.

If you have any questions about the survey or about the study, please contact DC Research via Dr Stephen Connolly: stephen@dcresearch.co.uk, 01228 402320 / 07501 725114, or Durnin Research via Jonathan Durnin: jon@durninresearch.uk, 07501 725115.



Association of
Independent
Museums
Helping Heritage
Organisations Prosper

Economic Impact of Independent Museums 2024 - AIM Survey

Your Details

1. Please enter the following details: (Please note, all information is kept strictly confidential)

Name

Museum / Organisation

Your role



Association of
Independent
Museums
Helping Heritage
Organisations Prosper

Economic Impact of Independent Museums 2024 - AIM Survey

Visitors to your Museum / Attraction

2. How many visitors did your museum attract in 2023 (or your most recent completed financial year)? Please be as accurate as possible.

3. Do you charge for admissions to your museum?

Yes No

4. If you charge for admissions, what is the typical admission price for entry to your museum/attraction?

Adult (£)

Child (£)

5. What is the typical or average other on-site spend per head for visitors to your museum/attraction? (e.g. from retail and catering)

6. Please identify (or estimate if accurate information is not available) the proportion of visitors to your museum/attraction that are:

Local Visitors (i.e. from within your local area) - %

National Visitors (i.e. non-local visitors from elsewhere in the UK) - %

International Visitors - %



Association of
Independent
Museums
Helping Heritage
Organisations Prosper

Economic Impact of Independent Museums 2024 - AIM Survey

Employment at your Museum/Attraction

* 7. Do you have paid employees at your museum/attraction?

- Yes No



Economic Impact of Independent Museums 2024 - AIM Survey

Employment at your Museum/Attraction

8. How many people in total are in paid employment at your museum/attraction?

9. What does this equate to expressed as a Full Time Equivalent (FTE) number of employees?

10. What proportion of your paid employees live locally (i.e. within the town/city/borough/district where your museum/attraction is located)?

- | | | |
|----------------------------------|----------------------------------|-----------------------------------|
| <input type="radio"/> 0% to 10% | <input type="radio"/> 41% to 50% | <input type="radio"/> 81% to 90% |
| <input type="radio"/> 11% to 20% | <input type="radio"/> 51% to 60% | <input type="radio"/> 91% to 100% |
| <input type="radio"/> 21% to 30% | <input type="radio"/> 61% to 70% | |
| <input type="radio"/> 31% to 40% | <input type="radio"/> 71% to 80% | |



Association of
Independent
Museums
Helping Heritage
Organisations Prosper

Economic Impact of Independent Museums 2024 - AIM Survey

Volunteers at your Museum/Attraction

11. How many regular volunteers do you have at your museum/attraction?

12. What proportion of your volunteers live locally (i.e. within the town/city/borough/district where your museum/attraction is located)?

- | | | |
|----------------------------------|----------------------------------|-----------------------------------|
| <input type="radio"/> 0% to 10% | <input type="radio"/> 41% to 50% | <input type="radio"/> 81% to 90% |
| <input type="radio"/> 11% to 20% | <input type="radio"/> 51% to 60% | <input type="radio"/> 91% to 100% |
| <input type="radio"/> 21% to 30% | <input type="radio"/> 61% to 70% | |
| <input type="radio"/> 31% to 40% | <input type="radio"/> 71% to 80% | |

13. Please provide an estimate of the total, annual number of volunteer days at your museum for 2023 (or your most recent completed financial year):



Association of
Independent
Museums
Helping Heritage
Organisations Prosper

Economic Impact of Independent Museums 2024 - AIM Survey

Income and Expenditure for Your Museum/Attraction

14. Please estimate the total turnover for your museum/attraction for 2023 (or your most recent completed financial year): Please be as accurate as possible.

15. How much did your museum/attraction spend in the last full year on purchasing goods and services (i.e. total procurement spend)? Please be as accurate as possible.

16. Please identify the proportion of your museum's purchasing expenditure on goods and services that is sourced from each of the following areas:

Locally [%]

Nationally [%]

Internationally [%]

17. If relevant, please can you provide the value of spend on any capital works (such as building work, repairs, development, refurbishment) for 2023 (or the most recent full year): Please be as accurate as possible.



Association of
Independent
Museums
Helping Heritage
Organisations Prosper

Economic Impact of Independent Museums 2024 - AIM Survey

The Area around your Museum/Attraction

18. Please specify the location of your museum/attraction (either by local authority, nearest town/city, or by postcode):

19. How significant is the visitor economy (i.e. tourists) to the local area where your museum/attraction is located?

0 - not at all important

4 - critically important



20. How important is your museum/attraction to the overall visitor economy/tourism offer of your local area?

0 - not at all important

4 - critically important





Association of
Independent
Museums
Helping Heritage
Organisations Prosper

Economic Impact of Independent Museums 2024 - AIM Survey

Reviewing the Toolkit and Other Comments

21. Have you made use of the AIM Economic Impact Toolkit in the past?

Yes No

22. If yes, please summarise below your experiences of using the Toolkit and how you made use of the results. We would be very interested to hear about any outcomes that occurred as a result. (If you want to provide more detail, please email jon@durninresearch.uk):

23. If you have used, or tried to use, the Toolkit before, please use the space below to provide any suggestions you have about how the Toolkit could be improved:

24. Please use the space below for any additional comments you may have about the issues in this survey, or about the economic impact of independent museums generally: