

**Agenda Item No:** 9

**Report to:** Museums Committee

**Date of Meeting:** 20 June 2011

**Report Title:** Museum Attendance Figures

**Report By:** Cathy Walling  
Museum Curator

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**Purpose of Report**

to inform members of the museum visitor and website figures for the 4th quarter of 2010-11

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**Recommendation(s)**

1. the report is for noting

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**Reasons for Recommendations**

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## Introduction

### 1. Attendances: Hastings Museum and Art Gallery

The figures for January to March 2010 are given for comparison.

	Jan - March 2011	Jan - March 2010
Number of visitors	9,122	7,869
Pupils in organised groups	618	1,168

Total number of visitors 2010-11: 35,974

Total number of visitors: 2009-10: 34,252

### 2. Attendances: Old Town Hall Museum

	Jan - March 2011	Jan - March 2010
Number of visitors	3,819	3,744
Pupils in organised groups	290	494

Total number of visitors 2010-11: 24,466

Total number of visitors 2009-10: 16,800

### 3. Website Visits

Discussions are on-going about the collection of website statistics. There are three systems which all produce slightly different results.

A total figure of 111,525 for 2010-1 has been produced. This is a 1.65% increase on the 109,711 visits recorded in 2009-10.

### 4. Comments

There have been encouraging increases in the total number of visitors to both Museum sites this quarter. At John's Place the 'Mugsborough ' exhibition brought in many visitors, and a short series of the extremely popular talks by Edward Preston also took place.

Visits by educational groups have continued the trend seen since September 2010, and remained below last year's figures. This appears to be due, at least in part, to budget restrictions faced by schools.

Schools and colleges who have visited the Museums in the last quarter are: Torfield, Castledown, St Pauls, Filsham Valley, South Coast College, St Mary's, Saxon Mount, Rye College and Bedgebury Primary.

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#### Wards Affected

Ashdown, Baird, Braybrooke, Castle, Central St. Leonards, Conquest, Gensing, Hollington, Maze Hill, Old Hastings, Ore, Silverhill, St. Helens, Tressell, West St. Leonards, Wishing Tree

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#### Area(s) Affected

Central Hastings, East Hastings, North St. Leonards, South St. Leonards

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#### Policy Implications

Please identify if this report contains any implications for the following:

Equalities and Community Cohesiveness	Yes
Crime and Fear of Crime (Section 17)	No
Risk Management	Yes
Environmental Issues	No
Economic/Financial Implications	Yes
Human Rights Act	No
Organisational Consequences	Yes

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#### Background Information

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**Officer to Contact**

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