

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

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

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

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

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

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

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

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

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