

Museums Worcestershire PIs, 2018-19 onwards

	Intended to measure	Museum Management Team	Partner authorities (corporate PIs and departmental priorities)	Joint Museums Committee
Monthly				
Number of visitors, all sites	Participation	X	X (quarterly)	X (quarterly)
Website sessions	Reach	X		X (quarterly)
Admissions income, Commandery and County Museum	Viability	X	Quarterly income performance report against targets	Quarterly income performance report against targets
Retail income, City Art Gallery & Museum and Commandery	Viability	X		
Café income, City Art Gallery & Museum and Commandery	Viability	X		
Education bookings income, all sites	Viability	X		
Room bookings income, all sites	Viability	X		
Quarterly				
Visitor trend against previous years, all sites	Growth	X		X
Narrative, visitor experience comments, all sites	Satisfaction	X		X
Number of children and young people visiting as part of a formal education programme	Engagement	X	X	X
Number of learners engaged in informal education programme, adults and children	Engagement	X	X	X
Staff sick leave average	Staff performance	X		
Annually				
Visitor postcode mapping showing where they are coming from, all sites	Reach	X		All, via annual report
Economic impact (using city council tool), all sites	Impact	X	X	
Viewpoint survey, 1. Residents visiting a museum at least once 2. Museum User Satisfaction	Satisfaction	X	X	
Audience Finder survey, trend against previous years, all sites 1. Dwell time 2. Staff welcome 3. Whole experience rating 4. Family rating	Satisfaction	X		

Income brought in other than local authority contribution 1. What it has paid for, narrative 2. Which partners have been supported to bring in funding for projects	Viability	X		
Number of objects on display and lent to other venues and visitor numbers at those venues. Broken down by city collection and county collection	National & international profile	X		
School visit numbers broken down by key stage	Impact	X	X	
Learning resource loans	Engagement	X		
Number of volunteer hours contributed	Impact	X	X	
Partners worked with on community/wellbeing projects and numbers impacted	Impact	X		
Narrative case studies where significant impact has been made on people taking part in projects and programmes	Impact	X		
Narrative case study on improvements to collections	Impact	X		