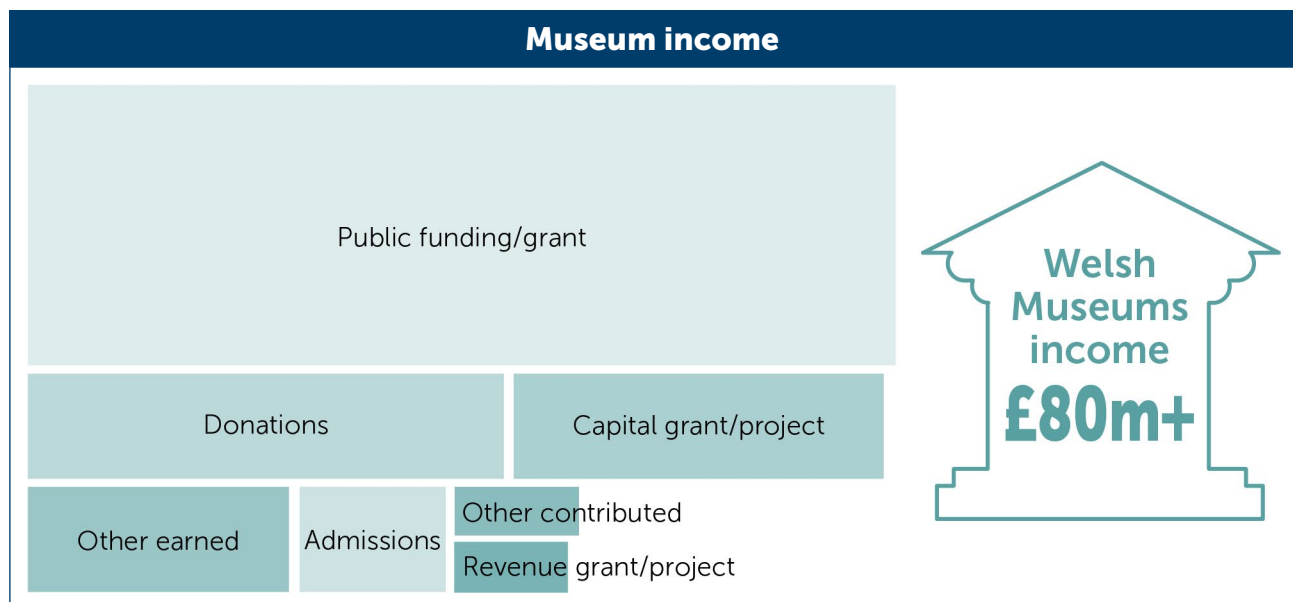


Promoting Sustainability for Long-term Prosperity

Museums in Wales take a proactive and entrepreneurial approach to securing long term financial sustainability. They are developing a range of income streams and lever in investment from a wide range of national and local public and charitable funders.

In 2024:

- 85 per cent of museums receive support from their local authority but only 20 per cent reported a rise in support since the Spotlight Survey 2022.
- In 2023/4 local authority museums received £11,196,282 in public funding and generated £5,333,016 in earned income.
- Six museums responded that they have used the AIM economic impact toolkit, with a total economic impact of £8,834,000.
- In the financial year 2023/24 museums in Wales attracted capital grant project income of £9,780,135. National museums accounted for 78% of this.
- In 2023/4 51 museums said they were successful in securing external funding.



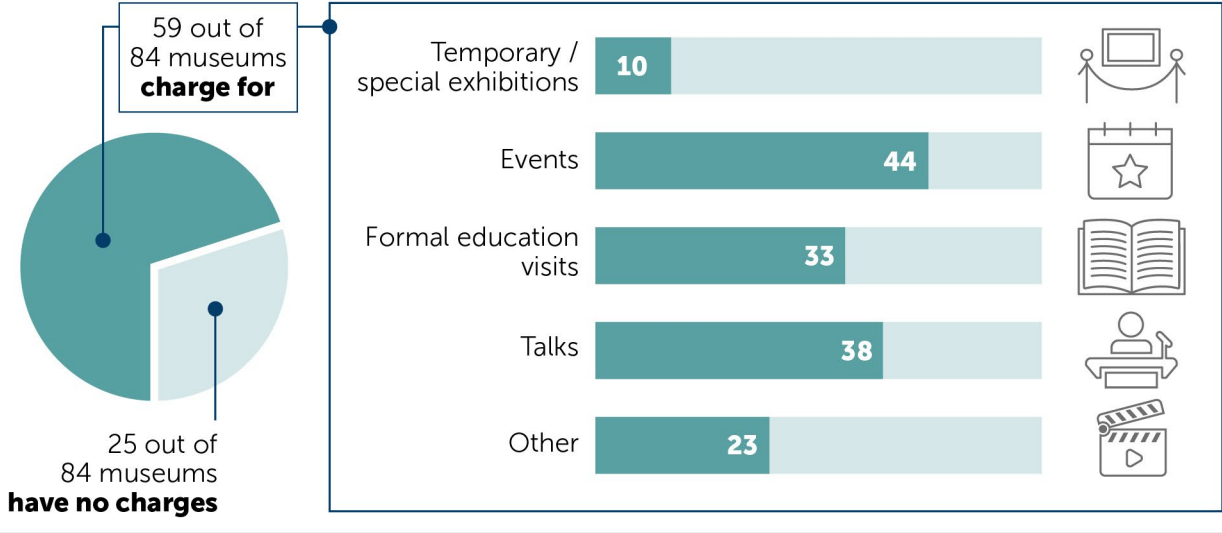
Full Research Report:
Chaplin E, Henderson J, Parkes P, Roberts E (2026).

Museum Spotlight Survey 2024.
Cardiff: Welsh Government, GSR report number 21/2026.

Available at:
<https://www.gov.wales/museum-spotlight-survey-2024>

SPOTLIGHT

Museums that charge for specific exhibitions or services



Change in Local Authority support for museums

	Fallen	Stayed the Same	Risen	N/A (no LA support)
Independent	▼▼▼▼	●●●●●●●●●●●●●●●●	▲▲▲	××××××××
Local Authority	▼▼▼▼▼▼▼▼▼▼	●●●●●●●●●●	▲▲▲▲▲▲▲▲	-
National	▼▼▼▼▼▼▼	-	-	-
National Trust	-	●●	-	××
University	-	-	-	×××



Respondents' Words

We hope to grow our corporate sponsorship programme, in addition to friends' membership. We have also invested in 2025 in redeveloping and expanding our retail provision.

