September 7, 2015

Findings of the Staffordshire Archives & Heritage consultation on the options for the service

Presented to the Project Board September 2015





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Executive Summary

The consultation

This consultation was developed in conjunction with the staff, partners, Friends' groups, local history groups and volunteers of Staffordshire Archives and Heritage. Following the development of a 10 year vision for the service, 9 initial options for delivery were cut to 4 options which were taken forward for wider public consultation over the summer of 2015.

The 4 options consulted on were:

Option A - Create the Staffordshire History Centre Project with HLF funding

Option B – Create the Staffordshire History Centre plus museum storage/exhibition with external funding.

Option C - Staffordshire Archives and Heritage – retain all sites & achieve budget savings required.

Option D - Staffordshire History Centre with HLF funding on a new site.

Responses to the options were gathered via survey, which also gathered information about priorities for the future service. The survey was also discussed with 450 people at 11 drop in sessions at public venues and with a forum of representatives from organisations that have archives deposited with the service (21 attendees). Promotion of the process was wide with 10,000 leaflets and 1000 posters distributed at community venues across all 8 districts, local press coverage and extensive social media coverage as well as links from the Service's online pages.

Survey findings

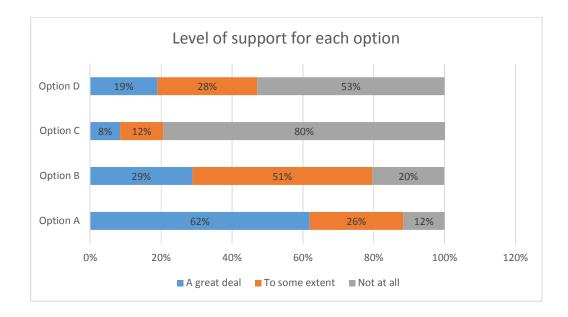
The consultation survey reached a variety of users and non-users of the service and a large number of representatives of community and partner organisations from across Staffordshire. In total 539 surveys were completed, with the majority of these being from individuals. The consultation was promoted across the county and city areas with drop-in sessions held at public arenas including markets, libraries and museums.

We asked respondents how they would like to use the service in the future. There was a high level of support for a variety of activities such as undertaking a course, but the majority (361) of people were keen to attend exhibitions. We asked people about their interest in a number of types of engagement with the service. The most popular choice (127) was to help to plan the future of the service with transcribing, and indexing records being a close second choice.

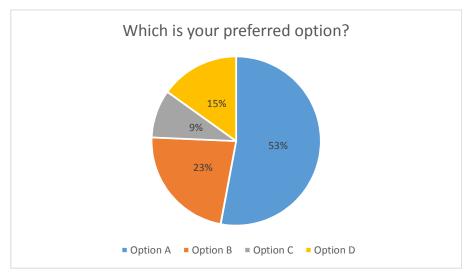
We then asked people about their preferences for the use of service resources:

- Over 70% of people said that they would prefer more services on one site and a strong activity programme than services across multiple sites and a smaller activity programme.
- Over 77% of people said that they would prefer longer opening hours on fewer sites than retaining multiple sites with much shorter opening hours.

The final section of the survey asked people about their levels of support for each option. These questions show strong support for Option A and a high degree of rejection for Option C.



We then asked people to identify their preferred option for the delivery of the service. 53% of the respondents preferred Option A, which had a greater level of support than all the other options put together.



These preferences were equally expressed across different groups of respondents and most locations of residents.

Responses at drop in sessions

At 11 drop in sessions, the SCC Archives and Heritage team spoke to around 450 people and their responses are mainly collected via survey responses. A variety of concerns were expressed alongside a number of ideas for future development by the service.

Responses at depositor forum

A forum for depositors was held in Lichfield and attended by 21 people representing 20 depositing organisations. The options were presented and a question and answer session followed with attendees encouraged to complete the questionnaire separate to the session.

Conclusions

The consultation has been successful in gathering views from across a wide range of people and locations in Staffordshire and beyond, with more non-users represented than in previous consultation.

Key findings were :

- Option A was the preferred choice of 53% of the respondents.
- There was support for more services on 1 site with a stronger activity plan (71%) and for longer opening hours on fewer sites (77%).

Our recommendations to the Board are therefore to take these consultation findings into account and:

- to be sure that all feasible options for future delivery have been considered;
- decide on their preferred option to be developed further;
- develop a 'fallback' option to deliver if HLF funding is not secured.

It is also recognised that much more work and detail needs to be developed on costs, activities, digitization and timeframes for the preferred option, and that continued consultation and involvement of the public is essential.

As such we also recommend that the Board -

- agree that the Project team work to develop the plans and costings for the preferred option in line with the needs of a stage 1 application for a Major Grant from HLF;
- that the stakeholder group continues to be involved and that the active participation of members of the public continues in the project and is a key part of a HLF development phase.

The Consultation

Over the winter and spring of 2014/15, Staffordshire Archives and Heritage has been working with staff, partners, Friends' groups, local history groups and volunteers to develop a new 10 year vision to create a service for the future. With the new vision agreed in the spring, the next step was to explore delivery options for the service. Working with a group representing stakeholders, the team identified 9 potential delivery options which were then discussed at length at 2 stakeholder workshops in Lichfield and Stafford in May. We then developed the option descriptions further, examining how each option could be delivered. A shortlist of 4 delivery options was then taken forward for wider public consultation over the summer. The 4 options shortlisted were:

- **Option A** Create the Staffordshire History Centre Project with HLF funding. Create the Staffordshire History Centre Project with external funding:
 - o Creating an expanded programme of activity
 - Redeveloping current Staffordshire Record Office to store collections currently held at Lichfield Record Office and William Salt Library. This would provide new public areas for exhibition, events and activities, volunteering and research and provide storage to put collections currently at Lichfield and William Salt Library into the correct conditions AND allows for the acquisitions of new collections for around a 20-25 year period.
 - New service browsing space would be estimated to be open 37 hours per week and during at least 21 hours (ideally more) providing a search room service for archive/rare book access which would be staff run with support from volunteers.
 - Replace the current Lichfield Record Office with a new access point to the collections at a town centre venue in Lichfield with some of the activity programme delivered there.
 - Joining the current William Salt Library (WSL) building to the redeveloped Staffordshire Record Office
- **Option B** Create the Staffordshire History Centre plus museum storage/exhibition with external funding. This Option is the same as Option A but includes the Museum Service as part of the Centre.
- Option C Staffordshire Archives and Heritage retain all sites & achieve budget savings
 required. In this option the service would retain all its current sites. It would replace current air
 conditioning at Lichfield Record Office. William Salt Library building would be retained as a
 collections storage site, with access via the Staffordshire Record Office (advance ordering).
 Savings would be made by reducing staffing and opening times substantially across all sites. It is
 likely that Staffordshire Record Office would be open around 15 hours a week and Lichfield
 Record Office 6 hours a week. There would not be funding bid.
- **Option D** Staffordshire History Centre with HLF funding on a new site. This option would develop a History Centre on an entirely new site in the county, either developing an existing building or a new-build. It would include an engagement and activity programme with an application made for HLF funding.

The public consultation process lasted 8 weeks from 19 June 2015 through to 14 August 2015 and was based around a questionnaire which gathered responses to each option and asked respondents what elements of the service they were most interested in using in the future, and where. The questionnaire also captured the respondents past use of the service and some basic demographic information. It was available both as paper copies and online and is shown in full in the report appendix.

The questionnaire was accompanied by detail about each option and the implications of each, alongside contextual information outlining the key trends in archive use and the financial and budgetary constraints in which the service will operate over the coming years.

The survey aimed to gather responses from a range of existing users and potential users and was promoted as follows –

- To around 450 people at 11 drop-in sessions in public venues such as libraries, markets and museums across the county (Leek, Lichfield, Museum of Cannock Chase, Newcastle, Perton, the Potteries Museum, Shugborough, Stone, Burton, Stafford, Tamworth);
- With stakeholder groups and volunteers;
- Online on the SCC website with 2,518 visitors to the 'Our Vision' pages;
- In local press across the county area;
- With 10,000 printed leaflets distributed across all 8 districts into libraries, record offices and community venues
- 1,000 posters distributed across all 8 districts as above
- 63 separate tweets and facebook posts with a combined reach of 522,100 working through the SCC, Archives and Libraries social media accounts.

The process also included an event for depositors to gather their feedback to the options. Feedback to the plans was also gathered from the sector body The National Archives, which has oversight of Places of Deposit for Public Records such as this service.

The response rate was as follows –

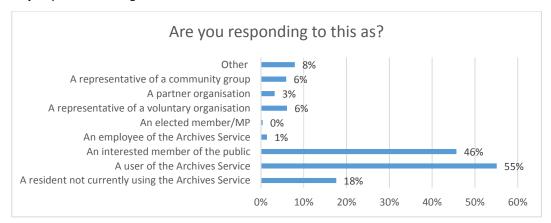
- 539 questionnaires submitted
- 11 drop-in sessions delivered with around 450 people attending
- 21 people at the depositor forum in Lichfield
- The number of completed responses represented 20% of registered users of the Archive Service (currently 1,414) and an attendance of 33% of invited depositors (64 invited) to the forum in Lichfield. 18% of respondents were non users of the Service.

The response significantly exceeds a previous consultation on a different delivery option carried out in 2014. The 2014 consultation ran for four weeks from 6 – 31 January and received 241 responses overall plus submissions from the Diocese of Lichfield, National Archives, friends groups, and other organisations. The current consultation has received more than double the number of responses reflecting a longer time period, increased promotion of the consultation and great engagement with non-users rising from 3% of responses in January 2014 to 18% of responses in 2015.

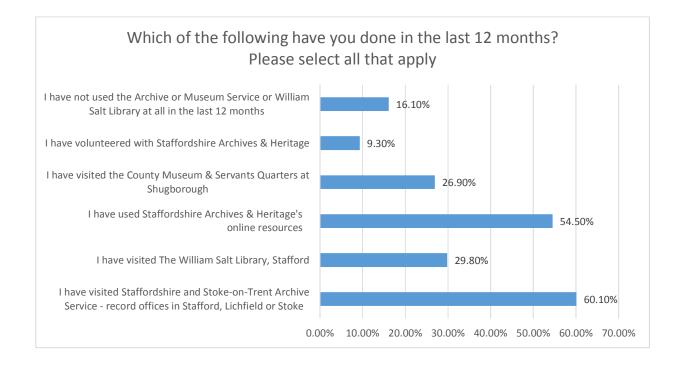
Survey findings

The respondents to the consultation survey

The consultation survey reached a variety of users and non-users of the service and a large number of representatives of community and partner organisations. In total 539 surveys were completed, with the majority of these being from individuals.



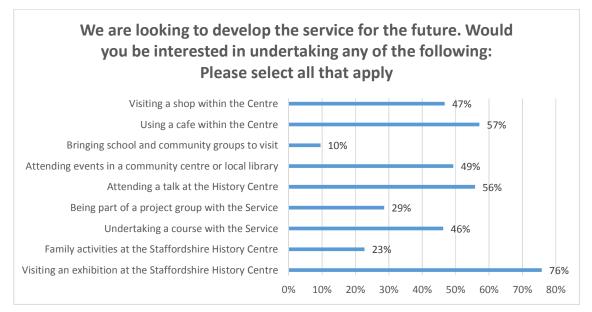
Survey respondents had engaged in the activities of the service in a variety of ways and at a number of locations, with the majority visiting the record offices in the last 12 months. Note that respondents can tick more than 1 option so responses total more than 100%.



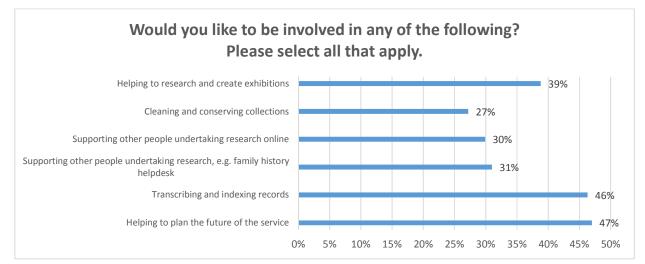
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How respondents would like to participate in the service in the future

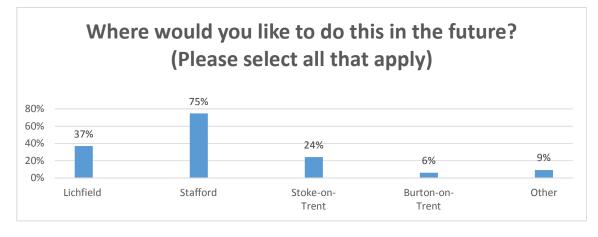
The first section of the survey asked respondents how they would like to use the service in the future. We looked at levels of support for activities beyond research services. There was a high level of support for visiting exhibitions, attending talks and using a café at a future service. The least popular option was bringing school and community groups to visit, probably because we did not consult with teachers specifically at this stage.



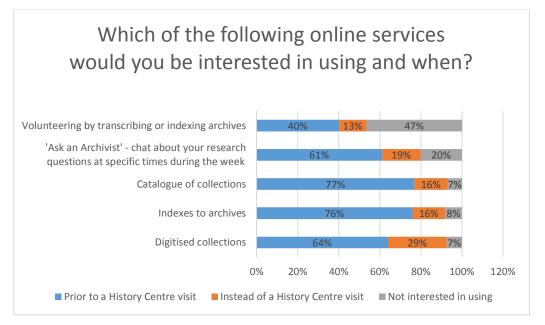
We asked people about their interest in a number of types of engagement with the service. The most popular choice was to help to plan the future of the service (127) with transcribing and indexing records being a close second choice.



We asked people which location they would like to use the services in the future. The majority of people (371) wanted to use services at Stafford with Lichfield (182) and Stoke-on Trent (120) coming second and third respectively in popularity. Note that 18% of respondents were from Lichfield (97 people), 7% from Stoke-on-Trent (38 people).



Next we asked people which online services they would be interested in using and when.

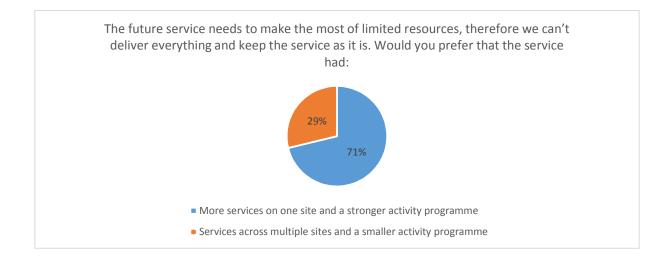


Finally we asked people about their preferences for the use of services resources. We firstly asked people whether they would prefer:

- More Services on one site and a strong activity programme Or
- Services across multiple sites and a smaller activity programme

Over 70% chose more services on one site.

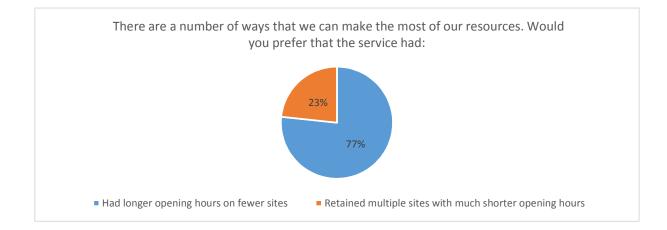
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We then asked people whether they would prefer:

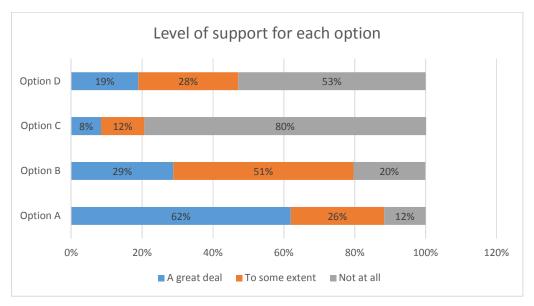
- Longer opening hours on fewer sites
- Retaining multiple sites with much shorter opening hours

77% chose longer opening hours on fewer sites -

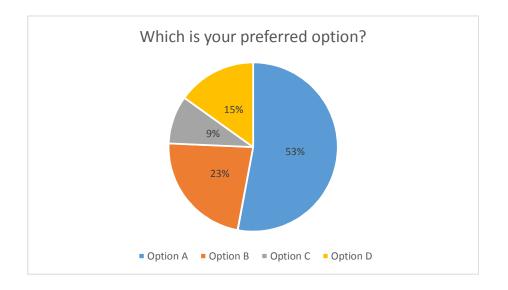


Responses to the options for delivery of the service

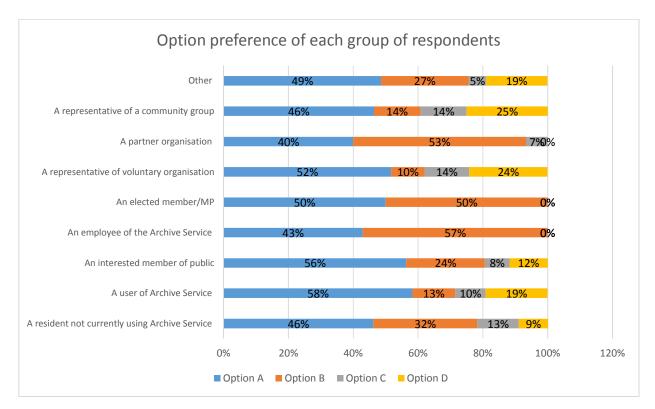
The final section of the survey asked people about their levels of support for each option. These questions show overwhelming support for Option A and a high degree of rejection for Option C.



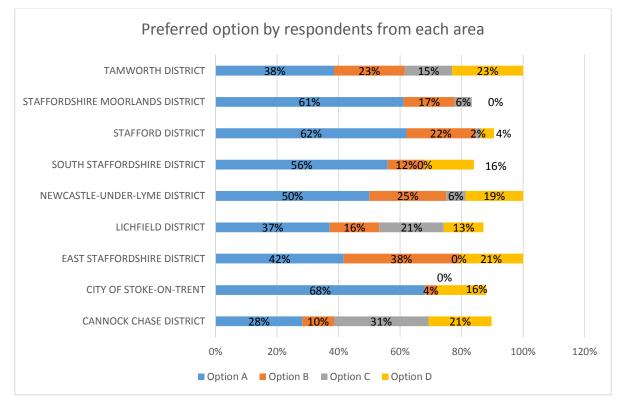
We then asked people to identify their preferred option for the delivery of the service. 53% of the respondents preferred Option A, which had a greater level of support than all the other options put together.



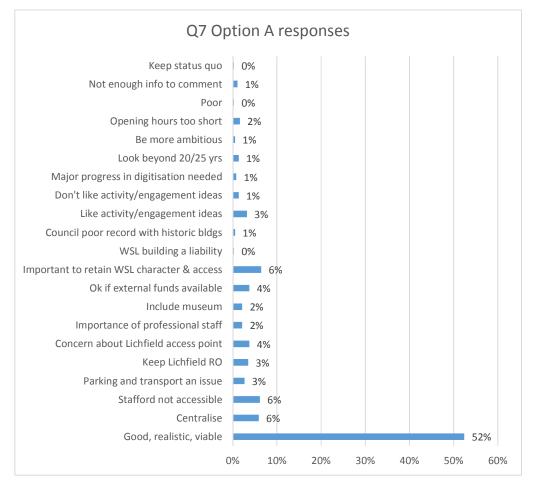
As a part of the analysis we looked at whether the different groups of respondents preferred different options. Firstly we looked at whether users/non users/community groups had different preferences.







In addition to expressing their preferences on each option, respondents were able to comment on each option. We have read and analysed each option, producing an overview of comments on each option below.



The majority of responses to Option A were overwhelmingly supportive with 196 people commenting that the option was Good, realistic or viable. The next popular comment was that it was important to retain the character of and access to the William Salt Library

The most popular responses on option A are reflected in these comments -

"This look sensible and makes the most of existing sites. I think multiple sites are confusing for people. More interested in exhibitions and talks."

"This seems ok but Stafford is not the easiest place to get to from South Derbyshire/East Staffordshire by public transport and what about parking?"

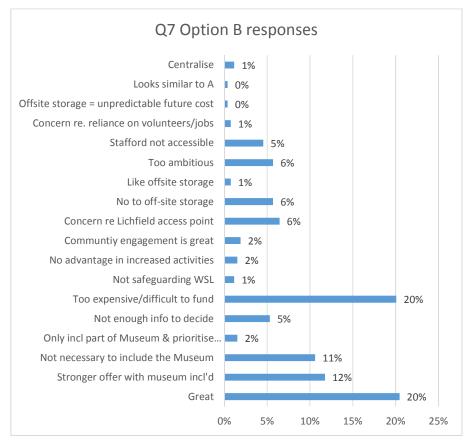
"Like expanded activity and extensive opening hours. Disappointing that Lichfield Record Office would close but encouraging that there would still be some access to collections in Lichfield."

"Collections held at LRO are Diocesan records so should remain in Lichfield. A new access point at Lichfield would be costly and not contain original documents."

"Would really prefer sites, staffing & opening hours to remain as they are but in the circumstances outlined feel that this is the best option."

"A good idea to have a more central service and replicate the 'feel' of the WSL in this site."

The majority of responses to Option B were supportive. People valued the strong offer that including the museum provided.



The most popular comments in response to option B are reflected below -

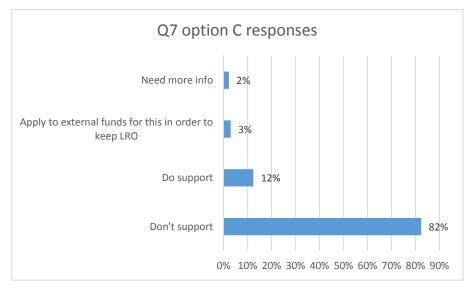
"This option is the most sustainable and realistic, and takes into account all of the valuable services -I am very glad to see the museum service included in this option, and the emphasis on community engagement which Stafford excels at."

"If it helps to secure the future of the Archives and the Museum then it is a good idea."

"Whilst the similarity to A makes this an attractive option I think including the Museum service will dilute the effectiveness, add confusion and cost more money...however, it is essential that the two work together closely."

"Too ambitious."

The majority of responses to Option C were not supportive.

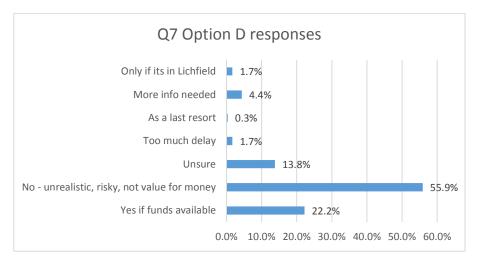


The most used comments under option C responses were -

"Absolutely not. This cannot happen."

"The drastic reduction in opening hours and numbers of staff would be very, very regrettable. Having such limited access opportunities for both research and volunteer activities would severely undermine the whole purpose of the Archive Service."

The majority of responses to Option D stated that they thought it was unrealistic, risky or not value for money.



The most frequently given comments for option D were -

"This seems very expensive and unlikely to get funded. What would happen to the old sites would they be just left empty?"

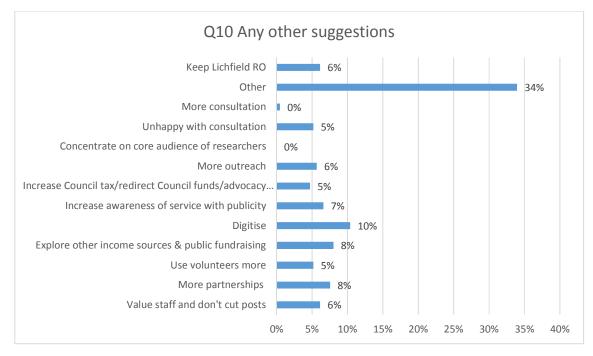
"Sounds really good, but probably not feasible in current economic climate."

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"I think using current facilities but improving the building and resources would be better than this."

"Pie in the sky. Would delay things too long, unless a site is actually unmentioned but available. If so, where? Parochial loyalties would be raised, and decisions delayed"

Finally, we asked respondents whether they had any suggestions for the project or service and these are summarized below:



The comments here were extremely varied. Examples of the themes most quoted are given below -

"Digitisation is the future."

"Worst case scenario charge non-Staffordshire council tax payers a fee per visit or a season ticket as per Devon Archives in Exeter Archives. After all you have something we want."

"Extend partnerships with online providers to generate income. Look into private investment."

"Greater engagement and collaborative projects with a variety of audiences including academic".

"To see them advertised more."

"More staff to help and longer opening hours."

Extended responses to the questionnaire were received in the form of letters from 4 groups – the William Salt Library Trust, Lichfield Civic Society, the Pipe Green Trust, and Beacon Street Area Residents' Association from Lichfield.

Response to the consultation by The National Archives

The service received a letter commenting on the consultation from The National Archives Head of Archive Sector Development and Secretary to the Historical Manuscripts Commission, Isobel Hunter. This is pertinent to the consultation given that TNA is the national professional body for archives, and manages and delivers the accreditation programme which sets and monitors professional standards.

The letter recognises the challenge facing archives and the wider heritage sector in relation to the ongoing reduction of resources and the need to find alternative ways of delivering services. They advise that "the preservation and integrity of collections, and the provision of public access to their contents, should be paramount when undertaking such a review of service delivery....[and] that any solution considered is appropriate to the local circumstances, is sustainable, and is in the best interests of the collections and their continued use."

In this context, The National Archives advise that options A and B be considered for future development and would recommend that option C not be adopted. They outline that given the Stafford Record Office (SRO) currently provides suitable storage and was approved as a Place of Deposit for public records in 2013 this reduces the need for option D.

The letter ends "We would welcome the opportunity to continue to engage with Staffordshire County Council on this matter and would like to commend the lengthy and extensive period of consultation being undertaken."

Responses at drop in sessions

The SCC Archives and Heritage team delivered 11 drop in sessions across the county and spoke to around 450 people in the process. The sessions aimed to encourage the public to complete a questionnaire to capture their responses to the options, but also to raise awareness of the service and of its potential future development.

Comments to staff were recorded in addition to questionnaire responses and are shown below.

Responses to options -

- General support for the consultation process and the drop-in sessions;
- Value shown for the knowledge of the staff with concern about potential loss of posts;
- Concern about access in Stafford in terms of parking and traffic;
- Support for a centralized service with outreach and digitization;
- Support for much more outreach in areas away from towns with Record Offices;
- Lack of awareness of archives amongst many;
- More volunteering opportunities needed;
- A wish to see an increase in use by students.

Ideas for future development -

- Use Community Infrastructure Levy funds to support access in Lichfield;
- Local groups could fund digitization on demand;
- More promotion of the service to increase awareness and use;
- Better broadband across the county would encourage more digital access from home;
- More partnerships, particularly with libraries;
- Use the Old Treasurers' Building in Stafford;
- The potential to work with dementia groups and in care and residential settings;
- Join up with the Black Country archives.

Responses at depositor forum

A forum for depositors was held in Lichfield and attended by 21 people representing the following organisations:

Ansons LLP Burton Civic Society Christ Church City of Lichfield Townswomen's Guild Diocese of Lichfield Dr Milleys Hospital Lichfield Bowling Club Lichfield Cathedral Lichfield Civic Society Lichfield Conduit Lands Trust Lichfield Constituency Labour Party Lichfield Greenhill Bower Lichfield Municipal Charities Lichfield Science and Engineering Society Michael Lowe's & Associated Charities Pipe Green Trust St. John's Lodge Swinfen Broun Charitable Trust The Mary Slater Charity Wade Street Church

The options were presented and a question and answer session followed with attendees encouraged to complete the questionnaire separate to the session.

Questions were asked around the following areas -

- Potential to charge for online access
- What the access point(s) would deliver
- The ease of withdrawing items pertaining to Lichfield if records are moved to Stafford
- The option and cost of addressing the air conditioning at Lichfield
- The need to maintain access to originals
- The likely digital service on offer and ease of searching
- The cost of improving the conditions at the William Salt Library and the potential to sell the building
- The likelihood of securing HLF funding
- The trend in using archive records
- Whether 25 years of growing space is too little and too short-term
- The future of the Burton History Centre.

Comments were made concerning the sadness of the potential loss to Lichfield of the Record Office (from the Mary Slater Charity and Lichfield Civic Society) and the wish to explore options to retain records in Lichfield.

Mithra Tonking from Lichfield Diocese attended and commented that "the Diocesan Registrar would want to ensure safe future access to material in the best conditions possible. There are significant benefits to only having to go to one place."

Conclusions

The consultation process has gathered responses from a range of people from across the county area. There was a particularly high level of response from those not currently using the service.

The key finding is around preferences for the 4 options with option A being the preferred choice of 53% of respondents, followed by option B with 23%, option D with 15% and option C with 9%. More people expressed a preference for Option A than supported all the remaining options put together.

These preferences are similar wherever the respondent is located except in the case of Cannock which is the one area where option A is not the top preference, instead the locals opted for option C.

The National Archives recommend developing options A & B and to reject option C given it would not deliver a service to accreditation standards.

In abstract, there is overwhelming response for more services on 1 site with a stronger activity plan (71%) and for longer opening hours on fewer sites (77%).

The open comment boxes enabled respondents to give more detail to their responses. Whilst these allowed for a huge range of comments, the most quoted issues raised were –

- Support for a centralized service on one accessible site
- Access to Stafford in terms of parking and traffic;
- The need to maintain staff posts and an acknowledgement of the benefits to the public of the existing knowledgeable staff;
- Concern that more volunteers would mean replacing staff posts;
- Support for outreach activities and programmes to diversify users and reach across the county;
- The need to maintain access to original documents;
- Retaining records and access to staff in Lichfield;
- The physical constraints of the Stafford site which may mean no future expansion is possible when space runs out;
- What would happen without HLF funding;
- The need for more information and detail to make decisions on the future.

The most quoted suggestions for the future were -

- Support for digitization;
- Exploring charging for services;
- Exploring other sources of income generation and funding;
- To work with partners even more, particularly libraries and health providers.

Concerns were raised about the lack of an option to retain and improve Lichfield Record Office and a few comments on the consultation process.

Our recommendations to the Board are to take these consultation findings into account and :

- to be sure that all feasible options for future delivery have been considered;
- decide on their preferred option to be developed further;
- develop a 'fallback' option to deliver if HLF funding is not secured.

It is also recognised that much more work and detail needs to be developed on costs, activities, digitization and timeframes for the preferred option, and that continued consultation and involvement of the public is essential.

As such we also recommend that the Board:

- agree that the Project team work to develop the plans and costings for the preferred option in line with the needs of a stage 1 application for a Major Grant from HLF;
- that the stakeholder group continued to be involved and that the active participation of members of the public continues in the project and is a key part of a HLF development phase.

Appendix One – Summary of extended responses received

Lichfield Civic Society

Comments on option A -

- The physical constraints of the SRO site mean that the plan is too short-term and will need addressing again in 20-25 years when space runs out again;
- Traffic congestion and lack of parking near the SRO limit its accessibility and it is not easily reached from Lichfield;
- Clarification is needed as to how the activities will be funded beyond the Heritage Lottery Fund (HLF) grant and whether the concerns raised by HLF have been taken into account (eg. only 1 year revenue funding);
- Need to understand the extent of digitization and where the digitised records will be available, the timeframes and management of this process;
- Will Lichfield Record Office (LRO) records be digitised before any move and would they be held on external websites;
- Concern regarding the impact on the city of Lichfield with the loss of LRO and need for an impact evaluation to be done;
- Wish for the Diocesan records to stay in Lichfield;
- Believe that LRO is losing potential collection deposits now because of the uncertainty around its future;
- Suggest the incorporation of William Salt Library into Stafford Record Office could go ahead without the Lichfield collection moving there which would free up space at Stafford and make the site more viable long-term.

Comments on option B –

• See comments on the Stafford site and the activities above. In addition, option B further constraints the Stafford site by incorporating more collections and displays on the one site (from the Museum).

Comments on option C –

• This would not allow the service to achieve Accreditation and is therefore not viable. It should not have been included as an option if Staffordshire County Council (SCC) is not prepared to offer an un-accredited service.

Comments on option D -

- The best option long term but there needs to be research in to potential new sites to fully assess its viability as an option.
- Comments on option A re. audience development, digitization and online access still apply.

General comments on future delivery are outlined with the key point that none of the options deal with the concerns of Lichfield Record Office users who wish to retain LRO. The comments are given under 3 main headings below.

Consultation process -

• The process has been confined to commenting on options that were already agreed without the chance to add others in. The option to retain and improve LRO should have been on the longlist at the May workshops and would have been if stakeholders had been allowed to see the longlist before the workshop.

• Workshops should be extended to include user groups beyond Staffordshire to better reflect users.

Sale of property and reinvestment -

 The decision by SCC to sell Lichfield Library and Record Office was not put out to public consultation. Requests to find out when the decision was made have not been answered. This intention to sell should have been clear in this recent consultation process. There is potential to use capital receipts from The Friary disposals to improve LRO or secure a local replacement for it.

Finance

• There has been limited financial information available to assess the options, for example what savings would be made from centralizing the service. What happens beyond HLF funding with the work to continue to digitise and improve online access?

The Society's suggestions for more ideas for delivery (Q10 in survey) were included in the letter but have been incorporated into the overall responses to that question.

Pipe Green Trust

The Trust's extended response showed concern that a 5th option was not included in the public consultation to retain "less important records relevant to Lichfield heritage in Lichfield."

Their responses to each option are summarised here.

Comments on option A -

- Preferred option but the constraints of the physical site and its lack of a long term solution to space is a concern;
- Site access within busy Stafford is a problem;
- Concerns regarding the priority given to a digital service;
- Support the idea of an access point in Lichfield but want to have more details as to what this could be.

Comments on option B -

• Same physical constraints on the site as with option A are made worse with more collections there from the Museum.

Comments on option C –

• Not viable.

Comments on option D -

• Attractive option.

Beacon Street Area Residents Association, Lichfield

The Association reports it is unhappy with the consultation process as it doesn't feel that the process or the options on offer are responding to the comments given by HLF in relation to the earlier stage 1 funding application.

Comments pertaining to all options -

- The emphasis on digitization and online access points are not in line with the statistics that show that over 65-year olds still have less confidence and access to online services and that this age group is growing in Staffordshire;
- Lack of information on how all options will be financed.

Comments on option A –

- Physical constraints of the SRO site rule out future expansion and give a lack of options for design and therefore likely higher building costs;
- The SRO site is not an accessible location in terms of traffic and parking;
- No detail given on how the William Salt Library would be used, what the Lichfield access point would be, the criteria for usability of digital tools and the likely coverage of digitization.

Comments on option B –

- A better offer with the Museum collections but given the site constraints its life would be shorter with more collections;
- In favour of off-site storage and question why it has not been suggested to extend the life of the Lichfield Record Office.

Comments on option C -

• Not meeting accreditation standards.

Comments on option D -

• Best option.

William Salt Library Trust

The Trust stated its interest as a joint partner of the County Council in submitting a Heritage Lottery Bid and its close relationship with the Council.

Comments on option A -

- Represents the Trust's vision for the Library;
- Improves storage conditions and allows collection to grow;
- Enthusiastically supports this as the best option.

Comments on option B –

- Might increase offsite storage;
- Higher costs;
- Does not support this option.

Comments on option C -

• Not an option.

Comments on option D –

- Higher cost and longer to implement;
- Future of the Library's town house unsecure;
- Does not support this option.