

1 Museum Management and Staff

1.1 Management

Note on general performance of service this quarter

Museum Development Plans

The Metric Survey for the Museum building and wider site has gone out for quotation, with a detailed brief and specification provided by Historic England. Four companies have quoted, three of which made a site visit and evaluation of the quotes will follow shortly when all have been received. The Heritage Impact Assessment for the Museum building has been finalised, with thanks to Museum Society director Douglas Kent for his advice; this will shortly go out for quotation to appropriate Historic Buildings specialists. Much of the Museum's busy outreach programme for the coming year will also feed into forthcoming applications to the National Heritage Lottery Fund (NHLF).

The Digital Strategy is progressing with a medium-term upgrade to the Museum's website nearing completion with TELA. Staff have been working with IT colleagues to pinpoint and resolve some of the computer network issues impeding digital working: access to the collections database Modes Complete has improved since it was transferred to a new server and plans are in place for a new faster broadband connection for the Museum in July.

Accreditation

According to the latest Arts Council England schedule, we are to expect our invitation to submit a new Accreditation return in July, with a deadline of 31 December 2023. Most Museum policy documents were reviewed shortly before the Covid pandemic and are still current, but a minor update to the interim Forward Plan will be necessary. A security review for Accreditation was organised in June by the Security & Premises Officer with Essex Police.

1.2 Staff, Volunteers and Work Experience

Weekend Team

Following the Council's recruitment process we held a day of interviewing and have recruited two additional casual Museum Assistants to join the team, starting next quarter.

Volunteers:

Coinciding with Volunteers Week in early June, all Museum Volunteers were sent a letter of thanks and certificate in recognition of their dedication and commitment. For the month of June, Curiosity Corner was devoted to a Volunteers Exhibition to celebrate the vital role they play in the Museum. On 20 June, our annual Volunteers Tea Party was held in their honour and provided an opportunity for updates, fire drill practice and other activities. Grateful thanks are due to volunteers Liz and Jerry for making historical food recipes for this event and, and their help with annual stock-take.

Thanks also to volunteers Angie and June for their help with refreshments at the Tea Party and for covering the additional Bank Holiday shifts. New volunteer Glennys was welcomed to the team this quarter.

Volunteers	Est Hours
Natural Sciences Volunteers (remote / outdoors support)	
Verge volunteers checked the March cut and installation of marker posts by Essex Highways and carried out ecological surveys at special verges.	25
Geologist provided extra information for Ashdon meteorite display in geology gallery and assisted with object identifications.	1.25
Geology documentation volunteer verifying and digitising fossils at Shirehill	11
Welcome Desk volunteers operating the Welcome Desk, shop stock and display, conducting and undertaking induction and till training, annual stock take and Volunteer's Tea Party	458.25
Human History Volunteers (including Archaeology)	
Two volunteers transcribing diaries for book publication	250
Volunteer undertaking local history research for future displays	24
Volunteer transcribing accession registers; drafting new accession entries	24
Archaeology volunteer	15
The Big Help-Out	
Several regular Welcome Desk volunteers helping to re-organise Inorganics store	4.5
TOTAL volunteer hours	813

1.3 Training and Seminars Attended (online & in person)

Date	Course and Staff
26 April	Digital Transformation course, Culture 24 (Collections Officer, Human History)
28 April	NatSCA Conference: So how do we actually do all this? (Natural Sciences Officer, JL)
10 May	Google Analytics 4 (Collections Officer, Human History)
2 June	Social History Curator's Group (SHCG), De-Colonisation Forum session (Collections Officer, Human History)
28 June	Museums Association (MA) Collection Disposals (Rationalisation) seminar (Collections Officer, Human History)

1.4 Health & Safety

Following a Council decision to fit a padlock to the internal door, of the rear lean-to, where cleaning materials are stored, contractors discovered that in addition to the known sheet of asbestos on the back of the door, there was a further sheet to the front covered in many layers of paint. This was discovered as a result of drilling, and required the attention of specialist asbestos contractors. The Museum was evacuated for a time while air tests and sealing of the door were carried out, and the door has since been replaced. There was no evidence of risk to staff or members of the public. There will be a full asbestos survey of the Museum in July.

2 Buildings and Site

2.1 Museum Building

The Council has delivered two second-hand, but serviceable gas boilers to the Museum, with the intention of using them to replace the very old and increasingly unreliable current units, of which only one is now in working order. These boilers are a little smaller than our present ones, but much newer and more efficient, and also a little more environmentally-friendly. This is a medium-term solution to the Museum's heating system, which will require total replacement as part of the long-term development plans.

In early June, three CCTV cameras were replaced by Saffron Security. All were old black and white units that had either ceased functioning or produced blurred images. In the Natural History Store, a new telephone using an existing extension, was installed for the safety of people working in the store.

2.2 Castle and Museum Site

Grounds Maintenance have recently strimmed the external area surrounding the Castle, behind the temporary perimeter fence. This is to allow fallen flints to be counted, in order to ascertain the scale of the problem and the feasibility of restorative work to once again allow public access to the building.

2.3 Shirehill Store

Other than a few minor issues with the intruder alarms this quarter, there is nothing to report.

3 Collections and Research

3.1 Acquisitions and Disposals

96 new acquisitions received this quarter (82 Human history, 13 Archaeology and 1 Nat Sciences)

- Ordnance survey maps of the district dated to the 1920s and 1940s
- Transport related ephemera

3.2 Collections Projects, Care & Conservation

Lost Language of Nature project

The Museum hosted a thank you event for the students of Joyce Frankland Academy, Newport, and their families, to celebrate their work with Janetka Platun to produce the artwork Nest. Representatives from the funders Essex Cultural Diversity Project also attended to view the artwork and share their thanks with all present.

Lost Language enjoyed a successful visit to Linton Children's Book Festival on 13 May, sharing rhymes and folk terminology with 176 visitors, and learning more from fellow exhibitors. We are now working with display company About Presentation to design a bespoke lightweight exhibition system for the travelling display, and progress is looking hopeful.

Greater in Spirit, Larger in Outlook (world cultures collection)

The Collections Officer (Human History) and Alice Lodge, Collections Connector (project assistant) have continued planning and preparation work for the project's exhibition opening at Epping Forest District Museum in September and establishing links with relevant community groups.

Collections Care Audits: Human History and Natural History

Work continues behind the scenes auditing, cataloguing and repacking a number of collections. We have a student volunteer working through the stored ceramics collection. Collections Officer (Human History) Jenny Oxley is working through the costume and textile collections and lining up volunteers to make padded hangers and calico bags for the items so they can be hung instead of boxed. She has also secured a grant from SHARE for a 1-day conservator review of the world cultures collections on display and in storage. Preparation and research work has started on the Museum's firearms collection to audit and prepare them for moving to a new storage location in the Museum; we await inspection and licence renewal from the Essex Police Firearms Unit and the Home Office respectively.

Following a conservation grant from AIM via Pilgrim Trust, we welcomed conservator Lucie Mascord to audit the SWM Natural Sciences store for possible improvements to storage, and recommendations for future storage solutions with redevelopment. We await Lucie's final report in July 2023.

Archaeology collections and archives from development

Re-organisation of the low-humidity store at Shirehill for archaeological metalwork is complete following transfer of the last objects from the Museum and there is spare capacity for foreseeable future needs. Attention is now turning on cataloguing backlog collections and incoming archives (Curator, assisted by volunteer Joanne Pegrum. These include finds from a small unpublished Roman site at Radwinter and some 19th-century pseudo-mediaval forgeries known as 'Billy's & Charley's'.

Additional archaeological documentation is being undertaken by James Lumbard (one day per month) and funded by archaeological deposition grant (charged to contractors on deposition of archives with the Museum). This is focusing on a large collection of metal-detected finds and coins acquired from a detectorist and researcher previously active in Uttlesford, mainly in the south-east of the district.

The steady stream of notifications from contractors continues for planning-related evaluations and excavations which will result in archives (reports and finds) being deposited with the Museum in due course. The Museum has participated in a project led by Essex County Council Place Services to review the issues affecting museums, storage capacity and archaeological contractors. While Saffron Walden

Museum is better-equipped with a modern store than some museums and is currently coping with the deposition of site archives from Uttlesford, capacity for bulk finds and human remains will be challenged as more archives arrive.

Environmental monitoring and digital dataloggers.

Hot weather in June has raised temperatures in the Shirehill store above the recommended threshold due to the lack of air conditioning. The humidifier in Shirehill Natural Sciences which malfunctioned at the end of the previous quarter was replaced in May. Relative humidity was maintained through makeshift means in the intervening period of dry weather. The new humidifier has double the capacity to store water for humidification, so is better equipped to maintain relative humidity at acceptable levels during very dry spells.

Insect pest traps

Traps in the Museum and Museum Store were monitored in May 2023. Monitoring of traps indicated a large ingress of woodlice into the Museum Natural History Store. It was tackled by sealing a hidden gap under the first step into the store, further spraying of insecticide, more cleaning and replacement of some pest traps.

3.3 Documentation

Backlog / updates	New Acquisitions	Backlog (existing collections not previously catalogued on Modes)	Edits and Updates to existing records
Human history collections	80	500 (coins & costume)	1500 (costume)
Archaeology		117 JL 81	
Natural Sciences	1 SK	14 SK	12 SK 17 DDavey 49 JL
Total	81	712	1,578

Other collection records	Excel records
Birds' Eggs (Natural Sciences Support Worker)	70
Fossils (Natural Sciences volunteer)	17
Accession register transcribing (Human History Volunteer)	100
Ceramic store inventory (Human History Volunteer)	500
Total	687

3.4 Loans In

The loan-in of meteorites and text panels for display to celebrate centenary of the Ashdon meteorite fall was returned.

Loaned in prop material from Uttlesford Foodbank and a wartime cookery booklet from the Gibson Library for the Feeding the Family exhibition.

3.5 Loans Out

Education cast of the Ashdon meteorite loaned out for a lecture about the meteorite.

The Fitzwilliam Museum, Cambridge has changed the dates of the exhibition for which we have already agreed to loan the Abolitionist Reticule. The original exhibition, titled *Enslavement and Resistance: Cambridge's World History* was scheduled for July 2023 – January 2024, but has now been reprogrammed as *Black Atlantic: Power, People, Resistance* to run from February 2025 to June 2025.

A formal loan request has been received from Hertford Museum for SAFWM : 165510 European grey wolf and SAFWM : LAB4332 Scorpion for exhibition from September 2023 to January 2024.

World cultures items will be going on loan to Epping Forest District Museum for the GSLO project exhibition from September 2023 until January 2024.

3.6 Object Identification and Enquiries

Object identifications this quarter: 10 (Human History: 0; Archaeology: 2 ; Nat Sci: 8)

- Various nodules and rocks (septarian, pyrite, flint, lava, iron furnace slag)
- Thorny oyster shell

Collections Enquiries this quarter: 30 (Human History: 24 Archaeology: 2 ; Natural Sciences: 4)

- Biological records of common and wall lizards
- Biological records of special roadside verge sites
- Pub history
- Canoe Model, Mortlock Islands, Papua New Guinea
- Sculpture collection
- Concealed shoes found in historic properties

3.7 Researchers

4 researcher visits this quarter

- Tudor Bed, found to be one of the earliest examples of its type.
- Newport Tollbridge sign
- Numismatics – metal detected collection

4 Displays and Visitor Services

4.1 Permanent Galleries

Geology Gallery: extra information was provided to enhance the section featuring the Ashdon meteorite.

Discovery Centre: trays of objects for viewing under the microscope were checked for damage and 8 trays repaired.

Children's colouring station returned to 'sandpit area' in the Great Hall (Early History gallery) with invitations to visitors to draw a self-portrait for the Summer Art Trail.

4.2 Temporary Exhibitions

The ***Feeding the Family*** exhibition opened on Saturday 1 April, following a private view on Friday 31 March and will run until Sunday 9 July. The exhibition was curated by the Collections Officer (Human History) and Curator and drew on the the Museum's collections, supplemented by some replica equipment and food. It presented a series of table settings from Roman times to the present day, exploring what people ate and how they prepared meals. The exhibition included a display about Uttlesford Food Bank. Much of the replica food was made by the Learning & Outreach Officer with some items made to order by Replica Warehouse. Food historian Monica Askay provided historically-based recipes for 'finger food' ranging from medieval times to early 20th century for the private view and a team of adventurous Museum volunteers and Musuem Society members enjoyed making these; guests much enjoyed tasting them!

Preparations have been made for the ***Uttlesford Open Art Exhibition*** which will open in July (curated by the Learning & Outreach Officer). This is the Museum's first open-call judged art exhibition. Artists, aged over 18 who are living, working, or studying in Uttlesford or within 20 miles of Saffron Walden Museum have submitted artworks for judging on the theme of "A Sense of Place: The people, places and landscape of Uttlesford". An Art Trail around the town centre is also being organised to promote the exhibiotn and other local venues.

Object of the Month has continued online and in the Stansted & District Flyer:

April	Serpent musical instrument	Collections Officer, Human History
May	Sponge fossilised in flint from Radwinter	Natural Sciences Officer, SK
June	Dragonfly larva skin	Natural Sciences Officer, JL

Curiosity Corner : (Learning & Outreach Officer)

April - May	Bird Song and Nests
June	Volunteers week display (Young Volunteer, Anabelle Atters)

Your Stories: (Collections Officer, Human History)

April- June	Lodge / Cabin Home Educator Group, Hidden Histories Project display
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4.3 Visitor Services

4.3.1 Visitors total this quarter :

Category	April	May	June	Total
Child Admission	309	136	123	568
Adult Admission	674	324	367	1365
Free Admission	90	174	23	287
Sub Total:	1,073	634	513	2,220
Schools - Children	-	75	108	183
Schools - Adults	-	9	20	29
Total	1,073	718	641	2,432
No.of visitors on site for outdoor relay of Coronation concert 7 May				499
Total incl. Coronation event				2,931

4.3.2 Income from Admissions, Shop and Donations

Income Category	April	May	June	Total (£)
Admission	1,423.25	644.00	732.25	2,799.5
Shop - Books	120.34	97.26	63.35	280.95
Shop - Souvenirs	593.15	403.80	279.90	1,276.85
Donations	6.03	1.58	164.63	172.24
Sub Total:	2,142.77	1,146.64	1,240.13	4,529.54

Shop Showcase:

Month	Topic	Product(s)
April	Feeding the Family Exhibition	Victory in the Kitchen Book
May	Coronation (<i>invitation border featured wildflower meadow and wildlife</i>)	DM Collection Greeting Cards: Butterfly, Bee, Ladybird
June	Salads from medieval times to World War 11 event	Victory in the Kitchen Book

4.4 Publicity, Marketing

Published Articles (in print and online)

Date	Publication	Subject	Photo
April	Stansted Flyer*	Object of the Month (April)	Y
6 Apr	Dunmow Broadcast	Feeding the Family exhibition	Y
6 Apr	SW Reporter	Ashdon meteorite centenary & display at SWM and Feeding the Family exhibition	Y
6 Apr	Walden Local	Coronation screening advance publicity	Y
6 April	Walden Local	Targeting talk SWMS; Gibson library recipe book display	Y
11 Apr	Bishop Stortford Independent	Feeding the Family exhibition	Y
13 Apr	Walden Local	Feeding the Family Exhibition	Y
13 Apr	Walden Local	Open Call Art Exhibition	Y
27 Apr	Walden Local	Coronation events (SWTC) Museum & Castle Grounds	Y
May	Stansted Flyer*	Object of the Month (May)	Y
1 May	Historypin	Northampton Museum Concealed Shoe Index digitisation project on Historypin, Saffron Walden Shoes	Y
4 May	Walden Local	Coronation celebrations in the museum & castle grounds	Y
11 May	SW Reporter	Coronation Celebrations incl. the museum & castle grounds	Y
11 May	Walden Local	Lodge Group – hidden history display & Open Art Exhibition (Ian Wolter & Heath Kane)	Y
11 May	Walden Local	Coronation Celebrations – Thank you, summary article	Y

19 May	Essex Summer of Culture Guide	"Explore our marvellous museums" : Summer Issue, page 27	Y
June	Stansted Flyer*	Object of the Month (June)	Y
1 Jun	SW Reporter	Hidden History, Lodge Project	Y
1 Jun	Walden Local	Taste of History Event, History of Salads	Y
7 Jun	Walden Local	SW Museum Society Talk, Roman Life in Bishop's Stortford	Y
8 Jun	SW Reporter	Taste of History Event, History of Salads	Y
22 Jun	Walden Local	Tony Watson, SW Museum Society, British Empire Medal	Y
22 Jun	SW Reporter	Lion Trail, Summer Holidays 2023	Y
28 Jun	Walden Local	Quiz page answer; Volunteer tea party; Museum Soc. talks	Y
29 Jun	SW Reporter	Tea Party for Volunteers	Y

4.5 Online, Website and Social Media

Social Media and Email Newsletter

Twitter	Followers: 2,293
Facebook	Followers: 1,600
Instagram	Followers: 1,215
Email Newsletter	Followers: 1,597

Saffron Walden Museum Website

	Visits	Unique Visitors
April	7,956	6,691
May	9,809	8,066
June	3,566	1,262
TOTAL for Q1	21,331	16,019

Visits: the number of visits made by all visitors. (This could be described as the number of "sessions", implying the possibility of multiple pages per visit and multiple visits per unique visitor).

Unique Visitor: the number of persons or computers (hosts) that have made at least 1 hit on 1 page of the website during the current period. If a user makes several visits during this period, it is counted only once. Visitors are tracked by IP address, so if multiple users are accessing the website from the same IP (such as a home or office network), they will be counted as a single unique visitor.

The museum website is currently being re-designed and will be relaunched this Summer with google analytics 4 in place, providing more detailed qualitative data on the website's performance.

Trip Advisor

The Museum ranks Number 2 out of 19 things to do in Saffron Walden on this Travel and Tourism review website; of the 156 reviews, 110 rate us as 'Excellent'.

5 Education, Events and Outreach

5.1 Learning & Outreach

Learning Activity	Details	Users		Income £
		Children	Adults	
Schools Outreach				
21 March	Newport Primary School – Time Travel session	60	4	120
17 May	Ashdon Primary - Egypt	17	3	120
School sessions : at the Museum				
2 May	Heritage School – Senses	15	3	57.60
16 May	Rayliegh School – Fossils	60	6	216.00
6 June	Fowlmere School – Egypt	26	5	93.60
13 June	Dame Bradbury – Toys and Games	26	5	93.60
Self Guided School Visits				
21 June	Tower Hamlets School	25	5	0
22 June	St Mary's School Saffron Walden (TBC)	31	3	0
27 June	Bedazle Arts – bespoke Education Quiet Visit		2	0
Sub-Totals C/F	Outreach to school sites (users, not visitors)	77	7	£ 240.00
	School visitors in Museum (Table 4.3.1)	183	29	£ 460.80

April – June 2023

Learning Activity	Details	Users		Income £
		Children	Adults	
Loan Boxes				
April -May	Thaxted Primary - Romans	30	3	24.00
April - May	St Marys Saffron Walden – WW2	30	3	24.00
April - May	Thurlow School, Romans	26	3	24.00
24 May – 1 week	Saffron Walden Library partnership loan Local History	100	50	0
Holiday Activities				
4 April	Jumping Bunny puppet	42		100.80
5 April	Easter Egg Suncatcher	38		91.20
6 May	Coronation Crown Craft	30		150
30 May	Green Man Mask	11		26.40
Uttlesford Open	Uttlesford Open submissions and artists support		58	625.00
13 May Linton Book Fest	Outreach activity at Linton Book Festival (adults and/or children)	176		180.00
Free activities funded by Rotary Saffron Walden (£300)				
24 May	Make and Munch		1	0
1 June	Lion Decorating	20	20	0
17 June	Make and Munch	3		0
24 June	Messy Clay	5	3	0
On-Line learning sessions on Learning Hub	Sessions on lessons pages on the learning hub (adults and/or children)	224		0
Sub-total	Children and adults counted separately	335	141	1,245.40
	Linton Book Festival and Learning Hub	400		
B/F from above	Combined Sub-Totals from previous page	260	36	780.00
Total	Users: 595 children + 177 adults + 400		1,172	£2,025.40

5.2 Events on-site (in Museum and grounds and at Shire Hill Store)

Date	Event	Users		Income £
		Children	Adults	
1-10 Apr	Handling sessions for museum visitors with Ashdon meteorite education cast	-	-	
11 April	<i>Lost Language of Nature</i> evening event for preview of artwork (see 3.2)	6	13	
4-5 April	Easter hol activities – child participants recorded in 5.1	80		192.00
6 May	Coronation Event – Craft activity stats recorted in 5.1	30		150.00
7 May	Coronation evening event – live relay of Windsor concert in grounds, site capacity reached		499	
24 May – 24 Jun	4 Free activities as recorded in 5.1, funded by a grant from Saffron Walden Rotary	28	24	
30 May	Green Man Mask –recorded in 5.1	11		26.40
20 June	Volunteers Tea Party (Museum team event/training)			
23 June	UDC Staff Garden Party			
	Total 499 + 155 children + 37 adults = 691	155	37	368.40

For the Coronation weekend 6 – 7 May, the Museum teamed with Saffron Walden Town Council and Mack Productions, to provide the outdoor venue for live screenings of the Coronation and the concert from Windsor Castle. The Coroanation was well-attended, despite the damp and cool weather, and the audience for the concert on the Sunday evening reached maximum site capacity (499).

5.3 Outreach (Museum activities, talks and lectures at other venues or remotely via Zoom)

Date	Event	Users	Income £
2 May	Ashdon meteorite talk with loaned cast by Essex Rock and Mineral Society	26	0
13 May	Linton book festival – see 5.1 for details	176	0
-	2 Schools Outreach visits - see 5.1 for details	84	240
-	Learning Hub online engagement – see 5.1 for details	224	-
	Total	510	240

5.3.1 Museums and Local Groups: support and liaison (Uttlesford) 1 Groups, 3 meetings

- Special Roadside Verges: check March cut and post installation, distribute 22 survey forms, 1 meeting with new surveyors 21/6 , 3 planning application comments, 1 survey. NSO, SK
- Saffron Walden Library, ongoing partnership working
- Lodge/Cabin home education group, Saffron Walden – hidden histories project display (Your Stories) and Lion Trail involvement.
- Uttlesford Foodbank – *Feeding the Family* exhibition & ongoing partnership working
- Essex Record Office, Saffron Walden Archive Access Point, Saffron Walden – research enquiries
- Gibson Library – research enquiries and ongoing partnership working
- Essex Wildlife Trust (Uttlesford) AGM (Natural Sciences Officer SK)
- Ashdon Museum + Essex Rock and Mineral Society – event for centenary of Ashdon meteorite fall (Natural Sciences Officer SK)
- Great Dunmow Museum AGM (Curator)
- Cultural Strategy evening meeting (Curator)
- Saffron Walden Searchers Metal Detecting Club, evening meeting (Curator)

5.3.2 Meetings, Support and Involvement in professional and other organisations outside Uttlesford

- Essex Rock & Mineral Society, loan of Ashdon meteorite cast for lecture (Natural Sciences Officer)
- Epping Forest District Museum, *Greater in Spirit Larger in Outlook* Project
- Shared contacts for cultural outreach with Place Services at ECC to support a community archaeology outreach programme; meeting with ECC Place Services archaeologist and Thurrock Play network re outreach project (Learning & Outreach Officer)
- Society for the Protection of Ancient Buildings (SPAB), joint pargetting research project placement
- Museums Essex – trustee and general museum meetings
- Culture 24 – Digital Transformation
- Ambitious Women in Essex, Business Network (regional International Women’s Day events)
- SHARE East of England – Digital Transformation & Museum site visit
- Essex County Council Place Services – participation on archaeological archives project (Curator)

5.4 Local Performance Indicator

Performance Indicator PI 49	Q1 Actual	Q1 Target	Annual (Cumulative)	Annual Target 2023-24
Service Users	3,221	3,100	3,221	13,000

These figures do not include the 499 visitors to the Museum & Castle grounds on 7 May for the outdoor screening of the concert from Windsor castle. If these figures (499) were included, total users would be 3,720

Users are all those engaging with the Museum Service in person or through other media, and include:

- those visiting the Museum site and Museum outdoor events on site (visitors, table 4.3)
- those attending off-site events or benefitting from outreach services (e.g. learning and reminiscence work in schools and care homes; children and adults using loan boxes or activity packs; audience for a talk, store tour or other off-site activity by Museum staff)
- those using the Museum service 'remotely' (enquiries, research and services by phone, email, post)

This definition of Users excludes website visits and social media followers, but these figures are reported separately in 4.4 above as a measure of the Museum's on-line profile

Comments on this quarter's figures:

The Museum has met and slightly exceeded its target by 4% with a wide-ranging programme of learning and outreach activities this quarter, on and off site. This builds on the gradual recovery of visitor and user figures from 2022/23 after the Covid pandemic. If site visit for the outdoor screening of the Coronation concert were included, user figures would have exceeded target by 20%.