SPOTLIGHT ON MUSEUMS CyMAL Baselines 2006

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14th February 2007

Draft of final report

Introduction

The Spotlight on Museums report aims to provide baseline information to CyMAL to inform the development of Welsh Assembly Government policy for museums in the next few years. CyMAL also plan to use the results of this survey to inform priorities for their development work including grant and training programmes.

Survey method

The survey was distributed to museums in Wales in October and responses were completed between October 2006 and January 2007. The survey followed an earlier similar project commissioned by the Council of Museums in Wales in 2002. This was published as Museum Mapping, A review of the collections and services of museums in Wales.

In 2006 the 2002 survey was developed by CyMAL in conjunction with a working group of representatives of the wider museums community. The working group consisted of:

Carol Whittaker	CyMAL
Elizabeth Bennett	CyMAL
Lesley Ann Kerr	CyMAL
Anne Welton	Old Bell Museum
Angela Gaffney	National Museum Wales
Helen Wilson	Caerphilly Museums Service
John Marjoram	The Federation of Museums and Art Galleries in Wales
Michael Freeman	Ceredigion Museum
Richard bevins	National Museum wales
Robert Meyrick	Aberystwyth
Rose McMahon	Denbighshire County Council

CyMAL appointed researchers to conduct the survey and collate the responses:Jane HendersonCardiff UniversityPhil ParkesCardiff University

Terminology

The following terminology is used within the report:

Accreditation

MLA's Museum Accreditation Scheme sets nationally agreed standards for UK museums. To qualify, museums must meet clear basic requirements on how they care for and document their collections, how they are governed and managed, and on the information and services they offer to their users.

Museums

This term is used within the report to include all centres responding positively to the survey and includes historic houses, visitor centres and collections centres.

Range statements

Range statements are levels of practice in museum activities. Range statements have values of 1-6. Level 6 represents an aspirational or best practice level. Level 3 is pegged to the levels of practice required for Registration but is extended to a wider selection of activities. Not all museums would expect to operate at a range statement level 6 for every activity. The achievement of any level between 4 (?3) and 6 may be considered to be the best achievable practice within the context of a specific museum.

Registration

Registration is the predecessor scheme to Accreditation and is being phased out as Accreditation is introduced.

Staff

This term is used for all those who work in museums paid or unpaid unless specifically stated.

Response to survey

85% of those organisations that replied to the 2002 survey have responded in 2006. An additional 22 organisations have supplied new data for the 2006 survey. This increase in participation is welcome and an indication of the value placed on the role of CyMAL by the museum community.

	2002 replies	2006 replies
Heritage Centre		2
Independent	26	34
Local Authority	43	43
National	7	5
National Trust	9	2
Private	0	1
Regimental	4	4
University	4	4
Total	93	95

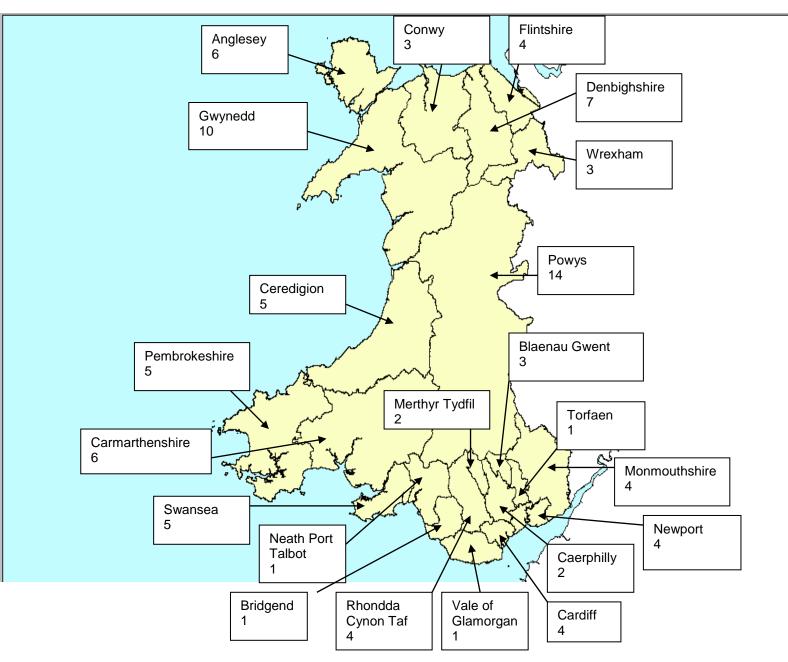
A: Reponses to 2006 Spotlight on Museums survey

It should be noted that the increase in responses has widened the base of the survey respondents in particular increasing the percentage of non-registered museums included in the data from 2% to 21%.

	Full Accreditation	Full Registration	Provisional Registration	None	Totals
Heritage Centre	0	0	0	2	2
Independent	0	18	4	12	34
Local Authority	13	22	3	5	43
National	0	4	1	0	5
National Trust	0	2	0	0	2
Private	0	0	0	1	1
Regimental	0	4	0	0	4
University	0	4	0	0	4
Totals	13	54	8	20	95

B: Reponses to 2006 Spotlight on Museums survey by museum status

- Accreditation and Registration are standards for museum governance and operation defined by the MLA.
- The standard for museums is in the process of changing from Registration to Accreditation.
- Those museums who have achieved full Registration are likely to go on to achieve full Accreditation.
- Provisional Registration recognises a museum has undertaken many of the procedures necessary for full Registration but some target actions must be Provisional Registration recognises a museum has undertaken many of the procedures necessary for full Registration but some target actions must be completed.



The distribution of responses to the Spotlight survey accurately represents the distribution of museums in Wales.

Comparisons with 2002 data

Some of the information presented within this report shows comparisons with the 2002 data. This creates an opportunity to measure change in the sector. However the interpretation of the changes must be informed by a number of relevant factors:

- The widened base of the survey has included many more new or non traditional museums including more non Accredited museums. These museums may need more support to achieve the standards expected of Accredited museums and reduce the average performance in range statements.
- Respondents have been encouraged to pick the lower range statement where they felt their performance in the range statement fell between two levels. Consequently there is a sense that museums have been conservative in their responses.
- The text describing range statements has been changed since 2002. This reflects a rise in the expected standards in the sector. In some instances museums have reduced their score not because their situation has changed but in relation to the change in text.

Chart B1 compares the 2002 and 2006 data for performance in the range statement in a more consistent manner.

Data Validation

Data has been validated by a peer review process within Welsh museums. All submissions have been distributed amongst the full respondent base for comment and comparison. In addition CyMAL and the Working Group have reviewed all of the responses.

It is believed that the data presented represents a consensus view of the baseline information. The process of self assessment validated by peer review represents a best value approach to data collection.

Museum Type	F1	F2	F3	F4	F5	F6	F 7	F8	F9	F10	F11	F12	F13	F14	Overall
Heritage Centre	3.00	3.00	2.50	2.50	3.00	2.50	1.50	1.50	3.50	3.00	2.00	1.00	2.00		2.36
Independent	3.32	3.13	3.23	3.18	3.43	3.73	2.21	2.48	2.80	2.90	3.03	3.00	2.73		3.01
Local Authority	3.59	4.00	3.77	3.55	3.83	4.03	3.17	3.69	3.21	3.71	3.70	3.95	3.17		3.67
National	5.40	4.80	4.60	4.25	5.00	4.60	6.00	5.60	5.40	5.00	5.40	5.80	5.20		5.18
National Trust	5.00	4.50	4.50	3.50	6.00	6.00	1.50	4.50	2.50	3.00	5.00	4.00	3.00		4.11
Private	3.00	2.00	2.00	2.00	4.00	1.00	1.00	1.00	2.00	1.00	2.00	2.00	1.00		1.86
Regimental	3.50	4.33	4.00	3.67	4.00	5.33	2.00	2.67	3.33	4.00	3.33	3.33	3.50		3.64
University	3.75	3.50	4.00	3.25	3.50	4.25	2.50	3.25	3.00	4.00	2.75	3.50	2.25		3.38
2006 Wales Average	3.62	3.71	3.62	3.40	3.77	3.99	2.84	3.30	3.17	3.47	3.51	3.64	3.06	3.72	3.49
2002 Wales Average		3.92	3.92	3.52		4.26	2.25		2.69	3.63	3.90	4.03	2.99		3.51

D: Performance of museums by key functions

Summary of range statements scores by museum type with comparison to 2002 results

- The breakdown for Range Statement F14 has been withheld for security reasons.
- The average Range statement score has reduced since 2002.
- In interpreting this score the following factors should be considered:
 - The base for the survey has been extended.

Key

- F1 PROVISION OF SUITABLE BUILDINGS
- F2 COLLECTION CARE ENVIRONMENTAL MONITORING
- F3 COLLECTION CARE ENVIRONMENTAL CONTROL
- F4 COLLECTION CARE STORAGE AND HOUSEKEEPING
- F5 COLLECTON CARE DISPLAY AND HOUSEKEEPING
- F6 COLLECTION CARE DOCUMENTATION
- F7 POLICY AND PLANNING FRAMEWORK

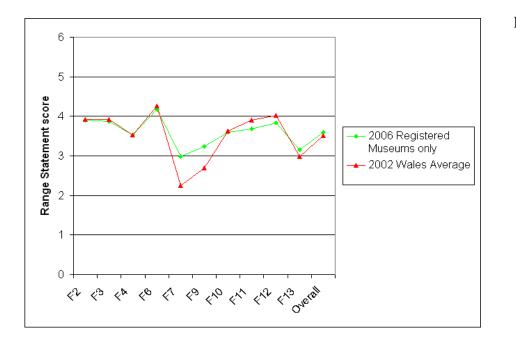
Table E provides a like for like comparison with 2002 data

- F8 STAFF AND VOLUNTEER DEVELOPMENT
- F9 AUDIENCE DEVELOPMENT& STRATEGIC MARKETING
- F10 ACCESS DISPLAY
- F11 ACCESS PROVISION FOR INFORMAL LEARNING
- F12 ACCESS PROVISION FOR FORMAL LEARNING
- F13 DISABILITY ACCESS
- F14 SECURITY

E – Trends in performance 2002 – 2006

	F2	F3	F4	F6	F7	F9	F10	F11	F12	F13	Overall
2006 Registered Museums only	3.91	3.86	3.52	4.18	2.99	3.24	3.60	3.68	3.84	3.15	3.60
2002 Wales Average	3.92	3.92	3.52	4.26	2.25	2.69	3.63	3.90	4.03	2.99	3.51

Comparison of the survey results from 2002 with Registered Museums from 2006

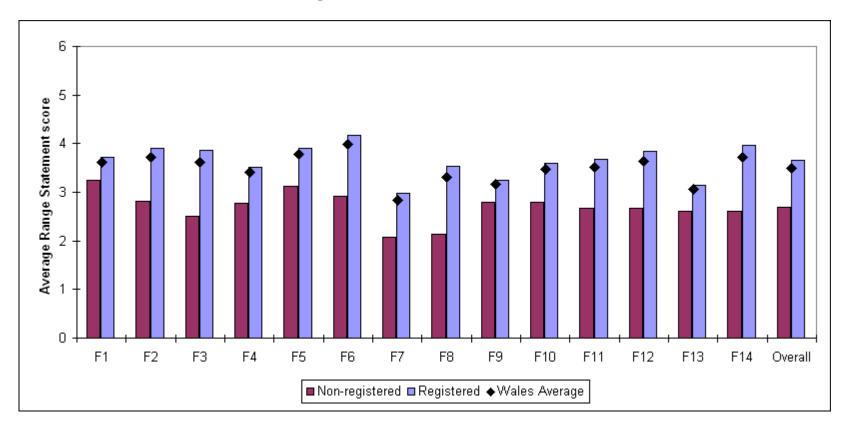


Key

- F2 COLLECTION CARE ENVIRONMENTAL MONITORING
- F3 COLLECTION CARE ENVIRONMENTAL CONTROL
- F4 COLLECTION CARE STORAGE AND HOUSEKEEPING
- F6 COLLECTION CARE DOCUMENTATION
- F7 POLICY AND PLANNING FRAMEWORK
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- F10 ACCESS DISPLAY
- F11 ACCESS PROVISION FOR INFORMAL LEARNING
- F12 ACCESS PROVISION FOR FORMAL LEARNING
- F13 DISABILITY ACCESS

When the responses from Registered / Accredited museums only are considered there is a more direct comparison with 2002 data. This shows improvements in policy and planning, audience development and disability access. There is also a slight increase in the overall range statement from 3.51 to 3.60.

F: Museum accreditation and standards of practice

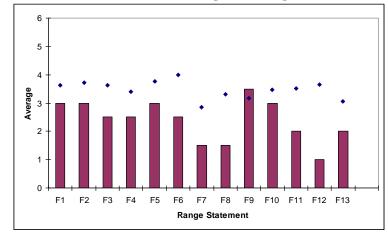


The correlation of the range statement scores with registration / accreditation status versus the Wales average.

Registration is a bench mark for good practice in museums.

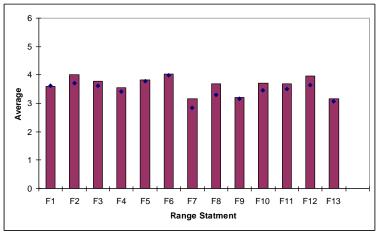
Registered means all museums with full or partial registration or accreditation

Non-registered means all museums without registration

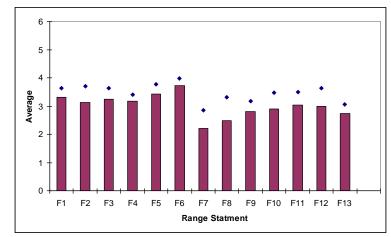


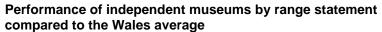
G: Performance of Museums against range statements

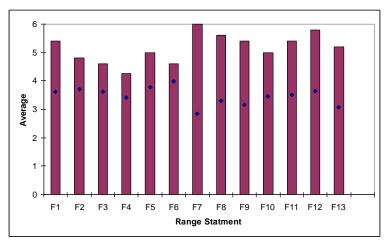
Performance of heritage centres by range statement compared to the Wales average

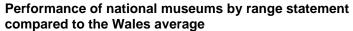


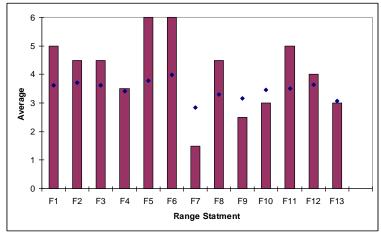
Performance of local authority museums by range statement compared to the Wales average





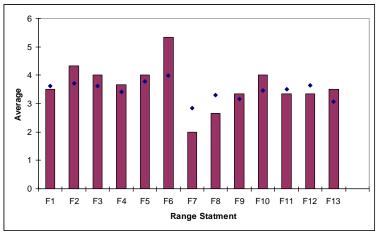




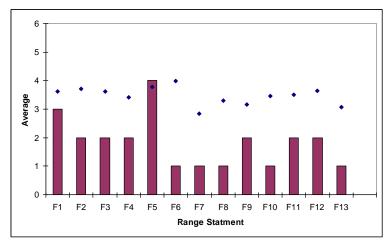


G: Performance of Museums against range statements

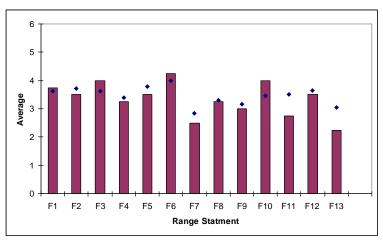
Performance of national trust museums by range statement compared to the Wales average



Performance of regimental museums by range statement compared to the Wales average



Performance of private museums by range statement compared compared to the Wales average



Performance of university museums by range statement compared to the Wales average

G: Performance of Museums against range statements

Patterns of performance are similar across each type of museum.

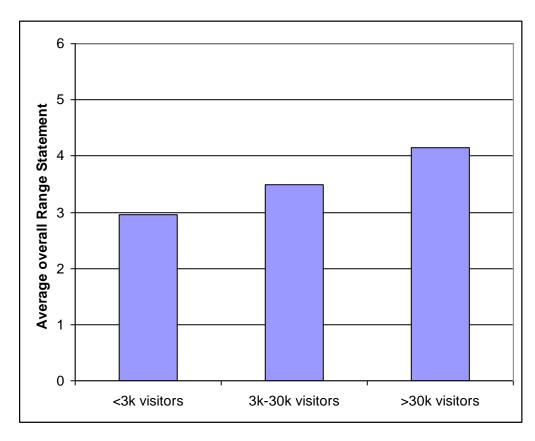
Those museums with central and local authority funding perform best across the range with a particular strength in policy, planning and development framework.

There is a strong correlation between achieving high Range Statement levels in the key stewardship activities such as documentation and collections care and the aspects of museum work with which the public have direct contact such as interpretation and education. It seems that a well run museum has a balance between all of it's core activities.

F1	PROVISION OF SUITABLE BUILDINGS
F2	COLLECTION CARE – ENVIRONMENTAL MONITORING
F3	COLLECTION CARE – ENVIRONMENTAL CONTROL
F4	COLLECTION CARE – STORAGE AND HOUSEKEEPING
F5	COLLECTION CARE – DISPLAY AND HOUSEKEEPING
F6	COLLECTION CARE - DOCUMENTATION
F7	POLICY AND PLANNING FRAMEWORK
F8	STAFF AND VOLUNTEER DEVELOPMENT
F9	AUDIENCE DEVELOPMENT& STRATEGIC MARKETING
F10	ACCESS – DISPLAY
F11	ACCESS - PROVISION FOR INFORMAL LEARNING
F12	ACCESS - PROVISION FOR FORMAL LEARNING
F13	DISABILITY ACCESS

F14 SECURITY (OMITTED FROM THE TABLES FOR SECURITY REASONS)

G: Visitor numbers and museum standards



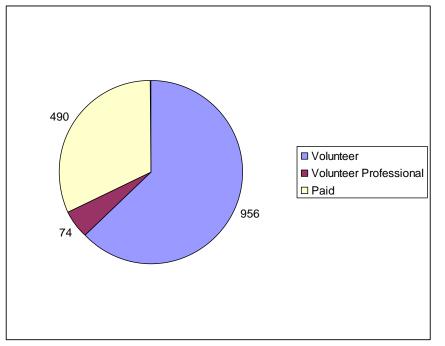
Average range statement compared to visitor numbers

There is a clear correlation between success in matching sector wide standards in museum work and achieving higher visitor numbers.

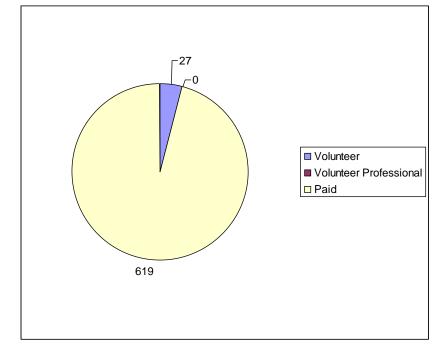
The pattern of performance in Range Statement versus visitor numbers was consistent across all of the Range Statements.

Whilst visitors may not be aware of the quality of stewardship activities there is clearly relationship with their overall experience that leads to higher visitor numbers.

I: Employment basis in museums



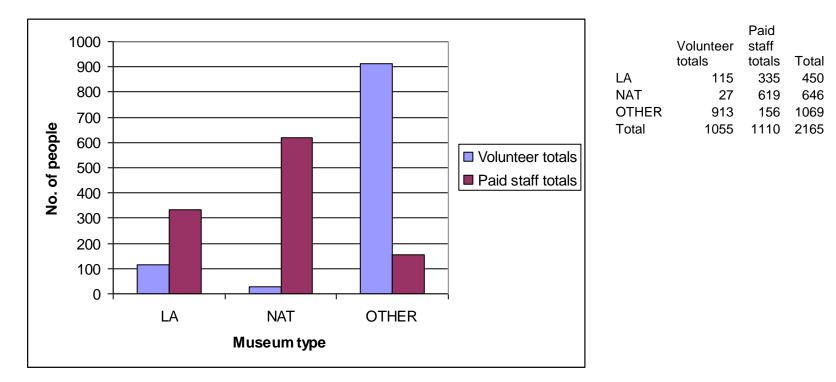
The breakdown of employment types (paid/unpaid) in Regional museums



The breakdown of employment types (paid/unpaid) in National museums

- There is a sizeable community of people working in museums with a total of 2166 people recorded in this survey.
- In regional museums this breaks down to 490 paid staff and 956 volunteer staff with 74 of those volunteers offering specific professional skills.
- This demonstrates the significant role that volunteers play in sustaining the regional museum sector, sometimes contributing professional skills.
- The National Museums Wales are less dependent on volunteers for their operation.

J: Where museum staff work



Role of volunteers and paid staff by museum type

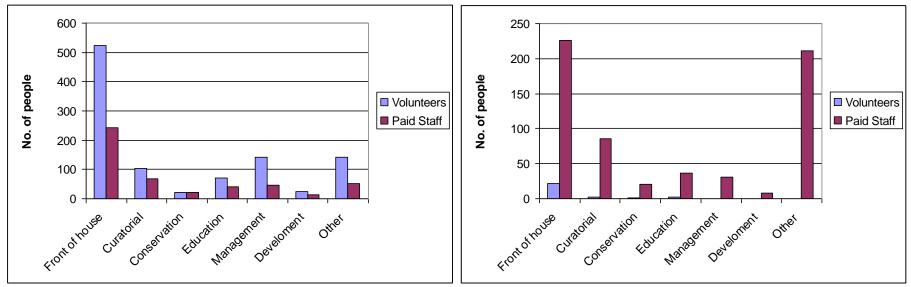
The 'other' category includes independent, private, university and regimental museums, the National Trust and heritage centres.

This shows how well the independent sector attracts volunteers to work for museums.

Every type of museum relies on volunteers for their operation.

The National Museum Wales is the largest employer in the museums sector.

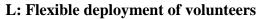
K: What staff do in museums

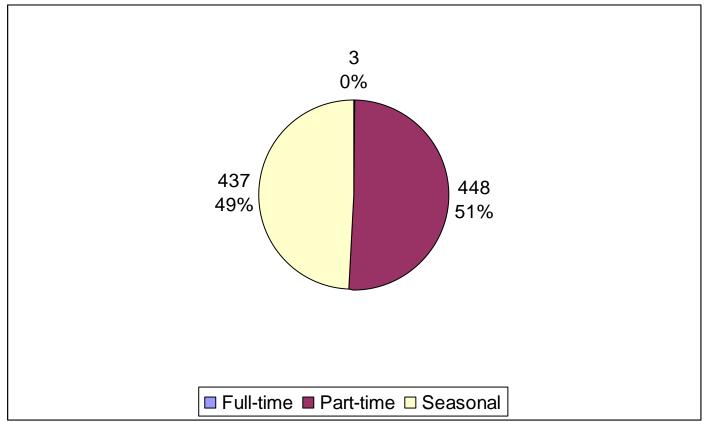


Breakdown of staff roles in Regional museums

In regional museums volunteers carry out are very similar roles to those of paid staff with fewer volunteers working in the highly specialist curatorial and conservation roles.

In National museums volunteers work in a range of activities but as in the regional museums they are concentrated in front of house roles. Volunteers form part of the public face of all museums.

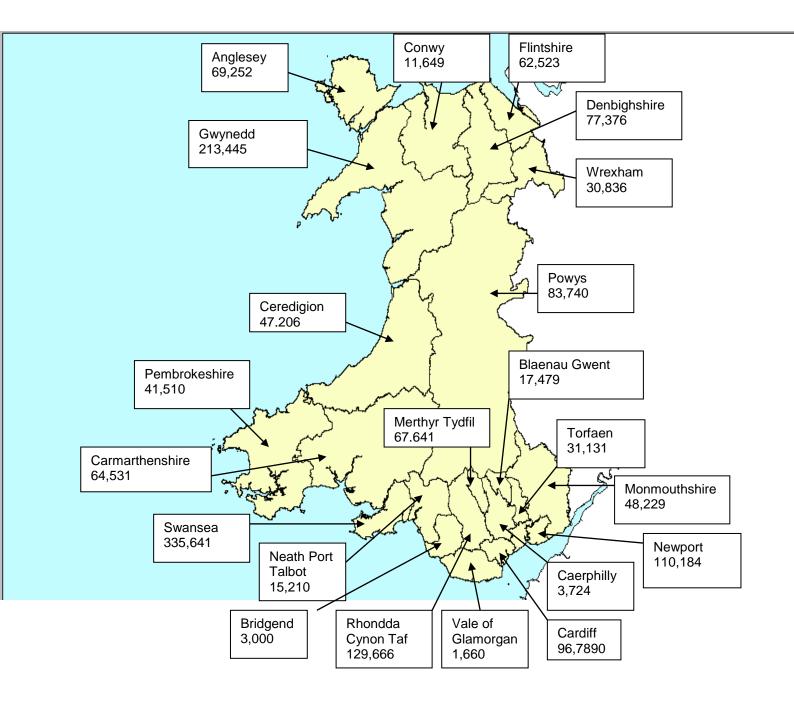




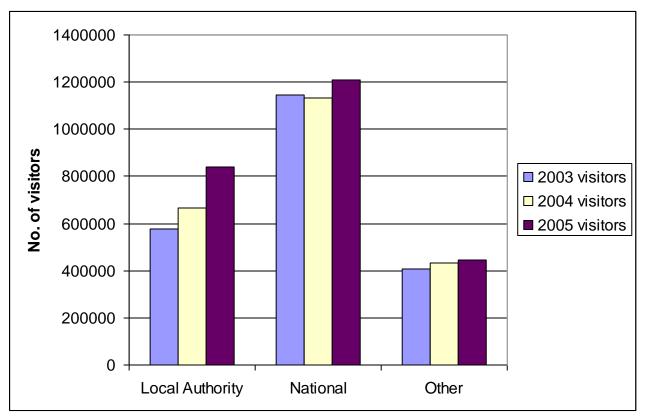
Graph showing the employment pattern of volunteers in Welsh museums

Few volunteers work full time in museums. Their contribution is evenly split between part time working throughout the year and seasonal working matching opening times and periods of additional visitors.

Successful use of volunteers relies on finding a balance between the commitment that volunteers can offer and the needs of the organisation.



N: Visitor numbers for 2003-2005

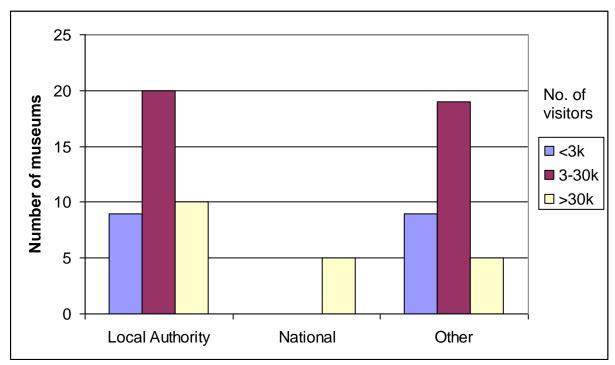


Breakdown of visitor numbers from 2003 – 2005 by museum type

The 'other' category includes independent, private, university and regimental museums, the National Trust and heritage centres. Whilst the museum sector is diverse in terms of provision the National and Local Authority museums attract the largest share of visitors. The value of independent museums in providing cultural facilities is also demonstrated.

In (month) 2005 the National Waterfront Museum opened in Swansea.

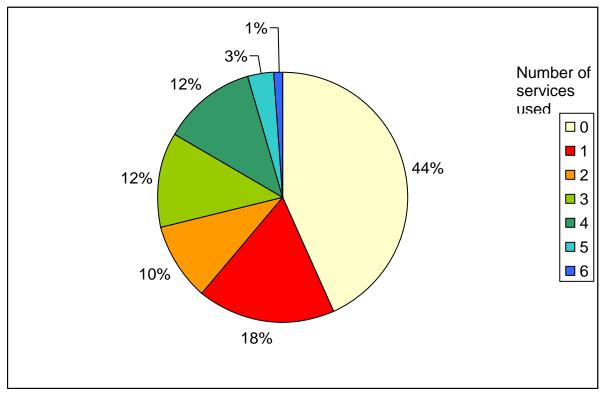
O: Pattern of visitor numbers by museum type



Categories of visitor numbers (<3k, 3-30k, >30k) by museum type

The 'other' category includes independent, private, university and regimental museums, the National Trust and heritage centres. The success of independent museums in attracting significant visitor numbers is shown by this graph.

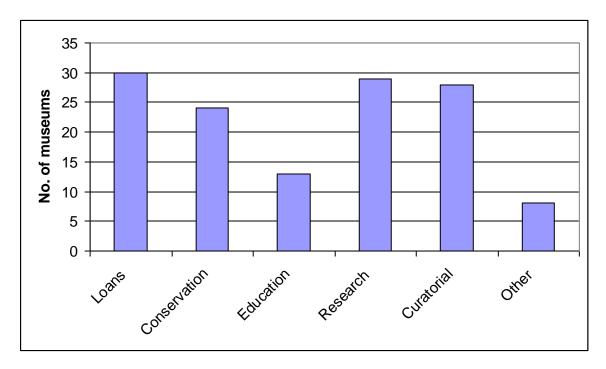
P: Impact of NMW on Regional museums



The number of NMW services used by Regional museums

Over half of all regional museums have used the services of the National Museum Wales in the last 4 years. There is evidence that once one of the NMW services is used museums are encouraged to use others.

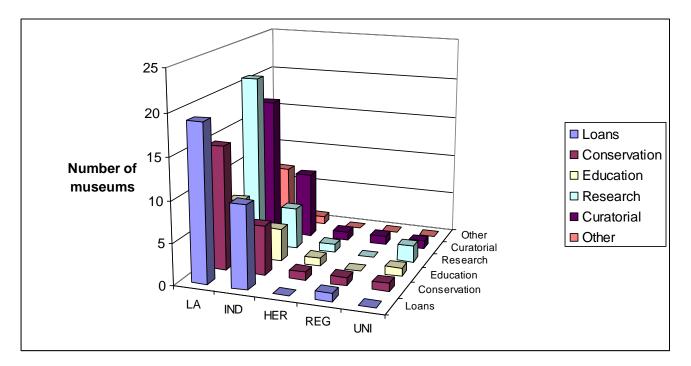
Q: NMW services used by Regional museums



There is a spread of services used by non-national museums showing that a variety of different aspects of the NMW's expertise are taken up in addition to the display of loan items. The majority of those identifying 'other' referred to the WAG funded Sharing Treasures scheme. The survey found that loans from NWM were distributed evenly across almost every LA area in Wales.

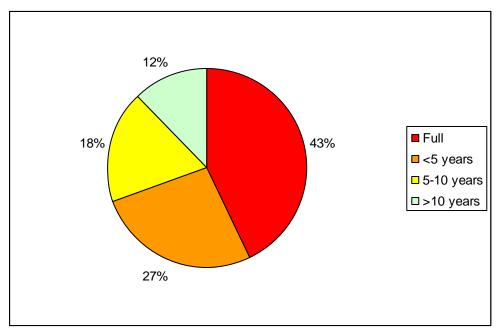
R: NMW services used by museum type

Museum Type	Loans	Conservation	Education	Research	Curatorial	Other
LA	19	15	7	21	17	7
IND	10	6	4	5	8	1
HER	0	1	1	1	1	0
NT	0	0	0	0	0	0
PVT	0	0	0	0	0	0
REG	1	1	0	0	1	0
UNI	0	1	1	2	1	0



The relationship between NMW and other museums in Wales presents a complex picture. This suggests that the NMW is responding to the needs of museums in Wales.

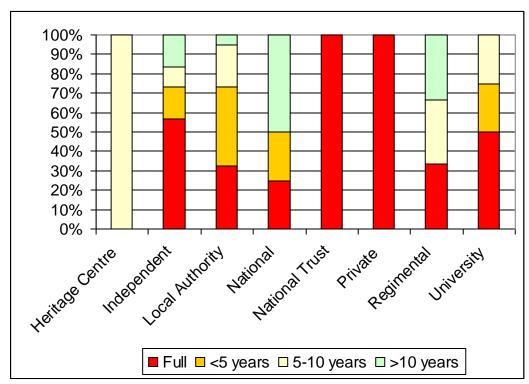
S - Over crowding in museums



Available storage in welsh museums

70% of museum stores are already full or will be within the next 5 years. The consequences for collecting are significant.

T: Storage capacity by museum type

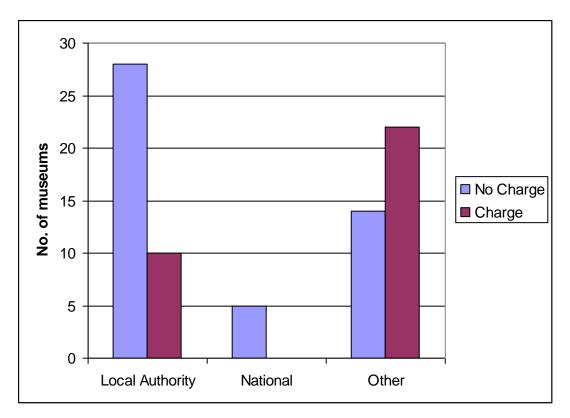


Museum Type	Full	<5 years	5-10 years	>10 years
Heritage				-
Centre	0	0	2	0
Independent	17	5	3	5
Local Authority	12	15	8	2
National	1	1	0	2
National Trust	2	0	0	0
Private	1	0	0	0
Regimental	1	0	1	1
University	2	1	1	0

Percentage breakdown showing time until storage capacity limets are reached.

- Heritage centres tend not to have significant size collections and are therefore least affected by storage overcrowding.
- Historic buildings have inherent limitations for storage capacity due to the nature of the building.
- Museums with larger research collections use these collections to support educational activities.
- Overcrowding inhibits the ability to develop those activities and restricts the growth of reference collections preventing them from reflecting current trends.
- The figures for the National Museums of Wales do not include the collection centre at Nantgarw.
- Figures also show that in 50% of LA areas at least half of all museum stores are already full while only 4 LA areas have significant capacity for growth over 5 years.

• U: Charging policy by museum type



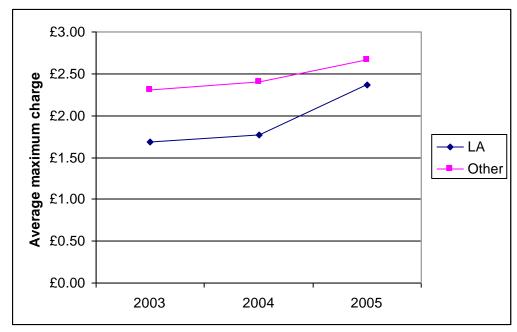
The 'other' category includes independent, private, university and regimental museums, the National Trust and heritage centres.

Each Local Authority makes its own decision on charging policy.

It is WAG policy for National Museums not to charge an admission fee.

Independent museums derive their main income from admission charges.

V: Admission charges 2003-2005



	2003	2004	2005
LA	£1.69	£1.77	£2.37
Other	£2.31	£2.40	£2.67

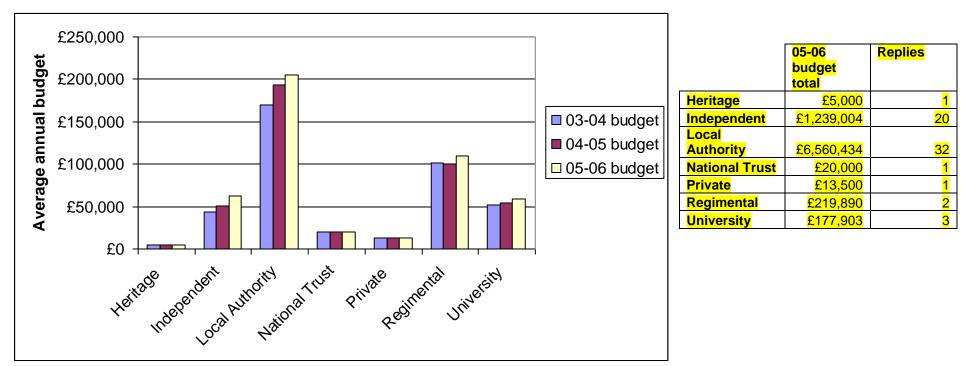
Annual average of the maximum admission fee for museums which charge

	2003		20	04	2005		
	Min.	Max.	Min.	Max.	Min.	Max.	
LA	£1.00	£3.00	£1.00	£3.00	£1.00	£5.40	
Other	£0.50	£5.00	£0.50	£5.00	£0.50	£6.00	

Highest and lowest maximum charge of any museum by museum category

The 'other' category includes independent, private, university and regimental museums, the National Trust and heritage centres. Most museums offer a range of charges.

W: Regional museum budgets



Average annual budget 2003-2005 by museum type

Most local authority, National Trust and Natiuoal museums have dedicated budgets for activities such as conservation, marketing, staff development, maintenance and acquisitions.

Few museums in the independent, private, university and regimental museums had specific dedicated budgets for these activities.

X: Availability of amenities in museums

	Registered Museums	Non-Registered Museums	Registered Museums	Non-Registered Museums
Designated car park	42	11	56%	55%
Designated parking for disabled people	44	12	59%	60%
Shop	61	13	81%	65%
Café / refreshment point	34	8	45%	40%
Toilets	68	17	91%	85%
Picnic / eating area	29	7	39%	35%
Enquiry service	72	15	96%	75%
Identification service	40	8	53%	40%
Audio guide	11	1	15%	5%
Website	63	12	84%	60%
Adapted toilets for disabled people	61	15	81%	75%
Access information in publicity literature	63	13	84%	65%
Appropriate seating in exhibition spaces	53	10	71%	50%
Emergency evacuation procedures for disabled people	56	11	75%	55%
Virtual tours on site	7	2	9%	10%
Large print interpretation / information	32	2	43%	10%
Braille	12	0	16%	0%
Touch exhibits / sessions	26	4	35%	20%
Audio guides	12	1	16%	5%
Induction loops (exhibition spaces)	20	3	27%	15%
Induction loops (lecture rooms)	21	1	28%	5%
Signing services at events	7	4	9%	20%
Symbols / plain text signage for people with learning difficulties	19	3	25%	15%
Plain English / Welsh audio guides	8	3	11%	15%
Fully accessible to wheelchairs	29	11	39%	55%
Partially accessible to wheelchairs	44	5	59%	25%
Not accessible	2	1	3%	5%

The vast majority offer services such as toilets and shops with additional access and toilet provision for disabled people.

Although <40% of registered museums are fully accessible to wheelchairs and <60% are partially accessible few museums offer virtual to augment visits.

Y: Collections in Regional museums

	Number of museums holding type of collection	I	UK	w	R	L
Agriculture	38	0	2	2	13	31
Archaeology	39	7	10	15	21	26
Archives	36	7	8	7	21	26
Arms & Armour	29	3	2	4	9	17
Costume & Textiles	55	5	4	12	22	41
Decorative & Applied Arts	38	9	12	12	15	17
Ethnography	20	5	4	5	2	9
Fine Art	40	12	17	21	20	24
Geology	23	1	3	3	7	18
Maritime	18	0	3	3	7	16
Medicine	29	2	2	1	7	24
Music	26	2	5	6	10	20
Natural History	20	1	2	4	9	15
Numismatic	33	4	5	8	12	26
Oral History	20	2	5	1	4	14
Personalia	37	6	8	11	13	24
Photographs	53	7	8	12	23	40
Science & Industry	34	1	5	8	21	27
Social History	62	4	7	14	33	51
Transport	39	3	5	3	12	31

Significance of collections held by Regional museums

Key

L	
R	
W	
UK	
Ι	

This table does not include the collections held by the National Museums Wales.

Graphs and tables for collections data

International (I)

- Of group value or with a full range of collections.
- Of demonstrable quality, uniqueness or rarity.
- Of international aesthetic, scientific or historical importance.
- Of significance for contemporary national life, culture or history.
- Of international significance for the study of humanities, science or technology.
- With fully documented provenance.

National UK

• Of group value or with a full range of collections.

- Of demonstrable quality, uniqueness or rarity.
- Of national aesthetic, scientific or historical importance.
- Of significance for contemporary national life, culture or history.
- Of national significance for the study of humanities, science or technology.
- With fully documented provenance.

National Wales (W)

- Of group value or with a full range of collections relating to Wales.
- Of demonstrable quality, uniqueness or rarity relating to Wales.
- Of Welsh national aesthetic, scientific or historical importance.
- Of significance for contemporary national Welsh life, culture or history.
- Of Welsh national significance for the study of humanities, science or technology.
- With fully documented provenance.

Regional (R)

- Of regional aesthetic, scientific or historical importance.
- Of regional significance for contemporary life, culture or history.
- Of regional significance for the study of humanities, science or technology.
- Of group value or with a full range of collections.
- Ideally with documented provenance.

Local (L)

- Of significance for local community life.
- Of local aesthetic, scientific or historical importance.
- Of local significance for contemporary life, culture or history.
- Of local significance for the study of humanities, science or technology.
- Of museum worthiness.

(Taken from guidance notes... may need to edit to 1 line to fit in table!)

	Number of museums	Number of items	As %age of all holdings
Social History	62	164618	21.4%
Photographs	53	154497	20.1%
Archaeology	39	126939	16.5%
Archives	36	68142	8.9%
Science & Industry	34	37998	4.9%
Fine Art	40	34186	4.4%
Costume & Textiles	55	31432	4.1%
Decorative & Applied Arts	38	30692	4.0%
Natural History	20	27391	3.6%
Numismatic	33	20273	2.6%
Agriculture	38	18608	2.4%
Geology	23	17268	2.2%
Personalia	37	10550	1.4%
Maritime	18	9144	1.2%
Medicine	29	4515	0.6%
Transport	39	4027	0.5%
Ethnography	20	3664	0.5%
Music	26	2231	0.3%
Arms & Armour	29	2186	0.3%
Oral History	20	944	0.1%

The size of collection types in Regional museums

This table does not include the collections held by the National Museums Wales.

The largest collections are social history, photographs, archaeology and archives which together account for 67% of the total number of items held in regional museums.

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The distribution of collection types in Regional museums

This table does not include the collections held by the National Museums Wales.

More than half of regional museums hold collections of social history, costume & textiles and photographs.

Although maritime collections are the least common in museums they are still held by 20% of regional museums.

This presents a picture of a highly diverse collection spread across all museum types.

Z: Size and significance of collections in Regional museums

	No. of
	respondents
Agriculture	33
Archaeology	33
Archives	27
Arms & Armour	25
Costume & Textiles	46
Decorative & Applied	
Arts	29
Ethnography	17
Fine Art	33
Geology	19
Maritime	15
Medicine	22
Music	18
Natural History	19
Numismatic	28
Oral History	16
Personalia	30
Photographs	40
Science & Industry	28
Social History	50
Transport	27

This table does not include the collections held by the National Museums Wales. All charts below exclude the collections held by the National Museums Wales.

Only replies that gave actual numbers in the collections data have been used in these charts. Given that some of the figures are estimates and a significant number of museums did not reply in sufficient detail, the totals are likely to be much higher – also use these figures with caution.

