

APPENDIX 5 - Visitor numbers, partner investment and income levels for museums managed by HCCMAS during 2009-10

Museum	Visitors 09/10	Cumulative Visitors 02/03-09/10	09/10 Partner Revenue Investment £	Income (09/10) £	Net Expenditure 09/10 £	Cost/visitor 09/10 £
*Aldershot	12,285	88,952	46,000 (Rushmoor BC)	29,289	118,134	9.61
Alton (Curtis & Allen)	23,592 (8944 + 14,648)	174,166	0	11,803	156,350	6.63
Andover + MIA	31,757	309,237	95,000 (Test Valley)	20,783	138,115	4.35
*Basing House	6,900	57,239	0 ¹	15,892	80,086	11.61
*Bursledon Windmill	4498	50,928	33,000 (Eastleigh BC)	7,234	65,993	14.67
Eastleigh	28,213	170,796	66,750 (Eastleigh BC)	17,913	80,997	2.87
Gosport (SEARCH, Gosport Gallery, Museum on the Mezzanine)	76,386	488,881	60,000 (Gosport BC)	27,501	207,214	2.71
*Milestones	89,668	682,867	186,353 (Basingstoke & Deane)	610,597	573,921	6.40
Red House	24,435	173,179	119,200 (Dorset CC, Christchurch BC)	46,917	102,545	4.24
*Rockbourne	6,829	65,209	0	17,171	45,124	6.71
Westbury Manor	32,207	251,899	90,108 (Fareham BC)	22,227	113,346	3.51
Willis Museum	36,498	304,562	97,390 (Basingstoke & Deane)	13,608	148,195	4.06

Net Expenditure = gross expenditure minus income Cost/visitor = net expenditure divided by visitor number

* = entry charge applies (national figures indicate that entry charge decreases attendance by up to 50% and can lead to an increased cost/visitor)

¹ A capital grant has been provided by Basingstoke & Deane of £150,000 over 3 years