

Local Members' Interest
N/A

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

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

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

1. PURPOSE OF THE REPORT

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

2. SUMMARY

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

3. RECOMMENDATION

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

4. BACKGROUND

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

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

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

4.4 To build upon our innovative online presence

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

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

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

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

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

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

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

4.6 To maintain and improve service efficiency, impact and quality

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

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

4.7 To improve and promote user access to collections

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

4.7 To deliver high quality care of collections

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

4.8 Performance Indicators, 2010/ 2011

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

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

5. FINANCIAL PERFORMANCE

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

6. EQUAL OPPORTUNITY AND PERSONNEL IMPLICATIONS

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

7. LEGAL IMPLICATIONS

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

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Background Documents:

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

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