



department for  
**culture, media  
and sport**

# Performance Indicator Guidance 2008

Museums & Galleries

Our aim is to improve the quality of life for all through cultural and sporting activities, support the pursuit of excellence, and champion the tourism, creative and leisure industries.

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# Section 1: Access

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1	<p>Number of visits to the museum/gallery (excluding virtual visits)</p> <p>Corresponds with MLA measure 6.1</p>	<p>Actual physical count of the total number of all visits made to the museum/gallery. A visit refers to a single trip to a museum/gallery by an individual and a period of time in which he/she physically accesses the collections.</p> <p><u>Performance Indicator includes:</u></p> <ul style="list-style-type: none"> <li>• All “ordinary visits” (those not involving the education programme) to the museum/gallery and the educational visits measured in 8.1 and 8.2</li> <li>• Visits to evening events</li> <li>• UK and overseas visits</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>• Visits by corporate hire customers</li> <li>• Visits by staff and volunteers</li> <li>• Visits by suppliers and contractors</li> <li>• Virtual visits</li> <li>• Visits to touring exhibitions held at other venues</li> <li>• Instances of participation in off-site outreach programmes</li> </ul> <p>If visits to shops, cafes and grounds/gardens etc are counted separately from visits to the museum/gallery, they should not be added on to the museum/gallery visits to give a total number of visits. However, visits to the shop, cafe and grounds/gardens may be presented as a separate optional measure.</p>
2	<p>Number of unique website visits</p>	<p>The total number of website visits by unique users which are recorded for the museum/gallery website.</p>

<p>Corresponds with MLA measure 6.3</p>	<p>The definitions used here in relation to website visits are those approved by ABC Electronics.</p> <p>A website <u>visit</u> (sometimes known as a user session) is a series of one or more page impressions, served to one user, which ends when there is a gap of 30 minutes or more between successive page impressions for that user. A visit is effectively a near continuous burst of activity by a valid user. A visit is determined when a unique user enters or re-enters a website during a specified period. A visit is determined by counting bursts of activity (page impressions) made by valid unique users that have not re-entered the site within the past 30 minutes. Visits from spiders and robots should be excluded from this measure. Visits are a better indicator of total site activity than unique users since they indicate frequency of use.</p> <p>A <u>unique user</u> is a unique and valid identifier. Sites may use:</p> <ul style="list-style-type: none"><li>• IP + User-Agent</li><li>• Cookie and/or</li><li>• Registration ID</li></ul> <p>Where a unique user is calculated by IP + User-Agent, this definition may overstate or understate the real number of individual users. A unique user is, at a minimum, a unique combination of an IP address + the Browser ID and Operating system entering a website by any valid page and is counted once for the given period (the minimum audit period is one calendar month), The number of unique users is an indicator of the site's audience or reach.</p> <p>A <u>robot</u> is a program that automatically visits websites and reads their pages and other information in order to create entries for an index. The major search engines on the Web all have such a program, which is also known as a <u>crawler</u>, a <u>robot</u> or a <u>bot</u>. <u>Robots</u> and <u>spiders</u> are typically programmed to automatically visits sites that have been submitted by their owners as new or updated. Entire sites or specific pages can be selectively visited and indexed. Spiders are called spiders because they usually visit many sites in</p>
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		<p>parallel at the same time, their legs spanning a large area of the “web”. ABC Electronic stipulates that traffic in a site’s access logs visited by such programs should be excluded from this Performance Indicator.</p>
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## Section 2: Audience Profile

<p>3</p>	<p>Number of visits by children under 16</p> <p>Corresponds with MLA measure 6.2</p>	<p>A visit refers to a single trip to a museum/gallery by an individual and a period of time in which he/she physically accesses the collections. Children are defined as being aged under 16. However, in the context of a school visit by Year 11 groups, pupils who may be aged 16 when they visit should still be regarded as under 16, i.e. of compulsory school age. A child in a school class that visits a museum in the morning and returns that afternoon for a second session should be counted as having made one visit.</p> <p><u>The Performance Indicator includes:</u></p> <ul style="list-style-type: none"> <li>• general visits made by children under 16</li> <li>• visits made by children under 16 participating in educational activities at the museum/gallery ( see indicators 8.1 and 8.2)</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>• instances of children under 16 participating in off-site outreach programmes.</li> </ul>
<p>4</p>	<p>Number of visits by UK adult visitors aged 16 and over from NS-SEC groups 5-8</p> <p>Apply survey results to MLA measure 6.1 (total visits) minus measure 6.2 (visits by children under 16), minus overseas visits</p>	<p>A visit refers to a single trip to a museum/gallery by an individual, and a period of time in which he/she physically accesses the collections. Adults are defined as being 16 or over.</p> <p>In order to deliver its Departmental Strategic Objective (DSO) for 2008-11 of encouraging more widespread enjoyment of culture, media and sport, DCMS has identified three priority groups for its NDPB's to reach: people from black or minority ethnic groups; people with a physical or mental disability that limits their activities in any way, and people from lower socio-economic groups (NS-SEC groups 5-8). NS SEC – the National Statistics Socio-Economic Classification (NS-SEC) is an occupationally based classification but provides coverage of the whole adult population. The NS-SEC aims to differentiate positions within labour markets and production units in terms of their typical “employment relations”. More information about NS-SEC can be found on the Office for National Statistics website <a href="http://www.statistics.gov.uk/methods_quality/ns/sec/default.asp">http://www.statistics.gov.uk/methods_quality/ns/sec/default.asp</a></p>

		<p><u>The Performance Indicator includes:</u></p> <ul style="list-style-type: none"> <li>UK adult visitors aged 16 and over from NS-SEC groups 5-8, expressed as a percentage of NS-SEC categories 1-4, 5-8 and the categories “unclassified” and “students”, rather than as a percentage only of NS-SEC categories 1-4 and 5-8</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>overseas visits (see definition 7)</li> <li>instances of visitors aged 16 and over participating in off-site outreach programmes</li> </ul>
5	<p>Number of visits by UK adult visitors aged 16 and over from an ethnic minority background</p> <p>Apply survey results to MLA measures 6.1 (total visits) minus measure 6.2 (visits by children under 16) minus overseas visits</p>	<p>A visit refers to a single trip to a museum/gallery by an individual, and a period of time in which he/she physically accesses the collections. Adults are defined as being aged 16 and over.</p> <p>In order to deliver its Departmental Strategic Objective (DSO) for 2008-11 of encouraging more widespread enjoyment of culture. Media and sport, DCMS has identified three priority groups for its NDPBs to reach: people from black or minority ethnic groups; people with a physical or mental disability that limits their activities in any way, and people from lower socio-economic groups. The following categories, which align with the DCMS Taking Part Survey, are recommended for use in survey questions, in order to capture information about attendance by people from black or minority ethnic groups.</p> <ul style="list-style-type: none"> <li><u>Asian or Asian British:</u> Indian; Pakistani; Bangladeshi; any other Asian background</li> <li><u>Black or Black British:</u> Caribbean; African; any other Black background</li> <li><u>Mixed:</u> White and Black Caribbean; White and Black African; White and Asian; any other mixed background</li> <li><u>Chinese or other ethnic group:</u> Chinese; any other</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>overseas visits (see 7 for definition)</li> <li>visitors aged 16 and over participating in off-site outreach programmes</li> </ul>
6	<p>Number of visits by UK adult visitors aged 16 and over who consider themselves to have a limiting long-term illness, disability or infirmity</p>	<p>A visit refers to a single trip to a museum/gallery by an individual, and a period of time in which he/she physically accesses the collections. Adults are defined as being aged 16 or over.</p>

	<p>Apply survey results to MLA measure 6.1 (total visits) minus measure 6.2 (visits by children under 16) minus overseas visits</p>	<p>In order to deliver its Departmental Strategic Objective (DSO) for 2008-11 of encouraging more widespread enjoyment of culture, media and sport, DCMS has identified three priority groups for its NDPBs to reach: people from black or minority ethnic groups; people with a physical or mental disability that limits their activities in any way, and people from lower socio-economic groups (NS-SEC groups 5-8).</p> <p>The following questions, which align with the DCMS Taking Part Survey, are recommended for use in surveys.</p> <p>Do you have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled you over a period of time or that is likely to affect you over a period of time?</p> <p>Respondents can choose from the following answers: Yes; No; Don't know; Refusal</p> <p>Does this illness or disability limit your activities in any way?</p> <p>Respondents can choose from the following answers: Yes; No; Don't know; Refusal</p> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>• overseas visits (see 7 for definition)</li> <li>• visitors aged 16 and over participating in outreach programmes</li> </ul>
7	<p>Number of overseas visits</p>	<p>Total number of visits made to the museum by visitors not usually based or resident in the UK. This indicator relates to tourist visitors and is based on residency and not nationality.</p> <p>A visit refers to a single trip to a museum/gallery by an individual, and a period of time in which he/she physically accesses the collections.</p> <p><u>The Performance Indicator includes:</u></p> <ul style="list-style-type: none"> <li>• visitors from the Isle of Man or Channel Islands</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>• visitors participating in off-site outreach programmes</li> </ul>

## Section 3: Learning and Outreach

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8	<b>CHILDREN</b>	<p>A visit refers to a trip to a museum/gallery, and a period of time spent there. Children are defined as being aged under 16. However, in the context of a school visit by Year 11 groups, pupils who may be aged 16 when they visit should still be regarded as under 16, i.e. of compulsory school age. Any one class that visits a museum/gallery in the morning and returns that afternoon for a second session should be counted as having made one visit.</p> <p>A facilitated visit is a group visit to a museum/gallery that is led or heavily supported by a member of staff (including volunteers) or a person hired by the museum e.g. an artist, for at least part of the visit.</p> <p>A facilitated visit is one that has been planned and structured by teachers and museum/gallery staff to support the curriculum, with specific learning outcomes. Welcoming a school on arrival or providing an introductory talk or 'spontaneous' activity with a museum demonstrator whilst on the visit does not make it a facilitated visit.</p> <p>A self-directed visit is a group visit facilitated by a person who is not a member of the museum/gallery staff. For example, it may be led by teachers using resource packs provided by the museum/gallery or downloaded from its website based on the collections. In this instance, volunteers should be regarded as museum/gallery staff.</p> <p><u>The Performance Indicator includes:</u></p> <ul style="list-style-type: none"> <li>• visits by children in identifiable SEN units or SEN schools</li> <li>• visits by Summer School students that are in support of the curriculum</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>• visits by children being educated at home</li> <li>• children under 16 participating in off-site outreach programmes</li> </ul>
	<p>Number of facilitated and self-directed visits to the museum/gallery by children under 16 in formal education</p> <p><i>Corresponds with MLA measures 1.1 to 1.13, 1.16, 1.18, 2.1 to 2.13, 2.16 and 2.18</i></p>	

<p>Number of instances of children under 16 participating in on-site organised activities</p> <p><i>Corresponds with MLA measures 5.1 and 5.2</i></p>	<p>Children are defined as being aged under 16.</p> <p><u>Organised activities</u> refer to pre-planned, mediated activities, such as talks, lectures, courses, demonstrations, guided tours etc led by museum staff, volunteers or freelancers employed by the museum. It does not include activities such as quizzes, trails, dressing-up etc if the museum's staffs only involvement is in handing out packs, badges, costumes etc.</p> <p>Instance is used to acknowledge the difference between a child and his/her participation in museum/gallery organised activities. The measure is asking for the number of participations by children, as distinct from the number of children participating. An individual may clock up several instances of participation in museum activities over the course of a year.</p> <p>Participation is the act of taking part in something. An individual (or participant) may participate in event programmes more than once a year. There is no requirement to monitor 'active' participation – participation at a workshop for example is essentially attending.</p> <p><u>The Performance Indicator includes:</u></p> <ul style="list-style-type: none"> <li>• organised holiday activities, homework and out of school clubs on the premises</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>• supervised or unsupervised play with interactive displays and unsupervised completion of activities</li> <li>• demonstrations by museum interpreters, even if there is interaction between the visitor and the demonstrator about the collections or displays</li> <li>• children under 16 participating in off-site outreach programmes</li> </ul> <p>If 16-year olds participate in organised activities designed primarily for school-age children they should be regarded as 'children' in this instance and their participation recorded under measure 8.1.</p>
<p>Number of instances of children under 16 participating in outreach activities outside the museum/gallery</p>	<p>Children are defined as being aged under 16. However, in the context of school participation by Year 11 groups, all the pupils should be regarded as being aged under 16, i.e. of compulsory school age.</p> <p>Instance is used to acknowledge the difference between a child</p>

*Corresponds with MLA measures 3.1, 3.2, 3.4 and 3.6*

and his/her participation in museum/gallery outreach work. The measure is asking for the number of participations by children, as distinct from the number of children participating. An individual may clock up several instances of participation in museum outreach activities over the course of a year.

Participation is the act of taking part in something. An individual (or participant) may participate in education programmes more than once a year. There is no requirement to monitor 'active' participation – participation at a workshop for example is essentially attending.

The measure includes both targeted and tailored outreach, which has been planned for/with a known audience, with objectives/intended outcomes for those participating in the outreach being identified before or during the event; and more general, broadly-aimed outreach when those participating are self-selecting and not identified beforehand by the museum/gallery. This type of outreach may still be targeted to some extent (e.g. designed with a specific local community in mind), but it may have broader aims such as raising awareness about the museum/gallery and the services it offers, and encouraging people to make a visit in the future. The crucial difference is that the museum will not know beforehand the individuals it will be coming into contact with.

Examples of targeted/tailored outreach might include:

- Working with the Brownies on a local history project;
- Working with disaffected young people to build their self confidence through a photography project;
- Working with asylum seekers to collect community artefacts to help engender a sense of identity and belonging;
- Working with mothers and toddlers using collections to stimulate creativity and communication;
- Reminiscence work with people with mental health difficulties

Examples of outreach with self-selecting audiences might include:

- Taking a vintage car from the collection to a rally, accompanied by museum staff able to engage with those attending.
- Taking a Shire horse to a ploughing match, along with associated items from the collection, and someone able to answer questions about the history of ploughing/Shire horses etc
- Having a stand at a county show with objects from the

		<p>museum's collections and someone qualified to engage those visiting the stand in discussion about the objects and the work of the museum.</p> <p><u>The Performance Indicator includes:</u></p> <ul style="list-style-type: none"> <li>• all collection or mission-related programmes aimed at children, which are implemented by the museum/gallery off-site (away from its own premises), including school programmes or lectures facilitated by a member or staff or staff hired by the museum/gallery, and programmes relating to travelling exhibitions, festivals, etc</li> <li>• video-conferencing events where staff are interacting with external users</li> <li>• activities at youth groups, community centres</li> <li>• activities which include loan boxes 'accompanied' by a museum/gallery education officer</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>• exhibitions or programmes organised by others;</li> <li>• programmes reaching users through the mass media (i.e. radio, television or websites), or simply by the provision of a stand at a conference or show.</li> <li>• visits to touring exhibitions, i.e. those staged away from the museum.</li> </ul>
9	<b>ADULTS</b>	
	<p>Number of instances of adults aged 16 and over participating in organised activities at the museum/gallery</p> <p>Corresponds with MLA measures 1.14, 1.15, 1.17, 1.19, 1.20, 1.21, 1.22, 2.14, 2.15, 2.17, 2.19, 2.20, 2.21, 2.22 and 5.3</p>	<p>Adult visitors are defined as being aged 16 or over.</p> <p><u>Organised activities</u> refer to pre-planned, mediated activities, such as talks, lectures, courses, demonstrations, guided tours etc led by museum staff, volunteers or freelancers employed by the museum. It does not include activities where the museum staff's only involvement is in handing out materials.</p> <p>This measure should also include facilitated and self-directed visits to the museum by Year 12-13, FE and HE students (including mature students).</p> <p>Instance is used to acknowledge the difference between an adult and his/her participation in museum/gallery outreach work. The measure is asking for the number of participations by adults, as distinct from the number of adults participating. An individual may clock up several instances of participation in museum outreach activities over the course of a year.</p>

		<p>Participation is the act of taking part in something. An individual (or participant) may participate in education programmes more than once a year. There is no requirement to monitor ‘active’ participation – participation at a workshop for example is essentially attending.</p> <p>Participation is the act of taking part in something. An individual (or participant) may participate in education programmes more than once a year. There is no requirement to monitor ‘active’ participation – participation at a workshop for example is essentially attending.</p> <p><u>The Performance Indicator includes:</u></p> <ul style="list-style-type: none"> <li>• on-site taught sessions for FE and HE students led or facilitated by a member of staff (including volunteers or freelance artists)</li> <li>• on-site self-directed sessions by FE and HE students A self-directed visit is a group visit facilitated by a person who is not a member of staff. In this instance, volunteers should be regarded as museum staff</li> </ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"> <li>• demonstrations by museum interpreters, even if there is interaction between the visitor and the demonstrator about the collections or displays</li> <li>• visitors aged 16 and over participating in off-site outreach programmes</li> </ul>
	<p>Number of instances of adults aged 16 and over participating in outreach activities outside the museum/gallery</p> <p><i>Corresponds with MLA measures 3.3, 3.5 and 3.</i></p>	<p>Adult visitors are defined as being aged 16 or over.</p> <p>Instance is used to acknowledge the difference between an adult and his/her participation in museum/gallery outreach work. The measure is asking for the number of participations by adults, as distinct from the number of adults participating. An individual may clock up several instances of participation in museum outreach activities over the course of a year.</p> <p>Participation is the act of taking part in something. An individual (or participant) may participate in education programmes more than once a year. There is no requirement to monitor ‘active’ participation – participation at a workshop for example is essentially attending.</p> <p>The measure includes both <u>targeted</u> and <u>tailored</u> outreach, which has been planned for/with a known audience, with</p>

objectives/intended outcomes for those participating in the outreach being identified before or during the event; and more general, broadly-aimed outreach when those participating are self-selecting and not identified beforehand by the museum/gallery. This type of outreach may still be targeted to some extent (e.g. designed with a specific local community in mind), but it may have broader aims such as raising awareness about the museum/gallery and the services it offers, and encouraging people to make a visit in the future. The crucial difference is that the museum will not know beforehand the individuals it will be coming into contact with.

Examples of targeted/tailored outreach might include:

- Working with the Brownies on a local history project;
- Working with disaffected young people to build their self confidence through a photography project;
- Working with asylum seekers to collect community artefacts to help engender a sense of identity and belonging;
- Working with mothers and toddlers using collections to stimulate creativity and communication;
- Reminiscence work with people with mental health difficulties

Examples of outreach with self-selecting audiences might include:

- Taking a vintage car from the collection to a rally, accompanied by museum staff able to engage with those attending.
- Taking a Shire horse to a ploughing match, along with associated items from the collection, and someone able to answer questions about the history of ploughing/Shire horses etc
- Having a stand at a county show with objects from the museum's collections and someone qualified to engage those visiting the stand in discussion about the objects and the work of the museum.

The Performance Indicator includes:

- all collection or mission-related programmes, which are implemented by the museum/gallery off-site (away from its own premises), including school programmes or lectures facilitated by a member of staff or staff hired by the museum/gallery, and programmes relating to travelling exhibitions, festivals, etc

		<ul style="list-style-type: none"><li>• video-conferencing events where staff are interacting with external users</li><li>• activities at youth groups, community centres</li><li>• activities which include loan boxes 'accompanied' by a museum/gallery education officer</li></ul> <p><u>The Performance Indicator excludes:</u></p> <ul style="list-style-type: none"><li>• exhibitions or programmes organised by others</li><li>• programmes reaching users through the mass media (i.e. radio, television or websites), or simply by the provision of a stand at a conference or show</li><li>• visits to touring exhibitions, i.e. those staged away from the museum</li><li>• work with peers/other museum professionals at conferences</li></ul>
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## Section 4: Visitor satisfaction

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10	% of visitors who would recommend a visit	<p>Submit combined top 2 responses to the following survey question.</p> <p>How likely are you to recommend a visit to [the museum/gallery] to your friends or family?</p> <p>Definitely will Probably Possibly Probably not Definitely not Don't know</p>
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## Section 5: Income generation

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11	<b>SELF-GENERATED INCOME</b>	
	Admissions	Admissions income (gross income) – i.e. charges made to view the permanent collection or temporary exhibitions.
	Trading income	Trading income (net profit) – i.e. activities which involve selling a product or service to a customer (e.g. retail sales, publications, reproductions, royalties, corporate hire, catering, location hire (TV and films), licensing, image licensing, consultancy, services, learning and access income.
	Fundraising	Fundraising income (gross income) – i.e. activities which involve seeking financial support from, e.g. sponsors, private benefactors, charitable trusts.

## Section 6: Regional engagement

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12	Number of UK loan venues	<p>A loan venue is defined as any approved borrowing institution, organisation or exhibition facility (or individual researcher). In the event that a loan has been made to an individual (e.g. a researcher) that individual will be counted as a venue. This figure should include the number of UK venues to which loans are in place at the beginning of the year as well as the number of venues to which new loans have been made during the year. Venues in the Isle of Man or the Channel Islands should be regarded as overseas loan venues as these islands are not part of the UK.</p>
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