



# Archives+ at Manchester Central Library: Making Archives More Engaging

Final evaluation of the Heritage Lottery Funded Project

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Janice Tullock Associates Limited

## EXECUTIVE SUMMARY

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*The Archives+ project is not merely about combining archive services. It seeks to provide an exploration for the history of the people of Manchester through its archives; it aims to provide a new visitor destination for the city and throughout this it aims to use new technology and create an interactive relationship with its users and visitors.*

*Archives+ Activity and Interpretation Plan, April 2012.*

The Archives+ project changes how funders, governing bodies, community organisations and individuals should and do view archives. No longer “dusty” “old-fashioned” or “not for me” Archives+ brings archives to people providing them with new ways to engage, and new opportunities to explore the collections. It does this using methods which are new to most archive services, through interpretative exhibition, social media, large-scale education programmes, volunteering and community activities, all underpinned by detailed audience research.

### **What we wanted to happen**

In April 2012 there were 8 separate organisations providing archival and genealogical services within Manchester. Archives+ wanted to change the traditional model of local authority archive provision, to provide new ways into archives. Most of the services were accessed by a small number of people, most through traditional means. The existing audience for archives was over-representative of the over 55 age group, predominantly white and were mainly regular users, with only 20% using them for the first time. They were mostly driven by a need to find a specific piece of information and the majority of this information was related to family history.

This project wanted to concentrate these archival resources and services in one location, explore new ways of using and interacting with archival materials and to develop and deliver a targeted programme of learning and outreach activity which aimed to bring new audiences in new ways.

### **Interpretation and Activity Aims**

The HLF funded project aimed:

- To create a new public face for Manchester’s heritage offer, bringing together archive partners and providing signposts to other heritage resources and sites.
- To provide unique opportunities to discover, share, celebrate and create the stories of Manchester’s history and communities.
- To enable people to feel that they’ve made a connection with Manchester and its history and been touched by the experience.
- Create a strong sense of place, rooted in welcoming the complexity and multiplicity of stories that together make the history of Manchester and shape the way we are today.
- To deliver the project using innovative design solutions and cutting-edge technology and to ensure input from the widest possible range of co-creators.

- To bring targeted new and expanded audiences to Archives+ through marketing and the provision of exciting and innovative activities and resources.
- To use the power of heritage as a catalyst for lifelong learning.
- To demonstrate that archives are for everyone, regardless of age, gender, disability, sexuality, religion or any other factor.

### *Delivery Mechanisms*

The project undertook a comprehensive research which sought to understand what was stopping people from engaging with archives, how people wanted to engage with archives and what they were interested in. This was the foundation to design an interpretation strategy for the exhibition and a comprehensive activity programme which sought to reach beyond its core audience

Target audiences for the project were:

- schools – KS2, KS3 and KS4
- young people aged 14-25 years old
- families with children of primary school age
- black and minority ethnic communities
- non-city centre residents in Manchester
- heritage tourists

Over a 4-year period the intended programme included:

- A digital, interactive exhibition
- Schools Programme
- Marketing Programme
- Families Activity Programme
- Community Programme
- Young People's Programme
- Website and Social Media Activity
- Training and Evaluation

This was to be delivered using a budget of £624,113 and a team of 4 staff

### **The story of what happened**

#### ***Overview of Activity and achievements***

As well as the exhibition in Central Library, the project undertook an imaginative and wide ranging programme of engagement activities. These ranged from longer term projects with prisoners at Strangeways to school visits and handling sessions within the exhibition itself.

The Archives+ project had a number of specific targets and the priority metrics are included below along with two web metrics added later in the development of the project.

Activity	Priority Targets	Actual 2013 – 2017
4	500 families per year take part in the workshop programme.	22,090 families
8	2000 school children participate in workshop programme per year	15,885 school children
9	30 secondary schools will participate in outreach workshop programme per year.	43
19	Youth Volunteering Programme: 12 youth volunteers recruited pa. 10 youth volunteers complete placements pa.	14 recruited; 10 completing

		placements.
22	Develop events programme working with young volunteers. 12 events pa delivered .300 young people attending events pa	19,125 young people attending events
23	Social media presence: Twice-weekly postings to Facebook, 200 likes on Facebook in 1 <sup>st</sup> 6 months.	993 likes by December 2017
25	Develop mailing lists of youth workers. Network of 50 youth workers	Metric cancelled due to loss of youth workers
30	6 x Youth Volunteers trained as Digital Journalists	
N/A	Unique web visitors 150000 p.a.	
N/A	Page views 30,000 p.a.	
N/A	Archives+ blog	
N/A	Archives+ Flickr	26.4 million views by December 2017

*“Without the exhibition we would just be a local history library, the project has helped us to encourage visitors and to help shift our resources to new areas”* Staff member

### **Main exhibition**

The exhibition created an informal, relaxing space which enabled people, particularly those that would not normally use archive services, to engage freely with the displays. The exhibition, which is open to the public 6 days a week (with occasional 7 day opening) has created a “shop front” which has been instrumental in removing barriers to engagement with archives. The exhibition introduces and explores the archive collections, aiming to inspire, encourage, surprise and engage. This is achieved through a range of high-tech exhibitions, the display of original archival material, film booths and interactivity. . In 2016 in response to the question *How would you rate the Archives+ interactive exhibition?* 37% rated the exhibition excellent and 18% rated it good.

Staff have found the exhibition has provided a way to introduce archives comprehensively and that visitors have demanded additions to the stories explored by the exhibition. On several occasions this has resulted in the donation of archives to the collections, enabling Archives+ staff to add new stories to the exhibition.

### **Family Learning Activities and Experiences**

Family learning has taken place through the exhibition and a range of almost 600 non-school events and activities during the project. Over the course of the project over 22,000 families have taken part in workshops and activities as part of the project, substantially more than the target of 500 per annum. Events have been innovative and exciting while also maintaining the link to archive collections. Volunteers have supported the delivery of family events, supporting events and helping volunteers to develop new skills. Usually events include mix of both art and craft type activities and the opportunity to handle original archive material.

### **Schools Programme**

The project has developed a comprehensive schools offer including themed workshops at Central Library for key stage 1 and 2 and workshops and assemblies for key stage 3. Crucially these activities are linked with particular curriculum themes and involved both studying archive material and engaging with the interactive exhibition. Over the course of the project almost 16,000 students have engaged with the project, against a target of 2,000 student engagements per annum.

***Learning opportunities for young people***

*“I love history. We don’t do anything like this at school, it’s all about wars not local stuff,”* Olivia 13, Ladybarn

Young people were attracted to the project through the design of the main exhibition, a programme of youth volunteering, a series of monthly events for young people, planned by young volunteers; the development of partnership projects with youth organisations. As with other sections of the project the activities were highly innovative, designed to meet participants interests and unique to the archive environment e.g. Umbrella Doodles, Zombies in the Archives. Events were a mix of large scale, and smaller, more intimate events and programmes. Over 19,000 young people (aged 13-15 years old) engaged with archives during the programme through events and activities, well above the target of 400 young people per annum.

***Community***

Community activity was undertaken throughout the project and delivered through community exhibitions and partnership working. A community exhibition space was created in the basement of Central Library and during the project some community displays were shown in an area of the main exhibition. The team have also used archives in a highly creative way which has helped make them more relevant and accessible to community audiences. In particular they have frequently used the collections as the source of inspiration for community group projects.

***Heritage Tourists***

The main exhibition is designed to be the principal means of engagement with the “heritage tourists” audience group. Evaluation of visitor comments and interviews shows that visitors feel their visit has enhanced their experience of Manchester.

*“Great surprise and a brilliant addition to a trip to the Christmas markets”* Visitor comment

*“This has become my favourite place in Manchester”* Visitor comment.

Stand point survey data has shown that 24% of visitors to Manchester Central Library are from outside the North West or international visitors.

***Volunteering***

In the project a range of volunteering opportunities and placements were offered, particularly targeted at the priority group of young people. The programme was tailored to the needs and interested of those involve and the evaluation has shown that volunteering has brought a range of benefits including enhanced skill levels for specific tasks e.g. customer services, public speaking skills. In addition, volunteers have noted increases in their confidence levels.

***Online and Social Media***

The project aspired to use social media to develop information and create interactivity around the collections through online participation from audiences. Interactivity with people is most evident on the very popular Flickr site. The Archives+ project also created a website which holds a selection of curated collections, learning resources for schools and information about events. There has also been online social media activity as well as social media embedded into the main exhibition. Visitors are able to interact with others by sending electronic postcards from the exhibition.

Although the project has had some success in using social media to engage with people it has struggled to reach its targets for digital engagement through the website and social media. This is clearly an area for future development.

### ***The Archives+ Partnership***

The partnership of archive organisations was a key driving force behind the project and all partners have seen benefits from their participation. The main added value has been:

- Sharing of skills and expertise
- Providing a better collections offer for people with a greater range of material in particular subject matters.
- Easier access for the public

### **The areas of impact and outcomes of the project**

In evaluating the project we have considered what difference the project has made. We have identified 4 main areas of impact: on audience for archives, on people, on archive services and their resilience and on the heritage.

#### ***Audiences for archives***

It is clear from the priority metrics that audience development was a major achievement for the project. Prior to the project the constituent archive services of Archives+ reached c.15,000 people annually. It is estimated that in 2016/17 around 1.2 million people engaged with archives through the Archives+ exhibition and archive programme. The engagement through activity and interpretation was not at the expense of the traditional archive reading room engagement, where numbers were virtually maintained during the period of the project. This is in contrast to many archive service reading rooms which are seeing reductions in the numbers using on-site reading rooms.

Audience development is about more than numbers through the door. Through the Activity Programme the project has reached a far wider audience than similar activity undertaken before the project.

- the age of people engaged in the Archives+ activity programme is far wider and more evenly spread.
- peaks in the age of engagement with archives are now at aged 6-10 years and 26-59 years, rather than over 55 years old.
- 67% of respondents to the Viewpoint survey described their ethnicity as White, compared to the previous almost 100% White audience previously at Greater Manchester Archives and Manchester Archives and Local Studies.
- increased numbers of families (22,090) and young people (19,125) engaging with archives throughout the project.

#### ***Impacts on people and communities***

The evaluation programme has notes the impact of the programme in a range of areas:

- Increased awareness of and confidence in using archives
- Development of new skills and confidence
- Creation of pride and a connection with Manchester

- Enjoyment
- Increase in knowledge and understanding

### ***Impact on the heritage***

Seeing the Archives+ exhibition has led several groups to deposit and donate collections with the service. This means that more archives are preserved, available and accessible.

### ***Impact on the Archive Services and their resilience***

The Archives+ project has had direct impact on the archive services, how they are managed and their strength. The exhibition and activity plan have enabled them to reach new audiences and provide new routes into archives. The co-location of services and partnership working has increased staff skills and enabled closer working. The project as a whole, particularly the exhibition and its location in Central Library has increased the profile of the services, helping to secured funding and support.

### ***Areas where the impact of the project was not as expected***

Archives+ created a website to showcase the collections, provide interactivity and a source of learning resources. Feedback from the Archives+ partners in the end of project interviews stated that they felt the website was perhaps one of the less successful areas of the project.

### **Reasons for Impacts and Critical Success factors**

Archives+ is clearly different from other archive services and as a result of this we have considered which factors influenced the success of the project and whether lessons could be learned by other archive services.

There were 6 key factors which were critical to the project's success:

1. Relocating the archives to Manchester Central Library
2. Use of digital technologies
3. Placing the users interests and needs are at the heart of the service design
4. A greater range of entry points and changing how people connect with archives
5. An outward facing proactive approach to service delivery
6. Strong leadership, vision, shared ethos, passionate skilled staff

### **Lessons for Archives+**

This report outlines a number of clear lessons for the Archives+ partnership which we summarise here:

1. The Archives+ principles and ways of working have been successful in achieving the project's aims. How will these be maintained?
2. Placing the audience at the heart of exhibition, service and programme design has been highly successful for the project. How will Archives+ continue to talk to audiences and respond?
3. Archives+ is part of a much bigger building and organisation, but its distinctiveness is its collections and stories.
4. As the exhibition becomes an established part of the library offer temporary exhibitions are slipping into the space. This damages the original interpretation plan and could result in a less impactful exhibition.



5. The Partnership needs work to maintain these results and it needs to consider its future plans. How should the Archives+ partnership develop? How is it best to work together and in what areas is it best to work as individual services?
6. The only area where the partnership has underachieved is in the website and online environment. How could this be used to further interactivity with users and to engage target audiences?
7. Although the exhibition and programmes were designed to support a range of levels of engagement with archives they haven't always encouraged deeper use of collections. How could Archives+ use the exhibition to draw people into deeper exploration of the collections, if that is what they want, without dissuading those seeking a fleeting engagement?

### **Lessons for other Archive Services**

The Archives+ project was designed to meet the needs of a specific target audience and to capitalise on the specific opportunity presented by the redevelopment of Central Library. It would be difficult to transfer this exact programme and exhibition to another archive.

There are however, several lessons learnt from Archives+ which could be transferred to other services:

- Plan audience development by consulting with and responding to audience needs and interests.
- Services as small as archives should concentrate on working in partnership with larger organisations/events.
- Value all engagement with archives equally, however fleeting.
- Provide shop window(s) to your archives enabling people to explore collections easily without needing a search question.
- Design flexible, interpretative digital exhibitions for archives which can be easily updated.
- Don't copy the Archives+ model without similar research and recognition of the environment you are working in.

### **Conclusion**

The Archives+ project has achieved its aims, beating targets comprehensively and increasing the resilience of its partner archive services. Archives+ now has a challenge to maintain this momentum and to continue this work without HLF support. The challenge for other archive services is to understand this project and to test whether the lessons learnt are transferable.



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# 1 WHAT WE WANTED TO HAPPEN

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*The Archives+ project is not merely about combining archive services. It seeks to provide an exploration for the history of the people of Manchester through its archives; it aims to provide a new visitor destination for the city and throughout this it aims to use new technology and create an interactive relationship with its users and visitors.*

*Archives+ Activity and Interpretation Plan, April 2012.*

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Archives+ wanted to change the traditional model of local authority archive provision, to provide new ways into archives. The traditional model of a local authority archive service is to provide access to archives through a publicly accessible research room, supported by an enquiry service, an online catalogue and online access to digitised archives. Some archive services also provide small engagement and schools programmes. Providing interpretation of archives is not a traditional role for archive services.

In April 2012 there were 8 separate organisations providing archival and genealogical services within Manchester. Some were remote but with top class storage and access conditions, some were within other services and some were hidden gems holding archives in poor storage and access conditions. Most of the services were accessed by a small number of people, most through traditional means. The existing audience for archive use was over-representative of the over 55 age group, predominantly white and were regular users with only 20% using them for the first time. They were mostly driven by a need to find a specific piece of information and the majority of this information was related to family history. Most of the partner services did not have regular, proactive public engagement programmes and nor did they have comprehensive programmes for schools.

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## THE ARCHIVES+ PARTNERS

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Greater Manchester County Record Office (Association of Greater Manchester Authorities)

Manchester Archives & Local Studies and Special Collections (Manchester Library & Information Service, Manchester City Council)

British Film Institute Mediatheque

North West Film Archive (Manchester Metropolitan University)

Ahmed Iqbal Ullah Race Relations Resource Centre (University of Manchester)

Manchester & Lancashire Family History Society

Manchester Registration Service (Historic Registers)

This project wanted to concentrate these archival resources and services in one location, explore new ways of using and interacting with archival materials and to develop and deliver a targeted programme of learning and outreach activity which aimed to bring new audiences in new ways.

### 1.1 INTERPRETATION AND ACTIVITY AIMS

The HLF funded project aimed:

- To create a new public face for Manchester's heritage offer, bringing together archive partners and providing signposts to other heritage resources and sites.
- To provide unique opportunities to discover, share, celebrate and create the stories of Manchester's history and communities.
- To enable people to feel that they've made a connection with Manchester and its history and been touched by the experience.
- Create a strong sense of place, rooted in welcoming the complexity and multiplicity of stories that together make the history of Manchester and shape the way we are today.
- To deliver the project using innovative design solutions and cutting-edge technology and to ensure input from the widest possible range of co-creators.
- To bring targeted new and expanded audiences to Archives+ through marketing and the provision of exciting and innovative activities and resources.
- To use the power of heritage as a catalyst for lifelong learning.
- To demonstrate that archives are for everyone, regardless of age, gender, disability, sexuality, religion or any other factor.

### 1.2 PROJECT PRINCIPLES/ASSUMPTIONS

In defining and driving how and why the Archives+ project was designed, the team created a number of key principles for the project:

- The ultimate aim of the work under this Manchester Archives+ project is not necessarily to drive footfall into the building or to the reading room, but to connect to users in a way which is most appropriate to them. There are numerous ways of interacting with Archives+: online, through social media, off site projects or visits to the exhibition.
- The project should be based upon the archival collections that are held by the partners and should seek to create links between these collections and target audiences.
- The added value of Archives+ is in the partners working together on delivering the activity plan and exchanging skills. Project staff will have an important role in brokering relationships between the totality of the collections and communities.
- Interactivity with audiences is key to the project.
- The project will seek to explore all forms of new technology to engage and interact with audiences, resulting in a strong digital and social media focus. This builds upon work already undertaken by partners.

### 1.3 DELIVERY MECHANISMS

To achieve these aims, the project designed an interpretation strategy for the exhibition and a comprehensive activity programme. These were designed to deliver the project aims and to particularly deliver the audiences and audience numbers required. The project sought to understand what was stopping people from engaging with archives, how people wanted to engage with archives

and what they were interested in. This resulted in a research programme which developed knowledge about audiences, consulted the target audience groups and responded to their needs. Consultation consisted of focus groups with target audience groups, interviews with gatekeepers to these groups and an ongoing programme of user involvement and feedback.

The project sought to reach beyond its core audience of over 55s, library users, and Family history researchers. Target audiences for the project were:

- schools – KS2, KS3 and KS4
- young people aged 14-25 years old
- families with children of primary school age
- black and minority ethnic communities
- non-city centre residents in Manchester
- heritage tourists

This resulted in a directed programme of activity that responded to the needs of the target audiences and provided programmes of activity and interpretation that met those needs.

Over a 4-year period the intended programme included:

- A digital, interactive exhibition
- Schools Programme
- Marketing Programme
- Families Activity Programme
- Community Programme
- Young People's Programme
- Website and Social Media Activity
- Training and Evaluation

This was to be delivered using a budget of £624,113 and a team of 4 staff:

- Communities Officer (f/t 4 years)
- Learning Officer (f/t 4 years)
- Digital Preservation and Access Officer (p/t 4 years)
- Exhibition Curator and Researcher (p/t 1 year)

The partner organisations also contributed some of their own resources to the programme. This programme and the move to Manchester Central Library also resulted in developments in some of the core services and operations of the partners. The main additional resources from the partners were:

- Partner staff time to support the Public engagement programmes and associated resources
- Partner staff and volunteer time to support the help desk
- Volunteer time for the family history help desk
- Staff and volunteer input into the exhibition

## 1.4 EVALUATION METHODOLOGY

The evaluation was designed to support the development of the project as well as to provide information for the main funders, the Heritage Lottery Fund. We set out to ascertain:

- Whether you achieved what you set out to.

- How well you achieved it.
- What impact the activity has had.
- The reasons for these impacts

A process of evaluation was implemented from the start of the project so that ongoing reflection and development could take place throughout the life of the project. Staff training and tools were provided by the consultants to support this process. Three evaluation reports were created to aid reflection with this final report summing up key findings.

The development of the evaluation methodology began by considering the expected outcomes from the project, then examined the expected indicators of success. Both outcomes and indicators influenced the type of evidence which was collected, as described in the table below:

Outcomes:	Indicators of Success:	What type of evidence will you collect?	How will you collect the evidence and when?
Increase use of Archives+ partner collections.	Targets are met for numbers of people participating in programme areas: exhibition, outreach, schools, online etc.	Counting numbers attending.	All numbers collected at all times
Change the profile of archive users.	More diverse users participate. Increase in YP, BME, families, heritage tourists.	Socio economic profile gathered through: Interview Viewpoint at exhibition Online survey	Sample of events and activities.  All longer term programmes.  Online sample
To create a strong sense of place and enable people to feel a connection with Manchester.	Participants say they feel a connection and sense of pride in the city as a result of participation in the programme.	Visitor comments: books, walls, digital postings Visitor interview. Analysis of Creative responses.	Open comments facility to be available at all one off events.  Creative response to capture this to be included in longer term programmes.  Sample interviews/discussion
Increase visitor's awareness, understanding and confidence in using archives.	Visitors report that they have increased their confidence, understanding and skills in using archives.	Visitor comments: books, walls, digital postings Visitor interview. Analysis of Creative responses.	Open comments facility to be available at all one off events.  Creative response to capture this to be included in longer term programmes.  Sample interviews/discussion
Improve volunteers' skills, confidence and employability.	Volunteers report and are observed improving skills and confidence. Volunteering leads to employment or further training.	Volunteer interviews. Volunteer diaries. Observation of volunteers. Analysis of creative responses.  (Volunteer coordinator to develop plan to capture).	Detail in volunteer evaluation plan.

Raised profile of Archives+ and central library amongst non-city centre residents	<p>Non city centre residents report that they are now aware of Archives+ and the central library and intend to visit.</p> <p>Proportion of non-city centre visitors to Archives+ venue.</p>	<p>Participants in outreach programmes interviews.</p> <p>Survey of visitors to venue</p>	<p>Sample interview/discussion in outreach.</p> <p>Sample visitor survey.</p>
User enjoy their experiences and enhance their learning and social experiences.	<p>Visitors report enjoyable experiences.</p> <p>Visitors observed having positive experiences.</p> <p>Learning and social outcomes reported, observed, captured.</p>	<p>Visitor comments: books, walls, digital postings</p> <p>Visitor interview/discussion.</p> <p>Analysis of Creative responses.</p> <p>Detailed evaluation of longer term programmes, involving the above.</p>	<p>Open comments facility to be available at all one off events.</p> <p>Creative response to capture this to be included in longer term programmes.</p> <p>Sample interviews/discussion</p> <p>Viewpoint</p>
Involve users in the development of services and the collections.	<p>Active levels of participation of users in the development of services including online.</p> <p>Participants say they feel involved and their views and contributions are valued.</p>	<p>Visitor/participant interviews</p>	<p>Sample interview</p>
Improve archive services through partnership working.	<p>Partners actively involved in the programme.</p> <p>Partners report that they feel positive about the partnership.</p> <p>External orgs signpost to Archives+ and vice versa.</p> <p>Users report that they have benefited from the partnership approach.</p>	<p>Partner interviews</p> <p>User interview</p>	<p>Partner interviews.</p> <p>Sample user interview</p>
Archives+ to add to the visitor experience in Manchester and contribute to the success of the Manchester Central Library.	<p>Archives+ part of City tourism campaigns.</p> <p>Visitors report that they have come to Manchester specifically to visit Archives+</p>	<p>User interview</p> <p>Staff comments.</p> <p>Analysis of relevant literature e.g. tourist campaign</p>	<p>Staff interview/project reflection workshop.</p>

Consultants, Janice and Jane designed the collection of evaluation data, which was undertaken by project staff. This data was analysed by the consultant team and is listed in Appendix 2

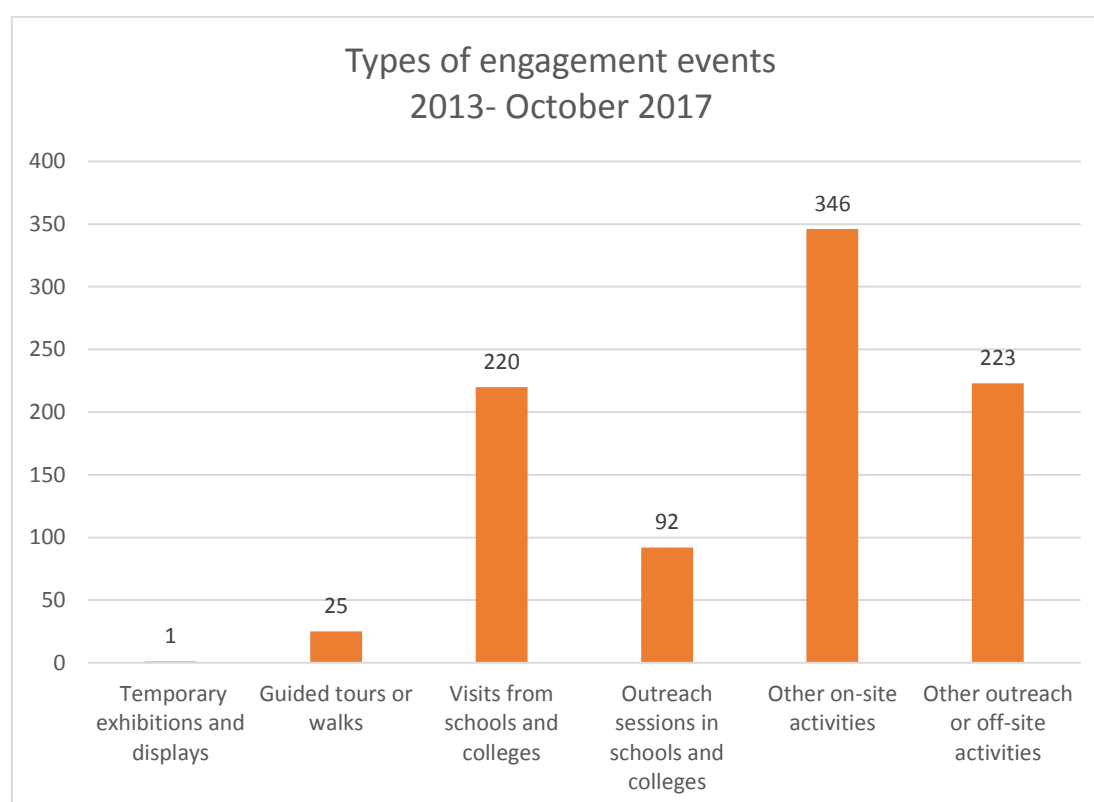


## 2 THE STORY OF WHAT HAPPENED

This section of the report analyses the project looking at what happened, the areas of impact and highlighting the evidence of that impact. The main areas of activity are described below, followed by the key areas of impact.

### 2.1 OVERVIEW OF ACTIVITY AND ACHIEVEMENTS

As well as the exhibition in Central Library, the project undertook an imaginative and wide ranging programme of engagement activities. These ranged from longer term projects with prisoners at HMP Manchester to school visits and handling sessions within the exhibition itself.



The Archives+ project had a number of specific targets and the priority metrics are included below along with two web metrics added later in the development of the project. The project's targets for physical engagement were well exceeded. Some of the online targets were below original expectations.

Activity	Priority Targets	Actual 2013-14	Actual 2014-2015	Actual 2015-2016	Actual 2016-October 2017
4	500 families per year take part in the workshop programme.	1560 families	4046 families	2262 families	2914 families
8	2000 school children participate in workshop programme per year	936 schoolchildren participated	5577 Schoolchildren participated	3456 schoolchildren participated	3306 Schoolchildren participated
9	30 secondary schools will participate in outreach workshop programme per year.	30	20	13	18
19	Youth Volunteering Programme: 12 youth volunteers recruited pa. 10 youth volunteers complete placements pa.	12 youth volunteers recruited; 10 completed placements	14 Youth Volunteers recruited, 10 completing placements	1	1
22	Develop events programme working with young volunteers. 12 events pa delivered .300 young people attending events pa	1956 young people attending events	4588	3124 young people attending events	2093 Young people attending events
23	Social media presence: Twice-weekly postings to Facebook, 200 likes on Facebook in 1 <sup>st</sup> 6 months.	147 Likes	141 Likes	345 Likes	
30	6 x Youth Volunteers trained as Digital Journalists	16 Young volunteers in total	15 Young volunteers in total		
N/A	Unique web visitors 150000 p.a.	10,452 <sup>1</sup>	26,275	27,772	
N/A	Page views 30,000 p.a.	3,0000	83,139	62,500	
N/A	Archives+ blog	35,717 page views	37.188 page views		
N/A	Archives+ Flickr	3,326,328 image views	5,785,819 image views	4,086,848	

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<sup>1</sup> Website was not up and running for 6 months of this year

## 2.2 MAIN EXHIBITION

*“Without the exhibition we would just be a local history library, the project has helped us to encourage visitors and to help shift our resources to new areas”* Staff member

The exhibition created an informal, relaxing space which enabled people, particularly those that would not normally use archive services, to engage freely with the displays. The exhibition is situated on the ground floor of Manchester Central Library in an open plan area. It is not only in a prominent area of the entrance to the library but it's position and open plan design means many visitors pass through it. Ease of access is particularly apparent in the café area, which blends café furniture and exhibition together. The exhibition design cleverly blurs the edges of the exhibition with the café and library areas meaning that many people access the archive exhibition accidentally. Observation of visitors and visitor interviews showed that many people were “just passing” through the exhibition but then stopped to look at something of interest. The exhibition has been a platform for the archive partners to display material publicly, whereas previously many of the partners did not have a permanent physical space which was open to the public. The exhibition, which is open to the public 6 days a week (with occasional 7 day opening) has created a “shop front” which has been instrumental in removing barriers to engagement with archives.

*“It has completely changed the way in which people access our services. For us it was all about the exhibition pods and being in the city centre. It brought massive footfall”* Archives+ partner.

The exhibition introduces and explores the archive collections, aiming to inspire, encourage, surprise and engage. This is achieved through a range of high-tech exhibitions, the display of original archival material, film booths and interactivity. These exhibitions are content controlled by Archives+ staff and have been regularly updated during the project and will continue to be updated. The digital nature of the displays means that the content of the exhibition can be regularly changed to link with large public library events e.g. Chinese New Year, which has drawn visitors from the events to the exhibition area.

The exhibition is a standard question in the Viewpoint survey which is a stand alone survey tool in Central Library. In 2016 in response to the question *How would you rate the Archives+ interactive exhibition?* 37% rated the exhibition excellent and 18% rated it good. 37% of respondents said that they did not know how to rate the exhibition, presumably as they had not visited but had passed through Shakespeare Hall to other parts of the library.

The Archives+ team also undertook observation of users in the exhibition on two occasions in 2015 and sporadically from then on. They also interviewed visitors to the exhibition and received feedback through the interactives themselves. Staff report receiving very positive comments from visitors that they have interacted with. Staff in particular noted that there was a high level of repeat visits which indicates visitor satisfaction.

*“The Ground floor is like the Bat Cave of Archives”* John – Volunteer from Greater Manchester

The main factors contributing to satisfaction levels were reported by users as:

- All family members being able to participate.
- Shared experiences e.g. Collections acting as a catalyst for parents and grandparents being able to tell children about the past.
- Informal, relaxed atmosphere which encourages participation and enjoyment.

- Interesting programming and relevant content and collections.
- Changing exhibits and activities.
- A whole day out experience.

This research also identified areas where the exhibition was less successful and the library invested in changes to the exhibition to overcome these issues.

For staff the exhibition has provided a way to introduce archives comprehensively that wasn't available before. Staff describe how the digital displays were a really useful resource for helping to explain to people what an archive is and which enables them to quickly demonstrate a whole range of archive material in the one area. The exhibition also includes a Taster Session table for introducing original archive material and spaces to allow class sessions to take place within the exhibition space. This works well and provides a different experience for children from the classroom.

*"It is not easy to explain what an archive is in outreach, the digital exhibits really help with this".* Staff member

Perhaps the greatest indicator of the success of the exhibition has been the demands by visitors for additions to the stories explored in the exhibition. These stories are usually absent due to a lack of relevant archives, which the visitors can often supply. On several occasions this has resulted in the donation of archives to the collections, enabling Archives+ staff to add new stories to the exhibition.

#### **Evidence: Visitor interviews**

In rating their visit, 50% of interviewees rated their visit as 10 out of 10, with all interviewees awarding 8 out of 10 or above.

The visitor interviews also sought to identify any learning outcomes as a result of visiting the exhibition. 64% of interviewees reported that they had felt that they had learnt something from the exhibition. The majority of interviewees identified living conditions in the past as being the prime area of learning. Interviewees (22%) also mentioned learning about specific events in the past, including the Peterloo massacre, the meeting of Rolls and Royce and the Victoria Baths.

We also asked people what they would say the exhibition was about if they were describing the exhibition to someone else. The majority of people (64%) primarily described the exhibition as being about the Manchester area and its history. A smaller number (21%) described the exhibition as being about the past and living conditions. A few people mentioned archives as a second response and none mentioned archives as their first response.

Finally, we also asked people whether anything they had seen in the exhibition would change their perception of Manchester. Some people (17%) reported that their perception was already positive. A majority of people (67%) reported that their perception had been altered by something they had learnt in Archives+. People reported a variety of changes in perception including:

- Being enlightened about events in the city in the past
- Learning about living conditions in Manchester in the past
- Money has been well spent in the library

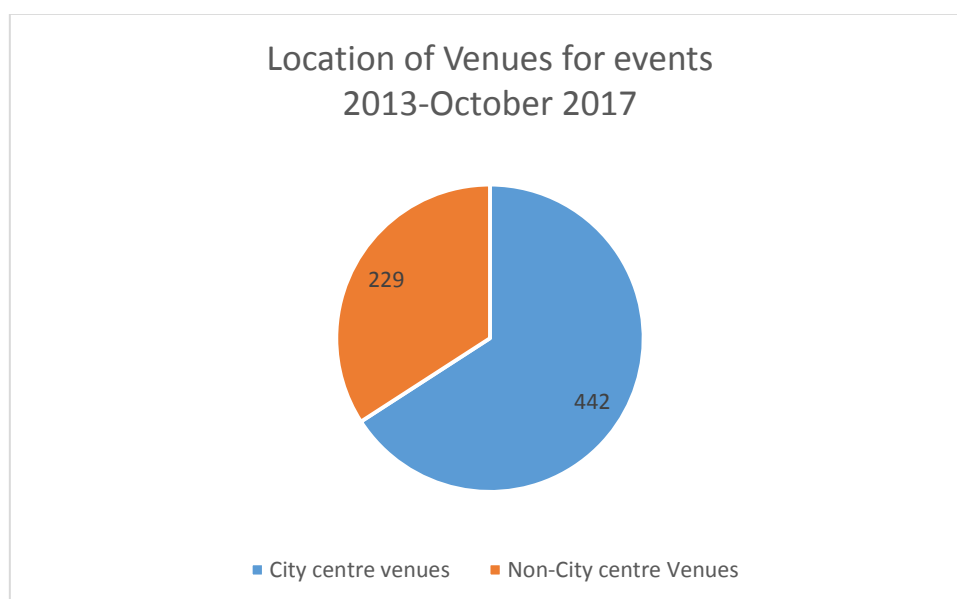
### 2.3 FAMILY LEARNING ACTIVITIES AND EXPERIENCES

The plan for family learning was two-fold, for the design of the exhibition to allow families to learn together and share experiences and for an events programme to be designed specifically for families. Timetabled at an accessible time and often linked to local and national events, this programme has been a real success of the project. 192 non- school events were provided in 2014/15, 130 in 2015-16, 139 in 2016/17 and 131 in April-Oct 2017/18. Events have been innovative and exciting while also maintaining the link to archive collections. Volunteers have supported the delivery of family events, supporting events and helping volunteers to develop new skills. Usually events include mix of both art and craft type activities and the opportunity to handle original archive material. These events have included:

- Manchester Literature Festival Family day
- Regular holiday activities
- Manchester Mega Mela
- Children's book festival
- War Horse Day – Puppet Making, Handling session and Living History Character
- Extravaganza days with activity across Central Library
- Lego stop-motion workshop
- Sunday Fundays e.g. grandparents day

Over the course of the project over 22,000 families have taken part in workshops and activities as part of the project, substantially more than the target of 500 per annum. The majority of families engaged have children in the 6-10 age group, but the project has also reached intergenerational groups. The majority of these activities have taken place in partnership with bigger organisations and events e.g. The Science festival, Manchester Histories Festival, which has helped to raise the profile of events with larger and more diverse audiences.

The activity plan for the project included particular targets for family activity outside the city centre and with Black and Minority Ethnic Communities. Over the course of the project the majority of events have taken place outside Manchester City Centre,



Activities have taken place in support of refugees week, Black History Month and International Mother Language day, among others.

The impact of this programme on participants has been overwhelmingly positive. Staff report high levels of satisfaction from participants noting how families have enjoyed the range of hands on activities on offer *“Great activities for small and bigger children”*. The opportunity to handle original material from the past has been noted as a particularly special experience as has the atmosphere, staff and building have *“This has become my favourite place in Manchester.”*

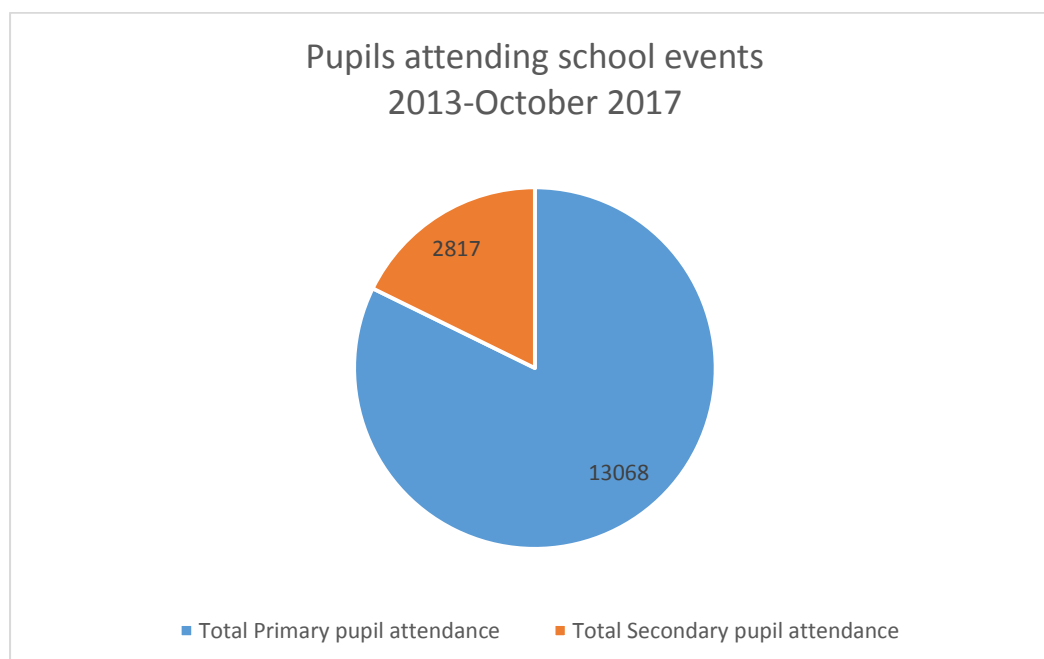
## 2.4 SCHOOLS PROGRAMME

Prior to the Archives+ project the individual archive services had very small schools programmes, with the exception of the programme at the Ahmed Iqbal Ullah Race Relations Resource Centre. The Activity Plan for the project aimed to target formal education users across both KS2 in Primary Schools and KS3 and KS4 in Secondary Schools.

The project has developed a comprehensive schools offer. Key stage 1 and 2 students are offered a themed workshop at Central Library, linked with particular themes such as Manchester and the localities, involving a tour of the building and studying archive material and the interactive exhibition. For Key Stage 3 students the offer is concentrated on workshops and assemblies in school. The service is also a partner in the English Heritage Schools World War One package.

In response to the original Activity Plan research, the offer includes free online resources for schools to use before and after a visit. These resources cover topics such as the Manchester Ship Canal, Manchester Communities and the history of mental health. It also includes archive material and related guided walks of the area.

Over the course of the project almost 16,000 students have engaged with the project, against a target of 2,000 student engagements per annum. The majority of these engagements have been with primary school pupils, which is a usual demographic breakdown for most cultural venues due to the restrictions of the secondary curriculum.



Over 90% of these engagements are with students from outside the city centre, taking place both in Central Library and on-site in schools. Schools programmes are delivered in partnership with a range

of external organisations including: Peoples History Museum; English Heritage and the Yellow Brick Road Theatre Company.

## 2.5 LEARNING OPPORTUNITIES FOR YOUNG PEOPLE

*"To be honest when they said we were coming to the Library I thought it was going to be boring but this is amazing, there's so much stuff to do. I didn't know all this stuff happened near where I live. I'm going to come back this weekend."* Romanie, aged 17, part of Eastlands homes youth forum after a tour of the Library and viewing relevant archives in the search room. (staff saw her the following Saturday showing the exhibition to her friend.)

*"I love history. We don't do anything like this at school, it's all about wars not local stuff,"* Olivia 13, Ladybarn

Young people were attracted to the project through the design of the main exhibition, a programme of youth volunteering, a series of monthly events for young people, planned by young volunteers; the development of partnership projects with youth organisations.

Over 19,000 young people (aged 13-15 years old) engaged with archives during the programme through events and activities. This is well above the target of 400 young people per annum. The programme of events was developed with around 13 young volunteers that were very involved in the planning and management of the programme. They were particularly involved in suggesting ideas for the events programme such as creative writing and sewing workshops. This approach has not been without its challenges however, this involvement has helped to ensure the programme was relevant to the target audience and hence make it attractive to participants.

As with other sections of the project the activities were highly innovative, designed to meet participants interests and unique to the archive environment e.g. Umbrella Doodles, Zombies in the Archives. Events were a mix of large scale, and smaller, more intimate events and programmes. Again, as with other sections of the project, the young people's activities were delivered in conjunction with experienced practitioners in this area including: Young Enigma, Junkshop, Manchester Mega Mela, MUU, MaD Theatre, Creative Tourist, Wow Zone, Artists Sarah Marsh, Chorlton Book Festival, Manchester Guided Walks, Musical Youth Uk.

Some areas of the activity plan were not delivered as envisaged. Handling boxes were replaced by regular handling session within the exhibition space. The programme of activity and training with youth workers was removed from the programme following the suspension of the council's youth worker programme. The project sought and found different ways to work with youth and community groups throughout the project.

## 2.6 COMMUNITY

Community activity was undertaken throughout the project and delivered through community exhibitions and partnership working. A community exhibition space was created in the basement of Central Library and during the project some community displays were shown in an area of the main exhibition. This community exhibition space has been regularly used by partners to co-create exhibitions with community groups. These spaces have been a hub for community representation and ownership of the project. For example the Ahmed Iqbal Ullah Race Relations Resource Centre worked with the Manchester Refugee Support Network heritage project to produce an exhibition



highlighting the experiences of refugees. This material has since become part of the Radical Thinking section of the main exhibition at Archives+

The team have also used archives in a highly creative way which has helped make them more relevant and accessible to community audiences. In particular they have frequently used the collections as the source of inspiration for community group projects. For example at Ladyburn, A Youth Motivation project, old recipes were used for a cooking project and illuminated letters were also used as inspiration for designing posters for an intergenerational event. Finding creative ways to use archives and link them to the interests of a community group has been real strength of the programme.

The community activities have enhanced local library offers and in some cases help build capacity locally. In one project the Archives+ staff trained a local volunteer run library staff in the use of digital technologies so that they could in order to build digital capacity within their own locality.

Initially the community outreach was initiated by Archives+ staff approaching partners. As the projects reputation has grown community partners now actively seek to work with Archives+, a testament to the project's success.

## 2.7 HERITAGE TOURISTS

The Activity Plan envisaged that the main exhibition would be the principal means of engagement with the "heritage tourists" audience group, along with the taster sessions in the exhibition space. Evaluation of visitor comments and interviews shows that visitors feel their visit has enhanced their experience of Manchester.

*"Great surprise and a brilliant addition to a trip to the Christmas markets"* Visitor comment

*"This has become my favourite place in Manchester"* Visitor comment.

Stand point survey data has shown that 24% of visitors to Manchester Central Library are from outside the North West or international visitors. These visitors regularly review the service online, particularly on Tripadvisor:

*"Wow! A really modern library, in an old building. We ambled around the various multi-media exhibitions, watched an episode of a long forgotten television programme in the BFI pods, had a coffee, used the facilities, played with the moving bookcases looking for parish registers and marvelled at the dome in the delightfully old-fashioned reading room."* Tripadvisor review.

Survey data also shows that visits to Archives+ is having an effect on these visitors with a majority of visitors (67%) reported that their perception had been altered by something they had learnt in Archives+<sup>2</sup>

<sup>2</sup>Report to Manchester City Council, Communities and Equalities Scrutiny Committee – 20 July 2016

## 2.8 VOLUNTEERING

Archives+ offers a range of volunteering opportunities and placements. These were particularly targeted at young people. Over the duration of the project there have been 16? volunteer placements that have been recruited by working with library staff and through direct marketing at student fairs.

The volunteering programme was tailored to the needs and interests of those involved. One of the specific areas of focus of the programme has been digital volunteers. Through the digital journalist programme the project was able to tailor activity to the needs of individuals and support the volunteers develop relevant skills.

Evaluation from volunteer surveys and interviews with partner staff has shown the volunteering programme to bring a range of benefits including in skills relating to the tasks undertaken. In addition, volunteers have noted increases in their confidence levels. One archive volunteer suffers from a “social anxiety condition” and working at the archive contributing blogs, has helped increase her confidence. *“K’s Tutor commented on how pleased she has been with the progress K has made on her placement”*

Volunteers noted that they had gain skills in using archives as well as customer services, public speaking skills and confidence.

*“It’s not just about taking from them [the volunteers].”* Staff member

*“I learnt how to digitise archives, manipulate the image and upload on to public sharing websites like Flickr”* Volunteer

*“I learnt knowledge, time management and communication”* Volunteer

## CASE STUDY

### Young volunteer programme improving services for young people

Archives + is operating a 6 month volunteer placement programme for young volunteers mainly aged 16-25.

#### Areas of Impact

- Improved skills, confidence and increased the employability of those taking part.
- Increased the capacity of the organisation to deliver events, activity and social media.
- User involvement (young volunteers) has brought relevant, fresh ideas to the organisation
- Young Volunteers have been able to market the services to other young people they know.

*“Working with young volunteers meant that we were able to provide activities and digital content that are relevant to the age group.”* Staff member.

*“Archives + is an excellent volunteering opportunity which gives people a great taste of working in an archive environment and provides new skills”* Volunteer.

#### Reasons for success

- Activity and roles are tailored to the interests and skills of the young people.
- A flexible timetable accommodates the availability of volunteers.
- The volunteers are delivering meaningful tasks which enhance the service.

## 2.9 ONLINE AND SOCIAL MEDIA

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*Archives+ seeks to change the relationship between the archive and the user, to explore and encourage new methods of participation. We recognise that not every person wants to use archives in the same way, they don't all wish to undertake research or volunteer for projects.*

*Archives+ Activity and Interpretation plan*

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The Archives+ project created a website which holds a selection of curated collections, learning resources for schools and information about events. There has also been online social media activity as well as social media embedded into the main exhibition. Visitors are able to interact with others by sending electronic postcards from the exhibition.

The project aspired to use social media to develop information and create interactivity around the collections through online participation from audiences. Interactivity with people is most evident on the very popular Flickr site. Here people react to images, tagging and commenting on what they see. Sadly, the interaction is not two-way and staff are not able to respond to comments.

Although the project has had some success in using social media to engage with people it has struggled to reach its targets for digital engagement through the website and social media. Following the ending of the digital officers post it has been difficult to get data from WordPress, Twitter, Facebook etc. The impact of the website has also been difficult to assess but in the early stages of the project this was clearly an area of difficulty.

It is interesting to note that during the project the individual partners have increased their own online presence through digitisation and online cataloguing outside the scope of this project. In the final interviews some partners noted that they hadn't been able to contribute a great deal to the Archives+ website and that this may have contributed to its lack of success.

## 2.10 THE ARCHIVES+ PARTNERSHIP

Archives+ enhanced the partnership of the 7 partner organisations. The 7 partners moved to the central library and contributed to the joint projects of Archives+. A key mechanism for the delivery of the joint projects was the project staff which were funded by HLF. A partnership infrastructure was also created through regular themed meetings and working groups. The partnership physically brought the collections together and the exhibition was a public show case for them.

Evaluation interviews revealed that the partners have greatly valued the opportunity to work more closely together and that there has been added value to collaborative approaches.

The main added value has been:

- Sharing of skills and expertise
- Providing a better collections offer for people with a greater range of material in particular subject matters.
- Easier access for the public

It is important to note that much of the Archives+ project has focussed on the collections of Manchester and Greater Manchester and that some of the partners have a wider geographical reach such as the NW Film Archive. Therefore the project has enabled increased engagement on parts but not all of the collections of the partners. During the later parts of the project some of the infrastructural meetings became less frequent and it was commented by some of the partners that the partnership focus had weakened as a result.

### 3 THE AREAS OF IMPACT AND OUTCOMES OF THE PROJECT

In evaluating the project we have considered what difference the project has made. We have identified 4 main areas of impact: on audience for archives, on people, on archive services and their resilience and on the heritage. A summary is presented below followed by an examination the impact of the project in each of these main areas and discuss their impact at a detailed level.

#### 3.1 AUDIENCES FOR ARCHIVES

Developing audiences was a key focus for the project. An exhibition was designed to build new audiences on a daily basis, introducing people to archives through themes that would interest and digital exhibits to inspire them. A wide ranging engagement programme was delivered to target underrepresented groups. Access to collections was also made easier with relocation of the partners to central library in the City Centre.

It is clear from the priority metrics (In table above) that audience development was a major achievement for the project. Prior to the project the constituent archive services of Archives+ reached c.15,000 people annually. In 2016/17 (the last full year available) the Archives+ activity programme exceeded project targets engaging with:

- 6143 families
- 11939 adults
- 5964 schoolchildren
- 4881 young people

In the first year of opening it was calculated that 79% of the 1.5 million people that visited Central Library in 2016/17 also engaged with the Archives+ exhibition. Together its estimated that in 2016/17 around 1.2 million people engaged with archives through the Archives+ exhibition and archive programme.

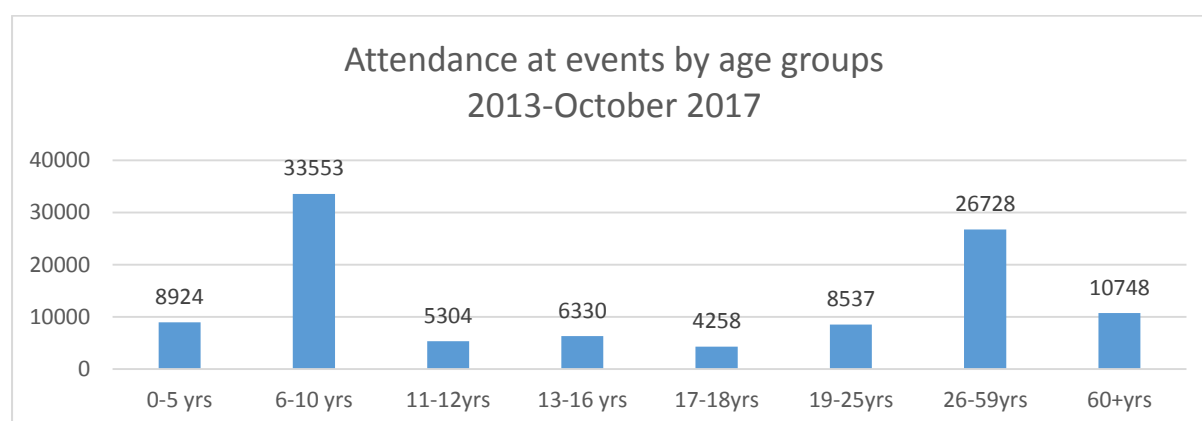
Interestingly this engagement through activity and interpretation was not at the expense of the traditional archive reading room engagement, where numbers were virtually maintained during the period of the project. This is in contrast to many archive service reading rooms which are seeing reductions in the numbers using on-site reading rooms.

		Customers in searchroom	Items issued	Letter/Email enquiries
Prior to Archives+	2010/11 GMCRO only	1474	N/A	2574
	2010/11 MALS only <sup>3</sup>	853	N/A	3681

<sup>3</sup> Including closure period April-June 2010

	<i>MALS&amp;GMCRO total</i>	2327	N/A	6255
Archives+	2013	1024	3600	
	2014-15	2230	8282	2210
	2015-16	2269	7392	2534
	2016-17	2206	7519	1793
	April-Oct 17	915 (6 months)	4142 (7 months)	410 (4 months)

Audience development is about more than numbers through the door. Through the Activity Programme the project has reached a far wider audience than similar activity undertaken before the project. Firstly, the age of people engaged in the Archives+ activity programme is far wider and more evenly spread amongst age groups, than the previous activities secured. Peaks in the age of engagement are now at aged 6-10 years and 26-59 years, rather than over 55 years old.



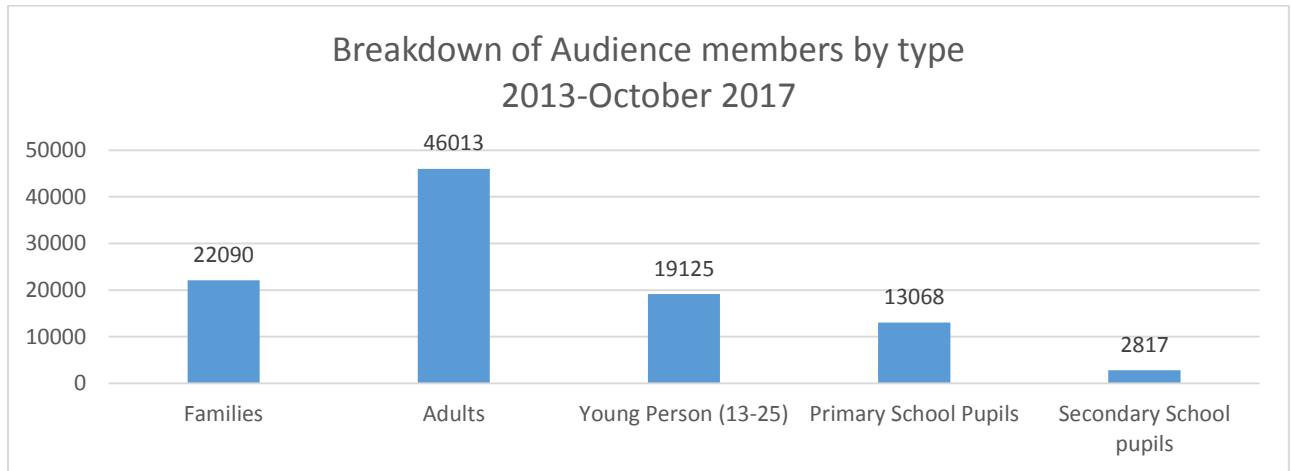
The ethnicity of the audience for Archives+ was examined through responses on the Viewpoint survey tool. In 2016 respondents to this survey said that they described their ethnicity as follows:

White / White British	67.09%
Jewish / Jewish British	3.8%
Asian / Asian British	7.59%
Black / African / Caribbean / Black British	3.8%
Other ethnic group	3.16%
Prefer not to say	14.56%

Again, this is a much more even spread amongst different ethnic groups than before the project when there was an almost 100% white audience at Greater Manchester Archives and Manchester Archives and Local Studies.

Finally, it is clear that the project is reaching different types of people. Before the project, archive services in Manchester had little to offer families or young people in particular. Traditional reading

rooms were not designed for family activities and engagement activities were not designed to attract young people. Both these groups had specific engagement programmes designed in response to the consultation programme. As a result, the numbers of these groups engaged with archives has increased.



This increase diversity and in numbers using the archive has led to an increased sense of purpose amongst staff, managers and managing organisations within the partnership.

### 3.2 IMPACTS ON PEOPLE AND COMMUNITIES



#### Skills and Confidence

Evidence of improved skills and confidence was collected through the outreach programme and the volunteering programme.

The success of the volunteering programme was highlighted in the volunteer surveys where respondents all reported that they had improved their skills and confidence as a result of the programme. One volunteer noted that participation had helped them to get a job. The success of the programme is also evidenced in the very high retention rate of volunteers over the 6 month placement.

The outreach programme helped improve participants skills and confidence in a range of areas dependant on the programme focus and needs of the group. This was wide ranging including: skills and confidence in using the library (and archive) services; personal confidence issues related to mental health and wellbeing; digital skills; creative skills; social skills; spoken English and communication skills.

*"The school children were empowered when they see the results of their suggestions in the Saturday Spectacular".* Participant

*"The exercise gave the students increased confidence in speaking English and enabled them to feel comfortable in the environment of central library".* Participant

#### Case Study: Burnage Library Digital Project

Archives+ staff trained volunteer staff at the volunteer run Burnage in using digital technologies and archives. The volunteers then shared their digital skills with their own community.



## Enjoyment

In exit interviews from the exhibition all visitors rated their visit at least 8 out of 10 with 50% of those surveyed rating 10 out of 10. Evaluation evidence gathered through comments and feedback from the events programme showed very positive responses to people's participation. Archives+ staff noted that there have been a high number of repeat visitors to the events programme indicating visitor satisfaction. Participants said:

*"This has become my favourite places in Manchester"*

*"Super effort, friendly staff and memories to last forever".*

*"The class was lovely and I really enjoyed it".*

*"Really loved the class."*

## Knowledge and Understanding

The various elements of the project have shown evidence of increasing people's knowledge and understanding. Many of these relate to the expected factual information contained within the archive collections e.g family history or information about historical events. The project's commitment to "connecting" to people's lives has also given many participants a deeper understanding of topics with relevance to their own lives and contemporary society. Archives+ has built on the work on of the Ahmed Iqbal Ullah Race Relations Resource Centre to deepen people's understanding of racism. Collections relating to LGBT community have been used to discuss and highlight a range of issues.

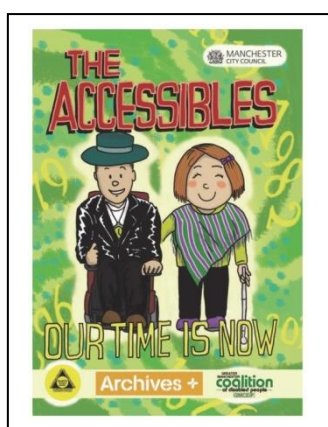
*"It made me think of how we "evolved" today and that we should always make others aware of racism. I learnt about Ahmed and the courageous initiatives of his family".* Participant.

*"I have learnt that racism matters".* Participant.

*"We looked at the archive posters and discussed the imagery and language. Most preferred the persuasive posters rather than the militant ones, though they understood why people felt angry at the time of Ahmed's death".* Participant

*"The young people involved said that they had learn a lot about the history of the disabled community and how their access and rights had changed throughout the years"* Participant

## Case Study: "The Accessibles – Our Time is Now"



In 2015 Archives+ worked with the MCC Disabled Employee Group and Young Disabled People Taking Action Group to produce an exhibition for UK Disability History month. The young people visited Archives+ to begin their research into the history of people with disabilities and their activities in Manchester. The group created a comic book, "The Accessibles – Our Time is Now" tells the story of time-travelling young disabled characters, Josh and Hannah, exploring past and present approaches and attitudes to disability is delivered in a light-hearted, humorous but informative way.

In March 2016 "The Accessibles – Our Time is Now" project won the Community Award at the Manchester Community Histories Awards.

## Confidence in Using Archives

The evaluation has evidence that the Archives+ programme has helped people to understand more about the collections held by partners. In particular, the exhibition is reported as being successful in offering a route into the collection for people that had not previously engaged with the collection and service.

In the visitor interviews all interviewees reported that they would be interested in using archives again. Over 50% of interviewees envisaged visiting the exhibition again, with nearly 20% interested in undertaking research in the searchroom. Other areas of interest were exploring family history and visiting other exhibitions and libraries.

The partnership with the family history society has resulted in a range of services being made available to users. Archives+ provides a family history help desk, certificate services, a programme of family history events at Archives+. It's a real benefit to users to have a one stop shop for family history research.

## Pride and connection

Evidence that the Archives+ exhibition and its programme develop a sense of pride in Manchester is clear through user and staff feedback, in survey responses and in social media. Staff describe that by including material from all areas in the exhibition they are able to help to surprise people about their local area. The very local nature of the material is its strongest tool in connecting people to Manchester. For example the street directory which shows information on every street is particularly powerful in making connections.

Many of the outreach programmes were designed to highlight the connections people have to the collections and/or Manchester. This was particularly strong in the work that was done with migrant or refugee groups. During these sessions participants were shown connections to their own cultures or situations.

*"I am proud to see my family documented in the history of Manchester, and that my father was the first person to bring Sikhi to Manchester. Waheguru je khalsa, wahegru je ke fateh!!"*

*"When we show people things about their local community they always smile, they talk really positively; it makes them feel it has value."* Staff interview

*"The archives section is amazing. The technology really brings it all to life and I really loved watching the old footage of King George V opening Central Library"*



**deborah  
parker**  
([@cinemasina](#))

[22/03/2014 15:03](#)

Fantastic exploring new Central Library [@archivesplus](#) and new [@NWfilmarchive](#) [@BFI](#) Mediatheque. Lovely new archive playground! [#Manchester](#)

Activities were also designed to include frequent opportunities for groups and individuals to contribute and create their own responses. This was through the community exhibition, the volunteering programme and activities where people designed and shaped projects but also on an individual basis at events where arts and creative practices were used for people to respond to e.g. umbrella doodles where they created their own “Manchester scapes”. These programmes and activities recorded high levels of feelings of self-achievement and pride in being involved.

*“I love being listened to for a change”* Participant.

*“Through sharing their thoughts and ideas and providing content to our exhibitions the students gained a sense of ownership of Central Library.”* Participant.

### 3.3 IMPACT ON THE HERITAGE

As described above, seeing the Archives+ exhibition has led several groups to deposit and donate collections with the service. This means that more archives are preserved, available and accessible.

**Evidence:** A representative from the Moss Side Festival visited the Archives+ exhibition and complained that the carnival was not included in the exhibition. Archives+ staff were able to explain that the collections did not contain suitable items on the carnival and to ask if any archive material could be deposited. The festival deposited material and within 2 weeks there was a section on the Moss Side Festival within the exhibition.

Similarly, the service had been trying for several years to support the Armenian Church in preserving their archives, without success. A representative from the church visited the Archives+ exhibition and complained that they weren’t covered in the exhibitions. Again the team was able to explain that they did not have suitable material and this resulted in the development of a relationship to ensure the preservation of the material.

### 3.4 IMPACT ON THE ARCHIVE SERVICES AND THEIR RESILIENCE



#### Increased the number of people engaging with the services and diversified the profile of archive users

These achievements by the project are unusual for archive services, which are suffering from reduced numbers of onsite visitors and remain mainly used by a narrow section of society (white, over 55 years old)

To compare audiences for archives we compared data from Archives+ with the national Survey of Visitors to British Archives 2016 to understand more.

## Ethnicity

A comparison of ethnicity stated by visitors indicates a marked increase in diversity of users compared to the national picture for archive services.

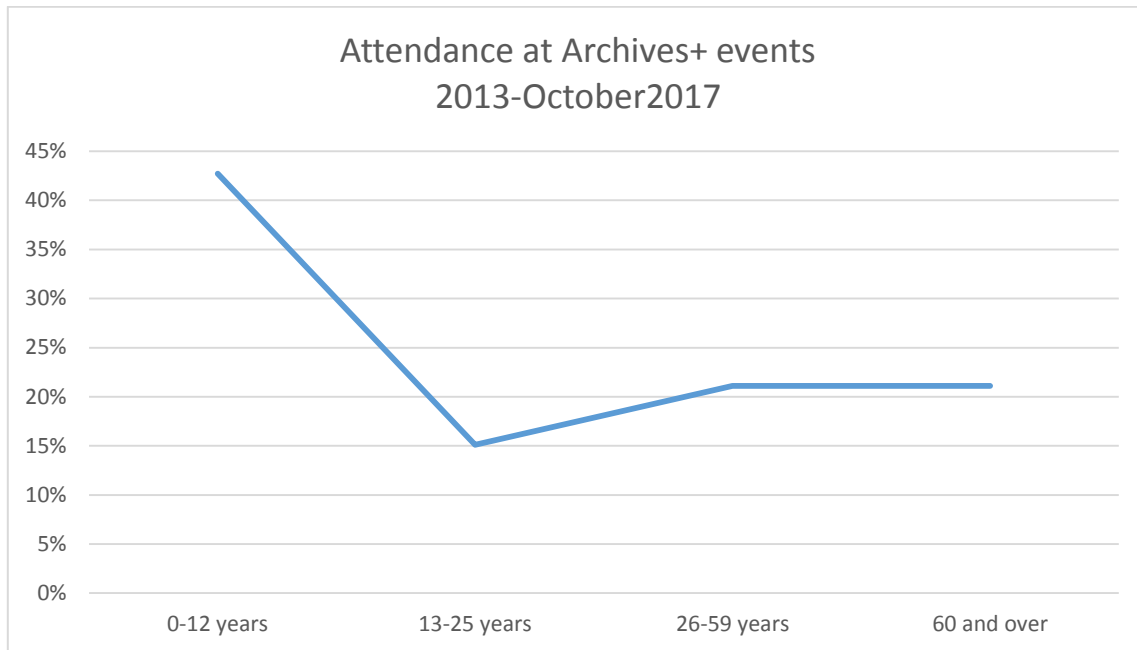
How would you describe your ethnicity?	Viewpoint 2016 <sup>4</sup>	Survey of visitors to British Archives results 2016
White / White British	67.09%	97%
Jewish / Jewish British	3.8%	N/A
Asian / Asian British	7.59%	1%
Black / African / Caribbean / Black British	3.8%	0%
Other ethnic group	3.16%	1%
Prefer not to say	14.56%	N/A

## Age profile

A comparison of the age profile of visitors to British Archive Services nationally and the attendance at events and programmes by Archives+ show a major difference in demographic. Nationally the users of archive services peak at 45-74 years old, with sharp drops to other age groups and very few young people and children. In contrast, the peak age of people attending Archives+ is the under 12 age group, with the remaining age groups all attending in similar numbers.



<sup>4</sup> Viewpoint was situated in Shakespeare Hall at the entrance to the library and Archives+. Not every person entering that hall will visit Archives+ but it should give a good indicator of those that do.



### **Raised the profile of archives in Manchester and beyond**

A position at the main entrance of a rejuvenated Manchester Central Library, a high quality, high-tech exhibition and a comprehensive activity programme has resulted in a massive rise in the profile of archives and archive services in Manchester. Evaluation interviews and partner workshops have highlighted a rise in profile:

- Within the city
- To audiences
- Nationally within the archive sector and cultural sector
- Internally within the governing organisations or the individual archive services
- In communities and to non-city centre residents

This rise in profile has been particularly important for the Family History Society who through the family history helpdesk have been able to reach a non-member audience through 4,000 enquiries per annum. This is now a key means of audience development for the Society. They have also benefitted from closer relationship and joint activities with the partners.

*"We are reaching people we have not reached before."* Family History Society.

This rise in profile has enabled Archives+ to develop a reputation within the archives & library profession for innovation, audience development and engagement activities. Within governing bodies partners have been able to harness this improvement in profile to demonstrate the value of their archive services and become identified as an exemplar service. For some archive services, the partnership has reflected well on their parent bodies to the outside world. This has all led to an increase in the fundraising capabilities of the individual services, leading to increased resilience for the service.

### **Created a sense of place and a connection with Manchester**

*"We have given something back to Manchester and have highlighted Manchester far and wide"* Staff member.

Interviews with visitors, the responses on interactive postcards and comments demonstrate the role of the exhibition in particular in connecting people to Manchester. This connection is clear for visitors who learn about the city for the first time and residents who are surprised about new facts and information.

“[@Asbirdwood](#): Never felt more like a member of this city than walking into new library space.[pic.twitter.com/DRfKvJMAJe](#)”  
[@archivesplus](#) packed!

*“Through the activities held by Archives, I have known this city deeper from all kinds of experience.”*  
 Volunteer

### Adding to the visitor experience

The visitor experience offered by Archives+ is dramatically improved from that provided previously. Spaces are bright, welcoming and easily accessible and the co-location of archive services makes the research process easier. The main exhibition has been a key tool in providing an improved visitor experience for those new to archives who can often find their first visit intimidating. Staff report that users are regularly exploring archives in the exhibition before making their research enquiry.

Archives+ and its exhibition has contributed strongly to the success of the Manchester Central Library, by improving the visitor experience in the library. The archive touchtables in the café have created a unique café environment for the library and the digital displays have helped to give the library an overall modern, high-tech feel.

### Providing archive services with new and different ways to connect with people

The exhibition and activity programme has provided the partners organisations with numerous new ways to reach out and connect with people. Archive services can now share information about archives via the exhibition; social media; Archives+ website; events; café tables; community exhibitions; volunteering; schools programme; large scale events; joint events and programmes.

One example is the handling table (photograph adjacent) within the exhibition which is used to bring collections directly to visitors supported by staff enabling direct interaction.



### Increased the sustainability of the services

The Archives+ project has increased the sustainability of the partner services through both the co-location of services and through the Activity programme itself. The co-location of services has led to economies of scale, even though being in a location which is not managed by your governing body



has not been without its difficulties. The partners report an increased sharing of skills, an exchange of knowledge through the partnership and co-location and this is on a formal and an informal basis. The skills of the volunteers of the Family History Society have been invaluable in supporting researchers and have helped to sustain the services. Finally the partners have all reported increases in the ability to fundraise as a result of the rise in their visibility and in being part of Archives+ and located in the successful Manchester Central Library.

#### **Developing the partnership of archive services**

Developing the partnership has not been straightforward for all partners and it won't be straightforward to maintain it. Initially some partners saw the partnership as almost combining services in all areas, but the partnership has evolved to enable the retention of individual identities as well as retaining individual programmes of work and activities. The Activity programme has been key to bringing the partners together and enabling them to explore the role of the partnership.

### **3.5 AREAS WHERE THE IMPACT OF THE PROJECT WAS NOT AS EXPECTED**

#### **Website**

Archives+ created a website to showcase the collections, provide interactivity and a source of learning resources. Feedback from the Archives+ partners in the end of project interviews stated that they felt the website was perhaps one of the less successful areas of the project. They felt it was an area that was not as dynamic as the other activities and one that they felt less connected to.

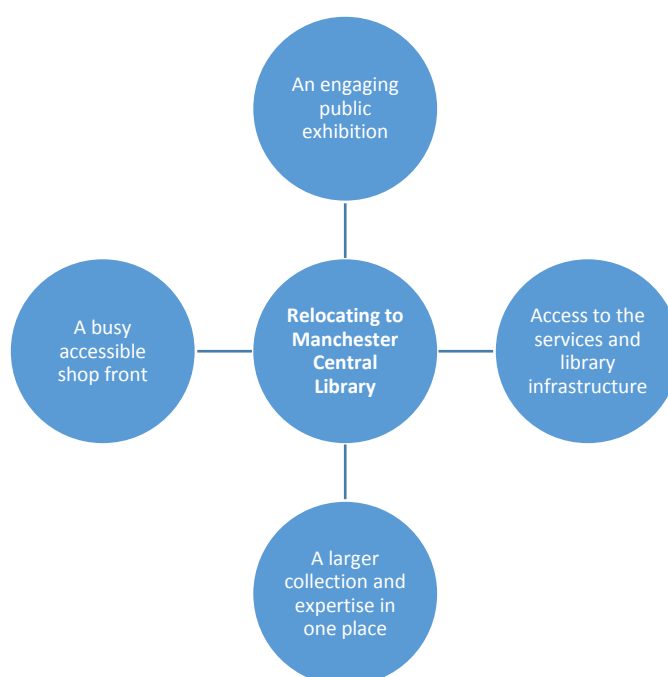
## 4 REASONS FOR IMPACTS/CRITICAL SUCCESS FACTORS

Archives+ is clearly different from other archive services and as a result of this we have considered which factors influenced the success of the project and whether lessons could be learned by other archive services.

There were 6 key factors which were critical to the project's success:

7. Relocating the archives to Manchester Central Library
8. Use of digital technologies
9. Placing the users interests and needs at the heart of the service design
10. A greater range of entry points and changing how people connect with archives
11. An outward facing proactive approach to service delivery
12. Strong leadership, vision, shared ethos, passionate skilled staff

### 4.1 RELOCATING THE ARCHIVE PARTNERS TO MANCHESTER CENTRAL LIBRARY



Relocating the archive collections, services and staff to the new Central Library in Manchester's City Centre has brought multiple benefits.

#### **A Busy Accessible Public Shop Front**

The central library has enabled the archive services to have a busy public shop front more easily accessed by users in a central City Centre location accessible by foot and public transport. Previously the services of the partners were held in a variety of locations, anyone wishing to access all the services would have to travel around to different locations.

Archives+ was designed to provide highly accessible "Shop Fronts" attractive and easily accessed by visitors and passers-by. Many of the services didn't have these "open public areas before" e.g. The

Manchester and Lancashire Family History Society was previously available to members only and now have a regular help desk in the library. North West Film Archive have screening pods to view films, previously, although there was the option to view films this was not as visible to the public as it is now.

### **The physical shared location in the library has enabled partnership working**

Users wishing to explore topics and themes across collections can easily access the material they need in the one place whether it is a film, a local studies archive or specialist piece from the Race Relations archive.

The ability to access the shared collections of each of the partners in the one building not only makes access easier for the public but it has enabled the partners to work together. Staff can carry out research on a wider range of material. Face to face contact between partner staff and volunteers means expertise can easily be shared.

### **Partners shared access to the services of the library/integrating archives services with the library**

Archive partners have been able to access the facilities within the central library building. During interview partners noted the importance of being able to access wider library training, equipment and services such as the performance space.

In particular integrating the Archives+ events programme and the school programme into the work of Central library and community libraries has helped the project to reach a larger and more diverse audience.

### **A very public, user friendly and engaging exhibition**

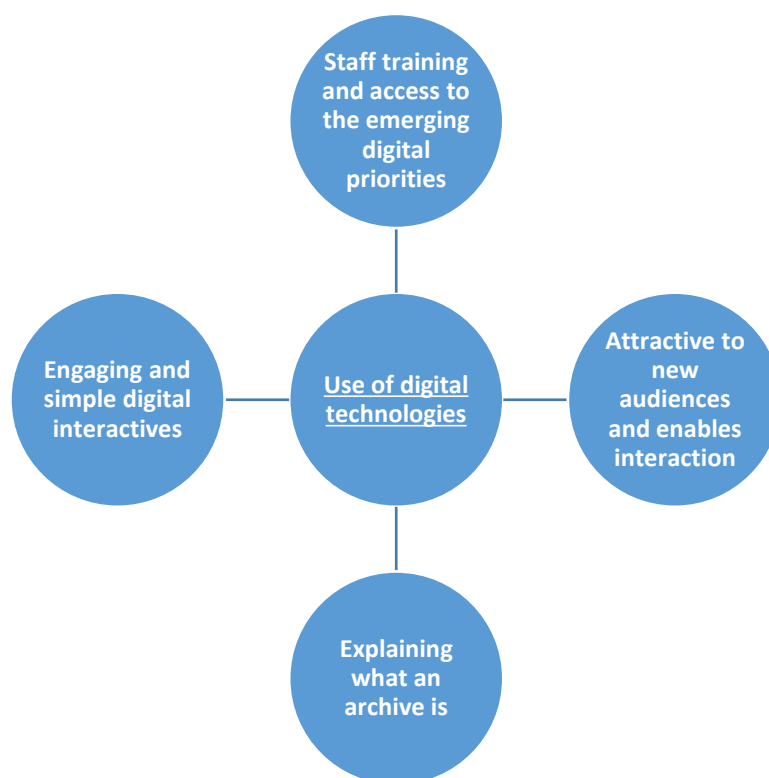
The Archives+ exhibition is located very near to the library main entrance and is a thoroughfare to other parts of the building. As such it receives a large passing trade as people walk through it to access the café and other library services.

It is designed so that people can easily browse and dip into the areas or experience the whole exhibition.

Its flexibility has meant that staff can easily programme the displays so that they highlight topics that may be relevant to events in the library eg. Showcasing Chinese archives in the virtual stack that link to the Chinese new year celebrations. This draws in visitors to engage with relevant archives when they are attending events.

Interviews with visitors to the exhibition showed a high proportion of people visiting for other purposes.

## 4.2 USE OF DIGITAL TECHNOLOGIES INCREASED ACCESSIBILITY



Digital technology has remained a strong focus throughout the project. It is a primary interface within the main public exhibition and the events and outreach programme have used it extensively. The project has had a range of online interfaces to enable greater access.

### **Engaging and simple digital interactives attracted visitors to browse the collections**

Digital interfaces within the exhibition were designed to make it easy for the visitor to browse topics within the collection. These interfaces were not only simple to use but presented in an engaging way which successfully attracted passers by and visitors to the exhibition to them. These exhibits included “The Virtual Stack”, a large touchscreen wall of archive files; “Virtual Post Card Centre” an email interactive which the public could send an archive postcard; “Local Area Search” visitors could search information about local schools and streets. The devices which were most easy to use and understand were the most successful. The oculus exhibit which is one of the more complex exhibits was designed to enable multiple users to interact and had the capacity to include live information has shown to be less popular with visitors.

### **Digital displays have helped explain what an archive is.**

Staff and partner interviews revealed that the digital archives in the exhibition have been a very useful tool in explaining what an archive is. The ability to show a wide range of material quickly offers people a very easy introduction to collections and work of an archive service. Staff reported that this can help people understand the value of depositing material so that it can be cared for and then shared and as such has resulted in an increase in deposits.

**Digital technology to attract new audiences and enable interaction**

The events and outreach programme used digital technology extensively to attract new audiences and facilitate interactivity between audiences and the collections. This was a particular focus of the young people's programme. The project used: Green screen technology, Stop Motion animation "Animate It", Sprout PC, I pads.

*"Young People would choose an Ipad before they would choose pen and paper. I don't do written work with young people I always use some piece of IT."*

**Staff training and access to the emerging digital priorities of the library were key to the digital success.**

Archives+ staff were able to participate in the digital training provided by the library. Skills and confidence of staff in digital work meant it could be integrated into their work. As the library have developed their digital interfaces e.g. through library "code clubs", then Archives+ has tapped into this.

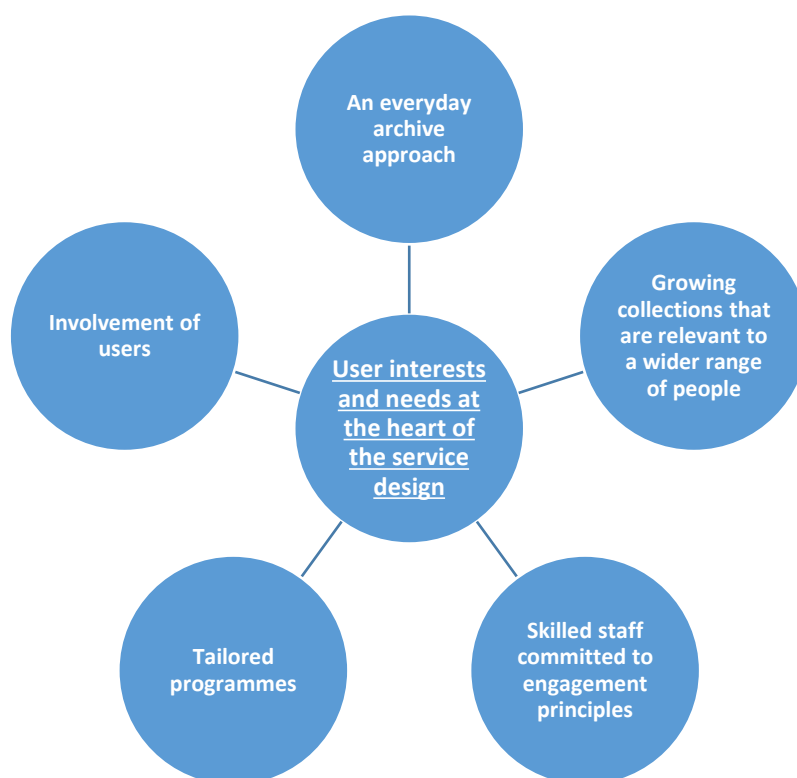
*"It is best to use equipment that people have so they can recreate it at home",*

*"Whatever digital opportunities we can, we must grasp"*

**Website**

During the final interviews with partners it was noted that partners felt that they have put less time and resources into the website and that this may have been one of the reasons for it being less successful. In addition, the partner's main online focus is their own website as this is where their online access to collections lies. The website was less "interactive" than other areas of the project and in the later part of the project the website was updated less and the news and events section holding information more than 12 months out of date. User generated content was driven more through social media and other platforms.

**4.3 USER INTERESTS AND NEEDS ARE AT THE HEART OF THE SERVICE DESIGN**



Throughout the project, programmes have been developed with target audiences needs and interests in mind. Partners have actively sought to find “connection points” with people, groups and communities. This has been developed in a number of ways including: identification of relevant topics within the collections to a particular group; the use of digital technology for young people; outreach to events and places where people congregate; relevant activities for an interest group e.g. theatre, storytelling.

*“My method is finding what they find interesting and developing bespoke activities. Might be music, might be digital, might be creative”.*

*“When I advertise I focus on what they will gain from the project and not necessarily focus that there are archives”.*

### **An everyday archive approach**

Archives+ actively sought to find ways in which to connect archives with people’s everyday lives. The focus and one of the original principles of the project was to connect with people, even if that connection was quite fleeting and did not lead to active research by individuals.

This can be seen initially in the exhibition, which is blended into the café area. Visitors to the café will walk through the exhibition and then within the café itself digital tables have archive images projected on them. Similarly, social media streams connect to topics happening on that day and make a link to the archive collection. Another example of these fleeting connections with archives is the use of archive collections “as wallpaper” within the central library events programme through the Green screen activities. Archives+ staff have remained committed to this approach.

### **Involvement of users in the development of collections, interpretation and resources**

Archives+ has involved people in the development of the services and programmes from the development stage of the project and this work and ethos has continued to be strong throughout the life of the project.

The main methodology for this was through the community exhibition which has been used extensively by groups and in partnership with groups. Projects have been devised in partnership with groups whereby people have designed the projects and activities.

### **Growing collections that are relevant to a wider range of people**

The exhibition and programmes of the project has led to increased donations of archives to the partner collections. The Archives+ project has therefore developed the collections of the partners and created more links with a wider range of audiences. This has become self-perpetuating as the connections with communities leads to more deposits and donations of archive collections and therefore wider links with these communities can be achieved.

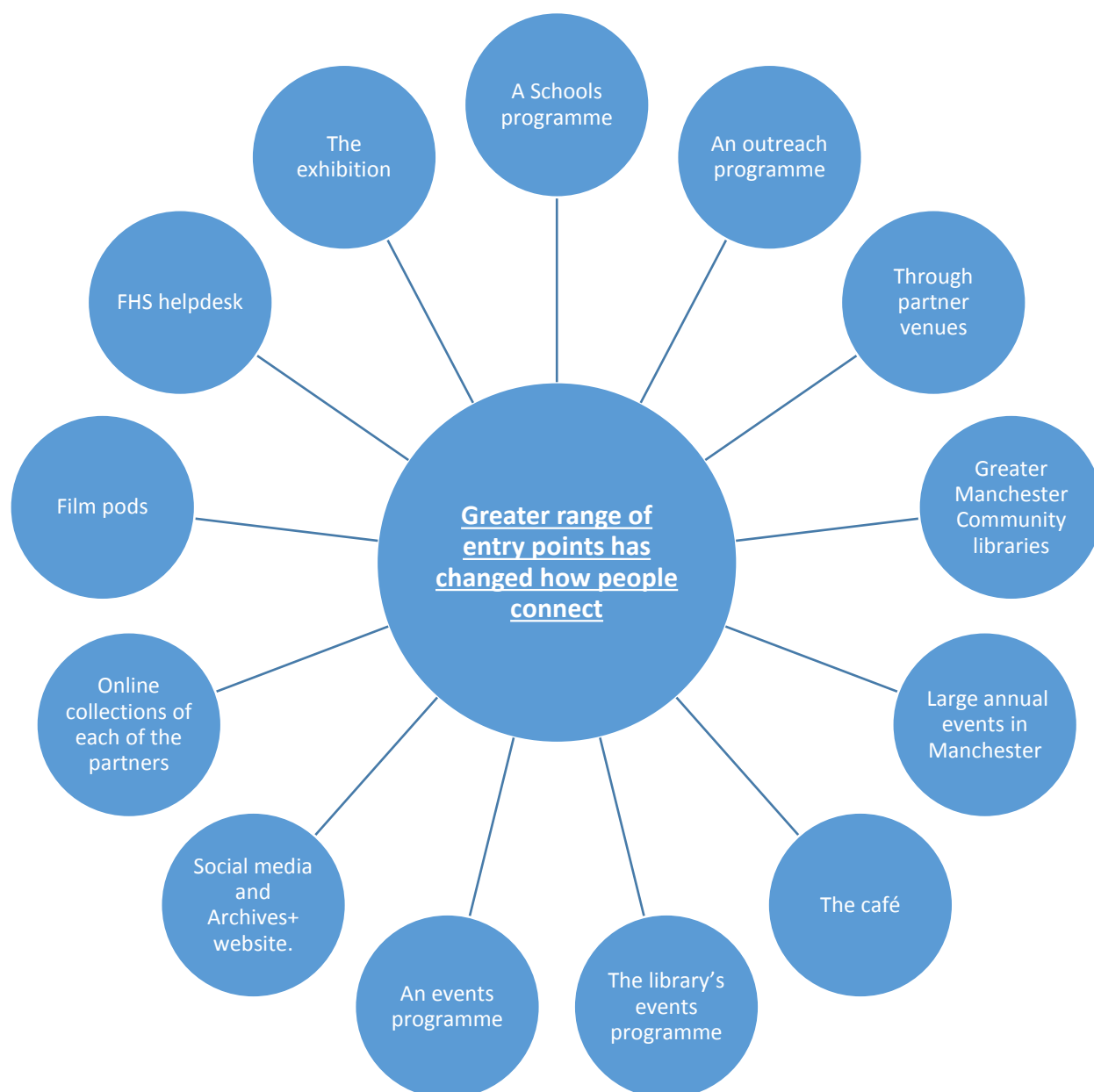
### **Tailored programmes focussed on the needs, interests and motivation of users**

The activities within the original activity plan were developed according to the motivations of the groups involved and tailored to what they wanted to get out of the programme. This led to high levels of satisfaction from audiences and a wide range of outcomes. By successfully selecting engagement methods which were appropriate to the interests of a particular group, the project has maximised its impact. The range of engagement methods have been diverse incorporating digital activities, music, art, drama, with the use of creative approaches the most prevalent.

### **Skilled staff committed to engagement principles**

The Archives+ project employed three staff posts to deliver the activity plan. These staff have been instrumental in not only enabling work to happen across the Archives+ partnership but in delivering meaningful engagement with a wide range of audiences. Evaluation interviews and the review of case studies have demonstrated a passion and commitment for work with high impact. The project now needs to plan for the future and this is a concern of the project partners who have expressed concern about the sustainability of the work and effectiveness of the partnership without the staff being in post.

#### 4.4 A GREATER RANGE OF ENTRY POINTS HAS CHANGED HOW PEOPLE CONNECT WITH ARCHIVES



Compared to the previous services, Archives+ delivered a much greater range of entry points/interfaces with archives and provided entry points which were most relevant to them.



Although the number of different entry points was not a target for Archives+ , it is the diversity of these points which has resulted in the change of profile of users and a rise in the number of people who have interacted with the services. People are now able to access the collections through:

1. The exhibition
2. A Schools programme in schools and In the Central Library
3. An outreach programme
4. Through community libraries across Greater Manchester
5. Through partner venues e.g. museums and other visitor attractions
6. Family History Society helpdesk
7. A help desk
8. Film pods
9. Online collections of each of the partners
10. Social media and Archives+ website.
11. An events programme
12. Links within the library's events programme
13. The café
14. A presence at large annual events in Manchester and Greater Manchester such as Chinese New Year, Manchester Mela.

#### 4.5 AN OUTWARD FACING PROACTIVE APPROACH TO SERVICE DELIVERY



**Partnerships with other organisations have provided a route to audiences and raised the profile of Archives+ and the partners.**

The Archives+ project has worked in partnership with an extensive and diverse range of partners over the lifetime of the project. In the early years the project initiated these partnerships but as its reputation grew it is now approached by external partners being viewed as a key delivery agent

across Greater Manchester. These external partners have enabled the service to reach a diverse range of audience and communities, build confidence and skills within the partners in working with different audiences, expand the collections and raised the profile of archive collections and Archives+.

### **The service has actively targeted audiences and communities.**

The project and the partners have delivered an extensive programme of activities targeted at specific audiences and communities. From the very start of the programme they had a clear understanding of who was using their services, who they wanted to target and why. The approach to audiences has been linked to the wider strategies of the Manchester Central Library and as such has worked with “place based communities” across Greater Manchester.

Evaluation has shown that the outreach and schools programme has then led to visitors coming to the Central Library to participate in activities, contribute collections, view the exhibitions.

### **Integrating the service with other high profile events and activities across the city.**

The service has become a regular partner in a wide range of high profile public events such as Manchester Pride, Manchester Science Festival, Manchester Mela, Manchester Histories Festival, Chinese New year, Black History Month. Participation in these events has reached large numbers of more diverse audiences and raised the profile of archives and Archives+.

## **4.6 LEADERSHIP AND VISION AND SHARED ETHOS**



### **A clear vision and strong values**

A clear vision and project values have remained constant throughout the project. From its very conception the project steering group and partners have been committed to widening participation and increasing archive audiences. They wanted to change the way in which users interacted with

their services. They wanted to be more relevant to people, to facilitate interaction and the involvement of users in the service. The use of digital technology has been central to their approach. Evaluation interviews and focus groups with staff and partner organisations have demonstrated a consistent understanding of the project's visions and ethos.

### **Shared project principles and values**

The project developed a set of principles, although evaluation interviews with project staff and partners showed that the exact wording of principles was not used at the end of the project, their sentiment had remained strong. These are now viewed as “business as usual” rather than something to be aspired to

### **Leadership**

The project has been led and managed by 3 different people since its concept, however evaluation interviews have demonstrated that the vision for the project has transferred amongst those people. Focus groups discussions and interviews with project partners have also demonstrated clarity in project ethos. Although the partners have different governing bodies and priorities in the main their aspirations have been shared. The link to the values of the Central Library and its commitment to widening participation, technology and relevance have helped guide the project.

### **Highly skilled and passionate staff**

The project employed specialist staff to deliver the main public engagement aspects of the project. Throughout the evaluation process feedback from visitors, participants and partners has praised their work and singled out their contribution as a main factor for the project's success. Evaluation interviews with the staff team have shown a clear and consistent understanding of the projects aims and ethos, with a particular drive to ensure the project benefitted people.

## **5 LESSONS FOR ARCHIVES+**

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This report outlines a number of clear lessons for the Archives+ partnership which we summarise here:

8. The Archives+ principles and ways of working have been successful in achieving the project's aims. To maintain this success the partnership need to consider how it will maintain these principles and ethos.
9. Placing the audience at the heart of exhibition, service and programme design has been highly successful for the project. Archives+ needs to continue to design its activities around the needs of the audience. To achieve this it needs to consider how it will continue to talk to audiences and respond.
10. Archives+ is part of a much bigger building and organisation, but its distinctiveness is its collections and stories. The partnership need to talk about how it ensures that it does not lose what makes the space and the programme distinct from the rest of the library.
11. As the exhibition becomes an established part of the library offer temporary exhibitions are slipping into the space. This damages the original interpretation plan and could result in a less impactful exhibition. The Archives+ partnership should ensure that it keeps to the original exhibition design philosophy to ensure the best outcomes for visitors.

12. The Partnership needs work to maintain these results and it needs to consider its future plans. How should the Archives+ partnership develop? How is it best to work together and in what areas is it best to work as individual services?
13. The only area where the partnership has underachieved is in the website and online environment. As this is most popular user environment for archives there is great potential for Archives+ to develop its offer further and to bring these users closer to archives and stories. How could this be used to further interactivity with users and to engage target audiences?
14. Although the exhibition and programmes were designed to support a range of levels of engagement with archives they haven't always encouraged deeper use of collections. Reading room user numbers are steady but how could Archives+ use the exhibition to draw people into deeper exploration of the collections, if that is what they want, without dissuading those seeking a fleeting engagement?

*"I think the exhibition should have a place where people can search and not just browse. Create more info in one spot."* Staff member

## 6 LESSONS FOR OTHER ARCHIVE SERVICES

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### 6.1 COMPARISON BETWEEN ARCHIVES+ AND OTHER LOCAL ARCHIVE SERVICES

Archives+ has led the way among archive services in seeking new ways to engaged audiences, but how far is it unique? Comparison between archive services and even between local authority archive services is difficult as there are many differences in offers to users, environment and location. Some archive services stand alone in dedicated buildings (e.g. London Metropolitan Archives, Warwickshire), while others are in shared buildings (e.g. Birmingham and The Hive, Worcestershire). Most archive services provide engagement with archives only through a research facility, with occasional learning activities and exhibition. Few services have regular, comprehensive engagement programmes. Finally, few archive services have large scale, permanent, exhibitions (e.g. The National Archives) and none have the type of flexible, digital, interactive exhibitions of Archives+.

Recognising that the public offer at Archives+ is different than other archive services, what impact does that have on it's outputs in comparison with other archive services? We have already shown above that Archives+ has more diverse audience in terms of age and ethnicity than most other UK archive services, but what about performance in other areas?

Using the CIPFA Archive Service Statistics 2015/16 we can see how Archives+ performs nationally against other local authority archive services:

- Archives+ is 6<sup>th</sup> in the annual number of volunteer hours, a measure which varies widely amongst services.
- The Service is open 60 hours per week, second highest in the country behind Liverpool and provides 150 spaces, behind Cumbria (across 4 sites) and London Metropolitan archives. (178 spaces)
- On the measure for "Total number of visitors of all kinds", Archives+ benefits from the large numbers using the Archives+ spaces, shop, cafe and activities, recording 1.4million visitors, with the nearest figure being 242,000 for the East Riding of Yorkshire, which is similarly situated with a museum and library.

- The numbers using “Archival resources for study” is lower at Archives+ than in similar archive services, for various reasons. As previously stated, this figure has been maintained at a steady level, whereas it is dropping in other archive services.
- Archives+ has the highest number (434) of learning events held in-house of any archive service in the UK.

There are some differences in methods of collecting these figures which don’t make them infallible, but they provide strong indications of the differences between Archives+ and other archive services, differences which have arisen because of the Archives+ project. Archives+ is a markedly different archive service from most local archive services and one which is achieving highly.

## 6.2 LESSONS FOR OTHER ARCHIVE SERVICES

Since the opening of Archives+ there has been interest from across the UK and abroad in the project’s techniques for building audiences for archives. Several new archive buildings are in development (including Staffordshire, Suffolk, Durham.) which have examined the audience development and engagement techniques used at Archives+. However, the Archives+ project was designed to meet the needs of a specific target audience and to capitalise on the specific opportunity presented by the redevelopment of Central Library. It would be difficult to transfer this exact programme and exhibition to another archive.

There are however, several lessons learnt from Archives+ which could be transferred to other services:

- Plan audience development by consulting with and responding to audience needs and interests.
- Services as small as archives should concentrate on working in partnership with larger organisations/events.
- Value all engagement with archives equally, however fleeting.
- Provide shop window(s) to your archives enabling people to explore collections easily without needing a search question.
- Design flexible, interpretative digital exhibitions for archives which can be easily updated.
- Don’t copy the Archives+ model without similar research and recognition of the environment you are working in.

## CONCLUSION

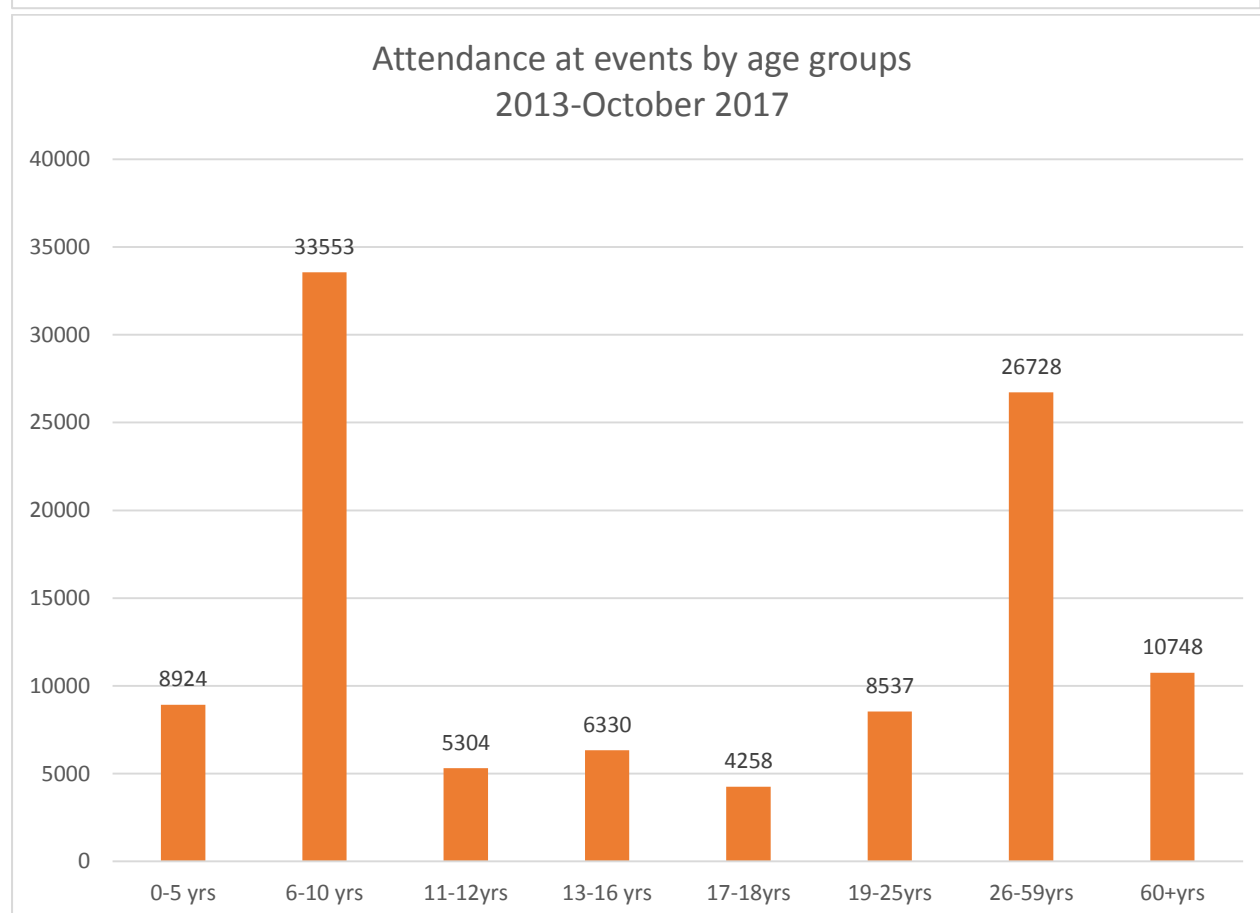
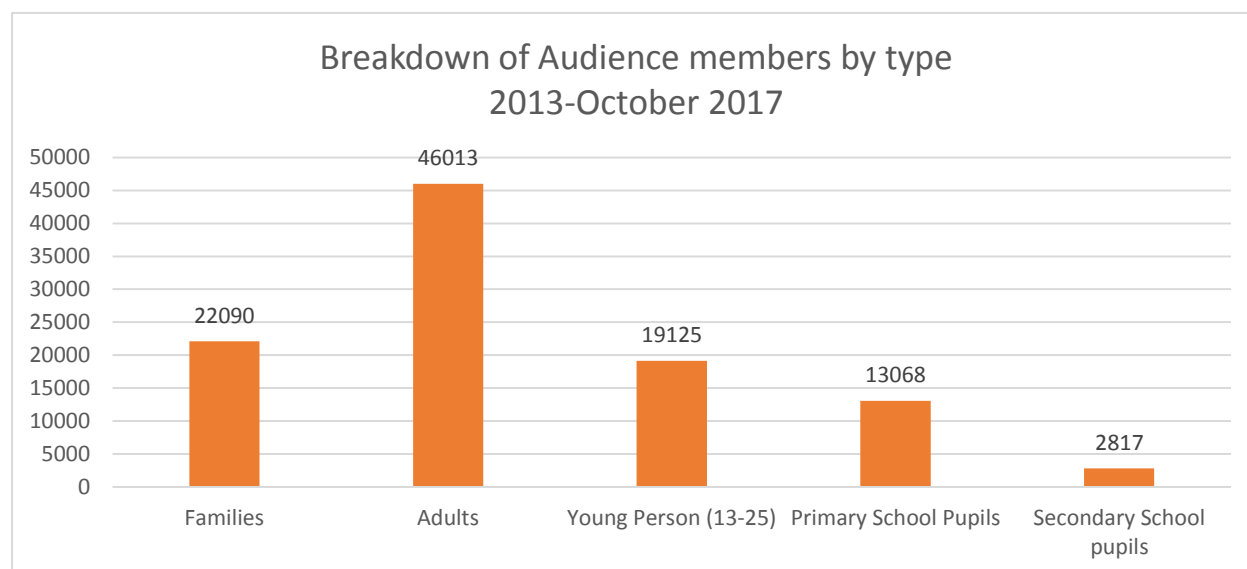
The Archives+ project sought to create a new type of archive service, one which has a different relationship with its audience, which reaches a larger and a different kind of audience and provides new ways to engage with archives. It has achieved this, beating targets comprehensively and increasing the resilience of its partner archive services. Through HLF and partner investment in audience development the project has raised the profile of the services with the public and internally.

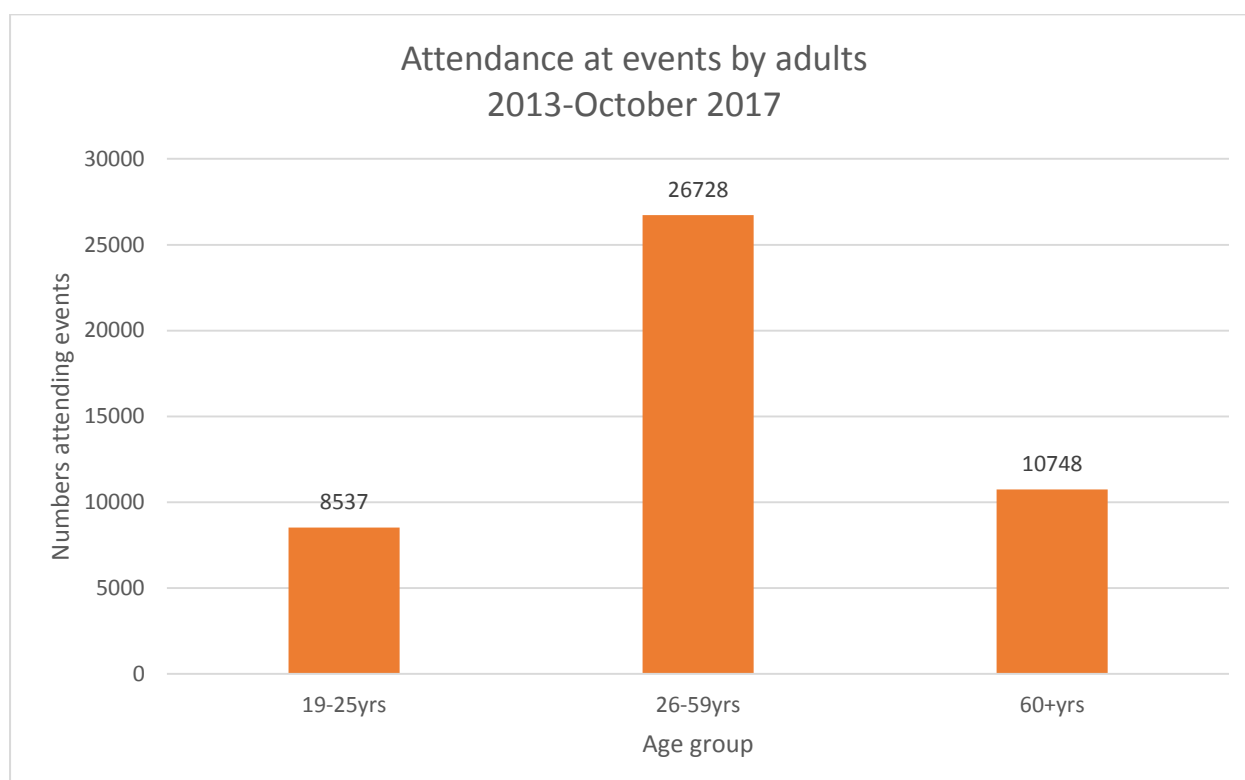
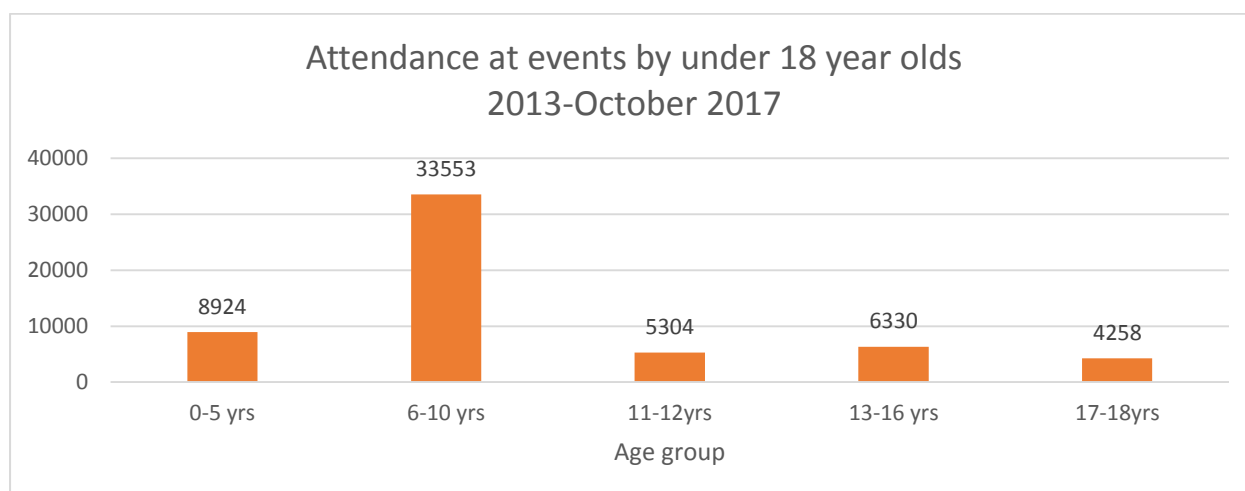
Archives+ now has a challenge to maintain this momentum and to continue this work without HLF support. It also has the potential to develop audiences further by developing its online services and develop online audiences comprehensively. The challenge for other archive services is to understand this project and to test whether the lessons learnt are transferable.

## APPENDICES

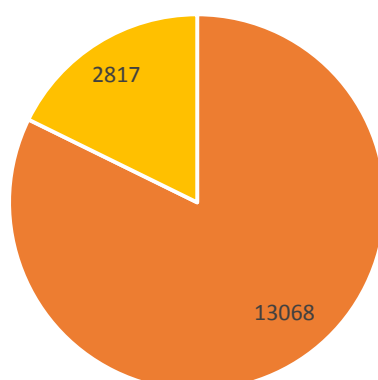
### APPENDIX 1 QUALITATIVE DATA

Project data 2013-2017



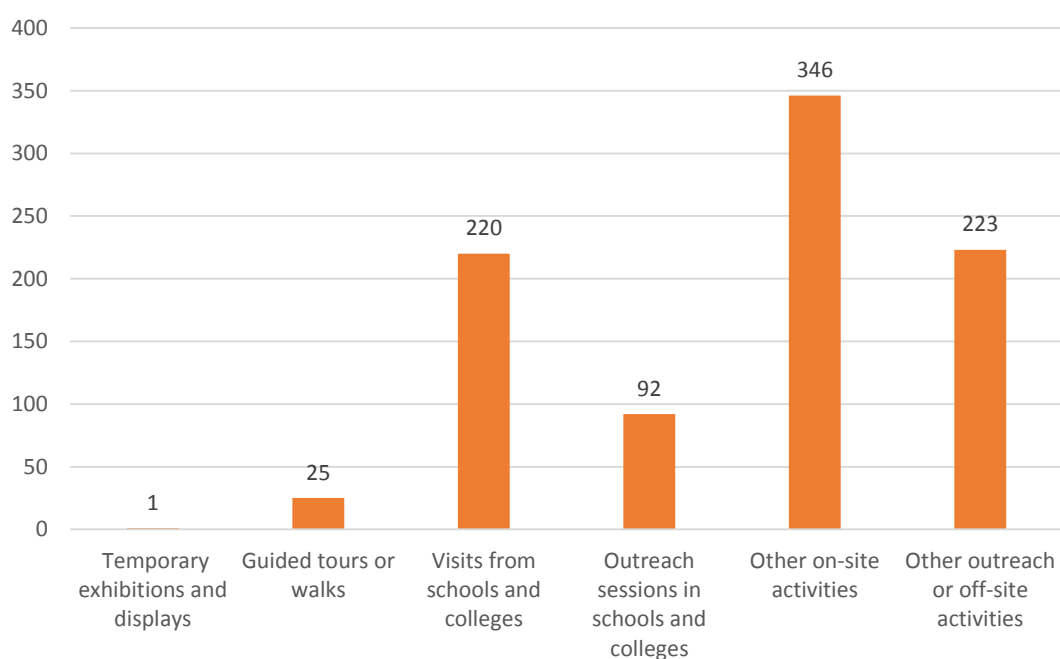


Pupils attending school events  
2013-October 2017



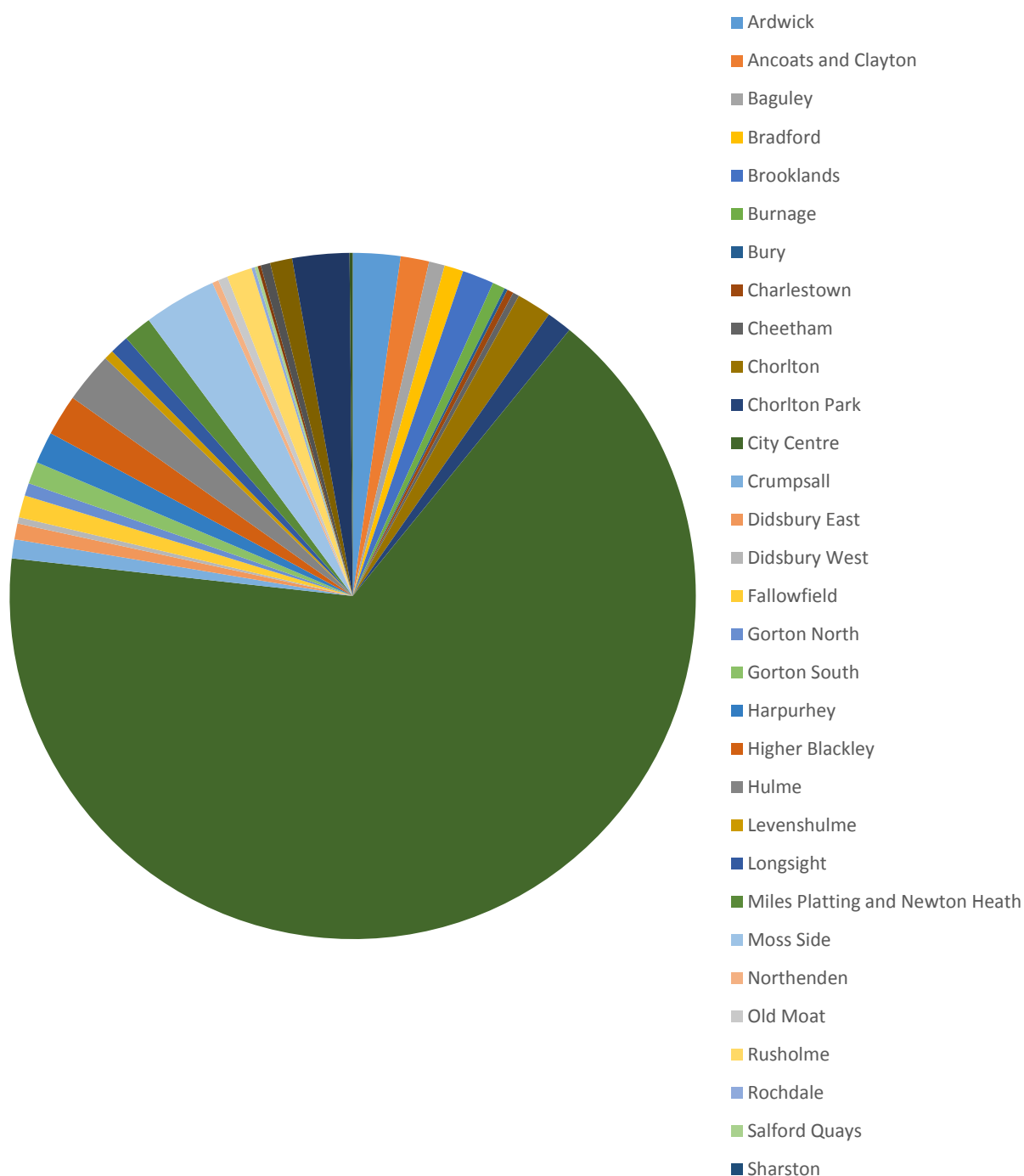
■ Total Primary pupil attendance ■ Total Secondary pupil attendance

Types of events  
2013- October 2017

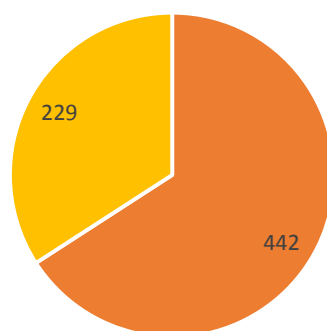




# Location of venues for events 2013-October 2017

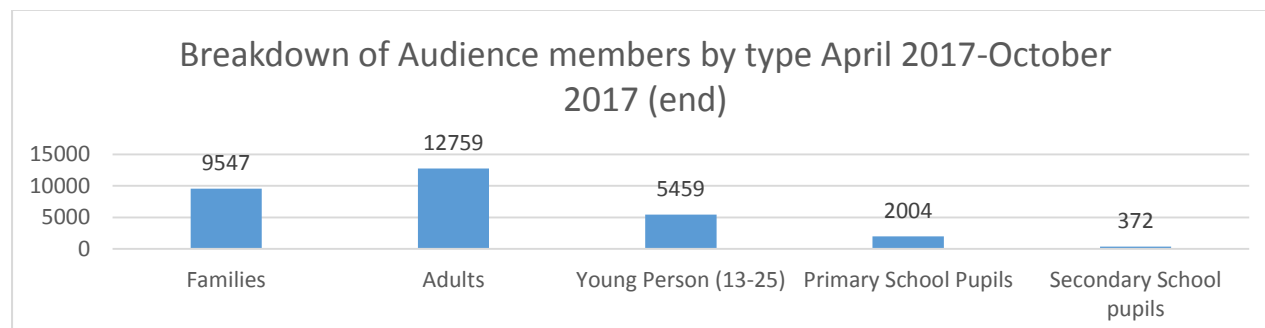
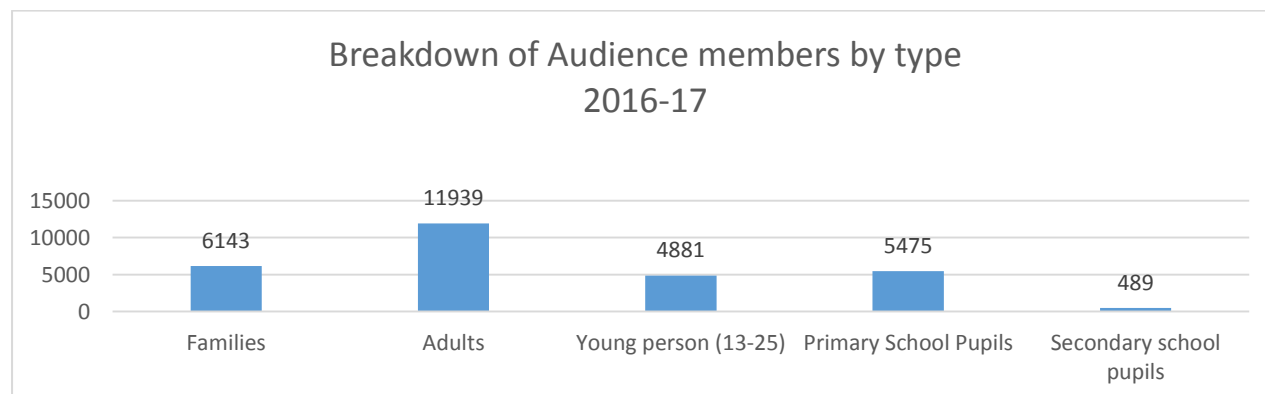
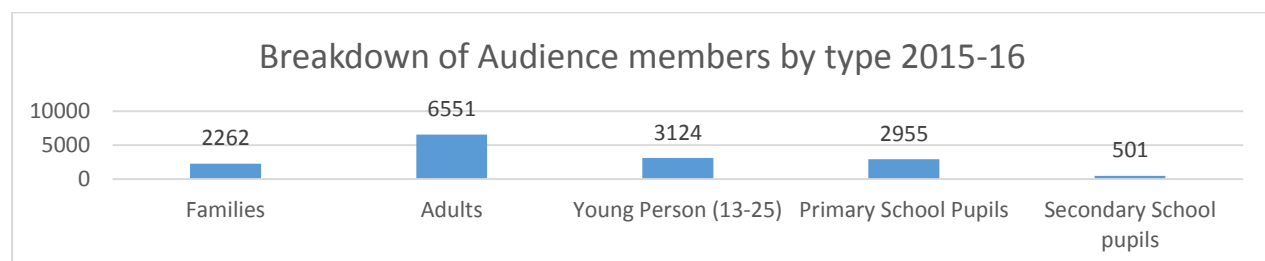
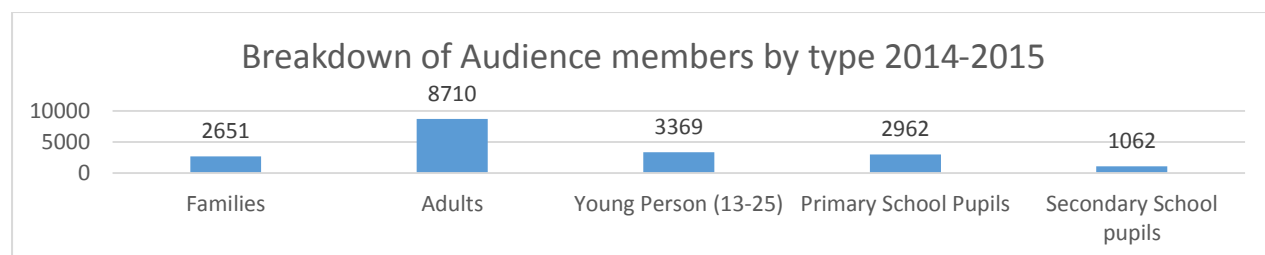
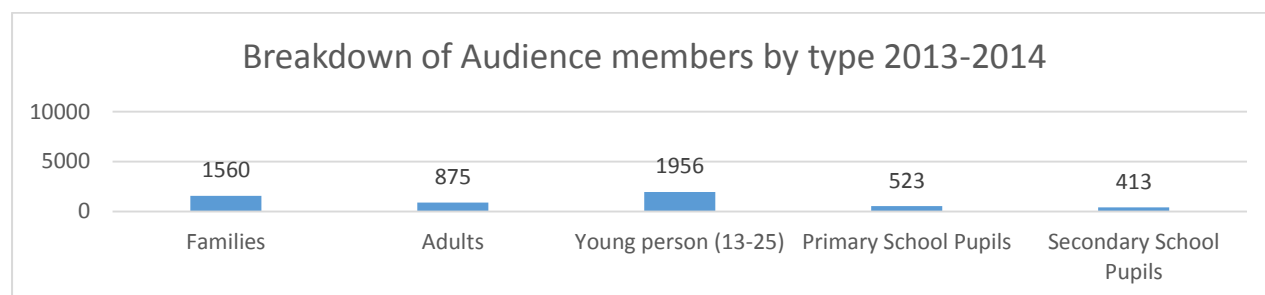


Location of Venues for events  
2013-October 2017

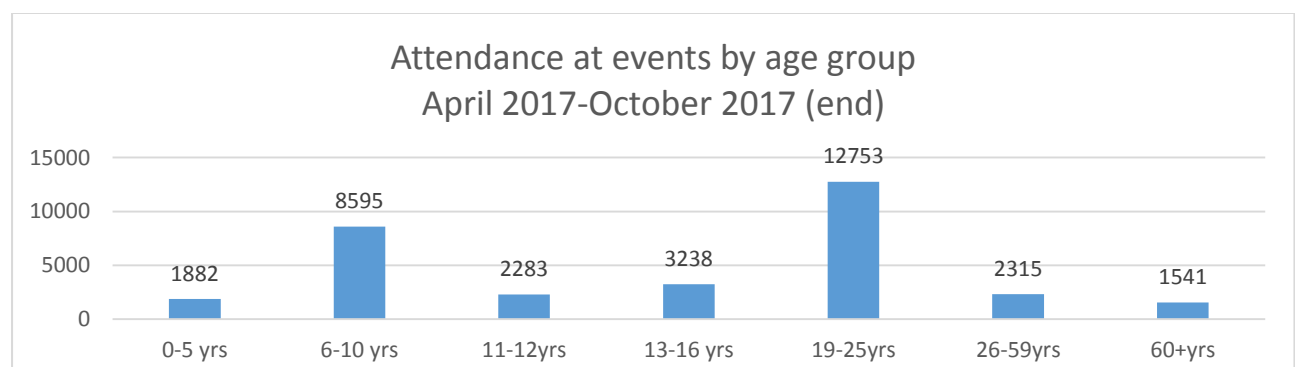
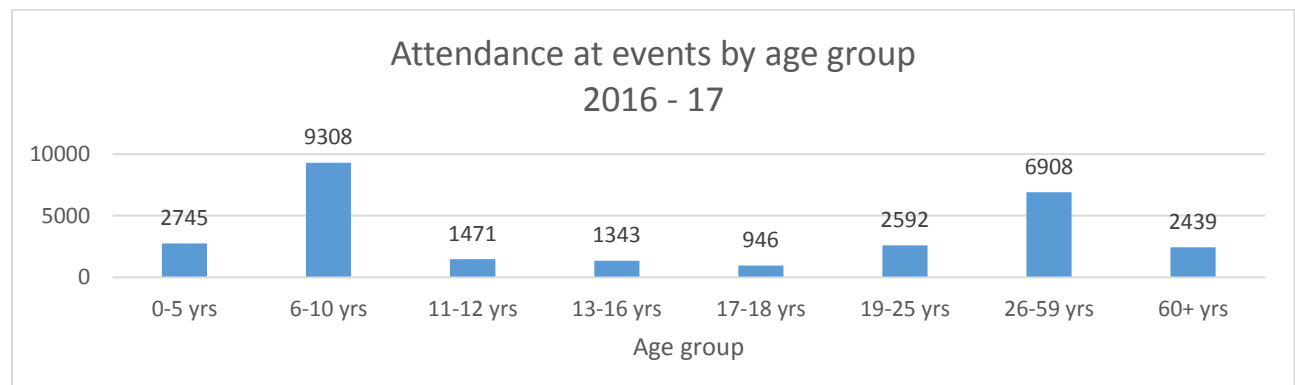
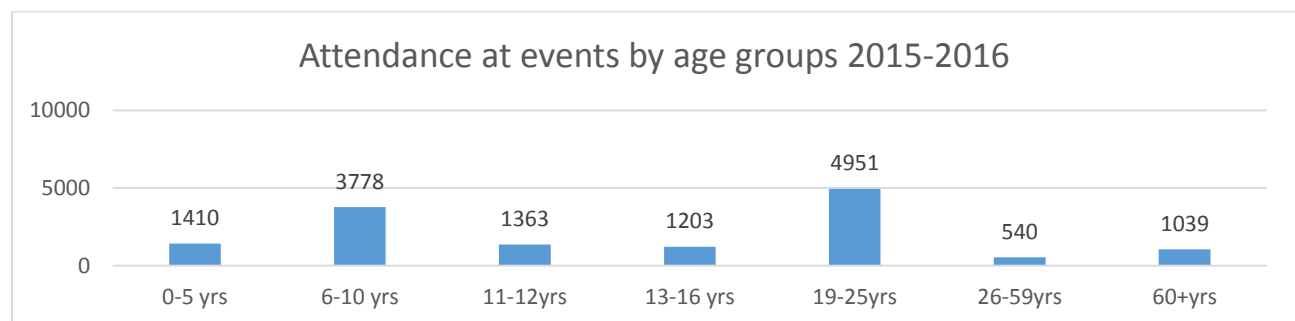
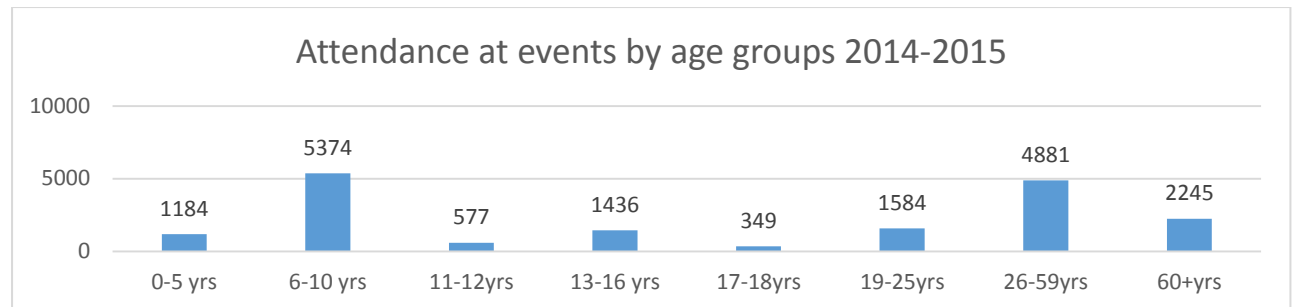
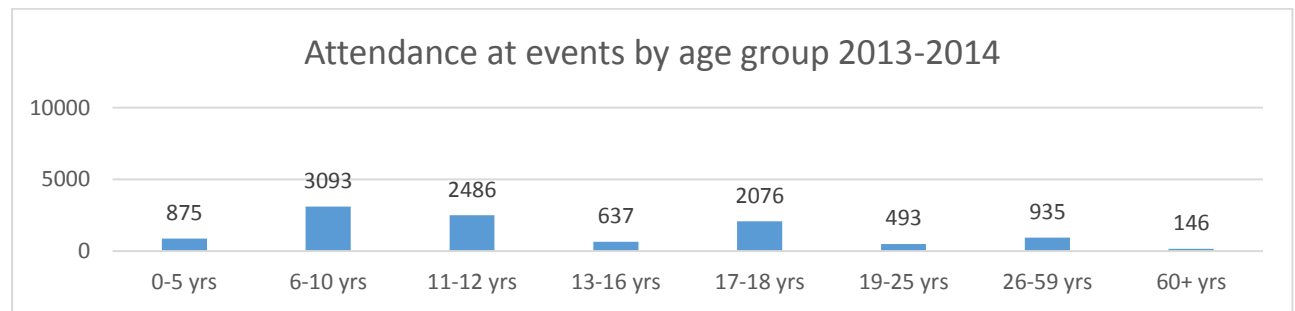


■ City centre venues ■ Non-City centre Venues

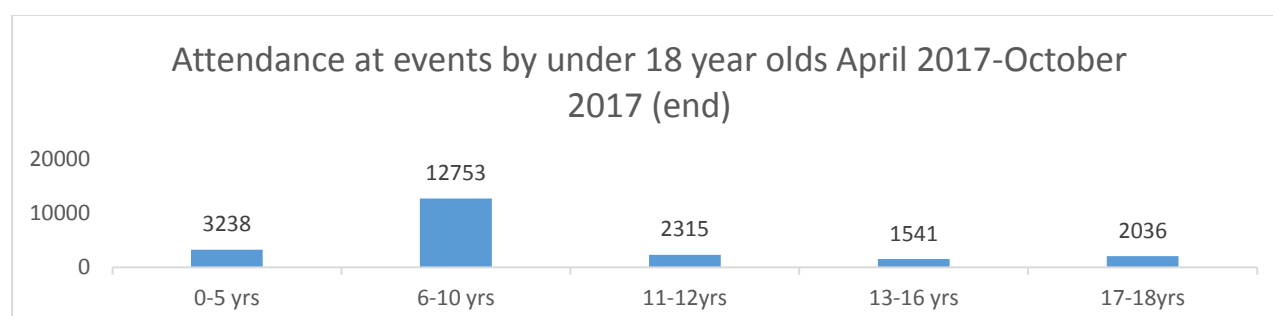
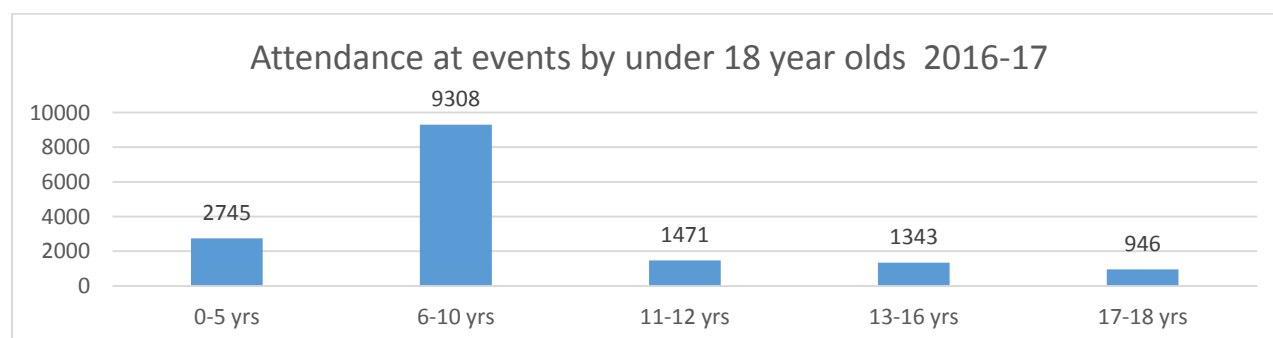
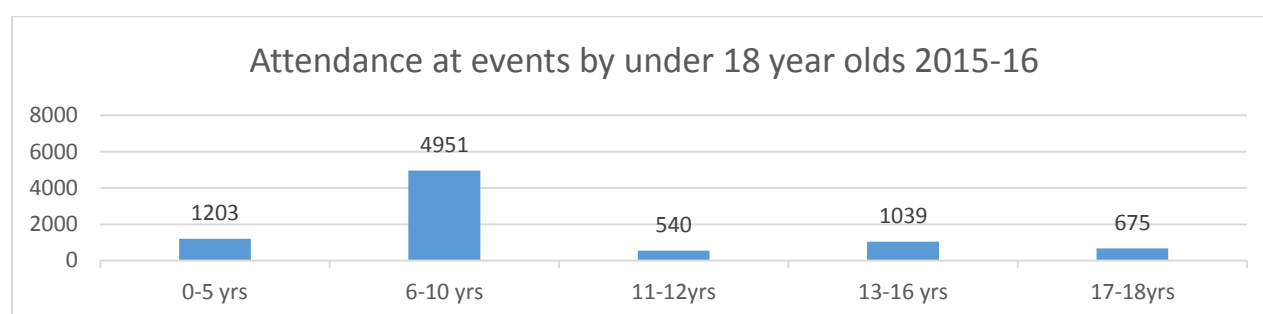
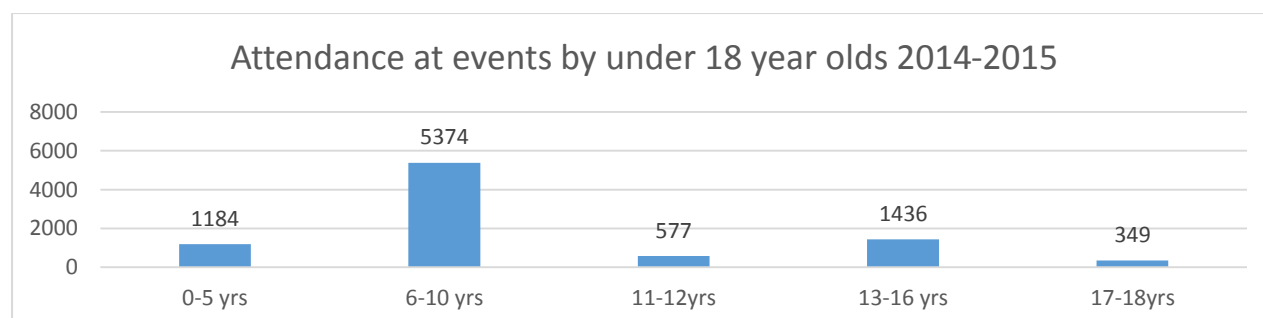
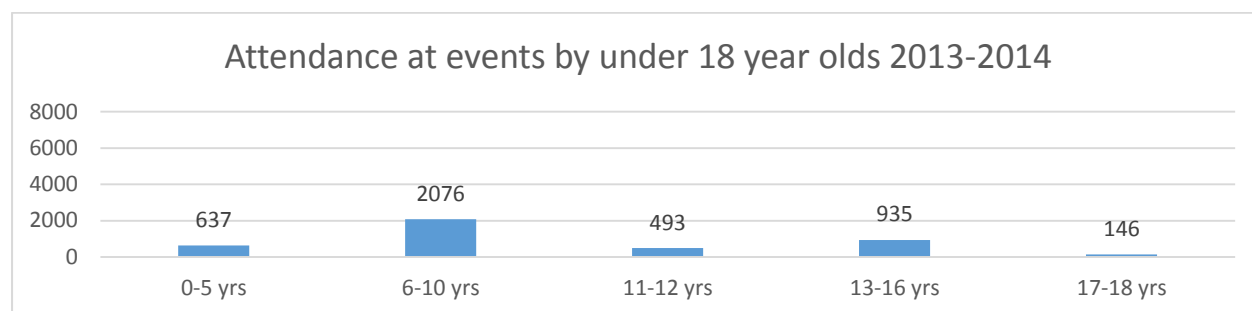
# Breakdown of audience members by type



## Attendance at events by age groups

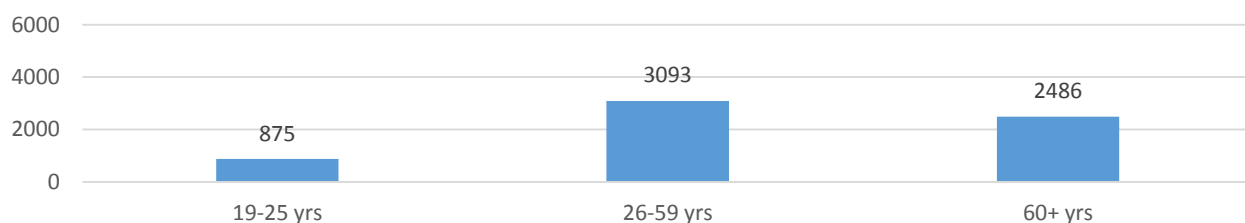


## Attendance at events by under 18 year olds

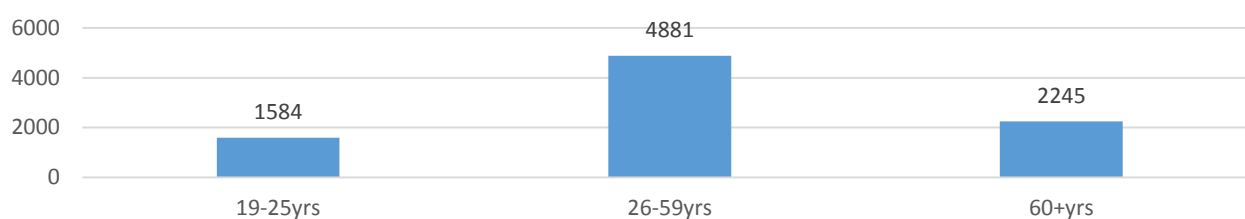


## Attendance at events by adults

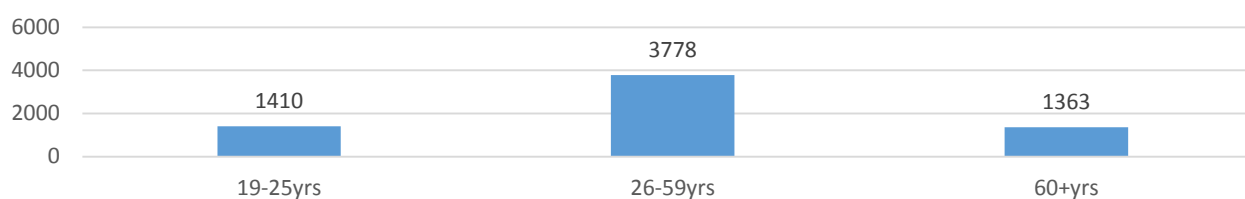
Attendance at events by adults 2013-14



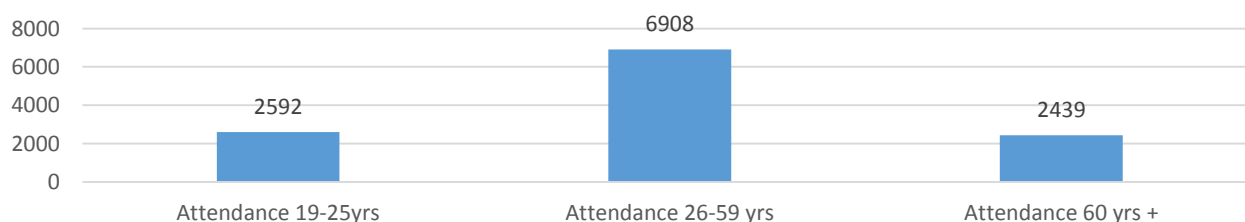
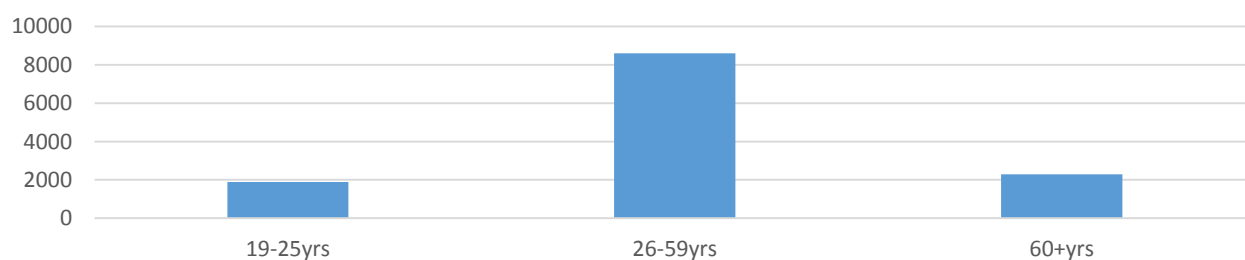
Attendance at events by adults 2014-15



Attendance at events by adults 2015-16

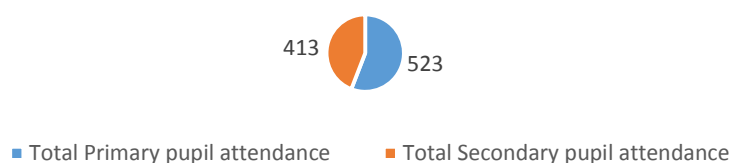


Attendance at events by adults 2016-17

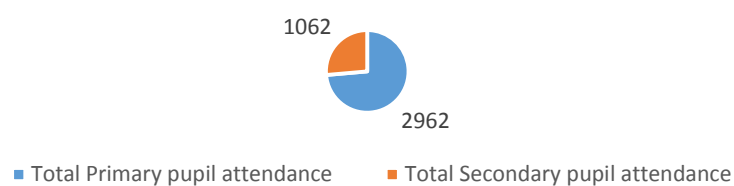

Attendance at events by adults  
April 2017-October 2017 (end)


## Pupils attending school events

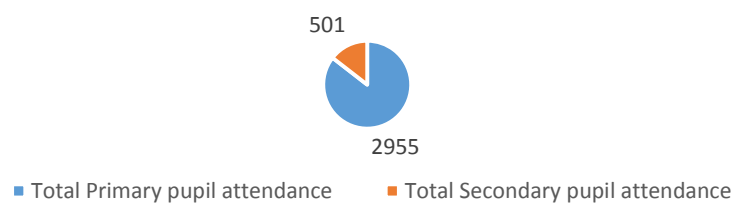
### Pupils attending school events 2013-14



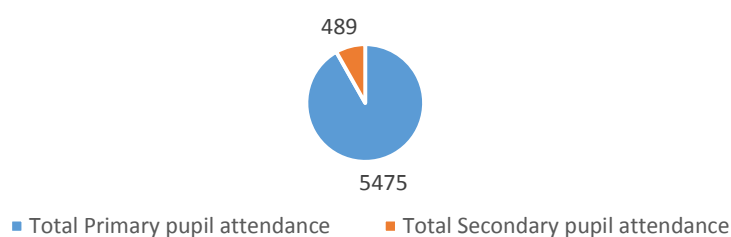
### Pupils attending school events 2014-15



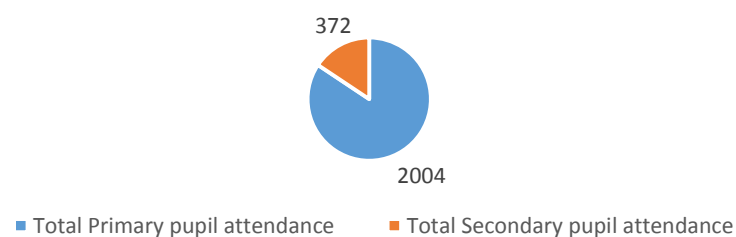
### Pupils attending school events 2015-2016



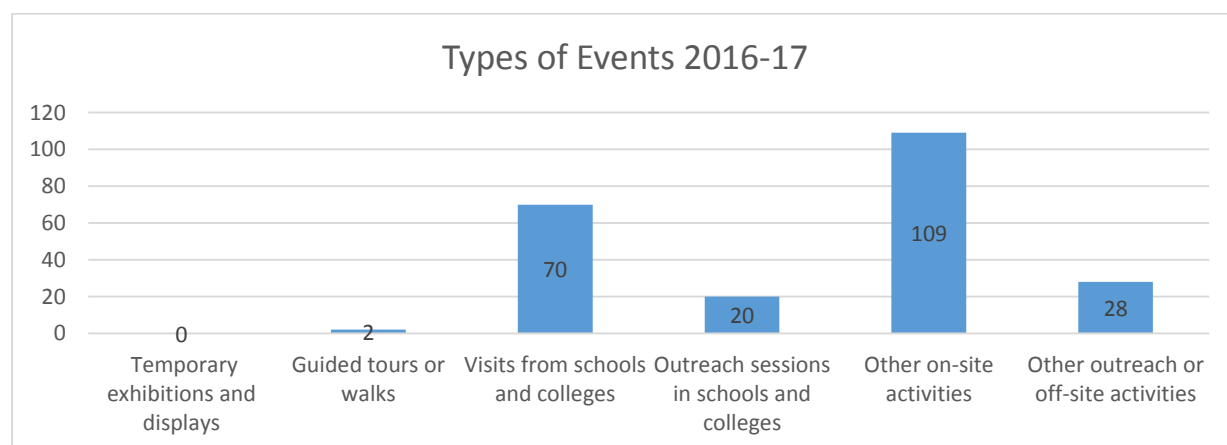
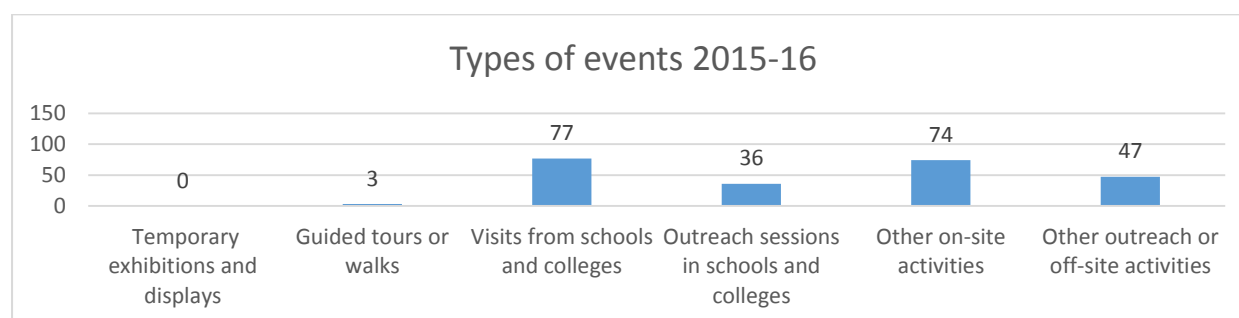
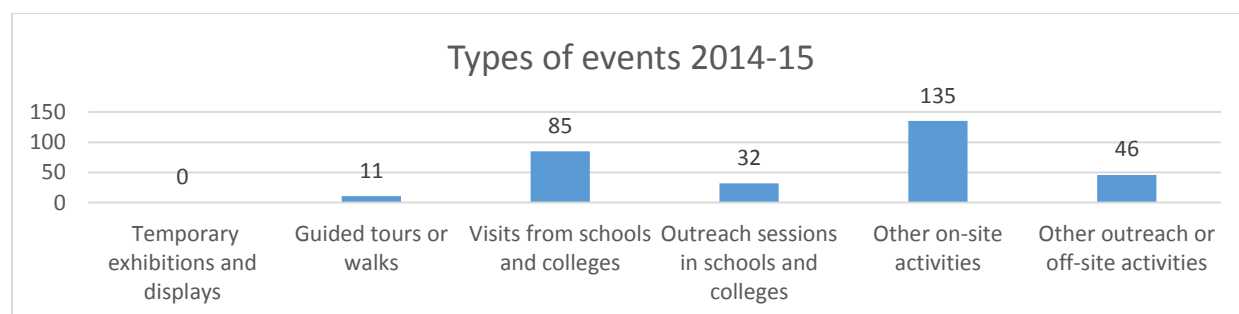
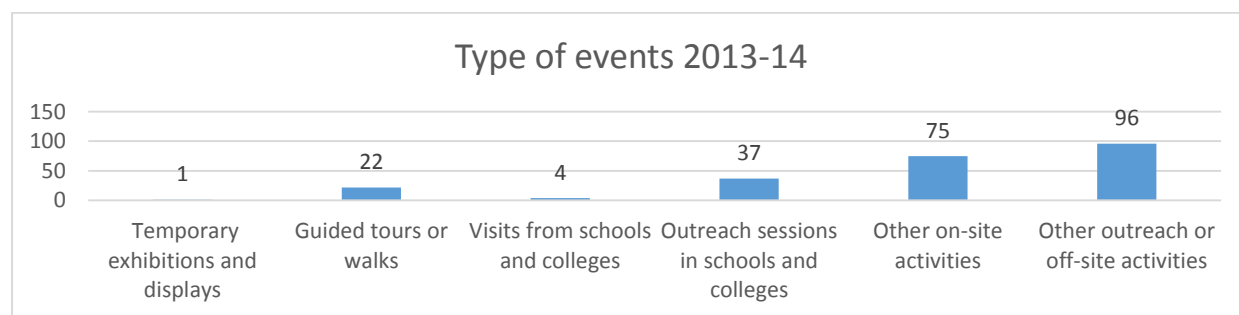
### Pupils attending school events 2016-17



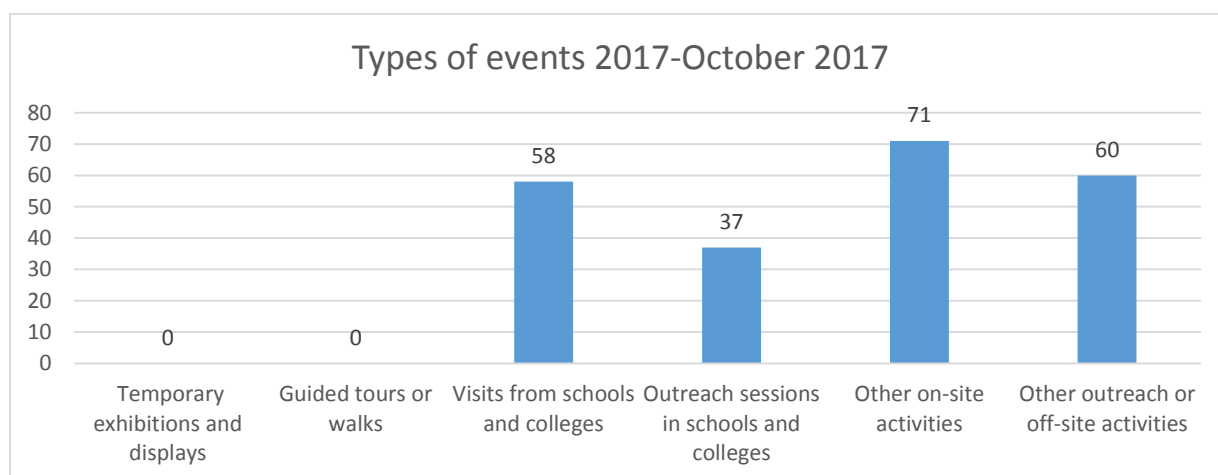
### Total School pupil attendance 2017-October 2017



## Types of events

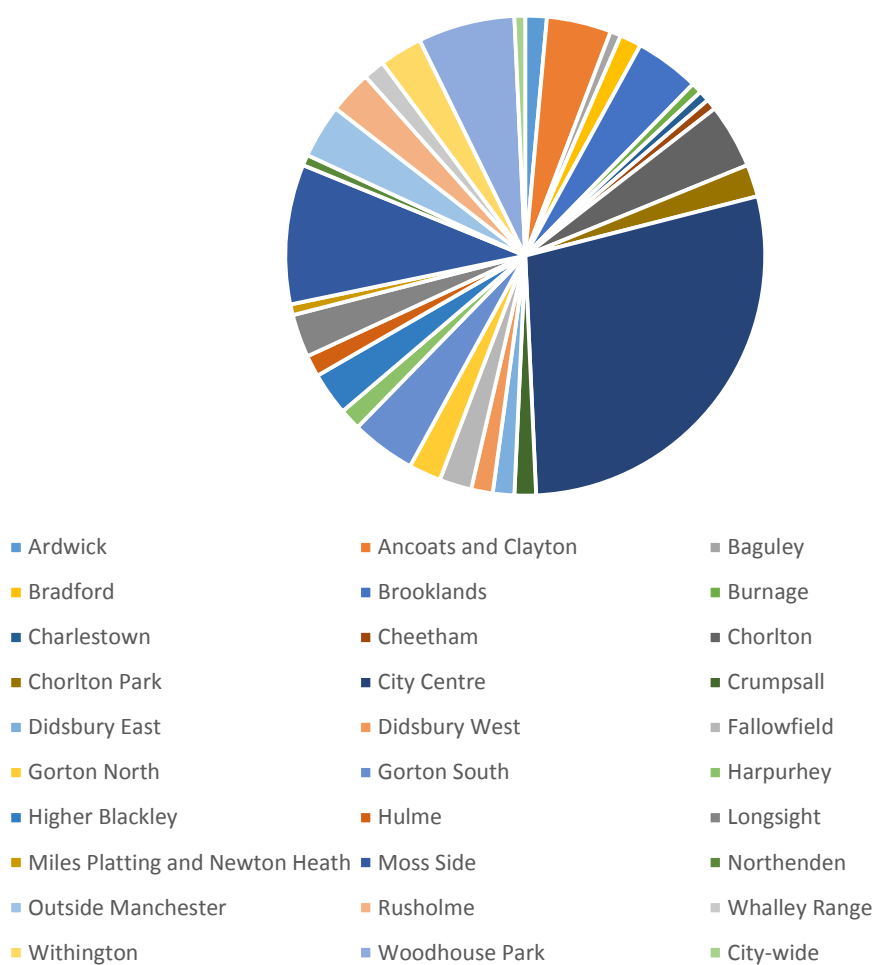




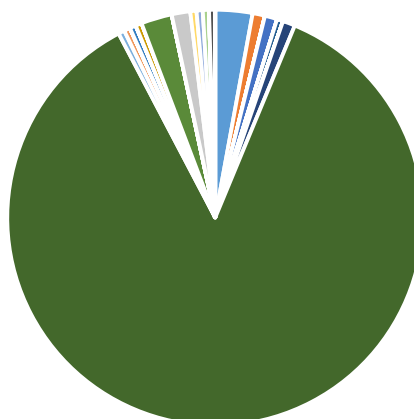


## Location of events

Locations of venues for events 2014-15

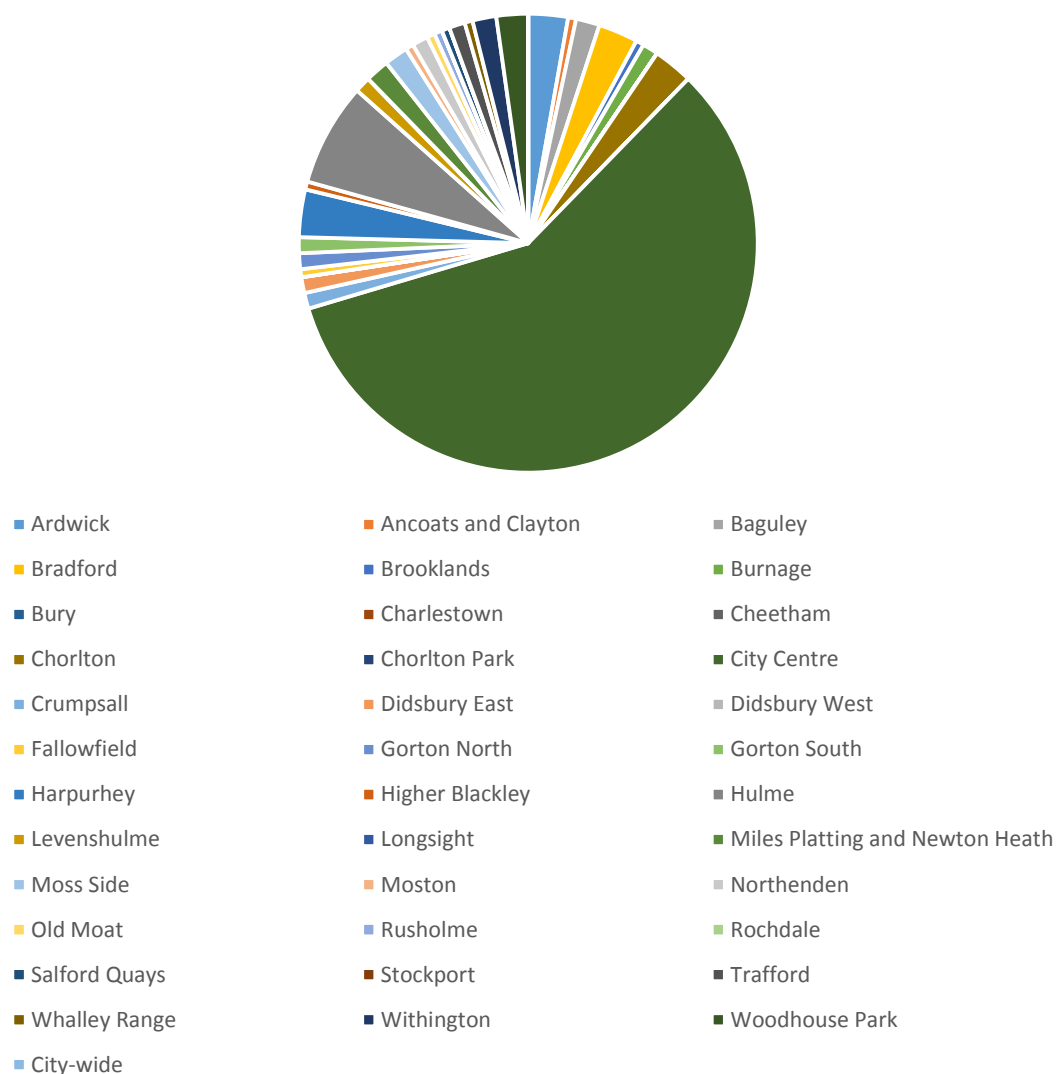


Location of venues for events 2014-15

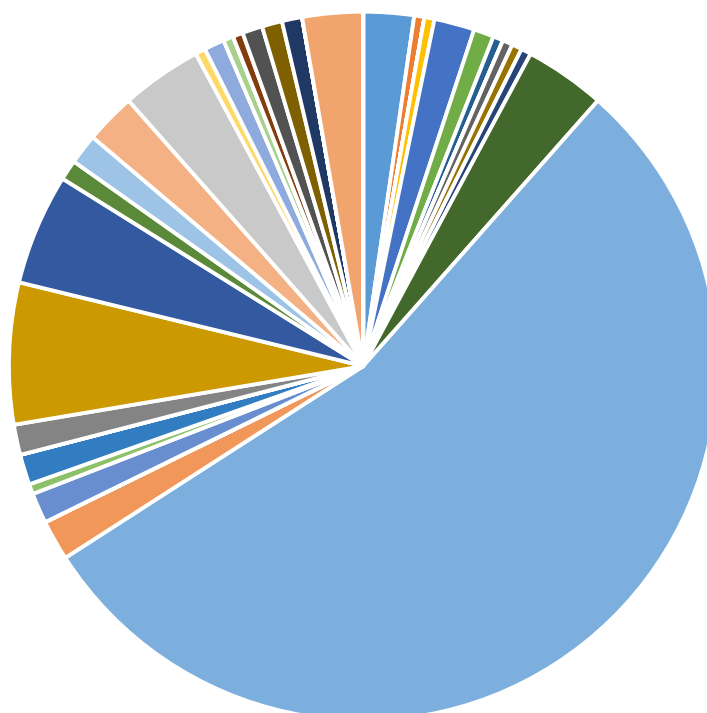


- |                 |                                   |                  |
|-----------------|-----------------------------------|------------------|
| ■ Ardwick       | ■ Ancoats and Clayton             | ■ Baguley        |
| ■ Bradford      | ■ Brooklands                      | ■ Burnage        |
| ■ Bury          | ■ Charlestown                     | ■ Cheetham       |
| ■ Chorlton      | ■ Chorlton Park                   | ■ City Centre    |
| ■ Crumpsall     | ■ Didsbury East                   | ■ Didsbury West  |
| ■ Fallowfield   | ■ Gorton North                    | ■ Gorton South   |
| ■ Harpurhey     | ■ Higher Blackley                 | ■ Hulme          |
| ■ Longsight     | ■ Miles Platting and Newton Heath | ■ Moss Side      |
| ■ Northenden    | ■ Outside Manchester              | ■ Rusholme       |
| ■ Rochdale      | ■ Salford Quays                   | ■ Stockport      |
| ■ Whalley Range | ■ Withington                      | ■ Woodhouse Park |
| ■ City-wide     |                                   |                  |

Locations of venues for events 2015-2016

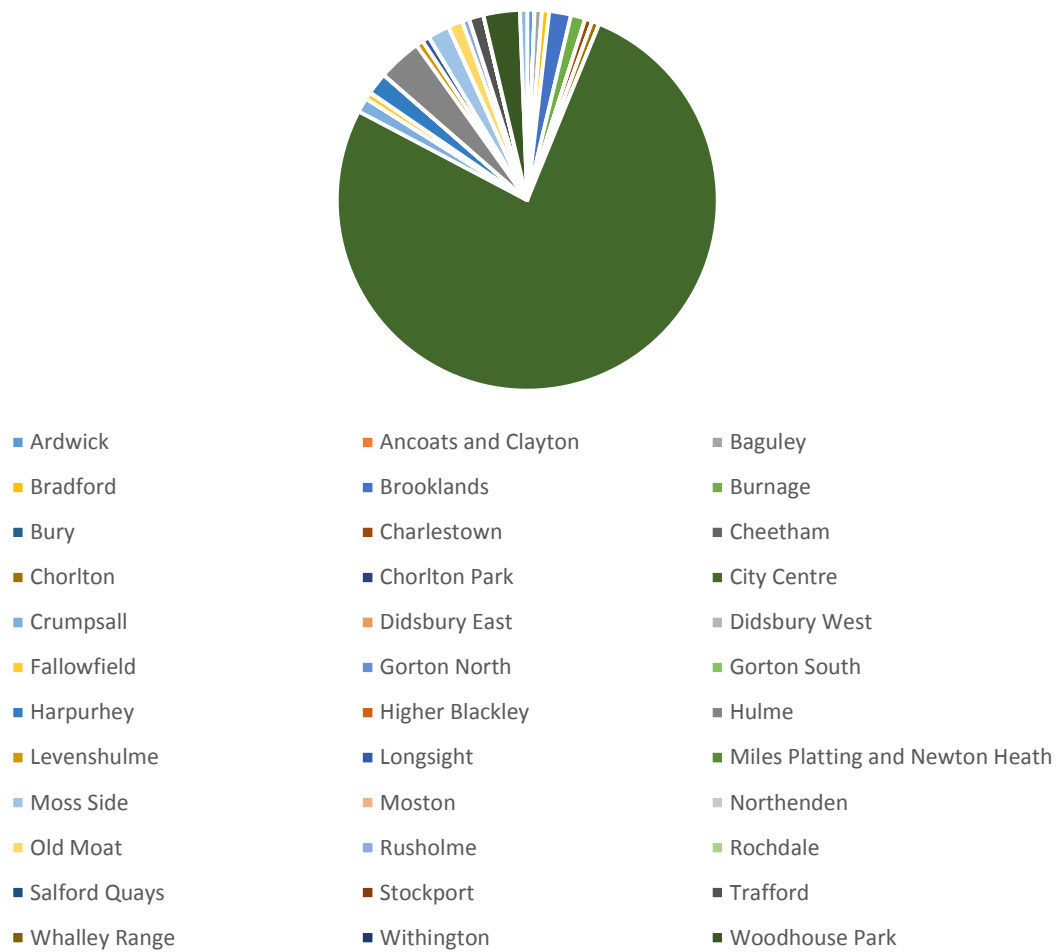


Location of venues for events 2016-2017



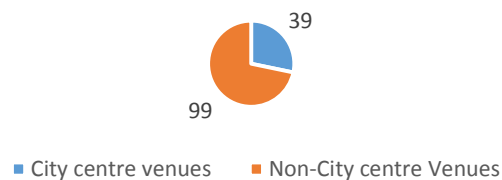
- |               |                       |                                   |
|---------------|-----------------------|-----------------------------------|
| ■ Ardwick     | ■ Ancoats and Clayton | ■ Baguley                         |
| ■ Bradford    | ■ Brooklands          | ■ Burnage                         |
| ■ Bury        | ■ Charlestown         | ■ Cheetham                        |
| ■ Chorlton    | ■ Chorlton Park       | ■ City Centre                     |
| ■ Crumpsall   | ■ Didsbury East       | ■ Didsbury West                   |
| ■ Fallowfield | ■ Gorton North        | ■ Gorton South                    |
| ■ Harpurhey   | ■ Higher Blackley     | ■ Hulme                           |
| ■ Levenshulme | ■ Longsight           | ■ Miles Platting and Newton Heath |
| ■ Moss Side   | ■ Northenden          | ■ Old Moat                        |
| ■ Rusholme    | ■ Rochdale            | ■ Salford Quays                   |
| ■ Sharston    | ■ Stockport           | ■ Whalley Range                   |
| ■ Withington  | ■ Woodhouse Park      | ■ City-wide                       |
| ■             | ■                     | ■                                 |

### Locations of venues for events April 2017-October 2017 (end)

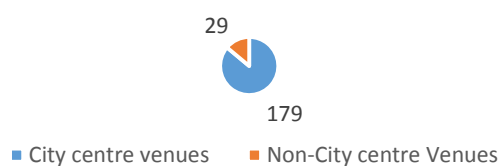


### Location of events City centre vs non-city centre

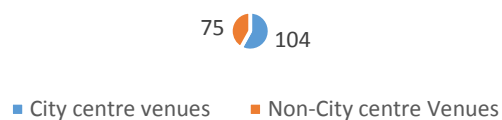
#### Location of Venues for events 2013-14



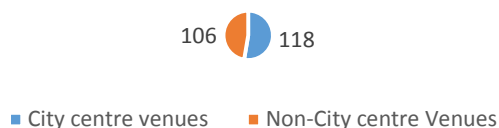
#### Location of Venues for events 2014-15



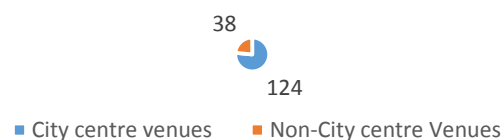
## Locations of venues for events 2015-16



## Locations of venues for events 2016-17



## Locations of venues for events April 2017-October 2017 (end)



Comparison Viewpoint data 2016 and Survey of Visitors to British Archives 2016 for ethnicity

How would you describe your ethnicity?	Viewpoint 2016	Survey of visitors to British Archives results 2016
White / White British	67.09%	97%
Jewish / Jewish British	3.8%	N/A
Asian / Asian British	7.59%	1%
Black / African / Caribbean / Black British	3.8%	0%
Other ethnic group	3.16%	1%
Prefer not to say	14.56%	N/A

Archives+ Exhibition rating 2016 from Viewpoint

Question 8	How would you rate: The Archives+ interactive exhibition?
Excellent	36.78%
Good	18.39%
Average	5.75%
Poor	2.3%
Don't know	36.78%