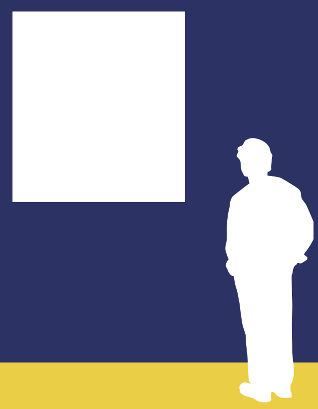
A five year strategy for
Museums & Galleries
In England's Northwest



Celebrating our cultural heritage: investing in a future for all

DOCUMENT 1: SURVEY OF REGIONAL MUSEUMS - QUANTITATIVE ANALYSIS

The Regional Museums' Context

The North West has a greater density and diversity of museums than almost any other English region with some 160 Registered sites. Here municipal museums began in the 19th century, as both a consequence of, and response to, the growth of an urban working class in Greater Manchester and Liverpool.

The mighty industrial, seafaring and trading heritage of the North West created the wealth that built its cities, communications network, museums and collections. This legacy continues to shape the lives of people in the region. The diversity of local communities, the built environment and cultural institutions all are rooted in the global reach and impact of more than two centuries of economic activity in the North West.

A combination of individual philanthropy, political radicalism and wealth generated by trading links with India and the Caribbean ensured the rapid growth of museums, libraries and other municipal facilities in the region's towns and cities. The region boasts many nationally significant collections including Fine and Decorative Art, Natural Sciences, Science and Technology, Egyptology, Textiles, Banners, Literature and Historic Craft. Eight museum institutions currently hold collections Designated as being of National importance.

In the last 20 years the North West's museum landscape has become more rewarding and diverse for the visitor to explore. The National Lottery has helped to transform many of the region's cultural gems such as the investment in Gallery Oldham and the Ruskin Museum, Coniston and the transformation of Manchester Museum and Manchester Art Gallery.

Alongside long-standing municipal museum services, there is now an important national presence too: National Museums Liverpool, the Museum of Science and Industry in Manchester, the Imperial War Museum North and Tate Liverpool. Museums such as Catalyst in Widnes, the National Football Museum in Preston and The People's History Museum in Manchester fulfil a unique function in documenting important single aspects of our national life, while other specialist attractions, like the Wordsworth Trust in the Lake District, are significant international tourist destinations.

Other aspects of the social, economic and cultural life of the region are characterised by museums and galleries as diverse as the Hat Museum in Stockport; the Jewish Museum in Manchester; the Boat Museum in Ellesmere Port; The Senhouse Roman Museum in West Cumbria; the British Commercial Vehicles Museum in Leyland and the Touchstones Gallery in Rochdale.

Manchester University's Centre for Museology is pre-eminent in its field for museological research and post-graduate teaching and complements courses provided across the region at Lancaster and Salford Universities.

Distribution And Management : The geographical distribution of museum provision across the region is uneven, as Greater Manchester (43 sites) and Lancashire (42) contain almost twice as many registered sites as Cheshire (21) and Merseyside (22). Cumbria has 32 sites.

Almost half of the region's registered museums and galleries (45%) are managed by Local Authorities, whilst some 28% are independent trusts.

Collections: Over 60% of museums in the region hold social history collections. Other categories that are widely distributed include fine art, photographic material, decorative art and costumes and textiles. Categories of material that are confined to the smallest number of museums are Egyptology, maritime and science. However, these are represented by some of the most outstanding and nationally important collections in the country. Designated collections account for half of the total number of objects in the region's museums.

Introduction

This section provides an analysis of the qualitative data gathered from the consultation questionnaire.

1. Museum Type
There are 160 museums in the North West that are Registered or Provisionally Registered. They are managed by a wide range of organisations.

TABLE 1.1: TYPES OF MUSEUMS IN THE NORTH WEST		
Type	**Number of Museums**	**%**
Local authority	70	44.6
Independent	56	35.7
National Trust	13	8.3
Regimental	9	5.7
University	6	3.8
English Heritage	3	1.9
Total	**157**	**100.0**

Source: MLA.

2. Designated Collections
There are seven governing bodies within the Designation scheme in the North West, with a total of 10 museums or groups of museums.

TABLE 1.2: DESIGNATED COLLECTIONS IN THE NORTH WEST		
Museums	**Relevant sites**	**Designated Collections**
Manchester City Galleries	Manchester City Art Gallery The Gallery of Costume Wythenshawe Hall Heaton Hall	Fine, decorative art and costume collections
Lancashire County Museum Service	Museum of the Lancashire Textile Industry	Collections relating to the textile industries
Museum of Science and Industry in Manchester		All
People's History Museum, Manchester		All
University of Manchester, Manchester Museum		All
University of Manchester, Whitworth Art Gallery		Fine Art. Textiles and wallpaper collections.
Wordsworth Trust		All
Waterways Trust	Boat Museum, Ellesmere Port	All

Source: Resource, 2004

3. Visitor Numbers
The total number of visitors to registered Museums in the North West in 2002 was 8,227,697[1]. The North West Museums Service 1999 strategy stated that there were an estimated 5.74 million visitors to Museums in the North West in 1995 (though the source was not stated). This is an increase in visitor numbers of 30.2% between 1995 and 2002. This increase can partially be attributed to the opening of several new Museums (e.g. Imperial War Museum North, St Helens World of Glass, National Football Museum and The Lowry) together with the introduction of free admission to National Museums.
Twelve museums have more than 200,000 visits per year and between them receive 51% of the total number of visitors to the region.

4. Visitor Numbers By Type Of Museum
Local authority run Museums attracted the highest proportion of visits (37.9%), followed by National Museums (35.9%). Most independent museums in the region are small organisations attracting less than 50,000 visitors. Notable exceptions are The Lowry, the Wordsworth Trust and Quarry Bank Mill.

[1] *N.B. This figure excludes 14 smaller Museums/sites for which visitor numbers were unavailable.*

TABLE 1.4: VISITOR NUMBERS TO NORTH WEST MUSEUMS BY TYPE OF MUSEUM		
Type of Museum	**Number of visitors**	**%**
English Heritage	81,923	1.0
Independent	1,047,004	12.7
Local authority	3,114,931	37.9
National	2,953,089	35.9
National Trust	612,190	7.4
Regimental	176,406	2.1
University	242,154	2.9
Total	**8,227,697**	**100**

Source: NW Museums Consultation Questionnaire, Visits to Visitor Attractions 2002, Museums and Galleries Yearbook 2003, L&R research.

5. Visitor Numbers By County

The following table shows the number of visits to registered Museums in the North West by County.

TABLE1.5A: VISITOR NUMBERS TO MUSEUMS IN THE NORTH WEST BY COUNTY		
County	**Visits 2002**	**%**
Cheshire & Warrington	1,108,997	13.5
Cumbria	974,109	11.8
Greater Manchester	2,931,405	35.6
Lancashire	985,581	12.0
Merseyside	2,227,605	27.1
Total	**8,227,697**	**100.0**

Source: NW Museums Consultation Questionnaire, Visits to Visitor Attractions 2002, Museums and Galleries Yearbook 2003, L&R research

Museums in Greater Manchester receive the highest proportion of visitors (35.6%), followed by Merseyside (27.1%), primarily as a result of the National Museums located in Manchester and Liverpool.

The following table shows the % of Museums visits to each county if visits to National Museums are excluded from the overall total. This shows the importance of the Nationals in generating Museum visits to Merseyside.

TABLE 1.5B: VISITOR NUMBERS TO MUSEUMS IN THE NORTH WEST, EXCLUDING NATIONAL MUSEUMS		
County	**Visitor Numbers**	**%**
Cheshire	1,108,997	21.0
Cumbria	974,109	18.5
Manchester	1,996,688	37.9
Lancashire	931,581	17.7
Merseyside	263,233	5.0
Total	**5274608**	**100.0**

Source: NW Museums Consultation Questionnaire, Visits to Visitor Attractions 2002, Museums and Galleries Yearbook 2003, L&R research

6. Visitor Trends

Table 1.6 shows visitor trends to registered Museums over the last three years. Visitor numbers have increased slightly or significantly for less than half (41.3%) of Museums. A quarter of Museums (25.6%) reported that visitor numbers had remained steady while over a quarter of Museums (27.3%) reported a slight or significant decrease in visitor numbers. Some 30% of both Local authority and independent Museums have experienced a reduction in visitor numbers. Museums in Cumbria were most likely to report a decrease in visitor numbers (42% of Museums in Cumbria), whereas only 1 Museum in Merseyside reported a decrease in visitor numbers. Of

Museums that charge an admission fee, 36% reported a decrease in visitor numbers, compared to only 18% of Museums with free entry.

TABLE 1.6: VISITOR NUMBERS OVER THE LAST THREE YEARS	
Visitor trends	**% of Museums**
Increased significantly	19.8
Increased slightly	21.5
Remained broadly the same	25.6
Decreased slightly	18.2
Decreased significantly	9.1
Don't Know/Not answered	5.8

Sample: 121 Museums

7. Visitor Profile

In 2002 the region’s museums and galleries attracted:

- 8.2m visits – more than the number of attendances to the region’s Premiership and Division 1, 2 , and 3 football matches
- A reported 30% overall increase in visits since 1995
- Over 1.5m school and other education visits.

Over 50% of the museums receive less than 20,000 visits per annum whilst almost 60% are free admission or only charge for special exhibitions, workshops etc.

TABLE 1.7a Showing Visitor Numbers By Scale of Attendance	
No of Visitors	%
0-5000	15.7
5001-10000	7.2
10001-20000	32.5
20001-50000	24.1
50001-100000	8.4
100001-200001	6.0
Over 200000	6.0

Source: NW Museums Consultation Questionnaire, 2003

Over a third of all visits are made by local people, almost 20% are made by those making a day trip and some 20% are by tourists from within the UK or abroad.

The Hub, First Partner and National museums and galleries in the region between them attract some 4.2m visits per annum, some 51% of the regional total. They welcome some 0.5m schools and other learning groups, an estimated 2.1m day visitors and tourists and provide services for over 1.6m residents from the communities they serve.

Table 1.7b shows the breakdown of types of visitor to Museums in the North West. Local residents comprise a considerable proportion of the total number of visitors. Only 20% of visitors to the region's museums are made by tourists (i.e. those absent from their homes for one or more nights). There are few overseas visitors as a whole to Museums in the region but the figures mask huge variations between Museums. The Beatrix Potter Gallery and Hill Top receive the highest proportion of overseas visitors. As a result of the national appeal of these Museums and the Lake District National Park, museums in Cumbria receive a higher than average proportion of tourists (33%) compared to Museums in other counties in the North West (less than 20%). Museums in Greater Manchester and Merseyside receive a higher than average proportion of local residents.

Table 1.7 b: Visitors to Museums in the North West	
Visitor Market	**%**
Local residents	37
Other (non-local) day visitors	19
Tourist visitors from the rest of the UK	15
Overseas tourist visitors	5
School groups	15

Other educational visitors/organised groups	8
Other visitor markets	3

Sample: 96 Museums.

The number of school and education groups varies across types of Museums. School and education groups comprise a high proportion of visits for Regimental and Independent Museums but a much smaller proportion of visits for National and National Trust museums.

Visitor Surveys
Less than half (41.5%) of Museums have carried out a visitor survey within the last three years. 65.8% of Museums intend to carry out a visitor survey in 2004. Less than a third (30.5%) of Museums have carried out research into why people do not visit.

Charging
Some 47% of museums in the region charge an admission fee. A further 11% charge an admission fee for special exhibitions, workshops etc.

Opening Hours
Table 1.7c shows the opening hours of registered Museums in the North West. 68.3% of Museums are open all year round. The majority of Museums open for less than 9 months tend to be either local authority museums or National Trust sites.

Table 1.7c: Opening hours	
Opening Hours	**%**
All year round	68.3
10-12 months	11.7
6-9 months	15.8
Less than 6 months	4.2

Sample: 120 Museums

Table 1.7d shows the changes in opening hours compared with three years ago. Opening hours for most museums (81%) have remained broadly the same.

Table 1.7d: Changes in Opening hours	
Opening Hours	**%**
Increased	12
Decreased	6
Remained broadly the same	81
Not applicable (e.g. new attraction, open site)	1
Total	**100%**

Sample: 116 Museums

8. Education And Learning
The region’s museums and galleries play an important role in both formal and informal learning. Nearly 60% of the formal education visits made are at Key Stages 1 and 2. KS 3 and Post 16 formal visits are a further 17% whilst family participation in learning programmes represents some 13% of all educational activity.

Nearly 70% of museums provide learning materials of some kind, and over half are involved with outreach activities (loans etc). 10% of museum and gallery staff are principally concerned with learning and outreach.

16.2% of Museums do not have a learning policy. Museums that do not have a learning policy tend to be small independent museums with less than 50,000 annual visitors. The majority of small Local authority museums are covered by service-wide policies for Museum services operating on multiple sites.More than half of Museums (53.9%) do not have an access/audience development policy.

A quarter of Museums/services (25.3%) are unaware of the Inspiring Learning Framework. Of those Museums/services that are aware of the Inspiring Learning Framework, 55.2% face challenges in meeting the recommendations of the Framework. These challenges include:

- Balancing demand for school visits with time for networking, outreach and developing gallery
- activities
- Building creative learning partnerships
- Lack of resources, funding, staffing, advice and training
- Developing the non-schools learning market and widening access to informal learning to people with disabilities, ethnic minorities and people from deprived areas.

Almost a third of Museums/services (31.4%) have no member of staff specifically responsible for education and learning activities. Amongst independent museums this rises to almost half (46.4%). 69% of those Museums that do not have a specialist education member of staff receive annual visitor numbers of less than 20,000.

9. Education Visits
The following table gives an indication of the breakdown of learning/education visits into categories. These figures should be treated with caution as only 56 Museums/Museum services were able to provide a breakdown of learning/education visits (Four Local authority Museum Services provided service wide information rather than information on individual sites). The table shows that more than half (58%) of educational visits are Key Stages 1 and 2.

TABLE 1.9: EDUCATION VISITS TO REGISTERED MUSEUMS IN THE NORTH WEST	
Category	**%**
Pre school	2
KS1	20
KS2	38
KS3	10
Post 16	7
Vocational	2
HE/FE	8
Family	13
Total	**100%**

Sample: 56 Museums/Museum services (77 individual sites)

10. Education Resources
The following table shows the resources used by Museums to support the National Curriculum:

TABLE 1.10: RESOURCES PROVIDED BY NORTH WEST MUSEUMS/ SERVICES	
Resource	**% of Museums/services**
Permanent exhibitions	71.7
Workshop programmes	70.7
Education materials	69.6
Other (e.g. loans, outreach)	52.2
None	19.6

Sample: 92 Museums/Museum services (108 sites)

11. Learning And Access Provision
Museums were asked to state their top priorities in improving learning and access provision. The most frequent responses are listed below:

- Staffing levels and staff training/development. For many museums the appointment of Education/Outreach Officer is a priority.
- The development of more educational resources, materials and curriculum related activities including on-line, hands-on and interactive learning resources.
- Providing a comprehensive range of learning opportunities for a wide audience (including schools/families/adults/communities) as well as the development of workshops for currently under-represented groups e.g. KS3, adult education, and pre-schoolers.
- Improving facilities e.g. the provision of a dedicated education space
- Increasing outreach work - including working with disaffected youths and minority groups (black and ethnic minority, refugees and asylum seekers etc.)
- Improving access for disabled visitors

- Partnership working with schools and colleges and consultation with teachers
- Improved marketing of education
- Funding to provide improvements to services and facilities
- Developing a learning/education/access policy.

12. Access
Almost half (46%) of the region's Museums have less than 80% of the premises accessible to visitors with mobility difficulties. Museums in Greater Manchester and Cheshire have a higher than average proportion of their premises accessible to wheelchair users.

TABLE 1.12: ACCESSIBILITY			
	% of museum accessible to people in wheelchairs		
	More than 80%	**40-80%**	**Less than 40%**
Cheshire	57	36	7
Cumbria	43	33	24
Lancashire	52	16	32
Greater Manchester	59	19	22
Merseyside	56	25	19
Total	**54**	**23**	**23**

Sample: 114 Museums

13. DDA
Nearly 80% of the Registered sites are Listed buildings. Over a quarter do not yet have disabled accessible toilets and nearly 15% have no facilities for those with mobility difficulties. 23% have less than less than 40% of their facilities accessible to wheelchair users. Less than half of the independently managed museums have yet to undertake a DDA Audit. 28% have no facilities for people with hearing or seeing needs. However, all of the National Museums and Galleries and National Trust museums have at least one provision for such users.

Less than a quarter of museum premises have been purpose built and almost 40% have not seen any significant refurbishment since before 1990.

36.5% of Museums have not yet undertaken an audit/assessment with regard to meeting the requirements of the Disability Discrimination Act (DDA). Table 1.13 below shows that less than half of independent museums have undergone an audit compared to 73% of local authority museums.

TABLE 1.13: DDA AUDIT	
Type of Museum	**% of Museums**
Independent	37
Local authority	73
National	48
Other	57

Sample: 115 Museums

Of those Museums that have undergone a DDA audit, the key issue facing many Museums is accessibility to upper floors. Some Museums are installing a lift, but others have no funding for a lift or are unable to fit one as the Museum has listed building status. Listed building restrictions also create difficulties for Museums in providing wheelchair access. Other issues faced by Museums include access for visually and hearing impaired visitors and the siting of disabled toilets.

14. Facilities

TABLE 1.14A: FACILITIES FOR VISITORS WITH MOBILITY DIFFICULTIES	
Facility	**% of Museums**
Accessible toilets	73.9
Orange badge holders	65.2
Wheelchair/mobility car available	36.5
Other (e.g. lift/ramp)	16.4
No facilities	14.4

Sample: 115 Museums

14% of Museums have no facilities for visitors with mobility difficulties. The majority of Museums that lack any facilities are small, local authority museums. The most frequently occurring facility provided for disabled visitors are accessible toilets, provided by 73.9% of Museums. Table 1.15 shows the facilities that are provided by Museums in the North West for visitors with hearing and seeing needs.

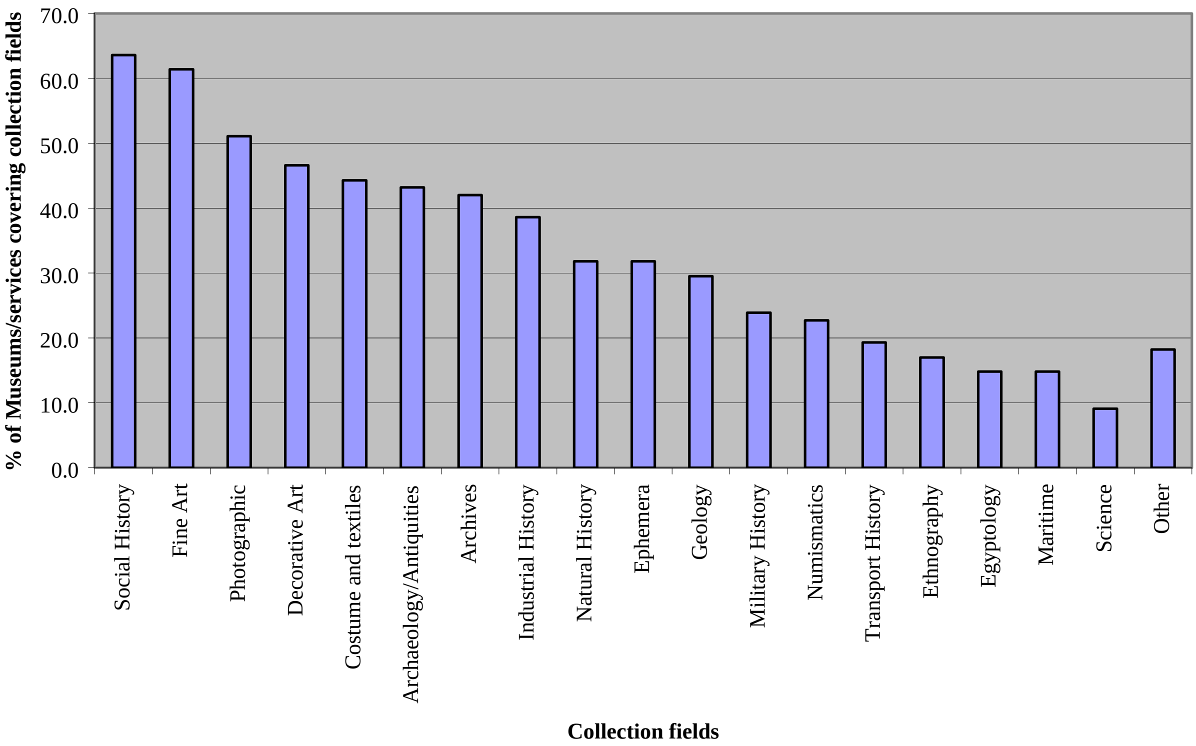
TABLE 1.14b: FACILITIES FOR PEOPLE WITH HEARING AND SEEING NEEDS	
Facility	**% of Museums**
Induction Loop	40
Large Print Guides	25
Audio Guide	24
Braille Guide	13
British Sign Language	13
Minicom	5
Other (e.g. large print labels)	7
None of the above	28

Sample: 112 Museums

28% of Museums have no facilities for people with Hearing/Seeing needs. Of these, 53% are Local authority Museums. All National and National Trust Museums provide at least one facility for visitors with Hearing or Seeing Needs. The most commonly provided facility is an Induction loop, provided by 40% of Museums, followed by large print guides.

15. Museums And Their Collections

The chart 1.15 below shows the most common collection field areas across Museums in the North West. The majority of local authority museums services have listed all their collections under one site.



Sample: 88 Museums/services (107 sites)

Certain collection categories are more widely distributed than others. Over 60% of museums in the region hold social history collections. Other categories that are widely distributed include fine art, photographic material, decorative art and costume and textiles. Categories of material that are confined to the smallest number of museums are Egyptology, maritime and science. However these are represented by some of the most outstanding and nationally important collections in the country.

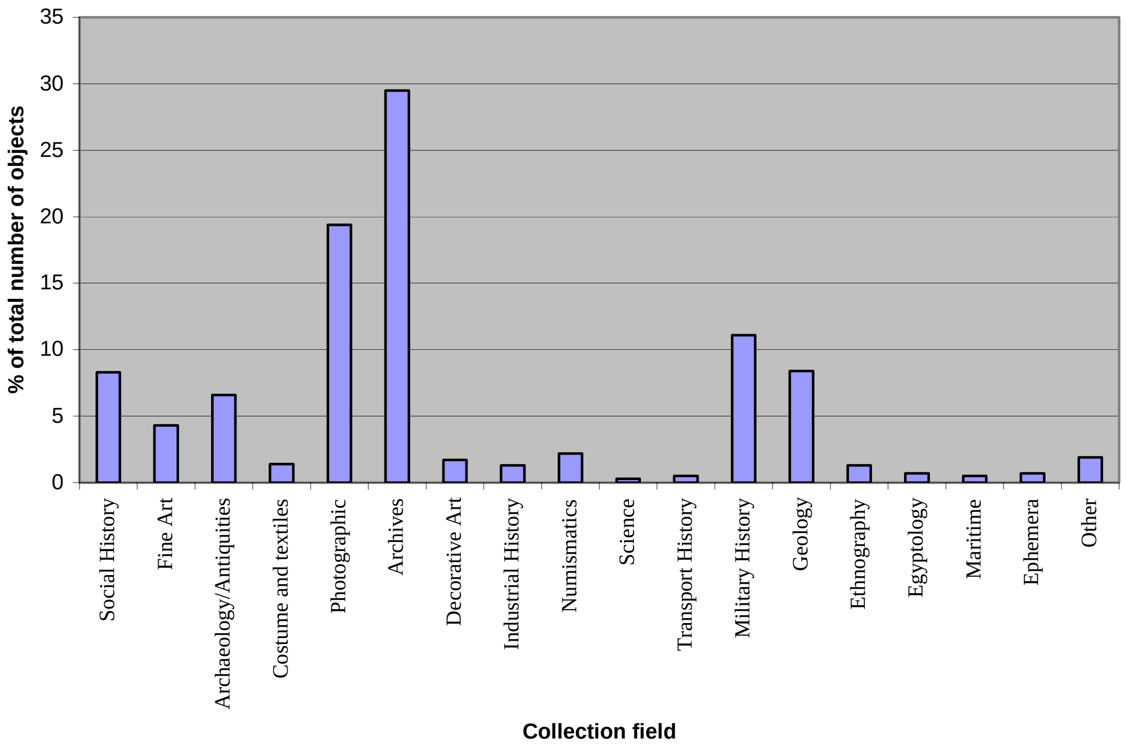
16. Significance

Designated collections account for 50% of the total number of objects in the region's museums. Of these, over 80% are held by university museums, 14% by National Museums and 3% by local authority and independent museums.

17. Collection Size

54.7% of all objects in the collections of registered Museums in the North West are Natural History objects. If these are removed from the overall total the breakdown of the number of objects within each type of collection is shown in Figure 1.17 below. The chart shows that, with the exception of Natural History, the most frequently occurring objects within collections are archives, photographic material and military history.

Figure 1.17



Sample 82 Museums/Museum Services (101 sites)

18. Collection Documentation And Display

Table 1.18A shows the percentage of collections that are documented on a computerised access register. Almost half of Museums (42.9%) have less than half their collection documented on computer.

TABLE 1.18A: COLLECTIONS DOCUMENTED ON COMPUTER	
% of Collection	**% of Museums**
Less than 5%	18.7
5-10%	5.5
11-25%	5.5
26-50%	9.9
51+%	57.1
N/A	3.3
Total	**100%**

Sample: 91 Museums/services (109 sites)

Table 1.18b shows the percentage of collections that are on public display. More than two thirds (70%) of Museums have less than 50% of their collection on public display, while almost a third (32.3%) have less than 10% of their collections on public display.

TABLE 1.18b: COLLECTIONS ON PUBLIC DISPLAY	
% of Collection	**% of Museums**
Less than 5%	15.6
5-10%	16.7
11-25%	21.9
26-50%	13.5
51+%	30.2
Not applicable	2.1

Sample: 96 Museums/services (111 sites)

Table 1.18c below shows the percentage of North West collections that are accessible for study purposes. Two thirds of Museums (66.7%) have more than 75% of their collection accessible for study purposes.

TABLE 1.18c: COLLECTIONS ACCESSIBLE FOR STUDY PURPOSES	
% of Collection	**% of Museums**
0-10%	5.4
11-25%	2.2
26-50%	8.6
51-75%	15.1
76+%	66.7
N/A	2.2

Sample: 93 Museums/services (111 sites)

Less than half (41.8%) of Museums/services have part of their collections captured in digital image format and available for public access or study

Only 28.6% of Museums/services have public access computers enabling visitors to access information, images etc. about the collections.

Almost half (46.5%) of Museums face significant challenges in meeting the requirements of Phase 3 Registration. Documentation backlogs were the biggest cause for concern, followed by lack of funds and lack of staff. Other issues that were raised were disabled access, quality of storage and the environmental control of buildings.

19. Physical Infrastructure

TABLE 1.19A: NATURE OF MUSEUM PREMISES	
Type of premises	**% of Museums**
Historic House	22.5
Purpose Built	22.5
Building adapted from another use	42.5
Other	2.5
More than one of the above	10.0
Total	**100%**

Sample: 120 Museums

Only 22.5% of registered museums in the region are purpose built, although a number of historic buildings and museums have had purpose built extensions added to the original building, bringing the number of purpose built museum premises to almost a third (30.8%).

TABLE 1.19B: LAST MAJOR REFURBISHMENT	
Date	**% of Museums**
Pre-1980	15.7
1980-90	27.3
1991-2000	24.8
Since 2001	14.0

Never	16.5
More than one of the above	1.7

Sample: 121 Museums

Table 1.19b shows that 83.9% of Museums have had major refurbishment since they were built. Of the Museums that have never been refurbished, 50% are historic houses and 30% are purpose built.

TABLE 1.19c: CONSERVATION STATUS OF MUSEUMS IN THE NORTH WEST	
Status	**% of Museums**
Grade 1	17.6
Grade 2*	16.8
Grade 2	32.8
Scheduled	5.0
More than one of the above	6.8
Not listed	21
Total	**100%**

Sample: 119 Museums

Only 21% of Museums in the North West occupy premises that are unlisted. 21.8% of Museums (or part of the museum premises) are Grade 1 (buildings of exceptional importance), 20.2% are Grade 2* (of particular importance) and 36.1% are Grade 2. A further 7.5% of sites (or partial Museum sites) are scheduled monuments.

20. Information And Communications Technology
Almost all museums have a website. Some 20% have a searchable collections database and some 60% have yet to develop any on-line learning resources. Only 20% of museums regard their websites as comprehensive.

52.9% of Museums have one or more websites. Of those Museums that do not, most have a website nested within a larger site. 60.6% of Museums have a website nested within a larger (e.g. local authority) site. Only 4% of Museums have no website.

Of the Museums that do have a website, only 20% do include a searchable collections database, 60% have no on-line learning resources. Only 20% of Museums would describe their website as comprehensive, the majority (52.7%) describe their websites as average. Most Museums (85.9%) routinely use their website to publicise events, activities, new developments etc.

Table 1.20 shows the average number of web visits to Museum websites. These figures should be treated with caution as approximately half of all Museums were unable to provide data. The figures below would suggest that over a third of Museum websites (35.8%) receive less than 5,000 annual visits, however these figures are skewed as a number of smaller Local authority Museums were unable to provide information on website visits.

TABLE 1.20: NUMBER OF WEB VISITS	
No of web visits	**%**
0-10,000	35.8
10,001-20,000	16.7
20,001-50,000	11.9
50,001-100,000	14.3
Over 100,000	21.4
Total	**100%**

Sample: 42 Museums/services (60 sites).

21. Recent Capital And Programme Development
Almost a third (31%) of registered Museums have completed significant capital development projects in the past three years.
These physical works have led to a number of outcomes as listed below:

- Increased access by a more diverse audience
- Improved interpretation and displays

- Increased visitor figures
- Better access to collections
- Better facilities for visitors
- Dedicated education space

39% of Museums have undertaken significant revenue programmes in the past three years. These programmes have been focused on the following areas:

- Engaging new audiences
- Access to collections
- Collections care, conservation, documentation and digitisation
- Increases in education provision and learning staff
- Community development and outreach projects
- Funding for curatorial staff
- Development of a volunteer programme

60% of Museums have significant capital development projects pending/in progress. Of those projects that are at pre-development stage, 57% of Museums are facing significant barriers to progress. These barriers include funding, suitable storage, local planning authority approval and project management support.

34% of Museums have significant programme/revenue projects pending/in progress. 55.6% of these face barriers to progress, including lack of staff, funding and resources.

22. Funding

Table 1.22a below shows the percentage of Museums that received grants from the listed sources in the last three years for either capital or programme development. The most significant sources of funding were Trusts/foundations (56%), NWMS/MLA NORTH WEST (52.7%) and the Heritage Lottery Fund (51.6%). More than half of all registered Museums in the North West have received grants from these sources in the past three years. 9.1% of Museums received no grants in the last three years.

TABLE 1.22a: GRANTS RECEIVED BY MUSEUMS IN THE NORTH WEST	
Funding source	**% of Museums**
Trusts/Foundations	56.0
NWMS/MLA NORTH WEST	52.7
Heritage Lottery Fund	51.6
Commercial Sponsorship	36.3
Arts Council England	22.0
New Opportunities Fund	16.5
Resource (inc. Designation Challenge Fund)	16.5
Single Regeneration Budget	15.4
Regional Development Agency	15.4
European Union Structural Funds	13.2
Learning & Skills Councils	8.8
Arts Lottery Fund	6.6
Millennium Commission/Rediscover	6.6
Other	25.3
None	9.1

Sample: 91 Museums

Table 1.22b shows how significant the listed sources of funding are considered likely to be in the future:

TABLE 1.22b: FUTURE SOURCES OF FUNDING			
Funding source	**Not significant**	**Quite significant**	**Very significant**
Heritage Lottery Fund	14.3	35.7	50.0
Trusts/Foundations	24.1	41.0	34.9
Regional Development Agency	44.6	31.3	24.1
Arts Council England	68.7	14.5	16.9
NWMS/MLA NORTH WEST	64.6	24.4	11.0

European Union Structural Funds	72.2	17.7	10.1
Commercial Sponsorship	49.4	41.0	9.6
Resource (inc. Designation Challenge Fund)	68.7	21.7	9.6
Learning & Skills Councils	62.2	31.7	6.1
Single Regeneration Budget	86.4	8.6	4.9
New Opportunities Fund	72.0	24.4	3.6
Arts Lottery Fund	80.7	15.7	3.6
Millennium Commission/Rediscover	95.2	3.6	1.2

Sample: 83 Museums

The Heritage Lottery Fund, trusts/foundations and the Regional Development Agency are considered to be the most significant sources of future funding. The Millennium Commission, the Arts Lottery Fund and the Single Regeneration Budget are the least significant sources of future funding. Although NWMS has been a significant source of grants in the past three years, only 11% of Museums considered MLA North West to be a very significant source of funding in the future.

23. Staff

Over 40% of the region's museums and galleries are recognized for Investors in People (IIP). The same proportion has no plans at the moment to seek this recognition.

Over a quarter of all paid staff work part time, whilst nearly 20% are either casual/seasonal or freelance workers. Only 56% work full time. Nearly 50% of the workforce is under 40 and nearly 20% is over 55. 2.4% of the workforce is of Black or Minority Ethnic origin (roughly half the average for the regional population as a whole) and 2.6% are disabled.

84% of museums are reliant on volunteer members of staff working in areas ranging from front of house to documentation and collections care work. Volunteers contribute an impressive 22,000 days of support to the region's museums and galleries.

The Investors in People standard provides a minimum standard for training and development. 42.2% of Museums/services in the region are recognised for IIP, while a further 18.3% are committed to the scheme.

TABLE 1.23a : INVESTORS IN PEOPLE	
	%
Recognized for IIP	42.2
Committed to IIP	18.3
No plans to become IIP recognised	39.4

Sample: 109 Museums

51% of local authority Museums are recognized for IIP, compared to only 8% of independent Museums. Many local authority Museums are covered by an authority wide Investors in People Award.

Table 1.23b shows the number of paid staff that fall into each of the listed categories:

TABLE 1.23b: MUSEUM POSTS	
Position	**%**
Front of House/Security	32.7
Curatorial/Collections care	14.2
Management	11.0
Administration/Support	10.5
Learning/Outreach	10.3
Multi-function/Other	7.5
Technical/Maintenance	6.6
Marketing & PR	3.5
Interpretation/Display	2.7
Total	**100%**

Sample: 79 Museums/services (98 sites).

Almost a third (32.7%) of all Museum staff in registered Museums in the region are engaged to provide Front of House duties. Only 14.2% are specialist curatorial staff.

TABLE 1.23c: MUSEUM WORKFORCE	
	% of Museum workforce
Full time	55.9
Part time	24.9
Casual/seasonal workers	14.3
Freelance	4.9
Total	**100%**

Sample : 78 Museums/services (97 sites)

Only 55.9% of the Museum workforce work full-time. There is a high level of part-time (including seasonal) workers.

Table 1.23d shows the breakdown of the Museum workforce by age and ethnic origin.

TABLE 1.23d: MUSEUM WORKFORCE BY AGE AND ETHNIC ORIGIN	
	%
Under 40	48
41-54	32.5
Over 55	19.5
White	97.6
Black and ethnic minority	2.4
Disabled	2.6

Sample: 60 Museums/services (79 sites)

Almost half the Museum workforce is aged under 40. There is an under-representation of the region's ethnic diversity and people with disabilities in the museum workforce.

Volunteers

84% of Museums are reliant on volunteer members of staff working in areas ranging from front of house to documentation and collection care work.

24. Marketing

Table 1.24a shows the typical annual marketing budgets for Museums in the North West. 41.1% of Museums either have no dedicated marketing budget or a marketing budget of less than £5000.

Table 1.24a: Marketing Budget	
	% of Museums
No marketing budget	17.8
Less than £5000	23.3
£5,000-£10,000	14.4
£11,000-£25,000	15.6
£26,000-£50,000	5.6
£51,000-£100,000	3.3
Over £100,000	4.4
Not applicable	15.6

Sample: 90 Museums/services (112 sites)

Table 1.24b shows that over the past three years, 41.3% of marketing budgets have remained the same.

TABLE 1.24b: MARKETING BUDGET TRENDS	
	% of Museums
Increased significantly	12.0
Increased slightly	17.4
Remained broadly the same	41.3
Decreased slightly	5.4
Decreased significantly	1.1
Don't know/Not applicable	22.8

Sample: 90 Museums/services (112 sites)