

**STAFFORDSHIRE AND STOKE ON TRENT ARCHIVE SERVICE
SERVICE PLAN, 2011-2012:
Performance against targets: predicted outturn**

Outcome 1	The customer is at the heart of service delivery
Key priorities & workstreams	Priority 1: Maintain compliance of the Archive Service against the Customer Service Excellence Standard <ul style="list-style-type: none"> • Achieved full compliance against Customer Service Excellence Standard • 99% satisfaction rating overall in Local Customer Survey
	Priority 2: Extend channels of public access to the Archive Service to Staffordshire residents and world wide users <ul style="list-style-type: none"> • Agreement from Diocese of Lichfield to digitise family history sources and Proposal Document complete by March 2012 • Completed microfilming of 1908 electoral register with funding from Friends organisation • Delivered 6 family history surgeries in Staffordshire Libraries • Provided 45 one to one support session for Ancestry.com in Stoke on Trent Community Libraries
	Priority 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 operating more independently • Mentor/buddy system investigated and to be trialled in 2012/13 • Guide to Community History work continued to be launched on new website in 2013
Outcome 2	An innovative online presence which showcases Staffordshire's archives
Key priorities & workstreams	Priority 1: Further develop and promote new and existing online archive resources <ul style="list-style-type: none"> • Six more communities live on Staffordshire Places website • Five featured documents published • 90 countries live on the International Staffordshire website – Olympic Legacy project • Three quarters of content developed and half of scanning done for Quarter Sessions website; work revised in light of planning for new website planned 2012-2013

	<p>Priority 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 30 years • Index to Parish Clerks in the Diocese of Lichfield went live Dec 2011 • Index to Jurors at Staffordshire Quarter Sessions to be published Mar 2012 • Index to Stafford Gaol Registers to be published Mar 2012
Outcome 3	Engagement with Staffordshire's communities to strengthen their identity and place
Key priorities & workstreams	<p>Priority 1: Deliver activities and support to drive community engagement</p> <ul style="list-style-type: none"> • Delivered rural roadshow at Gnosall with 167 attendees on the day (approx 3% of local population) • Children on the Move grant funded project successfully delivered with 90 oral history interviews; website; and exhibition achieved. Celebration event at National Memorial Arboretum for over 100 participants. Participants reported increased engagement and connection with past and improved well being. • Staffordshire Surveys implemented in two communities in north Staffordshire to record information about their area. • Community programme of activity reviewed in light of restructure and agreed to scale back but retain community visits to or from the Archive Service utilising closed days in new opening hours. • Over 25 talks delivered for local groups and organisations
	<p>Priority 2: Maintain and extend collecting activity across Staffordshire & Stoke on Trent</p> <ul style="list-style-type: none"> • Phase three of Olympic legacy project 'For the Record' completed to survey sporting organisations • 220 approaches for collections achieved
Outcome 4	Engagement with people of all ages in activities which celebrate and discover Staffordshire's history
Key priorities & workstreams	<p>Priority 1: Maintain and develop the Archive Service Volunteer Scheme</p> <ul style="list-style-type: none"> • Tithe Map indexing project progressed through Totmonslow hundred • Ten more years of Consistory Court wills indexed • NADFAS indexing Staffordshire Advertiser and Assize Court indexing projects progressed • NADFAS faculty listing at Lichfield continuing at steady pace • Quarter Session rolls content listing of 50 rolls • Quarter Session website content preparation on target to be integrated into new website • Nearly 4,500 volunteer hours given to the service

	<p>Priority 2: Offer opportunities for young people to enjoy and achieve</p> <ul style="list-style-type: none"> • Three out of school study visits delivered to 40 pupils • Nine primary schools participated in <i>Where do you think you are?</i> project reaching over 800 pupils • Three work experience placements delivered for local schools • Support for Chesterton My Place time capsule project delivered to young people through visit to the Service and advice from Archivist and Conservator <p>Priority 3: Deliver phase 3 of planned programme for Staffordshire & Stoke on Trent's contribution to the Cultural Olympiad</p> <ul style="list-style-type: none"> • Writing the World project progressed in Stoke on Trent as part of Cultural Olympiad contribution <p>Priority 4: Deliver programme of formal and informal learning activities for adults</p> <ul style="list-style-type: none"> • Out of Darkness exhibition delivered at Staffordshire Record Office to complement Staffordshire Hoard on Tour. 767 visitors to main exhibition and increased profile for service. Mounted display toured to Lichfield, Tamworth, Burton upon Trent, Leek, Biddulph, and Newcastle under Lyme. • Two partnership study days delivered with Historic Environment team and Victoria County History • Communities Research Group continued and delivered display on medieval Gnosall for Rural Roadshow and participated in Staffordshire History Day • First Staffordshire History Day delivered in partnership with Keele and Birmingham Universities. Over 100 people and 24 local societies attended the day. Very positive feedback • Five adult education classes delivered in partnership with Keele University • Lichfield Treasures Day delivered as part of Heritage Weekend to raise profile of Archive Service • Over 2,000 attendances at events
Outcome 5	A well managed and high performing service
Key priorities & workstreams	<p>Priority 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 five staff attending Culture and Tourism Staff Conference • In-house training programme continued <p>Priority 2: Continue and maintain improvements in the standard, quality and performance of the Archive Service</p> <ul style="list-style-type: none"> • Reviews of Cataloguing Standards and Improvement and Marketing Policies completed • Progress made on improving the documentation of collections on receipt now postponed due to focus on

	<p>higher priorities</p> <ul style="list-style-type: none"> • Annual Health and Safety Plan delivered • Relocation to new outstore at Unit QB achieved • Inspection of new outstore completed with recommendation for approval
	<p>Priority 3: Improve service marketing, communications and profile</p> <ul style="list-style-type: none"> • Designated status achieved for Archive Service collections and promoted through local media • Out of Darkness Exhibition raised profile of service through local media and attracted 769 visitors from within and outside the County and City and achieved BBC coverage and generated nearly £1,000 in additional income. Exhibition travelled throughout the county. • All actions in marketing strategy delivered and new strategy prepared. • Two training sessions on Family History sources delivered to Library and Information Services staff
	<p>Priority 4: Deliver partnership working commitments</p> <ul style="list-style-type: none"> • Annual partnership review held with Diocese of Lichfield, Museum Service now part of same service. • Management of the William Salt Library, its public services and collections delivered • Archive Service commitments in Victoria County History delivered- new agreement implemented
Outcome 6	Improving and promoting user access to Staffordshire's archive collections
Key priorities & workstreams	<p>Priority 1: Increase volume of catalogued archives available for public use</p> <ul style="list-style-type: none"> • 100 more boxes catalogued from the backlog • 40% of incoming collections catalogued service wide
	<p>Priority 2: Improve the quality of public information about collections</p> <ul style="list-style-type: none"> • 50 out of 75 new and improved collection level descriptions completed despite loss of part time cataloguing post in August
	<p>Priority 3: Improve the information value and publicity of the online catalogue for archive users</p> <ul style="list-style-type: none"> • 10,092 new data elements created exceeding target of 8,000 • 650 additional name authority records created • Direct links to online catalogue provided to National Archives for 2011 accessions to improve access
Outcome 7	Delivering high quality care of Staffordshire's archive collections
	<p>Priority 1: Deliver annual conservation and collections management programmes</p> <ul style="list-style-type: none"> • Annual conservation programme delivered including preparation of Out of Darkness exhibition and

Key priorities & workstreams	Gnosall Roadshow exhibitions. Coordination of touring Out of Darkness exhibition also completed.
	Priority 2: Implement actions arising from digital preservation policy <ul style="list-style-type: none"> • Continued cataloguing of digital images to improve access and allow further use • Public guidance on appropriate formats completed • Public access to digital archives repository established • Participation in web archiving pilot project with The National Archives progressed selecting three sites
	Priority 3: Bring new archive out store into use following relocation <ul style="list-style-type: none"> • New building systems and health and safety risk assessments completed • Collections successfully relocated and official opening of new out store in August 2011 • Recommended for approval as a place of deposit
	Priority 4: Deliver William Salt Library conservation programmes <ul style="list-style-type: none"> • Six books conserved through Save a Book scheme • 17 more titles sent for conservation as part of planned programme • Annual conservation programme completed