Llywodraeth Cymru
Welsh Government

Spotlite on Museums 2016

Report for Museums,
Archives and Libraries Division,
Welsh Government

Spotlite on Museums 2016

Acknowledgements:

Welsh Government recognises the work involved in gathering this data and is grateful to all the museums which contributed to this survey.

Further information and related documents

Large print, Braille and alternate language versions of this document are available on request.

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Front cover image: Cardiff Story Museum

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1. Introduction

This report presents the findings of the first 'Spotlite' survey. 'Spotlite' is a new annual survey of museums in Wales intended to complement the more comprehensive Spotlight on Museums that has been carried out every four years since 2002.

The survey was undertaken in order to collect key statistical data and to provide an up-to-date picture of the museum sector in Wales. Findings will help to contribute to estimates of the social and economic impacts of museums in Wales and will be published online to enable museums to benchmark themselves against a range of comparators.

As always, thanks go to the museums which completed the survey.

2. Summary

Response rate

- 69 museums responded to the survey, this is down from 80 in 2015. There was a 60% response rate amongst museums in the Accreditation scheme.

Audiences

- There were a total of 3,843,037 visits to museums in 2015 based on responses received.
- Visits have fallen by 5.9% between 2011 and 2015 based on a constant sample.
- Children (under 16s) accounted for 30% of all visits.
- Museums held 561 informal activities and events that engaged 54,545 participants.

Economic impact

- Known visits to museums had a gross impact of £73.8m in the economy.
- Museums created 1,199 full time equivalent direct, indirect and induced jobs across the region.

Online engagement

- 78% of respondent museums have their own website and 88% used social media to engage with audiences.

Educational engagement

- Museums delivered 9,441 formal learning sessions on-site which engaged 279,755 participants and 400 outreach sessions which reached 11,354 participants.

Financial operations

- 43% (49) normally charge for admission, 50% (55) offer free entry all year and 3 were free but charged for some exhibitions/ seasonally.
- Total annual income generated and received by museums was £45,533,279.
- £14,397,394 was generated in earned income.
- £25,452,299 was received in regular public subsidy.
- £2,114,517 was received in grant funding.
- £3,569,069 was received in contributed income.

Workforce – volunteers

- There were 2,791 people volunteering for museums in 2015 which equated to 136 full time equivalents.
- On average museums had 44 volunteers each.
- Volunteers contributed a total of 225,191 hours to museums.
- Each volunteer contributed an average of 97 hours in the year.
- Volunteer time was worth £1.74 million to museums.

Workforce – paid staff

- Museums employed 1,239 paid staff which equated to over 817 full time equivalents.
- 8 museums were entirely volunteer-run with no paid staff.
- Based on information provided, volunteers outnumber paid staff by over 2:1.

3. Survey method

The survey was conducted between November 2016 and February 2017. Museums were notified about the survey via direct email and MALD's current awareness service. Regular reminders were sent to museums, and advice and support on completing the survey was available via email. Museums were asked to provide data for the 2015 calendar year with the exception of financial information which was requested for the 2015-16 financial year (1 April – 31 March). The survey was divided into four sections:

- Audiences
- Educational engagement
- Financial operations
- Workforce

4. Sample and response

69 museums responded, this is down from 80 that responded to Spotlight on Museums 2015. There was a 60% response rate amongst museums in the Accreditation scheme. This is considerably lower than the 72% that responded to the survey in 2015.

When considering the responses, the following should be borne in mind:

- Not all museums answered every question.
- Percentages in the report have been rounded to the nearest whole number.
- 'All' museums is every museum which submitted a return.
- The 'core group' of museums refers to the museums that have responded to all previous Spotlight surveys.
- Where differences are small and response levels low, care must be taken when interpreting the data.
- Budget data should be viewed as approximate or indicative as different accounting methodologies are used by museums and a number of museums operate a different financial years.

5. Categories of museum

Three main categories of museum are used for analyses throughout the report:

- **Type** of museum determined by funding source and governance model.
- **Size** of museum determined by annual visit figures. Small (under 10,000), Medium (10,000-49,999), Large (50,000+).
- **Core group** – museums which responded to the survey in 2002, 2006, 2011 and 2015. A list of museums which constitute the core group is given on page 25. This group has reduced from 73 to 45 since 2006 and is now comprised only of Accredited museums.

6. Profile of respondents

Respondents have been divided into four categories of museums, depending upon funding arrangements and governance.

- National museums, Amgueddfa Cymru (funded by the Welsh Government).
- Local authority museums (funded and operated directly by Local Authorities).
- Independent museums (funded and run independently of local or national government) – this category includes museums within universities; museums run for army regiments and charities. These may receive some form of public funding through local authority or government support, e.g. through grants or professional advice.
- National Trust properties.

Figure 1: Accredited museums in Wales by type

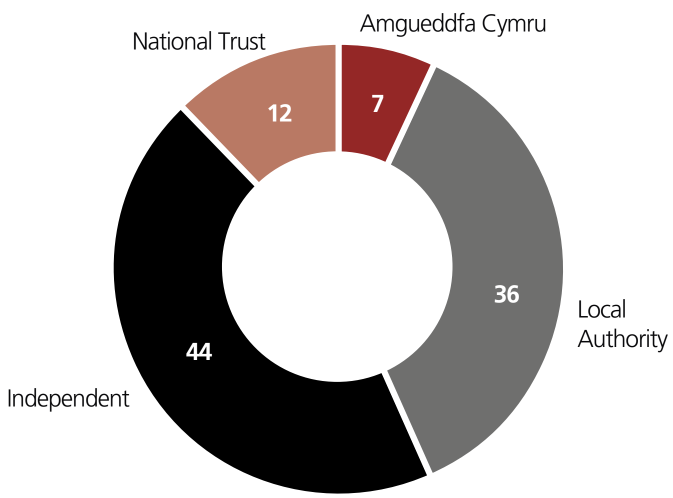
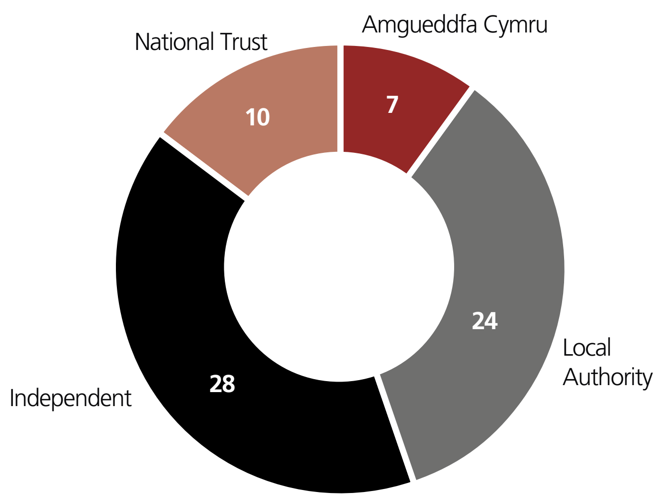


Figure 2: Profile of respondent museums by type



In the Spotlight

Glynn Vivian Art Gallery

Glynn Vivian Art Gallery reopened in October 2016, following its £8.5 million redevelopment and has been transformed into a destination art gallery of international significance.

The Grade II listed gallery, which was founded in 1911, has also benefited from complete restoration and improvement to its facilities and access, and is now linked to the main gallery through a state of the art walkway.

The redevelopment was funded by Welsh Government, the Arts Council of Wales, the City & County of Swansea, CADW, together with the generous support of the Heritage Lottery Fund, ensuring a vibrant future for the Gallery and its heritage.

© Glynn Vivian Art Gallery

7. Respondents by size

Museums in Wales range from large national museums (Amgueddfa Cymru) to small community organisations. For the purposes of this report, the size of museums has been determined by the average annual number of visits they attracted between 2010 and 2015. If for any reason a museum did not provide visit numbers for one of the years then the average of the years that they did provide has been used. Four museums did not provide visit figures for 2015.

8. Museum Opening Hours

Museums were asked to provide details on their typical opening hours:

- 34 (51%) were open all year round.
- 26 (39%) were closed for part of the year as part of a regular seasonal closure.
- 5 museums were closed for part of the year for reasons such as refurbishment or repairs.
- 2 museums were open by appointment only all year.
- 2 museums did not respond to this question.

9. Audiences

This section looks at overall visitor figures, visits by children and online engagement.

9.1 Total visit figures

Based on the responses received there was a total of 3,843,037 visits to museums in 2015. Museums were asked whether the visit figures they provided were actuals or estimates. There were 65 responses to this question, 71% (46) provided actual figures while the remaining respondents provided estimates.

Figure 3: Respondents by size based on visit figures

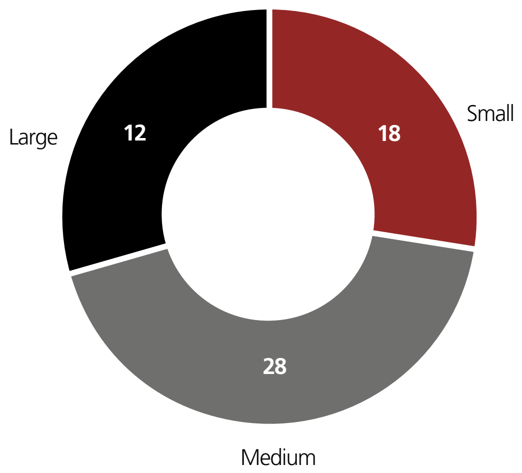
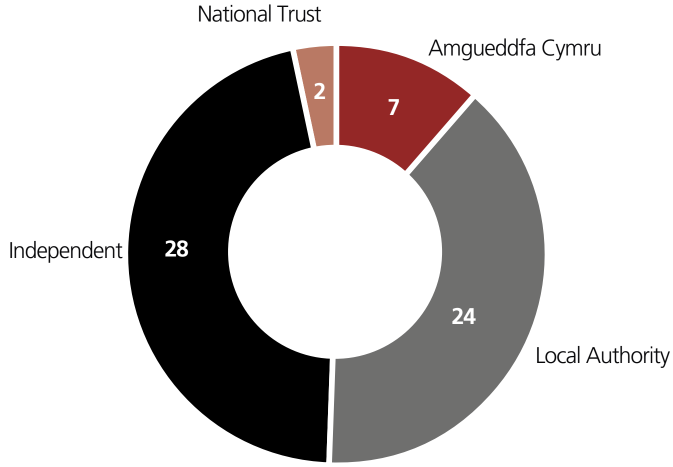


Figure 4: Profile of respondent museums by type



9.2 Visits by children

The survey asked museums to provide a breakdown of visits into adults and children (under 16) and 54 museums provided this information. There were 994,980 visits by children to museums in 2015. Based on these responses, it is estimated that children accounted for 30% of all visits. There were some significant variations depending on the size of the museum with children making up 19% of visits to small museums, 25% for medium museums and 31% for large museums. Only 22 (41%) museums provided actual figures for child visits while the remaining museums provided estimates.

Figure 5: Total visits to museums by size

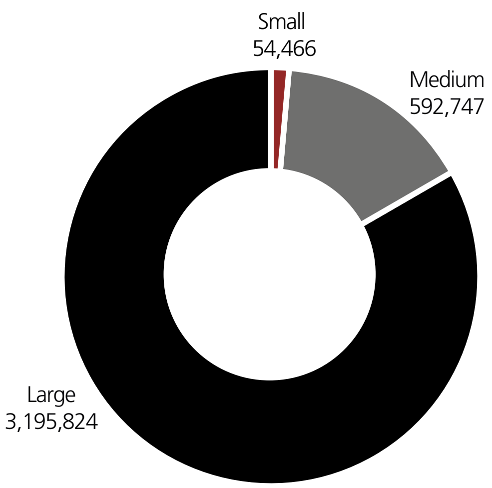
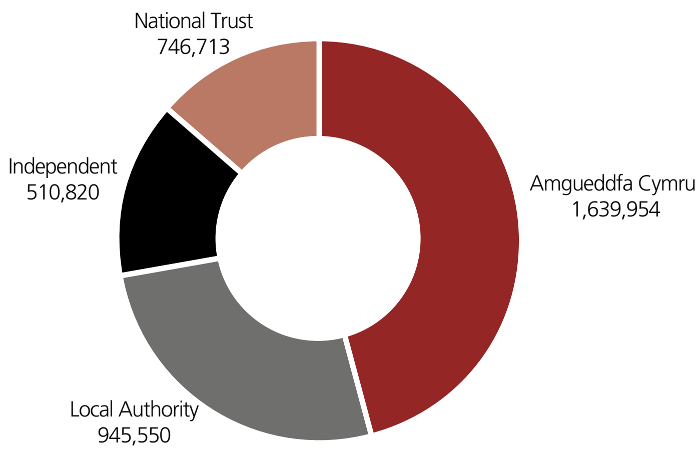


Figure 6: Total visits to museums by type

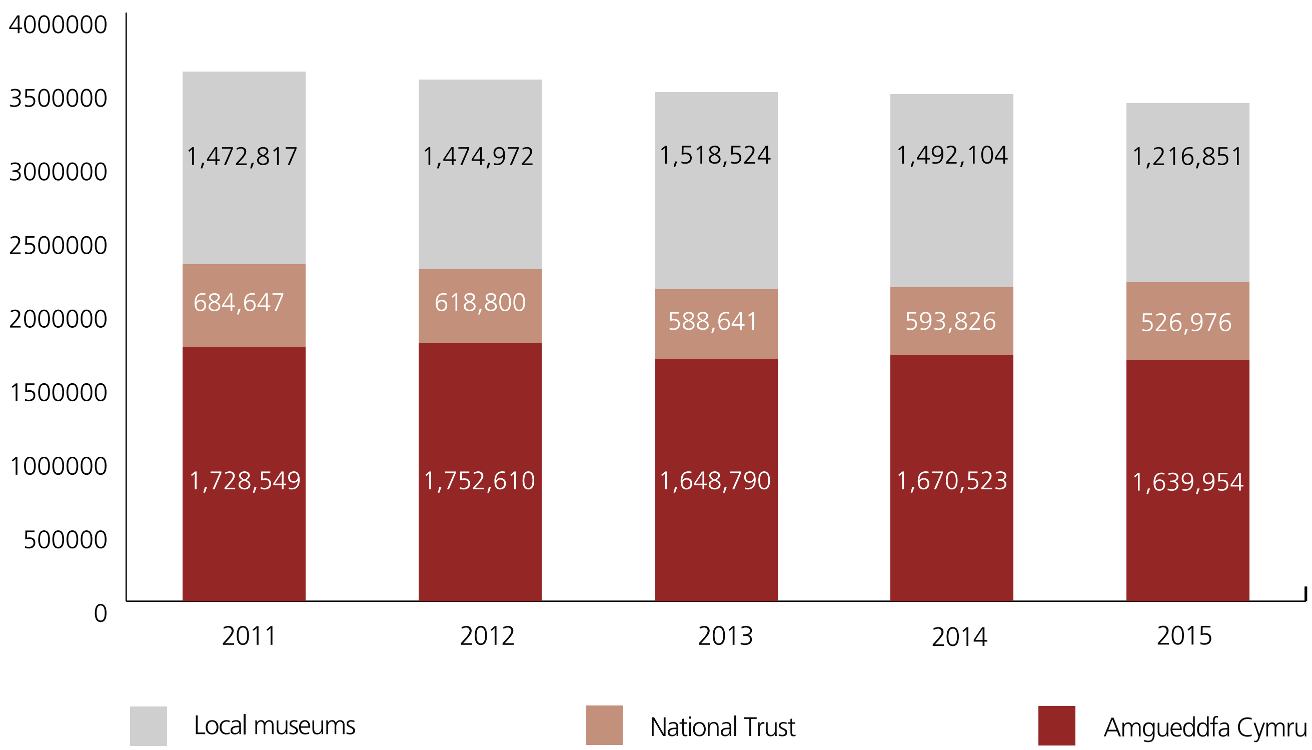


9.3 Total visits – change over time

Based on visit figures from a constant sample of 53 museums that provided visit figures for 2011 to 2015, visits have fallen by 5.9%. However, it should be borne in mind that this is a relatively small constant sample and may be disproportionately affected by significant changes at particular museums.

- Overall visit figures are falling although there are significant variations across different types and sizes of museums.
- Visits to local museums (non-national and non-National Trust) fell by 6.9% between 2011 and 2015. Visits to Amgueddfa Cymru have fallen by 5.1% and visits to National Trust properties fell by 6.2%.
- These results contrast significantly with the findings of Spotlight on Museums 2015, when visits to local museums (non-national and non-National Trust) were reported to have increased by 1.3% between 2011 and 2014. Visits to Amgueddfa Cymru had fallen by 3.3% and visits to National Trust properties had fallen by 13.3%.

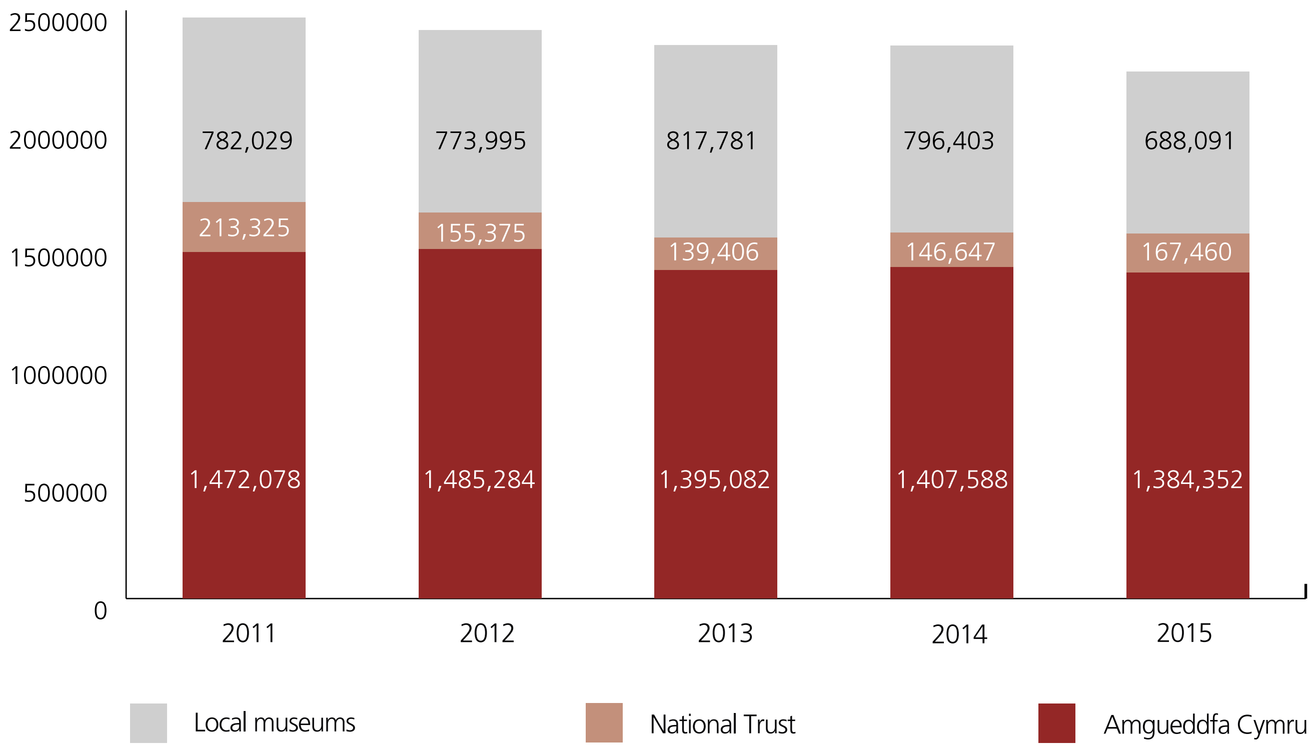
Figure 7: Total visits to all museums by type which provided visit data for all years 2011-2015.



9.4 Total visits – change over time

- Across the core group of museums, visits have fallen by 9.2% between 2011 and 2015.
- Of the core group, 70% (28) have reported a decrease in visit figures since 2011 while only 30% (12) reported their visit figures had remained the same or increased.
- The results suggest that 2015 was a particularly challenging year for museums with visits across the core group down by 4.7% between 2014 and 2015. Although it is important to adopt a long term view as to the relative importance of fluctuations in visit figures, total visits have now been in decline for five consecutive years based on figures from the core group.

Figure 8: Total visits to core group museums by type which provided visit data for all years 2011-2015.



9.5 Average visits to museums in by size and type

The importance of visits to museums is of course relative to the size and scope of any particular museum. However, the number of in-person visits is one of the main indicators of the popularity, and in many ways, the success of museums.

Comparing the average number of visits to museums of a particular size can provide a useful starting point for museums to be able to benchmark their performance and in providing a wider sector context to an individual museum's own operations.

Figure 9: Average visits to museums by type

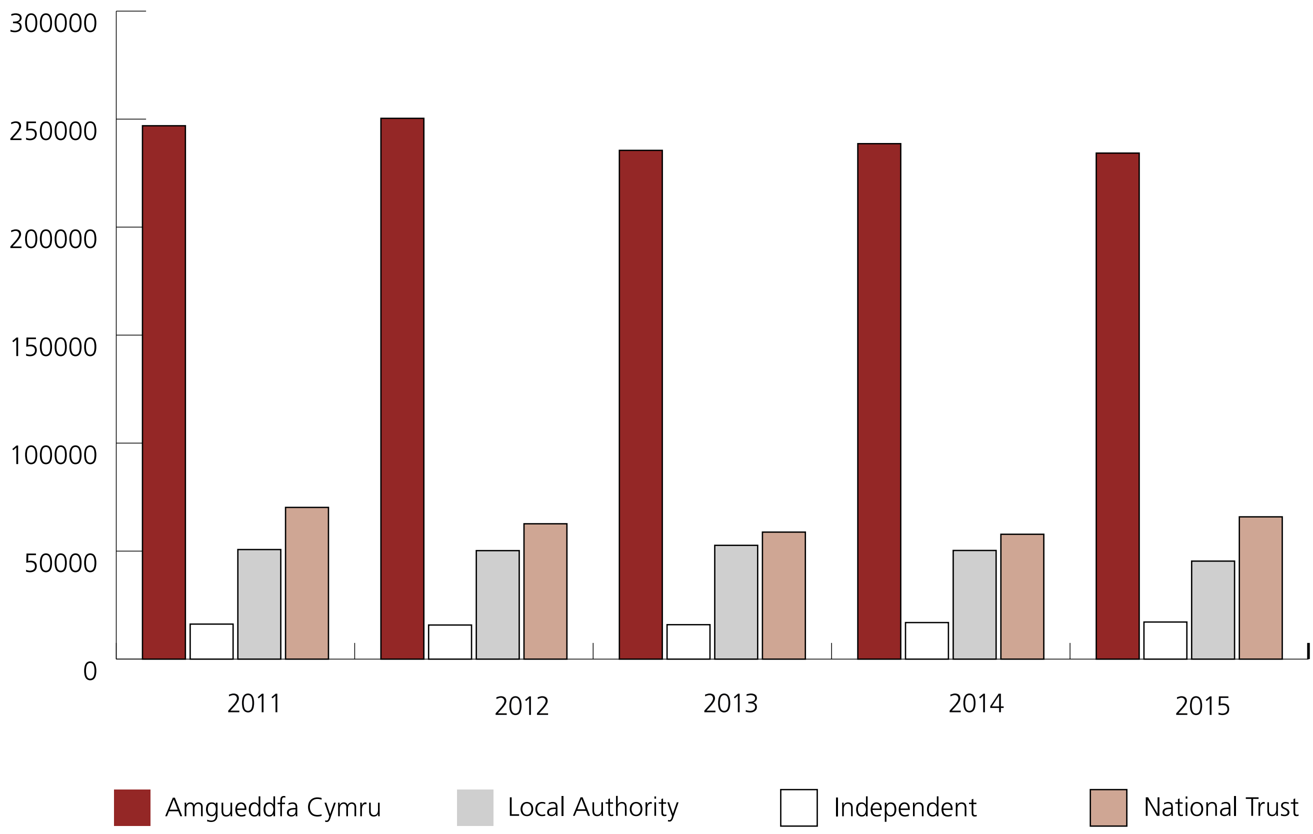
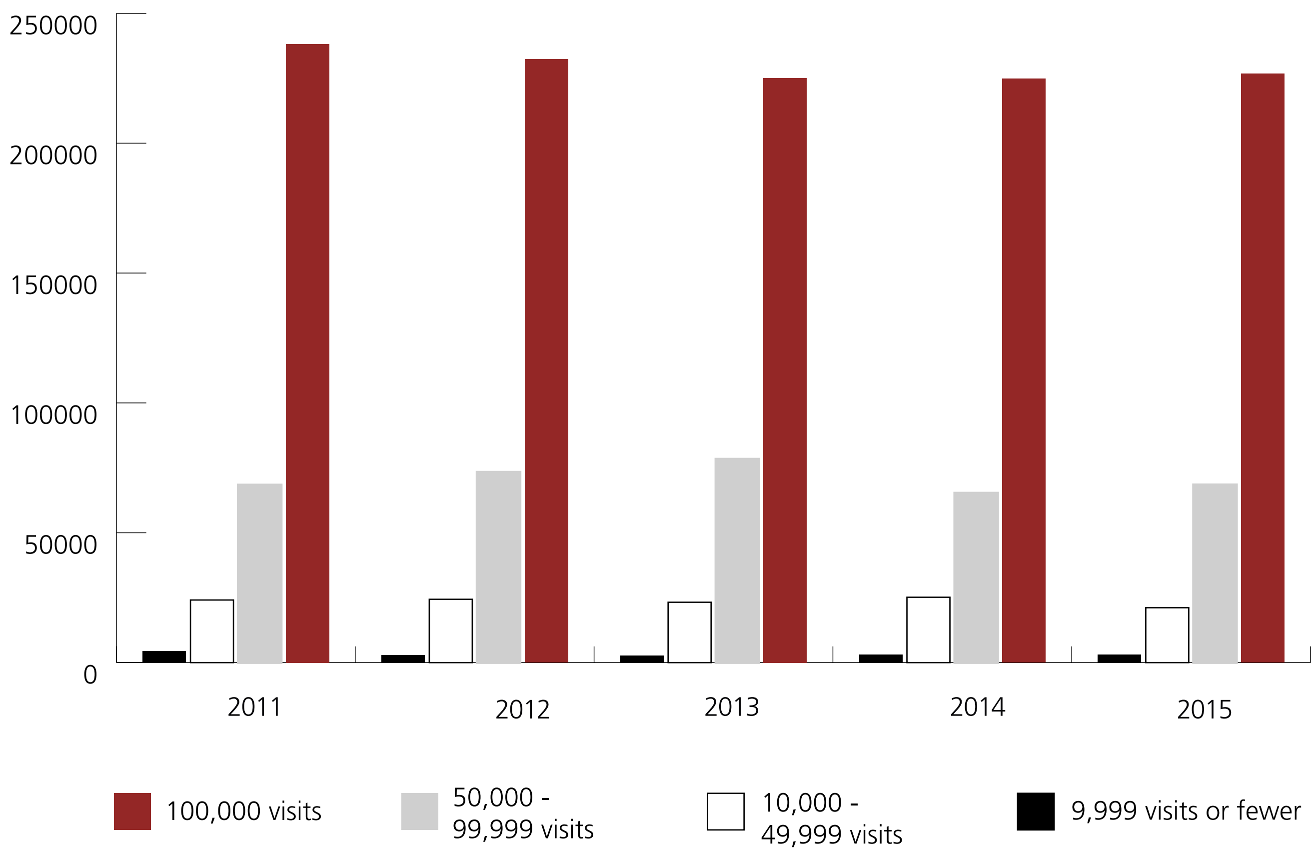


Figure 10: Average visits to museums by size



10. Economic impact of visits

Museums make an important contribution to the regional economy creating a range of economic benefits, particularly in helping to attract tourism.

The Association of Independent Museums has published an Economic Impact Toolkit which was developed by consultants DC Research to help museums express the gross impact of visits to their museum in terms of economic value. This toolkit can be used by individual museums but can also help provide an idea of this economic value at an aggregate level.

The gross visitor impact was £73,874,228 in the Welsh economy in 2015 based on the visit data provided by museums.

Figure 11: Gross visitor impacts by Welsh region 2015

	Average spend assumption (local visitor)	Average spend assumption (day visitor)	Total value of visits
South East	£15.30	£30.61	£35,786,778
South West	£22.49	£44.98	£16,384,360
Mid Wales	£18.96	£37.92	£2,471,270
North Wales	£14.39	£28.78	£19,231,820
		Total	£73,874,228

10.1 Economic impact calculation

- The calculation takes the number of adult visits to a museum, establishes the proportion of local, day and overnight visits and multiplies these by average visitor spend assumptions. Spend assumptions have been developed by DC research from regional and national tourism volume and value datasets which were updated in 2014.[1]
- Total estimated adult visits are based on the adult/child ratio of 81/19 for small museums, 75/25 for medium and 69/31 for large museums.
- Actual ratios for local, day and overnight visits were not available from museums so the average ratios developed by DC Research have been used. No data for overnight visits was available so visits have been divided into local and day visits only. This means that the overall economic value of visits is likely to be higher than the figures shown here due to the higher levels of visitor spend associated with overnight visits.

	Local visits	Day visits
Small museums	47	53
Medium museums	44	56
Large museums	31	69

[1] https://www.aim-museums.co.uk/wp-content/uploads/2017/02/AIM-Economic-Impact-Toolkit-2014.pdf

11. Online engagement

11.1 Websites

The survey asked if museums had their own website although the question did not establish whether all of these museums had editorial and content control of these websites. In addition to this question, all museums in the Accreditation scheme were ‘googled’ in March 2017 to establish whether they had their own websites. All museums were found to have an online presence however only 78% (87 of 111) had their own dedicated websites. Of the remaining 24 museums, 20 of these were local authority museums where the museum’s information was embedded as part of the local authority website.

Museums were also asked to provide data on the total unique visitors to their websites. 42% (28 of 66) of respondents provided figures. Nearly a quarter of respondents stated they did not know or the information was not recorded.

This suggests that this kind of information was not easily accessible to the person completing the survey or that museums are not using basic analytics tools such as Google Analytics to collect this information and monitor their website usage.

In the Spotlight

Narbeth Museum

Narberth Museum re-opened in 2012 after a major rebuilding project.

Experience gained throughout the restoration period, informed our decision to incorporate online selling into our new website www.narberthmuseum.co.uk

We concentrate on local and Welsh interest titles popular with genealogists and researchers. Selling online increases our reach and enables us to engage with audiences further afield. We are looking to develop this facility with the creation of an updated website.

At the same time we have installed an electronic point of sale (EPOS) system to manage stock control and monitor visitor data.

Volunteers are being trained to administer both systems.

These initiatives have been made possible by a Transition Fund grant from the HLF.

© Narberth Museum

11.2 Social Media

Museums were asked to provide information on whether they used social media to engage with audiences and the number of subscribers or followers that they had across their social media platforms. 88% (61 of 69) stated that they did use social media to engage with audiences. This is a small decrease on the 91% that stated they did in Spotlight 2015; however this is likely to be down to the smaller sample size and the particular museums that responded to the survey.

12. Educational engagement

Museums were asked to provide data on the number of sessions and participants across both formal and informal learning activities in 2015.

Museums delivered 9,441 formal learning sessions on-site which engaged 279,755 participants, based on responses from 50 museums. 11 museums stated they did not deliver any education sessions with formal education providers.

Responses from the core group show the number of formal education sessions delivered by local authority and independent museums has fallen by 29% and 31% respectively since Spotlight 2015 (data for 1 April – 31 March 2013-14).

45 museums provided information on informal activities and events that were delivered on-site. Museums delivered 1,330 activities and events on-site with non-education providers that engaged 335,768 participants. 15 museums stated they did not hold any informal events or activities.

12.1 Educational outreach

Learning opportunities are not just provided inside museums. Outreach work is an important part of the learning offer from many museums and an important way of involving local communities which might not use the museum building. Museums delivered 400 learning and outreach sessions off-site which engaged 11,354 participants, based on responses from 24 museums. This includes loan box sessions at schools. 54% of respondent museums (37) stated they did not deliver any education sessions off-site with formal education providers.

30 museums provided information on informal activities and events with non-education providers that were held off-site. Museums delivered 561 activities and events that engaged 54,545 participants. 40% of respondent museums (27) stated they did not hold any activities or events sessions off-site.

In the Spotlight

The Regimental Museum of The Royal Welsh, Brecon

The education service offered by the Regimental Museum in Brecon continues to prove very popular, with over 1,500 pupils from about 70 primary schools visiting the Museum during the last academic year alone. The children participate in workshops based on events in the First World War and Second World War, and each are designed to mirror the exact requirements of the National Curriculum. In the former, pupils role-play as men "joining up" in August 1914 at the outset of the war, while in the latter they arrive at the Museum dressed as evacuees and learn of children's experiences during the Blitz. Although both workshops involve dressing in authentic uniforms and using objects from the period, the Second World War programme makes use of the replica Anderson Shelter installed at the front of the Museum building. The pupils listen to sounds of an air raid recorded during the 1940s while they sit in the Shelter, something that makes for a very powerful experience.

© The Regimental Museum of The Royal Welsh, Brecon

13. Admission charges

Museums were asked whether they charged for admission. All Accredited museum websites were also checked to compile a comprehensive list of museums that charged and those that didn't.

43% (49) normally charge for admission, 50% (55) offer free entry all year and 3 were free but charged for some exhibitions/seasonally. Information on admission charges could not be found for 6 museums. The figures on the left show the average admission charge for museums by size and type. The averages shown for child admission do not include where admission is offered for free therefore the prices may appear relatively higher when compared to adult admission charges. For example of the nine local authority museums that charge for entry, four of those only charge admission for adults while children are free.

Figure 12: Average adult admission charge by size and type (for museums that charge entry)

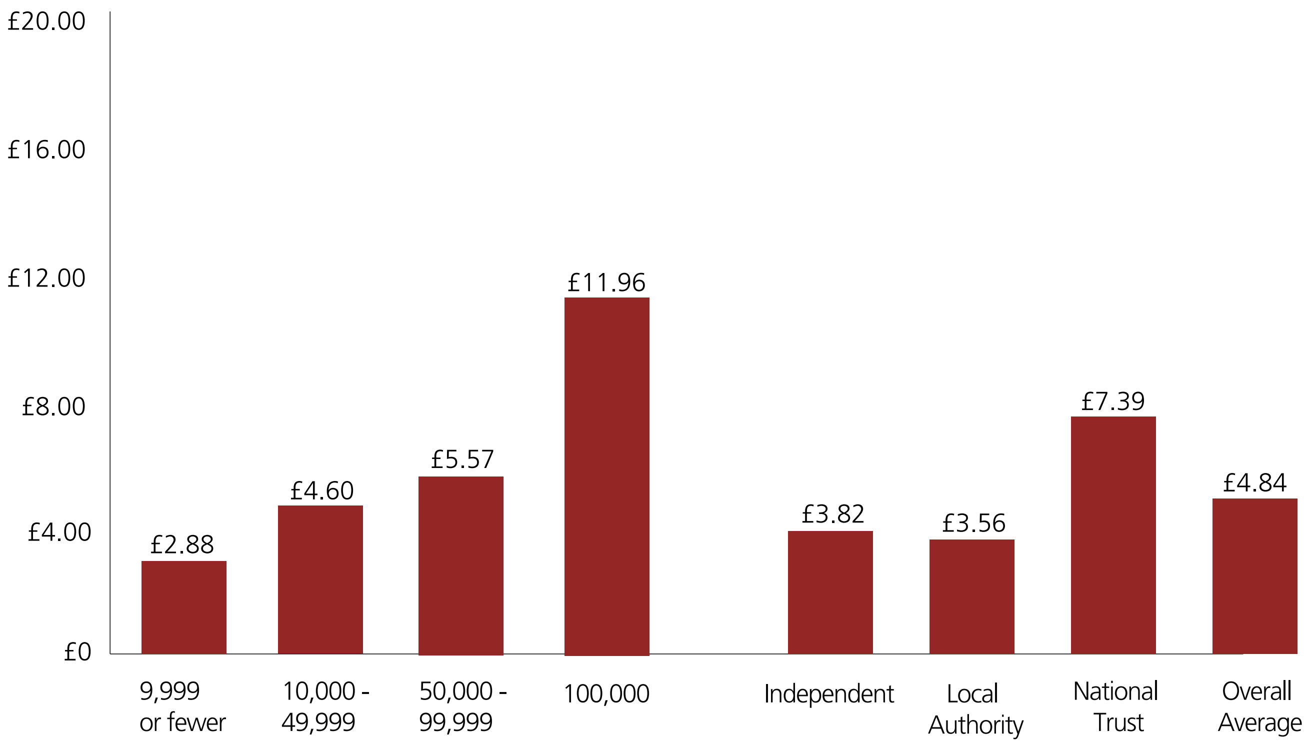


Figure 13: Average children admission charge by size and type (for museums that charge entry)

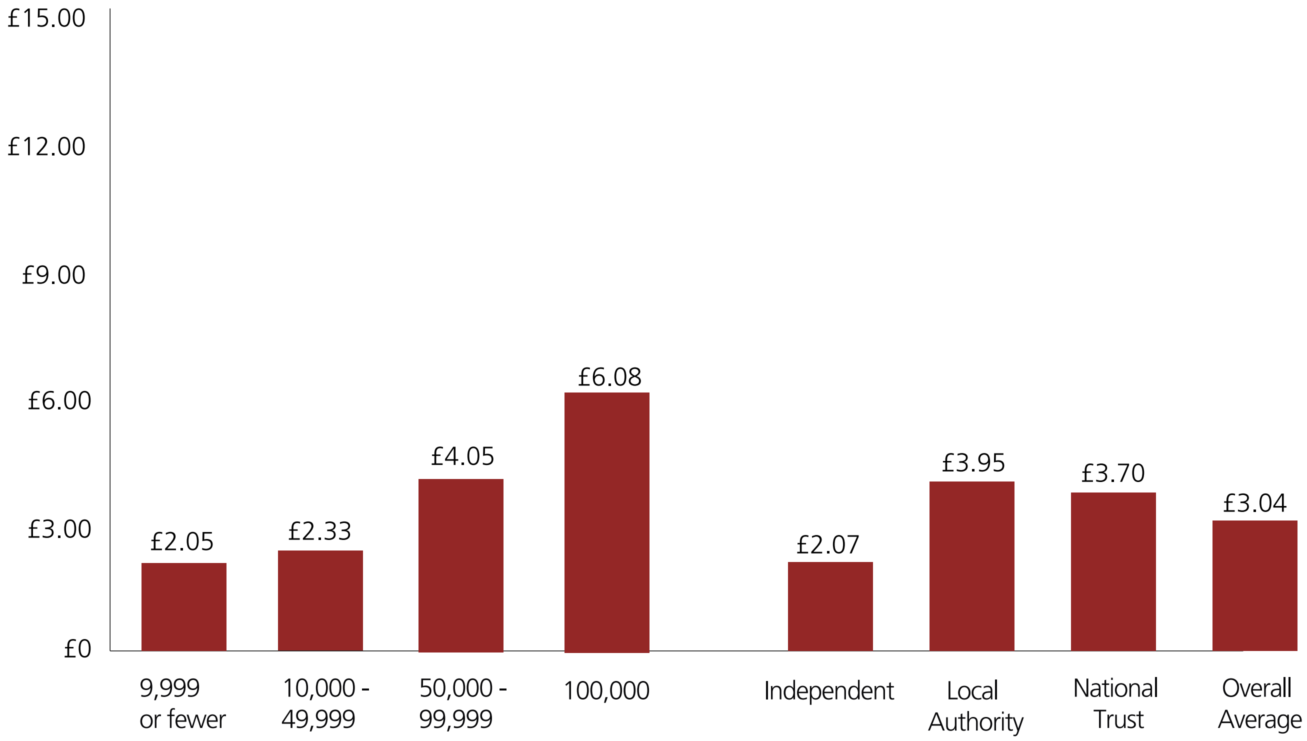


Figure 14: Charging bands for museums that charge admission

	Adult		Child	
Free	-	-	20%	(9)
Under £3.00	24%	(11)	43%	(20)
£3.00 to £4.99	33%	(15)	26%	(12)
£5.00 to £7.49	22%	(10)	9%	(4)
£7.50 to £9.99	11%	(5)	2%	(1)
£10.00 or over	11%	(5)	-	-

14. Income by charging model and type

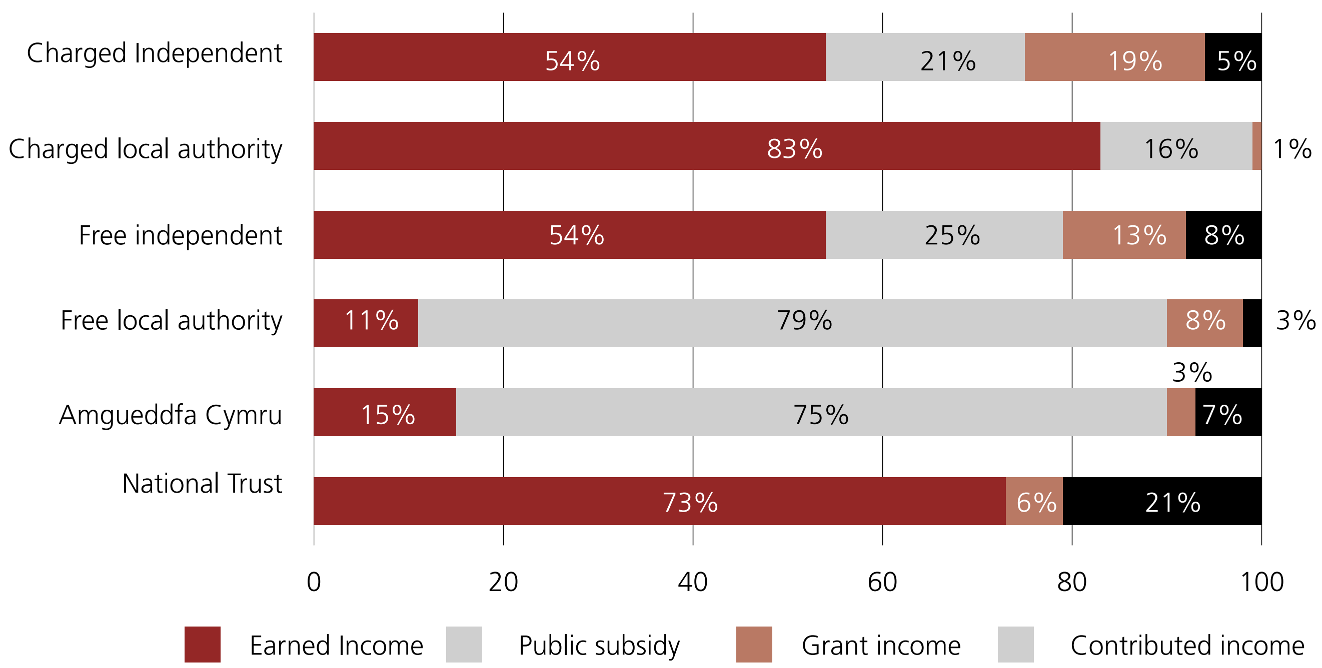
Museums were asked to provide a range of financial information covering sources of income, overall expenditure and expenditure on staffing. 58 respondents submitted financial information.

14.1 Income

Annual total income generated and received by museums was £45,533,279 which breaks down as follows:

- £14,397,394 in earned income including admissions, retail, catering, events and hospitality, educational activity and any other income from trading activity.
- £25,452,299 received in regular public subsidy.
- £2,114,517 received in grant funding.
- £3,569,069 received in contributed income. This includes all money received from the general public or friends in donations (including friends/member schemes) alongside any income from sponsorship, corporate membership schemes or other non-earned income other than grants.

Figure 15: Income sources by charging model and type



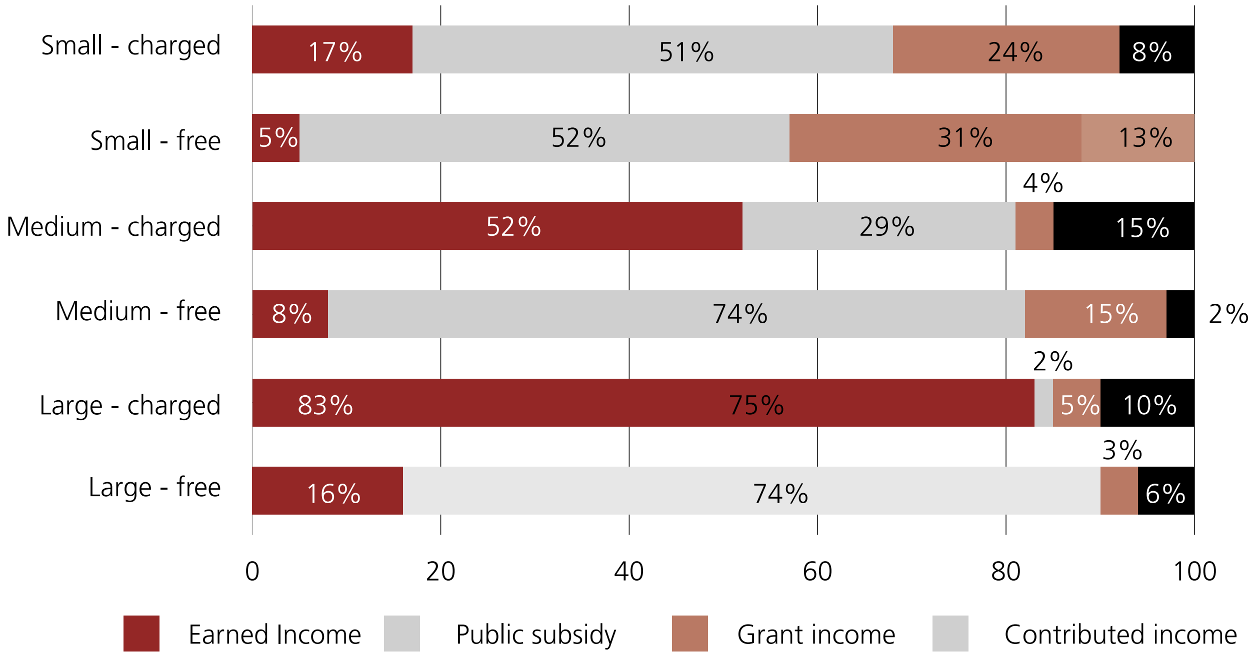
	Charged Independent	Charged Local Authority	Free Independent	Free Local Authority	National Trust
Average income	£129, 433	£497,250	£100,336	£290,814	£620,009

Total income reported by museums through Spotlite 2016 is higher than in Spotlight on Museum 2015 despite the smaller size due to a number of large museums not providing financial data as part of their responses to Spotlight 2015.

14.2 Income by charging model and size

- Figures 15 and 16 highlight that there are very significant differences in the composition of museum finances. Based on the data submitted by museums, the most significant influencing factor was whether a museum charged entry or not.
- Levels of earned income varied from 83% of total income to 5%.
- 54% (37) of museums stated they received regular public subsidy. The main forms of public subsidy for museums in Wales are from the Welsh Government for Amgueddfa Cymru, local authority funding for local authority museums, Ministry of Defence funding for military museums and Higher Education funding for university museums. A number of independent museums also receive regular funding from local authorities.
- Levels of grant income as a percentage of total income were highest amongst small to medium and independent museums.
- Levels of contributed income as a percentage of total income were highest amongst small to medium and independent museums; this is mainly due to the relatively small levels of turnover.

Figure 16: Income sources by charging model and size

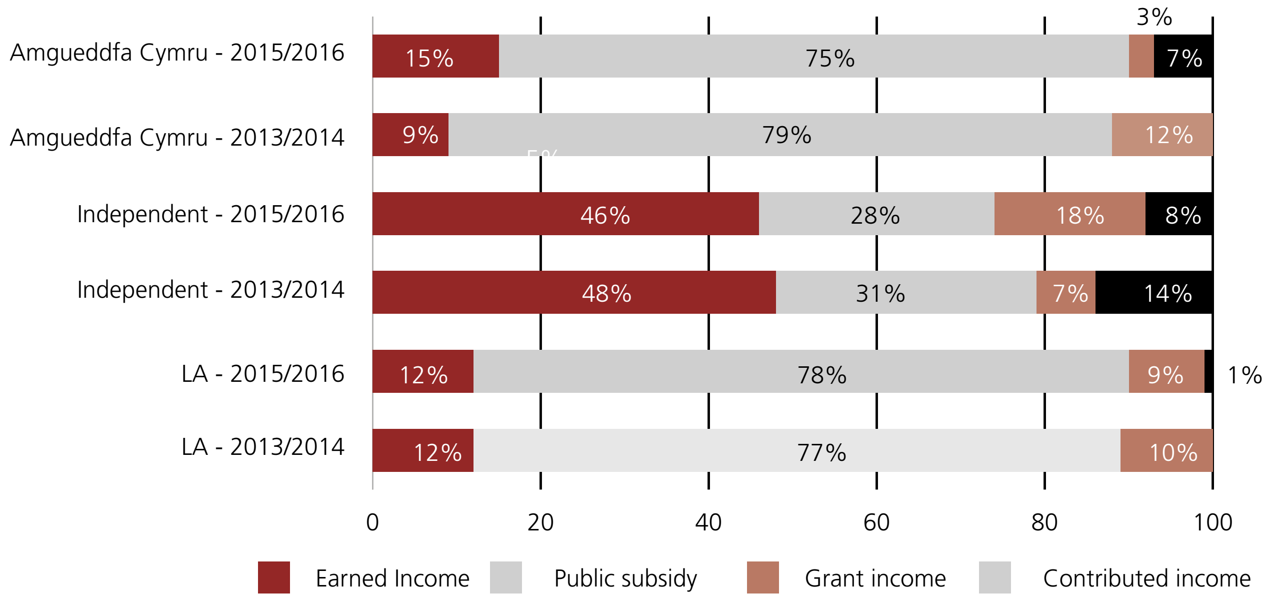


	Small - charged	Small - free	Medium charged	Medium - free	Large - charged	Large - free
Average income	£65,746	£13,751	£129,607	£175,253	£1,140,875	£512,519

14.3 Income change over time

- Based on data from the core group of museums the average annual budget for local (non-national and non-National Trust museums) was £166,860 in 2015-16 compared with £150,742 in 2013-14.
- Figure 17 shows the breakdown of income sources for the core group of museums based on their type. Overall there has been relatively little change in the composition of museum finances in the core group between 2013-14 and 2015-16.
- There was an insufficient sample size to provide comparative data for National Trust properties.

Figure 17: Income sources for core group by type (2013-2014 and 2015-2016)



Average Income	Independent	Local Authority	Amgueddfa Cymru
2013/2014	£94,196	£268,954	£32,351,000
2015/2016	£83,730	£265,976	£28,861,000

In the Spotlight

Storiel

In January 2016 Gwynedd Museum and Art Gallery, Bangor reopened its doors as Storiel – a new engaging and accessible museum and art gallery with café, shop, community and learning space in a listed building. Since then over 110,000 have visited Storiel.

Part of Storiel's attraction is down to the wonderful café Seibiant run by Susan Ashworth and her team of local staff. The café, which is leased, is an integral part of Storiel's business case and income generation. It's also invaluable as part of the visitor experience with its unique ambience and popular menu. As well as providing refreshments for our visitors, Seibiant can accommodate the catering needs for our conference room customers.

© Storiel

15. Expenditure and staff costs

38 responses were received from museums and museum services that employ paid staff and provided information on both total expenditure and expenditure on staff costs. On average, spending on staff accounted for 52% of total expenditure, which breaks down as follows:

- 6 spent 30% or less of annual expenditure on staff costs
- 11 spent between 31% and 50%
- 15 spent between 51% and 70%
- 6 spent between 71% and 100%

The most obvious finding is that staff costs make up a significantly higher percentage of costs for local authority museums on average than they do for independent museums. Data on the number of paid staff and Full Time Equivalents would suggest that this can partly be explained by the fact that in general, local authority museums employ a greater number of staff compared to independent museums that benefit from a much greater volunteer contribution.

It is also worth noting that local authority museums may not have included staff costs that are related to services provided centrally such as finance, HR, legal and IT support. Therefore the real cost of staffing as a percentage of total expenditure is likely to be higher for those museums.

Figure 18: Average expenditure on staffing by size and type

Category	Number of respondents	Average of total expenditure spend on staffing	Lowest %	Highest %
9,999 visits or fewer	9	43%	26%	62%
10,000 - 49,999 visits	17	51%	17%	87%
50,000 – 99,999 visits	3	59%	57%	60%
100,000+ visits	8	63%	55%	84%
Independent	17	46%	17%	87%
Local Authority	15	57%	23%	84%

16. Workforce

Museums were asked to provide overall numbers of people in their workforce, whether paid or voluntary and whether they were full-time, part-time or seasonal.

- 4,030 people worked or volunteered in museums in Wales based on data provided by museums for 2015. This compares with 3,496 in 2013-14, 3,435 in 2011 and 2,640 in 2006. This rise is perhaps unexpected given the considerably smaller sample size for the 2016 survey (69 responses) compared to the 2015 survey (80 responses) and 2011 (106 responses). However, this increase can be explained wholly by a rise in the number of volunteers.
- National Trust museums account for 36% of the total workforce despite representing only 14% of the respondents. This is largely due to their large volunteer base. Amgueddfa Cymru and the independent sector make up 27% and 26% of the workforce respectively while local authority museums represent 11% due to their smaller volunteer base.
- 8 Accredited museums were entirely volunteer-run with no paid staff. These were all independent museums.

16.1 Changes in Workforce

- Since 2010, levels of paid staffing across the core group have remained relatively stable, with a decrease of just over 1%.
- The most significant change has been the rise in the number of volunteers contributing their time to museums. The number of volunteers has increased by 85% between 2010 and 2015. The data does not show an obvious reason for this
- Although not every museum in the core group provided volunteer hours for both 2010 and 2015 these have also increased by 56% from 90,853 in 2010 to 141,819 in 2015.
- The average hours contributed by volunteers has also risen from 124 in 2010 to 141 in 2015. This is based on data from the core group that provided data for both volunteer numbers and hours contributed (32 in 2010 and 28 in 2015).
- Information from the core group of museums suggests that the number of full time equivalent staff has remained relatively stable since 2013-14. 23% (9) of museums reported an increase in FTE staffing, 38% (15) remained the same and 38% (15) reported a decrease.

Figure 19: Proportions of workforce by type of museum and employment type (volunteer/paid)

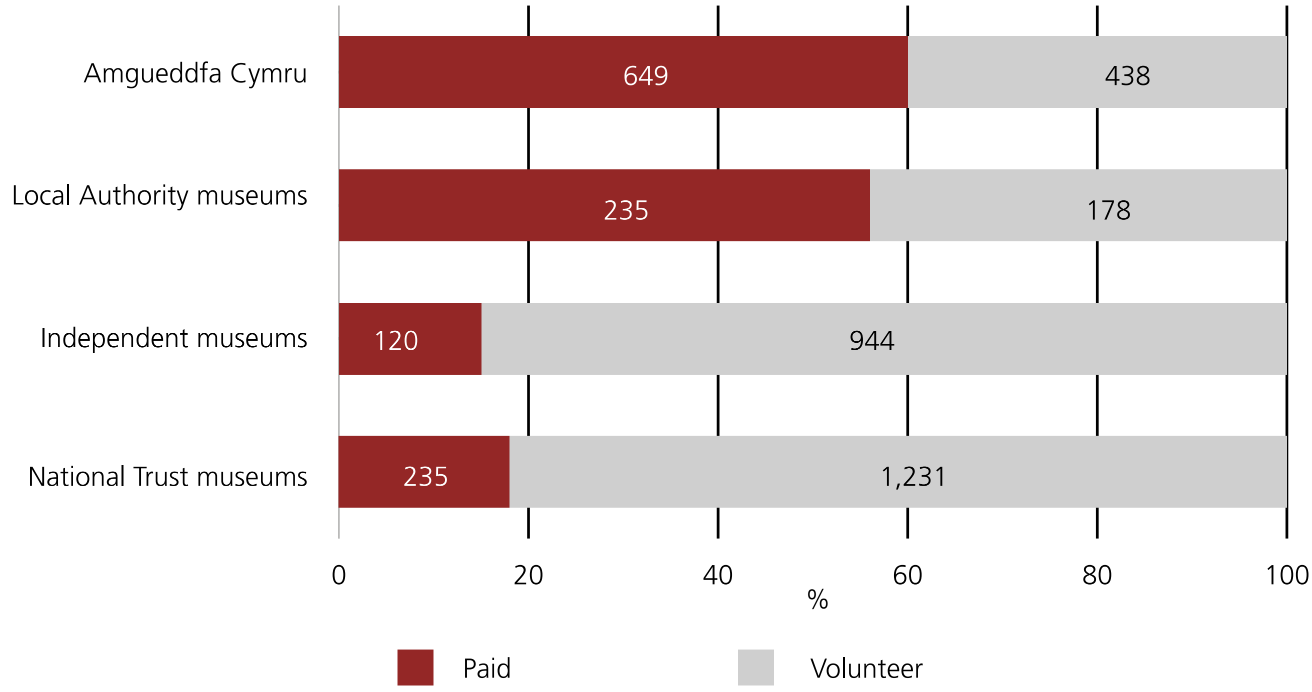
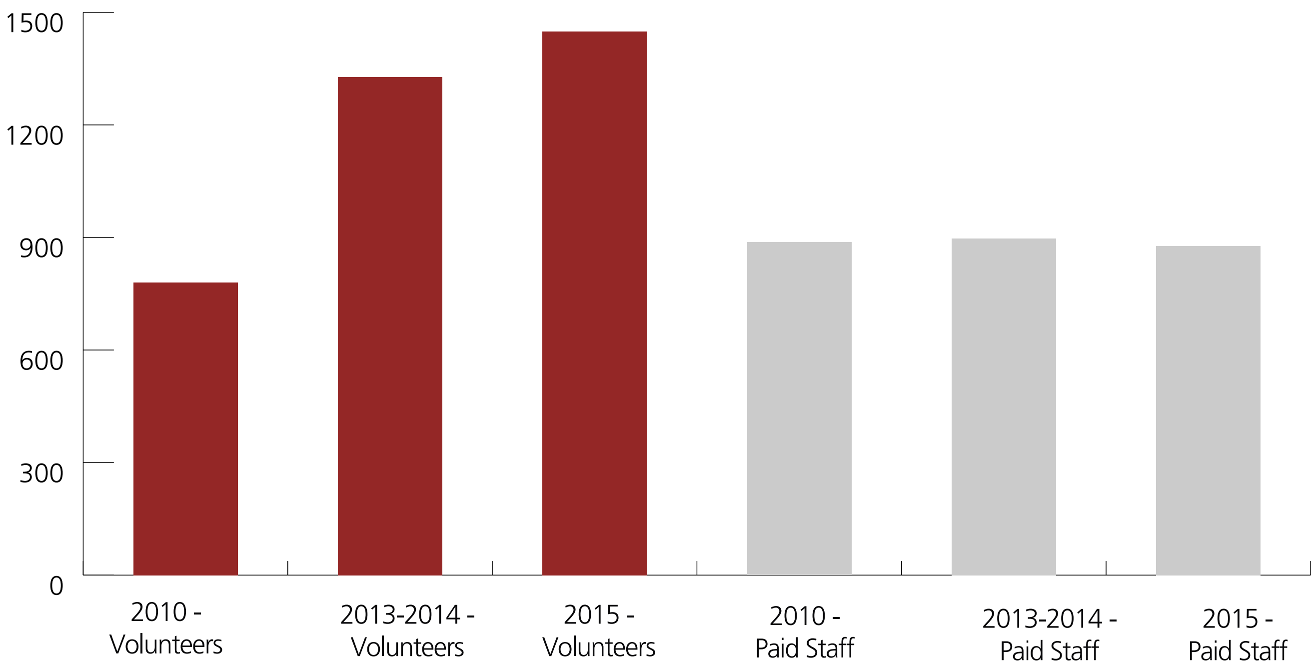


Figure 20: Core group workforce 2013-14 and 2015 by employment type (volunteer and paid)



16.2 Workforce – Paid staff

Museums were asked to provide information on both the total head count of staff employed by the museum at its peak in the year and the number of Full Time Equivalents (FTE).

- Museums employed 1,239 paid staff based on 65 responses. Average paid staffing levels for different types and sizes of museum can be seen in Figure 21.

- Museums employed 817 FTEs based on 63 responses.
- Volunteers outnumber paid staff by a ratio of 2:1.

16.3 Employment impacts

Using the AIM Economic Impact Toolkit we can estimate the value of museum employees to the Welsh economy.

- Museums create 1,199 full time equivalent direct, indirect and induced jobs across Wales.

This calculation is based on FTE employment data, taking into account 'leakage' (those that do not live locally), 'displacement ', 'deadweight' and multiplier factors using estimates developed by DC Research[2]. FTE converts employment into full time positions. This allows for comparison between organisations. For the purposes of this analysis where a museum has not supplied an FTE figure the assumption that two paid staff equals one FTE has been used.

Figure 21: Average paid staffing numbers (for museums that employed at least 1 paid staff member)

16.4 Workforce – volunteers

- 69% of the total workforce is voluntary based on data from museums. This has increased from 66% in 2013-14 and 62% reported in the 2011 survey.
- Based on the survey responses there were a total of 2,791 people volunteering for museums in 2015.
- National Trust properties had the greatest number of volunteers with a total of 1,231 in 2015.
- 88% of museums (61) are supported by volunteers. Only 8 museums said they did not have any volunteers.
- Volunteers contributed on average 97 hours per year in 2015 (based on 44 responses that had volunteers and provided both volunteer numbers and hours).

[2] www.aim-museums.co.uk/downloads/f6e017ac-8f11-11e3-8be4-001999b209eb.pdf

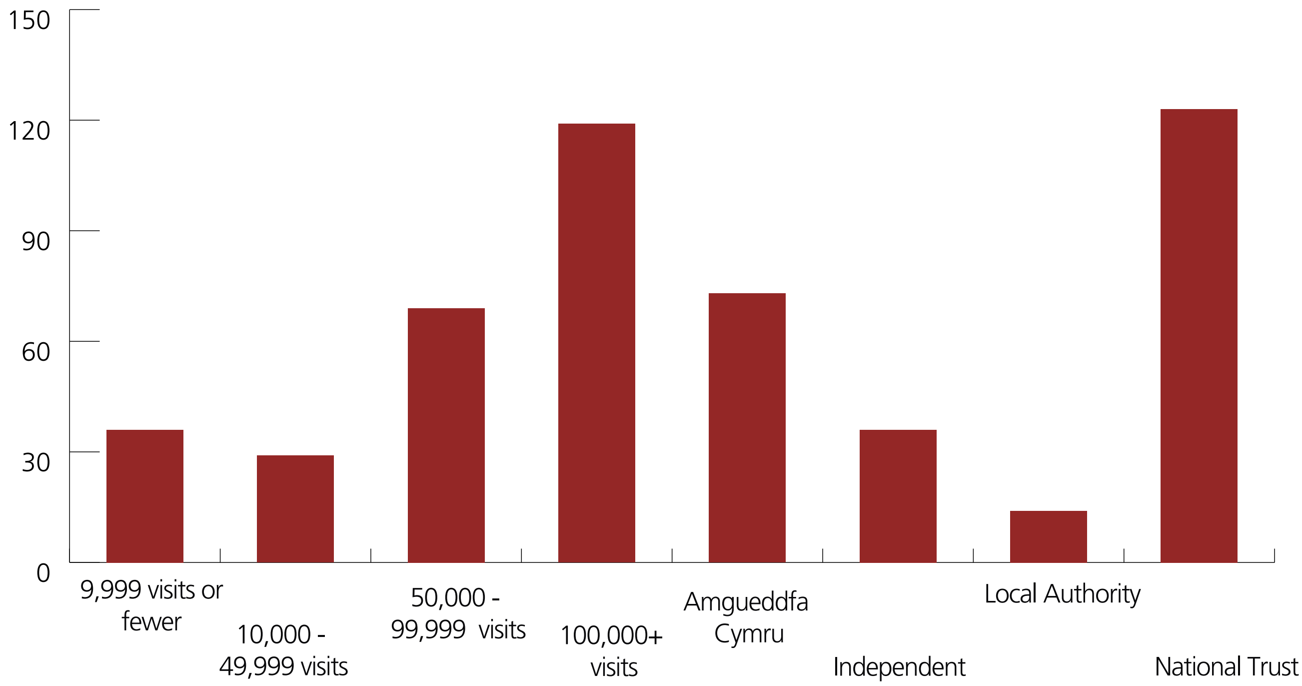
- Volunteers contributed an estimated 225,191 hours in 2015. The Heritage Lottery Fund values volunteer time at up to £350 per day for professional services, £150 for skilled work and £50 for unskilled work based on a 7.5 hour day. Information on the breakdown of the level of work undertaken by volunteers was not collected in 2015, but using the same ratio established in 2011[3], the value of volunteer time to museums in Wales can be counted as follows:

  207,176 / 7.5 x £50 = £1,381,173

  18,015 / 7.5 x £150 = £360,300

  Total = £1,741,473

Figure 22: Average volunteer numbers (for museums that had at least 1 volunteer)

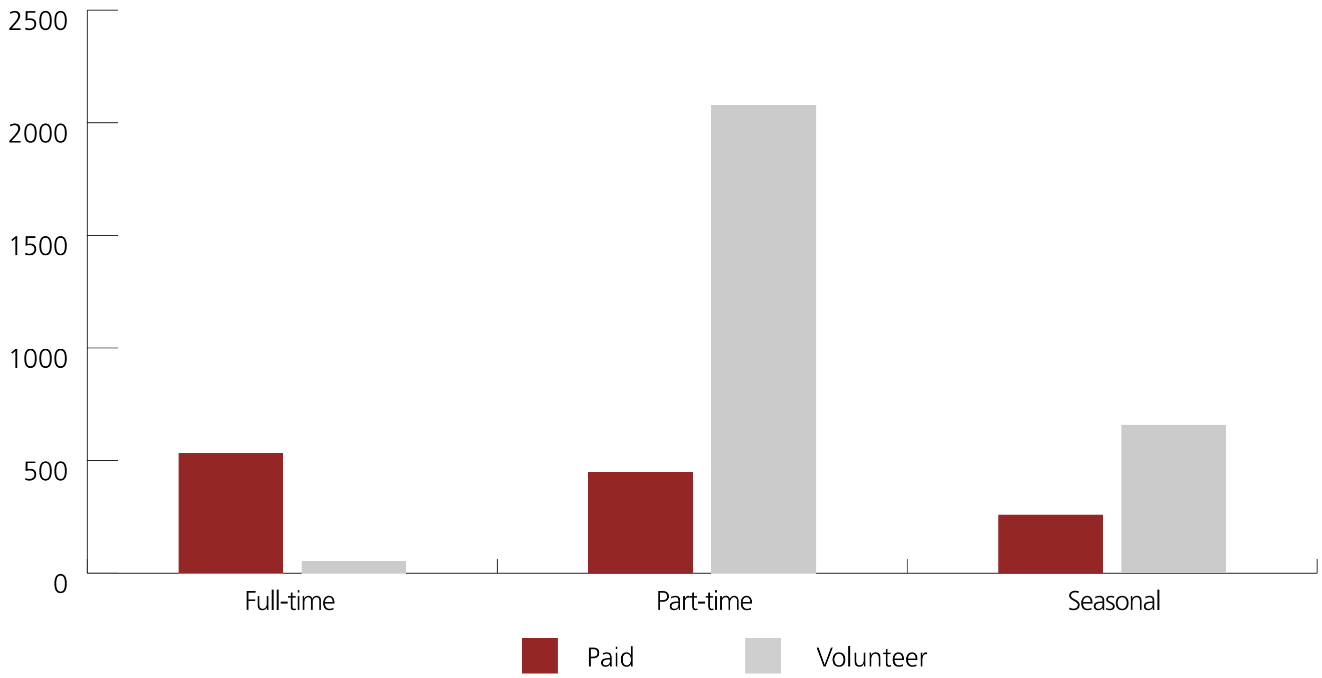


16.5 Workforce – working patterns in museums

- The majority of paid staff are full time. Based on figures from the core group – there has been a shift from full time and seasonal working to part-time working for paid staff.
- In 2010, 58% of the paid workforce were full-time, 31% were part-time and 11% were seasonal. In 2015, 53% were full-time, 44% were part-time and 3% were seasonal.
- Nearly all volunteers work part-time and the majority of these work year round.

[3] In 2011, the ratio for unskilled work and skilled work was calculated as 92:8. http://gov.wales/docs/drah/publications/130503spotlight2011en.pdf, p72, op cit

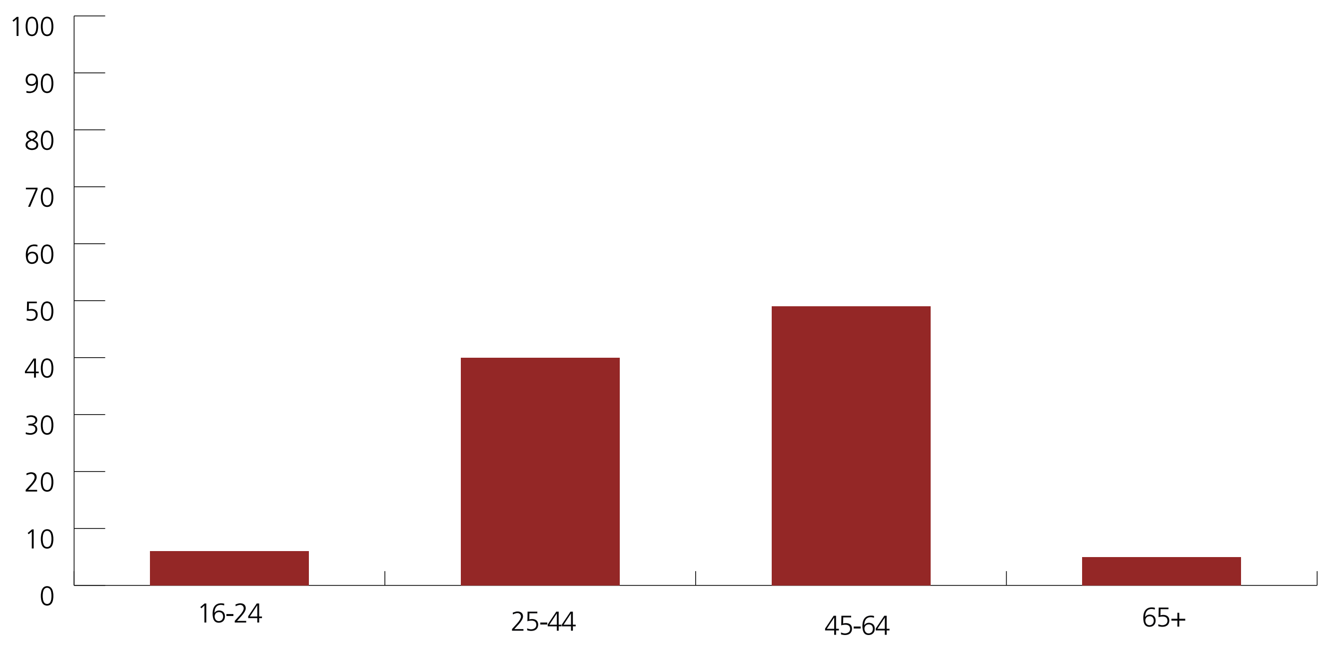
Figure 23: Working patterns in all museums 2015



16.6 Workforce Profile – paid staff

- All 69 respondents completed this question. 10% stated that they did not know the age profile of their staff and so did not provide a breakdown.
- Museums were asked how many paid staff members consider themselves to be fluent Welsh speakers. Fluent was defined as able to speak a language accurately and confidently.
- 75% (52) of museums provided information on this while the remaining museums stated they did not know.
- 25% of paid staff are reported to be fluent Welsh speakers.
- Of the 44 museums that employed at least one paid member of staff, 52% had at least one member of paid staff that was reported to be a fluent Welsh speaker.

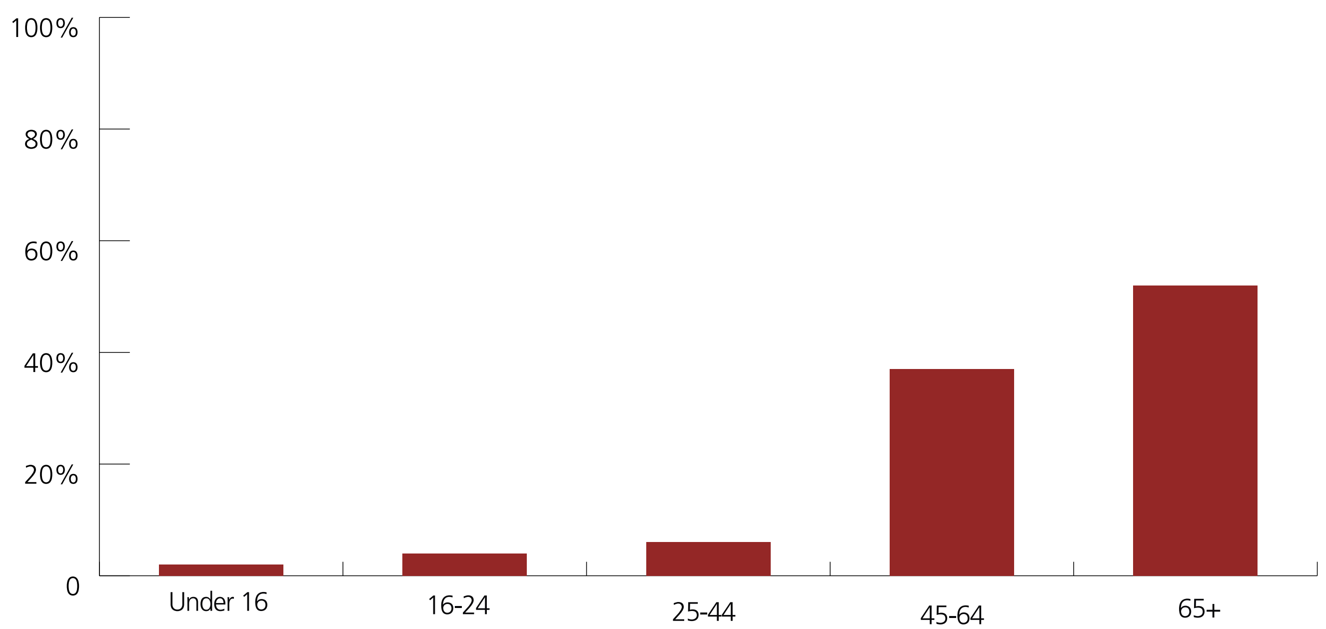
Figure 24: Age profile of paid staff in all museums in 2015



16.7 Workforce Profile – volunteers

- All 69 respondents completed this question. 41% stated that they did not know the age profile of their volunteers and so did not provide a breakdown.
- Museums were asked how many of their volunteers consider themselves to be fluent Welsh speakers. Fluent was defined as able to speak a language accurately and confidently.
- Of the 55 museums that engaged volunteers 55% (30) museums provided information on this while the remaining museums stated they did not know.
- Based on this sample, 9% of volunteers in museums were reported to be fluent Welsh speakers.
- Of the 30 museums that provided information, 60% stated that they had at least one volunteer that was reported to be a fluent Welsh speaker.

Figure 25: Age profile of volunteers in all museums - 2015



With thanks to the following museums for participating:

Core Group Respondents

Aberconwy House
Abergavenny Museum
Aberystwyth University, School of Art Museum and Galleries
Barmouth Sailors' Institute
Big Pit: National Coal Museum
Bodelwyddan Castle
Brecknock Museum & Art Gallery
Carmarthenshire County Museum
Ceredigion Museum
Conwy Toll House
Cyfarthfa Castle Museum and Art Gallery
Egypt Centre - Swansea University
Glynn Vivian Art Gallery
Greenfield Valley
Holyhead Maritime Museum
Judge's Lodging
Kidwelly Industrial Museum
Llandudno Museum
Llanidloes Museum
Lloyd George Museum
Narberth Museum
Narrow Gauge Railway Museum
National Museum Cardiff
National Roman Legion Museum
National Slate Museum
National Wool Museum
Newport Museum and Art Gallery
Old Bell Museum
Oriel Ynys Môn
Parc Howard Museum
Penrhos Cottage
Penrhyn Castle
Plas yn Rhiw
Pontypool Museum
Pontypridd Museum
Porthcawl Museum
Powysland Museum
Royal Welch Fusiliers Regimental Museum
Scolton Manor
Sir Henry Jones Museum

St Fagans: National History Museum
Swansea Museum
Tenby Museum and Art Gallery
The Regimental Museum of The Royal Welsh
Wrexham County Borough Museum & Archives

Non-core Group

Aberystwyth University Ceramics Collection
Andrew Logan Museum of Sculpture
CARAD Rhayader Museum and Gallery
Cardiff Castle
Cardiff Story Museum
Chirk Castle
Conwy Museum Service
Denbigh Museum
Erddig
Firing Line Museum
Llanerchaeron
Museum of Modern Art, Machynlleth
Museum of Speed, Pendine
National Coracle Centre
National Waterfront Museum
Penmaenmawr Cottages
Plas Glyn-y-Weddw
Plas Newydd
Rhondda Heritage Park
Rhyl Miniature Railway
Storiel
Tredegar House
Tudor Merchants House
Winding House Museum