

## Tiverton Museum of Mid Devon Life

Tiverton Museum of Mid Devon Life provides an important cultural resource for the district and visitor attraction with significant economic benefits.

Under the Council's Service Level Agreement (SLA) Grants Programme, approved at Cabinet on 30<sup>th</sup> March 2017, Tiverton Museum of Mid Devon Life receives £27,500 per annum over the three-year period 2017-2020. The grant contributes towards the salary and on-costs of a full-time Museum Director. The service specification under the Service Level Agreement is:

To provide a fully accredited museum service at Tiverton Museum, Becks Square, by

- i. Providing a year round museum service including the collection and display of historical artefacts for the benefits of local residents and schools and visitors to Mid Devon
- ii. Providing a school service
- iii. Providing a reminiscence service for older people
- iv. Providing family activities in the school holidays
- v. Providing a museum research facility
- vi. Technical support and advice to local museums and heritage groups
- vii. Act as local museum development officer
- viii. Involvement in Mid Devon Attractions Group
- ix. Accommodating and managing a Tourist Information Service
- x. Supporting a team of volunteers

As part of the SLA, the Museum provides quarterly performance indicator information, as below.

	Q1	Q2	Q3
	Apr-Jun 17	Jul-Sep 17	Oct-Dec 17
Total no. of visitors (including adults, children, members, holiday activity participants, schools and reminiscence, not including Tourist Info or on line numbers)	2128	3045	2147
Total no. of college / school visits	15	13	19
No. of children	367	232	478
No. of adults	74	68	145
Total no. of on-line visitors (museum website)	2232	3373	2193
Museum page on Devon Museums website	455	263	236
Facebook (reach)	20346	51510	31977
Twitter (impressions)	46400	64500	55800
Total no. of volunteers	76	78	78
Total no. of heritage groups and local museums provided with technical support and advice in Mid Devon	4	4	3
Total no. of heritage groups and local museums provided with technical support and advice	5	4	3
Total no. of people participating in the reminiscence service	119	103	92

## Tourism Information Service

Tiverton Museum, also hosts a Tourism Information Service, for which the Museum receives a further £4,000 per annum under the Council's SLA grants scheme. The service specification is:

To provide a Tourist Information Service from Tiverton Museum, Becks Square, by

- i. Providing information to visitors and residents on travel, accommodation, events and things to do in Mid Devon and the surrounding area
- ii. Providing a ticketing service for coach travel and theatre tickets
- iii. Maintaining a database of accommodation providers
- iv. Managing coach bookings for Tiverton
- v. Providing a regular newsletter to tourism businesses
- vi. Regular press releases, social media campaigns
- vii. Liaison with accommodation providers tourist attractions and event organisers
- viii. Update 'what's on' webpages for Explore Tiverton or successor destination websites

<b>KPI</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>
	Apr-Jun	Jul- Sep	Oct-Dec
i. Number of contacts by – Walk-in visitors	2230	3034	1915
Telephone and Email	314	298	174
ii. Number of coach bookings	7	5	4
iii. Social Media analytics			
Facebook	2168	6624	4217
Twitter	20381	9946	24414
iv. Number of press releases*	0	0	3