

**REPORT OF THE SERVICE DIRECTOR, YOUTH, FAMILIES AND CULTURE****SURVEY OF VISITORS TO BRITISH ARCHIVES 2012 – PERFORMANCE OF NOTTINGHAMSHIRE ARCHIVES****Purpose of the Report**

1. To inform the Committee of the performance of Nottinghamshire Archives in the 2012 Survey of Visitors to British Archives.

**Information and Advice****Background**

2. Every 18 months the Public Services Quality Group of the Archives and Records Association runs a national Survey of Visitors to British Archives. In 2012 125 repositories took part with 8,994 questionnaires completed.
3. The survey was run at Nottinghamshire Archives between 20 & 30 November 2012. During this period 180 questionnaires were issued and 159 returned. Full results are provided in the **Appendix** with comparisons against performance in 2011 and the regional and national ratings.

**Ratings**

4. Visitors were asked to rate the staff, facilities and services in the following categories:
  - Pre-visit information (telephone)
  - Pre-visit information (printed)
  - Web site
  - Opening hours
  - Physical access to and in the building
  - Visitor facilities
  - Catalogues & guides (including online guides)
  - Document delivery
  - Microfilm and fiche viewing facilities
  - Copy services
  - On site computer facilities
  - Quality and appropriateness of the staff's advice
  - Helpfulness and friendliness of the staff
  - The archive's service overall

5. The survey results show a considerable improvement on previous surveys with Nottinghamshire Archives rated above the national rating in all fourteen categories (up from ten in 2011) and above the regional rating in thirteen (up from five) and equal in one. There has also been an improvement in the very good rating in seven categories.
6. The most outstanding results show an overall very good and good rating of 99% and a very good and good rating for the helpfulness and friendliness of the staff of 100%.

### **Areas to improve**

7. The survey also asked visitors to rate areas to improve and 52% thought no change was necessary at Nottinghamshire Archives.
8. The next two most important areas to improve with 15% were Opening Hours, reflecting the reduction in opening hours in 2011 and Visitor Facilities, which will be improved with the current capital project.
9. Following these 9% thought the most important areas to improve were the web site; catalogues and guides; and onsite computer facilities. We continue to enhance the Archive web pages wherever possible; have externally funded projects to increase our cataloguing production and a remote volunteer project to assist with the retro conversion of paper catalogues to electronic format; and additional public computers will be provided as a result of the capital project.

### **Comments and compliments**

10. Comments and suggestions provided within the survey alongside the ratings and areas to improve will inform future development of Archives customer service. However compliments included:

*'The atmosphere is excellent for work. Welcoming and quiet and always someone on hand to help. Visits are always relaxing unless I am working against time to complete using a document delivered. Thank you.'*

*Staff exceptionally friendly, willing to explain, show how everything works. Also very good service/advice via email.*

*This is an excellent facility, with helpful and informative staff.*

*Over many years of using archive facilities in several areas I can say that most staff everywhere are most pleasant and very knowledgeable and helpful. There are one or two exceptions. Nottinghamshire Archives staff are the best! Invariably efficient yet welcoming, cheerful and able to provide help and information when required. It is always a pleasure to visit here, even on days when little or no relevant information is found in the items being researched.*

*I value the fact that as well as an excellent archive, Notts Archives provide, unlike many others, excellent visitor facilities enabling people to spend a full day here doing research.*

*It has also been good to be able to volunteer & put something back into the archives as well.*

*The welcoming, helpful and knowledgeable staff make this an outstanding facility. I have used many Archives around the country & have yet to find a better 'crew' than Nottinghamshire's.'*

## **Profile**

11. Questions asked by the survey also enable a profile of Archives users to be built up.
12. Full information is provided in the **Appendix** but the survey has shown the following:
  - 79% of readers stay for less than 3 hours
  - 84% make a special journey to visit the Archives
  - there has been a decline in the use of cars to access the Archives from 43% to 39%
  - most visitors contribute to the local economy by eating locally or taking the opportunity to go shopping
  - there has been an increase in educational use of the archives from 9% to 19% and a decline in use by family historians from 78% to 69%
  - 17% were first time visitors but 25% have been visiting for over 10 years
  - 72% of visitors are aged over 55
  - average travel distance is 19.8 kms with half our visitors living within 7.7 km
  - there has been a slight increase in the ethnic diversity of our users.

## **Value for Money**

13. The survey shows that Nottinghamshire Archives provides a highly rated service and excellent value for money.
14. Nottinghamshire Archives is a comparatively low expenditure and high performance service rated 34<sup>th</sup> out of 39 English Non Metropolitan Areas in net expenditure per 1,000 population, with a cost of 63p per person per annum in the 2011/12 Chartered Institute of Public Finance and Accountancy (CIPFA) Archives Services Statistics.

## **Other Options Considered**

15. None.

## **Reason/s for Recommendation/s**

16. To inform the Committee of the outstanding work of Nottinghamshire Archives.

## **Statutory and Policy Implications**

17. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are

described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## **RECOMMENDATION/S**

- 1) That the performance of Nottinghamshire Archives in the 2012 Survey of Visitors to British Archives be noted.

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## **Constitutional Comments**

18. As this report is for noting only, no Constitutional Comments are required.

## **Financial Comments (KLA 02/10/13)**

19. There are no financial implications arising directly from this report.

## **Background Papers and Published Documents**

2012 Survey of Visitors to British Archives, National Report  
<http://www.archives.org.uk/latest-news/2012-survey-results-showed-improved-user-satisfaction-in-key-areas.html>

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

## **Electoral Division(s) and Member(s) Affected**

All.

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## APPENDIX

Figures given below show the performance of Nottinghamshire Archives in 2012 in bold and performance in 2011 in brackets. Comparisons have also been made with regional (EM) and national (UK) results.

### A ABOUT YOUR VISIT EXPERIENCE

		Very Good	Good	Adequate	Poor	Very Poor	Replies
<b>1. How would you rate the staff, facilities and services at this archive?</b>							
Pre-visit information (telephone)	<b>NA</b>	<b>65%</b> (57%)	<b>32%</b> (38%)	<b>1%</b> (3%)	<b>2%</b> (3%)	<b>0%</b> (0%)	<b>112</b> (116)
	EM	57%	40%	3%	0%	0%	290
	UK	62%	31%	5%	1%	0%	5,751
Pre-visit information (printed )	<b>NA</b>	<b>43%</b> (47%)	<b>53%</b> (44%)	<b>4%</b> (8%)	<b>0%</b> (0%)	<b>0%</b> (0%)	<b>96</b> (108)
	EM	42%	50%	8%	0%	0%	226
	UK	48%	41%	10%	1%	0%	4,700
Web site	<b>NA</b>	<b>40%</b> (42%)	<b>47%</b> (42%)	<b>12%</b> (15%)	<b>1%</b> (2%)	<b>0%</b> (0%)	<b>108</b> (120)
	EM	30%	52%	15%	2%	0%	293
	UK	38%	45%	14%	2%	0%	6,093
Opening hours	<b>NA</b>	<b>32%</b> (47%)	<b>54%</b> (46%)	<b>18%</b> (8%)	<b>0%</b> (0%)	<b>0%</b> (0%)	<b>153</b> (169)
	EM	24%	49%	24%	3%	0%	422
	UK	39%	44%	14%	3%	0%	8,427
Physical access to and in the building	<b>NA</b>	<b>63%</b> (69%)	<b>32%</b> (26%)	<b>5%</b> (5%)	<b>0%</b> (0%)	<b>0%</b> (0%)	<b>155</b> (175)
	EM	52%	42%	5%	0%	1%	429
	UK	57%	35%	7%	1%	0%	8,516

		Very Good	Good	Adequate	Poor	Very Poor	Replies
<b>1. How would you rate the staff, facilities and services at this archive?</b>							
Visitor facilities	<b>NA</b>	<b>46%</b> (43%)	<b>43%</b> (39%)	<b>11%</b> (16%)	<b>1%</b> (2%)	<b>0</b> (0%)	<b>155</b> (173)
	EM	37%	47%	14%	2%	0%	425
	UK	47%	40%	11%	1%	0%	8,378
Catalogues & guides (including online guides)	<b>NA</b>	<b>44%</b> (41% )	<b>50%</b> (47%)	<b>6%</b> (11%)	<b>0%</b> (1%)	<b>0%</b> (0%)	<b>143</b> (154)
	EM	35%	49%	14%	2%	0%	373
	UK	41%	46%	11%	2%	0%	7,331
Document delivery	<b>NA</b>	<b>55%</b> (54%)	<b>41%</b> (37%)	<b>5%</b> (8%)	<b>0%</b> (1%)	<b>0%</b> (0%)	<b>130</b> (135)
	EM	53%	39%	6%	1%	0%	352
	UK	62%	31%	5%	1%	0%	6,919
Microfilm and fiche viewing facilities	<b>NA</b>	<b>52%</b> (58% )	<b>40%</b> (32%)	<b>8%</b> (9%)	<b>1%</b> (1%)	<b>0%</b> (1%)	<b>128</b> (149)
	EM	43%	44%	11%	2%	0%	332
	UK	45%	39%	13%	2%	0%	5,675
Copy services	<b>NA</b>	<b>32%</b> (37%)	<b>57%</b> (45%)	<b>12%</b> (15%)	<b>0%</b> (2%)	0% (0%)	<b>113</b> (132)
	EM	29%	49%	16%	5%	1%	290
	UK	44%	40%	13%	3%	1%	5,453
On site computer facilities	<b>NA</b>	<b>48%</b> (42%)	<b>35%</b> (34%)	<b>16%</b> (21%)	<b>0%</b> (3%)	<b>0%</b> (1%)	<b>110</b> (119)
	EM	28%	50%	19%	3%	0%	269
	UK	46%	41%	10%	2%	0%	5,817

		<b>Very Good</b>	<b>Good</b>	<b>Adequate</b>	<b>Poor</b>	<b>Very Poor</b>	<b>Replies</b>
<b>1. How would you rate the staff, facilities and services at this archive?</b>							
Quality and appropriateness of the staff's advice	<b>NA</b>	<b>82%</b> (73%)	<b>16%</b> (25%)	<b>1%</b> (2%)	<b>0%</b> (1%)	<b>0%</b> (0%)	<b>148</b> (171)
	EM	69%	28%	2%	0%	0%	406
	UK	73%	23%	3%	0%	0%	8,248
Helpfulness and friendliness of the staff	<b>NA</b>	<b>82%</b> (75%)	<b>18%</b> (21%)	<b>0%</b> (3%)	<b>0%</b> (0%)	<b>0%</b> (1%)	<b>156</b> (177)
	EM	77%	21%	2%	0%	0%	436
	UK	81%	16%	2%	0%	0%	8,549
The archive's service overall	<b>NA</b>	<b>67%</b> (66%)	<b>33%</b> (31%)	<b>1%</b> (3%)	<b>0%</b> (0%)	<b>0%</b> (0%)	<b>156</b> (173)
	EM	56%	40%	3%	0%	0%	424
	UK	63%	33%	3%	0%	0%	8,364

<b>2 In what areas is it most important for this archive to improve?</b>		<b>%</b>	<b>Rank</b>
No change necessary	<b>NA</b>	<b>52%</b> (62%)	<b>1</b> (1)
	EM	43%	
	UK	46%	
Pre-visit information (telephone)	<b>NA</b>	<b>1%</b> (1%)	<b>12</b> (13)
	EM	2%	
	UK	3%	
Pre-visit information (printed)	<b>NA</b>	<b>2%</b> (1%)	<b>10</b> (13)
	EM	3%	
	UK	3%	
Web site	<b>NA</b>	<b>9%</b> (11%)	<b>4</b> (2)
	EM	17%	
	UK	13%	
Opening hours	<b>NA</b>	<b>15%</b> (9%)	<b>2</b> (4)
	EM	25%	
	UK	19%	
Physical access to and in the building	<b>NA</b>	<b>4%</b> (4%)	<b>9</b> (9)
	EM	3%	
	UK	5%	
Visitor facilities	<b>NA</b>	<b>15%</b> (11% )	<b>2</b> (2)
	EM	10%	
	UK	10%	



<b>2 In what areas is it most important for this archive to improve?</b>		<b>%</b>	<b>Rank</b>
Catalogues and guides (including online guides)	<b>NA</b>	<b>9% (9%)</b>	<b>4 (4)</b>
	EM	114%	
	UK	14%	
Document delivery	<b>NA</b>	<b>2% (3%)</b>	<b>10 (11)</b>
	EM	5%	
	UK	5%	
Microfilm and fiche viewing facilities	<b>NA</b>	<b>7% (8%)</b>	<b>7 (7)</b>
	EM	7%	
	UK	8%	
Copy services	<b>NA</b>	<b>5% (9%)</b>	<b>8 (4)</b>
	EM	10%	
	UK	8%	
On site computer facilities	<b>NA</b>	<b>9% (8%)</b>	<b>4 (7)</b>
	EM	10%	
	UK	8%	
Quality and appropriateness of the staff's advice	<b>NA</b>	<b>1% (4%)</b>	<b>12 (9)</b>
	EM	1%	
	UK	2%	
Helpfulness and friendliness of the staff	<b>NA</b>	<b>1% (3%)</b>	<b>12 (11)</b>
	EM	3%	
	UK	2%	

## B ABOUT YOUR VISIT TODAY

<b>3 How long have you stayed at this archive today?</b>	
Up to one hour	<b>15%</b> (13% )
Between one to two hours	<b>31%</b> (24%)
Between two to three hours	<b>33%</b> (37%)
Between three to five hours	<b>15%</b> (17%)
More than five hours	<b>6%</b> (8%)

<b>4 Was your visit to this archive today the main purpose of your visit to the area?</b>	
Yes	<b>84%</b> (86%)
No	<b>16%</b> (14%)

<b>5. What was your primary means of travel to this archive today?</b>	
Public transport	<b>46%</b> (51%)
Coach	<b>1%</b> (0%)
Car / motorbike / taxi	<b>39%</b> (43%)
Bicycle	<b>3%</b> (1%)
Foot	<b>11%</b> (4%)
Other	<b>0%</b> (0%)

<b>6. In connection with your visit to this archive today, are you doing any of the following?</b>	
Paying for overnight accommodation	<b>3%</b> (2%)
Eating out locally	<b>36%</b> (41%)
Using local shops and services	<b>72%</b> (69%)
Visiting other places of interest in the area	<b>19%</b> (19%)

<b>7. What was your main purpose in visiting this archive today?</b>	
Personal leisure / recreation	<b>64%</b> (78% )
Non-leisure personal or family business	<b>8%</b> (9%)
Formal education as student / researcher	<b>17%</b> (9%)
Formal education as teacher	<b>2%</b> (0%)
Work in connection with employment	<b>9%</b> (4%)

<b>8. Have you used this archive's Website?</b>	
Yes	<b>63%</b> (66%)
No	<b>37%</b> (34%)

<b>9. Are you researching family history?</b>	
Yes	<b>69%</b> (78%)
No	<b>31%</b> (22%)

## **C VALUING THE ARCHIVE SERVICE**

<b>10. How far do you agree that archives contribute to society by</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Providing opportunities for learning	<b>62%</b> (61%)	<b>32%</b> (33%)	<b>2%</b> (7%)		
Preserving our culture and heritage	<b>79%</b> (79%)	<b>20%</b> (17%)	<b>1%</b> (3%)	(1%)	
Strengthening family and community identity	<b>51%</b> (52%)	<b>35%</b> (33%)	<b>14%</b> (14%)	(1%)	
Supporting administrative and business activity	<b>24%</b> (25%)	<b>40%</b> (35%)	<b>36%</b> (39%)	(1%)	
Supporting the rights of citizens	<b>34%</b> (38%)	<b>35%</b> (34%)	<b>29%</b> (26%)	<b>1%</b> (2%)	

## D ABOUT YOURSELF

<b>11. How long have you been visiting this archive?</b>	
First visit	<b>17%</b> (22%)
Less than a year	<b>6%</b> (5%)
1 - 4 years	<b>30%</b> (30%)
5 - 10 years	<b>23%</b> (13%)
More than 10 years	<b>25%</b> (21%)

<b>12. Your Age?</b>	
14 or under	<b>0%</b> (0%)
15 to 19	<b>4%</b> (1%)
20 to 24	<b>5%</b> (6%)
25 to 34	<b>7%</b> (5%)
35 to 44	<b>5%</b> (6%)
45 to 54	<b>6%</b> (13%)
55 to 64	<b>27%</b> (34%)
65 to 74	<b>34%</b> (29%)
75 or over	<b>11%</b> (7%)

<b>13. Your Postcode?</b>	<b>Distance km</b>
5% live within	<b>1.7</b> (2.4)
25% live within	<b>4.3</b> (5.5)
Median / 50% live within	<b>7.7</b> (8.9)
75% live within	<b>21</b> (20.3)
95% live within	<b>79</b> (123.3)
Mean / Average	<b>19.8</b> (25.5)
Blue collar communities	<b>9%</b>
City living	<b>8%</b>
Constrained by circumstances	<b>12%</b>
Countryside	<b>42%</b>
Multicultural	<b>6%</b>
Prospering Suburbs	<b>13%</b>

Typical Traits	10%
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<b>14. If you do not normally live in the UK, what is your country of residence?</b>	<b>check</b>
Live outside UK	4% (5.3%)

<b>15. Your Gender?</b>	
Male	50% (51%)
Female	50% (49%)

<b>18. What is your ethnic group?</b>	
White	95% (98% )
Mixed	1%
Black	1%
Asian	2%
Chinese	1%
Any other ethnic group	0% (2%)

<b>19. Do you have a disability / long term illness or impairment?</b>	
None / not applicable	79% (73%)
Mobility - getting around	9% (8%)
Hearing (including deafness)	6% (4%)
Eyesight (including blindness)	2% (1%)
Dexterity - using hands / fingers	3% (3%)
Learning difficulty (e.g. dyslexia)	1% (1%)
Mental health	2% (1%)
Other	1% (0%)