



Audience Development Plan 2024-2028

Introduction

Northumberland Archives has two service points Woodhorn in south-east Northumberland and Berwick Record Office in the north of the county. The table below sets audience engagement figures for our service for 2023-2024:

Activity	Participation
Searchroom visitors	3458
Documents produced	38865
Learning events on site	26
Learning events off site	161
Attendees at learning events	5076
Exhibitions	23
Attendees at exhibitions	11929
Volunteers	45
Volunteer hours	3766
Facebook friends	5868
Twitter followers	2500
Written enquiries	1571

Focus of Our Plan

We have identified the following areas that our plan sets out to address:

- Post-COVID our searchroom visitor numbers have decreased significantly at Woodhorn but are remain constant at Berwick. Visitor numbers since 2010-2011 are:

Service Point	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2021-2022	2022-2023	2023-2024
Northumberland Archives – Woodhorn	7657	7751	6904	6641	5311	5243	4806	3797	4176	3759	947	2150	2103
Berwick Record Office	1754	1756	1743	1663	2093	1896	1836	1795	1904	2024	1019	1276	1348

- A clear demand and expectation for digital delivery of services that has been increased during the COVID pandemic.
- The continued need to rebuild audiences post-pandemic.
- In 2023 we began to offer elements of our service from County Hall, Morpeth. The offer comprises one to one face to face advice sessions for members of the public, regular face to face talks and workshops and an exhibition programme. We are keen to build upon the success of this activity.
- Successful collaborative working over the last three years, for example, working with Community Action Northumberland, on the Northumberland Village Halls Heritage Project. We are keen to continue this collaborative working.
- Geography of Northumberland – an extensive county (5013 square km) with a population of 316,000. Population density is 63 per sq km. 23.6% of residents living in 3% of county in the urban south-east of the county. 97% of area is designated as rural. We recognise that there are difficulties accessing Northumberland Archives at Woodhorn by public transport.
- Demography of Northumberland – information regarding the demography of the county can be found in NCC's Equality Information Report of 2023 ([Equality Information Report \(northumberland.gov.uk\)](https://www.northumberland.gov.uk/Equality-Information-Report-2023)). Demographic/social profiles that are particularly pertinent to our work are the high proportion of older people living in a largely rural county, high levels of deprivation and the continued lack of digital access and digital skills in some areas of the county.

- We have made good inroads into developing a strong education offer from Early Years to post-graduates and lifelong learners over the past three years and are keen to build upon this going forward.
- Diversity – we recognise that our current core audience is not a diverse one. Some work has been undertaken to try to address this but we recognise that further work is required.
- Resource – we have limited resource to increase activity in all areas of work and over the past three years have continued to source external funding to support our activity. Northumberland Archives Charitable Trust has continued to support our service by obtaining grant funding for the purchase of equipment (book scanner), cataloguing projects (Atkinson Marshall, Barmoor, and Clayton projects) and schools education projects. We will continue to apply for external funding as a service and to work with Northumberland Archives Charitable Trust.

Community Outreach Activity

Undertaking face to face community activity is essential to raise the profile of our service with communities across We have made good strides with this over the last three years and have identified the following opportunities for the period 2024-2028:

Activity	Timetable	Resource Required	Target Audience	Progress
Work with colleagues in iNorthumberland to develop and deliver digital inclusion events/activities at Village Hall venues across Northumberland.	2024-2028	Additional resource provided by iNorthumberland.	Rural communities – all age groups.	Two successful pilots held in early 2024.
Workshops showcasing use of manorial records in family and local history and palaeography skills to be held in community venues as part of our <u>Everyday Life In A Northumberland Manor</u> project.	2024-2025	Funding secured from National Lottery Heritage Fund.	Residents of some of remoter Northumberland communities. Some non-digital users.	10 workshops delivered 2022-2023. Further 10 to deliver.
Local history event to take place in community venue as part of <u>Everyday</u>	2024	Funding secured from National Lottery Heritage	Wide spectrum of Northumberland residents	Event held at Morpeth in June 2024. Further

<u>Life In A Northumberland Manor project.</u>		Fund (£73k)	– non-searchroom users.	event to be held later in the year.
Participate in community project to celebrate the 60 th anniversary of Washington New Town – Paul Hindmarsh images.	2024	Funding secured from project celebrating 60 th anniversary of Washington New Town.	Residents of Washington New Town and visitors to the exhibition.	Achieved
Be a partner to Northumberland Libraries Centenary Project that will develop a circulating exhibition and theatrical performances in community venues and undertake oral history recordings.	2024	Funding secured from ACE.	Residents of Northumberland and tourists.	In progress.
Organise events and oversee the running of Berwick Heritage Open Days programme including talks, guided walks and exhibitions	2024 – 2028	Funding for publicity from Berwick Town Council, otherwise small grants secured via Friends organisation	Residents of Northumberland including non searchroom users, tourists, and volunteers.	Achieved in 2021, 2022 & 2023. In progress 2024 onwards
Deliver in person talks on the service to interested community groups, including Local History Societies	2024-2028	Funded by donations from groups	Residents of Northumberland and Scottish Borders, including more remote communities and non searchroom users	Ongoing
Build upon positive impact of attending County Shows over the last two years with attendance at increased number of shows.	2024-2028	Funded from core budget.	Residents of and visitors to rural communities.	In 2024 we will attend 8 shows.
Via our 'Digitally Disrupting the Archives' project engage with youth groups in two rural areas of Northumberland to develop innovative archive inspired	2024-2025	Funding secured from National Lottery Heritage Fund (£103k)	Young people aged between 11 – 15 living in rural communities.	Project commenced June 2024

community projects.				
Develop and seek funding for community outreach project around 80 th anniversary of WW2 in 2025.	2024-2025	Application to National Lottery Heritage Fund	Communities across Northumberland – to include schools engagement.	Pre-application submitted early 2024.
Outreach project based on the letters of Philip Cheswright, a member of the RNVF during WW2, and husband to Patricia Trevelyan of Wallington Hall	2024-2025	Funding being sought from The Ray Wind Farm Community Benefit Fund.	Communities within 10k of Wind Farm – outreach activities. Catalogue entries and digitised images will be added to CALM and will be made available internationally.	Application in progress.
To deliver outreach element of Phipps (Barrow) cataloguing project.		Funding secured from Barrow Wind Farm (£6.7k)	Communities in the geographical vicinity of Barrow.	Funding secured. Project commenced.
To move forward with proposed cataloguing/outreach project linked to Atkinson papers within Allgood collection (ZAL)	2024-2026	Application to be placed with Green Rigg Wind Farm.	Communities in the geographical vicinity of Green Rigg (Kirkwhelpington).	Application to be progressed.
Continue to deliver a programme of free to attend virtual talks.	2024-2028	Funded from core budget.	Talks have local, national and international audience. May be opportunity to promote them further via the work that we are undertaking with iNorthumberland.	Programme for 2024-2025 confirmed.
Continue to deliver programme of free to attend face to face workshops at County Hall, Morpeth.	2024-2028	Funded from core budget.	Existing and non-users of our service. All age groups.	Programme for 2024-2025 partially confirmed.
As part of the Living Barracks project	2024-2028	Some funding in place.	Communities across north	Application to be

(New Vision for Berwick Barracks English Heritage (english-heritage.org.uk)) work with project partners to develop a programme of community outreach activity.		Full application to be submitted to National Lottery Heritage Fund.	Northumberland.	submitted in August 2024.
Work with the Cultural Development Fund element of the Living Barracks Project to develop creative responses using partner collections including archives at BRO	2024 – 2026	Funding in place from Cultural Development Fund	Communities and schools across North Northumberland and Scottish Borders	To progress.
Possible large-scale community outreach project with elements linked to collecting and digital offer and increasing diversity of collection.	2024-2028	External funding to be sought.	Communities across north Northumberland.	Further planning required.
Possible large-scale cataloguing/outreach project around engineering connections.	2024-2028	External funding to be sought via NACT.	Communities across Northumberland	To progress.
Continue to work with Northumberland Archives Charitable Trust to develop and fundraise community outreach projects.	2024-2028	Funding applications to be placed by NACT.	Communities across Northumberland	Ongoing
BRO to support the Berwick Bridge 400 Community Project through the delivery of a street theatre project with the Maltings Youth Theatre and also the creation of a physical and digital time capsule	2024	Funding in place from external bodies	Communities in Berwick, Tweedmouth and Spittal	In progress
More than Just Names – BRO working with residents of Eglington Parish to research and update the monumental inscriptions in Eglington Churchyard.	2023 – 2024	External funding in place via Middlemoor Windfarm	Community in Eglington	In progress

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Kyloe Oral History Project – BRO working with Parish Council to record memories of the local area and digitise images	2023 – 2024	External funding in place via Community Foundation	Residents of Kyloe Parish and North Northumberland	In progress
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Community Projects

Our service has a strong history of working with community groups on heritage based projects often on a consultancy basis. We enjoy a good working relationship with the National Lottery Heritage Fund office (NLHF) in Newcastle and community groups often contact us on the advice of NLHF. This work has provided the opportunity to work with groups that would not traditionally be searchroom users and to build up strong community links. Examples of large scale heritage projects that we have been involved with are Blyth Tall Ship project, a project to engage young people in traditional maritime skills with an emphasis on heritage – see <https://www.blythtallship.co.uk/visit-us/heritage-centre> and the Peregrini Landscape Partnership, a project based on Holy Island and its hinterland which included the setting up of a community archive on the Island – see <http://www.peregrinilindisfarne.org.uk/>. In addition we have worked with many smaller scale heritage projects over the past ten years. We have identified the following

Activity	Timetable	Resource Required	Target Audience	Progress
Continue working collaboratively with NLHF to engage with community groups in the county.	Ongoing	Liaison with NLFH and community groups covered by internal resource. Consultancy fees pay for direct support to groups. Going forward plan to explore possibility of funded post to support community liaison.	Any community groups in Northumberland. Groups in remote communities, diverse communities and some non-digital users.	Ongoing
Membership of Hexham Cultural	Ongoing	Covered by internal	Allows access to	Ongoing.

Network		resource.	community groups in the Hexham area. Provides opportunity for cross-sectoral working with arts and cultural organisations and funding opportunities.	
Complete partnership working with Northumberland Village Halls Heritage Project – development of exhibition and launch of project book.	2024	Funding provided by NLHF.	Working with 30 village halls across Northumberland some of which are in remote rural communities. Groups in remote communities, diverse communities and some non-digital users.	Achieved. Exhibition developed. Shown at County Hall, Morpeth, March 2024-May 2024. Celebratory event in March 2024 and book launches in June 2024.
Work with Community Action Northumberland to develop and deliver successor project to Northumberland Village Halls Heritage Project.	2024 on	Funding to be sourced.	Rural communities across Northumberland – links to Village Halls.	To be progressed.
Develop and deliver workshops for Blyth Tall Ship volunteers.	2024-2025	Funding secured by Blyth Tall Ship.	Volunteers engaged by Blyth Tall Ship project	Workshops to be developed.
Work with Ashington Cricket Club, Ashington Town Hall and Ashington Scouts on project around 80 th anniversary of end of WW2.	2024-2025	Funding to be provided by project team.	Yong people in Ashington Scouts.	To be progressed.
Use opportunities presented by establishment of Northumberland Archives Charitable Trust (NACT) to develop diverse community links.	2024-2028	Covered by internal resource and resource provided by NACT.	Engaging with diverse communities.	Ongoing – we are continually looking to develop new projects with NACT.

County Hall Presence

The re-development of County Hall at Morpeth has presented an opportunity for our service to have a physical and digital presence in the re-designed reception area of County Hall. The re-development will also make available to us a number of community spaces in County Hall. This provides our service with the following opportunities:

Activity	Timetable	Resource Required	Target Audience	Progress
Installation of Reading Room into County Hall offer.	2024-2028	Some resource required – source not identified.	Drop-in visitors to County Hall, NCC staff and members.	Project to be re-started.
Continue to develop programme of educational/outreach activities based in County Hall.	2024-2028	Currently covered by core budget. Additional resource would allow increased offer.	Non-searchroom users. Activities to be targeted to particular audiences.	In progress – some activity booked for 2024.
Continue to develop/be engaged in programme of exhibitions at County Hall	2024-2028	Resource required for this. Potential of resource provided by NCC. Some work project funded, for example, manorial, Cheswright and WW2 exhibitions.	Drop-in visitors to County Hall, NCC staff and members. All exhibitions have potential to be circulated.	Exhibitions developed by our service are programmed through to 2025.
Continue to raise the profile of our service with NCC colleagues. This in turn will lead to more collaborative working.	2024-2028	Covered by internal resource. Will open up further funding opportunities.	NCC members and officers and County Hall visitors.	Ongoing.

Digital Delivery

Northumberland Archives has long recognised the need to increase digital access to access to our collections and services. We have achieved this via our online catalogue, digital exhibitions, Northumberland Communities website (<https://communities.northumberland.gov.uk/>), digital learning content and social media offer. Catalogue improvements, exhibitions, LEARN platform, Reading Room and social media offer are dealt with in separate sections of this Plan. Lockdown has allowed the opportunity to develop our digital offer and we recognise the need to use this experience to increase our digital offer.

Activity	Timetable	Resource Required	Target Audience	Progress
Recruitment of part-time Digitisation Assistant at Woodhorn.	2024	Funded from core budget.	Our digital audience – worldwide.	Recruitment complete. Awaiting start date.
Continued engagement of Digitisation Assistant at Berwick.	2024-2028	Funded from Lough Fund sourced by NACT until 2026.	Our digital audience – worldwide.	Ongoing
Upskilling of core staff – digital skills.	2024-2025	Funded from Digitally Disrupting the Archive project – NLHF.	Upskilling core staff will improve digital provision for all existing and potential service users.	Ongoing
Ongoing programme of adding textual and digital content to our catalogue	2024-2028	Funded from core budget.	Our digital audience – worldwide.	Ongoing
CALM audit will make more record descriptions available online	2024-2025	Funded from core budget.	Our digital audience – worldwide.	Ongoing
Refresh of content available to purchase in our online shop	2024-2028	To be costed. Annual task – ongoing.	Our digital audience – worldwide.	Ongoing
Recruitment into vacancies to allow fresh look at our digital preservation programme across our service. Policy and strategy to be reviewed.	2024-2025	Funded from core budget.	Current and future service users.	To commence Autumn 2024.
Development of linkage between CALM and PRESRVICA.	2024-2026	Funded from core budget.	Current and future service users.	Ongoing.

Continued development of virtual talks programme	2024-2028	Current and future service users.	Our digital audience – worldwide.	Ongoing.
Continued development and promotion of blogs programme – staff and guest bloggers.	2024-2028	Covered by internal resource. Resource also provided by volunteer bloggers.	Our digital audience – worldwide.	Ongoing.
Online exhibitions – to continue to build resource for online exhibitions into funded projects. Increased promotion required. To include more diverse content.	2024-2028	Funding for this to be built into all future projects.	Our digital audience – worldwide.	Ongoing.
To use pilot delivery of online volunteer projects – transcription and cataloguing – Men and Carts, Berwick Convictions and Everyday Life In A Northumbrian Manor– to increase capacity of volunteer involvement in the service	2024-2028	Funding required for future projects.	Our digital audience – worldwide.	Ongoing.
Digitally Disrupting the Archive will see development of youth led digital projects – films and Escape Room – and upskilling of staff. Evaluation of projects will inform strategy and future project.	2024-2025	Covered by internal resource	National and international audience and non searchroom users.	Ongoing
Work with FamilySearch to progress pilot project to scan deeds and use AI to read content	2024-2026	Resource provided by FamilySearch & some internal resource.	Searchroom users and catalogue users.	In discussion.

Diverse Communities

Northumberland County Council has a strong track record in equality and diversity. In 2020 the authority was rated 34th in the Stonewall Top 100 employers in the country for commitment to equality and diversity. In 2020-2021 Northumberland Archives worked with Northumberland County Council's Diversity Lead preparing social media and blog content for two national campaigns, LGBT+ History Month (February) and Women's History (March). This was the first time that we have worked in this way and recognise the benefits of closer working with the Diversity Lead and regular participation in these and other campaigns. We have identified the following ways in which we can engage with audiences from diverse communities:

Activity	Timetable	Resource Required	Target Audience	Progress
Maternity project focussing on two now closed maternity homes in Northumberland. Volunteers will engage in oral history recording, research and exhibition preparation.	2023-2025	Funding provided by Bright Northumbria NHS Charity & NACT.	Local, national and international audiences.	Ongoing
Hold regular meetings with Diversity Lead and programme regular activity around diverse communities into our blog and social media programmes.	2024-2028	Covered by internal resource.	Local, national and international audiences and members of the public, digital audience and audience with specialist research interests. More diverse audiences.	Ongoing
Develop oral history projects around diverse communities. Project ideas include residents of the Polish Crash Camp, the Berwick Polish community,	2024-2028	External funding required. Possible NACT funded project. Polish CRASH Camp idea to be	Local, national and international audiences and members of the public, digital audience	To progress

Italian ice cream sellers, LGBT+ community prior to decriminalisation of male homosexuality.		incorporated into WW2 project.	and audience with specialist research interests. More diverse audiences.	
Consider development of Secret History project – exploration of collections for hidden stories around black, LGBT+ and other diverse histories. Content to be added to catalogue and to be developed into blogs, online and physical exhibitions.	2024-2028	External funding required.	Local, national and international audiences, digital audience and audience with specialist research interests. More diverse audiences.	To progress
Develop strategy for attracting new deposits that reflect diverse communities.	2024-2028	Covered in Collections Policy. Resource required to move forward.	Local, national and international audiences, digital audience and audience with specialist research interests. More diverse audiences.	To progress.
Use contacts in Public Health Directorate to develop projects with diverse audiences.	2024-2028	Resource required for projects.	Local, national and international audiences, digital audience and audience with specialist research interests. More diverse audiences.	To progress.

Exhibitions

We recognise that incorporating content held by Northumberland Archives in exhibitions developed in-house or by external partners allows the showcasing of content from collections in our care and allows engagement with non-searchroom users. Berwick Record Office has a strong track record in working collaboratively on exhibitions using exhibition space within the town of Berwick and the wider area to promote the service. Recent exhibitions at County Hall have been well-received and we are keen to build on this success.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Continued development of programme of exhibitions for exhibition space at County Hall, Morpeth – links to anniversaries etc.	2024-2028	External funding required for delivery	NCC members and staff and casual visitors to County Hall.	In progress.
Build resource for online versions of exhibitions into projects.	2024-2028	External funding required for delivery	Local, national and international audiences, digital audience. More diverse audiences.	Ongoing.
Circulation of exhibition about manors and manorial records created as part of <u>Every Day Life In A Northumbrian Manor</u> project.	2024-2025	Funding secured from National Lottery Heritage Fund (£73K).	Remote communities including non-searchroom users.	In progress.
Creation and circulation of exhibition related to centenary of Northumberland Libraries.	2024	Funded secured from ACE.	Audiences across Northumberland.	In progress.
Development of online and physical exhibitions around maternity care in Northumberland.	2025	Funding secured from NHS Bright Charity and NACT.	Local, national and international audiences, digital audience. More diverse audiences.	In progress.
Creation and circulation of exhibitions related to 80 th anniversary of end of WW2. To include online version.	2025	Pre-application submitted to NLHF.	Local, national and international audiences, digital audience.	Pre-application submitted.
Creation and circulation of exhibition related to the papers of Philip Cheswright – linked to	2025	Funding required. In discussion with The Ray		

80 th anniversary of end of WW2		Wind Farm Community Benefit Fund.		
Create large and small exhibitions for venues as part of Berwick HODS to promote the archives	2024-2028	Internal Resource	Residents of North Northumberland area, visitors and non searchroom users.	Ongoing.
To work with Head of Visual Arts in the Maltings, Berwick and a freelance photographer/researcher to create an exhibition on Photographers in Berwick to be displayed in Granary Gallery, Berwick.	2024 – 2026	To be externally funded	Residents of North Northumberland and Scottish Borders, visitors and non searchroom users	In progress

Higher Education

We have identified that we need to identify more opportunities to work with higher education organisations regionally and beyond. We need to promote the use of collections in academic study and develop stronger links with university staff and students as well as developing joint projects.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Build capacity by sourcing funding to increase engagement with academic community.	2024-2028	Funding required - to identity.	Academic community.	To progress.
Promote the participation of Prof. Annie Tindley with Atkinson & Marshall project.	2024-2025	Funded from core resource.	Academic community.	To progress.
Support two existing collaborative Ph.D. students currently working with our service.	2024-2028	Funded from core resource.	Ph.D students and those with interest in subject matter of collection.	In progress.

Discover succession plans for Northern Bridge programme.	2024	Funded from core resource.	Will allow continued good relations with local universities.	To progress.
Work with academics at Durham & Newcastle Universities to develop collaborative Ph.D.	2024-2025	Funding from Northern Bridge required.	Ph.D students and those with interest in subject matter of collection.	In progress.
Work with academics at Durham & Newcastle Universities to develop Class and Rural Inequalities project.	2024-2028	Universities to seek funding.	Academic and wider communities.	In progress.
Increase contact with academic networks to create networks and develop collaborative projects.	2024-2028	Funded from core resource. Projects required funding.	Academic and wider communities.	In progress.
Work with Public History academics at Newcastle and Strathclyde Universities to develop links at all levels with their Modules	2024 – 2028	Funded from core resource	Academics and students - undergraduate and post graduate	In progress

LEARN

In 2020 Northumberland Archives was awarded a £5000 grant from The Collaborate and Innovate: Archives Testbed Fund to develop a digital learning platform – LEARN – Learning and Educational Archive Resources from Northumberland. This has allowed us to reconnect with a community of learners. LEARN will provides a platform for all learning content developed by Northumberland Archives.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Web mount school educational activity around manorial records via our <u>Everyday Life In A Northumbrian Manor project.</u>	2024-2025	Funding secured from NLHF	KS 2-3 pupils and teachers	To progress

Develop adult module in LEARN as part of Everyday Life In A Northmbrian Manor project	2024-2025	Funding secured from NLHF	Worldwide audience.	To progress.
Develop curriculum-based schools education and lifelong learning activity around healthcare in Northumberland. Project will involve undergraduate and post-graduate students in preparation of summaries of oral history recordings.	2025	Funding obtained from Bright Charity	KS 2-3 pupils and teachers and lifelong learners	To progress.
Develop gallery within LEARN to showcase some of the innovative projects that we have delivered.	2025	Funded from core resource.	Worldwide audience.	
Secure funding to run 'To The Future' project at Seaton Sluice and other venues	2024-2028	External funding required. Community Foundation is possible source.	Key Stage 2 children and teachers.	NACT are trying to secure funding for Seaton Sluice project.
Secure funding to run STEM project around Catcleugh Reservoir.	2024	Have identified Reece Foundation as possible source.	Key Stage 2 children and teachers.	NACT are trying to secure funding for this project.
Develop long term strategy for programme of high quality innovative education projects.	2024-2025	Funded from core resource.	All age groups. To include groups beyond schools.	To progress.
Work with Newcastle United Foundation to develop youth project focussing on football.	2024-2025	External resource required.	Young people.	To progress.
Support the Maltings, Berwick in the delivery of their education workshops based on Lowry and the Sea exhibition	2024	Funding from Community Foundation	School children	In progress

Marketing

Returning to direct management by Northumberland County Council has given our service direct access to the services of Northumberland County Council's Communications Team. Our Communications Officer works with us to develop press releases and share content on social media streams. This has resulted in greater press exposure of our service but we recognise that closer working with NCC Communications Team will allow us to increase our public profile. We also use our social media to promote our events and activities as well as other elements of our work,

Activity	Timetable	Resource Required	Target Audience	Progress
Provide regular content to Communications Officer.	2024-2028	Funded from core resource.	Local and national audiences.	Ongoing
Use NCC weekly bulletins to promote activity etc.	2024-2028	Funded from core resource.	All NCC staff	Achieved.
Set up Northumberland Archives newsletter – to be circulated free of charge to users signing up via our website and via our Eventbrite page. We have identified need for related publicity to encourage sign-up.	2024-2025	Funded from core resource.	Searchroom users, non-searchroom users,	Not achieved. Moved forward to 2024/2025.
Organise training within Digitally Disrupting the Archives project to upskill staff in delivering effective social media posts.	2024-2025	Funded by DDTA project – NLHF funded.	All staff	In progress
To support the Friends of Berwick & District Museum and Archives in production of their quarterly newsletter which highlights the work of the archives	2024 – 2028	Funded from core resource	Members of Friends and wider world – all newsletter over 1 year old placed on Internet	In progress

Online Catalogue

Our online catalogue is the first point of access to our collections. It opens up collections to our audiences and our strategy of appending digital images to the catalogue increases accessibility to some collections. Lockdown allowed the opportunity to undertake a retro-conversion

project – we still have some retro-converted lists to upload. We recognise that current resource means that we are unable to undertake any large-scale retrospective cataloguing.

Activity	Timetable	Resource Required	Target Audience	Progress
Complete Atkinson Marshall project	2024	Funded by The Strathmartine Trust.	Academic community, family and local historians. Believed to be on international interest.	In progress.
Complete upload of retro-converted lists to CALM.	2024-2026	New Burdens funding is supporting this project.	National and international audiences.	In progress.
CALM audit will allow opening of a further 50k entries in CALM.	2024-2025	Funded from core resource.	National and international audiences.	In progress.
Addition of a further 10,000 images to CALM.	2024-2026	Funded from core resource.	National and international audiences.	To be progressed.
To continue to work with Northumberland Archives Charity to develop strategy to fundraise for large scale cataloguing projects.	2024-2028	Funding sources to be identified.	National and international audiences.	June 2024 – awaiting result of substantial application to Sir James Knott Trust.
Re-make case for establishment of Local Authority Archivist post.	2024	Case to be made to NCC in report in August 2024.	National and international audiences. NCC members and officers.	In progress.
Continue adding cataloguing entries and images re photographic collections at Berwick, including Photo Centre	2024- 2028	Funding secured until April 2025.	National and international audiences	In progress

Reading Room

Following a ten year programme of digitising name rich records we have been working with FamilySearch since 2018 to introduce Reading Room – platform that allows digital access to our collections – to our searchrooms. Reading Room is currently available on three public access PCs in our two searchrooms and provides access to sample content, mainly church registers and electoral registers.

Activity	Timetable	Resource Required	Target Audience	Progress
Install Reading Room at County Hall	2024-2025	NCC IT support & internal resource.	County Hall staff & visitors, family historians.	To progress.
Consider how Reading Room can be incorporated in the Living Barracks Project and the new searchroom offer there	2025 – 2027	NCC IT support & internal resource.	Living Barracks users	To progress
Project to add more content to Reading Room..	2025-2027	NCC IT support & internal resource. May require additional funding.	Searchroom users and visitors to County Hall.	To progress.
Make Reading Room available on all networked searchroom PCs and staff hardware.	2024-2025	NCC IT support & internal resource. May require additional funding.	Searchroom users.	To progress.
Market improved Reading Room offer.	2024-2025	NCC Comms and internal resource	Searchroom users.	To progress.
Consider roll out to community venues.	2025-2026	Funding to be secured.	Communities across Northumberland.	To progress.

Social Media

Northumberland Archives currently has an active social media programme – Facebook, Flickr, Instagram, TikTok and Twitter. We have recognised the need to evaluate this programme and have been able to use some of our COVID Recovery funding to do this. We have identified the huge potential that social media has to grow and diversify our audiences.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Work with trainer to develop our social media offer.	2024	Funding secured from National Lottery Heritage Fund.	Aim to diversify and grow our audience.	To progress.
External trainer to upskill staff in using social media effectively.	2024	Funding secured from National Lottery Heritage Fund.	Aim to diversify and grow our audience.	To progress.
Evaluate how we might grow Northumberland Archives TikTok account audience.	May 2021	Link to Lottery funded Digitally Disrupting the Archives project.	In 2023 60% of TikTok users were born between 1997 and 2012.	To progress.
Further develop social media calendar to tie in with blog content and local and national events	2024-2025	Covered by internal resource.	More diverse communities	To progress.
Use newsletter to develop social media audience and vice versa.	2024-2025	Covered by internal resource.	Searchroom and non-searchroom users.	To progress.

Work with NACT to develop their social media as a conduit to publicise NA projects they have funded

Volunteers

Our service has a long history of engaging with volunteers. We recognise the benefits the support of volunteers brings to our service and that volunteer working has allowed us to engage with diverse communities and hard to reach audiences. Berwick Record Office currently has a core group of 39 volunteers with Northumberland Archives – Woodhorn having a smaller core group of six volunteers. In the past volunteer engagement at Woodhorn has been developed via Lottery funded projects that have allowed the engagement of time bound Volunteer Co-

ordinator role. We remain keen to move away from the model of project specific time bound volunteer support and move towards the establishment of Volunteer Co-ordinator roles in each office which will allow continuity and allow us to engage volunteers in a wider variety of work. Home working followed by the Everyday Life In A Northumbrian Manor project has allowed us to pilot a remote digital volunteer projects and we are keen to develop further digital volunteering opportunities.

Activity	Timetable	Resource Required	Target Audience	Progress
Complete and evaluate our Everyday Life In A Northumbrian Manor project. This is largely a remote volunteering project.	2024-2025	Funding secured from National Lottery Heritage Fund	International audience – family and local historians and academics.	In progress.
Above project has created pool of very able volunteers who are keen to continue volunteering or our service. We need to consider how we might create and resource further volunteer opportunities for the group.	2024-2025	Funded from core resource.	Potential international audience.	To progress
Complete volunteer maternity care project – collecting oral histories, research, exhibition development	2024-2025	Funding secure from NACT and Bright Charity.	Potential international audience.	In progress.
Work with Northumberland Archives Charity to establish strategy for developing volunteer roles and to source funding Volunteer Co-ordinator roles in both service points.	2024-2028	Funding to be sourced to engage Volunteer Co-ordinators.	Role would be responsible for virtual and face-to-face volunteers. Potentially wide audience – national and international, hard to reach and diverse communities.	In progress.

This is a working document and will continue to be populated throughout 2024-2028.