

**Report to:** Museums Committee

**Date of Meeting:** 13 July 2015

**Report Title:** Museum Attendance Figures

**Report By:** Cathy Walling  
Museum Curator

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### **Purpose of Report**

to inform members of figures for attendances, educational activities and use of the Museum's website for the fourth quarter of 2014-15

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### **Recommendation(s)**

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

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### **Reasons for Recommendations**

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## Introduction

### 1. Attendances: Hastings Museum and Art Gallery

The figures for January to March 2014 are given for comparison.

	Jan to March 2015	2014
Number of visitors	10395	9877
Pupils in organised groups	275	1413

The total number of visitors for the year 2014-15 was 43683. This compares to 39179 in 2013-14.

### 2. Attendances: Old Town Hall Museum

	Jan to March 2015	2014
Number of visitors	1969	1749
Pupils in organised groups	0	24

The total number of visitors to the Old Town Hall Museum for the year 2014-15 was 20311. This compares to 24891 in 2013-14.

### 3. Website Visits

The total number of visits to [hmag.org.uk](http://hmag.org.uk) website for Quarter 4 is 45933. The comparable measure for Quarter 4, 2012-13 is 37023.

The total for 2014-15 is 168353 compared to 133683 for 2013-14.

As of 16 June Hastings Museum has 601 followers on Facebook and 645 on Twitter. The top 5 total reaches on Facebook in the previous 28 days: 5356 people in UK, 186 in USA, 129 in Greece, 103 in Australia and 86 in Pakistan.

#### 4. Weddings and Civil Ceremonies

The total number of ceremonies held in 2014-15 was 16, compared to 22 for the previous year. There are 15 ceremonies booked for 2015-16 so far. A third Wedding Fair is to be held on 13 September.

#### 5. Comment

The lower figure for formal educational visits in this quarter compared to last year reflects the whole school visit by St Paul's in early 2014.

A statistic which the museum now provides to the South East Museum Development programme is the number of activities/outreach on and off-site, with non-education providers eg Scouts, local Arts Groups, Community Groups, Book Bugs, In2Play etc. This can include workshops, seminars, talks as well as family activity days. For this quarter the total number of participants in sessions is 1535. This does not include individual researchers.

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#### Wards Affected

Central St. Leonards

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#### 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	No
Local People's Views	No
Anti-Poverty	No

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#### Additional Information

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#### Officer to Contact

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