

Staffordshire and Stoke-on-Trent Joint Archives Committee

Thursday, 24 February 2011

10.30 am

Civic Centre, Glebe Street, Stoke-on-Trent, ST4 1HH

(Map attached)

John Tradewell
Director of Law and Democracy
16 February 2011

A G E N D A

1. **Apologies**
2. **Declarations of Interest in accordance with Standing Order 16**
3. **Minutes of the meeting held on 22 November 2010** (Pages 1 - 4)
4. **Appointment of Vice-Chairman**

Following changes to the Cabinet Portfolios at the County Council membership of the Committee has changed and Pat Corfield, Cabinet Member for Culture, Communities and Customers, has been appointed vice Ben Adams

5. **Annual Implementation Plan, 2010-11: Predicted Outturn Performance**
(Pages 5 - 20)

Joint report of the Director for Place and Deputy Chief Executive and the Director of Adult and Neighbourhood Services

6. **Predicted Outturn 2010/11 and Proposed Revenue Budget 2011/12**
(Pages 21 - 30)

Joint report of the Director of Finance and Resources and the City Director of Central Services

7. **Award of Customer Service Excellence Standard** (Pages 31 - 34)

Joint report of the Director for Place and Deputy Chief Executive and the Director of Adult and Neighbourhood Services

8. **Date of next meeting - Thursday 16 June 2011 at the County Record Office, Eastgate Street, Stafford.**

9. Exclusion of the public

The Chairman to move:-

“That the public be excluded from the meeting for the following items of business which involve the likely disclosure of exempt information as defined in the paragraphs of Part 1 of Schedule 12A (as amended) of the Local Government Act 1972 indicated below”.

PART TWO

(All reports in this section are on pink paper)

Nil

Membership

Pat Corfield
Ross Irving (Substitute)
Hazel Lyth (Chairman)
Mike Maryon (Substitute)

Ian Parry
Kath Perry (Observer)
Liz Staples (Substitute)



Civic Centre
- please use main entrance in Glebe Street.

Stoke-on-Trent City Council
Civic Centre
Glebe Street
Stoke-on-Trent
ST4 1HH

Parking
- please use the Kingsway public car park

MINUTES

**Staffordshire and Stoke-on-Trent Joint Archives Committee Meeting –
22 November 2010**

Present: Ben Adams, Ross Irving, Mike Maryon and Kath Perry

Apologies for absence: Hazel Lyth and Ian Parry

PART ONE

Vice-Chairman in the Chair

9. Declarations of Interest in accordance with Standing Order 16.5

No declarations at this meeting.

10. Minutes of the meeting held on 17 June 2010

The Committee were updated on the progress of the application for the designation of the Staffordshire and Stoke-on-Trent City Council Archive Service Holdings.

RESOLVED – (a) As agreed at the meeting on 16 March 2010 the City Council nominated Ross Irving as a substitute member to represent the City Council in the event that Ms. Lyth was unavailable. Ross Irving was welcomed to the meeting.

(b) That the minutes of the meeting held on 17 June 2010 be confirmed and signed by the Chairman.

11. Proposed Revision to the Joint Agreement for Archives

The Committee considered a joint report of the Interim Director of Place and Deputy Chief Executive and the Director of Adult Social Care, Health and Communities (Schedule 1 to the signed minutes) detailing proposed changes to the Joint Agreement for Archive Services.

The Committee noted that the Joint Agreement for Archive Services, between Staffordshire County Council and Stoke-on-Trent City Council, was last updated in 2003. A review of the content of the Joint Agreement was therefore long overdue. They noted that there had been recent changes to the constitution of the Stoke-on-Trent City Council. In addition new proposals have been made in relation to the future definition of the revenue budget for the Joint Archives Committee. The Head of Archive Services detailed the amendments to the agreement including the revenue budget changes. The representative from PricewaterhouseCoopers confirmed that the proposed amendments to the Joint Agreement had the agreement of the external auditors.

The Joint Agreement for Archive Services between the County Council and the City Council had been re-drafted to reflect these changes and proposals. As part of this work the opportunity had been taken to update and to clarify other clauses of the Agreement where necessary.

Subject to the approval of the Joint Archives Committee, officers would make the necessary arrangements for signing and sealing of the revised Joint Agreement by both authorities, so that it was in place before the budgets were set for the next financial year, 2011/12.

The Head of Archive Services expressed her thanks to Michelle Rowe and Kristina Taylor, Legal Services officers from both Authorities, for their help in revising the agreement.

RESOLVED – That the proposed changes to the Joint Agreement for Archive Services, as set out in Appendix 1 of Schedule 1 to the signed minutes, be approved.

[The Chairman agreed to change the order of the meeting and took the Final Accounts Report (2009/10) as the next item]

12. Final Accounts Report (2009/10)

The Committee considered a joint report of the County Council's Director of Finance and the City Director of Finance presenting: the Annual Governance Statement; the Statement of Accounts and the final outturn for the Joint Archive Service for 2009/10 (Schedule 2 to the signed minutes).

The draft 2009/10 Statement of Accounts was approved by this Committee on 17 June 2010 and the audit commenced on 16 August 2010. The accounts were available for inspection from 28 June to 23 July.

When the audit commenced on 16 August the auditors found that working papers were not of the standard they would expect and that improvements were required. The financial statements were re-worked and the final version of the accounts is available on the Archives' website. The revised financial statements were passed to the auditors.

The audit has now been completed and the report of the auditors, PricewaterhouseCoopers (PwC), is elsewhere on this agenda. As part of normal year end processes the Director of Finance and Resources was required to make a written representation to the auditors expressing an opinion as to whether the accounts give a true and fair view of the financial position of the Council in accordance with the appropriate rules and regulations letter. The Committee noted the contents and were asked to approve the letter.

The Director of Finance and Resources (SCC) expressed his thanks to both PwC and the staff of both authorities for their hard work and professionalism in undertaking the final accounts process.

RESOLVED – (a) That the report be received.

(b) That the letter of representation be approved.

13. Report to those charged with Governance

The Committee received a report of PricewaterhouseCoopers, Auditors to the Joint Committee summarising the results of their audit of the Staffordshire and Stoke-on-Trent Joint Archive Committee (Schedule 3 to the signed minutes). It set out those matters arising from the audit of the financial statement, and the audit fees.

The Committee noted that the initial draft financial statement and working papers were found not to be an adequate standard and the financial team revisited both the accounts and the working papers and resubmitted them. The audit of the revised draft of the financial statements did not identify any errors which required amendment.

RESOLVED – (a) That in future years measures were put in place to ensure that both draft accounts and the supporting, working papers provided to audit were of an adequate standard.

(b) That the report be noted.

14. Predicted Outturn 2010/11

The Committee considered a joint report of the Director of Finance and Resources and the City Director of Finance detailing the current predicted outturn for the Joint Archive Service for 2010/11 (Schedule 1 to the signed minutes).

Members noted that the latest revenue outturn forecast showed a predicted underspend of £17,121, which would be transferred to the General Reserve at the end of the financial year. The current balance on the General Reserve was £113,344 of which £82,000 had already been earmarked. In total the Committee were asked to agree earmarking of up to £82,000 towards the following:

Alterations/Environmental Controls at Stoke	£30,000
Microfilming Staffordshire electoral registers	£2,000
Adaptations for new Outstore	£50,000

The Archive Acquisition Reserve had a balance of £65,859. towards the purchase of new collections.

RESOLVED – (a) That the report be received.

(b) That the sum of £82,000 be earmarked from the General Reserves for; alterations / environmental controls at Stoke; the continuation of the microfilming programme for Staffordshire electoral registers; and adaptations for the new Outstore.

15. Review of Fees and Charges 2011 - 12

The Committee considered a joint report of the Interim Director of Place and Deputy Chief Executive and the Director of Adult Social Care, Health and Communities (Schedule 5 to the signed minutes) for the proposed amendments to the scale of fees and charges to be applied by the Joint Archive Service with effect from 1 April 2011.

The Committee noted that the Archive Service was free at the point of personal use by members of the public visiting its reading rooms. Fees and charges were levied for a variety of additional services which customers choose to use or to buy. The Service uses the income to support its budget and, where possible, any surplus income was re-invested in service improvements. A full review of the current scale of fees and charges for 2010-2011 had been carried out to determine appropriate levels of fees and charges for 2011-2012. Factors which had been taken into account included increases to VAT from 4 January 2011 and re-assessments of the staff time involved in the provision of some services. The impact of the current financial climate on the demand for some paid services had also been considered. The Committee noted details of the proposed scale of new fees and charges to apply from 1 April 2011 detailed in the report.

RESOLVED – That the fees and charges detailed in Appendix 1 of Schedule 5 to the signed minutes be approved for introduction by the Joint Archive Service for 1 April 2011.

16. Date of next meeting - 24 February 2011

RESOLVED – That the next meeting of the Staffordshire and Stoke-on-Trent Joint Archive Committee be held on Thursday 24 February 2010 at 10.30 am, at the Stoke-on-Trent Civic Centre.

Items for Information

New Outstore for Archive Services

The Committee noted that work was ongoing at the new Outstore - a specifically modified archive storage unit, and it was hoped that the Archive Service would move in at the end of March. The new Outstore would support the Services' ten years storage strategy.

Repatriation of Historic Archive Document

The Joint Archive Service had received an historic document from Dunedin Public Library, New Zealand. This was the Churchwardens' account book for Harlaston, near Tamworth, from 1773 to 1850. How the document had found its way to New Zealand originally is unclear but it did require an export licence to enable it to be returned to Staffordshire, as it is a protected item. The document will be displayed at St Matthews Church, Harlaston, Tamworth, at a special publicity event on 13th December 2010 before being placed in the Staffordshire Record Office with the other Harlaston parish records. The Head of Archive Service expressed her thanks to Anthony Tedeschi, the Rare Books Librarian at Dunedin Public Library for all his help in this matter. Members then had the opportunity to view the document.

Chairman

Documents referred to in these minutes as Schedules are not appended, but will be attached to the signed copy of the Minutes of the meeting. Copies, or specific information contained in them, may be available on request.

Local Members' Interest
N/A

**STAFFORDSHIRE AND STOKE-ON-TRENT JOINT ARCHIVES COMMITTEE
24 FEBRUARY 2011**

**JOINT REPORT OF THE DIRECTOR OF PLACE AND DEPUTY CHIEF EXECUTIVE AND THE
DIRECTOR OF ADULT AND NEIGHBOURHOOD SERVICES**

**STAFFORDSHIRE AND STOKE-ON-TRENT ARCHIVE SERVICE:
ANNUAL IMPLEMENTATION PLAN, 2010-2011:
PREDICTED OUTTURN PERFORMANCE**

1. PURPOSE OF THE REPORT

- 1.1 To report to the Committee on the predicted outturn against the targets set in Joint Archive Service's Annual Implementation Plan for 2010 - 2011.

2. SUMMARY

- 2.1 The Annual Implementation Plan sets the annual targets for the performance of Joint Archive Service. These targets work towards the overall achievement of the Archive Service's current three- year service objectives, which are set out in its current Forward Plan, 2009-2012, approved by the Joint Archives Committee at its meeting on 23 February 2009.
- 2.2 The Archive Service has made good progress against its targets this year and a more detailed summary of progress is set out at Appendix 1 to this report. The predicted performance indicators to 31 March 2011 are recorded in Appendix 2.
- 2.3 The Archive Service is now required to submit its annual Implementation Plan and to report on performance against it as part of The National Archives (TNA) Assessment of Local Authority Archive Services. Performance against the planned targets is scored accordingly by TNA.

3. RECOMMENDATION

- 3.1 That the report be received as a record of the predicted performance of the Joint Archive Service for the year ended 31 March 2011.

4. BACKGROUND

- 4.1 The year 2010-2011 has seen good progress against the individual targets set in the Archive Service Implementation Plan and positive progress in all areas of activity. The Implementation Plan is on target to be completed with no major shortfalls, barring any staff sickness or other unanticipated absences in the last month of the year. The Service is able to demonstrate that its work also contributes to the overall objectives of the County council and the City Council.
- 4.2 The following paragraphs set out the main areas of good performance for the Service in 2010/2011 arranged under the current service objectives for 2009 - 2012.

4.3 To put the customer at the heart of service delivery.

- The major success of the year is undoubtedly the award to the Joint Service of the Customer Service Excellence Standard, reinforcing and reiterating its long-standing commitment to quality of public service. This following external assessment in December 2010 and is reported in more detail elsewhere on the agenda.
- The national Survey of Visitors to UK Archives was carried out in February 2011. This is used as the main indicator of customer satisfaction. The results are awaited.
- A very positive and useful consultation forum with a wide range of service users was held in November, 2010. Comments from the forum have been used to inform service planning for 2011-2012.
- One of the most successful developments of the year has been the implementation of a family history club at the Staffordshire Record Office. The group meets monthly for talks on archive sources by members of the Archive Service staff and to exchange information. Total attendances during the year have amounted to 230.
- Public access to Staffordshire Anglican parish registers has been extended across the Service through this year's microfilming programme with the filming of a further 50 registers for parishes in central Staffordshire between 1925 and 1950. The microfilming of Staffordshire electoral registers has also been continued, covering the years 1896- 1907. This means that microfiche copies of all these registers are now available for personal archive users at all three record offices. The Service is grateful to the Friends of the Archive Service for their financial help towards the microfilming programme.
- Detailed discussions have begun on the proposed digitisation of some of the name-rich series of records held by the Archive Service in order to extend public access.
- 24 sessions of the Making the Most of Your Archive Service programme will have been delivered by the end of the year. These sessions provide concentrated support and coaching for users in small groups. As a first this year they have included sessions in local libraries around the county, including one mobile library.
- A major restructure of the main service web site was carried out to make navigation easier for visitors to the site while at the same time expanding and streamlining information.
- Work has begun on the production of a new guide to local history sources. The archive mini-series has included new publications on The Waterloo Campaign: Sources in Staffordshire's Archives and Clifton Campville Records.

4.4 To build upon our innovative online presence

- Staffordshire Name Indexes Online, a new web resource launched in 2008 has been further extended by the addition of indexes to the Staffordshire workhouse registers of admission and discharge. An index of admissions to copyhold land in Newcastle is due to be published by the end of March. These indexes have only been made possible by the unstinting help of Service volunteers over many years. The site is attracting a great deal of interest and is a major resource for family historians.
- There have been further additions to the content of the Archive Discovery Zone on the main Archive Service web site. Featured collections have included: the Police at War in Staffordshire and Stoke-on-Trent, 1939-1945; the Sulyard papers (a newly catalogued collection); and George Heath, Moorland Poet. Individual featured documents have included: an affidavit of the death of a Staffordshire soldier in Cuba, 1762; accounts of a tape weaving business in Yoxall, 1820; the south elevation of Trentham Hall by Sir Charles Barry, 1834, chosen to mark the 150th

anniversary of his death; and a programme for a dinner in Lichfield, celebrating Samuel Johnson, 1903.

- 12 new places, Anslow, Audley, Burslem, Dilhorne, Edingale, Enville Maer, Ranton, Shenstone, Waterfall, Weston-under Lizard and Wilnecote, have been added to the Staffordshire Places website, bringing the total number of featured places on the site to 100 across the County and the City. This site has attracted over 12,000 visitors in 2010/2011.
- The second phase of International Staffordshire, a major online exhibition to mark the 2012 Olympics, focusing on the international content of the Service's collections, was completed, bringing the total to 50 countries published so far. The site, together with a planned creative writing project for young people, has been awarded an Inspire Mark, part of the London 2012 brand.
- The second phase of Staffordshire Working Lives, showcasing trades and occupations in the county's past through archives, is due to be published in March 2011.

4.4 To engage with Staffordshire's communities to strengthen their sense of identity and place

- The rural road show, Archives on the Road, for 2010 was held at St Andrew's parish church, Clifton Campville, in July in partnership with the church community. There were 92 attendees, the majority of which came from the village itself. The Service received very positive exit evaluation on the event. Among the day's activities for adults and children were: a large local display based on documents from the Archive Service, papermaking, colouring illuminated letters and old handwriting activities, a church mouse trail; and family history surgeries. The exhibitions remained in the church for a further two weeks attracting a further 160 additional visitors.
- The Children on the Move project, a reminiscence project based on the theme of children's evacuation during World War 2 and funded by the Heritage Lottery Fund, began in April 2010. This is proving to be a major success story, attracting interest from both inside and outside Staffordshire. To date 133 contacts have been made either with former evacuees or with families who hosted evacuees throughout Staffordshire. 18 interviews have been conducted out of a target total of 90. the project will be completed in March 2012.
- To encourage further engagement with local communities, the Service launched a new initiative, Staffordshire Surveys. People from local communities are being encouraged to get involved in three types of historical survey based on their community. The implementation of the initiative will go forward in 2011-2012.
- 56 talks were delivered by Archive Service staff to local groups and organisations in support of our outreach programme, exceeding the target of 25. In addition, the Service supported a range of locally organised history or heritage events.
- Archive collections connect people to places and communities and collecting archives is a key function of the Service. In particular the year saw further progress on the major survey of sports organisations and clubs to encourage them to deposit their records as part of the London 2012 legacy. This included the delivery of an event specifically for representatives from local sports clubs.

4.5 To engage people of all ages in activities which celebrate and discover Staffordshire's history

- The volunteer programme has continued to make excellent progress on a range of projects, with a projected total of 3,800 volunteer hours being donated to the Service during the year. The main projects going forward are: the Staffordshire tithe map indexing project; the Staffordshire Quarter Sessions Rolls listing and transcription project; the Lichfield faculties listing work; and the Lichfield Diocese wills indexing project. In December 10 years of formal volunteering for the Archive Service was marked by a special celebratory event for the volunteers across the Service.
- Take-up by schools for the out of school study sessions has continued to be extremely disappointing. This is due to new agreements in schools regarding 'seldom cover', which means that schools now have to buy in paid classroom cover for these types of activities.
- The Archive Service contributed to the development of a successful Young Roots bid for a time capsule project for young people in Chesterton as part of a new youth centre development. The project will be rolled out in 2011-2012 and is very much designed to encourage young people's engagement with past life in their community and their place in the future history of their community.
- There have been 2,545 attendees at a wide variety of outreach events, either organised and delivered by or involving a considerable amount of Archive Service input. Two study days were delivered in partnership with the Historic Environment Record (HER) and Victoria County History. The HER study day was on the theme of Anglo-Saxon Staffordshire. This theme of this year's Annual Archive Day School was Culture in Staffordshire's past, a contribution to the Cultural Olympiad. A completely new eight-session local history course A Sense of Place, is in the process of being delivered. Three new talks on aspects of Lichfield's history were researched and delivered under the auspices of the Local Community Fund.
- The work of the Staffordshire Communities Research Group, a voluntary group, continued throughout the year. The purpose of the group is to support the Victoria County History through the production of more accessible community histories. However one of their outputs this year was the research and production of an exhibition on Mediaeval Clifton Campville to support the Archive Service rural roadshow event.

4.6 To maintain and improve service efficiency, impact and quality

- A major success of the year was the identification of new out-storage for the Service as part of a partnership efficiency project with the Information Governance Unit of Staffordshire County Council. This has provided the opportunity for the Service both to improve the quality of its off-site storage and to expand its future growing space. Adaptation work is due to be completed in March 2011 with the relocation from the existing out-store taking place over the summer. This work directly supports the National Archives Assessment of Local Authority Archive Services and will help to maintain the relative position of the Service in the assessment and any future accreditation scheme.
- The assessment of local authority archive services was carried out in July 2010. The Archive Service is currently rated as a four-star service and the results are still awaited on this year's assessment.

- A considerable amount of work has been put into the preparation of an application for designated status for the entirety of the collections held by the Archive Service as being of national quality and significance. The outcome will be known in the summer.
- Maintaining skills and knowledge is crucial to the delivery of a quality service for the public. The delivery of the annual staff training and development programme has resulted in attendance at 18 externally run courses covering a range of themes. This training has been well supplemented by a number of in-house sessions on a range of topics resulting in 95 individual staff training attendances. In addition the Service has provided a new training course for Library and Information Service staff, "Beyond the Library" to introduce them to more specialist sources for family history held by the Service. The course has been delivered four times during the year to over 50 Library staff.

4.7 To improve and promote user access to collections

- 100 further boxes of archives have been catalogued from the cataloguing backlog meeting the target for the year.
- A total of 11, 885 new catalogue entries have been added to Gateway to the Past, the Archive Service online catalogue database, so improving public access to information about our collections. This is approximately 40% less than the previous year owing to reductions in the levels of cataloguing staff.
- As a result of the very successful cataloguing project supported by the National Cataloguing Grants Scheme to catalogue the Quarter Sessions bundles, and completed in 2009-2010 a well- attended study day was run to reinforce the benefits of this work for Staffordshire's history.
- Volunteer working has contributed to the listing of the Quarter Sessions rolls, another under-utilised series of records.
- A range of ongoing improvements to the online catalogue database have continued. Nearly 10,000 new data elements and 700 new name authority records have been added to the online catalogue to help to improve public access and online information about collections.. Further work has been carried out to enhance the Find Staffordshire Places online tool on the Archive Service web site through the addition of links to an important series of conservation photographs .

4.7 To deliver high quality care of collections

- The Service has made major progress this year in taking forward arrangements for the future storage of archives in digital format. A digital archive repository has been established and work has progressed on public access protocols. The Service has now received its first deposits of archives in this form.
- The annual conservation and preservation programmes across the Service will have been delivered by 31 March 2011.
- Phase 5 of the 10 Year Sutherland Papers Conservation Plan has been completed. This phase has been concentrating on some of the important 17th century letters in the collection to improve their physical condition.
- The Service has continued to manage the delivery of the conservation programmes for the William Salt Library including the newly launched Save a Book scheme.

4.8 Performance Indicators, 2010/ 2011

There are no national performance indicators for local authority archive services. The Joint Archive Service's uses a range of local indicators. Projected performance against these indicators for 2010/2011 is at Appendix 2.

Online use of the Service has seen a fall in this financial year due to the application of Google Analytics as the measurement tool.

5. FINANCIAL PERFORMANCE

- 5.1 The projected revenue outturn for 2010/2011 is the subject of another report elsewhere on this agenda.

6. EQUAL OPPORTUNITY AND PERSONNEL IMPLICATIONS

- 6.1 The work towards to the achievement of the Customer Service Excellence Standard supports many aspects of improving access and opportunity for people with disabilities.
- 6.2 Many of the areas of work within this year's Archive Service Implementation Plan focus specifically on improving access to the Archive Service and on creating equality of opportunity for archive users.

7. LEGAL IMPLICATIONS

- 7.1 The work identified within the Implementation Plan complies with legislation governing the work of the Joint Archive Service.

Catherine Raines, Director for Place and Deputy Chief Executive
Tony Oakman, Director of Adult and Neighbourhood Services

Background Documents:

Joint Archive Service Forward Plan, 2009-2010
Annual Implementation Plan, 2010-2011
Internal service monitoring reports, Apr 2010- Feb 2011
Monitoring statistics, Apr 2010-Feb 2011

Contact Officer: Thea Randall, 01785-278370

**JOINT ARCHIVE SERVICE IMPLEMENTATION PLAN, 2006-2007
SUMMARY OF PROGRESS**

**STAFFORDSHIRE AND STOKE-ON-TRENT ARCHIVE SERVICE: IMPLEMENTATION PLAN 2010-2011: PERFORMANCE AGAINST TARGETS
APPENDIX 1**

Key Service Objective	Target	Date for completion	Projected Progress at 31 March 2011
1. To put the customer at the heart of service delivery	1.1 Achieve transition to new Customer Service Excellence Standard and maintain compliance	Three year target to March 2012	<p>Achieved:</p> <ul style="list-style-type: none"> • Preparation of evidence based application for successful assessment against CSE Standard Dec 2010; recommended for award of Standard, Jan 2011. • Equalities Action Plan delivered • Consultation Forum held with users in Nov 2010 • New information leaflets produced, incl. Volunteering with the Archive Service • Detailed discussions held on digitisation of selected records
	1.2 Adopt and achieve compliance with Public Services Quality Group Standard for Access	March 2011	<p>Achieved.</p> <ul style="list-style-type: none"> • Action plan developed as a result of self assessment against Standard fully completed. • Range of completed actions used as evidence for Customer Service Excellence Award
	1.3 Improve the user experience	March 2011	<p>Achieved.</p> <ul style="list-style-type: none"> • Target of 24 sessions of Making the Most of Your Archive Service met. Includes new family history sessions in local libraries • Monthly Family History Club established - 10 sessions. Total attendances projected at 230 • Full restructure of web site to achieve easier navigation for users and currency of site maintained on weekly basis • Three editions of Time 2 Time, the Service newsletter
	1.4 Deliver the extended microfilming programme for parish registers and continue the electoral register filming programme.	March 2011	<p>Achieved</p> <ul style="list-style-type: none"> • New filming of 50 registers for central Staffs churches, 1925-1950, supported by funding from Friends of the Archive Service • Further volumes of electoral registers filmed up to 1908.

**JOINT ARCHIVE SERVICE IMPLEMENTATION PLAN, 2006-2007
SUMMARY OF PROGRESS**

Key Service Objective	Target	Date for completion	Projected Progress at 31 March 2011
2. To build on our innovative online presence	2.1 Further develop and promote existing online resources	March 2011	Achieved. <ul style="list-style-type: none"> • Additional 12 new places out of target of 12 (144 new digitised resources) added to Staffordshire Places web site: total now at 100 places on site. • Three featured collections and six featured documents published in the Archive Discovery Zone
	2.2 Develop and publish further online indexes	March 2011	Achieved: <ul style="list-style-type: none"> • New indexes added to Staffordshire Name Indexes Online include: workhouse admissions and discharges, 1836-1900; Newcastle Manor copyholds, 1700-1832 • Total number of visitor sessions 11,530 (1 April 1 2010- 31 January 2011)
	2.3 Research and develop new online exhibitions and resources	March 2011	Achieved <ul style="list-style-type: none"> • International Staffordshire Phase 2 published – total of 50 countries • Staffordshire Working Lives Phase 2 due to be published March 2011 • Structure and content prepared for proposed Quarter Sessions web site
	2.4 Maintain currency and improvements to main web suite	March 2011	Achieved: <ul style="list-style-type: none"> • 184 updates made to site • Complete restructure of web site to improve ease of navigation for visitors • New pages added concerning collections information and volunteer opportunities
3. To engage with Staffordshire's communities to strengthen their sense of identity and place	3.1 Develop further engagement with Staffordshire's communities	March 2011	Achieved <ul style="list-style-type: none"> • Annual rural road show delivered at Clifton Campville 92 attendees on day. Further 160 visits to exhibition in following two weeks. • Initial planning in place for 2011 road show at Gnosall. • Staffordshire Surveys framework developed and launched, November. Guidance produced for interested participants • Children on the Move (Second World War children's evacuation). HLF funded project continued. 8 publicity events across the county; 133 contacts established; 18 interviews completed
	3.2 Maintain support for local organisations and events	March 2011	Achieved through the following actions <ul style="list-style-type: none"> • 56 talks delivered by Archive Service staff exceeding target of 25 • Provision of stand, exhibition and advice for Third Staffordshire History Fair • Provision of stand and advice at Border History Fair (150 attendees)

**JOINT ARCHIVE SERVICE IMPLEMENTATION PLAN, 2006-2007
SUMMARY OF PROGRESS**

Key Service Objective	Target	Date for completion	Projected Progress at 31 March 2011
			<ul style="list-style-type: none"> • Continuing partnership with Friends of the Archive Service resulting in active programme for members supported by Archive Service. Included "Know the Collection" evening provided by Archive Service staff on theme of Quarter Sessions records • Three- session local history course on Archive Service collections delivered for local history society • Delivery of Archive Service commitments under formal agreement with Victoria County History incl. publication of new reprint and delivery of joint study day • Provision of advice local history organisations societies on specific publishing enquiries, copyright and funded projects
	3.3 Maintain and extend collecting activity	March 2011	<p>Achieved</p> <ul style="list-style-type: none"> • Phase 2 of new sporting records survey completed including second evening event for representatives of sports associations and clubs. Further 53 survey approaches • Travelling display to support the sports survey in 6 Stoke-on-Trent libraries and at Sports Festival at Fenton Manor • 217 approaches concerning new accessions of records • Action plan under current Acquisitions Strategy delivered.
	3.4 To progress identified actions arising from the Service's Cultural Diversity Policy	March 2011	<ul style="list-style-type: none"> • Planned event for faith organisations in North Staffs did not take place owing to poor take-up • Survey of non-Anglican faith groups on hold owing to staffing issues • Successful outcome from approach concerning Hebrew Congregation Records
<p>4. To engage people of all ages in activities which celebrate and discover Staffordshire's history</p>	4.1 Maintain and develop the Archive Service volunteer scheme	March 2011	<p>Achieved.</p> <ul style="list-style-type: none"> • Projected 3,800 hours of volunteer time in 2010/2011 • Five major volunteer projects now in progress supplemented by individual project working: incl tithes map project; wills indexing project; faculty listing project and Quarter Sessions project. • Dedicated staff time maintained to process outcomes of work • New published outcomes from volunteer work through the Staffordshire Name indexes online- workhouse admission and discharge registers • Event held in December to mark 10 years of formal volunteering with the Archive Service

**JOINT ARCHIVE SERVICE IMPLEMENTATION PLAN, 2006-2007
SUMMARY OF PROGRESS**

Key Service Objective	Target	Date for completion	Projected Progress at 31 March 2011
	4.2 Offer opportunities for young people to enjoy and achieve	March 2011	<p>Achieved by:</p> <ul style="list-style-type: none"> • 6 “out of school” study sessions provided (119 pupil visits) • New project, “Where Do You Think You Are” developed for primary schools after successful pilot at Wetley Rocks; now being taken up by other schools. • Six placements provided for school pupils • One graduate placement • Range of activities provided for children at Rural Road Show • Chesterton: Your Place Timecapsule Project, partnership bid submitted to HLF
	4.3 Deliver the Archive Service’s contribution, phase 2, to the Cultural Olympiad programme.	March 2011	<p>Achieved</p> <ul style="list-style-type: none"> • Sporting Records Survey continued- further 53 approaches to sports clubs and organisations • Event held for representatives from sports clubs and associations • Display for sports survey at Stoke libraries and Staffordshire Sports Conference • International Staffordshire Exhibition awarded Inspire Mark • International Staffordshire Phase 2 completed • New bid submitted with Stoke Libraries for Writing the World project, creative writing classes for young people based on internationally focused documents
	4.4 Deliver Phase 2 of the Big Quarter Sessions Project	March 2011	<p>Progressed further by:</p> <ul style="list-style-type: none"> • 42 Quarter sessions rolls listed and 45 related documents transcribed in preparation for web site • Study day on Quarter Sessions Records delivered • Volunteer indexing work on name-rich series of QS records
	4.5 Deliver programme of formal and informal learning activities for adults	March 2011	<p>Achieved</p> <ul style="list-style-type: none"> • 2,445 attendees at Archive Service events • Five adult education classes supported at Staffordshire Record Office (for Keele University) • Staffordshire Communities Study Group sessions continued – 42 sessions- and exhibition prepared and delivered for road show • 70 support sessions in Stoke-on-Trent Community Libraries for Ancestry.com delivered meeting target

**JOINT ARCHIVE SERVICE IMPLEMENTATION PLAN, 2006-2007
SUMMARY OF PROGRESS**

Key Service Objective	Target	Date for completion	Projected Progress at 31 March 2011
			<ul style="list-style-type: none"> • A Sense of Place- new eight - session course on local history delivered • New six-session course delivered on Handwriting for Wills and Inventories • 24 Making the Most of your Archive Service sessions delivered • Two partnership study days delivered • Study Day focused on Quarter Sessions Records delivered • Additional talks delivered- Staffordshire Historic Gardens and Annual Ceramic Lecture
5. To maintain and improve service efficiency, impact and quality	5.1 Continue to maintain and improve the skills of staff	March 2011	<p>Achieved through:</p> <ul style="list-style-type: none"> • Annual Training Plan delivered, including all professional staff attending minimum of one external course • New knowledge programme for archive assistants progressed • 95 staff attendances at external/internal training events • 17 in house training sessions delivered exceeding target of 10
	5.2 To improve the standard, quality and performance of the Archive Service	March 2011	<p>Progressed through</p> <ul style="list-style-type: none"> • Provision of new out-storage for Archive Service and feasibility study • Completion of identified building and environmental improvements at Staffordshire Record Office, Lichfield Record Office and Stoke Archives • Four policy reviews and revisions • Charter performance targets met • Health and safety plan delivered
	5.3 Extend the existing means of Archive Service income generation	March 2011	<p>Progressed by:</p> <ul style="list-style-type: none"> • Extension of Staffordshire Indexes Online generating some new income • New fees and charges implemented from April 2010 • Discussions progressed concerning digitisation of archive content • Continued improved marketing and display of publications for sale • New publications produced for sale • Review of fees and charges carried out for 2011/12; some new charges identified • New mini-guide produced; work on new guide to local history sources commenced
	5.4 Improve service marketing and image	March 2011	<p>Achieved by:</p> <ul style="list-style-type: none"> • Preparation and submission of application for designation of collections • Actions in current marketing plan delivered

**JOINT ARCHIVE SERVICE IMPLEMENTATION PLAN, 2006-2007
SUMMARY OF PROGRESS**

Key Service Objective	Target	Date for completion	Projected Progress at 31 March 2011
			<ul style="list-style-type: none"> • Wide distribution of general information about the Archive Service • Two new service-based leaflets, On the Mend (conservation) and Volunteers • 34 exhibition appearances across the County and City • New family history surgeries in libraries Delivery of projects under Local Community Fund
	5.5 Maintain partnership working	March 2012	Achieved <ul style="list-style-type: none"> • Annual partnership reviews held • Management of the William Salt Library, its public services and collections delivered • Archive Service commitments in Victoria County History delivered- new reprint, study day and publicity work
6. To improve and promote user access to collections	6.1 Reduce cataloguing backlog by a further 100 boxes	March 2011	Achieved <ul style="list-style-type: none"> • Target met • 11,885 entries added to online catalogue
	6.2 Catalogue minimum of 40% of incoming collections within 12 months of receipt	March 2011	Exceeded <ul style="list-style-type: none"> • 53% achieved service wide
	6.3 Improve the quality of information about collections	March 2011	Achieved <ul style="list-style-type: none"> • 151 new collection level descriptions prepared out of target of 150 • New information about collections added to web site • Three new featured collections added to web site
	6.4 Improve the searchability and information value of the online catalogue	March 2011	Exceeded <ul style="list-style-type: none"> • 9,954 new data elements created exceeding target of 8,000 • 729 name authority records created exceeding target of 600
	6.5 Improve publicity and information about the online catalogue	March 2011	Achieved <ul style="list-style-type: none"> • Three Making the Most Sessions delivered on the catalogue • Feasibility of direct links from National Register of Archives to Gateway to the Past investigated • Distribution of new leaflet re Gateway to the Past
	6.6 Develop further the Find Staffordshire Places online tool	March 2011	Achieved by <ul style="list-style-type: none"> • Direct links added to major series of Planning and Conservation photographs for 180 places

**JOINT ARCHIVE SERVICE IMPLEMENTATION PLAN, 2006-2007
SUMMARY OF PROGRESS**

Key Service Objective	Target	Date for completion	Projected Progress at 31 March 2011
7. To deliver high quality care of collections	7.1 Deliver the annual conservation work programme	March 2011	Achieved : <ul style="list-style-type: none"> • Work programme fully completed • Major new exhibitions produced: Clifton Campville rural road show; Anglo-Saxon Staffordshire; three exhibitions for County Buildings
	7.2 Deliver the annual collections management improvement plan	March 2011	Achieved : <ul style="list-style-type: none"> • Work programme fully completed
	7.3 Deliver Phase 5 of the Sutherland Papers 10 Year Conservation Plan	March 2011	Achieved: <ul style="list-style-type: none"> • Work progressed on next identified section- personal correspondence in Sutherland letter books
	7.4 Progress new outstore and relocation	March 2011	Achieved: <ul style="list-style-type: none"> • New outstore approved as part of partnership project • Plans for construction and adaptations to BS5454 drawn up and approved • Adaptations completed March 2011 • Planning for relocation of collections in progress
	7.5 Implement actions arising from digital preservation policy	March 2011	Achieved: <ul style="list-style-type: none"> • Establishment of digital archive repository • Negotiations on costs • Progress on processes and protocols for public access for digital archives • Cataloguing of Service's digital image collections
	7.6 Manage the Save a Book Scheme and other conservation programmes for William Salt Library	March 2011	Achieved: <ul style="list-style-type: none"> • Completion of conservation of first selected titles under Save a Book- six titles conserved. • Conservation programmes completed • Standard binding of other collections progressed

STAFFORDSHIRE AND STOKE-ON-TRENT ARCHIVE SERVICE:

APPENDIX 2

LOCAL PERFORMANCE INDICATORS, PREDICTED OUTTURN 2010/2011

Indicator	Outturn 2009/2010	Target 2010/2011	Predicted Outturn, 2010/2011
Personal Use of Archive Service			
1. No of personal user visits	18,794	19,312	18,174
2. No. of new user registrations	2,375	2,000	2,274
Online Use of Archive Service			
3. Visits to main Service web site	156,199	77,359*	75,986
4. Visitor sessions to online catalogue	104,993	8,592*	50,796
5. Visitor sessions to other Archive Service web sites and online resources	195,974	23,500*	39,800
Customer Satisfaction			
6. % of users expressing satisfaction with overall service and facilities (very good and good)	98%	98%	98%
Collecting Activity			
7. Number of approaches to/by owners of collections	221	220	217

* Original reduction on target owing to unknown impact of application of Google Analytics web stats. This normally produces a considerable reduction on previous figures measured.

Local Member Interest
N/A

STAFFORDSHIRE AND STOKE-ON-TRENT JOINT ARCHIVES COMMITTEE

24 February 2011

**Joint Report of the Director of Finance and Resources and
the City Director of Central Services**

**JOINT ARCHIVE SERVICE – PREDICTED OUTTURN 2010/11
AND PROPOSED REVENUE BUDGET 2011/12**

1. Purpose of Report
 - 1.1 To present the current predicted outturn for the Joint Archive Service and to consider the budget position for 2011/12.
2. Summary
 - 2.1 The latest revenue outturn forecast shows an underspend of £29,474 at the end of the financial year. The current balance on the General Reserve is £115,344 of which £80,000 has already been earmarked for alterations and environmental controls at Stoke and adaptations for the new outstore.
 - 2.2 The Archive Acquisition Reserve has a balance of £65,859 towards the purchase of new collections.
 - 2.3 The proposed revenue budget for 2011/12 of £607,090 will be funded by the County Council (77.56%) and the City Council (22.44%). These percentages reflect the respective population levels of the two authorities at June 2009.
3. Recommendations
 - 3.1 That the report be received.
 - 3.2 That approval be given to the request for earmarked sums from the General Reserve, specified at paragraph 5.3.
 - 3.3 That the revenue budget proposed for 2011/12 be approved and submitted to the County Council for consideration.

4. Predicted Outturn 2010/11

- 4.1 The predicted outturn for the Joint Archives Service is set out in Appendix 1. It is expected that the Service will spend £1,127,076 compared with an approved budget of £1,156,550. This gives an underspend of £29,474 which will be transferred to the General Reserve.
- 4.2 The County is anticipating an underspend of £15,575 which is due to savings on flexible retirement and reductions in research staffing costs to offset the lower than anticipated income in this area. Savings have also been achieved in order to fund anticipated costs associated with staffing reductions in 2011/12.
- 4.3 The City Council expects an underspend of £13,899 which is mainly due to staff vacancies and the receipt of a reimbursement for Future Jobs Funds.

5. Reserves

- 5.1 There are two reserves which are held by the Joint Archive Service, these being the General Reserve and the Archive Acquisition Reserve.
- 5.2 It is anticipated that the General Reserve will close with a balance of £115,344 (as set out in Appendix 2) plus the underspend for 2010/11. Of this the following sums have already been earmarked :

Alterations/environmental controls at Stoke	£30,000
Adaptations for New Outstore	£50,000

- 5.3 Approval is sought to earmark a sum £9,000 for costs associated with the staffing reductions in 2011/12 and a sum of £3,000 for exhibition costs, arising from the production of a complementary exhibition by the Archive Service to support the Staffordshire Hoard exhibition and other related events in Stafford in July 2011.
- 5.4 There is currently a balance of £65,859 on the second reserve, the Archive Acquisition Reserve.

6. Revenue Budget 2011/12

- 6.1 The detail of the proposed revenue budget for 2011/12 can be found as appendix 3 to this report. The proposed budget of £607,086 has reduced when compared to the estimate for the current year due to the implementation of the new financial arrangements in the revised Joint Archives Agreement, approved by the Joint Archives Committee at its meeting on 22 November 2010, and a planned reduction in the level of service opening hours at Stoke-on-Trent City Archives.

6.2 Under the Joint Archive Agreement the total cost of the service is currently apportioned between the two authorities 77.54% (County) and 22.46% (City), based on the June 2008 population estimates for the County and the City. It is proposed to revise the apportionment of revenue costs to reflect the latest available respective population levels at (as at June 2009). This will increase the percentage charge to the County Council to 77.56% for 2011/12, with a corresponding decrease in the City Council's percentage share to 22.44%. The proposed revenue budget has been apportioned on this basis and the County's proposed share of the costs is £470,860 and the City's £136,230. Both authorities have sufficient budgetary provision to meet these costs.

7. Personnel and Equal Opportunities

7.1 This report has been prepared in accordance with the policies of the County Council and the City Council on personnel and equal opportunities.

Paul Simpson
Director of Central
Services

Andrew Burns
Director of Finance and Resources

Background Documents

Non Public: Joint and Other Archive Services 2010/11 and 2011/12 Files

Contact Officers

Kaye Chadwick Service Area: People
01785 278416 Staffordshire County Council

Mustak Damani Directorate of Community Services
01782 231619 Stoke-on-Trent City Council

Joint Archives Service
Predicted Outturn Position 2010-11

APPENDIX 1

	Core Services			Staffordshire County Sites and Public Services			Stoke City Sites and Public Services			Total for service		
	Current Estimate 2010/11 £	Actual Expenditure as at Feb 2011 £	Predicted Outturn 2010/11 £	Current Estimate 2010/11 £	Actual Expenditure as at Feb 2011 £	Predicted Outturn 2010/11 £	Current Estimate 2010/11 £	Actual Expenditure as at Feb 2011 £	Predicted Outturn 2010/11 £	Current Estimate 2010/11 £	Actual Expenditure as at Feb 2011 £	Predicted Outturn 2010/11 £
Expenditure												
Employees	313,800	256,631	312,694	409,900	323,299	389,548	130,010	88,315	122,153	853,710	668,245	824,395
Training	2,300	2,228	2,300				870	937	970	3,170	3,165	3,270
Premises				41,540	30,401	42,354	50,370	37,035	49,380	91,910	67,436	91,734
Transport	2,000	1,754	2,105	900	515	626	500	301	380	3,400	2,570	3,111
Supplies and Services	12,940	10,919	24,512	60,060	51,848	57,977	25,900	20,182	28,288	98,900	82,949	110,777
IT/Telephone Services	5,550	5,500	5,500	8,800	3,686	3,963				14,350	9,186	9,463
Pooled Buildings				129,210	0	129,210				129,210	0	129,210
Recharges/Central Support	17,440	17,440	17,440				13,700	8,568	11,430	31,140	26,008	28,870
Total Expenditure	354,030	294,472	364,551	650,410	409,749	623,678	221,350	155,338	212,601	1,225,790	859,559	1,200,830
Income												
Grants & Reimbursements								3,798	3,798	0	3,798	3,798
Sales				15,800	12,252	13,308				15,800	12,252	13,308
Fees & Charges				26,910	20,250	23,210	6,880	5,781	7,065	33,790	26,031	30,275
Miscellaneous	3,900	7,788	8,988	7,750	10,331	9,385				11,650	18,119	18,373
Transfers from reserve	4,000	4,000	4,000	4,000	4,000	4,000				8,000	8,000	8,000
Total Income	7,900	11,788	12,988	54,460	46,833	49,903	6,880	9,579	10,863	69,240	68,200	73,754
Net Expenditure	346,130	282,684	351,563	595,950	362,916	573,775	214,470	145,759	201,738	1,156,550	791,359	1,127,076
										VARIATION		-29,474

JOINT ARCHIVES GENERAL RESERVE**APPENDIX 2**

	Staffordshire County Council £	Stoke on Trent City Council £	Total £
Balance brought forward 1 April 2010	92,213	43,184	135,397
2010/11			
Meeting Room - Lichfield	4,000		4,000
Audit Fees 2009/10	12,053		12,053
Microfilming programme for Staffordshire electoral registers	4,000		4,000
	72,160	43,184	115,344
Earmarked items			
Alterations/Environmental Controls at Stoke		30,000	30,000
Adaptations for New Outstore	50,000		50,000
Balance available to spend at March 2011	22,160	13,184	35,344

JOINT ARCHIVES ACQUISITION RESERVE

Balance brought forward 1 April 2010	65859	0	65,859
Balance available to spend at March 2011	65859	0	65859

**Staffordshire and Stoke-on-Trent
Joint Archives Service
Budget 2011-12**

Appendix 3

	Core Services	Stafford	Lichfield	Burton	Stoke-on-Trent	Joint Archives 2010/11
	£	£	£	£	£	£
<u>Expenditure</u>						
Employees	327,010	122,070	74,150	990	77,480	601,700
Training	1,200				870	2,070
Transport	1,900	100	100		300	2,400
Supplies and Services	5,740	22,240	5,730		19,920	53,630
Total Expenditure	335,850	144,410	79,980	990	98,570	659,800
<u>Income</u>						
Sales		13,700	1,400			15,100
Fees & Charges		14,200	9,160		7,550	30,910
Miscellaneous	2,900	3,200	600			6,700
Transfers from reserve						0
Total Income	2,900	31,100	11,160	0	7,550	52,710
Net Expenditure	332,950	113,310	68,820	990	91,020	607,090

Funded by: Staffordshire 470,860

Stoke-on-Trent 136,230

Local Members' Interest

N/A

**STAFFORDSHIRE AND STOKE-ON-TRENT JOINT ARCHIVES COMMITTEE
24 FEBRUARY 2011**

**JOINT REPORT OF THE DIRECTOR FOR PLACE AND DEPUTY CHIEF
EXECUTIVE AND THE DIRECTOR OF ADULT AND NEIGHBOURHOOD SERVICES**

**STAFFORDSHIRE AND STOKE-ON-TRENT ARCHIVE SERVICE:
AWARD OF CUSTOMER SERVICE EXCELLENCE STANDARD**

1. PURPOSE OF REPORT

- 1.1 To inform the Committee of the successful outcome of the recent assessment of the Joint Archive Service against the Customer Service Excellence Standard and to consider the ongoing commitment of the Joint Archive Service to maintaining the Standard

2. SUMMARY

- 2.1 The Joint Archive Service was externally assessed against the Customer Service Excellence Standard in December 2010. As a result of this assessment, the Service was judged to meet the Standard and awarded the Standard in January 2011.
- 2.2 This is a major achievement and marks a continuous record of achievement by the Joint Archive Service in standards of excellence in public service, which has resulted in a series of successive awards and external recognition between 1998 and 2008.

3. RECOMMENDATIONS

- 3.1 That the award of the Customer Service Excellence Standard to the Joint Archive Service in January 2011 be noted.
- 3.2 That the Joint Committee endorses the continuing commitment of the Joint Archive Service to Customer Service Excellence.

4. BACKGROUND

- 4.1 Customer Service Excellence is the Government's standard for excellence in public service, administered through the Cabinet Office. It replaced the former Charter Mark quality standard in 2008.
- 4.2 The following are the main criteria for the Standard:
- Customer insight which focuses on developing an in-depth understanding of customers, including customer identification, consultation, monitoring outcomes and customer satisfaction.

- Organisational culture which focuses on the development of a customer focused culture and includes elements on leadership, policy and staff professionalism and attitude
- Information and access which examines communications policy, the range and quality of information, accessible services, partnership and co-operative working
- Delivery which includes main service aims, service outcomes and addressing problems in delivery
- Timeliness and quality of service which focuses on the most important factors of excellent customer service including in-depth examination of service standards and delivery

Within these five main criteria there are a further 57 sub-criteria.

- 4.3 In 1998 and 2001 the Staffordshire Record Office was awarded Charter Marks for excellence in public service. In 2004 and 2007 the Joint Archive Service as a whole (Staffordshire Record Office, Stoke-on-Trent City Archives and Lichfield Record Office) was assessed against the enhanced Charter Mark Standard and judged as meeting it. This accreditation lasted for the three years to 2010. During this interim period, the Charter Mark Standard was replaced by the new Customer Service Excellence Standard.
- 4.4 Between 2008 and 2010 the Joint Archive Service has been working on the transition to the Customer Service Excellence Standard. The most recent assessment of the Service against the Standard in December 2010 was undertaken in two stages. The first was an external review of a detailed self assessment, supported by relevant evidence. The second stage was an on-site assessment by an external assessor to obtain further evidence from staff, partners, service users and senior management.
- 4.5 As a result of the assessment the Service achieved full compliance in 55 out of the 57 sub-criteria in the Standard. There were only two areas of partial compliance. These relate to improved methods of measuring customer satisfaction and canvassing customer views on fairness of service delivery.
- 4.6 The assessor's report has noted that "the Staffordshire and Stoke-on-Trent Archive Service was found to have a deep understanding and a commitment to Customer Service Excellence. The commitment was found from senior management levels through to operation and front line staff". The assessor noted the following areas of good practice: dedication of leadership management and staff to the ethos of customer care; the particularly high quality of customer focus, with customers citing many examples of staff "going the extra mile" to ensure customer satisfaction; the quality and range of information and access; the strong commitment to community outreach work; the appreciation of volunteers for the friendly customer caring culture that they found in the service; and the Service's strong national performance as a four star archive service.
- 4.7 Customer Service Excellence is a challenging standard to meet especially for a small service. We anticipate that, in the medium term, maintaining compliance with the Standard will be difficult owing to the current financial climate where staffing levels and budgets are reducing.

- 4.8 However, because the Standard is very clearly focused on putting the customer at the heart of the organisation, it supports the County Council's and the City Council's core value of customer and citizen focus. There is no doubt that working towards meeting the Standard has resulted in a high quality, customer-focused public service for Archive Service users in Staffordshire and Stoke-on-Trent. The Service has been able to demonstrate consistent and continuous improvement over a long period, not just in terms of its service for onsite users but also for distance users and for people in local communities, where outreach work is focused. There is no doubt that the Joint Archive Service is delivering better outcomes as a result of its Customer Service Excellence work. This work has also contributed to the Joint Archive Service's position nationally in the top quartile of local authority archive services. Its profile among users is high. One service user, who travels some distance to use the service commented during the recent assessment that it was "undoubtedly the preferred record office of a number nationally which she visited".

5. FINANCIAL IMPLICATIONS

- 5.1 The total estimated costs to the Joint Archive Service for its Customer Service Excellence assessments over the three financial years 2011-2014 are £3,350. This will place some pressure on existing budgets.

6. EQUAL OPPORTUNITIES AND PERSONNEL IMPLICATIONS

- 6.1 The Customer Service Excellence Standard includes positive action to identify of hard to reach and disadvantaged groups and the development of services to meet the needs of these groups.

7. LEGAL IMPLICATIONS

- 7.1 The identified criteria to meet the Customer Service Excellence Standard complies with the law governing the work of the Joint Archive Service.

Catherine Raines, Director for Place and Deputy Chief Executive
Tony Oakman, Director of Adult and Neighbourhood Services

Background Documents: Report of Customer Service Excellence assessment for the Joint Archive Service, January 2011

Customer Service Excellence Standard, 2008

Contact Officer: Thea Randall,
Head of Archive Services
(01785 – 278370)

