

PERFORMANCE

	2018-19	2019-20	2020-21	2021-22
Number of visitors Worcester City Art Gallery & Museum	56,543	67,821	12,756	52,161
Retail income	£25,900	£22,444	£6,764	£22,403
Café income	£0	£4,334	£0	£339

Number of visitors The Commandery	16,111	13,285	2,923	12,582
Admissions income (incl schools)	£42,738	£34,171	£9,866	£45,681
Retail income	£13,218	£9,117	£384	£9,761
Café income	£4,895	£5,546	£10,623	£17,373
Room hire income	£12,502	£5,109	£0	£11,490

Number of visitors Hartlebury Castle	19,627	18,809	5,790	18,516
Admissions income (incl schools)	£49,801	£47,788	£9,245	£41,850

Website sessions (users)	283,645 <i>(page views - roughly equivalent to 94,548 users)</i>	95,794	78,420	151,596
Social media followers			New PI	21,021
Children and young people engaging as part of formal education programme	5,498	5,804	1,275	8,062
Learning resource loans	119	228	39	121
Number of learners engaged in informal education programme, adults and children	4,816	5,189	3,228	5,876
Number of volunteer hours contributed	3,975	3,942	2,479	1,958
Average improvement in wellbeing experienced by museum visitors			New PI	14%

Number of objects newly on display, City collection	205	170	53	57
Number of objects newly on display, County collection	146	12	0	50
Number of objects lent to other venues	55	27	47	35
Visitor numbers at those venues	740,000	45,700	8,077	76,055

SATISFACTION

Both authorities included questions about satisfaction with the area's cultural facilities that are relevant to museums in their 2021 residents' survey. As this is the first year for Worcestershire County Council in this format, no trend data is yet available.

WORCESTER CITY COUNCIL	Satisfied			Neither satisfied or dissatisfied			Dissatisfied		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
Arts and cultural activities and facilities (Guildhall, Commandery and Museum & Art Gallery)*	63.37%	61.89%	67.88%	24.07%	24.91%	24.35%	12.55%	13.21%	7.77%

WORCESTERSHIRE COUNTY COUNCIL		2021
BOTH SERVICE USERS AND NON-USERS How satisfied or dissatisfied are you with each of the following services provided or supported by Worcestershire County Council?: Museums/galleries	Very satisfied	13%
	Fairly satisfied	36%
	Neither satisfied nor dissatisfied	43%
	Fairly dissatisfied	4%
	Very dissatisfied	3%
	Satisfied	50%
	Dissatisfied	7%
SERVICE USERS ONLY How satisfied or dissatisfied are you with each of the following services provided or supported by Worcestershire County Council?: Museums/galleries	Very satisfied	17%
	Fairly satisfied	48%
	Neither satisfied nor dissatisfied	30%
	Fairly dissatisfied	4%
	Very dissatisfied	1%
	Satisfied	66%
	Dissatisfied	5%

FORMAL EDUCATION REACH PROFILE

COMMANDERY		
	2019-20	2021-22
<i>Foundation</i>	0	0
<i>KS1</i>	1%	1%
<i>KS2</i>	52%	75%
<i>KS3</i>	45%	23%
<i>KS4</i>	0	0
<i>KS5</i>	2%	1%
<i>HOME ED</i>	0	1%

HARTLEBURY		
	2019-20	2021-22
<i>Foundation</i>	3%	0
<i>KS1</i>	74%	46%
<i>KS2</i>	21%	51%
<i>KS3</i>	0	3%
<i>KS4</i>	0	0
<i>KS5</i>	0	0
<i>SEND</i>	2%	0

ART GALLERY		
	2019-20	2021-22
<i>Foundation</i>	0	11%
<i>KS1</i>	13%	27%
<i>KS2</i>	29%	6%
<i>KS3</i>	3%	7%
<i>KS4</i>	0	14%
<i>KS5</i>	0	6%
<i>SEND</i>	9%	6%
<i>UNIVERSITY</i>	23%	8%
<i>HOME ED</i>	23%	15%

20-21 Covid performance (no physical visits) for comparison

FORMAL EDUCATION	Online and outreach
	2020-21
<i>Foundation</i>	0
<i>KS1</i>	37%
<i>KS2</i>	43%
<i>KS3</i>	0
<i>KS4</i>	0
<i>KS5</i>	16%
<i>HOME ED</i>	4%

ECONOMIC IMPACT OF MUSEUMS ON THE LOCAL COMMUNITY

Visits to Museums Worcestershire museums brought in additional off-site local spend of:

Art Gallery & Museum **£1,082,181**

The Commandery **£333,356**

Hartlebury Castle **£419,062**

Total Economic Impact from Museums Worcestershire's Museums in 2021-22 = £1,934,599

Past performance for comparison:

Economic Impact of Museums Worcestershire Visits in **2020-21 = £338,111**

Economic Impact of Museums Worcestershire Visits in **2018-19 = £1,492,900**

Calculated using visitor numbers and data from Audience Finder.

Note, no 21-22 breakdown of visitor type is available, so this data is extrapolated from previous years.

Example of methodology from Association of Independent Museums (in widespread sector usage) is shown below:

<i>Museum</i>	<i>Number of visitors 2021/22</i>	<i>How many visitors were adults</i>	<i>% adults visitors are local*</i>	<i>% adult visitors are day trippers**</i>	<i>% adult visitors are overnight visitors ***</i>	<i>Total</i>
Hartlebury Castle	17,274	76%	65%	31%	5%	
<i>Offsite spend in local area per each adult visit</i>						
LOCAL - £22.13			£188,797			
DAY TRIPPER - £44.25				£180,083		
OVERNIGHT - £76.45					£50,182	
						£419,062

Travel time of 29 minutes or less; **Travel time of 30 – 180 minutes; *Travel time 3 hours and over*

CITY MUSEUM COLLECTION ACQUISITIONS 2021-22

Accession Number	Object	Nature of Acquisition
2021.1	<i>River Landscape</i> by BW Leader, framed oil painting on canvas	Gift
2021.2	Brewdog 330ml beer can <i>Barnard Castle Eye Test Hazy Durham IPA</i> collected along with contextual information about how political news became stronger during the pandemic, and the symbolism of missing visiting family – Covid Collection	Gift
2021.3	Full <i>Fine Old Ruby Port</i> bottle, 1950s-60s, Josiah Stallard and Sons, Worcester Ltd. Josiah Stallard was a wine merchant on South Quay with cellars in Copenhagen Street, founded in 1808.	Gift
2021.4	Flour sack, collected along with contextual information about starting milling flour at home to help locals during shortages early in the pandemic – Covid Collection	Gift
2021.5	<i>Hills and the Plain</i> , 1940s by Paul Nash, framed watercolour from the Dudley Tooth collection. Dudley Tooth was part of the Arthur Tooth & Sons art dealers, who introduced French Impressionists to the British market and went on to work closely with 20 th century British artists.	Purchase, with support from Museum members
2021.6	<i>Victoria Club</i> , 1879, print by James Abbot McNeill Whistler (1934-1903)	Gift
2021.7	Jayne Gaze, <i>Even Pitying Hills Would Drop a Tear</i> , artwork collected alongside contextual information about artwork created to find peace when the artist was unable to return to Worcester because of pandemic restrictions - Covid Collection	Gift
2021.8	Letter from Boris Johnson – Stay at Home - Covid Collection	Gift

There were no disposals from the City collection in 2021-22

COUNTY MUSEUM COLLECTION ACQUISITIONS 2021-22

Accession Number	Object	Nature of Acquisition
4421	1. Bronze screen 2. External wall lamp 3. Hand bell with ornate handle 4. Table lamp. All examples of Bromsgrove Guild not represented in collection	Gift
4422	Yellow wedding dress, worn at a Kidderminster wedding in 1952, with excellent contextual information	Gift
4423	<i>Void (error)</i>	
4424	WSM72828 Archaeological archive, Dunley Rd, Evaluation, Stourport	Deposition
4425	WSM67994 Archaeological archive, Cowleigh Reservoir, Evaluation, Malvern	Deposition
4426	WSM67622 Archaeological archive, Abbey Rd Depot, Watching brief, Evesham	Deposition
4427	WSM68498 Archaeological archive, 84 High St, Broadway, watching brief	Deposition
4428	WSM67775 Archaeological archive, St Peter's Church, Comberton, watching brief	Deposition
4429	WSM67369 Archaeological archive, The Firs, Kempsey, evaluation	Deposition
4430	WSM72809 Archaeological archive, Grove Farm, Rushwick, evaluation	Deposition

Disposal

4146	Angela caravan	Transferred to handling object
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