

Museums Worcestershire Performance Indicators

2023-24 Quarter 1, April-June performance comparisons

	<i>measures</i>	2023-24	2022-23	2021-22	2020-21	2019-20 Q1	2018-19 Q1
Number of visitors, Worcester City Art Gallery & Museum	Participation	14,296	13,379	9,738	0	14,456	12,921

Number of visitors, Commandery	Participation	3,209	3,937	1,947	0	3,017	3,927
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Number of visitors, County Museum at Hartlebury Castle	Participation	6,647	5,850	3,687	1,226 grounds only	5,706	5,356
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	<i>measures</i>	2023-24	2022-23	2021-22	2020-21	2019-20 Q1	2018-19 Q1
Website users sessions	Reach	49,386	42,713	34,693	22,922	27,215	78,864 views (approx. 26,000 user sessions)
Social media followers	Reach	23,215	21,605	18,673	<i>New PI for 2021</i>		
Income performance for all sites against target (%)	Viability	110%	105%	43%	0%	89%	96%
		Income £55,276	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	2,277	2,211	1,964	0	799	736
Number of learners engaged in informal education programmes, adults and children	Engagement	1,406	1,298	1,162	0	1096	1,008
Average improvement in wellbeing experienced by museum visitors and participants	Impact	14%	23%	13%	<i>New PI for 2021</i>		

Qualitative Performance Information

Recent reviews for The Commandery on TripAdvisor and Google have particularly mentioned the staff:

“This is a fascinating insight into the significance of Worcester in the development of the individuals civil rights. The staff could not have been more helpful or friendly, with children being encouraged to immerse themselves in the history by taking part in actions common at the time.”

“A fantastic hidden gem just down from the cathedral dont let the front put you off because there is a lot to see and do from the moment you step into the great hall you feel like you are in a different time was there for two hours and was not bored once the lady at the desk was very helpful and friendly if you are in Worcester don't miss this”

“Having visited Worcester on many occasions we 'discovered' this gem when looking for somewhere to learn more about the town's history. There are many rooms giving information and exhibits on the town's history. Most of the exhibits refer to the Civil War, as it was the command post for the Royalist Forces. Other visitors have included John Adams and Benjamin Franklin (How did they get here ?) The cafe is excellent and the staff were so friendly. Definitely worth a visit if you are in Worcester.”

“This place is fantastic, the whole family had a wonderful time. The staff were friendly, knowledgeable and engaging. We went over Easter and there were interactive activities which the children really enjoyed making and getting involved in. We're looking forward to returning soon!”

“Absolutely well worth a visit. Brilliant part of history with very pleasant staff. Even better when they have events on.”

“At a loss on what to do with the kids on a rainy April day, we chose to come here. SO glad we did. A very reasonable entrance fee for a family (2 adults, 3 children) with friendly staff who are enthusiastic about the place and it’s history. A lot to see, try on and interact with, inside an amazing building that in itself is a gem. It kindled an interest to find out more about the civil war and Worcester in particular. Top visit!”

“So much history, interactive displays, staff go above and beyond, and everything is told in some much detail, all at a price that is easy for families to afford during the Cost of Living crises. Simply Amazing.”