

Museums Worcestershire Performance Indicators - Users

2015/2016 figures as at 31st December 2015

PI	Description	Quarter 1		Quarter 2		Quarter 3		Quarter 4		Cumulative Totals	
		Apr-Jun 2014	Apr-Jun 2015	Jul-Sep 2014	Jul-Sep 2015	Oct-Dec 2014	Oct-Dec 2015	Jan-Mar 2015	Jan-Mar 2016	2014/2015	2015/2016
1	Number of visits in person	24,666	23,712	30,627	30,541	22,298	19,956	24,890		102,481	74,209
a	City Museum and Art Gallery	12,196	14,907	14,231	18,428	12,925	12,345	14,958		54,310	45,680
b	The Commandery	3,527	3,666	8,678	6,123	3,320	3,391	5,225		20,750	13,180
c	County Museum, Hartlebury	6,600	5,139	6,579	5,990	5,691	4,220	4,621		23,491	15,349
d	Museum on the Move	2,343	0	1,139	0	362	0	86		3,930	0
2	Number of virtual visits via website	64,788	63,006	61,678	59,351	45,376	61,847	41,973		213,815	184,204
a	City Museum and Art Gallery	46,029	46,261	41,074	40,959	35,045	47,046	32,417		154,565	134,266
b	County Museum, Hartlebury	18,759	16,745	20,604	18,392	10,331	14,801	9,556		59,250	49,938
3	Number of enquiries	204	159	213	238	165	164	150		732	561
a	City Museum and Art Gallery	154	120	140	181	80	121	74		448	422
b	County Museum, Hartlebury	50	39	73	57	85	43	76		284	139
4	Organised events and exhibitions	62	67	46	71	28	32	24		160	170
a	City Museum and Art Gallery	21	17	17	13	9	11	13		60	41
b	The Commandery	25	30	7	22	5	6	5		42	58
c	County Museum, Hartlebury	16	20	22	36	14	15	6		58	71
5	Number of visits by children/young people	4,517	2,383	3,084	2,597	3,942	2,905	3,428		14,971	8,266