

**STAFFORDSHIRE AND STOKE ON TRENT ARCHIVE SERVICE
SERVICE PLAN, 2014-2015
Performance against targets: predicted outturn**

Demand on Service	1. An integrated onsite and online customer experience
Service Delivery activities to meet demand	1.1: Maintain compliance of the Archive Service against the relevant quality standards <ul style="list-style-type: none"> • Maintained full compliance against Customer Service Excellence Standard. Maintained compliance plus for two areas around community engagement work and our work with volunteers and understanding customer needs. • Carried out our annual customer survey in July/August 2014 with a customer satisfaction rating of 100%
	1. 2: Extend channels of public access to the Archive Service to Staffordshire residents and world wide users <ul style="list-style-type: none"> • Phase one of parish registers launched online in July 2014. Digitisation of second half of registers completed January 2015 now being indexed. • Launched fundraising campaign in September with Friends (FoSSA) to digitise tithe maps held by the service. • Delivered 7 family history surgeries in Staffordshire Libraries focussing on Find My Past (target exceeded) • Provided 45 one to one support session for Ancestry.com in Stoke on Trent Community Libraries (target exceeded)
	1.3: 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 successfully • Volunteer mentor for family historians continued at Staffordshire Record Office • 6 documents 'featured' through onsite exhibition case at Staffordshire Record Office • Carried out two partner/user workshops and conversation about Archive Service Vision

	<p>2. An innovative online presence which showcases Staffordshire's collections</p>
	<p>2.1: Further develop and promote new and existing online archive resources</p> <ul style="list-style-type: none"> • Unable to identify suitable volunteer group to progress Staffordshire Places website • 59 documents posted on Archives and Heritage Facebook page
	<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 10 years • Index of coroners reports 1850-1860 added • Sentinel" newspaper Great War index added
	<p>2.3: Develop new archive content website to reach new audiences and increase user participation</p> <ul style="list-style-type: none"> • 153 articles posted to Archives and Heritage Facebook page (two per week) • Twitter launched in July 2015 • 258,000 online visits to Archive Service websites are predicted (236,500 so far)
	<p>3. Engagement with Staffordshire's communities to strengthen their identity and place</p>
	<p>3.1: Deliver activities and support to drive community engagement</p> <ul style="list-style-type: none"> • Delivered rural roadshow at Codsall with 341 attendees on the day. • Staffordshire Appeals project started in September 2014. Great War project to digitise and index military tribunal records funded by Heritage Lottery. 55 volunteers signed up to the project. • Community research group continues to meet at Staffordshire Record Office (45 sessions). • Local history group well established at Tamworth Library in partnership with the Library and Arts Service. Will support Roadshow at Tamworth in 2015.
	<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"> • Engaged with two schools as part of Digital War Memorial Project with Library and Arts Service. • Five higher and further education visits (Keele University, Stafford College, Birmingham University)
	<p>4. Celebrate and discover Staffordshire's history</p>
Service Delivery	<p>4.1: Promote Staffordshire's history to its residents and visitors</p> <ul style="list-style-type: none"> • 28 talks to local groups by the Archive Service and 17 by the Museum Service • Support for the Border History Fair in the north of the County.

activities to meet demand	<p>4.2: Deliver programme of formal and informal learning activities for adults</p> <ul style="list-style-type: none"> • Two study days delivered. One with Victoria County History and second on Great War with Community Groups in Local and Community History Month. • Staffordshire History Day organised in partnership with Keele and Birmingham Universities (fully booked) • Lichfield Treasures Day delivered at Lichfield Record Office • Seven session Family History Course delivered at Staffordshire Record Office • Over 3,600 attendances at events are predicted
	<p>5. A sustainable high performing service which provides leadership for the Archives & Heritage Sector</p>
Key priorities & workstreams	<p>5.1: 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 four staff attending Culture and Tourism Staff Conference. Conservator working towards accreditation. <p>Priority 2: Continue and maintain improvements in the standard, quality and performance of the Archive Service</p> <ul style="list-style-type: none"> • Implementation of new Digital Engagement Strategy started; development of Engagement Strategy begun. • Annual Health and Safety Plan delivered • Management team workshop on Accreditation carried out. <p>Priority 3: Improve service marketing, communications and profile</p> <ul style="list-style-type: none"> • Use of social media embedded with group of ‘champions’ established. • Continued promotion of Staffordshire Name Indexes site through family history listservs • Christmas truce letter used to highlight collections and promote service world wide. <p>Priority 4: Deliver partnership working commitments</p> <ul style="list-style-type: none"> • Consultants appointed to assist with development of Service Vision and resubmission of Heritage Lottery Bid. This has included partner workshops and telephone consultation on the vision. • Archive Service commitments in Victoria County History delivered; agreement reviewed and agreed with reduced funding but strong partnership with Keele regarding fundraising.
	<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"> • 56% of incoming collections catalogued (note this excludes a very large deposit from Michelin Archive) • 90% of collection level (summary descriptions) created for collections not catalogued in this financial year • 213 approaches for archive collections predicted <p>6.2: Reduction of cataloguing backlog</p> <ul style="list-style-type: none"> • 7,516 predicted new back catalogue entries added to Online Catalogue (target of 3,500 this year is exceeded) • Completed National Cataloguing Grants project 'Agents of Change' to catalogue the Bradford Collection • Completed Manorial Documents Register project with £40,000 funding from National Archives to provide accurate recording of manorial records and their location for Staffordshire <p>Priority 3: Improve the information value and publicity of the online catalogue for archive users</p> <ul style="list-style-type: none"> • 5,072 catalogue entries completed by staff and volunteers imported into Online Catalogue • 550 additional name authority records created (target of 400 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 • Funding secured for Conservation Intern; project started September <p>Priority 2: Implement actions arising from digital preservation policy</p> <ul style="list-style-type: none"> • Training attended by two members of staff on digital preservation • Assessment of SCC records and digital preservation 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 continues. • Use of CALM locations database started to manage collections more effectively.
	<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</p>

	and increase access to collections
	<p>Priority 1: Maintain and develop Archive Service Volunteer scheme</p> <ul style="list-style-type: none">• Into final phase of Tithe Map Project indexing completing outstanding areas.• Indexing of Wills 1761-1770 completed• NADFAS Staffordshire Advertiser and Assize Court indexing continuing• Preservation volunteer group continuing repackaging and content listing of Staffordshire Newsletter glass negs• 6,700 (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">• Four school placements delivered• Three university placements provided