

Sweden

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Introduction – Key Issues

The museums statistics was first produced in 1932 by the Swedish Museums Association. Data regarding museum attendance have been compiled since 1946 and museum statistics have formed part of Sweden's official statistics since 1985. In 1995 Swedish Arts Council became the responsible authority for the Swedish Cultural Statistics. Swedish Arts Council is a central government authority whose principal task is to implement national cultural policy determined by the Parliament. Arts Council is also providing Swedish government with the basic data for decision making in the field of culture.

The Swedish Museum Statistics include annual reporting of activities from approximately 220 museums and certain art galleries. Since 1984 art galleries are included in the museum statistics. To be included in the museum statistics, museums and art galleries have to be run on a full-time basis with at least one professional employee.

The data collection includes, among others, information and figures on collections, exhibitions, attendance, staff, financing and digitisation.

Routines for collecting data via Internet were implemented for the first time in 2002 and are still the method used for data collection. In this web-based system, data from the respondents are reported directly into a database.

Definition of Museum

According to The International Council of Museums (ICOM) a museum is: *“a museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.”* An equivalent definition of an art gallery is missing.

Apart from the ICOM's definition of a museum the following criteria are mandatory requirements in order to participate in the Swedish Museum Statistics:

- The museum/art gallery has to be open to visitors year round
- The museum/art gallery has to have at least one annual working unit¹
- The museum/art gallery has to have museum professionals employed

¹ Full-time post, approximately 1 800 hours per year.

From this restriction follows that about 1,500 smaller museums (many of them local heritage societies) are not included in the statistics. Science centres, natural parks, aquariums, zoological gardens and various exhibitions are also not systematically included.

Existence of Museum – related Laws

Very few special laws/acts regulate cultural life and institutions in Sweden. This is also the case for museums. However, in annual budget regulations and appropriation directions from government detailed instructions are given to national museums. Particular goals and special tasks are also indicated in these documents.

Public museums may be: national, regional, municipal or private. Depending on their legal status the ordinances with directives and regulations combined with other guidelines are given referring to either national, regional or municipal cultural policy goals.

Strictly speaking the relevant acts are the following:

- The Heritage Conservation Act
- Environmental Code
- Planning and Building Act

The Heritage Conservation Act

The Heritage Conservation Act is the core legislation for preservation of Sweden's historic environment. The act protects place names, ancient remains, archaeological finds, historic buildings, ecclesiastical monuments and the export of specified older artefacts.

Environmental Code

Sweden's Environmental Code protects the natural and historic environment, including approximately 1,700 national heritage areas.

Planning and Building Act

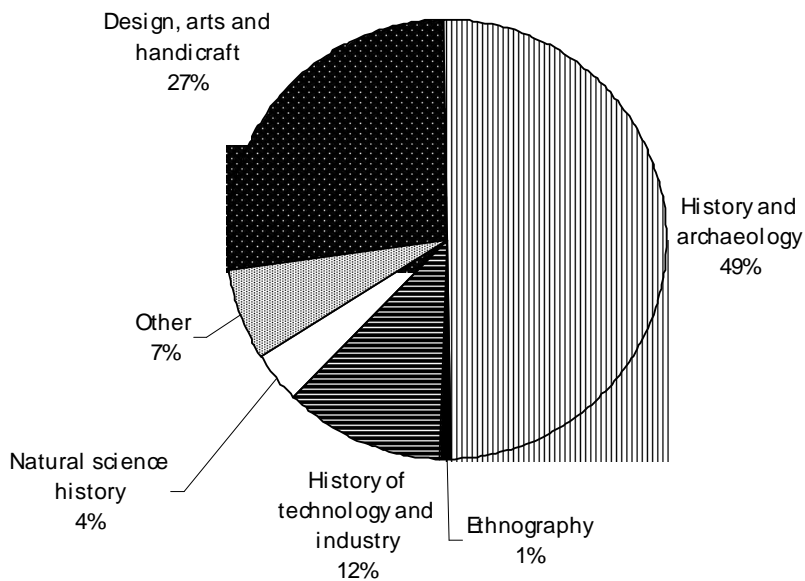
The Planning and Building Act assigns responsibility for historic environment issues to the municipalities. The Act governs the use of land and catchment areas, as well as development of the built environment. Site and building plans are required prior to any significant change to, or encroachment upon, the historic environment.

Categories used regarding Type of Collections

For statistical purposes the museums are grouped into following categories:

- Design, arts and handcraft
- History and archaeology
- Ethnography
- History of technology and industry
- Natural science history
- Other

Type of Collections 2007



There are no criteria or demands behind each definition. The museums identify their own category when completing the statistics form.

Categories used regarding Type of Ownership

The annual statistics divide the museums into following categories:

- State-owned museums
- County council museums
- Municipal museums
- Associations
- Other owner

Existing Data – Basic Figures and Diagrams

The Swedish Museum Statistics include annual reporting of activities from approximately 220 museums and certain art galleries. Since 1984 art galleries are included in the museum statistics. In the most recent report² regarding 2007, data from 257 units, 209 museums and 48 art galleries are presented.

Although the data are not particularly sophisticated in every case, the statistics present basic data for, among other things, support to the Government, not least for decision making.

Attendance

During the period 1997-2003 the museums and art galleries included in the official statistics received around 15 million visits per year. The number of visits rose between 2004 and 2006, primarily as a consequence of the free admission reform. The number of visits in 2007 totalled 18.9 million, around 17 million at museums and 1.5 million at the art galleries. About 1.6 million visits were from schools and nursery schools. There are 23 national museums, most of them located in Stockholm. These museums had 6 million visits altogether.

The attendance figures for museums show annual fluctuations but seen over a ten-year period an upward trend can be noted.



² *Museer och konsthallar 2007 (Museums and art galleries 2007)* ó part of the Swedish Arts Council's series of publications "Kulturen i siffror"

According to one of the latest Swedish surveys of cultural habits³, somewhat less than half (46 percent) of the Swedish population have at some time in the past 12 months visited a museum. Adults with university degree as well as high income earners are frequent museum visitors. 70 percent of the adults with university degree have visited a museum during 2007. However there is no major difference between men and women regarding frequency of visits.

Admission

In 2007 two-thirds, 65 percent, of all visits were free of charge. The national museums have had the lowest proportion of free visits, 45 percent. Visitors paid a total of SEK 326 million in admission fees in 2007.

The average adult admission fee was SEK 48 in 2007. The corresponding fee for children was SEK 31.

Opening hours

Swedish museums and art galleries were open for the public 275 days during 2007 with 310 visits per day on the average.

Exhibitions

The museums and art galleries reported over 2,100 permanent exhibitions and around 200 touring exhibitions. Design, arts and handicraft was the most frequent type of displayed exhibition.

Finances

During 2007 the museums have had, in general, a stable economy. Revenue as well as expenditure was around SEK 4 billion in total.

Revenue

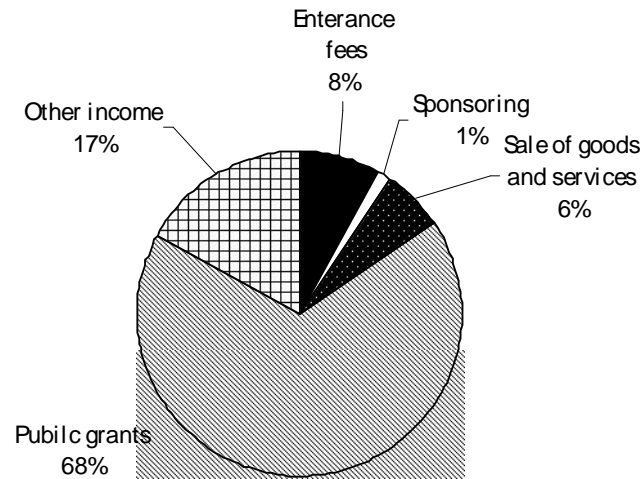
The total income for the museums and art galleries was just over SEK 4 billion, of which SEK 3.9 billion accrued to museums. Admission fees made up 8 percent of this income. Two-thirds of the income for museums and art galleries came from public funding (government, municipal and county council grants).

EU grants accounted for less than 1 percent of the income. The 25 national museums received a total of two-thirds of the government grants which amounted to SEK 1.7 billion in all.

Direct and indirect sponsoring accounted for about one percent of museums' income, almost SEK 52 million in total.

³ *Livsstil och kulturvanor i Sverige 2007*, SOM-report nr 2008:13, published by The SOM Institute at the University of Gothenburg

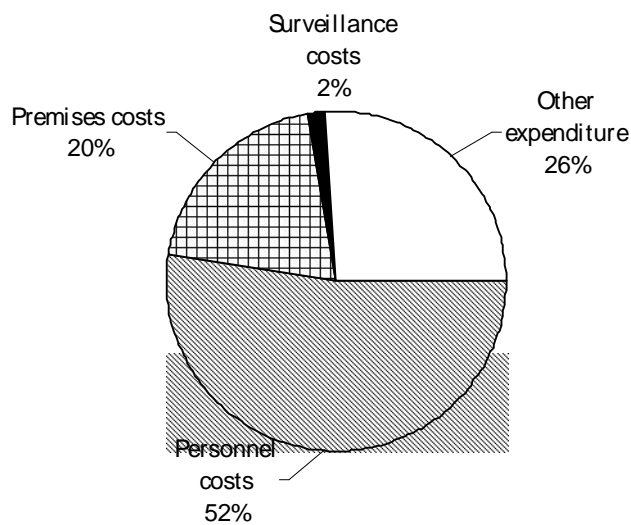
Revenue by kind



Expenditure

In 2007 the total expenditure of museums was around SEK 4 billion. Personnel costs amounted to over 50 percent of the total expenditure. One-fifth of the costs were related to premises. About 2 percent of the expenditure was surveillance costs.

Expenditure by kind



Staff

In 2007 a total of 5,095 annual working units were carried out at 216 museums and galleries and their 225 branches. Six out of ten working units were carried out by women. 6 percent of all annual working units had a specific focus on activities for children and young people while 16 percent of all annual working units related to commission-founded activities.

52 percent, of the annual working units were carried out by staff with an academic background. Almost two-thirds of the staff with a university degree were women.

Publications

In 2007, about 1,400 publications were produced by the Swedish museums. 14 percent of the printed materials were exhibition catalogues and 18 percent of the publications were educational material.

Collections and Digitisation

In 2007 there were over 63 million photographs, 62 million artefacts and almost 50,000 metres of archive shelving at the countries museums and art galleries.

The level of digital documentation of the content of the collections has increased. In 2007, 8 percent of the photographs, 32 percent of the archives and 13 percent of the artefacts were documented in digital form. The level of documentation of the archives has increased most, up 19 percentage points in one year, which can be ascribed to the work carried out within the framework of the Access project. 2 percent of the photographs and 5 percent of the artefacts were in 2007 accessible to the public via the Internet.

The Access project was initiated in 2005 when the government noted that there were large collections in Sweden that need to be preserved and made generally more accessible. The major goal of Access is employment growth in the cultural sector and its main aim is to preserve and maintain collections, objects, archives and records and make them generally more accessible. Measures have so far been taken to preserve a large number of objects: they have been sorted out, documented, stored, preserved, restored, digitalised etc.

During 2006 and 2007, the Swedish Arts Council approved 581 applications and awarded a total of SEK 523 million in support of such fields as archives, libraries, local history societies, museums, cultural environment and the performing arts, as well as other fields in the cultural sector. In April, 2007, Access was providing work for a total of 970 people, of whom many had been long-term unemployed. 80 percent of the people employed by Access were academically qualified for their new duties. To continue and

conclude the employment project the Government announced that SEK 75 million have been allocated for 2008 and SEK 25 million for 2009.

Even though at many museums, libraries and archives these collections will not be accessible as a whole within the foreseeable future, Access will enable important parts of the collections to be put in order and made more generally accessible.

State subsidies have had to have been supplemented by measures taken by the organisations themselves, both to train and supervise those employed in individual projects and to acquire the technical equipment needed to ensure that the projects would be successfully accomplished. For many, Access has entailed a much needed commitment to technology in terms of both hardware and technical expertise. In some cases, Access has been the inspiration for innovative technical solutions, not least in the field of digital preservation.

In conclusion, the monitoring of Access shows that there is a strong need to preserve collections and make them accessible. Decisive measures will continuously be needed to ensure this. The cultural sector was responsive to employing people with the appropriate expertise at short notice. Access has helped revitalise this sector and at the same time has highlighted the need for a strategic approach to preserving and maintaining the collections in the future.

List of References

The National Heritage Board ó Legislation and Responsibility www.raa.se

Museer och konsthallar 2007 (Museums and art galleries 2007) ó part of the Swedish Arts Council's series of publications öKulturen i siffrorö (Culture in Figures)

Livsstil och kulturvanor i Sverige 2007 - SOM-rapport nr 2008:13, published by The SOM Institute at the University of Gothenburg

The reports mentioned above can be ordered from the Swedish Arts Council: Tel: +46 8 519 264 00, e-mail: kulturradet@kulturradet.se
Reports are also available as pdf-files at www.kulturradet.se