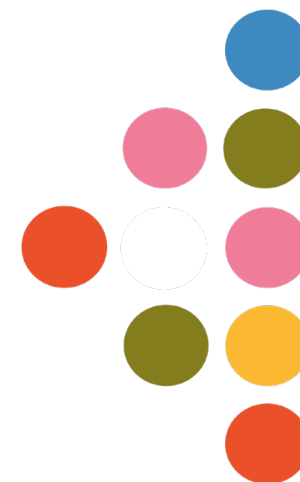


Report: Quarter 1 25/26

Date: July 2025

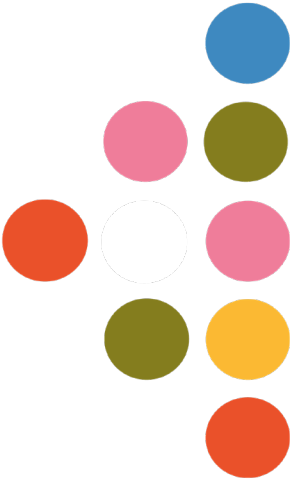
1. Visitor Data
2. Curatorial update
3. Volunteers
4. Social Media Statistics
5. Events
6. Exhibitions
7. Finances and grants



1. Visitor Data

Museum Visitors	Year to Date	Q1	Q2	Q3	Q4
24/25	14065	3942	3505	3464	3154
25/26	3809	3809			

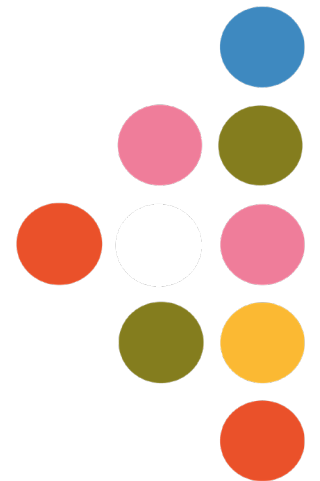
School Visitors	Year to Date	Summer term	Autumn term	Spring term
24/25	1902	922	483	497
25/26	824	824		



1. Visitor Data

Visitor data analysis

- School numbers were slightly lower for this summer term due to a late Easter holiday – balances across the school year. Numbers were impacted earlier in the year by disruption with the Jacquard Studio works.
- Group visits are lucrative but numbers are low currently. Lack of marketing potential during Q1 – due to increase in Q2. Priority area being worked on with support from Alison Duckworth.
- Cardboard Clues has been good at bringing in new visitors. This is running through the school holidays and anticipate it will be good for visitor numbers in that time. Participants do stay for a long visit and spend (low level) in shop and café.
- New interpretation for mill and changes to opening due in Q2.



2. Curatorial update

All the children absolutely loved it and they were so inspired by the pattern books. They're really excited to make their own patterned flag next week!

Main activities this quarter

- Pattern book audit complete. Positive outcome with more books suitable for handling than anticipated. Outreach work started with books going out to Prestbury School.
- Machine volunteers making great progress with the machinery. 95% of the way towards having a working Rapier Loom, opening the potential to the production of limited edition fabric.
- New 'Weaver in Residence' in Paradise Mill (Eleanor Godfrey). She is going to be working on the Dobby Loom and holding workshops, producing new work and creating an exhibition for the mill. This is funded by the Granada Foundation
- Bea Uprichard and Ruth Farris have been awarded funding from Heritage Crafts to test the financial viability using the working machinery in the mill commercially for luxury textile production, building on their relationship with the museum.



3. Volunteer update

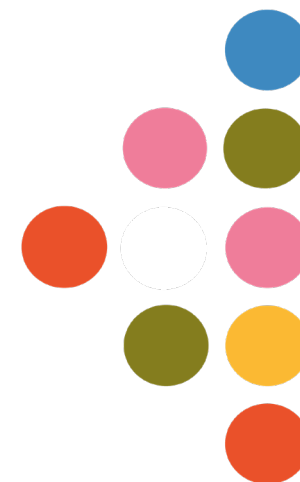
Volunteer hours (Q1) – 956.75hrs (1502.75 same period last year). This has a value of over £11,000 to the Trust

Roles being advertised currently:

- Weekend Front of House Volunteers
- Weekend Paradise Mill Volunteers
- Special Event Volunteers

Volunteer training:

Celebration of our volunteers, and thanks given to them, on social media during National Volunteers Week (June '25)



4. Social Media update

Facebook

 Top content by views



Tomorrow don't miss your first opportunit...

2 April 12:00

12K 166
4 14



Paradise Mill is the sole survivor of...

13 April 11:19

8.4K 105
1 15



Memories of Paradise Mill

Do you have stories about Paradise Mill?

We'd love to hear them!

Date: 28th April
Time: 2-5pm
Location: The Silk Museum, Park Lane, Macclesfield

We are on the lookout for new stories to tel...

4 April 12:00

4.7K 26
2 5

Instagram

 Top posts by interactions



A SMALL SPACE

An exhibition of works by 20 artists at the Silk Museum Macclesfield SK11 6TJ 5th July - 23rd August 2025

Really looking forward to bringing...

27 May 10:09

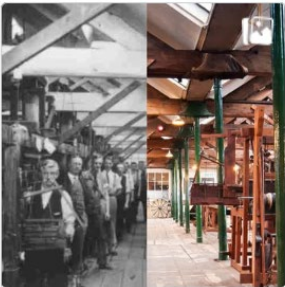
113 94
14 5



New Space, New Opportunities . We a...

19 May 04:00

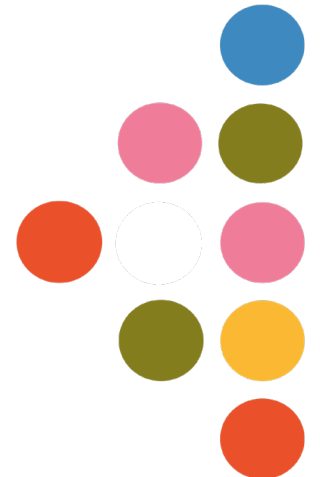
94 79
13 1



Tomorrow don't miss your first opportunit...

2 April 11:00

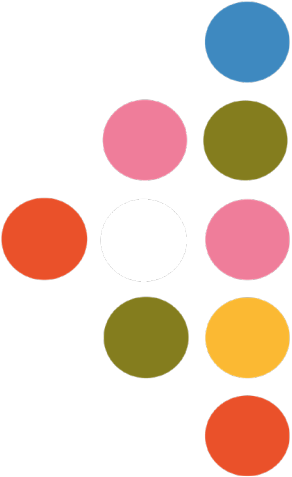
69 65
0 2



5. Events update

We came to The Herds workshop. It was our first time in the museum. We loved the session – the whole family did – and we will be back.

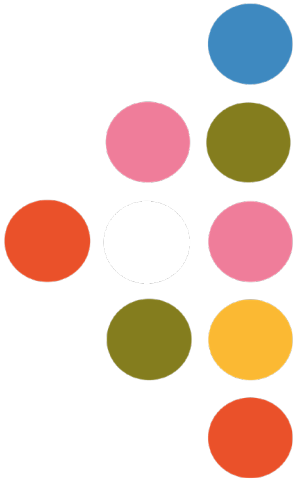
Date	Event	Audience
April '25	Series of events linked to Cheshire East Eye Society 150	Visually impaired / local schools / local adult community
April '25	Crochet in the cafe	Adult crafters – trialling new usage of café area
April '25 – June '25	'Threads of Nature' – workshops & installation	Families / Home Educating Families / Environmental activists
May '25	Plant Sale	Local adults
May '25 – June '25	Cardboard Clues	Families / Out of town visitors
June ' 25	Dyeing workshops	Local adult craft community



6. Exhibitions update

Dates	Exhibition title	Artist(s)
April	East Cheshire Eye Society – 150 celebration	Local schools
May	Temporary, with a view to becoming permanent	Mike and Jann Thorpe
June	Now and Then	Ten Plus Textiles – adult textile art group
April	Have a Dabble Art Group	Adult art group who meet at the museum
May	A journey to wellbeing through creativity	Pathway Students, Macclesfield College
June	Counterpoints	Dan Fone, local artist

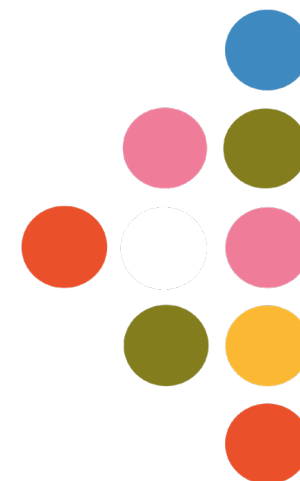
I never dreamed that I would get my artwork in a museum. I have loved seeing it here and am going to bring all my friends to see it.



7. Finance and grants

Finance update (Q1) – 23,386.16

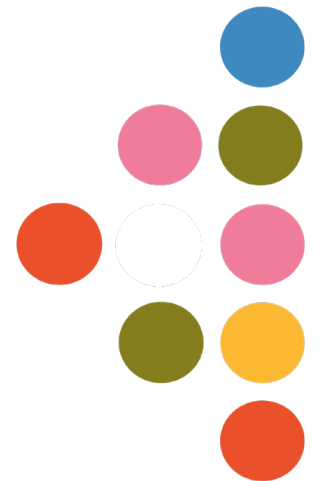
Time Period	Total retail spend	Average retail spend per head	Average total spend per head	Total spend through till	Average transaction value
2024/25	11,868.53	3.01	5.80	22,897.17	15.15
2025/26	8432.49	2.21	6.14	23,386.16	16.21
Change	-29%	-26%	+6%	+2%	+7%



8. Q2 Headline Community Activities

Coming up:

- New exhibitions – Small Spaces, Dyeing through the seasons (linked to the garden)
- Summer programme of family activities linked to Town Council ‘Do Something Summer’
- Britain in Bloom judging
- Launching an outreach offer for Education
- 1261 Festival
- PhD student visit to the Godwin Pattern Books. New opportunity for digital analysis.
- West Park paintings installed in the Town Hall
- Installation of the Community Display Case in the museum. Working with Just Drop In, Pinc college and home educating families to start with.
- Launch of Museum activities for adult visitors (trails, room guides and quizzes)
- Launch of new audio-visual interpretation in Paradise Mill.
- Heritage Open Days activity in the museum and mill.





9. External Funding Pipeline

Projects underway with funding from public bodies, Trusts & Foundations

Paradise Mill

£5000 Rogers & Goffigan sponsorship for Loom Restoration

£2500 Granada Foundation for Weaver in Residence

£28000 Arts Council Unlocking Collections for new interpretation

£125,250 Headley Trust Senior Curator Paradise Mill - 3 years

£29000 Pilgrim Trust for Cartwright & Sheldon collections care & development

Silk Museum

£15000 Foyle Foundation for developing Café as a Community Hub

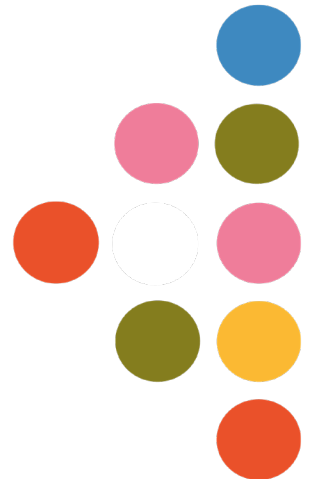
£5000 Museum Development North to establish Audience Baseline

£165000 Arts Council Capital Improvement Programme – Jacquard Studio

£227,223 National Lottery Heritage Fund – Resilience programme

£12000 Small grants from CEC, MTC, Museum Development

£20000 Revenue grant from MTC





10. External Funding Pipeline

Current Funding Applications Submitted

Linbury Trust - £9500 for Silk Museum Energy Audit, monitoring and thermographic modelling

CEC Shared Prosperity Fund - £105538 for redevelopment of School Room as Community Creative Hub

Current Funding Applications in Process

MEND – £495000 Arts Council museum repair fund – following successful Expression of Interest, Full Application being developed to address complex environmental problems that are impacting collections, staff and visitors

Funders being cultivated

Rausing Trust and Fidelity UK Foundation

