

Annual Museum Survey 2023:

Locality report



This report is a digest and should be read in conjunction with the London Report and National Report from <https://bit.ly/AMS-2023>.

London Outer

Barking and Dagenham | Barnet | Bexley | Brent | Bromley | Croydon | Ealing | Enfield | Haringey | Harrow | Havering | Hillingdon | Hounslow | Kingston upon Thames | Merton | Newham | Redbridge | Richmond upon Thames | Sutton | Waltham Forest

For London Central Report, visit this [page](#).

Background information

All figures presented on this page are drawn from February 2023 Arts Council England information and secondary sources

Museums by visitor size bands



Micro: <10k; Small: 10-25k; Medium: 25-50k; Large: 50-100k; Largest: >100k

Based on the pre-pandemic visitor size bands

Accredited **50** | **15** Working Towards Accreditation

There are **65** museums within the Accreditation scheme in London Outer &

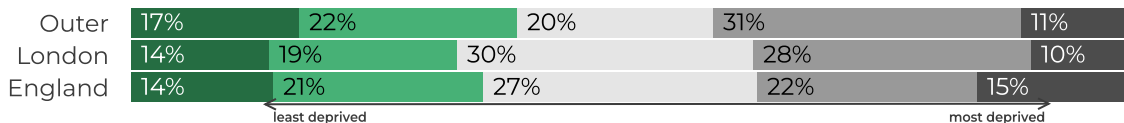
145 in London (Outer & Central)

Museums governance typology

Independent: **33**
Local Authority: **20**
University: **2**
English Heritage: **4***
National Trust: **2***
National: **4***

The marked (*) types are outside the survey's scope

Museums and the areas of deprivation



Museum with access to outdoor spaces

London (Central & Outer) **46%**

ACE's average annual Investment per capita

Lowest in Hillingdon: **£1.68**
Highest in Newham: **£10.58**

See more on the Arts Council England's [website](#)

Arts Council's Priority Places: Barking and Dagenham; Brent; Croydon; Enfield, Newham

Levelling Up for Culture Places: *None*

Further context on the Arts Council England's [website](#)

● Survey results

28 / 65 Outer London museums within scope took part in the 2023 survey

● Museums wholly run by volunteers

23% Outer London

13% London

31% England

● Museums usually open all year round

72% Outer London

67% London

53% England

● London's overall snapshot: How are the museums doing in the post-pandemic reality?

Museums overview

31% Museums that charge for admissions

13% Wholly volunteer-run museums

56% Museums which are independent

46% Museums with access to outdoor spaces

Audiences

15% Opening hours up on previous year*

33% Museums not open or fewer than 10k visits

87% Visitor numbers up on previous year*

98% Museums providing on-site education sessions

Workforce and volunteering

65% Museums hiring staff or contracts

2:1 Volunteers to paid staff ratio

10% Volunteer numbers down on 19/20*

10% Volunteer hours down on 19/20*

Finance

21% Museums with less than £25k turnover

66% Museums reporting increased expenditure

14% On-site donations down on 19/20*

31% Admissions income down on 19/20*

If you require an alternative format, please contact your regional or national Museum Development organisation.

The Annual Museum Survey has been developed and is operated by South West Museum Development (hosted by Bristol City Council) with support from [PS Research](#). For further information on the process undertaken for the Annual Museum Survey, please contact museum.data@bristol.gov.uk

While every effort has been made to ensure the accuracy of the material in this document, neither South West Museum Development (Bristol City Council) or PS Research nor the report's authors will be liable for any loss or damages incurred through the use of this report.

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