

Agenda Item No: 8

Report to: Museums Committee

Date of Meeting: 16 June 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 fourth quarter of 2013-14

Recommendation(s)

- 1. that the Committee accepts the report**

Reasons for Recommendations

Introduction

1. Attendances: Hastings Museum and Art Gallery

The figures for January to March 2013 are given for comparison.

	Jan to March 2014	2013
Number of visitors	9877	9855
Pupils in organised groups	1413	665

The total number of visitors for the year 2013 -14 was 39,179. This compares to 40158 in 2011-12.

2. Attendances: Old Town Hall Museum

	Jan to March 2014	2013
Number of visitors	1749	4233
Pupils in organised groups	24	305

The total number of visitors to the Old Town Hall Museum for the year 2013-14 was 24,891. This compares to 29,166 in 2012-13.

3. Website Visits

The total number of visits to hmag.org.uk website for Quarter 4 is 37,023. The comparable measure for Quarter 4, 2012-13 is 20,793. The total for 2013-14 is 133,683 compared to 93,241 for 2011-12.

4. Weddings and Civil Ceremonies

The total number of ceremonies held in 2013-14 was 22, compared to 35 for the previous year. There are 15 ceremonies booked for 2014-15 so far. A Wedding Fair is to be held on 14 September.

5. Comment

Visitor numbers have decreased slightly at HMAG, although educational visits have increased. The Old Town Hall figures reflect the change to 3-day opening for winter since 1 November 2013. Visits to the website have increased.

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, St Mary's, Hastings Academy, Rye College, Elphinstone, St Pauls and Westfield Primary Schools.

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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