

Agenda Item No: 7

Report to: Museums Committee

Date of Meeting: 12 January 2015

Report Title: Museum Attendance Figures

Report By: Cathy Walling
Museum Committee

Purpose of Report

to inform members of figures for attendances, educational activities and use of the Museum's website for the second 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

1. Attendances: Hastings Museum and Art Gallery

The figures for July to September 2013 are given for comparison.

	Quarter 2 2014	Quarter 2 2013
Number of visitors	13,556	12,623
Pupils in organised groups	2,040	2,390

2. Attendances: Old Town Hall Museum

	Quarter 2 2014	Quarter 2 2013
Number of visitors	9,654	12,691
Pupils in organised groups	857	1,138

3. Website Visits

The total number of visits to hmag.org.uk website for Quarter 2 is 79,611. The comparable measure for Quarter 2 2013 is 60,529. The Museum has 414 followers on Twitter and the Facebook page regularly reaches 2-3,000 people.

4. Weddings and Civil Ceremonies

There were 8 ceremonies held in this quarter. This compares to 11 in Quarter 2 last year. A total of 18 bookings have been made for 2015 so far.

5. Comment

There has been a rise in attendances at HMAG in this quarter, although group visits have reduced slightly. The figures for the OTH have reduced considerably, following the opening of Tourist Information services at Aquila House. There were also fewer visits by Language Schools to the OTH.

The educational groups are largely Language Schools during July and August, but there were also visits from Castledown Primary School, St Mary Star of the Sea Primary School, Torfield, SCC and St Leonards Academy .

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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