

STAFFORDSHIRE AND STOKE-ON-TRENT ARCHIVE SERVICE:

APPENDIX 2

LOCAL PERFORMANCE INDICATORS, PREDICTED OUTTURN 2010/2011

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

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