

**Agenda Item: 7**

**Report to:** Museums Committee

**Date:** 10<sup>th</sup> December 2007

**Report from:** Museum Curator

**Title of report:** **ATTENDANCE FIGURES**

**Purpose of report:** To inform members of figures for attendances and use of the Museum and Gallery's website for the second quarter of 2007/2008

**Recommendations:** The report is for noting

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## 1.0 Attendances : Hastings Museum and Art Gallery

As the Museum and Art Gallery was closed to the public in 2006, figures for 2005 are given for comparison. It should be noted that the 2007 figures are for 9 weeks, whilst those for 2005 are for 3 months. Monthly figures for 2005 are unavailable.

	July – September 2007	July – September 2005
Number of visitors	11,353 from July 28th	6,612
Pupils in organised groups	457	1,384
Exhibitions	Angels, Flowers and Icons Gary Hume prints 28 <sup>th</sup> July – 23 <sup>rd</sup> September 10,749  Daily average : 185	'Creative Routes' 18 June–17 July 2,049 Daily average: 68  'The Broken Love of Dr Browne' and 'Boxed and Cased' 30 July-3 October : 4,116 Daily average: 62
Website visits	15,419	11,612

## 2.0 Attendances : Old Town Hall Museum

	July – September 2007	July – September 2006
Number of visitors	6,131	6,304
Pupils in organised groups	1,008	582
Exhibitions	Aerial photographs of Hastings 28 <sup>th</sup> April – 9 <sup>th</sup> September 8,025 Daily average 60	Our School (HLF outreach project with 4 local schools) 8 July – 13 August 1085 Daily average : 29  Turner's 'Fishmarket at Hastings' 19 August – 31 <sup>st</sup> January 7084 Daily average : 43

#### **4.0 Breakdown of website information**

4.1 A further breakdown was requested on website hits and this is given below.

4.2 Monthly visit figures were : July 5,662, August 4,999, September 4,758.

4.3 The top search keywords in order were ;

Hastings Museum  
Hastings Museum and Art Gallery  
Hastings Art gallery  
hmag  
John Logie Baird

4.4 These search words were used on Google which accounted for the highest number of accesses (23%) However, servers other than Google registered other top search keywords.

AOL Netfind included John Logie Baird, Thomas Brassey and Burtons St Leonards.

Altavista included Hastings Smuggling and Martello towers.

MSN included Baird, Native Americans, art exhibitions and the Ragged Trousered Philanthropists.

4.5 The top documents downloaded in order were :

Calendar and Events Listings  
Hastings Museum and Art Gallery home page  
Smuggling on the Sussex Coast  
How to get to Hastings Museum and Art Gallery  
Site A to Z  
Contacting Hastings Museum and Art Gallery  
Robert Tressell collection at Hastings Museum and Art Gallery

4.6 The top entry pages in order were :

Hastings Museum and Art Gallery home page  
Calendar and Events Listings  
Smuggling on the Sussex Coast  
Robert Tressell collection at Hastings Museum and Art Gallery  
John Logie Baird  
Angels Flowers and Icons exhibition (Gary Hume)

4.7 The main referring sites in order were :

google.co.uk  
hastings.gov.uk  
singingfish.com  
1066country.com  
yahoo.com

4.7 The site was accessed most between 7 a.m. and 4 p.m. with the busiest period between 11a.m. and 1 p.m. and lower use in the evening. Website hits peaked between July 28<sup>th</sup> and August 1<sup>st</sup> which co-incided with the re-opening of the Museum and Art Gallery and the high levels of publicity this attracted.

4.8 The results show that visits to the website between July and September 2007 were predominantly for information about the refurbished Museum and Gary Hume exhibition as a forerunner to a visit, rather than for accessing local history reference material.

## 5.0 Policy Implications

Equalities & Community Cohesiveness	<input checked="" type="checkbox"/>
Crime and Fear of Crime (Section 17)	<input type="checkbox"/>
Risk Management	<input type="checkbox"/>
Environmental issues	<input type="checkbox"/>
Economic / Financial implications	<input type="checkbox"/>
Human Rights Act	<input type="checkbox"/>
Organisational Consequences	<input type="checkbox"/>

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