

**STAFFORDSHIRE AND STOKE ON TRENT ARCHIVE SERVICE  
SERVICE PLAN, 2012-2013  
Performance against targets: predicted outturn**

<b>Outcome 1</b>	<b>An integrated onsite and online customer experience</b>
<b>Key priorities &amp; workstreams</b>	<b>Priority 1: Maintain compliance of the Archive Service against the Customer Service Excellence Standard</b> <ul style="list-style-type: none"> <li>• Achieved full compliance against Customer Service Excellence Standard and compliance plus for community engagement work</li> <li>• 99% satisfaction rating overall (based on local analysis of results) in national Visitors to British Archives Survey 2012</li> <li>• Carried out first survey of volunteers across the service</li> </ul>
	<b>Priority 2: Extend channels of public access to the Archive Service to Staffordshire residents and world wide users</b> <ul style="list-style-type: none"> <li>• Tender documents live for digitisation of key family history sources with a commercial provider</li> <li>• Completed microfilming of 1901 electoral register with funding from Friends organisation</li> <li>• Delivered 6 family history surgeries in Staffordshire Libraries</li> <li>• Provided 45 one to one support session for Ancestry.com in Stoke on Trent Community Libraries</li> </ul>
	<b>Priority 3: Improve the Archives User experience</b> <ul style="list-style-type: none"> <li>• 8 sessions delivered on Making the Most of the Archive Service</li> <li>• Family History Club continued operating more independently</li> <li>• Mentor/buddy system trialled at Staffordshire Record Office</li> <li>• Six documents 'featured' through onsite exhibition case at Staffordshire Record Office</li> </ul>
<b>Outcome 2</b>	<b>An innovative online presence which showcases Staffordshire's collections</b>
<b>Key priorities &amp; workstreams</b>	<b>Priority 1: Further develop and promote new and existing online archive resources</b> <ul style="list-style-type: none"> <li>• Three more communities live on Staffordshire Places website</li> <li>• 98 countries live on the International Staffordshire website – Olympic Legacy project</li> </ul>

	<p><b>Priority 2: Develop and publish further online name indexes to increase public access into Staffordshire's archives</b></p> <ul style="list-style-type: none"> <li>• Index to Wills in the Diocese of Lichfield extended by further 20 years</li> <li>• Index to canal boat register completed</li> </ul> <p><b>Priority 3: Develop new archive content website to reach new audiences and increase user participation</b></p> <ul style="list-style-type: none"> <li>• User feedback analysed and assessed for new content</li> <li>• New content launched on Archives &amp; Heritage Facebook site in October 2012 with over 100 likes</li> <li>• Funding secured from National Archives for Manorial Documents Register digitisation Project</li> <li>• Over 260,000 online visits to Archive Service websites are predicted (221,000 so far)</li> </ul>
<b>Outcome 3</b>	<b>Engagement with Staffordshire's communities to strengthen their identity and place</b>
<b>Key priorities &amp; workstreams</b>	<p><b>Priority 1: Deliver activities and support to drive community engagement</b></p> <ul style="list-style-type: none"> <li>• Delivered rural roadshow at Rolleston on Dove with 315 attendees on the day (approx 10% of local population). The exhibition was used in the parish in the following month at a flower show when 800 people (25% of the local population) saw it.</li> <li>• Children on the Move website launched with almost 6,000 visits and exhibition will have toured to 6 venues by the end of March.</li> <li>• Successful bid for Arts Council funding (£80,000) through Staffordshire Museum Consortium to scope WW1 centennial projects and Great War trail</li> <li>•</li> </ul>
	<p><b>Priority 2: Offer opportunities for people to learn new skills and make a positive contribution to their community</b></p> <ul style="list-style-type: none"> <li>• Six school visits and three undergraduate evening classes for Keele University</li> </ul>
<b>Outcome 4</b>	<b>Celebrate and discover Staffordshire's history</b>
<b>Key priorities &amp; workstreams</b>	<p><b>Priority 1: Promote Staffordshire's history to its residents and visitors</b></p> <ul style="list-style-type: none"> <li>• 25 talks to local groups by the Archive Service and over 30 by the Museum Service</li> </ul>
	<p><b>Priority 2: Deliver final phase of planned programme for Cultural Olympiad</b></p> <ul style="list-style-type: none"> <li>• International Staffordshire website completed and publicised</li> <li>• Event in Market Square delivered in partnership with County Museum, Library &amp; Arts Service, and Tourism service</li> </ul>

	<p><b>Priority 3: Deliver programme of formal and informal learning activities for adults</b></p> <ul style="list-style-type: none"> <li>• Two partnership study days delivered with Historic Environment Team and Victoria County History</li> <li>• Second Staffordshire History Day organised in partnership with Keele and Birmingham Universities</li> <li>• Lichfield Treasures Day and Heritage Open Day delivered at Lichfield and Staffordshire Record Offices</li> <li>• Family History Course delivered at Staffordshire Record Office</li> <li>• Over 2,400 attendances at events predicted</li> </ul>
<b>Outcome 5</b>	<b>A sustainable high performing service which provides leadership for the Archives &amp; Heritage Sector</b>
<b>Key priorities &amp; workstreams</b>	<p><b>Priority 1: Continue and maintain improvements in the skills of the staff</b></p> <ul style="list-style-type: none"> <li>• 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</li> </ul>
	<p><b>Priority 2: Continue and maintain improvements in the standard, quality and performance of the Archive Service</b></p> <ul style="list-style-type: none"> <li>• Review of Preservation and Conservation Policy completed. Audience development, and cultural diversity policies deferred pending development of Cultural Strategy. Volunteer Policy review postponed to allow assessment of survey results.</li> <li>• Annual Health and Safety Plan delivered</li> <li>• Inspection by National Archives of Staffordshire Record Office, Lichfield Record Office and Stoke on Trent City Archives organised for April 2013.</li> <li>• Local Performance Indicators reviewed and updated</li> </ul>
	<p><b>Priority 3: Improve service marketing, communications and profile</b></p> <ul style="list-style-type: none"> <li>• Due to deliver presentation at National Archives Seminar on Collaborative Doctoral Award with Keele University</li> <li>• Training sessions on Family History sources delivered to Library and Information Services staff</li> <li>• Continued promotion of Staffordshire Name Indexes site through family history listservs</li> </ul>
	<p><b>Priority 4: Deliver partnership working commitments</b></p> <ul style="list-style-type: none"> <li>• Ongoing dialogue with Lichfield Diocese over the Digitisation project</li> <li>• Partnership work with Lichfield Cathedral</li> </ul>

	<ul style="list-style-type: none"> <li>• Development of William Salt Library relocation proposals and carried out public consultation</li> <li>• Archive Service commitments in Victoria County History delivered</li> </ul>
<b>Outcome 6</b>	<b>Improving and promoting user access to Staffordshire's archive collections</b>
<b>Key priorities &amp; workstreams</b>	<b>Priority 1: Current cataloguing and acquisition</b> <ul style="list-style-type: none"> <li>• Almost 2000 new catalogue entries on Online Catalogue</li> <li>• 100% of collection level (summary descriptions) created for collections not catalogued in this financial year</li> <li>• 200 approaches for archive collections predicted</li> </ul>
	<b>Priority 2: Reduction of cataloguing backlog</b> <ul style="list-style-type: none"> <li>• 5,300 new back catalogue entries added to Online Catalogue (new target of 3,500 this year)</li> <li>• Completed successful bid to National Cataloguing Grants Scheme for Bradford Collection</li> <li>• Started PhD placement as part of Collaborative Doctoral Award with Keele University</li> </ul>
	<b>Priority 3: Improve the information value and publicity of the online catalogue for archive users</b> <ul style="list-style-type: none"> <li>• 500 catalogue entries from volunteers to be imported into Online Catalogue</li> <li>• 5,424 catalogue entries imported from staff work into Online Catalogue</li> <li>• 450 additional name authority records created</li> <li>• 62 improved collection level descriptions</li> </ul>
<b>Outcome 7</b>	<b>Delivering high quality care of Staffordshire's archive collections</b>
<b>Key priorities &amp; workstreams</b>	<b>Priority 1: Deliver annual conservation and collections management programmes</b> <ul style="list-style-type: none"> <li>• Annual conservation programme delivered including Sutherland Papers Conservation Plan Phase 6</li> </ul>
	<b>Priority 2: Implement actions arising from digital preservation policy</b> <ul style="list-style-type: none"> <li>• Continued cataloguing of digital images to improve access and allow further use</li> <li>• Web Archiving Project with National Archives completed</li> </ul>
	<b>Priority 3: Management of strongrooms and stores to maximise available space</b> <ul style="list-style-type: none"> <li>• Rationalisation of space across Staffordshire Record Office and Outstore to support William Salt Library relocation project</li> </ul>
	<b>Priority 4: Deliver William Salt Library conservation programmes</b> <ul style="list-style-type: none"> <li>• 16 more titles sent for conservation as part of planned programme</li> <li>• Annual conservation programme completed</li> </ul>

<b>Outcome 8</b>	<b>Extend volunteer working to provide new opportunities for people to increase their skills and increase access to collections</b>
<b>Key priorities &amp; workstreams</b>	<b>Priority 1: Maintain and develop Archive Service Volunteer scheme</b> <ul style="list-style-type: none"> <li>• Totmonslow phase of Tithe Project on target for completion</li> <li>• Indexing of Peculiar Court Wills 1730 – 1750 completed</li> <li>• NADFAS Staffordshire Advertiser and Assize Court indexing continuing</li> <li>• New volunteer scheme to assist with preservation and packaging launched in September</li> <li>• 3,500 (estimated) volunteer hours given to the Service</li> </ul>
	<b>Priority 3: Provide work experience placements to support prosperity in Staffordshire</b> <ul style="list-style-type: none"> <li>• Three school placements delivered</li> <li>• One special needs volunteer started since December</li> </ul>