

Agenda Item No:

Report to: Museums Committee

Date of Meeting: 15 September 2014

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 first quarter of 2014-15

Recommendation(s)

- 1. that the Committee accepts the report and are satisfied with the comments in the report**

Reasons for Recommendations

Introduction

1. Attendances: Hastings Museum and Art Gallery

The figures for April to June 2013 are given for comparison.

	April to June 2014	April to June 2013
Number of visitors	9,486	9,502
Pupils in organised groups	778	572

2. Attendances: Old Town Hall Museum

	April to June 2014	April to June 2013
Number of visitors	5,633	6,985
Pupils in organised groups	330	504

3. Website Visits

The total number of visits to hmag.org.uk website for Quarter 1 is 37,621. The comparable measure for Quarter 1, 2013-14, is 26,529.

The Museum Facebook page now has 362 likes, with posts on the 'Hastings Remembers' project regularly reaching over 2,000 people. The Twitter account has 311 followers who receive regular updates on events, exhibitions and collections.

4. Weddings and Civil Ceremonies

There were 3 ceremonies held in this quarter. There are 14 ceremonies booked for 2014-2015 so far, and 11 booked for the first 2 quarters of 2015-16. We are hoping to generate more bookings following the Wedding Fair to be held on 14 September.

5. Comment

There has been a slight drop in figures at both Museums compared to the same quarter last year.

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, Bexhill College, St Leonards Academy, Vinehall, and Churchwood Primary.

Wards Affected

None

Area(s) Affected

None

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	No
Human Rights Act	No
Organisational Consequences	Yes
Local People's Views	No

Background Information

Officer to Contact

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