

## Culture Perth and Kinross Key Performance Summary and Collecting Activity Q1 April – June 2021

1 April – 30 June 2021 – Digital/Online/ Footfall KPIs ONLY

Not achieving Annual Target	On course to meet Annual Target	Achieved Annual Target
	Total Number of visits in person to CPK Venues	
	Number of visits in person to Libraries	
	Number of visits in person to Museums	
	Total number of Social Media engagements with all services.	
	Total number of online visits to Libraries and Information Services	
	Total number of online visits to museums	
	Total number of online visits to Archives	
	Number of eLibrary issues – eAudio, eBook, eMagazine/newspaper	

April 2020 – March 2021

	KPI	Annual Data				Monthly Data		Analysis	Improvement / Development Activity
		2019/20	2020/21	2020/21	2021/22	June 2021			
		Total	Target	Actual	YTD	Target	Actual		
1.1	<b>Total Number of visits in person to CPK Venues</b>	643,825	48,500	31,966	24,040	8,013	13,926	Visiting figures for this year are much more positive than anticipated with 75% of last years 5-month footfall total achieved in the first 2 months of reopening. With more people having their holidays in the UK again this year and an evident 'vaccine confidence' effect on the number of people out and about is having a positive impact even in the face of rising case numbers locally. This gives us more confidence that should hospitalisation rates remain low and restriction easing continue, we will continue to see further growth in numbers. It is not yet possible however to know by when they might fully return to pre-pandemic levels.	A full programme of exhibitions and events is now underway and press and media coverage of this and other projects in the organisation is good. We will continue to develop marketing and promotional materials to help draw people into our venues and are undertaking a redevelopment of our main website to make it easier for visitors to get the information they need from us. We will continue to closely monitor usage and opening hours to see if further adjustments of these can be made to support access for visitors.
1.2	<b>Number of visits in person to Libraries</b>	578,303	40,000	27,276	19,047	6,349	11,259	Libraries reopening on a phased basis from the 12 May and we have seen a like for like increase of 22.25% between May and June. Headcount in our Libraries has increased by	From 29th June the four campus libraries opened their doors full-time to the public. It is the first time since March 2020 that the North Inch Library has welcomed

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		2019/20	2020/21	2020/21	2021/22	June 2021			
		Total	Target	Actual	YTD	Target	Actual		
								44.5% from May 2021. The four campus libraries opened their doors full-time to the public from 29th June meaning all 8 open libraries are now operating approximately 90% of their pre pandemic opening hours. .	the public. This sees 8 libraries open to the public and three mobiles delivering a reservation service to the communities. The Summer Reading Challenge is also having a positive number of children sign up this year and this too will drive foot fall up in July and August.
1.3	<b>Number of visits in person to Museums</b>	67,862	8,500	4,641	4,941	1,647	2,632	June saw a continuing increase in the total number of visitors to PMAG (1883) and the Fergusson (749) consistent with pre-Covid seasonal trends (driven by school holidays and increased non-local tourism). In the current context, this pertains to domestic tourists, encouraged by relaxing of domestic travel restrictions. The total headcount represents an increase of 17% on the previous month with monthly increases at PMAG and the Fergusson +12% and +34% respectively. Most of the increased footfall fell	Revised opening times will continue to be closely tracked in order to quantify day-by-day footfall trends with a view to inform expansion of public access. Alyth Museum's reopening at the end of the month (stats pending) represents the first time since 2019 that all Museums and Galleries venues have been open and increased signposting intends to promote cross-programmed content (Railways at PMAG, AKB and Alyth) and drive footfall between venues.

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								within the latter part of the month following the opening of the All Aboard! Exhibition. Gallery closures for install during the first part of the month impacted local footfall.	
2.2	<b>Total number of Social Media engagements with all services.</b>	2,121,113	<del>2,000,000</del> Revised = 3,300,000	4,309,696	1,122,218	359,141	359,934	Social Media engagements continue to perform well, and figures show the growth from previous year is being maintained. Local history content, either pictures, video or stories continues to provide the highest performing engagements	The #BioBlitz is providing an effective route for engagement via social media and embedding social media strategies into further projects of this type will be developed.
2.3	<b>Total number of online visits to Libraries and Information Services</b>	930,063	750,000	575,237	165,172	47,936	67,350	There has been a slight decrease of 3.28% in online visits from the previous month. The decrease was expected as the libraries reopened in May and more people would have gone online to look for information at this time. The easing of restrictions in the coming months may allow the libraries to offer more activity and this may increase the online visits.	Library supervisors have recently undertaken inhouse training for delivering sessions promoting some of our online resources to the school population on their return in August. It is hoped when these sessions are delivered it will increase the usage of these resources.

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2.4	<b>Total number of online visits to museums</b>	<b>1,191,050* included Archives and Ancestry UK which are now reported separately</b>	<b>94,948</b>	<b>104,136</b>	<b>46,348</b>	<b>8,678</b>	<b>15,521</b>	<p>Number of online visits for June were 2% higher than the preceding month reflecting an upwards trend in use of online provision. This represents a 191% increase in online visits on the same period in 20/21 and a 152% quarterly increase over 20/21 Q1. PMAG's page remains the most commonly accessed garnering almost half of all applicable hits. What's on content including the respective Railways displays also performed strongly. The CPKPLAY site, Online exhibitions and Perthshire Creates sites saw a small drop in visits (-7%, -3.5% and -3%) respectively.</p>	<p>New content continues to be programmed and under development for PLAY and Exhibitions sites – as previously noted, a substantial number of new visits are driven by social media promotion – with the recent launch of the CPK BioBlitz and ongoing development of the Climate Perth &amp; Kinross Programme, these channels will become vital to increasing use of online provision. Redesign of CPK's website is ongoing with staff consultation recently completed and a public consultation currently underway. Relocation of Archive and Museum databases from PKC sites to a revised CPK site is seen as a preference and key to providing an integrated and coherent offer.</p>

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2.5	<b>Total number of online visits to Archives</b>	Reported as part of Museums Indicator	1,710,420	1,666,888*	170,855	14,238	2,738	<p>June's figures (2,738) do not include Ancestry Worldwide usage, but they show a fall of nearly 20% in use of our other online services since last month (3,313). This is due to a significant fall in use of the Archive and LFH webpages, with the number of hits dropping from 2,331 in May to 1,679 in June. The reason for this is unexplained, but it may be due to the fact that researchers are now returning in person in greater numbers and have less need to check access arrangements and catalogues.</p>	<p>We will continue to encourage researchers to engage with our collections remotely using our online resources and will seek further advice from PKC IT services regarding the technical fault on the archive online databases. Discussions with Ancestry regarding the addition of new resources are ongoing.</p>

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2.7	<b>Number of eLibrary issues – eAudio, eBook, eMagazine/newspaper</b>	51,530	2,030,000	2,867,115	621,735	51,811	2,854* *Pressreader statistics are incomplete for the month of June due to change in the reporting.	The eaudio downloads altered very slightly in the past month and continue to demonstrate strong figures. Ebook downloads have reduced in the past month by 378 titles. This is partly explained by the return to work of most people but also by the low numbers of titles being bought by CPK in June.	CPK continues to buy eaudio on standing order and this consistency allows us to have a strong performance throughout the year. Several staff will be trained to buy ebook stock from our supplier on a monthly rota. This improvement in stock buying will offer a better range of titles for the public to select from and improve our issue figures.

**PERTH AND KINROSS COUNCIL MUSEUMS AND GALLERIES COLLECTIONS**

**COLLECTING ACTIVITY BY CULTURE PERTH AND KINROSS 1 April 2021 – 30 June 2021**

<i>Item Description</i>	<i>Source</i>	<i>Date of Acquisition</i>	<i>Cost £</i>	<i>External Funding £</i>
<b>QUARTER 1 (1 April – 30 June 2021)</b>				
Toys from the Fisher-Price family range, 1980s, including airport, zoo, main street, circus train, camper van and more, a Paddington Bear soft toy, all played with by children and grandchildren in a Perth & Kinross family home.	Donation	01/04/2021	-	-
Shepherd's plaid used to carry home orphaned lambs, from a farm near Dunblane, Perthshire, Early 20 <sup>th</sup> Century	Donation	12/05/2021	-	-
Silver spoon by Perth silversmith, A.Murray	Donation	18/05/2021	-	-
Tattie Creel, from Corrydon Farm, Glenshee	Donation	14/06/2021	-	-
Perth Bus driver's nameplate and badges including Midland Scottish, National Express and Megabus(Stagecoach), railways badges	Donation	16/06/2021	-	-
Embroidery banner of the Errol Women's Institute, founded in 1919 but closed in 2021 after membership declined as members were not able to meet online during the pandemic.	Donation	28/06/2021	-	-
<b>TOTAL</b>			-	-