Title: User Advisory Group
Date of Meeting: Tuesday 2nd October 2018
Location: Swan Room, Kew

Attendees:

Staff
Caroline Ottaway-Searle (COS) – Director, Public Engagement (Chair)
Lee Oliver (LO) – Head of Venue Management and Services
Catherine Hill (CH) – PA to Caroline Ottaway-Searle (notes)
Jeff James (JJ) – CEO and Keeper, (Item 2 & 3)
Beth Brunton (BB) - Fundraising Development Manager (Item 3)
Roger Kershaw (RK) - Head of Strategic Operations and Volunteers (Item 4)
Matthew Norman (MN) – in-line Content Editor, Collections Expertise and Engagement (Item 4)
Carianne Whitworth (CM) – Online Editor and Product Manager, Digital Services (item 5)
Ruth Roberts (RR) - Liaison and Engagement Manager, Digital Services (Item 6)
Pauline Moore (PM) - Head of Finance (Item 7)
Gemma Maclagan Ram (GMR) - Head of Licensing, Publishing and Digitisation (Item 7)

Delegates
Kristina Bedford (KB) - Map Room Users
Anne Samson (AS) - On site Personal Interest Users
Nigel Browne-Davies (NBD) – Equality and Diversity
Carol Beardmore (CB) - County/External Archives
Geoff Monks (GM) - Academic Users
Martin Farr (MF) - Academic Users
Angela Graham (AG) - County/External Archives
Stephen Daglish (SD) - On line Users
Sophie Kay (SK) - Diversity and Inclusion
Will Reid (WR) - Diversity and Inclusion
Sue Adams (SA) – Independent Researchers

Apologies
David Shiels (DS) - Early Academic Careers Researchers
Jacqui Kirk (JK) - Independent Researchers
Adam Chambers (AC) - Map Room Users
1 **Minutes, matters arising and general updates**

1.4 KB reminded LO that the State Papers Online notices near the Reading Room computers have not been reinstated.

5.2 LO reported that there is no update on charging for the public car park at the present time.

7.2 LO reported that there will be a change of catering supplier commencing 8th October 2018.

2 **TNA Update – Jeff James, CEO and Keeper**

2.1 JJ welcomed the new members, Will Reid, Sophie Kay and Sue Adams. The members all introduced themselves.

2.2 TNA is in the process of developing its new 4-year strategy, to continue on from “Archives Inspire”. The 4-year strategy is within the framework of a 12-year vision, taking TNA to 2030. Financial planning has also started in anticipation of the next 4 years of funding.

2.3 TNA is expecting a DCMS tailored review in 2019, which will look at the organisation and how it delivers its mission.

2.4 TNA is preparing for the European Withdrawal Act in March 2019, transposing legislation to make it available on exit day, and is also preserving the historical record of legislation in force prior to exit day.

2.5 JJ has attended several international archive forum events in 2018, and will continue to establish international collaboration.

2.6 CB remarked that all county archives are struggling with budget cuts and are looking at other ways to raise income.

JJ reassured CB that he meets regularly with the Head of the managers who work on a regional basis, and so far TNA has been effective in heading off real threats to regional services by reminding them of their obligations. The Archives Accreditation scheme has also been effective in raising the profile of regional archives, as has the allocation of new burden funding to the sector.

2.7 AS asked if TNA good practice was being applied internationally, particularly in Africa.

JJ replied that he was in constant contact with various Heads of International archives, and would soon be attending the International Council on Archives in Cameroon. JJ asked AS to send him her observations of issues as soon as possible, so he could feed back to the Council.

3 **TNA Trust – Beth Brunton (BB), Fundraising Development Manager**
3.1 TNA is setting up a charitable trust to advance the education of the public in the public records and archival heritage by furthering public interest in the work of The National Archives. TNA has submitted an application to the Charity Commission.

3.2 The Trust will be separate from TNA and will primarily raise money to support its wider aims as above, and in line with its charitable objects. It is not unprecedented for a government institution to fundraise on top of their government funding; examples include the British Museum and Great Ormond Street Hospital.

3.3 The trust currently has five confirmed Trustees
- Sir Anthony Seldon
- Anne Sebba
- Chris Skidmore
- Tracy Borman
- Ben Macintyre

4. Customer Charter – Roger Kershaw, Head of Strategic Operations and Volunteers and Matthew Norman, In-line Content Editor, Collections Expertise and Engagement

4.1 TNA is proposing a new Customer Charter. Collections Expertise and Engagement is responsible for maintaining the public daily enquiry points. Experience tells that there are widespread misunderstandings and varying expectations of how TNA can help with research.

4.2 The key messages are to help enquirers to understand what TNA can do for them and what they can do for themselves. It is also important to get across that for some areas people will have to visit TNA, and will have to use a computer. The Charter will be placed on the website and at duty points around the building.

4.3 CB asked if TNA had thought about running occasional workshops for new researchers. MN replied that he would look into this.

4.4 SA observed that she would have saved a lot of time if she had been taught how to use an archive catalogue when she started researching. AS thought that TNAs “Start Here” was good and all the staff uniformly helpful. It would be good to capture this personal approach on-line.

4.5 SK mentioned that the Mozilla training research in open data has a badges scheme, to identify different areas of skill set that have been achieved.

5. Findability Workstream – Carianne Whitworth – Online Editor and Product Manager, Digital Services

5.1 TNA receives 1-2 thousand emails per week to the enquiries box. These enquiries were studied to identify and map common problems, to understand the range of user needs.

5.2 Users want a better user interface, especially on mobile devices. Some users are not getting past the initial research stage. Some user wants are already features of Discovery but not easily findable.

5.2 The project is in the explore phase, with an aim to implement some quick changes to the design of the Discovery interface and TNA guidance soon.
6. **Subscription Model— Ruth Roberts, Liaison and Engagement Manager, Digital Services**

6.1 This project is exploring the idea of an on-line package that users might want to subscribe to.

6.2 User research was conducted including a features survey, catalogue trial, ideas workshop and market research.

6.3 A select group of off-site users were given unlimited access to digital downloads for two weeks, their movements tracked and the results analysed.

6.4 In the next phase TNA will be working with the Audience Agency to conduct in-depth market research to help TNA understand the motives of one-off or infrequent users. The findings are expected in late October.

6.4 COS said that it would be good to run a workshop at the next UAG meeting, to explore common themes.

7. **Update on the Fees order – Pauline Moore, Head of Finance and Gemma Maclagan Ram, Head of Licensing, Publishing and Digitisation**

7.1 TNA recently clarified its Public Task. All costs have to be recovered, and in general costs have increased. The new costs will be signed off by HM Treasury and go live on 1st January 2019. Some prices will remain the same or go down, others will rise in line with inflation.

7.2 TNA benchmarked prices against other cultural institutions. GMR will look at how to make the guidance clearer on what users can do with self-service images without breaching copyright.

8. **Delegate Submitted Items**

8.1 **Update on Tudor Stuart Cataloguing requested by KB**
At the last meeting we provided a full year’s update on cataloguing activity. It was highlighted that the annual Catalogue Day (this year on Friday 23 November) is a very worthwhile event for those interested in cataloguing projects.

8.2 **UEA Archives submitted by AG**
For information, the archives at UEA will be contributing to a small digital exhibition at the annual conference of the Eastern Academic Research Consortium (Eastern ARC) which will take place on Nov 16th 2018 at Wivenhoe House Hotel on the University of Essex Colchester campus.

8.3 **Self-service photography query from AS**
COS confirmed there was no foundation to any rumour regarding introducing charges for users bringing their own cameras to TNA.

8.4 **Lockers submitted by AS**
It was noted that some users are still having issues with the two different types of digital lock on the ground floor lockers. LO confirmed the issue was known, and signage was being reviewed as a short-term fix.

9. **AOB**

9.1 The proposed dates for the UAG meetings in 2019 are:
Tuesday 5th March
Tuesday 11th June
Tuesday 24th September
Tuesday 3rd December

Next Meeting; Tuesday 4th December, 12.00 – 14.30