

THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	Economic Impact of Museums
Date of meeting:	10 February 2023
Report by:	Director of Culture, Leisure and Regulatory Services
Wards affected:	ALL

1. Requested by

1.1 Cabinet Member for Culture Leisure and Economic Development

2. Purpose

2.1 To share the results of the annual museums survey, specifically the economic impact figures for each of the council's museums.

3 Information Requested

3.1 The purpose of the Annual Museum Survey is to gather evidence to help demonstrate the social and economic importance of museums to funders and stakeholders – locally, regionally and nationally – and to provide museums with data to enable them to benchmark their performance. The 2022 report -which covers the 2021/22 financial year- was published in early December.

3.2 The Annual Museum Survey is delivered across the nine English regions with regional and national analysis of operational data. 717 museums contributed data in 2022, including the six museums operated by Portsmouth City Council.

3.3 In addition, **the economic impact of each museum** has been calculated based on visitor numbers. This utilises the Association of Independent Museums (AIM) calculator and the average adult/child visitor split for each museum's locale and size.

3.4 The economic impact for the council's six museums in 2021/22 -ie as we were emerging from the coronavirus pandemic- was valued at a total of £7.1 million. The figures for each museum are shown below.

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Southsea Castle

Visitors number: **76,101**

Local Visitors: **£530,097**

Day Visitors: **£2,360,311**

Total Economic Impact of Visitors to the Local Economy: **£2,890,407**

Portsmouth Museum and Art Gallery

Visitors number: **25,273**

Local Visitors: **£249,869**

Day Visitors: **£636,172**

Total Economic Impact of Visitors to the Local Economy: **£886,041**

Eastney Beam Engine House

Visitors number: **143**

Local Visitors: **£1,414**

Day Visitors: **£3,600**

Total Economic Impact of Visitors to the Local Economy: **£5,013**

The D-Day Story

Visitors number: **57,327**

Local Visitors: **£605,425**

Day Visitors: **£1,365,730**

Total Economic Impact of Visitors to the Local Economy: **£1,971,154**

Cumberland House Natural History Museum

Visitors number: **35,273**

Local Visitors: **£245,701**

Day Visitors: **£1,094,010**

Total Economic Impact of Visitors to the Local Economy: **£1,339,711**

Charles Dickens' Birthplace

Visitors number: **338**

Local Visitors: **£3,570**

Day Visitors: **£8,052**

Total Economic Impact of Visitors to the Local Economy: **£11,622**

Regional Median Total Economic Impact: **£159,775**

National Median Total Economic Impact: **£179,961**

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Signed by

Stephen Baily

Director of Culture, Leisure and Regulatory Services

Appendices: None

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location