

Agenda Item No: 9

Report to: Museums Committee

Date of Meeting: 27 February 2012

Report Title: Museum Attendance Figures

Report By: Cathy Walling
Museum Curator

Purpose of Report

to inform members of figures for attendances, educational activities and use of the Museum's website for the third 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 October to December 2010 are given for comparison.

| | Oct to Dec 2011 | Oct to Dec 2010 |
|----------------------------|-----------------|-----------------|
| Number of visitors | 7,233 | 6,057 |
| Pupils in organised groups | 425 | 244 |

2. Attendances: Old Town Hall Museum

| | Oct to Dec 2011 | Oct to Dec 2010 |
|----------------------------|-----------------|-----------------|
| Number of visitors | 4,604 | 2,733 |
| Pupils in organised groups | 321 | 55 |

3. Website Visits

The total number of visits to hmag.org.uk website for Quarter 3 is 20,942. There is no comparable measure for Quarter 3, 2010-11.

4. Weddings and Civil Ceremonies

The total number of ceremonies held in the calendar year 2011 is 24. There are 21 ceremonies booked for 2012 so far.

5. Comment

Visitor numbers have increased at both sites; the numbers at HMAG are for a six day week, compared with last year's figures. There has been an increase also in educational visits. The majority of educational visits are made by Language Student Groups. Schools and Colleges who have visited in the last quarter include Sussex Coast College, St Mary's, Sandown, Red Lake, Buckswood, St Pancras Primary (Lewes) and Lydd Primary School.

Wards Affected

Castle

Area(s) Affected

Central Hastings

Policy Implications

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

| | |
|---------------------------------------|-----|
| Equalities and Community Cohesiveness | No |
| 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 |
| Local People's Views | No |

Background Information

Officer to Contact

Cathy Walling
cwalling@hastings.gov.uk
01424 451151