

**STAFFORDSHIRE AND STOKE ON TRENT ARCHIVE SERVICE
SERVICE PLAN, 2013-2014
Performance against targets: predicted outturn**

Demand on Service	1. An integrated onsite and online customer experience
Service Delivery activities to meet demand	<p>1.1: Maintain compliance of the Archive Service against the relevant quality standards</p> <ul style="list-style-type: none"> • Achieved full compliance against Customer Service Excellence Standard and extended scope to include the County Museum Service. The service increased compliance plus to two areas for community engagement work and our work with volunteers and understanding customer needs. • Carried out our annual customer survey in January 2014 with predicted customer satisfaction rating of 98-99% (based on previous trends)
	<p>1. 2: Extend channels of public access to the Archive Service to Staffordshire residents and world wide users</p> <ul style="list-style-type: none"> • Contract to digitise parish registers, wills and marriage bonds was signed in October 2013. Material will appear online in 2014 • Completed microfilming of 1902 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
	<p>1.3: Improve the Archives User experience</p> <ul style="list-style-type: none"> • 8 sessions delivered on Making the Most of the Archive Service • Family History Club continued successfully • Volunteer mentor for family historians is in place at Staffordshire Record Office • Six documents 'featured' through onsite exhibition case at Staffordshire Record Office • Carried out extensive consultation on centralisation of Staffordshire Record Office, Lichfield Record Office and William Salt Library in January 2014. 241 responses were received and analysis of the results is ongoing.

	2. An innovative online presence which showcases Staffordshire's collections
	<p>2.1: Further develop and promote new and existing online archive resources</p> <ul style="list-style-type: none"> • 50 documents posted on Archives and Heritage Facebook page • Content prepared on Quarter Sessions records for Archive Service website
	<p>2. 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 20 years • Index to Calendar of Prisoners record extended from 1881 to 1900 <p>2.3: Develop new archive content website to reach new audiences and increase user participation</p> <ul style="list-style-type: none"> • 100 articles posted to Archives and Heritage Facebook page (two per week) • Investigation of Wikipedia and Twitter to promote collections. Twitter to be adopted in 2014-15; Wikipedia is less applicable but some limited use will be made of the site. • Over 250,000 online visits to Archive Service websites are predicted (186,000 so far)
	3. Engagement with Staffordshire's communities to strengthen their identity and place
	<p>3.1: Deliver activities and support to drive community engagement</p> <ul style="list-style-type: none"> • Delivered rural roadshow at Eccleshall with 110 attendees on the day. The exhibition was used again by the parish in August when 170 people saw it. • Delivery of Arts Council funded (£80,000) project through Staffordshire Museum Consortium to scope WW1 centennial projects and Great War trail. Great War website launched. Centennial Strategy agreed at Informal Cabinet in June 2013. • Second Great War project due for submission to HLF for grant funding at the end March 2014. This will focus on the unique military tribunal records and involve volunteers and community groups. • Community research group continues to meet at Staffordshire Record Office (45 sessions). • A new local history group set up at Tamworth Library in partnership with the Library and Arts Service.
	<p>3.2: Offer opportunities for people to learn new skills and make a positive contribution to their community</p> <ul style="list-style-type: none"> • Two school visits to Stafford 913 exhibition and three undergraduate evening classes for Keele University
	4. Celebrate and discover Staffordshire's history
	4.1: Promote Staffordshire's history to its residents and visitors

Service Delivery activities to meet demand	<ul style="list-style-type: none"> • 25 talks to local groups by the Archive Service and over 31 by the Museum Service • Exhibition to celebrate 1100 years since the foundation of Stafford in 913 successfully delivered with 710 visitors including a group of 60 primary school children.
	4.2: Deliver programme of formal and informal learning activities for adults <ul style="list-style-type: none"> • Two partnership study days delivered with Historic Environment Team and Victoria County History • Staffordshire History Day organised in partnership with Keele and Birmingham Universities • Lichfield Treasures Day and Heritage Open Day delivered at Lichfield and Staffordshire Record Offices • Family History Course delivered at Staffordshire Record Office • Over 3,600 attendances at events are predicted
	5. A sustainable high performing service which provides leadership for the Archives & Heritage Sector
Key priorities & workstreams	5.1: Continue and maintain improvements in the skills of the staff <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 six staff attending Culture and Tourism Staff Conference Priority 2: Continue and maintain improvements in the standard, quality and performance of the Archive Service <ul style="list-style-type: none"> • Review of Collection Policy and Strategy and Digital Preservation Policy completed. • Annual Health and Safety Plan delivered • Inspection by National Archives of Staffordshire Record Office, Lichfield Record Office and Stoke on Trent City Archives successfully completed in April 2013 with all three sites approved as Places of Deposit. • New National Archives Archive Accreditation Standard to be used as part of Centralisation of Archive Services project to deliver a high quality service. Approach agreed with National Archives. Priority 3: Improve service marketing, communications and profile <ul style="list-style-type: none"> • Two workshops delivered on Ancestral Tourism as part of Tourism ERDF project (40 bed and breakfast owners attended) and resulted in links to Archive Service website and promotion of service • Continued promotion of Staffordshire Name Indexes site through family history listservs Priority 4: Deliver partnership working commitments

	<ul style="list-style-type: none"> • Business case for Centralisation of County Archive Service and William Salt Library sites approved by Strategic Property Board. Report due at Cabinet on 19 February. Consultation on proposals completed in January 2014. This project has been developed in partnership with the William Salt Library Trust. • Consultation with Lichfield Diocese and Cathedral over the Centralisation project, both are supportive of the project. <ul style="list-style-type: none"> • Archive Service commitments in Victoria County History delivered including the launch of a new volume in May 2013.
	<p>6. Improving and promoting user access to Staffordshire’s archive collections</p>
	<p>6.1: Current cataloguing and acquisition</p> <ul style="list-style-type: none"> • 40% of incoming collections catalogued • 75% of collection level (summary descriptions) created for collections not catalogued in this financial year • 225 approaches for archive collections predicted
	<p>6.2: Reduction of cataloguing backlog</p> <ul style="list-style-type: none"> • 3,800 predicted new back catalogue entries added to Online Catalogue (target of 3,500 this year is exceeded) • Started National Cataloguing Grants project ‘Agents of Change’ to catalogue the Bradford Collection • Began Manorial Documents Register project with £40,000 funding from National Archives to accurate record manorial records and their location for Staffordshire • Completed PhD placement as part of Collaborative Doctoral Award with Keele University
	<p>Priority 3: Improve the information value and publicity of the online catalogue for archive users</p> <ul style="list-style-type: none"> • 8,500 catalogue entries completed by staff and volunteers imported into Online Catalogue • 400 additional name authority records created (target of 200 exceeded)
	<p>7. Delivering high quality care of Staffordshire’s archive collections</p>
<p>Key priorities & workstreams</p>	<p>Priority 1: Deliver annual conservation and collections management programmes</p> <ul style="list-style-type: none"> • Annual conservation programme delivered which includes specific programmes for the Sutherland Papers and Bradford Collection
	<p>Priority 2: Implement actions arising from digital preservation policy</p> <ul style="list-style-type: none"> • Review of Digital Preservation Policy completed
	<p>Priority 3: Management of strongrooms and stores to maximise available space</p>

	<ul style="list-style-type: none"> • Rationalisation of space across Staffordshire Record Office and Outstore to support William Salt Library relocation project
	<p>Priority 4: Deliver William Salt Library conservation programmes</p> <ul style="list-style-type: none"> • Annual conservation programme completed • Printed book preservation programme completed
	<p>8. Extend volunteer working to provide new opportunities for people to increase their skills and increase access to collections</p>
	<p>Priority 1: Maintain and develop Archive Service Volunteer scheme</p> <ul style="list-style-type: none"> • Totmonslow phase of Tithe Map Project completed and now working on Offlow phase. Over two thirds of apportionments indexed. • Indexing of Peculiar Court Wills 1640-1649; 1751-1760 completed • NADFAS Staffordshire Advertiser and Assize Court indexing continuing • Preservation volunteer group continuing and have completed re-packaging of aerial photographs • 5,000 (estimated) volunteer hours given to the Service
	<p>Priority 3: Provide work experience placements to support prosperity in Staffordshire</p> <ul style="list-style-type: none"> • Five school placements delivered • One Open Door Placement started in January 2014 • Two university placements provided