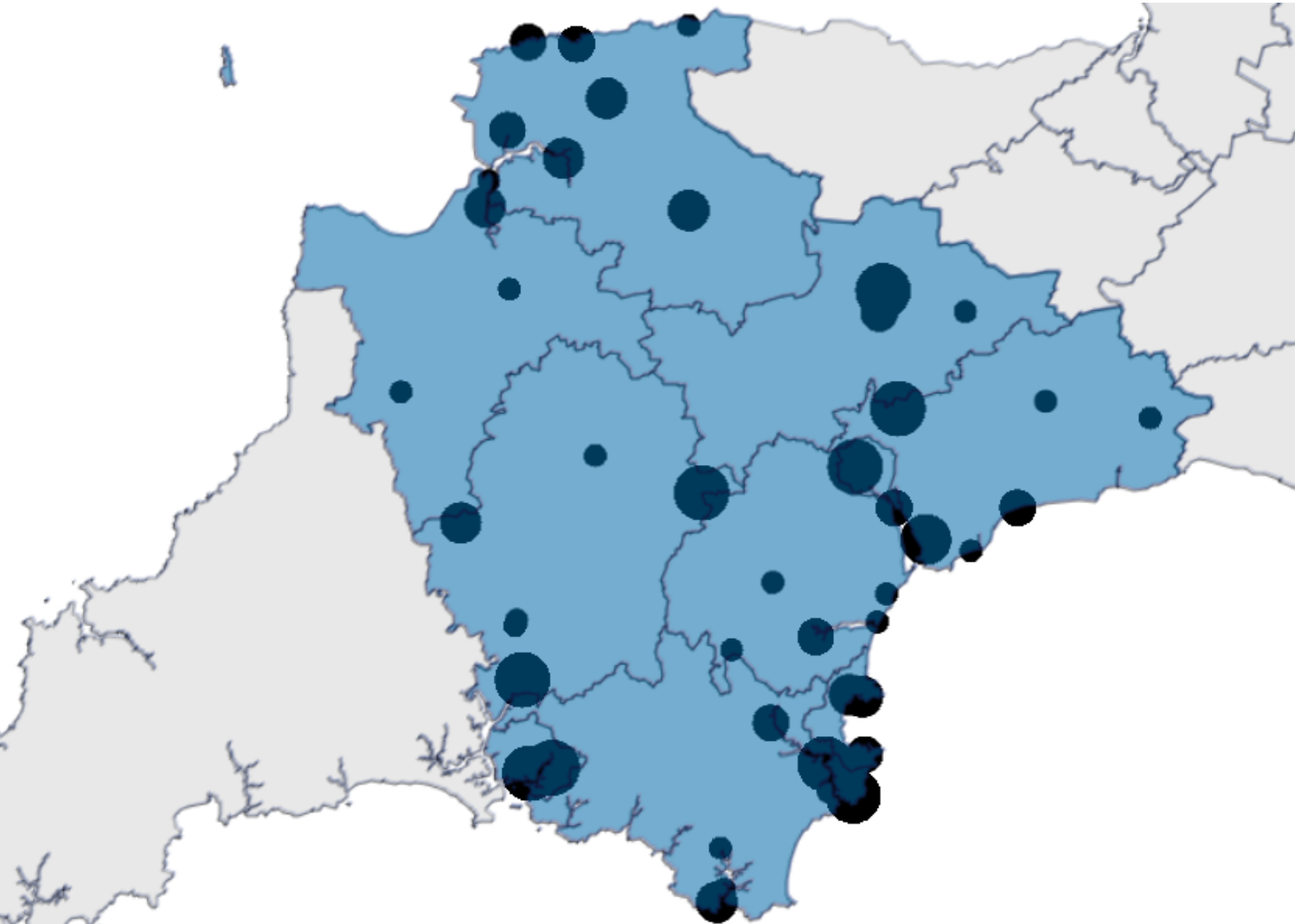
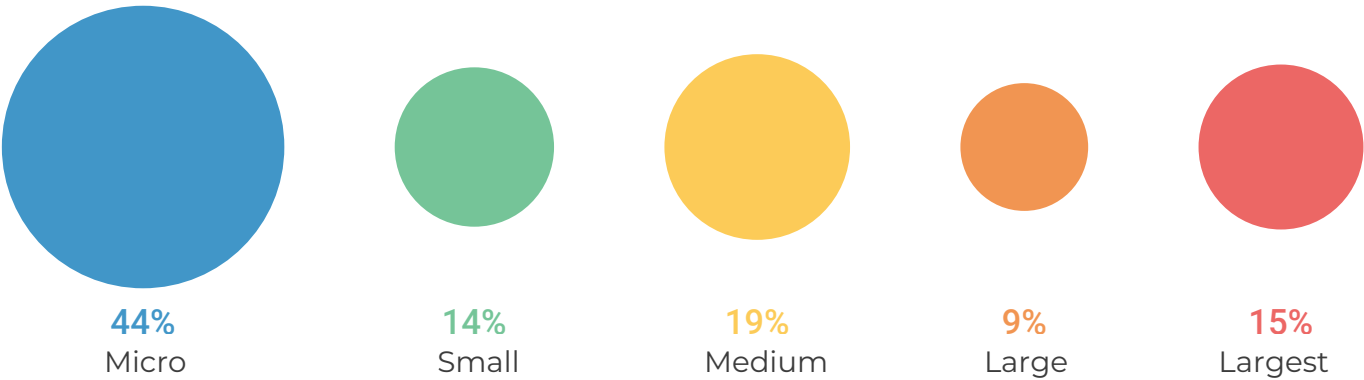


Museums in Devon

There are 227 Accredited museums which South West Museum Development support in the South West, 23% of these are in Devon, 4% are within East Devon and Exeter.



Museum by visitors in the South West



Size category is determined by the usual amount of visitors to a museum in a non-pandemic year: *Micro* <10k, *Small* 10k-25k, *Medium* 25k-50k, *Large* 50k-100k, *Largest* >100k

Museums in Devon during the pandemic

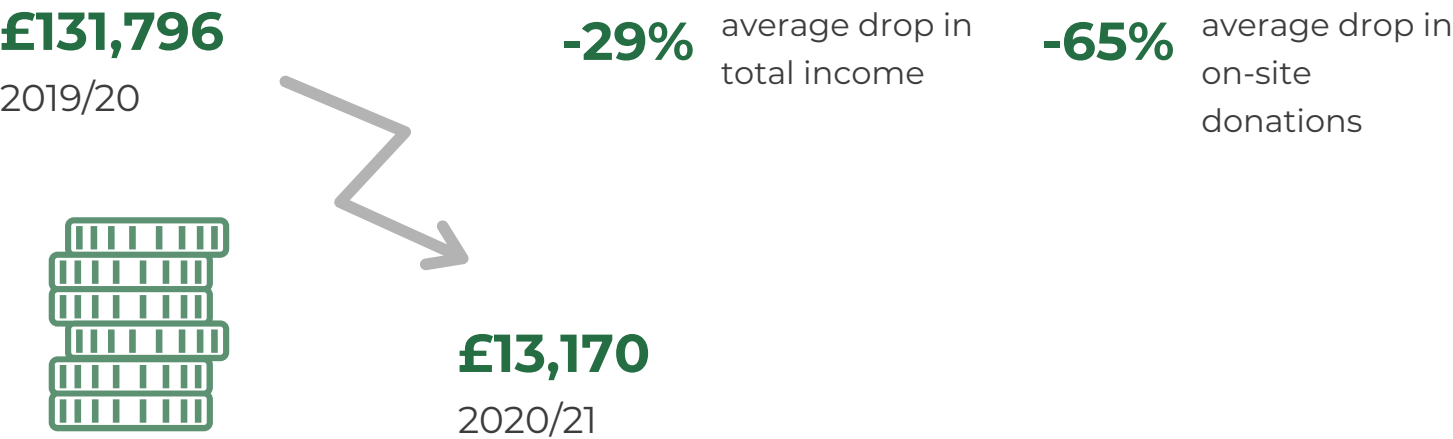
The following data has been taken from the [Annual Museum Survey 2020-21](#) and represents all Independent, Local Authority and University museums in Devon.

By comparing data from previous years, the scale of the impact the pandemic has had on the sector is clear. We can also see how Devon compares to the rest of the South West, and Nationally.

More museums in Devon remained closed or welcomed fewer visitors in 2020/21 than the rest of the region



Economic impact of visitors to a museum on the local economy was down 90%



Almost half of museums in Devon are entirely volunteer-run, but fewer reported a drop in new volunteers being recruited than both the rest of the region and nationally



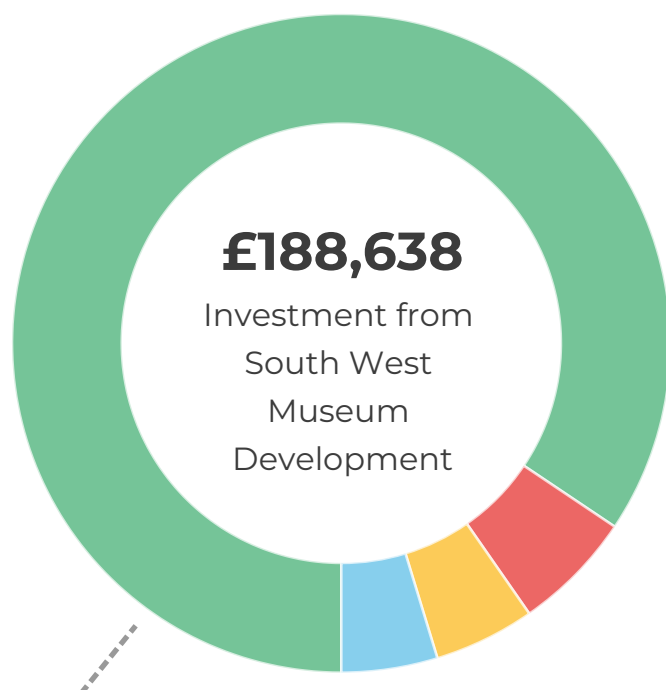
Our investment in Devon museums 2018-22

Throughout the pandemic, South West Museum Development has been the first port of call for many museums. Our national connections and sector knowledge enabled us to provide up to date practical assistance to museums across Devon as they navigated through the pandemic as well as dealing with other challenges and opportunities facing museums in the county.

Our Museum Development Officers (MDOs) worked closely with museums on their understanding and implementation of Covid-19 regulations within their museums. They also provided advice on emergency funds that they were entitled too such as the Retail Hospitality Leisure Grant and sector grants such as our Recovery Grants. Museums were also able to draw on our specialist officers for support to help them engage with audiences digitally during this period; look after their collections whilst closed and find ways to support volunteer wellbeing and retention during this difficult period.

Prior to the pandemic museums in Devon have received sustained investment across all aspects of our programme as highlighted below, they also had the opportunity to participate in several externally funded projects including our NLHF supported Rural Proofing Resilience project and Young Devon Volunteers.

198% return on investment (44% annualised)



£102,428

Museum Development Officer provision

£37,499

Specialist development services

£37,499

Awarded in grants



17
Museums received 28 grants

£11,171

Museum Skills training places*



222
Attendees to 64 sessions

£63,300 of £102,428

Investment from Local Authorities in Devon in Museum Development Officer provision

**Museum Skills sessions were held online during 2020-22 meaning the associated costs per place used to generate this value were lower.*

Case studies

Some highlights from our work in Devon over 2018-22

Celebrating and sharing Devon's heritage

Our Digital Engagement Officer worked closely with Ilfracombe Museum to successfully secure £30,000 from Art Fund under their Respond and Reimagine grant stream in 2020/21. Their advice on digital audience engagement and digitisation investment, as well as the inclusion of a creative practitioner, producer and evaluator, helped them to build and deliver an ambitious project which engaged audiences digitally and shine a light on their unique collections.

Thriving rural communities

Four Devon museums, Fairlynch Museum and Art Gallery in East Devon, Museum of Dartmoor Life in West Devon, Teign Heritage in Teignbridge and Kingsbridge Cookworthy Museum in South Hams participated in our National Heritage Lottery Fund (NHLF) Rural Proofing Resilience project over 2018/19 and 2019/20. The project aimed to improve skills in five key areas, governance, business planning, marketing, fundraising and finance. Each museum received approx. £10,000 of specialist support from the project through consultancy, grants and training to develop across the five key areas. As the project supported 16 museums across Cornwall, Devon, Somerset and Dorset, participating museums were able to connect and learn from peers to enhance their learning. The project has had a lasting legacy on the museums who continue to build on the work they achieved under the project.

Widening participation

Widening participation through digital engagement has been a big theme for smaller museums in Devon in recent years. The Museum of British Surfing in North Devon, Sidmouth Museum in Sidmouth and Topsham Museum in Exeter all secured Recovery Grants from us to enable greater access to collections.



Case studies

Some highlights from our work in Devon over 2018-22

Cohesive communities

South Devon Railway Museum and Teign Heritage Centre in Teignbridge and The Museum of Dartmoor Life in West Devon took part in our Young Devon Museum Volunteers project which supported them to involve young people aged between 16 and 18 as museum volunteers and gain valuable work experience. Over 50 existing volunteers in the participant museums received safeguarding awareness training and the museums were supported by our Sustainable Volunteering Officer to develop their recruitment practices to support young people to engage with their heritage and communities. The young people improved their local history knowledge and developed an awareness of what it takes to run a small business. Following this experience the young people reported a growth in confidence, stating that they are now more likely to participate more in college and in the wider community.

Supporting the tourist economy

The Museum Development Officer for North Devon and Torridge secured funding from Arts Council England's Lottery Project grants, the North Devon Areas of Outstanding Natural Beauty and North Devon Council to enable North Devon and Torridge museums to work with other local partners to commemorate North Devon's significant role in the D-Day landings. The project included micro-exhibitions at Ilfracombe, Combe Martin and Morteohoe Museums and Barnstaple Guildhall, and bigger exhibitions at North Devon Maritime Museum and Braunton Museum. A new Heritage Trail was created, along with booklet that will provide a lasting resource to encourage US tourism to the area.



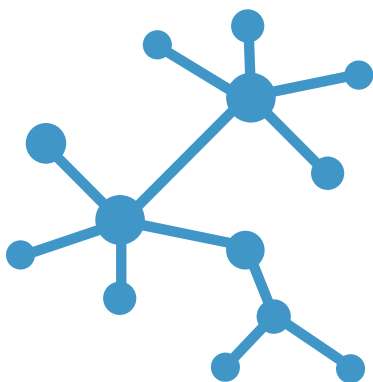
About South West Museum Development

Working together for diverse, inclusive and inspiring museums relevant to the lives of the diverse communities they serve.

South West Museum Development works with and for the museum and heritage sector in the south west of England to effect positive, lasting change and deliver public value. Supported by Arts Council England and 19 contributing Local Authorities in the region, we create opportunities which build confidence and skills, encourage innovation, and celebrate our heritage and culture for approx. 220 museums within the Arts Council Accreditation Scheme. An established programme with a track record of delivering museum development services since 2006, the current programme is funded until 2022-23.

How our local Museum Development Officer provision works in Devon

There are three Museum Development Officers (MDOs) who provide coverage across all of Devon. The Museum of Barnstaple and North Devon hosts the MDO for North Devon and Torridge. The Royal Albert Memorial Museum hosts the MDO for East Devon and South Hams and MDO support is provided by the Director for Tiverton Museum of Mid Devon Life in Mid Devon. The MDO infrastructure is supported by Local Authority investment at district and parish level from councils for Budleigh Salterton, East Devon, Mid Devon, North Devon, Sidmouth, South Hams and Torridge. The network of MDOs ensures that Accredited museums across Devon, and those aspiring to become Accredited, are supported to address Local Authority and national sector priorities for the benefit of communities and audiences alike.



An important mechanism for museums in Devon to access support from their local MDO comes in the form of local and county museum networks where the MDOs can engage museums on accessing relevant funding streams and identify and engage museums with regional and national initiatives to support their work. These networks also provide a vehicle for museums to work collaboratively with others across the area with the support of their MDO. Additionally the MDO provides advice and support on the national standard for museums; the Accreditation Standard, all matters on running a museum today alongside advocating for and working with museums to engage/work with relevant local and national stakeholders. The MDOs also connect museums in their area to our specialist officers to enable them to draw down expertise in audiences, collections, digital and volunteering as well as other specialists.

Our key support services for 2022-23

Reaching and maintaining national standards:



Specialist Technical Accreditation Advice for museums within the Accreditation scheme, as well as for new and aspiring entrants to the scheme. The museum Accreditation scheme is the national sector standard for museums; 2022-23 will see the Accreditation scheme reopen after a long period of closure due to the Covid-19 pandemic. We work closely with museums across South Gloucestershire on an individual basis to join the scheme and to maintain their Accreditation status.

A dedicated local Museum Development Officer (MDO):



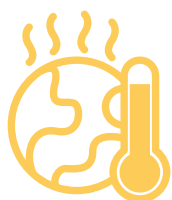
Our local MDOs work with and advocate for local museums and their priorities. They ensure that opportunities for museums are relevant and targeted; they identify where opportunities need to be created and ensure that museums can access regional and national initiatives.

Supporting a skilled and diverse workforce:



Our SW Museum Skills programme provides equity of access for staff and volunteers, from governance level to new entrants, to skills development provision and initiatives, local, regional and national, to support a workforce that is resilient, and responsive to change and opportunity.

Responding to the climate emergency:



Providing programmes of support such as our Carbon Literacy Programme for Museums, grants and specialist advice to enable museums to understand and reduce their carbon impact and to use collections to engage communities on topics such as biodiversity loss, reduction in waste materials and energy use, to encourage change.

Creating social change - addressing inequality, diversity and inclusion:



Providing programmes of support, grants and specialist advice to help museums to tackle issues of inequality, inclusion and the lack of diversity within their workforce and public offer to reflect more closely the communities that they serve in order to effect positive change and community cohesion.

Sector research and reporting:



We work with museums and heritage organisations to adopt a simple and uniform approach to reporting headline operational data for audiences, workforce and finance. This local, regional and national data set and accompanying insights enable museums to benchmark, inform data based decision making and provide policy makers and funders with key research for the museum sector. Our research monitors the impact of investment and advocates to funders the value of investment in the sector.

Specialist Development Services

Specialist technical services in Audience development:

enabling museums to understand and work with their communities to increase inclusion and relevance and understand their role and impact within the local economy through our SW Visitor Insights Programme.

Specialist technical services in Conservation and collections care development:

enabling museums and heritage organisations to improve their care for and to celebrate the value of their collections, to engage and inspire communities.

Specialist technical services in Digital engagement development:

supporting digital infrastructure and progressive methodologies which reach and engage online audiences effectively, raising awareness of, and appreciation for, heritage collections

Specialist technical services in Volunteering development:

strengthening communities, supporting a sustainable volunteer workforce, contributing to the health and wellbeing of volunteers and providing valuable work experience for young people to develop skills for employment.

Resources and guidance:

access to sector specific resources and guidance specifically developed in response to live issues such as Covid-19 and contemporary collecting.



We're supporting museums that make a difference to the communities in Devon

560,165	£11,340,648	1,515	111,456	£1,331,721
total visitors to museums in Devon	total economic impact of these visitors	volunteers	volunteer hours	value of volunteer hours

Data from pre-pandemic year, 2019-20, Annual Museum Survey 2020: Devon

Your investment

We are trusted, experienced and connected sector development specialists. Our sector knowledge and connections enable us to develop and broker opportunities tailoring them to museums. We provide practical assistance and, as a result of this development support, increase access to funding, resources, skills and expertise for museums across the region. Recent examples of the benefits of our approach include the two year partnership with Art Fund which channeled vital recovery funding to museums unable to access or ineligible for, other sources of financial assistance. Another example is our collaboration with the Carbon Literacy Project as part of the Arts Council England funded Roots and Branches project, a national initiative to support museums to take action against climate change.

Your investment of **£800** per annum directly targets Accredited museums and those Working Towards Accreditation in Devon to access our full range of support services and opportunities such as those described within this report. Your investment forms part of a local network of investment from other Local Authorities in the Devon area from **East Devon, Mid Devon, North Devon, Sidmouth, South Hams and Torridge** which amplifies the core services provided by South West Museum Development funded by Arts Council England. Each year we secure additional development opportunities for museums through grants and contract income to improve services for audiences and local communities. This Local Authority investment is essential in delivering effective, tailored services that meet the needs of museums in **Devon** and the wider region.

For further information

Please contact Victoria Harding, Programme Manager at victoria.harding@bristol.gov.uk or on 07827 979 725.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Museum	Accreditation status	Governance	Size
Allhallows Museum	Full Accreditation	Independent	Micro
Ashburton Museum	Full Accreditation	Independent	Micro
Axminster Heritage Centre	Full Accreditation	Independent	Micro
Bovey Tracey Heritage Centre	Full Accreditation	Independent	Micro
Britannia Museum	Full Accreditation	Independent	Micro
Coldharbour Mill Working Wool Museum	Full Accreditation	Independent	Micro
Dartmouth Museum	Full Accreditation	Independent	Micro
Dawlish Museum	Full Accreditation	Independent	Micro
Devonshire Collection of Period Costume	Full Accreditation	Independent	Micro
ECFC Museum	Working Towards Accreditation	Independent	Micro
Elizabethan House	Provisional Accreditation	Local Authority	Micro
Fairlynch Museum and Arts Centre	Full Accreditation	Independent	Micro
Great Torrington Heritage Museum	Working Towards Accreditation	Independent	Micro
Holsworthy Museum	Full Accreditation	Independent	Micro
Kingsbridge Cookworthy Museum	Full Accreditation	Independent	Micro
Lyn and Exmoor Museum	Full Accreditation	Independent	Micro
Museum of British Surfing	Full Accreditation	Independent	Micro
Museum of Dartmoor Life	Full Accreditation	Independent	Micro
North Devon Maritime Museum	Full Accreditation	Independent	Micro
Salcombe Maritime Museum	Full Accreditation	Independent	Micro
Tavistock Museum	Full Accreditation	Independent	Micro
Teign Heritage	Full Accreditation	Independent	Micro
The Bill Douglas Cinema Museum	Full Accreditation	University	Micro
The National Trust Carriage Museum, Arlington Court	Full Accreditation	National Trust	Micro
The Robey Trust	Working Towards Accreditation	Independent	Micro
Braunton & District Museum	Full Accreditation	Independent	Small
Brixham Heritage Museum	Full Accreditation	Independent	Small
Combe Martin Museum	Full Accreditation	Independent	Small
Ilfracombe Museum	Full Accreditation	Independent	Small

Merchant's House	Provisional Accreditation	Local Authority	Small
Newton Abbot Town and Great Western Railway Museum	Provisional Accreditation	Local Authority	Small
Sidmouth Museum	Full Accreditation	Independent	Small
Tiverton Museum of Mid Devon Life	Full Accreditation	Independent	Small
Topsham Museum	Full Accreditation	Independent	Small
Totnes Elizabethan House Museum	Full Accreditation	Independent	Small
Arlington Court	Full Accreditation	National Trust	Medium
Burton at Bideford	Full Accreditation	Local Authority	Medium
Dingles Fairground Heritage Centre	Full Accreditation	Independent	Medium
Museum of Barnstaple and North Devon	Full Accreditation	Local Authority	Medium
Overbecks Museum	Full Accreditation	National Trust	Medium
South Molton and District Museum	Full Accreditation	Local Authority	Medium
Torquay Museum	Full Accreditation	Independent	Medium
Torre Abbey Historic House and Gallery	Full Accreditation	Local Authority	Medium
A La Ronde	Full Accreditation	National Trust	Large
Buckland Abbey	Full Accreditation	National Trust	Largest
Castle Drogo	Full Accreditation	National Trust	Largest
Coleton Fishacre	Full Accreditation	National Trust	Largest
Greenway House	Full Accreditation	National Trust	Largest
Killerton House	Full Accreditation	National Trust	Largest
Knightshayes Court	Full Accreditation	National Trust	Largest
Plymouth City Museum and Art Gallery	Provisional Accreditation	Local Authority	Largest
Royal Albert Memorial Museum	Full Accreditation	Local Authority	Largest