Museums Galleries Scotland
Supporting Scotland's Museums

2024 Survey of Scotland's Museums and Galleries

Carried out by DC Research Ltd on behalf of Museums Galleries Scotland

Final Report – October 2024

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EXECUTIVE SUMMARY

Museums Galleries Scotland commissioned DC Research to support the 2024 Survey of Scotland's Museums and Galleries Sector – a sector-wide survey of all museums and galleries in Scotland that focused on updating specific aspects from the 2022 National Survey of Scotland's Museums and Galleries.

The survey gathered information on a specific range of subjects including finance, paid staff, volunteers, freelancers, visits and visitor type, climate, social impact, and education. The survey received a total of 114 valid and usable replies from different museum organisations, which (based on the current list of 296 museum organisations held by MGS) equates to a 39% response rate in terms of organisations.

Consistent with the 2022 National Survey findings, the results from this 2024 survey, in terms of **total income/operating budget**, show that this varies notably across the sector, reflecting the wide diversity of the museums and galleries sector in Scotland.

Whilst 25% of respondents have a total income of less than £25,000, this income only accounts for 0.14% of total income for all museums that responded to the survey. Conversely, respondents that have a total income/budget in excess of £5 million per year make up 5% of responses, but account for 71% of total income/budget. Furthermore, those respondents with total income/budget in excess of £10 million per year account for 3% of responses, but 60% of total income/budget.

These results are broadly consistent with the 2022 National Survey, where 28% of respondents reported total income/budget of less than £25,000, and those with budgets of £2.5 million or above account for the vast majority of total income – and to an even greater extent in 2024 compared to 2022 (73% in 2022 and 81% in 2024).

In terms of recent changes in income/budget (2023-24 compared to 2021-22), the most common response was no change (22%), followed by levels of increase of up to 10% (16% report this) or 11% and 20% (13% report this). However, given inflation over this period averaged around 8.9% a year, those reporting either no change, or increases of up to 10%, (as well as most of those reporting increases of up to 20%) will have, in reality, faced a real terms decrease in their income/budget.

Overall, 22% report no change in income/budget between 2021-22 and 2023-24, 52% report some level of increase and 24% report some level of decrease. But, taking the impact of inflation into account, it is likely that around three-quarters (75%) of respondents faced a real terms decrease in their income/budget over this period.

Similar patterns emerge for **expenditure**. Whilst 25% of respondents have a total expenditure of less than £25,000, this expenditure only accounts for 0.15% of total expenditure for all museums that responded to the survey. Conversely, those respondents that had total expenditure in 2023-24 of more than £2.5 million per year make up 11% of responses, but account for 83.5% of total expenditure.

In terms of recent changes to total expenditure levels (2023-24 compared to 2021-22), 13% reported no change and 24% reported a decrease, but the most common response by far was some level of increase – almost two-thirds of respondents (63%) reporting that they have seen an increase in their expenditure over this period.

When asked how many months of **reserves** they currently have, the most common response (34%) was more than 12 months, followed by 6 to 12 months (25%). 14% have up to one month of reserves, and the same proportion have between 2 and 3 months – showing more than one-quarter (28%) have reserves of three months or less.

Comparing these results with the 2022 National Survey shows that the proportion of museums reporting more than 12 months reserves may have decreased (from 43% to 36%), whilst the proportion reporting between 6 to 12 months reserves is very similar (25% in 2024 and 26% in 2022). The proportion reporting reserves of less than 4 months has increased slightly (from 24% in 2022 to 28% in 2024).

More than one in ten respondents (11%) report that they feel their organisation is at **risk of closure** in the next 12 months. This is comparable with results from the 2022 National Survey where 10% of respondents reported that any of their venues were at risk of closure at the current time, suggesting there has been no improvement.

Almost two-thirds of respondents (63%) report that they do have a **fundraising plan/strategy** for their museum. These results suggest progress has been made around fundraising strategies since the 2022 National Survey where only 42% reported that they had a fundraising plan/strategy for their museum at that point.

73% of respondents report that they have **paid staff** at their museum(s). These results are very similar to the 2022 National Survey where 74% reported that their museum(s) had paid staff. In terms of the number of paid staff, the survey responses identified more than 2,700 paid jobs. These results are comparable to the 2022 National Survey where survey respondents reported a total of almost 2,800 paid jobs.

The survey sought information about the scale of staff in each of the different types of roles. The most common category of roles was operations/front of house, which accounts for 41% of all jobs reported in the responses to these questions.

When comparing these results to the 2022 National Survey, front of house roles remain the highest proportion and have actually increased in terms of the relative scale of these types of roles (34% in 2022 and 41% in 2024). The second most common now is 'Other' (10%) whilst it was Curatorial in 2022 (at 10%, which is now 8% in 2024).

Whilst some caution is advised in comparing specific results by role due to small sample sizes, notable reductions in the relative proportion of roles between the 2022 and 2024 surveys include: collections management; curatorial; and education, learning, participation, engagement. Conversely, those with the most notable relative increases are: operations/front of house; other; and retail, events, catering.

When asked how the levels of paid staff have changed over the past two years, the most common response was that they had stayed the same (39%), closely followed by the 37% who reported that levels of paid staff have increased. Almost one-quarter (24%) report that their levels of paid staff have decreased in the past two years.

Additional information provided by some survey respondents, alongside responses to follow-on questions around key gaps for those that have lost staff, reaffirmed that the key areas where there has been both a relative decrease and an absolute decrease in roles are learning and programming, curatorial, conservation and technical, and engagement roles, as well as management roles/capacity generally.

The important role of **volunteers** in Scotland's museums and galleries is clear, with 94% of respondents stating that their museum(s) do involve volunteers. These results are very similar to the 2022 National Survey where 93% reported they used volunteers.

In terms of numbers of volunteers, a total of more than 3,400 volunteers were identified by survey respondents.

When asked how levels of volunteers have changed over the past two years, most commonly they had stayed the same (43%) – although 31% report an increase (perhaps indicating some recovery from the immediate post-COVID position around volunteering of 2021-22), and more than one-quarter (27%) report a decrease.

Just over one-third of respondents (35%) report that they employ **freelancers**. If the number of freelancers reported by respondents is aggregated, this sums to 271 freelancers. Although it should be noted that different museums may be employing the same freelancers, so this total may capture some freelancers more than once.

Respondents to the survey were asked about the total **number of visits** to their museums in 2023-24. Based on the responses received, the total number of visits to museums in 2023-24 for respondents was 15.4 million.

20% of respondents report less than 2,500 visits in 2023-24, accounting for 0.1% of all visits reported by all respondents. At the other end of the spectrum, those reporting more than 250,000 visits account for 12% of respondents, but more than 84% of visits.

When compared to the 2022 National Survey, the overall results indicate that visits to museums in 2023-24 are higher than both the 2021-22 data (which was reported as 5.2 million) and also higher than the pre-Covid-19 pandemic data from 2019-20 (which was reported as 12.8 million in the 2022 National Survey).

In terms of the split by **type of visitors**, responses where this has been identified account for more than 80% of the 15.4 million visits reported. Based on the data provided, 21% of visitors are local, 36% are national and 42% are international.

This visitor type split can be compared to the 2022 National Survey and the information for 2019-20 from the National Survey in particular, which showed that 28% were local (compared to 21% this year), 38% were national (compared to 36% this year) and 34% were international (compared to 42% this year).

57% of respondents report that they collect **information about their visitors** via visitor surveys. These results suggest that some progress has been made since the 2022 National Survey where 50% of museums reported that they collected such information.

On **climate**, respondents were asked which of a range of activities they are currently measuring, and the findings show the most common activities that are being measured, with Energy use (74%) and Retail operations (53%) the most commonly reported, followed by Water use (34%), Waste (general) (31%), and Café operations (28%).

Interestingly, some measures are reported by a smaller proportion of respondents now compared to 2022. In 2022, 82% reported they were measuring Energy use compared to 74% now, 39% reported they were measuring Water use compared to 34% now, and 43% reported they were measuring Waste (general) compared to 31% now. In contrast those measuring Retail operations has increased (53% now compared to 28% in 2022).

Almost two-thirds of respondents (64%) report that their museum **actively engages with the health and wellbeing agenda** through deliberately targeted programmes. These results are consistent with findings from the 2022 National Survey where 64% of museums reported that they actively engage with the health and wellbeing agenda.

For those that engage, the most common audiences they have worked with in the last year are: Family activities (93%); Youth engagement (83%); and Older people (82%).

Looking over the longer timescale, very similar patterns emerge. Combining responses for engagement within the last year and engagement within the last one to two years shows family activities as the most common area of engagement at 96%, followed by youth engagement at 91% and older people at 87%.

These are the same patterns identified in the 2022 National Survey, showing the main types of activities and audiences that museums actively engage with around health and wellbeing has remained consistent over this period.

Museums were asked which of a range of **education**/learning institutions/providers they had actively engaged with, and the results show that engaging with primary schools is the most common (80%), followed by secondary schools (74%) and universities (71%).

1. INTRODUCTION

Overview and Aim

Museums Galleries Scotland commissioned DC Research to support the 2024 Survey of Scotland's Museums and Galleries Sector – a sector-wide survey of all museums and galleries in Scotland that focused on updating specific aspects from the 2022 National Survey of Scotland's Museums and Galleries.

Method and Approach

The commission involved DC Research working with MGS to finalise a survey questionnaire which was issued to all of Scotland's museums and galleries. The survey was distributed to contacts at each museum organisation in Scotland by MGS at various points during July and August 2024, through a combination of direct contact and general promotion.

The survey sought to gather updated information on a specific range of subjects that had been included in the 2022 National Survey, including finance, paid staff, volunteers, freelancers, visits and visitor type, climate, social impact, and education.

The survey – which took the form of an online, self-completion survey – went live on 3rd July 2024 and closed on 16th August 2024[1].

Survey Response Levels

The survey received a **total of 114 valid and usable replies from different museum organisations**, which (based on the current list of 296 museum organisations held by MGS) **equates to a 39% response rate** in terms of organisations[2].

Report Structure

The report structure for this Report, finalised in October 2024, follows the same structure as the survey, and is set out as follows:

- **Section 2** presents the results around **Finance** – looking at both income and expenditure and recent changes in these as well as the survey findings around reserves, risk of closure, and fundraising strategies.
- **Section 3** presents the findings on **Paid Staff** – including the proportion of museums that have paid staff, the scale of paid staff, the roles of paid staff, recent changes in the scale of staffing, and skills gaps.
- **Section 4** looks at **Volunteers** – and presents the results about the proportion

[1] A separate 'preliminary findings note' was produced in late July 2024 which provided analysis and reporting of the responses received up to and including 26th July 2024.
[2] Direct email invites to respond to the survey were sent by MGS to a total of 257 museum organisations, so using this as the basis for assessing the scale of responses, a response rate of 44% was achieved.

of museums that involve volunteers, the scale of volunteering, and recent changes in the levels of volunteering.

- **Section 5** outlines the findings from the questions asked around **Freelancers.**
- **Section 6** focuses on **Visits and Visitor Type** and presents the results around number of visits, visitor type, and visitor information gathering.
- **Section 7** presents the findings about **Climate** – focusing on the range of activities around climate that museums are currently measuring.
- **Section 8** looks at the results around **Social Impact** – identifying the scale and type of active engagement of museums and galleries in the health and wellbeing agenda.
- **Section 9** outlines the findings around **Education** – identifying the scale and type of active engagement of museums and galleries with different education and learning providers.
- **Appendix 1** sets out the **key survey results** in tabular format.

2. FINANCE

This section of the survey asked museums about various aspects of their **Finances**, including current income and expenditure, recent changes in both income and expenditure, as well as current levels of reserves, risk of closure, and fundraising strategies.

Consistent with the 2022 National Survey findings, the results from this 2024 survey, in terms of total income/operating budget, show that this varies notably across the sector.

Table A1.1 shows that whilst **25% of respondents have a total income of less than £25,000**, **this income only accounts for 0.14% of total income for all museums** that responded to the survey. Conversely, **those respondents that have a total income/budget in excess of £5 million per year make up just 5% of responses, but account for 71% of total income/budget**. In fact, looking at those respondents with a total income/budget in excess of £10 million per year shows that this small cohort account for 3% of responses, but 60% of total income/budget. *(n=97)*

These results are broadly consistent with the 2022 National Survey, where 28% of respondents reported total income/budget of less than £25,000, and those with budgets of £2.5 million or above account for the vast majority of total income – and to an even greater extent in 2024 compared to 2022 (73% in 2022 and 81% in 2024).

In terms of **recent changes in total income/budget (2023-24 compared to 2021-22), Table A1.2 shows that the most common response was no change (22%)**, followed by levels of increase of up to 10% (16% report this) or 11% and 20% (13% report this). However, given that overall inflation over this period (between 2021-

22 and 2023-24[3]) averaged around 8.9% a year, **all those reporting either no change, or increases of up to 10%, (and the vast majority of those reporting increases of up to 20%) will have, in reality, faced a real terms decrease in their income/budget**.

Overall, 22% report no change in income/budget between 2021-22 and 2023-24, 52% report some level of increase and 24% report some level of decrease. But, taking the impact of inflation into account, it is **likely that around three-quarters (75%) of respondents faced a real terms decrease in their income/budget over this period**[4]. *(n=106)*

Similar patterns emerge for expenditure as for income/budget. Table A1.3 shows that whilst **25% of respondents have a total expenditure of less than £25,000**, **this expenditure only accounts for 0.15% of total expenditure for all museums** that responded to the survey. Conversely, **those respondents that had total expenditure in 2023-24 in excess of £2.5 million per year make up 11% of responses, but account for 83.5% of total expenditure**. *(n=93)*

In terms of **recent changes to total expenditure levels** (2023-24 compared to 2021-22), Table A1.4 shows that whilst 13% reported no change, and 24% reported a decrease, the most common response by far was some level of increase – with **almost two-thirds of respondents (63%) reporting that they have seen an increase in their expenditure between 2021-22 and 2023-24.** *(n=106)*

Interestingly, if the individual results (for those that replied to both questions) for change in income between 2021-22 and 2023-24 are compared directly with changes in expenditure over the same period, some patterns emerge:

- **89% of those that reported an increase in income also reported an increase in expenditure.** Only 11% of those that reported an increase in income reported a decrease in expenditure. *(n=88)*

- **65% of those that reported a decrease in income also reported a decrease in expenditure,** whilst **more than one-quarter (26%) of those that reported a decrease in income reported an increase in expenditure.** *(n=88)*

These results provide some additional context, further to the inflation considerations highlighted above, for the income results reported above – with many of those that reported increases in income also reporting increases in expenditure.

[3] The Bank of England inflation calculator (https://www.bankofengland.co.uk/monetary-policy/inflation/inflation-calculator) shows that goods and services costing £100 in 2021 would have cost £118.51 in 2023 – highlighting the scale of increase in the cost of goods and services over this period.

[4] This has been calculated by assuming that all of those reporting any level of decrease in their income/budget, alongside those reporting no change, and those reporting increases of less than 20% effectively faced a real terms decrease in their income/budget over this time period.

When asked how many months of reserves they currently have (see Table A1.5), the most common response (34%) was more than 12 months, followed by 6 to 12 months (25%) – showing a total of 59% of respondents have reserves for 6 months or more. 14% state they have up to one month of reserves, the same proportion report having between 2 and 3 months of reserves, and 13% report having between 4 and 6 months of reserves. This shows that **more than one-quarter (28%) of respondents have reserves of three months or less**. *(n=93)*

Comparing these results with the 2022 National Survey shows that the proportion of museums reporting more than 12 months reserves may have decreased (from 43% to 36%), whilst the proportion reporting between 6 to 12 months reserves is very similar (25% in 2024 and 26% in 2022). The proportion reporting reserves of less than 4 months has increased slightly (from 24% in 2022 to 28% in 2024).

Table A1.6 shows that **more than one in ten respondents (11%) report that they feel their organisation is at risk of closure in the next 12 months**. *(n=102)*

Although the question wording is slightly different, this 11% is comparable with the results from the 2022 National Survey where 10% of respondents reported that any of their venues were at risk of closure at the current time. This shows that **there has been no improvement in this area since the 2022 National Survey**.

Almost two-thirds of respondents **(63%) report that they do have a fundraising plan/strategy for their museum**, which does mean that more than one-third of respondents (37%) do not have such a plan. *(n=102)*

These **results suggest progress has been made around fundraising strategies since the 2022 National Survey** where only 42% reported that they had a fundraising plan/strategy for their museum at that point (compared to the 63% reported above).

3. PAID STAFF

Section 3 presents the results relating to the **Paid Staff** – including the proportion of museums that have paid staff, the scale of paid staff, the roles of paid staff, recent changes in the scale of staffing, and skills gaps.

73% of respondents report that they do have paid staff at their museum(s), whilst just over one-quarter (27%) report that they do not – see Table A1.8. *(n=110)*

These **results are very similar to the results from the 2022 National Survey** where **74%** reported that their museum(s) had paid staff.

In terms of the **number of paid staff**, Table A1.9 shows that the survey responses received identified **more than 2,700 paid jobs**. *(n=74)*

These **results are comparable to the 2022 National Survey where survey respondents reported a total of almost 2,800 paid jobs**.

The **spread of employment is broadly similar to the 2022 National Survey** results in terms of the proportions of respondents in each size category of staff (see Table A1.9), for example, **89% of respondents had less than 50 staff in 2022, and 85% have less than 50 staff in 2024**.

Whilst there is **some variability in the individual categories between 2022 and 2024** (e.g., there is now a lower proportion of respondents with between 1 and 5 staff – 35% in 2024 compared to 42% in 2022), there is consistency overall. The **total number of jobs shows that larger museum organisations** (those with more than 100 paid staff) **account for 58% of paid jobs in 2024, and for 56.4% in 2022**. Similarly, those with between 50 and 99 staff accounted for 8% of replies and 15% of jobs this year, and 6% of replies and 14% of jobs in the 2022 National Survey.

Table A1.10 shows the scale of staff in each of the different types of roles. The most common category of roles was **operations/front of house, which accounts for 41% of all jobs reported in the responses to these questions**. *(n=72)*

When comparing these results to the 2022 National Survey, roles relating to front of house have remained the highest proportion and have actually increased in terms of the relative scale of these types of roles (34% in 2022 and 41% in 2024). The second most common now is 'Other' (10%) whilst it was Curatorial in 2022 (at 10%, which is now 8% in 2024.)

Whilst some caution is advised in comparing specific results by role due to small sample sizes, notable reductions in the relative proportion of roles between the 2022 and 2024 surveys include: collections management (from 6% to 2.9%); curatorial (from 10% to 7.7%); and education, learning, participation, engagement (from 7% to 3.9%). Conversely, those with the most notable relative increases are: operations/front of house (from 34% to 41%); other (from 4% to 9.9%); and retail, events, catering (from 6% to 7.5%).

When asked how the **levels of paid staff have changed over the past two years** (see Table A1.11), the **most common response was that they had stayed the same (39%)**, closely followed by the **37% who reported that levels of paid staff have increased**. Almost **one-quarter (24%) report that their levels of paid staff have decreased** in the past two years. *(n=75)*

Additional information provided by some survey respondents, alongside the responses to Table A1.11 and the follow-on question around key gaps in roles/skills for those that have lost staff, reaffirmed that **the key areas where there has been both a <u>relative decrease</u> and an <u>absolute decrease</u> in roles** is around **learning and programming, curatorial, conservation and technical, and engagement roles**, as well as **management roles/capacity generally**. In addition, notwithstanding the overall increase noted above, some respondents also report having lost front of house/operations roles.

4. VOLUNTEERS

This section looks at **Volunteers** – and presents the results about the proportion of museums that involve volunteers, the scale of volunteering, and recent changes in the levels of volunteering.

The **important role of volunteers in Scotland's museums and galleries is clear** (see Table A1.12), **with the vast majority of respondents (94%) stating that their museum(s) do involve volunteers**, with only a very small minority (6%) stating that they do not involve volunteers in the museum. *(n=108)*

These **results are very similar to the results from the 2022 National Survey where 93% of museums reported that their museum used or involved volunteers**.

In terms of number of volunteers, Table A1.13 shows the results, with **a total of more than 3,400 volunteers** identified by survey respondents. *(n=97)*

Whilst there is **some slight variability in the individual categories of volunteers between 2022 and 2024** there is clear consistency overall. Those who report having 10 or fewer volunteers account for 25% of respondents in 2024 and 32% of respondents in 2022. Those who report between 11 and 20 volunteers account for 35% in 2024, and 30% in 2022. 21% report having between 21 and 40 volunteers in 2024 compared to 20% in 2022.

At the higher end, those reporting 50 or more volunteers now account for 11% of respondents (and 52% of all volunteers) compared to 12% of respondents and 43% of all volunteers.

When asked how **levels of volunteers have changed over the past two years, the most common response was that they had stayed the same (43%)** – although **31% report that levels of volunteers have increased** (perhaps indicating some recovery from the immediate post-COVID position around volunteering of 2021-22) whilst more than one-quarter **(27%) report that they have decreased** in the past two years – see Table A1.14. *(n=98)*

5. FREELANCERS

This section outlines the findings for the questions asked around **Freelancers**.

As shown in Table A1.15 just **over one-third of respondents (35%) report that their museum does employ freelancers** – showing that the majority (almost two-thirds at 65%) do not employ freelancers. *(n=102)*

If the number of freelancers reported as employed by respondents in 2023-24 is aggregated together (Table A1.16), this sums to a total of 271 freelancers, although it should be noted that different museums may be employing the same freelancers, so this overall total may capture some freelancers on multiple occasions. *(n=32)*

Most respondents (69%) employ 5 or fewer freelancers, accounting for 17% of the total number of freelancers identified, whilst those that employ more than 10 freelancers account for 19% of respondents, but employ 69% of freelancers.

6. VISITS AND VISITORS

This section focuses on the survey results in terms of **Visits and Visitor Type** and outlines the findings about visits to museums and galleries, as well as summarising the information about types of visitors to museums and galleries, and visitor information gathering.

Respondents to the survey were asked about the total number of visits to their museums in 2023-24 and also, where possible, for information about the breakdown between local, national and international visitors.

Based on the responses received, the **total number of visits to museums in 2023-24 for respondents was 15.4 million**. Table A1.17 shows this result and also breaks this down into various size categories. *(n=90)*

Table A1.17 shows that 20% of respondents report less than 2,500 visits in 2023-24, accounting for 0.1% of all visits reported by all respondents. At the other end of the spectrum, those reporting more than 250,000 visits account for 12% of respondents, but more than 84% of visits.

When compared to the 2022 National Survey, the **overall results indicate that visits to museums in 2023-24 are higher than both the 2021-22 data** (which was reported as 5.2 million) **and also higher than the pre-Covid-19 pandemic data from 2019-20** (which was reported as 12.8 million in the 2022 National Survey).

In terms of the split by type of visitors (local, national and international), not all respondents have been able to provide this information, but responses where this can be broken down account for more than 80% of the 15.4 million visits reported. Based on the information provided, the results indicate that **21% of visitors are local, 36% are national and 42% are international**. These results are summarised in Table

A1.18. *(n=49)*

This visitor type split can be compared to the 2022 National Survey and the information for 2019-20 from the National Survey in particular, which showed that 28% were local (compared to 21% this year), 38% were national (compared to 36% this year) and 34% were international (compared to 42% this year).

Table A1.19 shows that **57% of respondents report that they collect information about their visitors** (e.g., home location; demographic information; types of visitors – families; etc.) via visitor surveys, with 43% reporting that they do not collect this type of information. *(n=96)*

These results suggest that some progress has been made since the 2022 National Survey where 50% of museums reported that they collected such information.

7. CLIMATE

This section presents the survey findings about **Climate** – focusing on the range of activities around climate that museums are currently measuring.

On climate, respondents were asked which of a range of activities they are currently measuring, and Table A1.20 shows **the most common activities that are being measured, with Energy use (74%) and Retail operations (53%)** being the most commonly reported, followed by Water use (34%), Waste (general) (31%), and Café operations (28%). *(n=86)*

Interestingly, some of these measures are reported by a smaller proportion of respondents now compared to 2022, whilst others have seen an increase. In 2022, 82% reported they were measuring Energy use compared to 74% now, 39% reported they were measuring Water use compared to 34% now, and 43% reported they were measuring Waste (general) compared to 31% now. Conversely, those measuring Retail operations has increased (53% now compared to 28% in 2022).

8. SOCIAL IMPACT

This section of the report looks at the results around **Social Impact** – identifying the scale and type of active engagement of museums and galleries in the health and wellbeing agenda.

Almost two-thirds of respondents (64%) report that their museum actively engages with the health and wellbeing agenda through deliberately targeted programmes, whilst the remaining 36% do not actively engage in this way. *(n=94)*

These results are very strongly consistent with the findings from the 2022 National Survey where 64% of museums reported that they actively engage with the health and wellbeing agenda through deliberately targeted programmes.

For those that do engage, Table A1.22 shows the most common type(s) of activities or audience groups that museums have worked with (in order of frequency of engagement within the last year), and also how recently this engagement took place. The **most common activities/audiences that museums have worked with within the last year are: Family activities (93%); Youth engagement (83%); and Older people (82%)**. *(n=68)*

The areas that had the **lowest levels of active engagement in the last year** (where less than one-quarter of respondents had actively engaged) were: **People living with chronic pain (8%); People experiencing homelessness (10%); Ex-offenders (14%); New parent activities (23%); and People experiencing racism (24%)**. These are also the top five areas that have the highest proportions of respondents stating that they have not actively engaged with this group.

Looking over the longer timescale, very similar patterns emerge. If responses for **engagement within the last year and engagement within the last one to two years are combined this once again shows family activities as the most common area of engagement at 96%, followed by youth engagement at 91% and then older people at 87%**.

These are the **same patterns that were identified in the 2022 National Survey** – showing that the **main types of activities and audiences that museums actively engage with** around the health and wellbeing agenda **has remained consistent over this time period**.

9. EDUCATION

This section provides the results around **Education** – identifying the scale and type of active engagement of museums and galleries with different education and learning providers.

Museums were asked which of a range of education/learning institutions/providers they had actively engaged with (and how recently), and Table A1.23 shows that **engaging with primary schools is the most common (80%), followed by secondary schools (74%) and then universities (71%)**. *(n=96)*

The same pattern emerges if the longer timescale is considered and is further reinforced when the proportion of respondents that have not engaged with different types of education/learning institutions/providers are considered.

APPENDIX 1: SURVEY ANALYSIS TABLES

FINANCE

Table A1.1: What was the total income/operating budget for your museum(s) in 2023-24? (rounded)

	Number of Replies	Total Income for this category	Percent of Replies	Percent of Income/Budget
less than £10,000	12	£49,200	12%	0.04%
£10,000 to £24,999	13	£180,200	13%	0.1%
£25,000 to £49,999	11	£403,600	11%	0.3%
£50,000 to £99,999	10	£717,200	10%	0.5%
£100,000 to £249,999	12	£1,975,700	12%	1.4%
£250,000 to £499,999	10	£3,967,900	10%	2.9%
£500,000 to £999,999	10	£7,665,500	10%	5.5%
£1million to £2.5 million	10	£11,519,100	10%	8.3%
£2.5 million to £5 million	4	£13,698,700	4%	9.9%
£5 million +	5	£98,726,900	5%	71.1%
Total	**97**	**£138,904,100**	**100%**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=97).

Table A1.2: How does your current (2023-24) total income/operating budget compare to 2021-22 levels?

	Number of Replies	Percent of Replies	Percent excl. bottom row
Decreased - 50%+	5	5%	5%
Decreased - 41-50%	2	2%	2%
Decreased - 31-40%	1	1%	1%
Decreased - 21-30%	3	3%	3%
Decreased - 11-20%	9	8%	9%
Decreased - up to 10%	4	4%	4%
No change	22	21%	22%
Increased - up to 10%	16	15%	16%
Increased - 11-20%	13	12%	13%
Increased - 21-30%	9	8%	9%
Increased - 31-40%	2	2%	2%
Increased - 41-50%	2	2%	2%
Increased - 50%+	10	9%	10%
Or, use the space below to specify your 2021-22 income/budget:	8	8%	-
Total	**106**	**100%**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=106). Note: 8 respondents ticked 'or use the space below to specify your 2021-22 income/budget' but did not provide information that could be analysed.

Table A1.3: What was the total expenditure for your museum(s) in 2023-24? (rounded)

	Number of Replies	Total Exp. for this category	Percent of Replies	Percent of Total Exp.
less than £10,000	16	£65,600	17%	0.05%
£10,000 to £24,999	7	£89,600	8%	0.1%
£25,000 to £49,999	11	£412,100	12%	0.3%
£50,000 to £99,999	12	£820,300	13%	0.6%
£100,000 to £249,999	11	£1,933,900	12%	1.4%
£250,000 to £499,999	11	£4,433,500	12%	3.2%
£500,000 to £999,999	7	£5,597,200	8%	4.0%
£1million to £2.5 million	8	£9,596,800	9%	6.9%
£2.5 million +	10	£116,486,200	11%	83.5%
Total	**93**	**£139,435,100**	**100%**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=93).

Table A1.4: How does your current (2023-24) total expenditure compare to 2021-22 levels?

	Number of Replies	Percent of Replies	Percent excl. bottom row
Decreased - 50%+	2	2%	2%
Decreased - 41-50%	3	3%	3%
Decreased - 31-40%	-	-	-
Decreased - 21-30%	6	6%	7%
Decreased - 11-20%	5	5%	6%
Decreased - up to 10%	6	6%	6%
No change	12	12%	13%
Increased - up to 10%	9	9%	10%
Increased - 11-20%	10	10%	11%
Increased - 21-30%	16	16%	18%
Increased - 31-40%	5	5%	6%
Increased - 41-50%	6	6%	7%
Increased - 50%+	10	10%	11%
Or, use the space below to specify your 2021-22 total expenditure:	10	10%	-
Total	**106**	**100%**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=106). Note: 10 replies (10% of respondents) ticked 'or use the space below to specify your 2021-22 total expenditure' but did not provide information in a way that enabled it to be quantitatively analysed.

Table A1.5: How many months of reserves do you currently have (i.e., for how many months could you continue to operate based on your current level of reserves?)

	Number of Replies	Percent of Replies
0-1 months reserves	13	14%
2-3 months reserves	13	14%
4 – 6 months reserves	12	13%
6 – 12 months reserves	23	25%
12 months or more reserves	32	34%
Total	**93**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=93).

Table A1.6: Do you feel that your organisation is at risk of closure in the next 12 months?

	Number of Replies	Percent of Replies
No	91	89%
Yes	11	11%
Total	**102**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=102).

Table A1.7: Do you have a fundraising plan/strategy for your museum(s)?

	Number of Replies	Percent of Replies
No	38	37%
Yes	64	63%
Total	**102**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=102).

PAID STAFF

Table A1.8: Does your museum(s) have any paid staff?

	Number of Replies	Percent of Replies
No	30	27%
Yes	80	73%
Total	**110**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=110).

Table A1.9: How many paid staff (include all permanent and fixed-term posts) do you have in your museum(s)? (Categorised)

	Number of Replies	Number of Paid Staff	Percent of Replies	Percent of Paid Staff
1 to 5	26	64	35%	2%
6 to 10	12	93	16%	3%
11 to 19	10	139	14%	5%
20 to 49	15	435	20%	16%
50 to 99	6	419	8%	15%
100 plus	5	1574	7%	58%
Total	**74**	**2724**	**100%**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=74). Note: zero responses have been excluded

Table A1.10: How many staff do you have in each of the following types of roles?

	Number (rounded)	Percent
Administration	120	4.3%
Audience research & evaluation	10	0.3%
Broadcast / publishing / licensing	0	0.1%
Collections Management	80	2.9%
Conservation / preservation	40	1.3%
Consulting / training	0	0.0%
Curatorial	220	7.7%
Development / partnerships	30	1.1%
Digital & IT	30	1.2%
Education, learning, participation, engagement	110	3.9%
Estate / facilities management	190	6.9%
Exhibitions & touring	70	2.7%
Finance	40	1.4%
HR	20	0.7%
Marketing & communications	50	1.8%
Operations / front of house	1150	41.0%
Organisational strategy & management	70	2.6%
Retail / events / catering	210	7.5%
Deal with all job roles	70	2.6%
Other	280	9.9%
TOTAL	2800	100.0%

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=72).

Table A1.11: How have your levels of paid staff changed over the past 2 years?

Change in level of paid staff	Number of Responses	Percentage of Responses
Decreased	18	24%
Stayed the same	29	39%
Increased	28	37%
Total	**75**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=75).

VOLUNTEERS

Table A1.12: Does your museum(s) involve volunteers?

	Number of Replies	Percent of Replies
No	6	6%
Yes	102	94%
Total	**108**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=108).

Table A1.13: What is the total number of volunteers (i.e., the number of individual volunteers) that you have at your museum(s)?

	Number of Replies	Number of Volunteers	Percent of Replies	Percent of Volunteers
1 to 5	12	34	12%	1%
6 to 10	13	105	13%	3%
11 to 15	13	170	13%	5%
16 to 20	21	398	22%	12%
21 to 30	14	380	14%	11%
31 to 40	7	252	7%	7%
41 to 50	6	282	6%	8%
51 to 100	5	382	5%	11%
101 plus	6	1,407	6%	41%
Total	97	3,410	100%	100%

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=97).

Table A1.14: How have your levels of volunteers changed in the past 2 years?

Change in volunteer levels	Number of Responses	Percentage of Responses
Decreased	26	27%
Stayed the same	42	43%
Increased	30	31%
Total	**98**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=98).

FREELANCERS

Table A1.15: Does your museum(s) employ freelancers?

	Number of Responses	Percentage of Responses
No	66	65%
Yes	36	35%
Total	**102**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=102).

Table A1.16: If Yes, how many freelancers did you employ in 2023-24?

	No of Replies	Number of Freelancers	Percent of Replies	Percent of Freelancers
1 or 2	16	24	50%	9%
3 to 5	6	22	19%	8%
6 to 10	4	37	13%	14%
more than 10	6	188	19%	69%
Total	**32**	**271**	**100%**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=32).

VISITS AND VISITORS

Table A1.17: What was the total number of visits to all your museum(s) in 2023-24 (rounded)

2021-22	Number of Replies	Number of Visitors	Percent of Responses	Percent of Visitors
less than 2,500	18	17,300	20%	0.1%
2,500 to 4,999	11	39,000	12%	0.3%
5,000 to 9,999	9	55,600	10%	0.4%
10,000 to 24,999	18	298,400	20%	1.9%
25,000 to 49,999	8	280,900	9%	1.8%
50,000 to 99,999	8	512,900	9%	3.3%
100,000 to 249,999	7	1,247,800	8%	8.1%
250,000+	11	12,987,300	12%	84.1%
Total	**90**	**15,439,100**	100%	100.0%

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=90).

Table A1.18: Based on whatever information you have available, please provide the following information about your visitors for 2023-24:

	Number of Visitors (rounded)	Percent of Visitors
Number of local people	2,706,100	21%
Number of national visitors (i.e., from elsewhere in Scotland/UK)	4,590,100	36%
Number of international visitors	5,315,300	42%
Total	**12,611,500**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=49). **Note:** This total of 12.6 million represents 82% of the total number of visitors reported for this year.

Table A1.19: Do you collect information about your visitors (e.g., home location; demographic information; types of visitors – families; etc.) via visitor surveys?

	Number of Responses	Percentage of Responses
No	41	43%
Yes	55	57%
Total	**96**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=96).

CLIMATE

Table A1.20: Which of the following activities are you currently measuring (please tick all that apply)? (rank ordered from highest to lowest)

	Number of Replies	Percent of Replies
Energy use	64	74%
Retail operations	46	53%
Water use	29	34%
Waste (general)	27	31%
Café operations	24	28%
Business travel	16	19%
Other	15	17%
Company vehicle use	12	14%
Waste (exhibit)	12	14%
Commuting	9	10%
Visitor travel	6	7%
Freight	2	2%

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=86).

SOCIAL IMPACT

Table A1.21: Does your museum(s) actively engage with the health and wellbeing agenda through deliberately targeted programmes?

	Number of Replies	Percent of Replies
No	34	36%
Yes	60	64%
Total	**94**	**100%**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=94).

Table A1.22: If Yes, which of the following activities or audience groups has your museum(s) actively engaged with through deliberately targeted programmes, and how recently did this take place? (rank ordered from highest to lowest based on 'within the last year' responses)

	Yes – within the last year	Yes – within the last 1-2 years	Yes – but more than 2 years ago	Haven't actively engaged with this activity/group yet	Sum of percents	Number of replies
Family activities	93%	3%	2%	2%	100%	60
Youth engagement	83%	8%	3%	5%	100%	60
Older people	82%	5%	7%	5%	100%	57
Disabled people	69%	8%	6%	17%	100%	48
People living in deprived areas	67%	0%	4%	29%	100%	45
Pre-age 5	65%	6%	6%	23%	100%	52
People experiencing loneliness and isolation	62%	8%	2%	28%	100%	50
People living with mental health issues	56%	8%	4%	31%	100%	48
People living with dementia	55%	13%	6%	26%	100%	47
Adults with learning difficulties	55%	10%	8%	27%	100%	49
People from diverse ethnic backgrounds and identities	51%	11%	4%	34%	100%	47
Refugees and asylum seekers	45%	8%	8%	39%	100%	49

	Yes – within the last year	Yes – within the last 1-2 years	Yes – but more than 2 years ago	Haven't actively engaged with this activity/group yet	Sum of percents	Number of replies
LGBTQIA+	45%	5%	2%	48%	100%	44
Social prescribing	38%	2%	2%	57%	100%	42
People experiencing racism	24%	12%	2%	61%	100%	41
New parent activities	23%	5%	8%	64%	100%	39
Ex-offenders	14%	7%	19%	60%	100%	42
People experiencing homelessness	10%	3%	3%	85%	100%	40
People living with chronic pain	8%	5%	0%	87%	100%	39

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=39 to 60 to specific questions, n=68 overall).

EDUCATION

Table A1.23: Which of the following education / learning institutions / providers has your museum(s) actively engaged with, and how recently did this take place? (rank ordered from highest to lowest based on 'within the last year' responses)

Learning Institution	Yes - within the last year	Yes - within the last 1-2 years	Yes - but more than 2 years ago	Haven't actively engaged with this group/activity yet	Total
Primary schools	80%	12%	5%	3%	**93**
Secondary schools	74%	12%	7%	7%	**85**
Universities	71%	11%	5%	13%	**75**
Other	68%	5%	5%	23%	**22**
Colleges	65%	10%	3%	22%	**69**
Early Learning and childcare (Nurseries, Playgroups etc.)	50%	13%	3%	34%	**68**

Source: DC Research, Analysis of 2024 Survey of Scotland's Museums and Galleries, August 2024 (n=22 to 93 to specific questions, n=96 overall).