

## Our Audiences

**The Museum welcomes over 700,000 people each year to our two public sites. These are complemented by 1.3 million unique visits to the website. The Museum's visitors comprise local people, visitors from across the UK, and a growing international base. Our focus is to put visitors' needs and expectations at the heart of all exhibitions, galleries and programmes.**

**Cosford Visitors:** 370,319 visits to the Cosford site during 2016.

**London Visitors:** 347,537 visits to the London site during 2016.

The Museum's London site has welcomed over 34,000 students and teachers from 640 schools for formal learning sessions and self-guided tours. The Access and Learning team delivered 686 workshops - with primary schools studying topics related to the Second World War continuing to form the largest group. However, this year has also seen an increase in secondary schools and colleges visiting for engineering-related studies. The team have delivered 16 on-site talks/tours to 335 adult learners from the University of the Third Age in the same period.

At Cosford the Schools Programme continued to flourish with well over 22,000 students and teachers from 590 schools using the Museum for educational activities. In all 680 school workshops were delivered.

Informal learning also continues to thrive with our events and activity programmes. Activity and outreach sessions are complemented by a series of major events which are growing income generators for the Museum. These have included Spitfire 10K runs at both sites and a Food Festival and our first sleepover at Cosford.

In addition, a programme of outreach activities at both sites are growing new local partnerships and engaging the Museum with a broader and deeper range of communities on our doorstep.

Meanwhile, the Museum's research programme continues to develop with lectures, seminars and conferences designed to further our academic reach. These are supported through partnerships with the Royal Aeronautical Society, the University of Exeter, University of Wolverhampton, the RAF Centre for Air Power Studies and the British Commission for Military History.