

The North East Wales Archive Service (NEWAS) Service Design Summary January 2019

Introduction

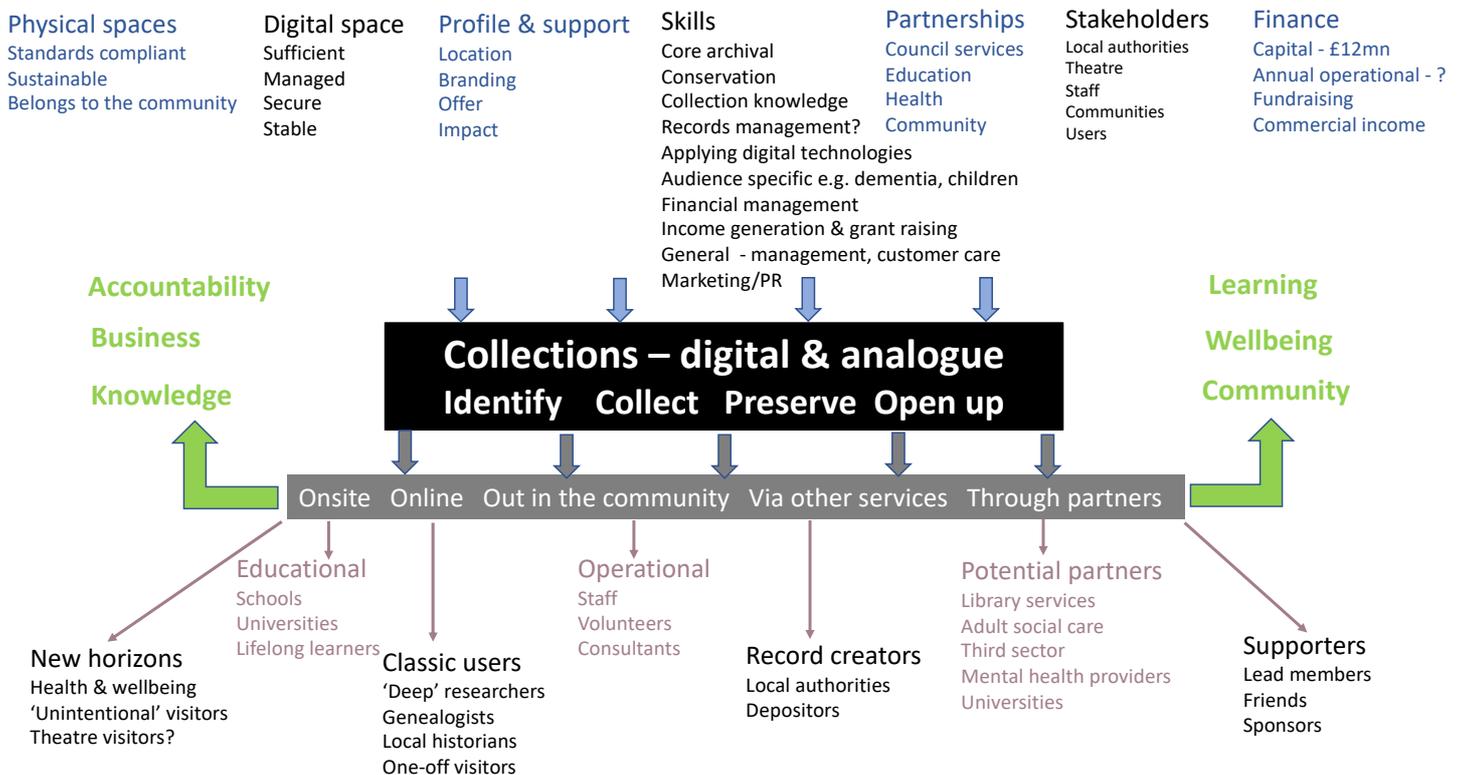
This is a synthesis of the work undertaken by Denbighshire and Flintshire Councils to create a conceptual design for a joint archive service in 2018 to provide the basis for developing a strategic plan and funding strategy for the new service. This summary includes:

- The Vision p1
- The conceptual structure p1
- Desired services p2
- Desired impacts p3
- Potential 'markets' for services p4
- Channels for service delivery p5
- Attributes of the archive building p5
- Digital functionality p6
- Vision ideas for an integrated service p7
- Stakeholder analysis p8

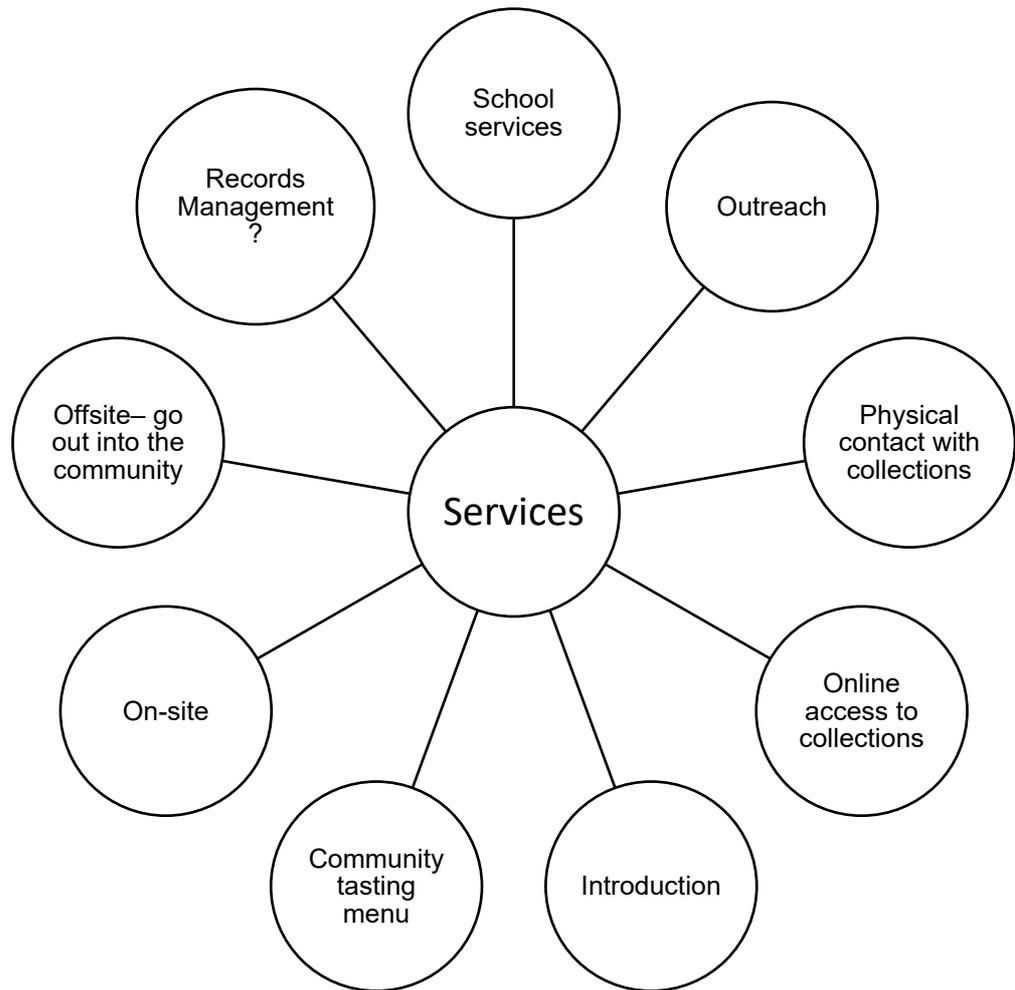
1. The Vision

Harnessing the power of our shared documentary heritage to promote education, well-being and identity for the people and communities of North-East Wales.

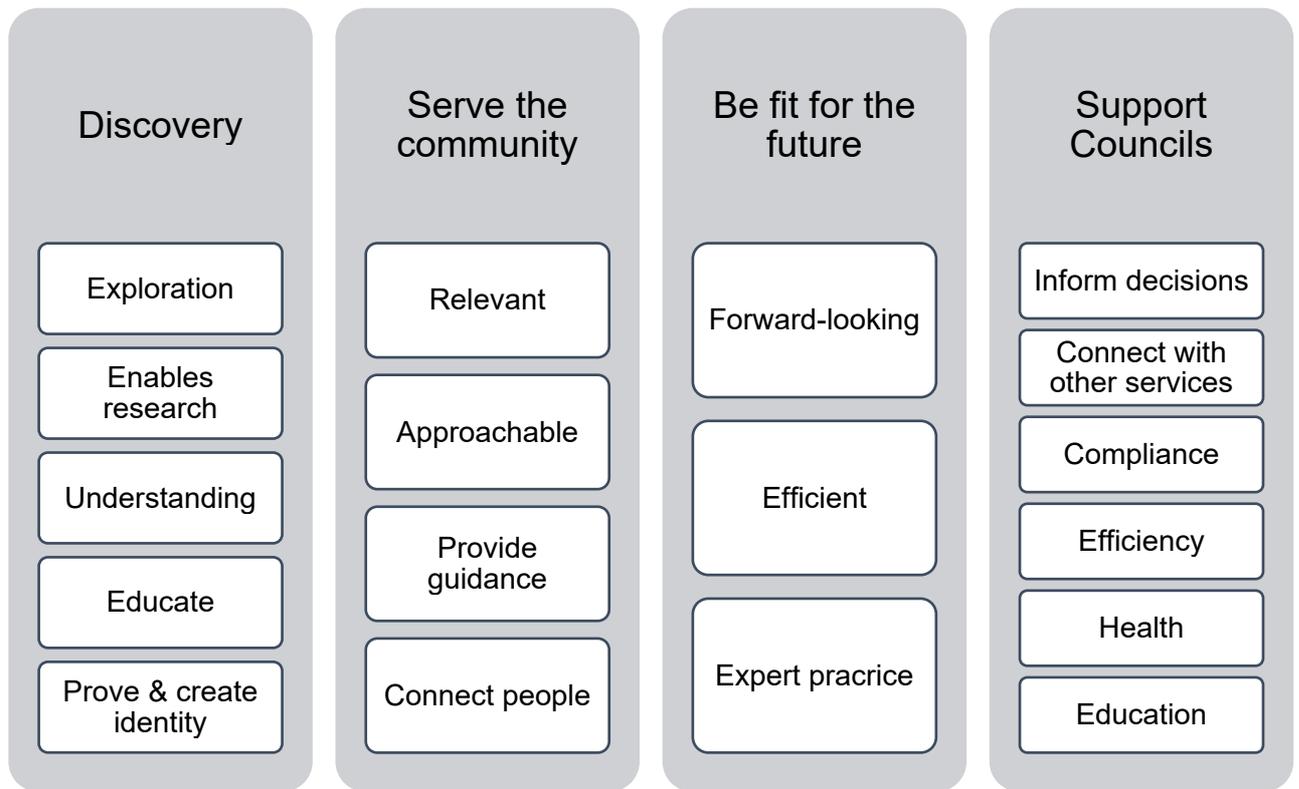
2. Conceptual structure of the joint service



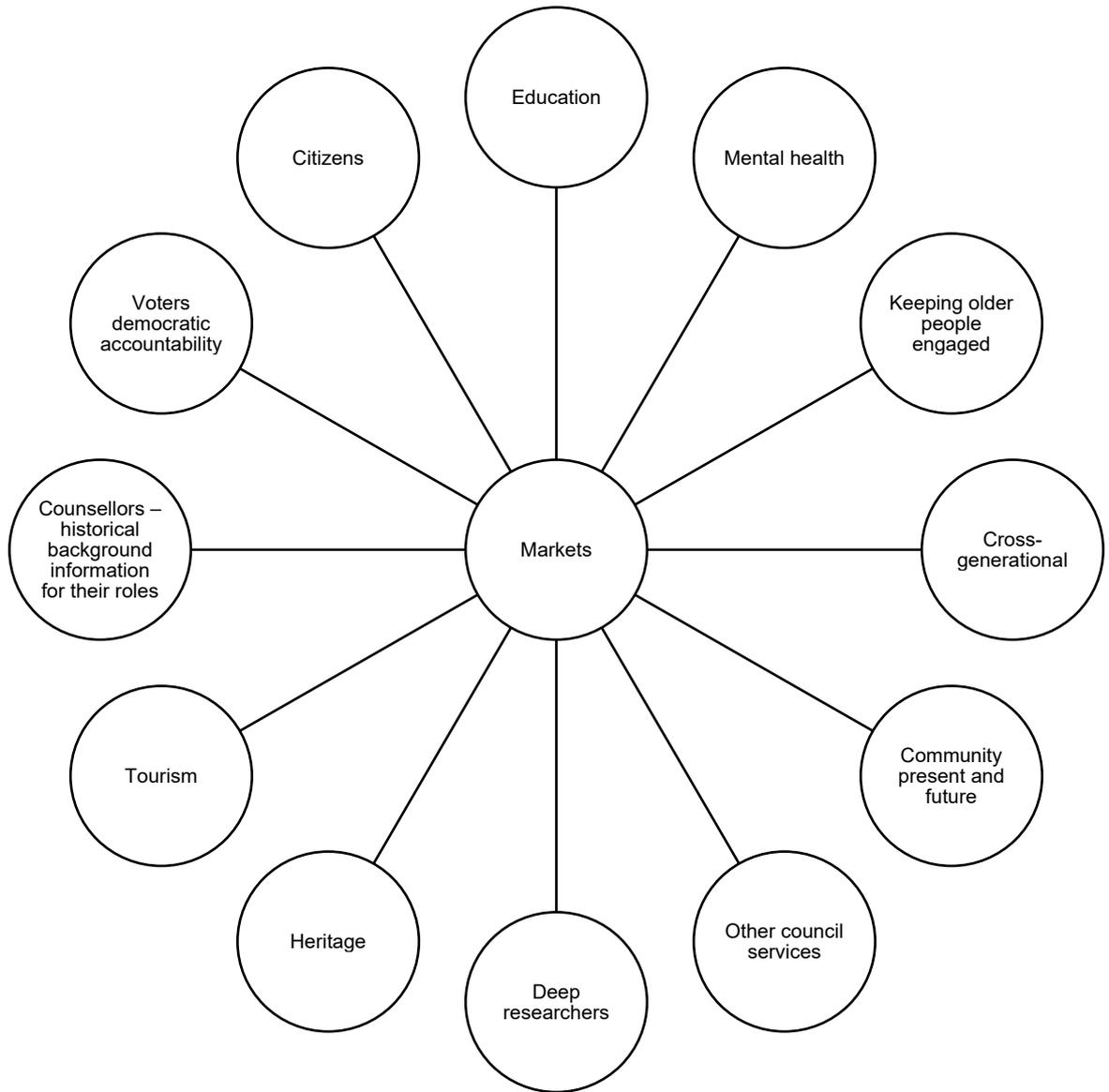
3. Desired Services



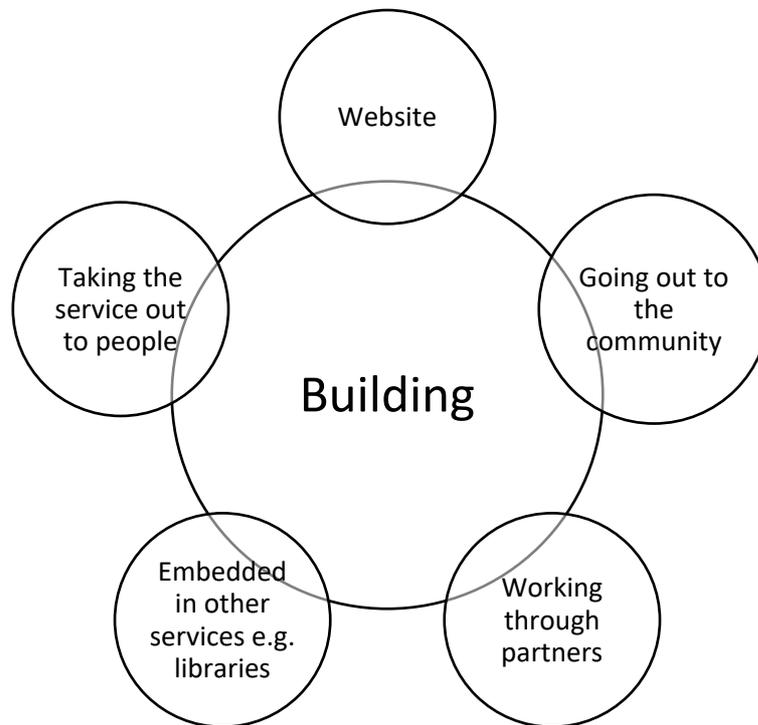
4. Desired impacts



5. Potential 'markets' for services



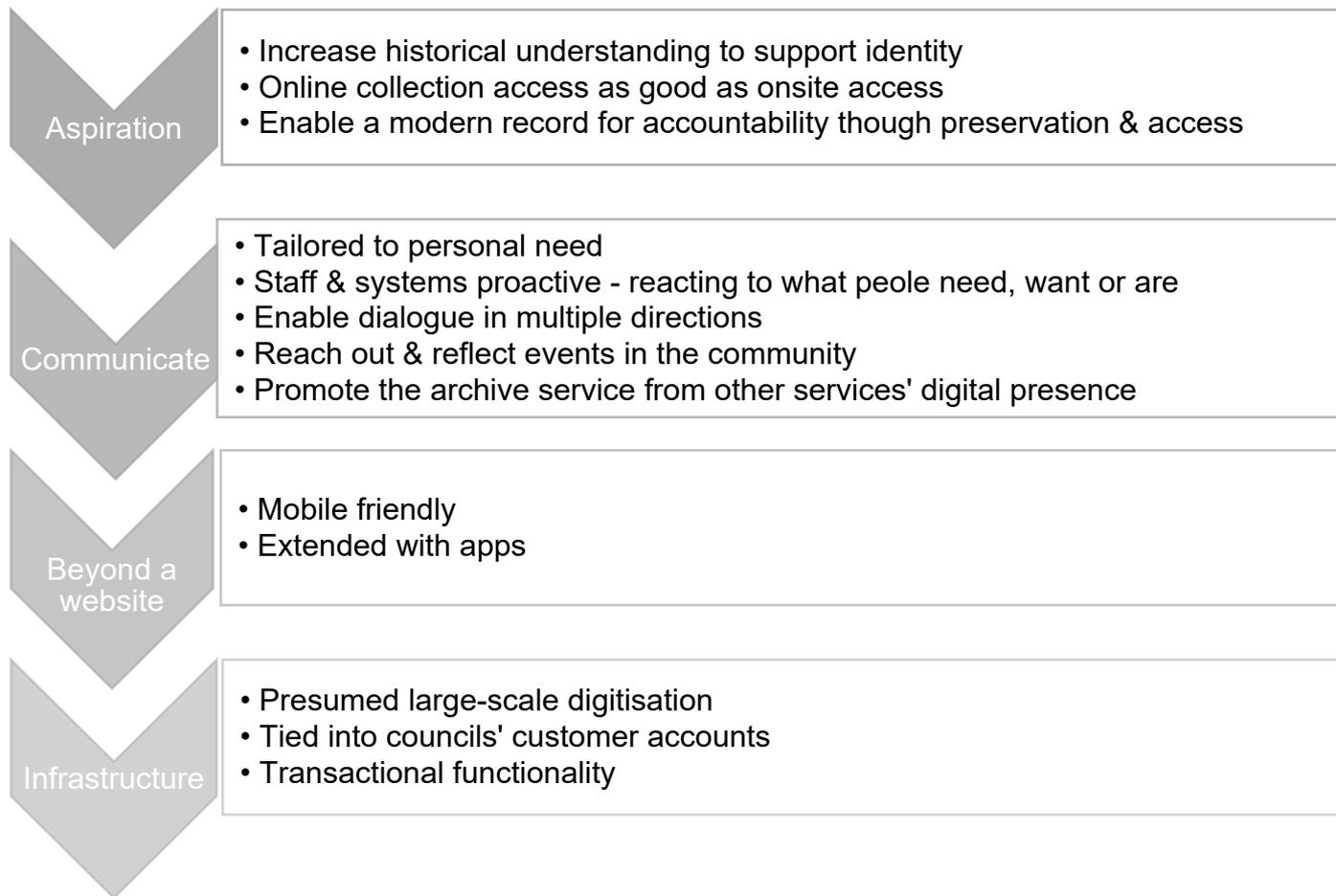
6. Channels of delivery



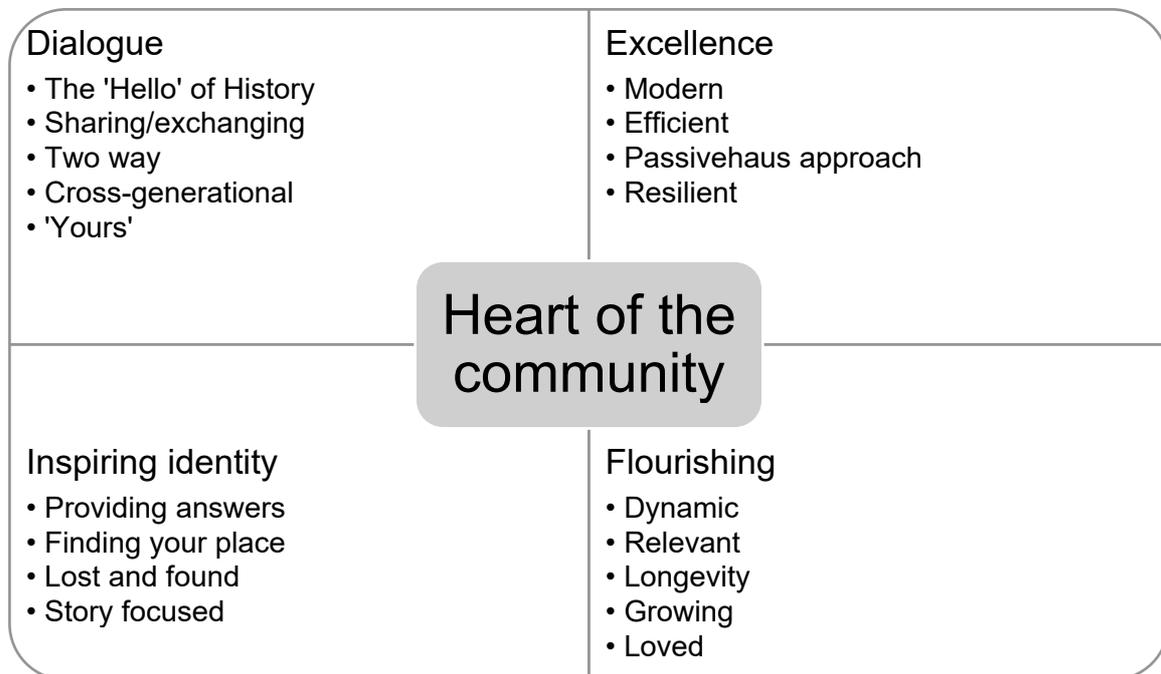
Attributes of the archive building

<p>Encourage entry</p>	<ul style="list-style-type: none"> • Route to entry is part of the civic space • Outdoor space • Welcoming - not clinical, soft architecture • Fun and engaging (dig up your archive!) • Cafe?
<p>Practical & sustainable</p>	<ul style="list-style-type: none"> • Flexible spaces • Capacity for group activities • Clean, simple design • Location for developing services to take out to the community • Passivhaus design approach
<p>Joined up</p>	<ul style="list-style-type: none"> • Contextualised e.g. relates to neighbouring theatre <input type="checkbox"/> Referenced from and linked into surrounding buildings e.g. Being in theatre in exhibition space <input type="checkbox"/> Potential market links with local hotels, gyms, restaurants

7. Digital functionality



8. Vision ideas for an integrated service



9. Analysis of stakeholder profiling for the joint service January 2019

19 stakeholders identified:

1. Universities
2. Schools
3. Friends group
4. Volunteers
5. Deep researchers - academics, researchers
6. Genealogists/local historians
7. Staff
8. Lead members
9. One off visitors
10. Universities as partners
11. Local clubs
12. unintentional users
13. Sponsors
14. Depositors
15. Public Records creators
16. 16-23 year olds Schools Universities
17. Library service
18. Adult Social Care/Council Services/ 3rd sector
19. Mental Health Provider

Current level of engagement vs desired level

	Current engagement	Desired engagement
Staff	Continuous	Continuous
Volunteers	Continuous	Continuous
Genealogists/local historians	Continuous	Continuous
Schools	Regular	Frequent
One off visitors	Regular	Regular
Universities as partners	Regular	Continuous
16-23 year olds Schools Universities	Regular	Frequent
Universities	Occasional	Frequent
Friends group	Occasional	Continuous
Local clubs	Occasional	Regular
Unintentional users	Occasional	Regular
Sponsors	Occasional	Continuous
Public Records creators	Occasional	Regular
Library service	Occasional	Frequent
Adult Social Care/Council Services/ 3rd sector	Occasional	Regular
Mental Health Provider (Denbighshire)	Occasional	Continuous
Depositors	Very infrequent	Occasional

Appendix B

	Current engagement	Desired engagement
Deep researchers - academics, researchers	Very frequent	Continuous
Lead members	Very infrequent	Regular

Looking just at the desired level of engagement the pattern of engagement the services want to aim for is:

Name or type of stakeholder	Desired level of engagement with the joint service
Staff	Continuous
Volunteers	Continuous
Genealogists/local historians	Continuous
Universities as partners	Continuous
Friends group	Continuous
Sponsors	Continuous
Mental Health Provider (Denbighshire)	Continuous
Deep researchers - academics, researchers	Continuous
Schools	Frequent
16-23 year olds Schools Universities	Frequent
Universities	Frequent
Library service	Frequent
One off visitors	Regular
Local clubs	Regular
Unintentional users	Regular
Public Records creators	Regular
Adult Social Care/Council Services/ 3rd sector	Regular
Lead members	Regular
Depositors	Occasional

For most of the stakeholders the services want to increase the level of engagement. The biggest shifts in engagement they would like to see are:

	Current engagement	Desired engagement
Universities	Occasional	Frequent
Friends group	Occasional	Continuous
Sponsors	Occasional	Continuous
Library service	Occasional	Frequent
Mental Health Provider (Denbighshire)	Occasional	Continuous
Deep researchers - academics, researchers	Very frequent	Continuous
Lead members	Very infrequent	Regular

Key barriers to engagement were identified as:

- Location or travel distance
- Opening hours
- Availability of time to visit
- Lack of awareness of the archive services (hopefully somewhat reduced by FRO's move into Education and Youth portfolio)
- Lack of interest in what the services could provide
- Lack of storage space to accept collections (e.g. from public record creators in Flintshire).
- Staff time – particularly for managing volunteers
- Other priorities competing for the attention of Lead Members
- Uncertainty about rules for accepting financial donations
- Funding restricting both the archive services and potential partners from working together
- Difficulty of building relationships with continuous changes in personnel especially in local authority bodies

Benefits for target stakeholders

These are varied but focus around opening up historical resources and the impact of doing so, taking the impact of archives beyond just more knowledge to wider social and health effects, and creating a place (real and virtual) with relationships, partnerships and communities can flourish:

- Vastly improve access to collections
- Source material for a massive variety of research topics
- Providing new sources for education
- Improve educational standards and widen knowledge
- Guidance and assistance in conducting research
- Meeting others with similar research interests
- Access to corporate memory
- Develop an initial or wider interest in heritage
- Assure legal compliance for the Councils
- Greater efficiency through better managed records
- Enhanced longevity of collections through better managed records
- A secure place for the deposit of the stakeholder's historical records and thus attract more historical records to boost the historical collections
- Storage accommodation that meets professional standards
- Health and well being
- Provide opportunities to experience personal history
- Supporting the community
- Engage the community in its own heritage
- Creating a place for individuals and groups to make contact with their wider community
- Providing a conduit for the community to make contact with the university
- A place to meet both for individuals and groups
- A new service outlet for comparator services such as libraries

Appendix B

- A mechanism for creating collaborative projects
- Good quality public amenities
- Work experience placements including for university students
- Introduction to archiving and conservation as careers
- Bringing history to life for children
- Increased membership for Friends
- Provision of talks etc. to Friends
- A place for the Friends to gather
- Promotion of the services and councils
- Possible tax benefits for benefactors
- Attract more users to partner services
- Enable partner services to offer a wider experience to their visitors

The following word cloud gives some sense of the greatest benefits to stakeholders as the services see them:



Type of service/function the joint service could provide to deliver that stakeholder benefits

Opening up access to the counties' archive collections

- Sufficient opening hours that do actually invite and enable meaningful engagement with the collections
- Accessible collections i.e. sufficiently catalogued and described
- Guidance and advice regardless of the experience or background of the user
- Providing interpretation of archival resources suitable to the audience's/user's capacities and needs
- Share knowledge between the archive service and stakeholders and between stakeholders e.g. sharing research interests
- Access to microfilm/microfiche
- Training/introductory /taster sessions
- Creating opportunities across stakeholders to engage with collections
- Exhibitions
- Leaflets/publications about the service
- Engaging outreach such as talks
- One-off events such as Open Doors
- Reminiscence and nostalgia sessions
- Working across collections both from with the two archive services and with collections from other services e.g. local museums, other Welsh record offices, library collections
- Training staff in other services to understand, promote and even use the archive collections

Going beyond history to supporting the community and its members

- Volunteering and work placements
- Engaging with reminiscence work
- Work experience - conservation, IT and media

Broadening education and assisting schools

- Group visits to study original documents, tours of the building and other activities
- On-line resources for class use.
- Staff visits to schools.

Supporting further and higher education

- Participation in education of students
- archive introduction to the collections and research

Nurturing research

- Raise awareness amongst university students of the service as a source of original material for t research.
- Exhibition space for academic research (to meet Impact Assessment requirements for academic research)

Being a destination

- Provide meeting space

Enable collecting and secure collections

- Storage of records from depositors
- Creation and storage of university
- Remaining a Place of Deposit

Supporting the supporters

- Staff time to support the development of a friends' group or another form of supporters' organisation

Enabling its own resilience

- Enabling donations
- Generating publicity
- Driving advocacy
- Providing assurance/agreement of use of financial support

Skills required of the joint service

The joint service will have to both maintain its archival skills (and be able to move into managing and accessing digital collections as well as analogue) and learn or access the skills required to reach new audiences, work with new partners and effectively manage all aspects of the new service.

Learning how to work with other professions

- Academics
- Teachers
- Healthcare especially around mental health

Skills for specific audiences

- Working with children
- Supporting education
- Dementia patients
- Mental health

Maintaining a high level of archival skills

- Constant development of relevant archive skills relevant to a post holder's responsibilities

Knowledge of core processes where they impact on a role within the service e.g.

- Donating collections
- Archive collection management

Core general operational skills

- Marketing
- IT
- Customer service
- Presentation skills

Vital 'soft' skills

- Interpersonal skills

Knowing the collections inside out

Staff from each service having a good working knowledge of collections from both services

Generating an attractive culture amongst the service staff

- Knowledgeable
- Enthusiastic
- Committed
- Professional

External input required

The joint service will need the resources, experience contacts and knowledge of others to help it thrive and reach its potential. The following areas suggest where some of those key inputs will come from

Building and strengthening external relationships

- Closer working with universities - Bangor (e.g. Institute for the Study of Welsh Estates), Glyndwr and Chester.
- Working with ELY staff
- Individual schools and teachers.
- Local businesses
- Local organisations
- Building relationships with third parties who can connect the joint service with particular stakeholders e.g. to create contacts with hard-to-reach communities
- friends website development
- Funders

A workable location

- Good transport links
- Central location

A known service

- Building partnerships (see above)
- Signposting from other services and partners
- Advocacy by bodies outside of the archive service both inside and outside the councils

Appendix B

A resilient service

- Diverse funding base
- Funding for all the services' activities e.g. conservation, outreach, community engagement, collection management
- Provide staff with sufficient time to build relationships, learn and apply new skills

A service with current, relevant knowledge

- Training for staff to work with external partners and new audiences
- Keeping staff updated and capable around legal requirements from legal professionals
- Up-to-date training in educational curricula and needs from teaching professionals
- Up-to-date training in good practice in chosen areas of activity e.g. mental health

Key collections for future engagement with chosen stakeholders

The following collections have been identified as having particular interest for stakeholders and this can be used to programme work to improve access to collections e.g. cataloguing, exhibitions, online resources, educational material

- Hospitals
- Estate records
- Schools
- Newspapers
- Census records
- Maps
- Photographs
- Name rich resources such as electoral registers, parish registers, quarter sessions
- Council records
- Solicitors,
- Coroners
- Courts
- Police
- Clubs and groups

For any level of academic research the whole body of collections is important to provide the capacity to range across topics and provide depth