

10. PERFORMANCE REPORT

Recommendation

1. The Museums General Manager recommends that:

- (a) the performance information provided for the 4th quarter 2014-15 be noted; and**
- (b) the proposals for new performance indicators be approved.**

Background Information

2. The Service Level Agreement sets out the monitoring arrangements for the joint museum service, to include a performance framework linked to users, financial health and quality of service. This report provides a commentary on the key trends over this quarter.

3. Some of the key points in the 4th quarter to note are:

- a) Visitor numbers for the show an 8% improvement on the same period in the previous year, a welcome start to 2015 with the Commandery figures particularly healthy due to the growth in interest in key events e.g. the Living History weekend during February half term;
- b) The figure for Museum on the Move is reduced as the service was being wound down in preparation for the loss of Arts Council funding from April onwards;
- c) Virtual visits and the number of enquiries answered ended the year on a high, a reflection of the increasing amount of activity promoted and developed online;
- d) The number of visits by children and young people was down by 17% across all sites but there is evidence that school visits are recovering after the changes to the Curriculum in 2014;
- e) Retail spend per head at the City Museum was clearly affected in quarters 3 and 4 by construction work for the new offices. Elsewhere the trend was broadly comparable. The recent refurbishment of the City Museum shop and the plans for the Commandery will help to maintain the attractiveness of both retail spaces; and
- f) Other financial indicators show a mixed picture but the level of earned income as a percentage of subsidy is showing an increase at the Commandery and Hartlebury in comparison with the previous year.

4. As part of its review of the work programme, the Joint Committee has approved a revision of the key performance indicators used to monitor the work of Museums

Worcestershire. The current indicators do not provide sufficient information to measure the "impact" of the service and work has been done to identify alternatives. In addition the change to the way Hartlebury is financed and managed, requires a rethink of the current package of data.

5. One approach is to use the overarching ambition of the service to be more "Visible, Viable and Valued", clearly expressed in the strategic plan and a thread linking all aspects of the service. The following indicators are proposed as relevant:

Visible

- Unique website visits, use of social media , retweets
- External representation and links with others as a measure of our professionalism and networking
- Engagement with learning programmes.

Viable

- Percentage of subsidy - income generation.
- Fundraising (which can also be a measure of value)
- Volunteer hours.

Valued

- New objects on display or publicly accessible.
- Visitor numbers - Percentage targets for increase linked to specific programmes.
- Economic impact (using national tool kit)

6. The Joint Committee are requested to approve the principle of these new measures as the basis for monitoring the strategic plan for 2015-18. These would be combined with the annual review, the service plan which reports on the work programme and the quarterly finance report, to provide a suite of performance information for the Joint Committee in future.

Supporting Information

- Appendix - 2014-15 Performance summary report

Contact Points

Specific Contact Point for this report:

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Background Papers

In the opinion of the Museums General Manager the following are the background papers relating to the subject matter of this report:

Funding and Service Agreement: 30 June 2010