

Agenda Item No:

Report to: Museums Committee

Date of Meeting: 15th September 2008

Report Title: Attendance Figures

Report By: Kevin Boorman
Head of Destination Management & Marketing

Purpose of Report

to inform members of figures for attendances, educational activities and use of the Museum and Gallery's website for the first quarter of 2008/2009

Recommendation(s)

1. the report is for noting

Reasons for Recommendations

Background

1. Attendances : Hastings Museum & Art Gallery

As the Museum & Art Gallery was closed to the public for this quarter in 2007 and 2006 figures for 2005 are given for comparison.

	April – June 2008	April – June 2005
Number of visitors	8,353	5,316
Pupils in organised groups	962	1,300
Exhibitions	Nick Archer & Charlotte Snook Paintings and drawings 13 th April – 8 th June 4,496 Daily average : 79	Sea Voices 29 January–8 May 5,916 Daily average: 59 Strange Love

	(the Museum was closed for 2 days on May 1 st and 2 nd following the break – in)	21 May–5 June 1,138 Daily average: 71 Creative Routes 18 June-17 July 2,049 Daily average: 68
--	---	---

2. Attendances : Old Town Hall Museum

	April – June 2008	April – June 2007
Number of visitors	4,427	4,222
Pupils in organised groups	942	903
Exhibitions	150 years of the Hastings Lifeboat 5 th April – 29 th June 4,272 Daily average : 49	Aerial Photographs of Hastings taken by Surrey Flying Services 1927 April 28 th – September 9 th Daily average to June 30 th : 57

3. Website hits

April – June 2008 21,598

April – June 2007 16,047

4. Educational activities outside the Museum

During this period seven workshops were held with dance artist, Anne Colvin at the Conquest Centre for adults with learning disabilities. These were part of an outreach programme associated with the acquisition of Turner's 'Fishmarket at Hastings' and were funded predominantly through the Heritage Lottery Fund. There were approximately 12 to 15 participants per session.

5. Comment

Attendances at the main Museum & Art Gallery are still holding up well after the re-opening last year and are the highest for this quarter since they were first reported as performance indicators in 2001. They represent a 57% rise over figures for the same period when the Museum was last open in 2005.



Visitors to the Old Town Hall have been slowly increasing since a drop in 2005 and the display of the Turner painting there in 2006 may have raised the profile of the site.

The rise in website hits is impressive and has more than trebled since first recorded in 2004. This shows how important it is to make Museum information accessible in this form.

Educational visits are slightly lower than comparable periods in earlier years but this is because limited staff resources have focussed on outreach projects, pre school and family sessions of which details are given in another report.

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

Area(s) Affected

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

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

Supporting Documents

Officer to Contact

Victoria Williams
vwilliams@hastings.gov.uk
01424 451150

