

Agenda Item No: 10

Report to: Museums Committee

Date of Meeting: 12 September 2011

Report Title: Museum Attendance Figures

Report By: Cathy Walling
Musuem Curator

Purpose of Report

to inform members of figures for attendances, educational activities and use of the Museum's website for the first quarter of 2011-12

Recommendation(s)

1. the report is for noting

Reasons for Recommendations

Introduction

1. Attendances: Hastings Museum and Art Gallery

The figures for April to June 2010 are given for comparison.

	April - June 2011	April - June 2010
Number of visitors	7,755	8,794
Pupils in organised groups	506	1,188

2. Attendances: Old Town Hall Museum

	April - June 2011	April - June 2010
Number of visitors	9,294	7,800
Pupils in organised groups	1,114	1,217

3. Website Visits

The total number of visits to the hmag.org.uk website for Quarter 1 is 25,728. There is no comparable measure for Quarter 1, 2010-11.

A total figure of 111,525 for 2010-11 has been produced. This is a 1.65% increase on the 109,711 visits recorded in 2009-10.

4. Comments

This has been the first quarter where Hastings Museum and Art Gallery has been closed on Mondays.

Visits by educational groups have continued the trend seen since September 2010, and remain well below last year's figures. This appears to be due, at least in part, to budgetary restrictions faced by schools. Use of Museum Loan Boxes for schools has increased, and these figures will be recorded and reported from September 2011 together with visits made by staff to schools and colleges.

A report will be produced for the December 2011 Museums Committee following discussions with schools in the new term.

Schools and colleges who have visited the Museums in the last quarter are: Sacred Heart, Christ Church, St Pauls, Peasmarsch Primary, Vine Hall, Filsham Valley, Sussex Coast College, Tonbridge Grammar School and the Excellence Cluster. There have been regular visits from EAC, STS, Embassy and Bell International Language Schools.

Wards Affected

None

Area(s) Affected

None

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	No
Environmental Issues	No
Economic/Financial Implications	Yes
Human Rights Act	No
Organisational Consequences	Yes

Background Information

Insert a list of appendices and/or additional documents

Officer to Contact

Cathy Walling
cwalling@hastings.gov.uk
01424 451151