Llywodraeth Cymru
Welsh Government

CyMAL: Museums Archives and Libraries Wales

SPOTLIGHT ON MUSEUMS
2015

Guidance

SPOTLIGHT ON MUSEUMS 2015

Introduction

About Spotlight on Museums

Spotlight on Museums was first published in 2007 and museums across Wales contributed to this valuable source of information which underpinned the 'Strategy for Museums in Wales', published in 2010. A second Spotlight on Museums was then published in 2011.

The need for accurate information about what museums offer has never been more acute and the time has come to bring the survey up-to-date. As well as providing the Assembly Government with a tool to aid planning, the evidence gathered will provide museums in Wales with a robust database covering many aspects of service provision and collections.

As you may be aware, CyMAL has commissioned an Expert Review on Local Museum Services in Wales and we would really appreciate your input via this survey. Responses received before the end of March 2015 will be used to inform the Review.

Where to get advice and support

If you would like help completing this form support will be available throughout the process, from Tom Newman tom.newman@bristol.gov.uk

Completing the Survey

Please complete the survey by **August 28 2015**

The survey can be completed either online or by downloading the form. The survey is quite long (48 questions) but most questions are the same as last time and most answers only require a single click. If you want to check your response to the 2011 survey the information is available here:
http://wales.gov.uk/topics/cultureandsport/museumsarchiveslibraries/cymal/museums/spotlight-on-museums-2011/?lang=en

We advise that you read through a printed version of the questions because you will need to prepare some information in advance.

Please complete all sections. You must complete each section in order, but you don't need to complete them all at once.

If you are completing the survey online and you need to go back to earlier questions, please use the back button at the bottom of the survey. Please **do not use the back button on your browser** because your responses may be lost.

If you start the survey but cannot complete it, you can return to the survey at any time as long you use the same computer/device you used when starting to complete.

If you want to be able to access your saved responses across multiple computers/ devices we can email a personalised link to the survey to a nominated email address. If you would like a survey link to be sent to an email address please contact Tom Newman, tom.newman@bristol.gov.uk.

Please note that guidance is not provided for every single question in the survey, only those that may have terms that require definitions or otherwise may be open to interpretation.

Multi-Site Museum Services

Please complete one survey questionnaire for each museum site covering all the resources which relate exclusively to that site. In the case of a 'parent' museum (or headquarters), please include all resources which are administered from this site. If your administrative centre is not based in a museum we suggest it will save work if you identify a lead or parent museum within your service, and temporarily 'base' yourself there for the purposes of the survey, making it clear that the resources serve a number of different sites. The alternative is to complete a separate survey for your administrative base but ignore the questions relating to display space, visitor figures etc. This will also be the case if your service supports but does not directly run any museums itself.

In the case of a 'branch' museum, just include the resources which apply exclusively to that branch museum.

For example, Museum X might have a dedicated custodian, but curatorial staff are based elsewhere. The custodian would be recorded for Museum X, but curatorial staff would be recorded with the 'parent' museum. Museum X might have a small dedicated budget, which should be recorded for Museum X, but it might also be supported by centralised museum service budgets which should only be recorded for the parent museum. If Museum X does not have its own budgets, do not record any on its survey questionnaire.

This could also apply to collections. If collections data covers a whole service, only provide it once for the parent museum. If different collections are managed at different sites then record the collections data relevant to each museum site.

Range Statements

A number of the questions throughout the survey as you to choose the Range Statement which most closely matches your situation but don't expect any of them to be an exact reflection of your museum's activities. It cannot be emphasised too strongly that Range Statements are NOT scores and museums should only aspire to those best practices appropriate to their circumstances. CyMAL does not expect to see many museums completing level 6 in all categories.

Data Protection

The information supplied on this survey will be used to help with strategic planning for museums in Wales, help museums benchmark with other museums and assist the Welsh Government to determine policy priorities. All data will be published in a variety of forms. The information supplied may be used to promote the 'Spotlight 2015 on Museums' project, to promote individual museums, or to promote the museums of Wales generally. Data supplied in the 'Services Provided by Amgueddfa Cymru - National Museum Wales' section, will be shared with Amgueddfa Cymru - National Museum Wales.

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<u>Museum Audiences – Questions 4 - 12</u>

This section looks at how you engage with your users and what you provide for them. It asks you to self-assess levels of performance via the Range Statements.

4 - 7 Visitor numbers

We know that not all museums count their figures by calendar year but it is important in order to compare against other sectors.

If possible please provide a breakdown of adult and child visits. We appreciate this can be challenging but will help us to provide a more accurate assessment of the economic and tourism impacts of museums in Wales.

We are asking for 4 years worth of data to give us complete information back to 2011 when we last undertook the Spotlight on Museums survey.

Please state whether the visitor figures you have provided are actuals or estimates, providing estimates is perfectly acceptable but please try to ensure they are as accurate as possible.

8 – 9 Museum Website

Website visits (or sessions) measure the number of times individuals request a page. The first request counts as a visit. Subsequent requests from the same individual do not count as visits unless they occur after a specified timeout period (usually set at 30 minutes). For example, when an individual goes to a website on Tuesday, then again on Wednesday, this is recorded as *two visits* from *one visitor*. However, if your museum does not have the required software to measure this we are asking museums to use visit figures to their website or, if part of a joint website, the individual museum pages on the joint/county website.

10 - 11 Museum Social Media Use

By social media we mean any internet based technologies such as blogs, social network websites, podcasts, photo and video sharing websites etc.

Subscribers refer to users that engage with you on social media, this can be Friends, Followers, and Likes etc.

Museum Learning Provision and educational engagement – Questions 13 – 22

13 - 16 Educational engagement

This section is about learning activity, for example workshops, seminars, talks and lectures. In this instance the distinction is 'education' - booked/structured with a formal education provider e.g. school/ College/Higher Education organisation.

For the number of site sessions and participants please include all sessions even those delivered without museum staff e.g. loan boxes. We understand that recording how many sessions a loan box has been used for and by how many but if you do not have this information then please provide your best estimate based on the number of classes in the school in the relevant year group and use the average class size for participants which is typically 25 pupils in Wales.

Please state whether the figures you have provided are actuals or estimates, providing estimates is perfectly acceptable but please try to ensure they are as accurate as possible.

17 Provision for Formal Learning

The Inspiring Learning for All Framework is a self-help improvement framework for museums, libraries and archives. It supports museums to review and improve performance. It can help develop more effective learning opportunities and create learning environments by:
- Helping to understand how to achieve best practice in supporting learning
- Helping to identify how your museum, library or archive supports learning
- Helping to plan and develop effective learning partnerships with other teams and organisations

There are five **Generic Learning Outcomes** which
- Describe what and how people learn in museums, libraries and archives
- Help you to identify and evidence the benefits for people of taking part in museum, library and archive activities
- Have a proven track record of measuring outcomes

Information about the Inspiring Learning for All Framework and Generic Learning Outcomes can be found at: http://www.inspiringlearningforall.gov.uk/

18 - 21 Activities, events and outreach

This is with a non-education provider e.g. the Brownies/a local Arts Organisation or self-led, such as research work. It can include any workshops, seminars, talks, lectures and individual research sessions.

It is understood that sometimes counting the number of attendees at an off-site activities is challenging – for example if the museum is hosting a stand at a county fair with activities going on, please estimate the number of people actually participating, not for example the box office total for the fair. You should also include in this section any outreach facilitated by a member of museum staff with non-education providers e.g. community groups. This does not have to be part of a formal outreach programme.

Please state whether the figures you have provided are actuals or estimates, providing estimates is perfectly acceptable but please try to ensure they are as accurate as possible.

Museum Access – Questions 23 - 26

24 Access Audits

Ensuring good access throughout museums for staff, volunteers and visitors is a priority for CyMAL.

A full access audit must consider physical, sensory, intellectual and organisational barriers to accessing the service for disabled people across all impairment groups. The audit must also identify the additional barriers which would affect disabled staff working in the non-public areas of the building. Further details about full access audits are available from the 'Access, equality and diversity resources' page of the CyMAL website: www.wales.gov.uk/cymal

25   Access - Display

To be "to a professional standard" displays should completely meet at least five of the criteria listed below or be three quarters of the way to fully responding to all of them.
- Have target audience(s)
- Have clear interpretative themes and use a "layered" approach to giving information, having considered particular educational aims
- Take account of a variety of ways of learning (e.g. provide opportunities to touch, listen and interact, as well as read)
- Provide security and appropriate environmental conditions for objects (as recommended for collections care)
  Provide physical access as recommended in the Disability Portfolio – Wales edition: http://cymru.gov.uk/topics/cultureandsport/museumsarchiveslibraries/cymal/accessequalitydiversity/disabilityportfolio/?lang=en
- Follow basic guidelines for legible text and sensory access as recommended in the Disability Portfolio – Wales edition
- Follows social access guidelines as outlined in the MLA Council 'Access for All' toolkit
  http://www.mla.gov.uk/what/raising_standards/improvement/support_for_improvement
- Follows cultural access guidelines as outlined in the MLA Council 'Cultural Diversity' checklist
  http://www.mla.gov.uk/what/raising_standards/improvement/support_for_improvement
- Use professional reprographic techniques or high quality computer-generated text etc and appropriate museum-quality display materials, taking account of public safety

Museum Financial Operations – Questions 27 - 32

28 Annual Budgets

Annual budgets - we need to know how much money you have available to fund the everyday running costs of the museum. Earned income should only be included if that income is available for the museum to spend. Please do not include capital expenditure (e.g. one-off building projects).

30 Financial operations breakdown

<u>Total income</u> – total income including any regular local authority funding (excluding capital funding).
<u>Total expenditure</u> – total expenditure including staff costs and any local authority recharges (excluding capital funding).
<u>Total expenditure on staff costs</u> – include all costs relating to staff employed by the museum.

<u>Total admissions total</u> - income for all visitors who have paid to enter the museum.
<u>Total other earned income</u> - this includes retail, catering, events and hospitality, educational activity and any other income from trading activity e.g. property rental.
<u>Total public subsidy/ grant</u> – this includes any regular income from a local authority (excluding capital), Higher Education, DCMS or other core funding.
<u>Total donations</u> - all money received from the general public or friends (including friends/member schemes) for which no benefit is received in return.
<u>Total other contributed income</u> – includes any income from sponsorship, income from corporate membership schemes or other non-earned income.
<u>Total grant/ project income</u> - include all money received in the form of grant/ project income received within the financial year (excluding capital funding).
<u>Total capital grant/ project income</u> - include all money received in the form of capital grant/ project income received with the financial year

The breakdown of income in the seven categories above should be equal to the museum's total income.

31 Local Authority support

This can be financial support or help in kind e.g. materials, assistance from local authority staff etc.

Museum Workforce – Questions 33 – 36

33 Volunteers

Please provide the total number of volunteers who were actively volunteering at the museum during the period 1 April 2013 – 31 March 2014 and also the number of hours they contributed.

34 Paid employed staff

Please enter the total head count of staff employed by the museum including seasonal/ casual staff at its peak in the year. This is to help to describe the total employment impact of museums.

Please enter the total number of paid Full Time equivalent staff employed at the museum. If staff changes have occurred please consider what the 'usual' level of staffing is as an average for the 12 months.

Example: A member of staff working 5 days per week (full days) is 1 FTE, a member of staff working 3 days per week is 0.6FTE. If a museum has 3 members of staff, one who works 5 days per week and two who work 3 days per week, the FTE number of paid employees would be 2.2 FTE.

If you calculate your staffing in hours then for the purposes of this survey 35 hours would be classed as 1 FTE, so every 7 hours would count as 0.2 FTE.

Collections – Questions 40 - 45

40 - 41 Acquisitions and Disposals

We want to know the number of museum objects within each collection. However, we understand that the way museums count objects varies, sometimes allocating an accession number to a single item or to groups of items, e.g. collections of documents.

For the purpose of this survey please provide actual figures if available, if you do not have a precise count of objects please count the number of accession numbers allocated as an approximation.

45 Documentation

SPECTRUM is the UK museum documentation standard and can be downloaded from the Collections Trust website. Use of the standard is governed by a standard licence, which you will need to agree to before downloading or viewing.
http://www.collectionstrust.org.uk/collectionstrust/index.cfm/collection-management/spectrum/

Information about 'Significance' can be found in Revisiting Collections, a toolkit for the capture of information to enhance the meaning and significance of museum collections for new and culturally diverse audiences.
http://www.mla.gov.uk/what/raising_standards/improvement/support_for_improvement
CyMAL is developing a Significance toolkit for Wales to help museums address the Museums Strategy action to help museums better understand their collections.

46 Policy and Planning
Choose the Range Statement which most closely matches your situation but don't expect any of them to be an exact reflection of your museum's activities. It cannot be emphasised too strongly that Range Statements are NOT scores and museums should only aspire to those best practices appropriate to their circumstances. CyMAL do not expect to see many museums completing level 6 in all categories.

Thank you very much for taking the time to complete the 'Spotlight on Museums 2015' survey. The information you provide will be of great value to the museum sector in Wales, and beyond.