

Museums Worcestershire Performance Indicators

2021-22 Quarter 2

	<i>measures</i>	<i>2021-22 Q2</i>	<i>2020-21 Q2</i>	<i>2019-20 Q2</i>	<i>2018-19 Q2</i>	<i>2017-18 Q2</i>	<i>Notes</i>
Number of visitors, Worcester City Art Gallery & Museum	Participation	20,336	6,847	27,016	17,095	17,468	

	<i>measures</i>	<i>2021-22 Q2</i>	<i>2020-21 Q2</i>	<i>2019-20 Q2</i>	<i>2018-19 Q2</i>	<i>2017-18 Q2</i>	<i>Notes</i>
Number of visitors, Commandery	Participation	5,033	1,640	5,296	6,058	7,144	

	<i>measures</i>	<i>2021-22 Q2</i>	<i>2020-21 Q2</i>	<i>2019-20 Q2</i>	<i>2018-19 Q2</i>	<i>2017-18 Q2</i>	<i>Notes</i>
Number of visitors, County Museum at Hartlebury Castle	Participation	6,485	3,071	6,872	7,118	4,891	

	<i>measures</i>	<i>2021-22 Q2</i>	<i>2020-21 Q2</i>	<i>2019-20 Q2</i>	<i>2018-19 Q2</i>	<i>2017-18 Q2</i>	<i>Notes</i>
Website users sessions	Reach	45,738	29,975	37,668	85,777 (roughly equivalent to 28,592 users)	71,227 (roughly equivalent to 23,742 users)	PI changed from 'sessions' to 'users' in 2019
Social media followers	Reach	20,008	New PI for 2021				18,673 in Q1
Income performance for all sites against target (%)	Viability	108% Income £54,671	29.7% Income £15,311	90.3% Income £47,084	88% Income £43,907	Not previously measured	
Number of children and young people visiting as part of a formal education programme	Engagement	1,545	300	569	725	Previously only measured as income	
Number of learners engaged in informal education programmes, adults and children	Engagement	2,929	420	2,258	1,829	Not previously measured	
Average improvement in wellbeing experienced by museum visitors and participants	Impact	17%	New PI for 2021				13% in Q1

TITANIC EXHIBITION AT WORCESTER ART GALLERY

Art Tickets booked slot data show us:

Visitors coming to Worcester for this exhibition from across the UK, and particularly from North Worcestershire and the urban West Midlands conurbation.



Location of ticket buyer



Top 10 Towns

TOWN	
Worcester	247 (30.27%)
Kidderminster	41 (5.02%)
Birmingham	34 (4.17%)
Bromsgrove	32 (3.92%)
Halesowen	31 (3.80%)
Redditch	31 (3.80%)
Droitwich	30 (3.68%)
Stourport-On-Severn	28 (3.43%)
Pershore	26 (3.19%)

TITANIC EXHIBITION PRESS COVERAGE

Art Fund website, duration of exhibition

26/3/21 – What's On Live website

29/3/21 and 6/5/21 – Weekend Notes website

4/5/21 – Brumpic online/twitter/facebook

05/05/2021 – Birmingham Press website

06/05/2021 Culture Response Unit Newsletter May

9/05/2021 Worcester News

9/05/2021 Brum Hour website

9/05/2021 Droitwich Standard

9/05/2021 Worcester Observer

13/05/2021 Berrow's Worcester Journal, Front page lead and inside page

15/05/2021 Worcester News

May/June Worcester What's On Magazine

May/June Birmingham What's On Magazine

May/June Warwickshire What's On Magazine

May/June Wolverhampton What's On Magazine

May/June Staffordshire What's On Magazine

May/June Shropshire What's On Magazine

21/5/21 Slapmag

10/5/21 Waitrose Magazine

25/6/21 Worcestershire Live

25/6/21 Birmingham Mail

16/7/21 Worcester News

16/7/21 Birmingham Press website

17/7/21 Brumpic website

22/7/21 West Midlands Culture Response Unit Newsletter August

August What's On Warwickshire Magazine

August What's On Worcestershire Magazine

25/8/21 Worcestershire Live, Facebook live from the Gallery/exhibition

1/9/21 Worcester Observer

2/9/21 Birmingham Press website

1 – 11 Sept Brum Hour twitter

3/9/21 Brumpic facebook and twitter

6/9/21 Bromsgrove Standard

6/9/21 Evesham Observer

7/9/2 Worcester News