

Agenda Item No: 6

Report to: Museums Committee

Date of Meeting: 1 March 2010

Report Title: Attendance Figures

Report By: Cathy Walling
Acting Museums 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 2009-10

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 2008 are given for comparison.

	Oct - Dec 2009	Oct - Dec 2008
Number of visitors	6855	5757
Pupils in organised groups	468	469

2. Attendances: Old Town Hall Museum

	Oct - Dec 2009	Oct - Dec 2008
Number of visitors	2898	2842
Pupils in organised groups	229	324

3. Website hits

The website statistics for the HBC websites are now obtained from a different source, Google Analytics, and present a different set of statistics to those previously reported. The only figure which can be used for comparison with the same quarter 2008 is the pages viewed, which last year was 18,649.

Oct - Dec 2009:

Visits: 5,320

Pages viewed: 23,942

New Visits: 84.70%

There are many different aspects of the statistics which can be recorded, including the fact that visitors came from 79 different countries, with the most from the UK followed by the USA, down to single visits from Papua New Guinea, Cameroon and Yemen.

4. Comment

The visitor figures for Johns Place show a rise of almost 20% on the same quarter last year, although the visitors in educational groups for the same period have stayed the same. The rise can be attributed to the popularity of the Indian Summer exhibition and all the associated events.

The impact of the Old Town TIC being moved to the Old Town Hall Museum, in November 2009, has not yet shown in the number of visitors recorded.

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

Background Information

Officer to Contact

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