

Staffordshire and Stoke-on-Trent Joint Archives Committee

Thursday, 26 March 2015

2.30 pm

Ground Floor, City Central library, Bethesda Street, Stoke-on-Trent ST1 3RS

John Tradewell
Interim Chief Executive
18 March 2015

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 20 November 2014** (Pages 1 - 4)
4. **Staffordshire and Stoke on Trent Archive Service: Annual Service Plan 2014/15: Predicted Outturn Performance** (Pages 5 - 18)

Report of Director for Place and Deputy Chief Executive (Staffordshire County Council) and Director of Adult and Neighbourhood Services (Stoke on Trent City Council)

5. **Joint Archive Service - Predicted Outturn 2014/15** (Pages 19 - 30)

Joint report of the Director of Finance and Resources (Staffordshire County Council) and the City Director of Resources (Stoke-on-Trent City Council)

6. **Staffordshire and Stoke-on-Trent Archive Service: Forward Plan Vision for Service 2015** (Pages 31 - 50)

Report of Director for Place and Deputy Chief Executive (Staffordshire County Council) and Director of People – Assistant Chief Executive (Stoke on Trent City Council)

7. **Archive Accreditation and Customer Service Excellence Standards** (Pages 51 - 56)

Report of Director for Place and Deputy Chief Executive (Staffordshire County Council) and Director of People – Assistant Chief Executive (Stoke on Trent City Council)

8. **Staffordshire and Stoke-on-Trent Archive Service : Digital Engagement Strategy Update and Case Study** (Pages 57 - 64)

Report of Director for Place and Deputy Chief Executive (Staffordshire County Council) and Director of People – Assistant Chief Executive (Stoke on Trent City Council)

9. Date of next meeting - 18 June 2015

The next meeting will be held at the County Records Office, Eastgate Street, Stafford.

10. 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)

11. Joint Archive Service: Acquisition of the Minton Archive (Exemption paragraph 3) (Pages 65 - 70)

Report of Director for Place and Deputy Chief Executive (Staffordshire County Council) and Director of People – Assistant Chief Executive (Stoke on Trent City Council)

Membership	
Ben Adams (Vice-Chairman)	Substitute
Olwen Hamer (Chairman)	Mark Winnington
Ian Parry	Mike Lawrence
Mike Davies (Observer)	Adrian Knapper

Note for Members of the Press and Public

Filming of Meetings

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Minutes of the Staffordshire and Stoke-on-Trent Joint Archives Committee meeting held on 20 November 2014

Present: Ben Adams (Vice-Chairman, in the Chair), Mike Davies (Observer) and Adrian Knapper (Substitute)

Apologies for absence: Olwen Hamer and Ian Parry

PART ONE

8. Appointment of Chairman and Vice-Chairman

At its annual meeting in June the Joint Committee elected a Chairman and Vice-Chairman from amongst its members (on a rotating basis alternatively between the two Council's) and this year the Chairmanship sits with Stoke-on-Trent City Council. Following changes to the Constitutions and Cabinet Portfolios at the County Council and City Council the representatives on the Joint Archive Committee had changed to Ben Adams (County Council) Mike Davies (Observer – County Council) and Olwen Hamer (City Council). Ms Hamer was not able to attend this meeting therefore she was confirmed as Chairman in her absence.

RESOLVED - (a) that Olwen Hamer be appointed Chairman of the Staffordshire and Stoke-on-Trent Joint Archives Committee up to the annual meeting of the Joint Committee in 2015.

(b) that Ben Adams be appointed Vice-Chairman of the Staffordshire and Stoke-on-Trent Joint Archives Committee up to the annual meeting of the Joint Committee in 2015.

Ben Adams (in his capacity as Vice-Chairman) took the Chair

9. Declarations of Interest in accordance with Standing Order 16

No declarations at this meeting.

10. Minutes of the meeting held on 19 June 2014

RESOLVED – that the minutes of the meeting held on 19 June 2014 be agreed and signed by the Chairman.

11. Predicted Outturn 2014/15

The Committee considered a joint report on the predicted outturn for the Joint Archive Service for 2013/14 (Schedule 1 to the signed minutes).

The Finance Officer corrected figures quoted in the report for the expected spend and predicted outturn and informed Members that the predicted outturn for the Service showed an expected spend of £668,028 compared with an approved budget of £681,140.

Members noted that the latest revenue outturn forecast showed a predicted underspend of £13,112, which would be transferred to the General Reserve at the end of the financial

year. This gave the General Reserve a current balance of £95,148; and the Archive Acquisition Reserve a balance of £62,342. Members noted that £50,000 of the General Reserve had been earmarked towards the costs of the proposed extension to the Stafford Record Office at an earlier meeting.

Members were also informed of the collection of Geoffrey Godden, a renowned writer and researcher on the history of ceramics, which the Archives Service was seeking permission to purchase. The collection falls within the Services' collection policy and was being offered at a discounted price by Mr Godden. Approval was being sought to allocate £4,800 from the Acquisition Reserve towards the costs of purchasing the Geoffrey Godden Collection.

RESOLVED – (a) That the report be received and noted.

(b) That the request to use £4,800 from the Acquisition Reserve to purchase the Geoffrey Godden Collection be approved.

12. Review of Fees and Charges 2015-2016

The Committee received a joint report (Schedule 2 to the signed minutes) on the review of fees and charges for 2015-2016, which had been reviewed on an annual basis for a number of years to allow the Service to adapt its services according to demand and cost of provision.

The standard sources for income generation for the Archive Service were:- a range of copying services; the sale of photographic permits; research, transcription and certification services; sales of publications; donations; and fees for talks by, and group visits, to the Archive Service. In addition, from 2014 the Archive Service had benefitted from income from its partnership with a commercial provider to make key archive collections available online.

The review was intended to be a balanced approach which encouraged use of services whilst still ensuring that income was generated to support the running of such services.

This year the main change to the fees and charges had been the increase of the research fee. This fee was the basis for other charges and below was a list of other related fees affected by the increase:

- Research fee
- Quick research fee and Hospital Records search fee
- Marriage bond search fee
- Certification fee
- Aligning photocopy and scanned images charges
- In house photography charge
- Publication fees

Ben Adams (Vice-Chairman in the Chair) asked for statistical information of the take-up of services now and following the increase of fees, with an assessment over a two to three year period being brought to a future meeting. Members noted the detail in the report and agreed that the proposed fees and charges represent a fair and reasonable increase.

RESOLVED – that the fees and charges proposed in the report be approved for introduction by the Joint Archive Service from April 2015.

13. Digital Engagement Strategy

The Committee received a joint report (Schedule 3 to the signed minutes) on the Digital Engagement Strategy which had been introduced to set a framework for the service with its use of social media and digital communications.

They noted that the Archive Service had developed a strategy to ensure that new and existing channels of communication were used together and effectively to reach new audiences. It draws on a social media strategy for the Museum on the Move and work done towards a web content strategy in 2008 which had not introduced due to lack of technical solutions.

Members noted new objectives set for using the channels, implementing new ones, and that a team had been set up to own the Strategy and deliver it. Mr. Adams suggested that the strategy be assessed every six months at first, to ensure all new digital engagement channels were being used to their full potential, rather than a reviewed in three years times. He also asked that there was a standard item on the agenda to ensure the Committee was kept up to date with developments.

RESOLVED – that the Digital Engagement Strategy for Staffordshire and Stoke-on-Trent Archive Service be approved.

14. Heritage Lottery Fund bid for Staffordshire History Centre

The Committee received an update (Schedule 4 to the signed minutes) on the progress of the Heritage Lottery Fund (HLF) Bid for Staffordshire History Centre. Members were aware that the focus of the project was to bring together archive service collections from Lichfield and Stafford together with the William Salt Library onto one site, to enable the Service to transform the way it operates.

The project would enable both services to change the visitor experience; preserve priceless archive material; and expand record storage facilities to meet the current and future storage demands and also comply with the required British Standards. It would also enable both services to be delivered more efficiently and ensure long term sustainability of the Archive offer within Staffordshire.

Members will be aware that the stage 1 HLF bid had been submitted in April 2014, but the bid was rejected in July, with a resubmission welcomed. The rejection of the HLF bid in July was disappointing but not unusual. It had given the Project Team an opportunity to reflect on the feedback and develop a new approach involving stakeholders in the decision making. The allocation of funding to employ a consultant would bring additional capacity and creativity to the project. The development of strong vision for a sustainable and resilient Archive Service would ensure benefits regardless of whether HLF funding was secured or not. The focus would still be on attracting investment to save on service delivery costs but the vision would also provide a plan for transforming the Service without HLF funding and delivering a sustainable funding model for the future.

Members noted the plans for the national bid and solutions being discussed regarding the William Salt Library building and asked that the project team investigate other ways of progressing the project.

RESOLVED – that the progress report on the Heritage Lottery Fund bid be received and noted.

15. Date of next meeting - 19 February 2015 in Stoke-on-Trent (venue to be confirmed)

RESOLVED – That the next meeting of the Staffordshire and Stoke-on-Trent Joint Archive Committee be held on Thursday 19 February 2015 at 10.30 am in Stoke-on-Trent (venue to be confirmed).

16. Exclusion of the public

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.

17. Update on Digitisation of key family history collection

The Committee considered a joint report updating them on the digitisation of key family history collection (Schedule 5 to the signed minutes). Members were aware that the Archive Service had a contract with Find My Past (FMP) to digitise key family history held by the Archive Service. The collections included popular name rich records including: parish registers for the historic counties of Staffordshire; wills and inventories for the Diocese of Lichfield (covering several counties); and marriage bonds and allegations for the Diocese of Lichfield.

In total approximately six million names would be available to search once all of the above records are digitised and transcribed. This would enable the service to: provide world wide online access to the Archive Service's most heavily used collections; generate income to help support the care of these archives; meet user demand for online access; enable the Service to transform its delivery model for access to its collections. Members were aware that the public were able to access the FMP website free via computers at some County and City Libraries. They also noted the statistics detailed in the report and that further updates on access to Staffordshire Collections would be brought to the Committee via the performance report and the Annual Report, early in 2015.

RESOLVED – that the update report on the digitisation of key family history collections be received

Chairman

Local Members Interest
N/A

**Staffordshire and Stoke on Trent Joint Archive Committee
26 March 2015**

**Staffordshire and Stoke on Trent Archive Service:
Annual Service Plan 2014/2015: Predicted Outturn Performance**

Recommendation(s)

1. That this report informing the Committee on the predicted outturn against the targets set in Joint Archive Service's Annual Service Plan is received and noted.

Report of Director for Place and Deputy Chief Executive (Staffordshire County Council) and Director of Adult and Neighbourhood Services (Stoke on Trent City Council)

Reasons for Recommendations

2. The Archive Service has made very good progress against its targets this year and a more detailed summary is set out at Appendix 2 to this report. The predicted performance indicators to 31 March 2015 are recorded in Appendix 3.

Background

3. The Service 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 Forward Plan, 2012-2015, approved by the Joint Archives Committee at its meeting on 23 February 2012. The key achievements are highlighted below.

An integrated onsite and online customer experience

4. The Archive Service has renewed its award of the Customer Service Excellence Standard and maintained compliance plus for its community engagement work and the use of volunteers in the service. The Service has also carried out its annual customer survey with a 100% satisfaction rating overall. In July 2014 the first phase of Staffordshire Parish Registers was launched online with Find My Past with almost three million names available to search online. The Friends of Staffordshire and Stoke on Trent Archive Service have launched a fundraising campaign in September 2014 to digitise tithe maps for the county.

5. The Service has held workshops with staff, partners, Friends groups and users to develop its new vision which will form the next Forward Plan. This plan has also been consulted on with existing users, Friends groups and local

history group members. The Service will also use the Plan to help develop and re-submit its bid to the Heritage Lottery Fund (unsuccessful in 2014) to redevelop its service later in 2015.

An innovative online presence which showcases Staffordshire's archives

6. Progress has stalled on the development of the Staffordshire Places website as staff time is no longer available to dedicate to the site. Two different volunteers have been approached without success. A final attempt will be made in 2015 to advertise for a volunteer.

7. The Archives and Heritage Facebook page (established in 2012) goes from strength to strength with two articles a week posted. It expects add images of 59 documents by the end of the year and currently has 532 likes (up from 244 from last year). In July the Service launched its Twitter account to coincide with the launch of the parish registers online. It currently has 576 followers and has grown steadily since July with uplift in December related to the Christmas Truce story. Work has also continued on adding new indexes to the Staffordshire Name Indexes website including 10 more years of wills; an index of coroner's reports; and a new Great War index of soldiers' photographs in the Sentinel newspaper. Virtual visits have increased by approximately 2.7%.

Engagement with Staffordshire's communities to strengthen their identity and place

8. This year the Rural Roadshow was held in Codsall and attracted 341 visitors on the day. The event was organised in partnership with the local history society to celebrate the 50th anniversary of the village hall. The exhibition was donated to the local history society to be used again.

9. The Archive Service was successful in gaining funding from the Heritage Lottery to support its 'Staffordshire Appeals' project. The funding will enable the indexing, digitising and repackaging of rare military tribunal records for Staffordshire in the Great War. The project received a huge amount of interest when it was launched in September with media coverage locally and nationally. This led to over 100 people coming forward to offer to volunteer with the project. 55 were signed up and started work in November and as a result more research is being carried out into related sources about the Great War. This will feed into the exhibition which will be created towards the end of the project in 2016.

10. The Service has continued to support the local history group at Tamworth which in turn will help the Service deliver its 2015 Roadshow in the town. The Service worked with two schools as part of a funded project with the Library Service and supported visits from several further and higher education institutions. New contacts included a teacher training course at Birmingham University and Stafford College.

Celebrate and discover Staffordshire's history

11. The Service delivered a wide range of events, courses and talks throughout the year with an estimated 3,600 attendances. The Staffordshire History Day was fully booked in 2014 and this year (28 March) it has sold out early on again. This partnership event with Keele University and Birmingham Centre for West Midlands Studies provides a varied range of speakers on several different subjects which attracts new and repeat attendees each year. A Great War Study Day in September proved popular in addition to the regular Victoria County History Day. The Treasures Day at Lichfield Record Office to tie in with the city's Heritage Weekend was well supported. Once again the Family History Course was popular with staff able to guide people through using archive sources.

A sustainable high performing service which provides leadership for the Archives and Heritage sector

12. The Service continued to support its staff working towards an archival qualification and achieving accredited conservator status. A new policy on Digital Engagement was developed and approved in November 2014 to give direction to social media activity. The Service was particularly successful at Christmas revealing a letter written on 25 December 2014 in an event at the National Memorial Arboretum.

13. After not succeeding on first attempt with funding from the Heritage Lottery, the Service has reviewed and refocused work on its project to transform its public access in the County with the appointment of consultants to assist the project team. Two stakeholder engagement workshops have been carried out to address concerns raised in 2014 and develop solutions with some of the groups. This work has also been focussed on creating a shared ten year vision which will form the next Forward Plan for the Service. A community conversation was held in February to test the vision with users of the service. The intention is to continue this work with partners and stakeholders to develop more detailed options with a view to resubmitting a Heritage Lottery bid later in 2015.

Improving and promoting user access to Staffordshire's archive collections

14. Work on cataloguing the Archive Service collections has made great progress this year thanks to grant funding, and the dedication of both staff and volunteers to keep this work moving forward. The grant funded cataloguing project for the Bradford Archive completed in September 2014 and since then the collection has been well used as more information is available in the online catalogue. In addition the service received £40,000 funding from the National Archives to deliver the Manorial Documents Register project for Staffordshire which it completed in February 2015. The project has revealed particularly full and detailed records in the Paget Collection. This information will go into a national online database of manorial records. All of this work feeds into our online catalogue and allows people to search the descriptions of our collections and encourages use of them. This area of work receives much support from volunteers and placements with the Service.

Delivering high quality care of Staffordshire's archive collections

15. The Annual Conservation programmes have been successfully delivered. In addition this year, thanks to more grant funding from the Clothworkers Guild, a conservation intern has been appointed to work alongside the conservation team and gain new skills.

16. Work has continued to rationalise space in both Staffordshire Record Office and Unit QB Outstore. This work forms part of the preparatory work for the proposed changes to Archive Service buildings. Work has also started to implement an electronic database recording the location of collections using existing software. This will help improve management of the collections and provision of statistics on space usage. Further conservation work was carried out on the William Salt Library collections.

Extend volunteer working to provide new opportunities for people to increase their skills and increase access to collections

17. The volunteer programme has continued to make really good progress with completion of the tithe map indexing project in sight. The preservation volunteer group has continued their work repackaging and content listing of Staffordshire Newsletter glass negatives. Volunteer hours are set to exceed target due to a large number joining to support the Great War project.

Local Performance Indicators

18. The targets for the performance indicators were presented at the Joint Archive Committee on 19 June 2014. The figure for usages of the Service is predicted to be 325,000 which is 20% above the target. The main cause of the increase appears to be virtual visits (which last year saw a drop). Virtual visits have an unpredictable pattern but broadly continue to increase over time.

19. The number of people attending an events is predicted to exceed by about 8% despite the absence of a major exhibition this year. This is in part due to the success of the roadshow in Codsall and an additional study day on the Great War in September.

20. Volunteer hours are likely to exceed the target by 10% due to the increase in hours from the Staffordshire Appeals Great War project.

21. The target approaches to acquire new archive collections is predicted to be just under 220 at 213. This target has been consistently achieved in previous years.

22. Performance against the customer satisfaction target was achieved in the autumn at 100% after taking part in a national customer survey for archives in 2014.

Conclusion

23. Overall the performance of the Archive Service has remained strong with four out of five performance indicators likely to exceed target. The Service has started to adapt the way it works by mixing professional skills with volunteer support, grant funding and launching more content online. Whilst it was unsuccessful in its first attempt to attract grant funding to transform the Service it has continued with the project to develop it in partnership with Friends groups and hopes for success in 2015. It has been successful in attracting grant funding for other projects to widen access to collections and improve preservation. As always core work has continued with the delivery of more catalogued collections, more engagement through events and social media, and a public service with 100% satisfaction rating.

Appendix 1

Equalities implications:

The service continues to offer choice in the way its services are accessed and has delivered a range of events onsite and offsite to reach a variety of audiences.

Legal implications:

The work of the Archive Service is governed by the Joint Agreement and other legislation to allow both authorities to meet their legal obligations.

Resource and Value for money implications:

The Archive Service delivers a range of work which is measured in a number of ways.

Risk implications:

Risks of not meeting performance targets are partly governed by resources.

Climate Change implications:

The indicators note attendance at onsite and offsite events including community events which have been delivered to avoid unnecessary travel. It also reflects the increased use of online resources.

Health Impact Assessment screening:

No significant implications.

Report author:

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Telephone No: (01785) 278370
Room No: Staffordshire Record Office

List of Background Papers

Papers	Contact/Directorate/ext number
Annual Service plan bi-monthly reports 2014-2015	Joanna Terry/Place/ x278370

**STAFFORDSHIRE AND STOKE ON TRENT ARCHIVE SERVICE
SERVICE PLAN, 2014-2015
Performance against targets: predicted outturn**

Demand on Service	1. An integrated onsite and online customer experience
Service Delivery activities to meet demand	1.1: Maintain compliance of the Archive Service against the relevant quality standards <ul style="list-style-type: none"> • Maintained full compliance against Customer Service Excellence Standard. Maintained compliance plus for two areas around community engagement work and our work with volunteers and understanding customer needs. • Carried out our annual customer survey in July/August 2014 with a customer satisfaction rating of 100%
	1. 2: Extend channels of public access to the Archive Service to Staffordshire residents and world wide users <ul style="list-style-type: none"> • Phase one of parish registers launched online in July 2014. Digitisation of second half of registers completed January 2015 now being indexed. • Launched fundraising campaign in September with Friends (FoSSA) to digitise tithe maps held by the service. • Delivered 7 family history surgeries in Staffordshire Libraries focussing on Find My Past (target exceeded) • Provided 45 one to one support session for Ancestry.com in Stoke on Trent Community Libraries (target exceeded)
	1.3: Improve the Archives User experience <ul style="list-style-type: none"> • 8 sessions delivered on Making the Most of the Archive Service • Family History Club continued successfully • Volunteer mentor for family historians continued at Staffordshire Record Office • 6 documents 'featured' through onsite exhibition case at Staffordshire Record Office • Carried out two partner/user workshops and conversation about Archive Service Vision

	<p>2. An innovative online presence which showcases Staffordshire's collections</p> <p>2.1: Further develop and promote new and existing online archive resources</p> <ul style="list-style-type: none"> • Unable to identify suitable volunteer group to progress Staffordshire Places website • 59 documents posted on Archives and Heritage Facebook page <p>2.2: Develop and publish further online name indexes to increase public access into Staffordshire's archives</p> <ul style="list-style-type: none"> • Index to Wills in the Diocese of Lichfield extended by further 10 years • Index of coroners reports 1850-1860 added • Sentinel" newspaper Great War index added <p>2.3: Develop new archive content website to reach new audiences and increase user participation</p> <ul style="list-style-type: none"> • 153 articles posted to Archives and Heritage Facebook page (two per week) • Twitter launched in July 2015 • 258,000 online visits to Archive Service websites are predicted (236,500 so far)
	<p>3. Engagement with Staffordshire's communities to strengthen their identity and place</p> <p>3.1: Deliver activities and support to drive community engagement</p> <ul style="list-style-type: none"> • Delivered rural roadshow at Codsall with 341 attendees on the day. • Staffordshire Appeals project started in September 2014. Great War project to digitise and index military tribunal records funded by Heritage Lottery. 55 volunteers signed up to the project. • Community research group continues to meet at Staffordshire Record Office (45 sessions). • Local history group well established at Tamworth Library in partnership with the Library and Arts Service. Will support Roadshow at Tamworth in 2015. <p>3.2: Offer opportunities for people to learn new skills and make a positive contribution to their community</p> <ul style="list-style-type: none"> • Engaged with two schools as part of Digital War Memorial Project with Library and Arts Service. • Five higher and further education visits (Keele University, Stafford College, Birmingham University)
	<p>4. Celebrate and discover Staffordshire's history</p> <p>4.1: Promote Staffordshire's history to its residents and visitors</p> <ul style="list-style-type: none"> • 28 talks to local groups by the Archive Service and 17 by the Museum Service • Support for the Border History Fair in the north of the County.
Service Delivery	

activities to meet demand	<p>4.2: Deliver programme of formal and informal learning activities for adults</p> <ul style="list-style-type: none"> • Two study days delivered. One with Victoria County History and second on Great War with Community Groups in Local and Community History Month. • Staffordshire History Day organised in partnership with Keele and Birmingham Universities (fully booked) • Lichfield Treasures Day delivered at Lichfield Record Office • Seven session Family History Course delivered at Staffordshire Record Office • Over 3,600 attendances at events are predicted
	<p>5. A sustainable high performing service which provides leadership for the Archives & Heritage Sector</p>
Key priorities & workstreams	<p>5.1: Continue and maintain improvements in the skills of the staff</p> <ul style="list-style-type: none"> • Annual Training and Development Programme delivered including support for three staff on distance learning course to qualify as archivists and four staff attending Culture and Tourism Staff Conference. Conservator working towards accreditation. <p>Priority 2: Continue and maintain improvements in the standard, quality and performance of the Archive Service</p> <ul style="list-style-type: none"> • Implementation of new Digital Engagement Strategy started; development of Engagement Strategy begun. • Annual Health and Safety Plan delivered • Management team workshop on Accreditation carried out. <p>Priority 3: Improve service marketing, communications and profile</p> <ul style="list-style-type: none"> • Use of social media embedded with group of ‘champions’ established. • Continued promotion of Staffordshire Name Indexes site through family history listservs • Christmas truce letter used to highlight collections and promote service world wide. <p>Priority 4: Deliver partnership working commitments</p> <ul style="list-style-type: none"> • Consultants appointed to assist with development of Service Vision and resubmission of Heritage Lottery Bid. This has included partner workshops and telephone consultation on the vision. • Archive Service commitments in Victoria County History delivered; agreement reviewed and agreed with reduced funding but strong partnership with Keele regarding fundraising.
	<p>6. Improving and promoting user access to Staffordshire’s archive collections</p>

	<p>6.1: Current cataloguing and acquisition</p> <ul style="list-style-type: none"> • 56% of incoming collections catalogued (note this excludes a very large deposit from Michelin Archive) • 90% of collection level (summary descriptions) created for collections not catalogued in this financial year • 213 approaches for archive collections predicted <p>6.2: Reduction of cataloguing backlog</p> <ul style="list-style-type: none"> • 7,516 predicted new back catalogue entries added to Online Catalogue (target of 3,500 this year is exceeded) • Completed National Cataloguing Grants project 'Agents of Change' to catalogue the Bradford Collection • Completed Manorial Documents Register project with £40,000 funding from National Archives to provide accurate recording of manorial records and their location for Staffordshire <p>Priority 3: Improve the information value and publicity of the online catalogue for archive users</p> <ul style="list-style-type: none"> • 5,072 catalogue entries completed by staff and volunteers imported into Online Catalogue • 550 additional name authority records created (target of 400 exceeded)
	<p>7. Delivering high quality care of Staffordshire's archive collections</p>
<p>Key priorities & workstreams</p>	<p>Priority 1: Deliver annual conservation and collections management programmes</p> <ul style="list-style-type: none"> • Annual conservation programme delivered which includes specific programmes for the Sutherland Papers and Bradford Collection • Funding secured for Conservation Intern; project started September <p>Priority 2: Implement actions arising from digital preservation policy</p> <ul style="list-style-type: none"> • Training attended by two members of staff on digital preservation • Assessment of SCC records and digital preservation completed <p>Priority 3: Management of strongrooms and stores to maximise available space</p> <ul style="list-style-type: none"> • Rationalisation of space across Staffordshire Record Office and Outstore to support William Salt Library relocation project continues. • Use of CALM locations database started to manage collections more effectively.
	<p>Priority 4: Deliver William Salt Library conservation programmes</p> <ul style="list-style-type: none"> • Annual conservation programme completed • Printed book preservation programme completed
	<p>8. Extend volunteer working to provide new opportunities for people to increase their skills</p>

	and increase access to collections
	<p>Priority 1: Maintain and develop Archive Service Volunteer scheme</p> <ul style="list-style-type: none">• Into final phase of Tithe Map Project indexing completing outstanding areas.• Indexing of Wills 1761-1770 completed• NADFAS Staffordshire Advertiser and Assize Court indexing continuing• Preservation volunteer group continuing repackaging and content listing of Staffordshire Newsletter glass negs• 6,700 (estimated) volunteer hours given to the Service
	<p>Priority 3: Provide work experience placements to support prosperity in Staffordshire</p> <ul style="list-style-type: none">• Four school placements delivered• Three university placements provided

STAFFORDSHIRE AND STOKE ON TRENT ARCHIVE SERVICE:

APPENDIX 3

LOCAL PERFORMANCE INDICATORS 2014/2015

Indicator	Outturn 2013/2014	Target 2014/2015	Predicted Outturn 2014/2015
Use of Archive Service			
1. Usages of the Archive Service <ul style="list-style-type: none"> • personal visits • online visits, • email postal and telephone enquiries and orders 	282,991	270,000	325,000*
			*Increased virtual visits
Engagement with the Archive Service			
2. Attendances at: <ul style="list-style-type: none"> • events and celebrations • talks by our staff • educational and community group visits to our offices 	3,693	3,400	3,672
3. Number of volunteer hours	6,266	6,000	6,700**
			**1,282 hours are for Great War projects
Customer Satisfaction			
4. Percentage of onsite users expressing satisfaction with overall service and facilities (very good and good)	99%	98%	100%
Collecting Activity			
5. New archival collections and unconcluded negotiations with donors or depositors	222	220	213

Local Member Interest	Nil
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STAFFORDSHIRE AND STOKE ON TRENT JOINT ARCHIVES COMMITTEE

26th March 2015

JOINT ARCHIVE SERVICE – PREDICTED OUTTURN 2014/15

Recommendation(s)

1. That this report informing the Committee on the predicted final outturn for the Joint Archive Service for 2014/15 is received and noted.
2. That the 2015/16 revenue budget be approved by the Joint Archive Committee.

Joint report of the Director of Finance & Resources and the City Director of Resources

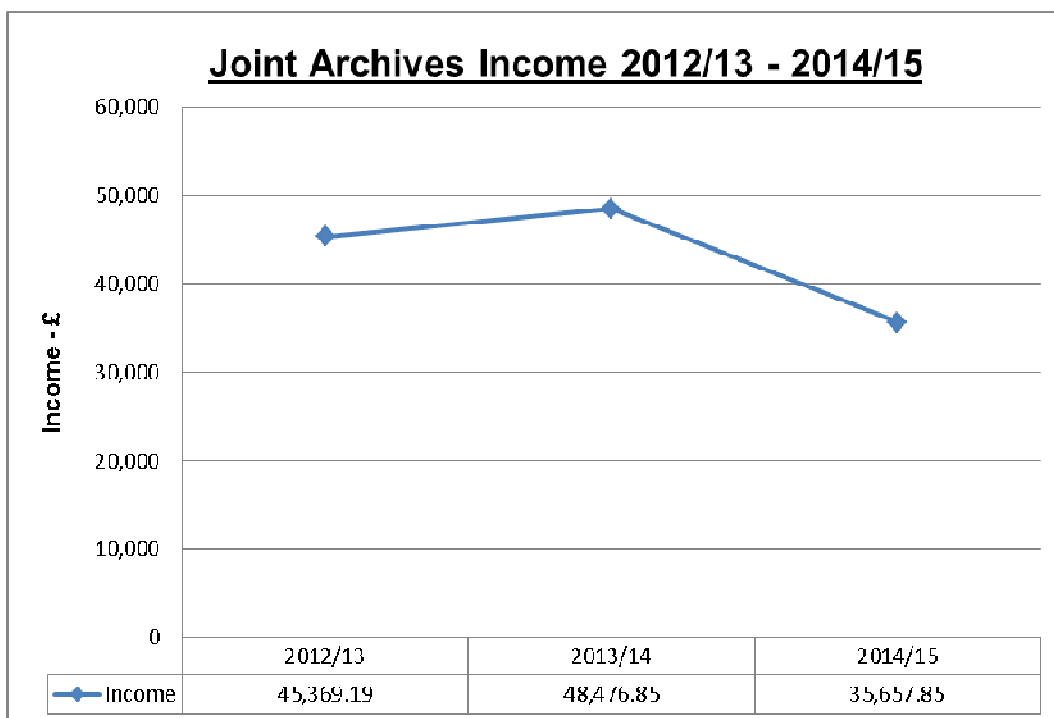
Reasons for Recommendations

3. The Joint Archive Service budget for 2014/15 is currently predicted to be underspent by £13,686. The General Reserve has a balance of £95,148 and the Archive Acquisition Reserve currently has a balance of £62,342.

Background

Predicted Net Revenue Outturn 2014/15

4. The predicted outturn for the Joint Archives Service is set out in *Appendix 1*. It is expected that the service will spend £668,564 compared to its current approved budget of £682,250. This gives an overall underspend of £13,686 which will be transferred to the Joint Archive Service General Reserve at the end of the financial year.
5. Of this underspend, Core Services are expected to nominally underspend by £2,046 on supplies & services and staffing costs. The County is also projecting an underspend of £5,500 again due to savings on staffing costs and the City Council is also anticipating to underspend by £6,140 due to staff vacancy savings being partially offset by a nominal under recovery on fees & charges income.
6. *Appendix 2* profiles Staffordshire's Joint Archive total fees & charges income from 2012-13 to the current year. A total Archives fees & charges trend line is shown graphically below.



7. In the previous two financial years, total Joint Archive fees & charges income levels have exceeded £45,000+, so on this basis, the current year income budget was set at a similar level. In 2014/15, total fees & charges income is currently forecast to be £5,600 lower than the budget set primarily due to lower than anticipated bequests donations; genealogical search fees and Photocopier charges. It also reflects a shift in the way users access archive material since more collections are available online. This is seen particularly in genealogical searches and photocopy income as people can view and download Staffordshire Parish Registers online since July 2014.

Reserves

8. There are currently two reserves which are held by the Joint Archive Service, these being the General Reserve and the Archive Acquisition Reserve. The balances on these two Reserves are set out in *Appendix 3*. The General Reserve has a balance of £95,148 and the Archive Acquisition Reserve currently holds a balance of £62,342. As Members are aware, the Archive Acquisition Reserve enables the Joint Archive Service to purchase collections for the benefit of archives users in both the City and the County.
9. At the November 2014 Joint Committee, approval was given for the purchase of the Geoffrey Godden Collection for Stoke on Trent City Archives for £4,800 (at a discounted price by Mr Godden) from the current Archives Acquisition Reserve.

Revenue Budget 2015/16

10. The detail of the 2015/16 net revenue budget can be found as *Appendix 4* to this report. The new year budget of £702,168 has increased by 2.9% when compared to the budget plan for the current year.
11. Under the Joint Archive Agreement, the total cost of the service is currently apportioned between the two respective Local Authorities and was recently revised (in 2013/14) to reflect the latest available respective population levels. This has resulted in the percentage charge to the City Council of 22.6% and for the County Council's percentage share to be set at 77.4%. The proposed net revenue budget has been apportioned on this basis and the County's proposed share of the costs is £543,478 and the City's £158,690. Both Authorities currently have sufficient budgetary provision to meet these estimated costs.

Appendix 1

Equalities implications:

No significant implications.

Legal implications:

The Joint Agreement budget is subject to an annual small bodies audit.

Resource and Value for money implications:

The Joint Agreement budget is monitored regularly throughout the year.

Risk Implications:

No significant implications.

Climate Change Implications:

No significant implications.

Health Impact Assessment screening:

No significant implications.

Report author:

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List of Background Papers

Joint and other Archive Services 2014/15 files

Joint Archives Service
Predicted Outturn Position 2014-15

APPENDIX 1

	Core Services			Staffordshire County Sites and Public Services			Stoke City Sites and Public Services			Total for service		
	Current Estimate 2014/15 £	Actual Expenditure as at Feb 2015 £	Predicted Outturn 2014/15 £	Current Estimate 2014/15 £	Actual Expenditure as at Feb 2015 £	Predicted Outturn 2014/15 £	Current Estimate 2014/15 £	Actual Expenditure as at Feb 2015 £	Predicted Outturn 2014/15 £	Current Estimate 2014/15 £	Actual Expenditure as at Feb 2015 £	Predicted Outturn 2014/15 £
Expenditure												
Employees	344,890	315,348	344,532	232,370	203,264	223,496	95,070	79,408	86,740	672,330	598,020	654,767
Training	1,200	806	1,062	0	29	32	870	0	870	2,070	835	1,964
Transport	1,900	642	1,257	200	238	456	300	93	300	2,400	973	2,013
Supplies and Services	5,740	3,203	3,873	28,070	8,757	26,652	19,150	15,336	19,150	52,960	27,296	49,675
Total Expenditure	353,730	319,999	350,724	260,640	212,288	250,636	115,390	94,837	107,060	729,760	627,124	708,419
Income												
Grants & Reimbursements										0	0	0
Sales				11,980	8,934	11,458				11,980	8,934	11,458
Fees & Charges				19,440	14,394	15,703	6,190	3,604	4,000	25,630	17,998	19,703
Miscellaneous	2,960	2,000	2,000	2,140	1,571	1,895				5,100	3,571	3,895
Transfers from reserve				4,800	2,542	4,800				4,800	2,542	4,800
Total Income	2,960	2,000	2,000	38,360	27,441	33,856	6,190	3,604	4,000	47,510	33,045	39,856
Net Expenditure	350,770	317,999	348,724	222,280	184,848	216,780	109,200	91,233	103,060	682,250	594,080	668,564
										PREDICTED UNDERSPEND		-13,686

Staffordshire Joint Archives Income 2011-2015

		Year		Projection	Budget
		2012-13	2013-14	2014-15	2014-15
Core services					
Other Income					
69112	Donations Bequests	(2,270.00)	(1,000.00)	(1,000.00)	(2,960.00)
69162	General (790 01)	(1,000.00)	(1,131.10)	(1,000.00)	0.00
		(3,270.00)	(2,131.10)	(2,000.00)	(2,960.00)
Staffordshire County Sites and Public Services					
Fees & Charges Income					
68210	Genealogical	(6,059.74)	(5,695.44)	(5,349.36)	(7,200.00)
69122	Photocopying	(12,452.66)	(13,908.10)	(10,353.49)	(12,240.00)
		(18,512.40)	(19,603.54)	(15,702.85)	(19,440.00)
Other Income					
69112	Donations Bequests	(1,271.11)	(931.72)	(833.00)	(810.00)
69110	Other Income	0.00	0.00	(347.00)	0.00
69162	General (790 01)	(1,642.89)	(3,435.47)	(715.00)	(1,330.00)
		(2,914.00)	(4,367.19)	(1,895.00)	(2,140.00)
Sales Income					
65006	Vending Machine	(777.70)	(995.45)	(1,313.00)	(610.00)
65108	Photos Pictures	(12,054.23)	(14,521.75)	(8,460.00)	(8,460.00)
65116	Stationery	(193.88)	(176.16)	(29.00)	0.00
65304	Sale of Books	(2,450.20)	(2,632.72)	(1,658.00)	(2,910.00)
		(15,476.01)	(18,326.08)	(11,460.00)	(11,980.00)
Trf to Com Income					
64536	Other Fees/Charges	(5,196.78)	(4,048.94)	(4,600.00)	(4,800.00)
		(5,196.78)	(4,048.94)	(4,600.00)	(4,800.00)
Grand Total		(45,369.19)	(48,476.85)	(35,657.85)	(41,320.00)

JOINT ARCHIVES GENERAL RESERVE

APPENDIX 3

As @ 1st March 2015

	Staffordshire County Council £	Stoke on Trent City Council £	Total £
Balance brought forward 1 April 2013	73,573	12,430	86,003
2013/14			
Alterations/Environmental Controls at Stoke	0	0	0
	73,573	12,430	86,003
Transfer to/(from) reserve 31.3.14	19,575	-10,430	9,145
Balance Available	93,148	2,000	95,148

JOINT ARCHIVES ACQUISITION RESERVE

Balance brought forward 1 April 2013	62,342	0	62,342
2013/14			
	0	0	0
Balance Available	62,342	0	62,342

**Staffordshire and Stoke-on-Trent
Joint Archives Service
Budget 2015-16**

Appendix 4

	Core Services	Stafford	Lichfield	Burton	Stoke-on-Trent	Joint Archives 2015/16
	£	£	£	£	£	£
Expenditure						
Employees	349,320	177,948	67,800	1,000	96,880	692,948
Training	1,200	0	0		870	2,070
Transport	1,900	100	100		300	2,400
Supplies and Services	5,740	22,240	5,830		19,150	52,960
Total Expenditure	358,160	200,288	73,730	1,000	117,200	750,378
Income						
Sales		10,750	1,430			12,180
Fees & Charges		10,300	9,440		6,190	25,930
Miscellaneous	3,060	6,430	610			10,100
Transfers from reserve						0
Total Income	3,060	27,480	11,480	0	6,190	48,210
Net Expenditure	355,100	172,808	62,250	1,000	111,010	702,168

Funded by:

Staffordshire	543,478
Stoke-on-Trent	158,690

Members Interest
N/A

**Staffordshire and Stoke on Trent Joint Archive Committee
26 March 2015**

**Staffordshire and Stoke on Trent Archive Service: Forward Plan and
Vision for Service 2015**

Recommendation(s)

- 1a. That Vision for the Service for the next ten years is approved by the Committee.
- 1b. The Committee gives approval for the Service to develop delivery options based on the vision to be consulted on formally in the summer.

**Report of Director for Place and Deputy Chief Executive (Staffordshire
County Council) and Director of People – Assistant Chief Executive
(Stoke on Trent City Council)**

Reasons for Recommendations

2. The Joint Archive Service has worked to a three year planning cycle since its inception in 1997. The scope of this seventh plan has been extended to ten years as it will transform the service and will take more than three years to deliver some of these changes.
3. This Vision covers the Joint Archive Service and the Museum Service for the County Council. Together the services are known as 'Archives and Heritage'. It has also informed the creation of a vision for the William Salt Library Trust. Their vision will be complementary and is due to be considered by the Trust at their annual meeting in May 2015.

Background

4. In 2014 the Archives Service consulted on a project to centralise its public sites in the county. An application to the Heritage Lottery Fund (HLF) was submitted to secure funding for this project but it was rejected in July 2014. Part of the feedback stated that the Service needed a clearer vision for the project. The Service was coming to the end of its current Forward Plan 2012-2015 so the timing to comprehensively review its activities and refocus was appropriate. A Project Board and Project Team were formed in August 2014 to advise and assist with decision making.
5. The Service secured funding from the Strategic Property Board in September 2014 to appoint consultants to:

- Support the development of a new vision and engagement with stakeholders.
- Assist with a conversation about the vision with key partners and stakeholders.
- Support the development of options for delivery of the vision.
- Help the project team to develop and submit a new bid to HLF in 2015.

Janice Tullock Associates were appointed in November 2014 to assist the Project Team.

Developing the Vision

6. The first key milestone to developing the Vision for the Service began at a stakeholder workshop on 8 December facilitated by Janice Tullock and Emma Parsons. The workshop brought together key partners, stakeholders, and staff. It included:

- Trustees of William Salt Library
- Friends of the William Salt Library
- Friends of Staffordshire and Stoke on Trent Archive Service
- Lichfield Civic Society
- Staff of the Archive and Heritage Service

The workshop was successful in bringing people together to discuss the challenges the Service faces. It started to develop some key themes and ideas for how the Service will address these challenges and achieve sustainability.

7. Based on the results of the workshop a draft vision was produced in January 2015 and shared with staff, the stakeholder group, and partners. The draft was amended and then shared during February for a public 'conversation' to test the Vision and gain wider input into its development. This took place from 11 – 25 February using an online survey and discussion boards at 11 venues across the county and city (Record Offices and Libraries). The survey link was sent to many special interest groups and the stakeholders already involved, a press release was issued, it was advertised on the homepage of the Archive Service website, and social media was used to promote it throughout February.

Results of the conversation

8. The digital survey had 184 responses with 7 additional written responses, 191 in total. The discussion boards were less successful with only 12 responses. This gives a total of 203 responses from people across the county, the vast majority being existing users of archives. A summary of the findings and key areas of support and concern is given below.

9. Overall there was support for the vision. Respondents supported the idea of Active Partnership and reaching new and more people. People valued the expertise and service delivered by staff. They agreed with the idea of sharing

knowledge but thought that it should be a two way process. There was support for more online content but it was felt it should have good quality indexing and catalogues as well. There was recognition that there is potential to do more with existing partners and new ones spoken to so far.

10. A number of areas of concern were raised through the conversation about the draft vision. Respondents stated that volunteers must not replace staff expertise but this did not mean that people were unwilling to be involved with the Service. There was much concern about the future of Lichfield Record Office and around keeping access local. People were clear that maintaining physical access to records was important to them and that digital access did not work for everyone. Some people commented on the need to prioritise areas in the vision in terms of resourcing it. For future consultations respondents asked for openness and for comments to be taken real note of.

The amended Vision

11. Using the results of the conversation the Vision has been amended to ensure that the right emphasis and balance is achieved. It is an ambitious and challenging vision dependent on achieving grant funding to resource it. The key themes are outlined below with the full vision at Appendix 2.

12. Our vision is: ***Connecting people to the collected stories and heritage of Staffordshire, Stoke on Trent and beyond.***

Our mission is: ***To Connect people to the memories of Staffordshire and Stoke on Trent, by engaging them with the collections we develop and preserve for current and future generations.***

These statements bring together the service focus on both archive collections and museum objectives recognising that many users do not understand why there are or should be a distinction between the two. They focus on people engaging with collections and putting that at the heart of our vision.

The Service is developed by an Active Partnership between Councils, users, depositors, partners, volunteers in all areas of the service including: funding, management and delivery.

13. This theme seeks to really involve partners and users in our Service by empowering them and also supporting them with training to enable them to gain something more from volunteering. It recognises that the Service needs to be delivered in different ways to ensure its sustainability for the future. It also seeks to diversify the funding model for the Service. Comments on this part of the vision included:

“Volunteers should supplement the current staff not replace them”

“...an expanded volunteer programme is a great idea, and I can see that Staffordshire really are a beacon of working with volunteers. The idea to enable volunteers to gain qualifications is fantastic and demonstrates real care for the community and a commitment to education and learning”

40% of respondents supported all aspects of this theme. The activity statements have been amended to make it clear that volunteers will add value to the service alongside the professional staff team.

The Service has been re-shaped and redesigned to encourage resilience, new ways of working and refocusing delivery to the needs of users.

14. This outcome focuses on ensuring that the service is stable and financially solvent. It places strong emphasis on ensuring that all collections are properly cared for in buildings which are developed to provide services in a more cost effective way. This theme also includes activity to take the service beyond its buildings through outreach and online delivery where it can reach more and new people. Comments on this theme included:

“I support much of this in principle, but would hate to see the William Salt townhouse outside the public estate. Making more available online is definitely a good thing.”

“The service needs to be financially solvent and to secure this will only be sustainable if easy access is maintained for the general public”.

49% of people supported all or most of the statements under this section. Significant numbers of people also mentioned seeing more information online but with the proviso of physical access to documents remaining. People also wanted to see more community activity. The vision has been re-ordered to make it clear that there will still be a physical service and care of collections remains integral to this area.

The Service has diversified its users, stakeholders and collections. This has resulted in increased visibility and understanding of the service by the public and increased levels of new users. People are proud of the Staffordshire History Centre.

15. This area focuses on reaching more and different people using different ways of engagement. This will include working with community groups, using social media, browsing collections, developing a strong learning programme and delivering cross-disciplinary exhibitions. The desired outcomes are increased awareness of the service by new users and relevance for residents within the County and City. Comments on this theme included:

“Digitising the collection is clearly a long term plan and the existing arrangements at Lichfield should not be changed until a better outcome can be demonstrated for all of the collection.”

“Archives are no longer about the completely physical – they have to embrace new technologies to reach more people and raise the profile of our rich heritage; all ages need to be shown what is available and to explore historical items in contexts that bring them alive and make them vivid.”

This outcome received support for all aspects from 80 people with some wanting to see activities that increased the reach of the service across the county.

The Service shares knowledge on new ways of working with other services

16. The activity in this area covers sharing our knowledge with our professional sectors. It also includes working with the voluntary sector to develop volunteering programmes. We will also share our knowledge with museums and organisations within the county. In addition we will enable our users to share their knowledge onsite and online. Comments included:

“Support this, but remain dubious about how deliverable this is.”

“I would support all of these aspects, they are aspirational and attainable, and above all valuable to Staffordshire people.”

83 people supported all or most aspects of this area of the plan. There were very varied suggestions on what to do differently in particular around focusing on groups other than local history organisations to reach new people.

The Service has increased its activity online and is delivering more services online.

17. This outcome is focused on using digital access to increase participation and as a means to attract non-traditional users. It does not exclude physical access and highlights development of digital access points in partnership with other venues. It will build on the good work already started with social media and look at ways of delivering access to more services online. A digitisation programme is a key element to be developed assessing what the priorities are and the type of delivery method. Comments included:

“has it been thoroughly costed?”

“good blend of real world and digital goals”

“The ceramic community would be very interested – makers, academics and collectors. There’s a lot of makers now working with collections, I would love to do it!”

79 people supported all or most of the activities with some stating the need to improve the content and functionality of the website.

18. Partners (both current and potential) were also consulted about the vision. These included Arts Council England, Keele University, Stafford College, Entrust School Improvement Division. All of the partners were supportive and enthusiastic about the vision and contributed many ideas about how to develop and deliver it. Arts Council England suggested talking to other county providers who are also looking at how to deliver a resilient county-wide service.

Conclusion and next steps

19. It is clear that there was general support for the draft Vision. People felt it was an exciting and sensible vision for the future. There was support for getting more people involved in using the service and having a say in its development. Respondents felt this should not replace staff rather that it should add value. Sharing knowledge was supported as long as it was a two way process. Whilst there was support for more online content it was clear that physical access was still important too. People stated that local access was also important as travelling to archive services could sometimes be problematic.

20. The vision has been amended to reflect some of the feedback from the conversation, from staff, and from partners. The next step is to develop delivery options for some parts of the vision which will focus on resilience and best use of buildings. Other options will be developed for service delivery online, around the county and engaging users.

21. These options will be discussed and shaped with stakeholder groups in Stafford and Lichfield. Preferred options which are realistic and practical will be identified and then consulted on formally in the summer. The comments about the conversation will be taken on board and this next phase of consultation will be longer and widely advertised.

22. A progress report on the project will be brought to the Joint Archive Committee in June.

Appendix 1

Equalities implications:

The Vision focuses on delivery in using online and physical access with delivery around the county and working in partnership with other providers and venues.

Legal implications:

A three year Forward Plan is required for the Joint Agreement between the two authorities. The Vision will also support Archive Accreditation and development of the Heritage Lottery bid for funding.

Resource and Value for money implications:

The Vision and development of delivery options will be used to help restructure and transform the Archive and Heritage Service to ensure that it has the right roles and skills for delivery and sustainability in the future. It will enable delivery of savings identified in the MTFs of £155,000 and take into account future anticipated savings. Staff and trade union representatives will continue to be engaged in the development of this work and consultation will be entered into as appropriate

Risk implications:

The vision is not fully funded and depends on securing external funding, income generation and other fundraising. In developing delivery options alternative plans will be created to take account of not securing grant funding.

Climate Change implications:

The Vision balances online access and physical access to services and collections to offer options for remote use and not necessarily travel to multiple locations. Any new buildings will be compliant with modern standards for energy efficiency and minimise impacts on climate change.

Health Impact Assessment screening:

The Vision offers opportunities for volunteers to get involved and add value to the service with support and accredited training programmes from staff. Volunteering provides many social benefits for individuals which can impact positively on health.

Report author:

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Telephone No: (01785) 278370
Room No: Staffordshire Record Office

List of Background Papers

Papers	Contact/Directorate/ext number
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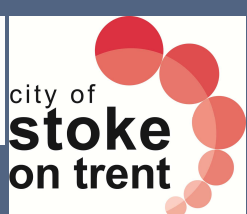
Staffordshire and Stoke on Trent Archives and Heritage Vision 2015	
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Findings of Staffordshire Archives and Heritage Conversation on the Draft Vision for the Service	
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Staffordshire and Stoke on Trent Archive and Heritage Service Vision

A Vision for the Service 2015 - 2025



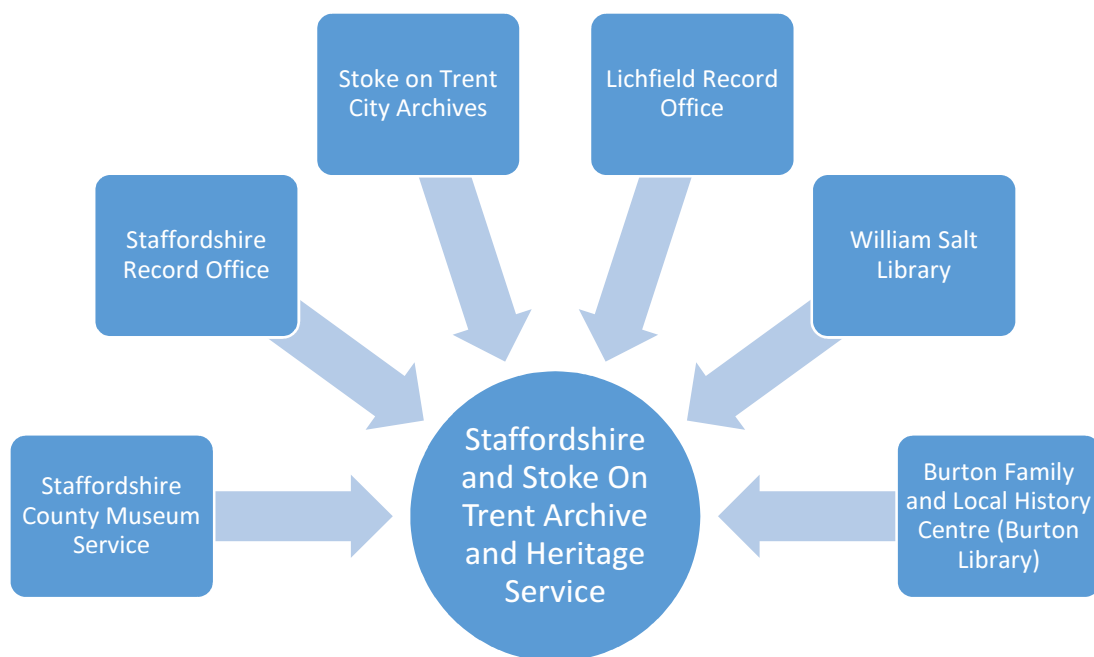
Staffordshire and Stoke on Trent Archives and Heritage Service Vision 2015:

Introduction

This vision for Staffordshire and Stoke on Trent Archives and Heritage Service in 10 years' time is the result of our conversations with the users, staff and stakeholders of the service. It aims to bring together and develop the ideas, hopes and requirements these groups have discussed with us. It will be the basis of further consultation and discussion. It is not yet a fully funded vision, but aims to reflect the likely future financial environment. The service will be redesigned and refocused to deliver some of these outcomes and will seek additional funding to fully deliver this vision.

This vision is necessarily general and will inform detailed future plans such as annual plans and funding applications. It will also inform the work of partner organisations such as the William Salt Library Trust. The Trust has developed its own vision to give clear direction for the Library.

Who we are



The Archive Service is jointly funded and managed by Staffordshire County Council and Stoke on Trent City Council. Staffordshire County Museum is funded and managed by Staffordshire County Council and is part of the Archives and Heritage section within the Council. The William Salt Library is a charitable library owned and managed by the William Salt Library Trust. The County Council delivers the service and maintains the library building on behalf of the Trust. Together we care for the historic collections of the county and city.

Context Headlines

Collections

- 5 Miles of historic records from 10th to 21st centuries
- Nationally Outstanding Designated Archives
- Unique Special Collections of books in the grade 2* William Salt Library
- Archive storage rooms are full and we need more to continue collecting.
- Some archive collections are not stored in the necessary environmental conditions
- 27,000 objects relating to Staffordshire's history over the past 250 years.
- 43,000 photographs
- 1,800 works of fine and decorative art.
- Our museum development programme provides support and advice for the County's 40+ museums.
- Museum Stores are at capacity. Not all storage areas provide the necessary conditions for museum collections.

In our buildings

- 100% of users say they are satisfied with the Archive Service.
- The Archive and Heritage Service has the Customer Service Excellence Award.
- Visitor facilities at record offices are in need of improvement e.g. limited toilets, poor break area, lack of space for volunteers.
- 47% of Archive Service staffing resources are used to run public reading rooms.
- Fewer people are using the reading rooms as more use online services.
- People can see exhibitions about Staffordshire life and servants' lives at the County Museum and Park Farm on the Shugborough Estate.
- 91,622 people visited the Museum in 2013-14, including 10,336 pupils in organised school groups.
- The Staffordshire County Museum and Shire Hall Gallery are fully Accredited museums.
- The Archive Service has yet to achieve Accreditation for archives as the scheme was only launched in 2013.

Beyond our buildings

- There is a single online catalogue for archive and museum collections called Gateway to the Past used by 132,230 visitors in 2013/14
- 2.8 million names and images from parish registers between 1538-1900 are available on the Find my Past family history website to explore. More are on the way.
- 23,068 people used the Staffordshire Name Indexes website to research their family history. More names are added each year.
- In 2013/14 the archive service was used 282,991 times, 88% of this usage was outside the archive office buildings, mainly via the internet.

- Museum on the Move, a museum on a bus visited 5,249 people in 2013-14 including schools, youth groups, care homes, dementia groups and prisons.
- 197,860 people browsed Staffordshire history at www.staffspasttrack.org.uk
- Community exhibitions tour across the county.
- 29,921 people have explored the First World War on www.staffordshiregreatwar.com website in 2014/15.
- People can learn about how the Staffordshire Hoard was found and saved through a touring exhibition, 'Treasure: Discovering the Staffordshire Hoard'
- The service reaches more people outside its sites, via online services and activities in the community.

Volunteering and Partnership

- 82 volunteers provided 6,266 hours of support in 2013/14
- Our last call for volunteers was oversubscribed and was limited by the space available to seat people.
- The service works in partnership with the Trustees and Friends of the William Salt Library and the Friends of the Archive Service.
- The service works with other museums and organisations to deliver projects such as Museum on the Move and The Staffordshire Hoard Mercian Trail.
- Local heritage groups work with us to produce exhibitions and activities.
- We work in partnership with the National Trust on the Shugborough Estate.

Resources

- Like all council services, the archive and heritage service has had to make financial savings over the last few years. The service expects to be required to make additional savings in subsequent years.
- The service has enhanced its resources by attracting £418,902 grant funding from the Heritage Lottery Fund, Arts Council England and other grant giving bodies during 2012-2015.

Staffordshire and Stoke on Trent Archives and Heritage Service Vision

Our vision:

Connecting people to the collected stories and heritage of Staffordshire, Stoke on Trent and beyond.

Our mission:

To connect people to the memories of Staffordshire and Stoke on Trent, by engaging them with the collections we develop and preserve for current and future generations.

The service in 10 years' time will be a model archive and heritage service in terms of:

1. An Active Partnership Approach.
2. Resilience and Sustainability.
3. Reaching and engaging with a wide range of people and building new audiences.
4. Sharing knowledge across the UK.
5. Online presence and remote access.

We have developed five headline outcomes that we are looking to achieve in that period:

Staffordshire and Stoke on Trent Archives and Heritage Service is developed by an Active Partnership between Councils, users, depositors, partners, volunteers in all areas of the service including: funding, management and delivery.

Our planned activity includes:

- Valuing and respecting the involvement of our partners in our service and actively crediting their participation and identity
- Developing and strengthening existing partnerships with the Trustees of the William Salt Library, the Friends of the Staffordshire and Stoke on Trent Archive Service and the Friends of the William Salt Library
- Developing new partnerships with enthusiast and specialist interest groups in both the county and the city
- Empowering users and stakeholders to regularly contribute to the development of our policies and plans
- Creating a range of regular consultation activities such as teachers or user panels, which influence the service. Users feel they are involved in developing the service.
- Developing a training and support programme for stakeholder fundraisers
- Developing accredited volunteering programmes in partnership with other providers
- Expanding the volunteer programme in terms of numbers and roles undertaken, to add value to the service alongside the professional staff team

By 2025 :

- Staffordshire and Stoke on Trent Councils will see the service as having an important role to play in the county and city. There will be increased political understanding of, and support for, the service.
- The work of the service will be viewed as relevant to a wide range of organisations and individuals through joint delivery and commissioning of projects
- Fundraising by stakeholders has increased (significantly)

Staffordshire and Stoke on Trent Archives and Heritage Service has been re-shaped and redesigned to encourage resilience, new ways of working and refocusing its delivery to the needs of users.

Our planned activity includes:

- Ensuring that the service is financially solvent and stable, and/by increasing its mix of external funding
- Examining and developing new areas of income generation to support the service, together with stakeholders
- Ensuring the long-term security of collections through housing all collections in PD5454 compliant storage, housing collections in the best possible conditions, and having space to continue to collect for the next 25 years.
- Examining our collections development policies and taking a more strategic active approach to collections development, including deaccessioning and disposal
- Reviewing and improving our collections information to be more efficient and user-focused with an improved collections interface which allows people to contribute information. Volunteers playing an integral role, working with staff, to develop collections information. Online resources have strong indexes and catalogues to maximize access.
- Being more active in attracting new users and providing them with different opportunities to engage with collections
- Redesigning/developing buildings to allow us to provide the types of services required in a more cost-effective, sustainable way
- Providing a new means of engagement for users through a new exhibition space. Some exhibitions are co-created by users and stakeholder groups building on the existing work developed by the Museum Service.
- Delivering an outreach programme to take collections and resources out to communities beyond its main buildings.
- Strengthening our presence around the county by working with Active Partners, such as libraries and heritage groups, to deliver access points in existing community spaces, reaching more people
- There is a new focus on providing online resources and a rejuvenated online presence to reach more people, balanced with a programme to engage more people with the original documents
- We acknowledge that these new ways of working will need staff resources and training and will build on the expertise we have developed in our existing programmes to deliver a more joined-up, cross-disciplinary service.

By 2025:

- The service is housed in buildings which are accessible, welcoming and comfortable. The customer experience is warm, welcoming and inspiring. Users are easily able to use and engage with collections and share their knowledge.
- All archive and special collections are housed in PD5454 compliant storage.
- All museum collections are housed in appropriate storage.

Staffordshire and Stoke on Trent Archives and Heritage Service has diversified its users, stakeholders and collections. This has resulted in increased visibility and understanding of the service by the public and increased levels of new users. People are proud of the Staffordshire History Centre

Our planned activity includes:

- Testing, developing and embedding new ways of engaging with people and new ways for them to engage with the collections across a range of subjects and disciplines
- Increasing levels of work with community groups and non-traditional users of the service
- Investing in marketing, promotion and use of social media to reach new users
- Providing ways to browse the collections online and onsite through permanent and temporary exhibitions
- Allowing the browsing of book collections wherever possible
- Developing a strong learning programme in an active relationship, working closely with teachers, tutors and initial teacher training courses to raise awareness of how archives and heritage can deliver the national curriculum
- Developing a set of resources to interpret its collections based on the interests and motivations of a wider audience and using these to engage with new users
- By integrating collections across the Archives and Heritage Service, increasing new audiences' access to and engagement with cross-disciplinary exhibitions

By 2025:

- The service is THE focus for the history and collections of Staffordshire
- Collections have diversified
- The Service has at least retained its current numbers of researchers in the searchroom and promoted the use of original documents, while increasing the number of users attending activities, browsing facilities and using the service online.

- The service has built on its support amongst local communities and increased the membership of Friends organisations and their active involvement with the Service.
- Public awareness of the diverse themes and treasures within the collection has grown, including that of the William Salt Library

Staffordshire and Stoke on Trent Archives and Heritage Service shares knowledge on new ways of working with other services

Our planned activity includes:

- Exploring new ways of working and sharing this knowledge with the wider archive sector, gaining further insight in response
- The service has developed a close relationship with voluntary sector organisations and provides the archive sector with support in developing volunteering programmes
- Reviewing and developing its income generation programme.
- Building upon its Museum Development Officer role, supporting and advising heritage groups across the county on their development
- Developing programmes for its users to share their knowledge and experience with each other, and providing experts to share their knowledge with users both on-site and online

By 2025:

- The service acts as a national focus for sector knowledge in active partnerships, including volunteering. This has involved partnerships with the National Archives, Arts Council England and the Archives and Records Association.
- The service supports other museums and organisations which hold objects and archives in their collections to ensure they are secure and accessible.

Staffordshire and Stoke on Trent Archives Service and Heritage has increased its activity online and is delivering more services online.

Our planned activity includes:

- Developing user participation as a key aim of the service's online offer
- Digital content is seen as a 'way in' for new, non-traditional users.

- There is a new focus on providing online resources, with a rejuvenated online presence to reach more people on platforms that maximise access.
- Balancing online access with a recognition that access to original documents is still important to many users and that online access is not for everyone
- Developing a plan to manage and provide access to born digital archives.
- Developing a Digital Plan that provides access to as many user services as possible, is sustainable, and links virtual visits to physical visits
- Implementing a digitisation programme with priority given to items that cannot be physically accessible
- Providing access to as many user services as possible through a new web service
- Developing active partnerships with key digital heritage access points
- Engage with existing and new users and raising awareness of the relevance of archives through a strong use of social media

By 2025:

- The service has a presence on key sites beyond its own website, delivering regular content to users on the sites they use frequently.
- More services are delivered online and more collections are available online.
- Born digital archives are properly managed and accessible.

Delivering the Vision

We have tested our draft Vision by consulting our stakeholders, partners, Friends groups, and users through a community conversation in February 2015. The feedback we received gave the vision broad support, with some amendments made in response to the conversation findings. The amended vision was approved in March 2015 by the Staffordshire and Stoke on Trent Joint Archive Committee.

To deliver the vision by 2025 we will have :

- Developed options for how we will use our buildings to secure our collections
- Sought funding to increase access and engagement with our collections by redesigning buildings and creating activity programmes to attract a broader range of users.
- Used new and existing partnerships to increase funding, expertise and resources for the service to reduce dependency on council funds.
- Evaluated our progress and produced case studies to share our learning, in our aim to become a recognised leader in our sector for Active Partnership.
- Increased the number and types of volunteers who work alongside our professional staff and produced accredited training programmes for them.

- Delivered a strong online presence to engage users, offer services, and generate income for the service.
- Ensured the resilience of the service for the future.

The Archive and Heritage Service will update this Plan annually and undertake a full review in 2018.

Members Interest
N/A

**Staffordshire and Stoke on Trent Joint Archive Committee
26 March 2015**

Archive Accreditation and Customer Service Excellence Standards

Recommendation(s)

1. a) That the Committee approves the recommendation for the Archive Service to work towards Archive Accreditation.
b) The Committee approves the redirection of resources away from achieving Customer Service Excellence to be used to achieve Archive Accreditation instead.

Report of Director for Place and Deputy Chief Executive (Staffordshire County Council) and Director of People – Assistant Chief Executive (Stoke on Trent City Council)

Reasons for Recommendations

2. The Archive Accreditation scheme was launched in 2013 after a development and pilot phase. It is the first such scheme for archives and complements the Museum Accreditation standard managed by Arts Council England. There is no charge for assessment under the scheme and it covers all aspects of the work of an Archive Service. It is a requirement for all Places of Deposit to achieve Accreditation by 2017.

3. The Customer Service Excellence standard covers public and private sector organisations and focuses on driving up good customer care. It has application to some but not all parts of the work of the Archive and Heritage Service. There is an annual charge for re-assessment under the standard.

Background

Archive Accreditation Standard

4. The Archive Service is a Place of Deposit and was last formally inspected by the National Archives in 2013 when it was fully approved. The inspection regime is carried out as part of the requirements for holding Public Records under the Public Records Act 1958. Non-compliance with the required care and access to collections can lead to removal of records and subsequently makes acquiring external funding much harder.

5. From 2006 to 2010 the National Archives also carried out a self-assessment process for Local Authority Archive Services. This was designed to look at all aspects of an archive service and enabled services to identify weaker areas and develop improvement plans. Staffordshire and Stoke on

Trent Archive Service did well under this assessment being rated as a four star service (the highest rating) and the joint tenth service out of 124 in England and Wales.

6. However the National Archives felt that the self-assessment and inspection regimes could be improved by bringing them together and also applying them to the whole Archive Sector. It would mean that there was a benchmark similar to the Museum Accreditation scheme which would enable a common standard to be achieved and used by funders to assess whether a service met the requirements for an archive service.

7. During 2012-2013 an Accreditation Standard was developed through a process of co-creation with the sector. Staffordshire and Stoke on Trent took part in this process. This included a pilot phase and testing of the Standard with The Hive (Worcestershire Record Office) and Media Archive for Central England being two pilot services in the Midlands. Both successfully achieved Accreditation. The Standard was formally launched in 2013 with a requirement for all Place of Deposits to achieve it by 2017. It is owned and administered by a partnership including:

- Archives and Records Association (UK),
- Archives and Records Council Wales,
- National Records of Scotland,
- Public Record Office of Northern Ireland,
- Scottish Council on Archives,
- The National Archives, and
- The Welsh Government through its CyMAL: Museums, Archives and Libraries Wales division.

The partnership is defined in a memorandum of understanding.

8. The Standard defines best practice and identifies good standards. It externally validates and accredits the achievement of archive services and enables them to plan for improvements. It is scalable with recognition that services vary in size and types of governance arrangements.

9. The Standard is broken down into three sections:

- Organisational Health
- Collections
- Stakeholders and their Experiences

Organisational Health covers the mission of the Service, its governance arrangements, forward planning and resources (which includes buildings and storage as well as finance).

The section on collections covers all aspects of looking after archive material from policies, information about archive collections, and care and conservation of archives. This also includes planning for emergencies and recovery after a disaster.

The area covering stakeholders and their experiences looks at access arrangements. This includes policies, planning to involve an archive's community and stakeholders, plans to improve access and engagement and procedures for how people can access archives using a variety of methods.

10. Assessment is carried out by a process of self-assessment on an application form. This is followed up by peer review and a visit by an assessor. The assessment is evidence based so it requires a period of preparation and evaluation to see how far or not a service is away from achieving the standard. A service is fully accredited, provisionally accredited (if a service is close to achieving it) or not accredited. In all cases a report is received which the Service can use to plan for improvements. There is no charge for the assessment.

11. The process is reviewable initially two years after approval to check if there are any changes. This is followed by a full review after four years. Accreditation can be removed if:

- the service changes and fails to meet the eligibility criteria
- it fails to renew under the process
- it fails to achieve the required actions under previous assessment
- under extraordinary circumstances if a service fails to abide by the professional code of conduct

Currently 26 archive services have achieved accreditation. The Standard is recognised by Heritage Lottery Fund and is an option to select on its application forms.

Customer Service Excellence

12. Customer Service Excellence originated out of the Chartermark Standard. Chartermark was first introduced in 1991 as a customer service excellence standard for public sector organisations. It was replaced in 2008 by the Customer Service Excellence (CSE) standard which is now open to private sector bodies. Both standards were endorsed and supported by the Cabinet Office although CSE has less direct involvement from central government.

13. Staffordshire Record Office first achieved Chartermark in 1998. By 2004 it had extended it to cover all public sites in the Archive Service. It then moved on to achieve CSE in 2010 and has since extended it to cover the County Museum Service.

14. The Standard is divided into five sections focusing on public services:

- Customer Insight
- Culture of an organisation
- Information and access
- Delivery
- Timeliness and Quality of Service

The Archive Service has used the standard to set performance indicators and standards for customer service over a number of years. It monitors

performance and reports on it to the Joint Archive Committee. It also publishes its results in the Annual Report in June.

15. Assessment is carried out by completion of a review pack every year. This is followed by an onsite visit from an assessor of one of three private assessment bodies. Following this a short report is received with the assessor's recommendation. The feedback is used to plan for improvements in the public services offered by the Archive Service. It is not normally useful in the areas of collections care, preservation, conservation, and collections information. The assessment costs on average £1,100 per year with an increase for full renewal every three years.

16. Staffordshire and Stoke on Trent is the only single archive service to hold it at the moment. Nottinghamshire and Birmingham Libraries and Archives service hold it as part of wider service. Hampshire and Cheshire Archives used to hold it but have now dropped the standard; Cheshire stated it was in order to concentrate on Archive Accreditation. Staffordshire's Pension Service is still a holder of CSE.

17. Holding CSE would enable just one box to be checked on the application for Archive Accreditation. The standard is not required when applying for funds from Heritage Lottery.

Comparison and conclusion

18. The Archive and Heritage Management Team have discussed both standards and taken part in a workshop on Accreditation. The assessment is that both standards help drive up quality of service and improvement. The culture and way of working for CSE is well embedded in the Archive Service and will not be abandoned if the Standard is no longer applied for.

19. Accreditation will cover all aspects of the work of the Archive Service and will also help the service prepare for transformation as it implements the new vision. It will help support applications for grant funding by reassurance of a minimum standard met.

20. It is a requirement for the Archive Service as a Place of Deposit to achieve the Accreditation. This will require some time to prepare and some work to ensure all of the right policies and procedures are in place or updated as appropriate. Some of this work has already been done in developing the new vision.

21. CSE has a cost implication for maintaining approval annually. It involves several officers' time in preparing for and taking part in the assessment. The financial and staff resources would be redirected towards Accreditation if the Committee approves this as the appropriate course of action.

22. Attempting to maintain CSE and achieve Accreditation whilst also transforming the Archive Service would be very difficult to achieve and not recommended.

Timescale and next steps

22. If the Committee approves working towards Accreditation instead of Customer Service Excellence then the Archive Service would carry out preparatory work in 2015. The Service would aim for submission early in 2016 depending on advice from the National Archives about suitable timing.

Appendix 1

Equalities implications:

Both Customer Service Excellence and Archive Accreditation emphasise equality of access.

Legal implications:

Archive Accreditation is a requirement by 2017 for Places of Deposit. Customer Service Excellence is an optional standard.

Resource and Value for money implications:

Customer Service Excellence has an average annual cost of £1,100 plus officer time. It is assessed every year with full renewal every three years. Archive Accreditation has no cost for assessment but would involve officer time to prepare. It is checked every two years with full renewal every four years.

Risk implications:

There is a risk that the Archive Service will not achieve Accreditation however given previous high performance it is more likely to achieve it but perhaps with provisional rating if storage and buildings are not adequate.

Climate Change implications:

No significant implications.

Health Impact Assessment screening:

No significant implications.

Report author:

Author's Name: Joanna Terry, Head of Archives
Telephone No: (01785) 278370
Room No: Staffordshire Record Office

List of Background Papers

Papers	Contact/Directorate/ext number
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Archive Accreditation Standard	
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http://www.nationalarchives.gov.uk/archives-sector/archive-service-accreditation.htm	
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Customer Service Excellence	
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http://www.customerserviceexcellence.uk.com/standardRequirementCSE.html	
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Members Interest
N/A

**Staffordshire and Stoke on Trent Joint Archive Committee
26 March 2015**

**Staffordshire and Stoke on Trent Archive Service: Digital Engagement
Strategy Update and Case Study**

Recommendation(s)

1a. That the update on the Digital Engagement Strategy for Staffordshire and Stoke on Trent Archive Service is received.

1b. That the new performance measures are approved.

**Report of Director for Place and Deputy Chief Executive (Staffordshire
County Council) and Director of People – Assistant Chief Executive
(Stoke on Trent City Council)**

Reasons for Recommendations

2. A Digital Engagement Strategy was introduced in November 2015 to set a framework for the Service and its use of social media and digital communication. This report is updating the Committee on progress.

Background

3. Staffordshire and Stoke on Trent Archive Service has started to implement its Digital Engagement Strategy to ensure that new and existing channels of communication are used together and effectively to reach new audiences.

4. The Strategy assesses the growth of social media and its impact and also summarises current digital engagement and channels:

- Main website
- Staffordshire Past Track
- Online catalogue
- Staffordshire Name Indexes
- Find My Past
- Facebook
- Twitter
- Mailing lists

The current channels have been retained but with a clear focus on their purpose and how they can be used to engage effectively.

5. New objectives were set for using these channels, implementing new ones, and setting up a team to own the Strategy and deliver it. They include:

- Using the main website for service information and updates.

- Transferring Staffordshire Past Track to a new platform to continue delivering access to collections and enable greater user interaction with them.
- Continue to use a mix of professional and volunteer skills to add content to the Online Catalogue.
- Market the Staffordshire Name Indexes website to the family history community and consider further development to maximise income.
- Promote Find My Past to the local family history community and ensure library staff are familiar with the new resource.
- Use Facebook, Twitter and blogging to promote other channels and collections in an informal, engaging, conversational manner.
- Establish a team to implement the strategy and set up performance measures to check its effectiveness.
- Work within the guidelines of the two parent authorities.

6. Since the Strategy was approved in November 2014 the Service has begun to embed social media and digital channels as a means of communicating with new audiences.

7. The Service has also assessed a variety of methods to measure the effectiveness of social media. There is no national or local standard recommended and it is difficult to benchmark against existing users of social media as most do not publish past statistics. However after assessing a number of methods the Service has decided to measure for Facebook:

- Likes
- Reach
- Engagement

For Twitter:

- Followers
- Impressions
- Engagements
- Engagement rate

Appendix 2 to this report explains the measures and what they record.

Case Study – Christmas Truce goes global

8. The Archive Service has been investigating its collections for material on the Great War to support the commemorations in the county and city. Volunteers have assisted with this work and one of them came across a letter written by Major General Congreve on the magical date of 25 December 1914. Not only that, the letter actually described the events of the Christmas Truce and it was sent from a high ranking officer.

9. The Archive Service knew that this letter had the potential to be a very exciting story and one that would really raise the profile of the Service and its collections. Early on in the autumn of 2014 staff from the Service worked with

the County Council Communications Team to develop a package and launch event that would be attractive the media. This included:

- Research carried out to confirm the importance and authenticity of the letter.
- Acquisition of images from the Imperial War Museum to provide visual appeal.
- Producing an audio visual presentation of the letter read out by the Staffordshire Poet Laureate.
- Organising the launch on 4 December at the National Memorial Arboretum complete with a costumed interpreter.
- Liaising with the owner of the letter to seek permission for it to be publicised and taken to the Arboretum.
- Preparing the letter for display and providing copies for the media.

10. The launch at the National Memorial Arboretum was hugely successful with strong interest from the media. During the press event pre-prepared tweets and Facebook posts were submitted through the Archive and Heritage, Staffordshire Great War and Staffordshire County Council feeds. The Staffordshire Great War website was the host site for the video and copies of the original document.

11. The statistics for Archives and Heritage social media for the Christmas Truce story reveal:

Twitter	Impressions	Engagements
	7,884	162
Facebook	Reach	Likes/shares
	1,519	112

(as at 23 December 2014)

For the County Council social media they reveal:

Twitter	Impressions	Engagements
	9302	165
Facebook	Impressions	Engagements
	522	8

(as at 23 December 2014)

The Great War website pages are not individually analysed but visitor sessions on 4 and 5 December more than doubled from an average of 22 to 67 sessions to 181 on 4 Dec and 138 on 5 Dec.

12. The story was also published by at least seven different media outlets including Sky News and Australian ABC News. This led to the item being picked up by the Vicar of Stowe by Chartley parish which has a memorial to Congreve inside the church. The Archive Service reproduced the display it

used at Staffordshire Record Office and lent it to the church in time for Christmas Eve. The letter was the focus of the vicar's Christmas message.

It shows how our Digital Engagement Strategy has delivered wide online engagement but also reached a new physical audience on Christmas Day in church.

Appendix 1

Equalities implications:

The Strategy will help the Service to reach a wider range of audiences than it does currently.

Legal implications:

Staff have been given training and guidelines to ensure communications do not harm the reputation of either authority.

Resource and Value for money implications:

The Strategy supports promotion of two sites to generate income.

Risk implications:

No significant implications.

Climate Change implications:

No significant implications.

Health Impact Assessment screening:

No significant implications.

Report author:

Author's Name: Joanna Terry, Head of Archives
Telephone No: (01785) 278370
Room No: Staffordshire Record Office

List of Background Papers

Papers	Contact/Directorate/ext number
Staffordshire and Stoke on Trent Archive	
Service: Digital Engagement Strategy	
Social media statistics	

Appendix 2: Measures for effectiveness of social media

There are currently no nationally-agreed best measures for social media. If there is progress on this we would expect to adapt what we count to take account of this. Our measures will be reviewed after a year.

The accounts that will be measured include:

Facebook

<http://www.facebook.com/StaffordshireArchivesandHeritage>

<https://www.facebook.com/StaffsGreatWar>

Twitter

<http://www.twitter.com/@ArchandHeritage>

<https://twitter.com/staffsgreatwar>

Measures

Type	Definition
Facebook Likes	Follows to your page. Your posts are seen and appear on their timeline.
Facebook Reach	The actual number of people who look at a post and share the post.
Facebook Engagement (number not percentage)	Actions taken on a post including: comments, sharing, liking a post or page.
Twitter Followers	Follows to your account. Your tweets appear in their feed.
Twitter Impressions	Number of times user saw the tweet on Twitter.
Twitter Engagements	Total number of times a user has interacted with a tweet. This includes all clicks anywhere on the tweet, retweets, replies, follows and favourites.
Twitter Engagement rate (%)	The number of engagements divided by the total number of impressions.

The Service is using Twitter Analytics and Facebook to measure its accounts. It is difficult to benchmark against other services as we do not have access to the most meaningful statistics, unless we get the prior agreement of those services to enter a social media benchmarking group. We will investigate the possibility of benchmarking against other services during the next year.

March 2015

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