

Museums Worcestershire Performance Indicators

2022-23 Quarter 1, April-June performance comparisons

	<i>measures</i>	2022-23	2021-22	2020-21	2019-20 Q1	2018-19 Q1	2017-18 Q1
Number of visitors, Worcester City Art Gallery & Museum	Participation	13,379	9,738	0	14,456	12,921	13,262

Number of visitors, Commandery	Participation	3,937	1,947	0	3,017	3,927	4,091
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Number of visitors, County Museum at Hartlebury Castle	Participation	5,850	3,687	1,226 grounds only	5,706	5,356	4,332
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	<i>measures</i>	2022-23	2021-22	2020-21	2019-20 Q1	2018-19 Q1	2017-18 Q1
Website users sessions	Reach	42,713	34,693	22,922	27,215	78,864 views (approx. 26,000 user sessions)	54,917 views (approx. 18,000 user sessions)
Social media followers	Reach	21,605	18,673	<i>New PI for 2021</i>			
Income performance for all sites against target (%)	Viability	105%	43%	0%	89%	96%	<i>Not previously measured</i>
		Income £44,780	Income £19,032	Income £243	Income £44,611	Income £41,022	
Number of children and young people visiting as part of a formal education programme	Engagement	2,211	1,964	0	799	736	<i>Previously only measured as income</i>
Number of learners engaged in informal education programmes, adults and children	Engagement	1,298	1,162	0	1096	1,008	<i>Not previously measured</i>
Average improvement in wellbeing experienced by museum visitors and participants	Impact	23%	13%	<i>New PI for 2021</i>			

Qualitative Performance Information

Worcester Art Gallery & Museum exhibition *Hokusai's Great Wave: Reflections of Japan*

Visitor Comments

"So proud that this astounding and well-curated exhibition mainly draws from our local collections. It should go on tour!"

"My eight year old wanted to see the Great Wave, she was not disappointed"

"I've decided... this is my favourite exhibition at the art gallery and museum that I've ever seen. So enjoyable"

"Fabulous, will return again and spread the word for friends to visit"

"Sumptuous. Can't believe Worcester has such treasures. Lovely curation"

"Absolutely stunning. Makes me proud of Worcester. Many of us need exhibitions like this – it nourishes the mind, heart and soul. Thank you"

"Eye opening, provocative"

"Keep bringing good stuff like this to the city!"

Following a comment from a partially-sighted visitor to the last exhibition, the Art Gallery team piloted providing a recorded audio description for blind and partially-sighted visitors to *Hokusai's Great Wave: Reflections of Japan*. We asked Sight Concern Worcester if they could encourage local residents with sight loss to test the offer, and received the following email from one of their volunteer group leaders:

I just wanted to pass on how superb I thought the audio description was that [*gallery staff member*] put together in such a short space of time...

I tried out the tape on Tuesday 26/4/22 and thought it was excellent: succinct; informative and evocative information which encapsulated the image and they were just the right length.

For someone with sight loss it helps enormously to 'grasp' what otherwise is either impossible or very difficult to comprehend/see; and remarkably it enables you to 'see better'. Words really do prime the brain to see.

A group of us will be coming into the Gallery on Tuesday 17/5/22 and Thursday 19/5/22 and i m sure they will be really pleased to try it out and give you feedback.

The only thing I would mention is the need for numbering the descriptions (and therefore the Prints) because if you lose your way it's difficult to find where you were. Otherwise I think the ease of your device is a real plus.

We have so appreciated the return to the Gallery and enjoyed both Kurt Jackson 'Clay Country' and 'Skyscape' enormously. ...

I feel passionately that Museums are such a vital resource for blind and partially sighted people I hope she will develop some super connections with you and I would be pleased to help where I can.

An audio description will be an ongoing offer as part of future exhibitions.