

Museums Worcestershire Performance Indicators 2023-24 Quarter 2

	<i>measures</i>	23-24 Q2	22-23 Q2	2021-22 Q2	2020-21 Q2	2019-20 Q2
Number of visitors, Worcester City Art Gallery & Museum	Participation	23,882	19,418	20,336	6,847	27,016

	<i>measures</i>	23-24 Q2	22-23 Q2	2021-22 Q2	2020-21 Q2	2019-20 Q2
Number of visitors, Commandery	Participation	5,675	3,913	5,033	1,640	5,296

	<i>measures</i>	23-24 Q2	22-23 Q2	2021-22 Q2	2020-21 Q2	2019-20 Q2
Number of visitors, County Museum at Hartlebury Castle	Participation	7,471	7,982	6,485	3,071	6,872

	<i>measures</i>	23-24 Q2	22-23 Q2	2021-22 Q2	2020-21 Q2	2019-20 Q2
Website users sessions	Reach	66,042	53,412	45,738	29,975	37,668
Social media followers	Reach	23,842	21,845	20,008	<i>New PI from 2021</i>	
Income performance for all sites against target (%)	Viability	122% Income £61,443	92% Income £47,921	108% Income £54,671	29.7% Income £15,311	90.3% Income £47,084
Number of children and young people visiting as part of a formal education programme	Engagement	1,432	775	1,545	300	569
Number of learners engaged in informal education programmes, adults and children	Engagement	2,673	2,770	2,929	420	2,258
Average improvement in wellbeing experienced by museum visitors and participants	Impact	28%	21%	17%	<i>New PI from 2021</i>	

2023-24 Quarter 3

	<i>measures</i>	23-24 Q3	2022-23 Q3	2021-22 Q3	2020-21 Q3	2019-20 Q3
Number of visitors, Worcester City Art Gallery & Museum	Participation	13,530	16,439	9,456	5,909	13,176

	<i>measures</i>	23-24 Q3	2022-23 Q3	2021-22 Q3	2020-21 Q3	2019-20 Q3
Number of visitors, Commandery	Participation	2,882	3,210	2,384	1,283	2,736

	<i>measures</i>	23-24 Q3	2022-23 Q3	2021-22 Q3	2020-21 Q3	2019-20 Q3
Number of visitors, County Museum at Hartlebury Castle	Participation	5,672	4,660	4,999	1,493	3,973

	<i>measures</i>	23-24 Q3	2022-23 Q3	2021-22 Q3	2020-21 Q3	2019-20 Q3
Website users sessions	Reach	41,962	45,300	35,286	17,341	26,783
Social media followers	Reach	24,186	22,003	20,434	<i>New PI from 2021</i>	
Income performance for all sites against target (%)	Viability	96% Income £42,450	98% Income £42,467	85.4% Income £37,784	41.7%	71.9% Income £30,249
Number of children and young people visiting as part of a formal education programme	Engagement	2,855	2,083	2,628	735	2,214
Number of learners engaged in informal education programmes, adults and children	Engagement	1,418	1,377	1,253	1042	1140
Average improvement in wellbeing experienced by museum visitors and participants	Impact	20%	24%	13%	<i>New PI from 2021</i>	

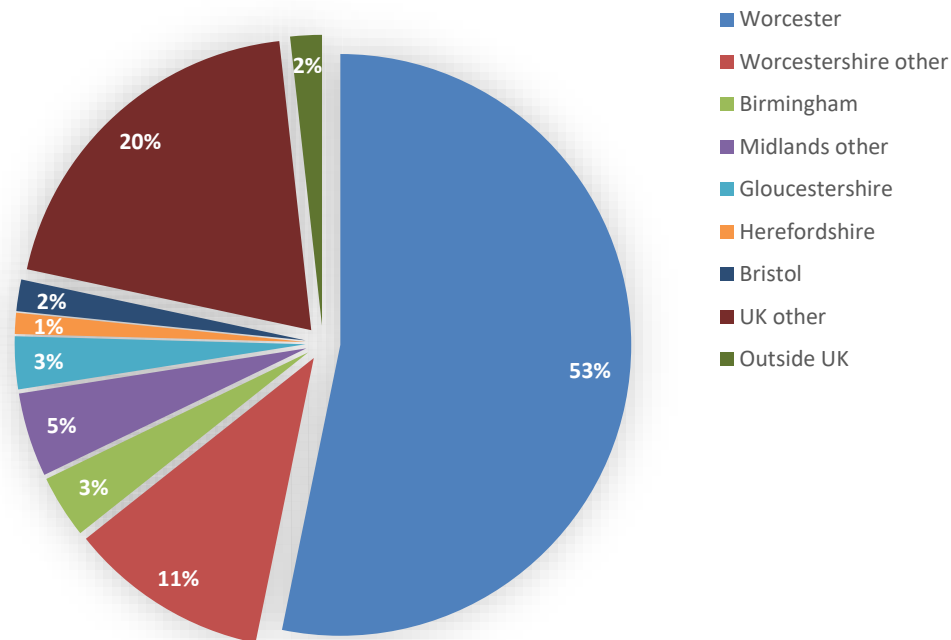
WORCESTER CITY ART GALLERY PAINT THE STREETS EXHIBITION AUDIENCE

10% of Paint the Streets visitors were 24 and under, compared to 2% of visitors to the Art Gallery 2021-23

80% were White British ethnic group, compared to 97% of visitors to the Art Gallery 2021-23

**note much smaller sample size for Paint the Streets survey*

Paint the Streets visitors came from:



COMMENTS FROM VISITORS DURING PAINT THE STREETS EXHIBITION

31.09.23	Great place to spend a few hours.	Google
06.10.23	Very fantastic. It's amazing how much historical preservation is in the Worcester Museum. I am most delighted to live and work in this great place, Worcester. I am going to leave the museum much happier than I walked in. Kudos to the blessed people of Worcester.	Cards
14.10.23	Splendid because of first class customer service and professionalism from Mary who went far and beyond her work's duties. Thank you very much.	Cards
15.10.23	Very interesting it is too, never knew the history behind street art until now. The exhibition also has the added benefit of making the artwork accessible, some like the one by the canal under Blackpole Road bridge is out of reach to us wheelchair users.	Facebook
21.10.23	The kids loved it, really enjoyed looking at everything.	Cards
21.10.23	We loved it.	Cards
21.10.23	Amazing! Went to see the street art exhibition. Free to enter and beautifully clean café.	Google
21.10.23	Good contemporary graffiti exhibition.	Google

21.10.23	Nice old building, with wheelchair access.	Google
21.10.23	I recommend visiting this museum. We liked it.	Google
21.10.23	We visited as part of Worcester Paint Festival. Really interesting to see the festival but also so much information. Loved it.	Google
23.10.23	Visited for the Paint the Streets exhibition which was well worth the visit. Staff super friendly and helpful.	Google
27.10.23	Positives: admission is free, with voluntary donation. They are managing to cram a lot into a small space - very varied displays. A lot of space given to the Worcestershire Regiment. Negatives: Maybe they shouldn't bother with the stuffed birds. They are sad and dusty - well past their prime. Opening hours could be better - we had to be out at 4.30 pm and closed on Sundays! Why not close on Mondays instead? Sundays for many families is the one day they could attend together. Certainly, money is tight but...overall, could be better.	Google
27.10.23	I love this exhibition so much! (Paint the Streets)	Instagram
27.10.23	Great show. (Paint the Streets)	Instagram
22.11.23	Great! It's a fine building to be in. Good to have traditional display cabinets, well set out with interesting contents!	Cards
22.11.23	Some interesting military displays but not impressed by the graffiti exhibition.	Google
24.11.23	I realise money is tight and the staff are all v. friendly but the museum part is very disappointing. It would be great to use more space from the vacated library to provide a more informative history of Worcester/Worcestershire - what are its origins, what about medieval Worcester, etc - one more room only could make much more or the rather scattergun displays of present.	Cards
24.11.23	I have visited the gallery on a regular basis in recent years. My wife and I are from Bewdley and many of our friends are big fans of the gallery and often meet to discuss the exhibitions, which are amazingly well-planned with fascinating topics and very helpful written material to accompany the displays. The latest display was on an especially subject and one to which most of us can relate. I am a keen photographer and have taken photos of wall art in Birmingham and many other cities abroad, eg Bologna, Istanbul. Your displays were superb - the large items from Bridlington were quite staggering. No less interesting were the more modest examples from Banksy. Also the video showing how a piece of street art was painstakingly and systematically produced - not just a random hooligan spraying a wall as an act of vandalism - this was spellbinding in my view. I would rate the Worcester gallery as on a par with the Ikon in Birmingham for imaginative and stimulating presentation. Thanks to all the staff at the museum for all their hard work - and for the enthusiasm the staff in the gallery clearly have for the exhibitions. Looking forward to seeing what you do with Laura Knight.	TripAdvisor
06.12.23	Worcester is not a big city and its art gallery and museum are not large. But inside this attractive red brick very late Victorian building is something very special. Worcester's institution has managed to combine the very best of 'traditional' museums and galleries with the best of modern approaches. It has a name which tells you what to expect - it is a municipal art gallery and museum, containing objects which have been acquired on behalf of the people of Worcester for many years. There's no attempt to duplicate what is being done elsewhere - the city has a porcelain museum, and Elgar's birthplace is just down the road in Broadheath. There is plenty about Worcestershire Sauce, and an excellent exhibition of art. Don't expect to see the entire Permanent Collection of artworks. You'll see an interesting selection together with pieces temporarily on loan from elsewhere. The only section which looked a bit sad was the military collection, but I was told that it has a future in another building which will free up space to display more from the permanent collection. I must mention the Balcony Cafe. Kept simple and well done as a result. The gallery and museum on the first floor. Lift access is available round the corner in Taylor's Lane.	TripAdvisor
18.12.23	Really enjoyed my visit to the exhibition last Thursday (Paint the Streets)	Facebook
28.12.23	Small but perfect with excellent staff, interesting collections and a good café.	Google