

ABINGDON TOWN COUNCIL

Report to	County Hall Museum Sub-Committee
Meeting date	09 September 2026
Report author	Dan Sancisi
Agenda item	6.1

Updates, KPIs and Social Media Report

1. Purpose of the Report

- 1.1** To inform Members about the current news, activities, events and Key Performance Indicators (KPIs) at the Abingdon County Hall Museum. (No decision required, report to be noted.)

2 Summary

- 2.1** Updates on the current exhibition, events and key indicators.
- 2.2** Updated information about current projects that will help develop the Museum's profile and appeal to visitors.
- 2.3** Statistical information about social media activity.

3 Action required

- 3.1** Members are requested to note the report. (No decision required, report to be noted)

4 Link to strategic plan and objectives

- 4.1 *KO2 To develop a resilient, sustainable town which will provide a home for residents now and in the future.***
- 4.1.1** The Museum's presence in Abingdon County Hall sustains the condition of the building, maintaining it for future generations, enhancing its town centre context by articulating the history of Abingdon.
- 4.1.2** Facilitating a climate emergency centre in the café promotes public engagement with sustainability and develops skills and knowledge about reuse, repair and recycling.
- 4.2 *KO4 To work with community partners to support those who are vulnerable and in need and to create opportunities to increase social inclusivity.***

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- 4.2.1 Working with One Planet Abingdon creates an opportunity for diverse communities to access free events and support, also to engage with the Museum.

5 **Background**

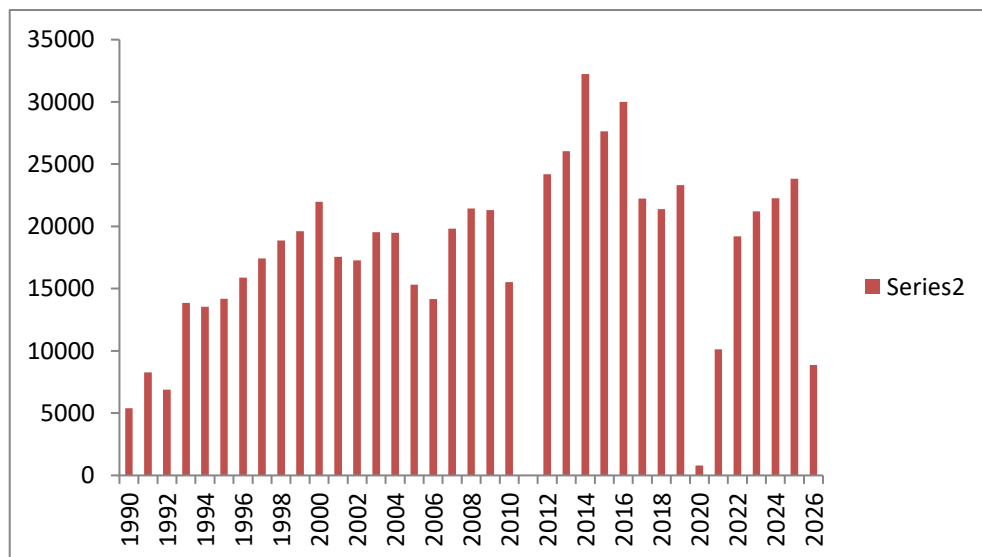
- 5.1 The Museum continues to operate its temporary exhibition programme, educational workshops and events.

6 **Key information and options**

6.1 **Visitors**

- 6.2 The Museum attracted 8,872 visitors from 01 April 2026 to 18 August 2026.

- 6.3 The following chart demonstrates museum visitor numbers since 1990.



6.4

- 6.5 The 2026 graph bar records the total for 1 April 2026 to 16 August 2026.

6.6 **Exhibitions**

- 6.7 'Saxon Abingdon' opened on 4 July 2026 and will run until 27 September 2026.

- 6.8 This exhibition continues the series of Abingdon's History summer exhibitions, following on from 'Abingdon's Oppidum - trade and crafts in an iron age settlement' and 'Romans, Britons and Abingdon; After the Oppidum AD43 - AD410'.

- 6.9 The exhibition 'Raising Awareness (2009–Present) - Paint Abingdon Pink/Splash of Pink' opened in the Attic on 30 June, then running until 26 July 2026.

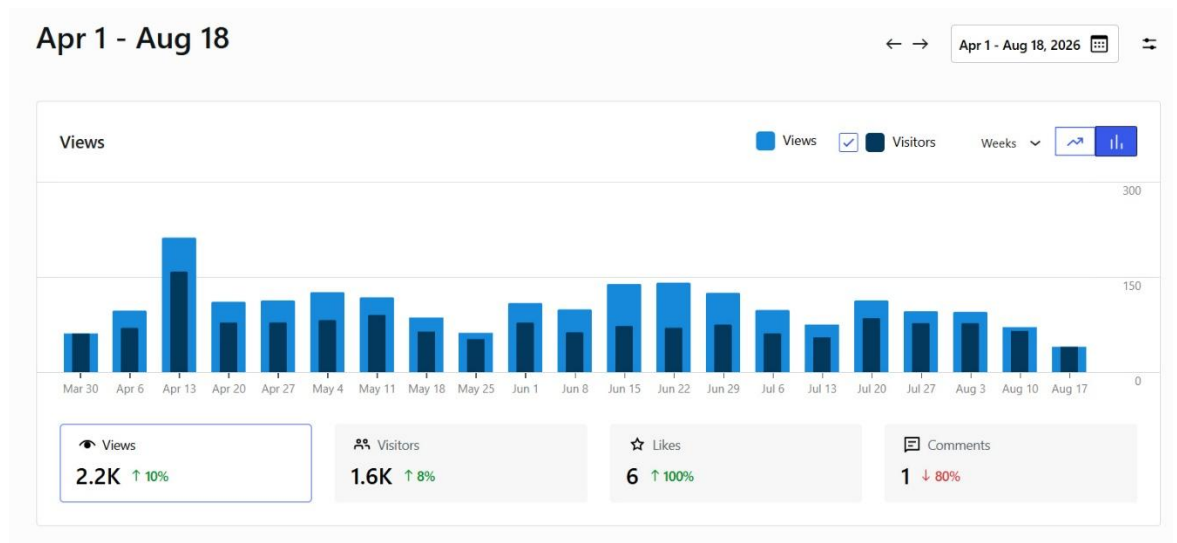
- 6.10 The Museum also added a new exhibition 'Wear It Out' produced by One Planet Abingdon, following the celebration of sustainable eco-fashion fashion, upcycling and repair event on 13 June 2026.

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- 6.11 The event was part of the County's Great Big Green Week exploring how clothing can be re-designed, repaired and re-worn with pride.
- 6.12 Documentation, information about the event and fashion items were displayed in the Attic Gallery until 26 July 2026.
- 6.13 On 8 August 2026 'Cherished Clay' opened in the Attic Gallery.
- 6.14 Ceramic artist Kayleigh O'Donnell shows works made for the Channel Four TV series Great Pottery Throwdown, of which she was a quarter finalist.
- 6.15 A bespoke creation 'The Abingdon Pot' will be donated to the Museum collection at the end of the show.
- 6.16 This exhibition runs until 27 September 2026.
- 6.17 **Events**
- 6.18 Children's summer craft sessions were held on 5 August and 19 August 2026, attracting well over 120 children with their guardians.
- 6.19 An MG art class with Helen Edwards was held on 7 June 2026, taking influence from the 'MGA 70' exhibition.
- 6.20 **Education**
- 6.21 School bookings, managed by Senior Museum Assistant Tris Kear, continued until summer school's holiday starting 20 July 2026.
- 6.22 **Key performance indicators (KPI) of the Museum from 1 April 2025 to 18 August 2026.**
- 6.23 Shop sales totalled £2,586 equating to £0.29 per visitor. (Down 17%*¹)
- 6.24 Donations received are £2,795 averaging at £0.32 per visitor. (Up 33%*²)
- 6.25 Roof takings of £2,490 have a visitor average spend of £0.28. The number of roof visitors varies due to seasonal changes of weather restricting access. (Up 5%*³)
- 6.26 **Last year's comparison of the KPIs of the Museum from 1 April 2025 to 18 August 2025.**
- 6.27 Shop sales totalled £3,132 equating to £0.35 per visitor. *¹
- 6.28 Donations received are £ 2,103 averaging at £0.24 per visitor. *²
- 6.29 Roof takings of £2,354 have a visitor average spend of £0.26. *³
- 6.30 **Social Media**

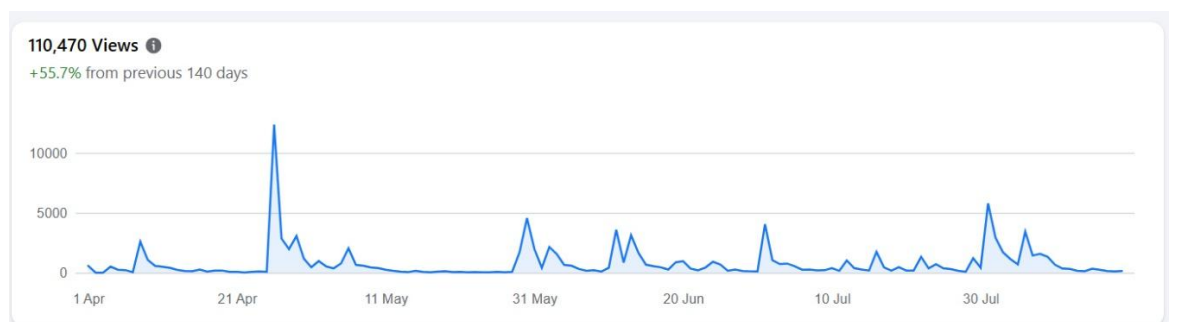
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- 6.31 Museum Blog - Image below showing relevant data from 1st April 2026 to 18 August 2026.



- 6.32

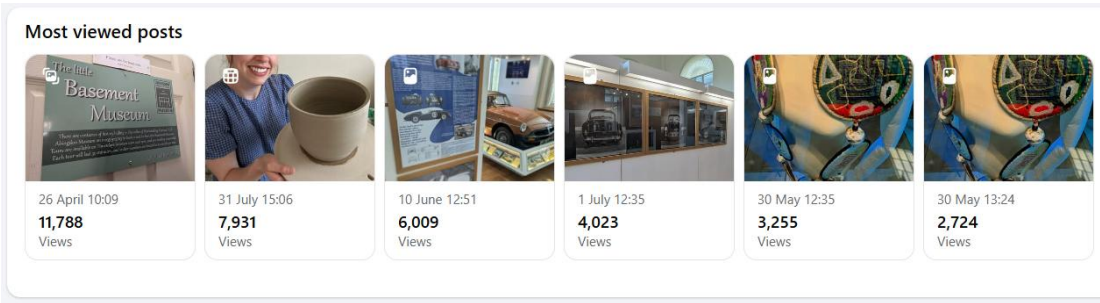
- 6.33 Facebook Page data report 1 April 2026 to 18 August 2026



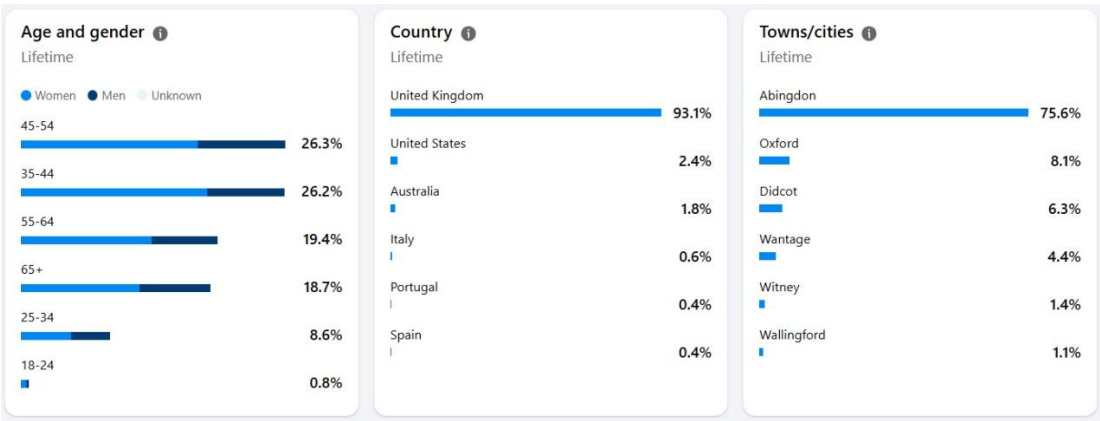
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6.35

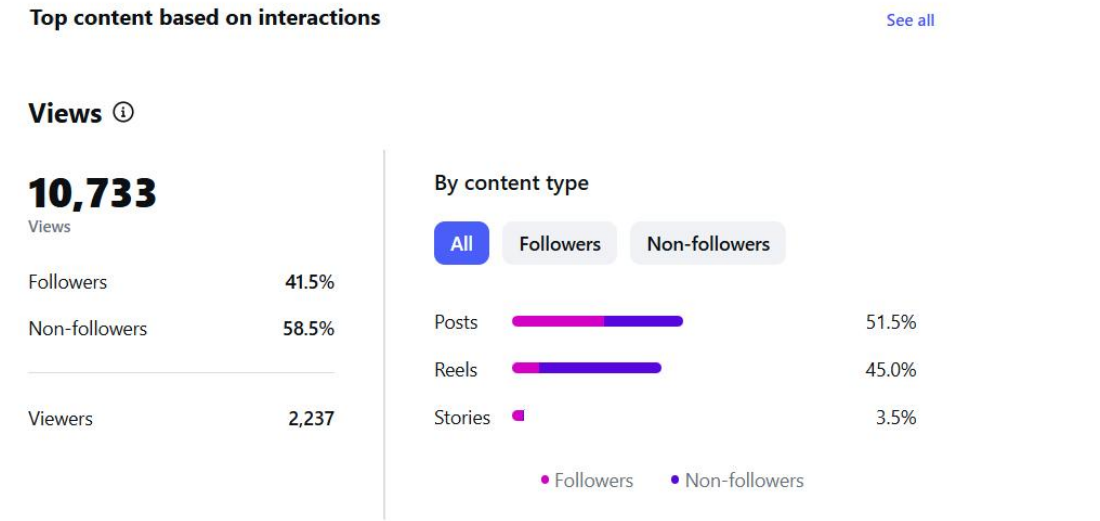


6.36

6.37 Abingdon Museum Instagram profile June to August 2026



6.38



6.39 Total followers for the Instagram account has reached 1,071 people.

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7 Climate change/green implications

7.1 No additional climate change / green implications to report.

8 Financial/budget implications

8.1 There are no additional financial implications regarding the current budget in this report.

9 HR implications

9.1 There are no current HR implications.

Dan Sancisi, Museum Manager, 28 August 2026