



Audience Development Plan 2020-2023

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 2019-2020:

Activity	Participation
Searchroom visitors	5783
Documents produced	45642
Learning events on site	25
Learning events off site	53
Attendees at learning events	2105
Exhibitions	3
Attendees at exhibitions	1720
Volunteers	62
Volunteer hours	5892
Facebook friends	3582
Twitter followers	1402
Telephone enquiries	5090
Written enquiries	1993

Focus of Our Plan

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

- Our searchroom visitor numbers are decreasing 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
Northumberland Archives – Woodhorn	7657	7751	6904	6641	5311	5243	4806	3797	4176	3759
Berwick Record Office	1754	1756	1743	1663	2093	1896	1836	1795	1904	2024

- A clear demand and expectation for digital delivery of services that has been increased during the COVID pandemic.
- The need to rebuild audiences post-pandemic.
- Geography of Northumberland – an extensive county (5013 square km) with a population of 316,000. Population density is 64 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 – the county has an ageing population, 23.6% of residents are aged 65 or over. 3% of the population identify as non-white with the greatest number identifying as Asian. In 2019 Northumberland fell into most deprived 20% of local authorities in the country for employment scale (the number of people employment deprived), ranking 39th overall and for the income scale (the number of people income deprived), ranked 50th. There remains a significant proportion of the Northumberland population that have little or no digital access and limited digital skills.
- The need to develop a strong education offer from Early Years to post-graduates and lifelong learners. Whilst under Trust management educational activity was undertaken by a site-wide education team. This meant that coming out of the Trust there was little capacity for educational activity at Woodhorn. Some activity was taking place at Berwick-upon-Tweed Record Office.
- There is a high incidence of social deprivation within Northumberland. See <https://www.northumberland.gov.uk/Northumberland-Knowledge-and-JSNA/Our-Community-and-Place/Area-profiles-and-Census-Fact-Sheets.aspx> and

<https://www.northumberland.gov.uk/NorthumberlandCountyCouncil/media/Northumberland-Knowledge/NK%20place/Indices%20of%20deprivation/Indices-of-Deprivations-2019-Summary-Report.pdf>. We recognise that we need to do more to engage with communities with high levels of social deprivation.

- Diversity – we recognise that our current core audience is not a diverse one. We have begun some work to try to address this by working with Northumberland County Council’s Diversity Lead. We have identified the need to continue to work closely with this officer and to develop projects that reflect the diverse nature of our county.
- Resource – we have limited resource to increase activity in all areas of work. Historically we have relied on external funding to develop projects that have increased audience engagement. We will continue to apply for external funding and in 2020 established Northumberland Archives Charitable Trust with the aim of attracting funding that is not open to Local Authorities. The Charity is currently developing its first two projects.

Community Outreach Activity

Undertaking face to face community activity is essential to raise the profile of our service with communities across Northumberland. Detailed planning of such activity has been difficult as we continue to be under COVID restrictions. However, we have been able to identify the following opportunities:

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Increase capacity for education/outreach work by recruiting Senior Archivist.	January 2020	Additional resource provided by NCC.	School teachers and pupils (all KS), undergraduates, postgraduates and lifelong learners and communities across Northumberland.	Achieved
Work with colleagues in Northumberland Communities Together to develop programme of delivering outreach activity in 18 community hubs across Northumberland.	2021-2023	Resource for delivery to be sourced.	Members of communities in which hubs are situated – some in areas with high levels of social deprivation. Some non-digital users.	Some work undertaken.

Attend Hexham 'Big Day Out' event.	August 2021	Covered by internal resource.	People of Hexham and environs – non-searchroom users. Some non-digital users.	Event cancelled
Celebratory event for Twixt Thistle and Rose project in Berwick.	2022	Funding provided by Berwick Guild of Freeman.	Project volunteers and wider north Northumberland community. Some non-digital users.	Achieved.
Workshops showcasing use of manorial records in family and local history to be held in community venues as part of our <u>Everyday Life In A Northumberland Manor</u> project.	2021-2023	Funding secured from National Lottery Heritage Fund.	Residents of some of remoter Northumberland communities. Some non-digital users.	Project still in progress. 10 workshops delivered to date.
Palaeography workshops in venues across Northumberland via Lindisfarne Gospels project.	2022	Funding application currently with North of Tyne Authority.	Residents of some of remoter Northumberland communities and other non-searchroom users. Some non-digital users.	Achieved.
Local history event to take place in community venue as part of <u>Everyday Life In A Northumberland Manor</u> project.	2022	Funding secured from National Lottery Heritage Fund.	Wide spectrum of Northumberland residents – non-searchroom users.	Deferred until 2024
Organise events and oversee the running of Berwick Heritage Open Days programme including talks and exhibitions	2021 – 2023	Funding secured from Community Foundation for 2021. Promotional funding available from Berwick Town Council as part of Berwick Autumn Festivals	Residents of Northumberland including non searchroom users, tourists and volunteers.	Achieved in 2021, 2022 & 2023.

Deliver in person talks on the service to interested community groups, including Local History Societies	2021 – 2023	Funded by donations from groups	Residents of Northumberland, including more remote communities and non searchroom users	Achieved.
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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.blyhtallship.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 By End of 2023
Continue working collaboratively with NLHF to engage with community groups in the county.	Ongoing	Liaison with NLFH and community groups covered by internal	Any community groups in Northumberland. Groups in remote communities,	Achieved.

		resource. Consultancy fees pay for direct support to groups. Going forward plan to explore possibility of funded post to support community liaison.	diverse communities and some non-digital users.	
Membership of Hexham Cultural Network	Ongoing	Covered by internal resource.	Allows access to community groups in the Hexham area. Provides opportunity for cross-sectoral working with arts and cultural organisations and funding opportunities.	Ongoing.
Participation in Hexham High Street Action Zone project with related cultural programme	2020-2023	Funding provided by Historic England.	Allows opportunities to work with shops and businesses in Hexham and with NCC colleagues. Cultural programme allows archival sources to be used in cultural activities.	Achieved – project is complete.
Project consultancy support to National Heritage Lottery funded Hirst Park project.	2021-2022	Funding provided by NLHF.	Working with community group in an area with high levels of social deprivation. Some non-digital users.	Achieved.
Participation in Northumberland Village Halls Heritage project – Northumberland Archives is a partner in this project.	2020-2023	Funding provided by NLHF.	Working with 30 village halls across Northumberland some of which are in remote rural communities. Groups in	Achieved. Final project events to take place in 2024.

			remote communities, diverse communities and some non-digital users.	
Use opportunities presented by establishment of Northumberland Archives Charitable Trust (NACT) to develop diverse community links.	2020-2023	Covered by internal resource and resource provided by NACT.	Engaging with diverse communities.	NACT is established. Projects have allowed us to work with diverse communities.

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 By End of 2023
Establish presence in reception area of newly renovated County Hall. At this stage we hope to have a five day per week presence with a largely digital offer.	By December 2021	Funding for additional staffing required.	Drop-in visitors to County Hall, NCC staff and members.	Achieved.
Installation of Reading Room into County Hall offer.	By December 2021		Drop-in visitors to County Hall, NCC staff and members.	Not yet achieved.
Development of a programme of educational/outreach activities based in	Plan in place by December	Planning covered by internal resource. Funding	Non-searchroom users. Activities to be targeted	Achieved.

County Hall.	2021. Delivery from January 2022.	required for delivery.	to particular audiences.	
Raising the profile of our service with NCC colleagues. This in turn will lead to more collaborative working.	From December 2021.	Covered by internal resource. Will open up further funding opportunities.	NCC members and officers.	Achieved. Attended BLT, HHSAZ, NCC Armed Forces Covenant Fund project, working with diversity lead.

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 By End of 2023
Secure funding for and recruit Digital Apprentice.	2021	Funding secured. Recruitment in July 2021.	Our digital audience.	Apprentice recruited. No longer in post.
Increase access to digital deposits via use of PRESERVICA.	2020-2023	Existing resource and Digital Apprentice.	Potential worldwide audience.	Work to progress front end carried over to 2024.
Virtual talks programme	November 2020-June 2021	Funding provided by National Lottery Heritage Fund's COVID Recovery Fund.	Programme has attracted local, national and international and digital audiences and members	Achieved. Have offered annual virtual talks series from 2001.

			of the public with specialist research interests, e.g. food history. When complete, evaluation of programme will inform future programme of virtual talks. We plan to commence a new programme in September 2021.	
Blogs programme – in 2020 we published 35 blogs on our website. We plan to develop our blogs programme to include most guest bloggers, be more reflective of our diverse collections and audiences and to develop a co-ordinated programme of blog and social media activity linked to local, national and international events.	2020-2023	Covered by internal resource. Resource also provided by volunteer bloggers.	Local, national and international audiences, digital audience and members of the public with specialist research interests. More diverse audiences.	Achieved. Blogs are regularly posted by staff members and guest bloggers.
Online exhibitions – we currently host ten online exhibitions on our website. Going forward, we will ensure that resource is available within majority of projects to allow digital exhibition development and that exhibitions are more reflective of diverse communities	2020-2023	Funding for this to be built into all future projects.	Local, national and international audiences and members of the public, digital audience and audience with specialist research interests. More diverse audiences.	New exhibitions on J.P. Gibson and The Roman Wall. Dudley Craig, WW2 POW and illuminated manuscripts. have been developed.
Digital exhibitions at County Hall – to work with wider NCC colleagues to allow	2021-2022	Funding to be sourced.	NCC members and officer, casual visitors to County	Achieved.

digital display of exhibitions in reception space at County Hall.			Hall – more diverse audience.	
Pilot delivery of online local history lectures for external organisations. Deliver series of 4 lectures on history of Berwick to Berwick Education Association	June 2021	Service to be paid for delivery of lectures	BEA members and wider public, many non searchroom users	Achieved
Pilot delivery of online volunteer projects – transcription and cataloguing – Men and Carts and Berwick Convictions – to increase capacity of volunteer involvement in the service. Evaluate pilot project.	2021	Covered by internal resource and funding from NLHF.	Potential country wide and international audience wanting to support Northumberland Archives	Achieved
Develop a series of short films on Berwick landmarks as part of Berwick HODS using archives – Gaol and Maclagan Memorial. Post on website – www.berwickhods.org.uk	2020 onwards	Covered by internal resource	National and international audience and non searchroom users.	Achieved and now made available every year as part of Berwick Heritage Open Days offer
Working with Newcastle University and Northumberland Archives Charitable Trust to develop and pilot an online volunteer project.	2021 onwards	Funding required	Undergraduate and postgraduate students, local, national and international audiences and digital audience.	Part achieved – we have worked with Newcastle University to develop an online palaeography unit which is used by students as part of their studies. Funding provided by Newcastle University.

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 By End of 2023
Hold regular meetings with Diversity Lead and programme regular activity around diverse communities into our blog and social media programmes.	From April 2021	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.	Commenced but Diversity Lead left the Authority.
Develop and publicise black history learning resource for LEARN platform	To be launched by September 2021.	Funding secured from Historic England.	Local, national and international audiences and members of the public, digital audience and audience with specialist research interests. More diverse audiences.	Achieved.
Develop oral history projects around diverse communities. Project ideas	From 2021	External funding required. Possible NACT funded	Local, national and international audiences	Not achieved. Hampered by loss of

include residents of the Polish Crash Camp, the Berwick Polish community, Italian ice cream sellers, LGBT+ community prior to decriminalisation of male homosexuality.		project.	and members of the public, digital audience and audience with specialist research interests. More diverse audiences.	Diversity Lead. We hope to include oral history project around Polish CRASH camp in wider WW2 project IN 2025.
Explore possibility of NCC funding LGBT oral history project.	July 2021	Funding required.	Local, national and international audiences, digital audience and audience with specialist research interests. More diverse audiences.	Not achieved.
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.	To be considered in 2022.	External funding required.	Local, national and international audiences, digital audience and audience with specialist research interests. More diverse audiences.	Not achieved. To carry forward.
Develop strategy for attracting new deposits that reflect diverse communities.	2021	Strategy covered by internal resource. Likely to need additional resource to allow cataloguing.	Local, national and international audiences, digital audience and audience with specialist research interests. More diverse audiences.	Not achieved. To carry forward.
Work with GP Link worker for Social Prescribing (Dementia) to develop workshop using Photo Centre images	2021	Funding secured from Community Foundation.	Members of the community with dementia and their carers.	Not achieved. To carry forward. Situation in Public Health Directorate allows possible progression of

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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. This has included exhibitions at Holy Island, Etal Village Hall and Glendale Show in Wooler. This has not been possible at Woodhorn because of lack of availability of exhibition space. The proposed creation of an archive space within the re-developed County Hall at Morpeth will provide an adjacent bookable exhibition space and presents opportunities for exhibition development and collaborative working.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Collaborate with NCC colleagues on the 'Stories of Lockdown' project - . https://www.discoverourland.co.uk/lockdown-stories .	January 2021- June 2021.	Funds for wider project provided by NCC Arts Development. Internal resource used to select and catalogue content.	Local, national and international audiences, digital audience and audience with specialist research interests. More diverse audiences.	Achieved.
'Portrait of A Town' exhibition curated by young photographer and based on Photo Centre collection held at Berwick-upon-Tweed Record Office. Exhibition in The Granary Gallery in Berwick in partnership with Berwick Visual Arts. Exhibition complimented by a	From May 2021-October 2021.	Funding secured from Community Foundation.	Community in Berwick-upon- Tweed and environs, tourists and non-searchroom users. Worldwide digital audience.	Achieved.

website – www.photocentreberwick.co.uk and social media feeds (Facebook, Twitter and Instagram) . All to be used to crowdsource further information about the collection.				
Work collaboratively with one of our users to develop circulating exhibition about the botanical interests of Lady Emma Tankerville (1752-1836).	From April 2021	Funding secured from NCC Arts Development.	Exhibition will be placed in a number of tourist attractions across Northumberland, for example, Alnwick Garden. Also plan to exhibit in County Hall, Morpeth.	Achieved.
Development of programme of exhibitions for new exhibition space at County Hall, Morpeth.	From late 2021.	Internal resource used to develop programme.	NCC staff and casual visitors to County Hall.	Achieved.
Online and physical exhibitions for Twixt Thistle & Rose (Archives Revealed) project to catalogue Berwick's Borough Archives.	Online exhibition launch in 2021. Physical exhibition launch in March 2022.	Funding secured from Berwick Guild of Freeman.	Local, national and international audiences, digital audience. More diverse audiences.	Not achieved because most of project was carried out in lockdown.
Development of circulating exhibitions about manors and manorial records as part of <u>Every Day Life In A Northumbrian Manor</u> project.	2022-2023	Funding secured from National Lottery Heritage Fund.	Remote communities including non-searchroom users.	Not achieved – forwarded to 2024.
Development of online and physical exhibitions around maternity care in Northumberland.	2022	Funding proposal currently with NHS Bright Charity.	Local, national and international audiences, digital audience. More diverse audiences.	Funding secured. Project underway. Exhibition carried forward to 2025.
Development of online exhibition around illuminated and interesting documents in our care linked to Lindisfarne Gospels exhibition.	2022	Funding application currently with North of Tyne Authority.	Local, national and international audiences, digital audience. More	Achieved.

			diverse audiences.	
Develop online exhibition for Hadrian 1900 celebrations	2022	Funding to be sourced.	Potential international audience. Non-searchroom users and digital audiences	Achieved.
Create small exhibitions for venues as part of Berwick HODS to highlight the connection of the built heritage and the archives – Berwick Visitor Centre and Free Trade Inn	2021 onwards	Internal Resource	Residents of North Northumberland area, visitors and non searchroom users.	Achieved.

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
Increase capacity for education/outreach work by recruiting Senior Archivist.	January 2020	Additional resource provided by NCC.	Academic audience.	Achieved.
Appointment of Prof. Annie Tindley, Head of Newcastle University's School of Classics, History and Archaeology as a trustee of the Northumberland Archives Charity. Utilising Prof. Tindley's contacts and experience to build upon academic	August 2020 (appointment) 2020 on (development of contacts etc.)	Not applicable.	Trustees of Charity, Northumberland Archives staff and wider academic community.	Achieved.

connections, increase academic usage of collections and develop collaborative projects.				
Working with Tyne & Wear Archives & Museums host Northern Bridge Ph.D student to undertake research on Carr-Ellison collection.	2020	Supported by donation to Northumberland Archives Charitable Trust.	Ph.D student and those with interest in subject matter of collection.	Achieved.
Prepare research guide for sources for environmental history of Northumberland for Newcastle University.	September 2021	Funded by Newcastle University.	Engagement with staff and students of Newcastle University.	Achieved.
Recruit Northern Bridge Ph.D student for further placement around Carr-Ellison collection.	September 2021	Covered by internal resource and donation by owner of collection.	Ph.D student and those with interest in subject matter of collection.	Achieved.
Recruit three Northern Bridge Ph.D. students to support <u>Everyday Life In A Northumberland Manor</u> project.	2021-2023	Covered by internal resource and NLHF grant.	Ph.D student and those with engaging with project – community groups, family and local historians etc.	Not achieved. Have recruited placements from Strathclyde University instead.
Work with Dr. Alison Atkinson-Philips, lecturer in Public History around partnership in new M.A. in Public History at Newcastle University.	June 2021	Covered by internal resource.	Post-graduate students at Newcastle University.	Partially achieved. Carried over into 2024
Engage undergraduate and post-graduate students at Newcastle University in summarising oral history recordings made via healthcare project.	2021-2022	Funding proposal currently with NHS Bright Charity.	Undergraduate and post-graduate students at Newcastle University and lifelong learners.	Not achieved.
Recruit Northern Bridge PhD student to support the Twixt Thistle and Rose	2022	Covered by internal resource	Ph D student with interest in gaining cataloguing and	Not achieved

Project			community outreach skills	
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LEARN

In February 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 begin to reconnect with a community of learners. Going forward LEARN will provide a platform for all learning content developed by Northumberland Archives.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Increase capacity for education/outreach work by recruiting Senior Archivist.	January 2020	Additional resource provided by NCC.	Schools and universities across the region and beyond and lifelong learners.	Achieved
Launch the LEARN platform	April 2021-June 2021	Resource in place from Testbed funding, support from NCC Comms Team.	Schools across Northumberland and beyond and lifelong learners.	Achieved
Evaluation of content of Carr-Ellison collection for content that could be used in curriculum based schools activity on LEARN.	May 2021	Evaluation covered in internal resource. Additional resource needed to develop content.	Schools across Northumberland and beyond.	Achieved
Add Hannah Glasse content – schools	By June 2021	Funding provided by	International audience –	Achieved

and family activities – to LEARN.		National Lottery Heritage Fund's COVID Recovery Fund.	schools across Northumberland and beyond, families, food historians etc.	
Attend Headteachers' meeting to promote LEARN	May 2021	Covered by internal resource.	Headteachers and teachers.	Achieved
Work with two recently retired teachers to develop strategy to promote use of LEARN.	From June 2021	Covered by internal resource.	Schools across Northumberland and beyond.	Achieved
Work collaboratively with November Club to create two further Hannah Glasse films and related content.	By December 2021	Funding for films awarded to November Club by ACE.	Families and lifelong learners	Achieved
Adapt existing Early Years content to LEARN format and launch this.	By August 2021	Covered by internal resource.	Early Years children and families and educators.	Achieved
Evaluate remaining existing educational content and develop plan for conversion to LEARN format.	By August 2021	Evaluation covered by internal resource. May need to seek external funding for conversion to LEARN format.	EY to KS 3 pupils and teachers	Partially achieved.
Develop LEARN content linked to Berwick Photo Centre project.	By September 2021	Funding secured from Community Foundation.	KS1 upwards - pupils and teachers	Achieved
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.	2021-2022	Funding proposal currently with NHS Bright Charity.	KS 2 pupils and teachers and lifelong learners.	Not achieved. Moved forward to 2024/2025.
Develop schools educational activity around manorial records via our <u>Everyday Life In A Northumbrian Manor</u>	2022	Funding secured from National Lottery Heritage Fund.	KS1 upwards pupils and teachers.	Achieved. Further work to be undertaken on online content.

<u>project.</u>				
Develop schools learning package around Lindisfarne Gospels project.	2022	Funding application currently with North of Tyne Authority.	School pupils and teachers. KS to be agreed.	Achieved
EYFS – assess and adapt Early Years Resource boxes held at Berwick and develop sessions for At the Seaside and Families to be delivered in schools and informal learning settings. Evaluate this work.	2021 onwards	Internal resource at present but funding to be investigated.	EYFS and KS1 children and parents	Part achieved – undertook family sessions for Northumberland Communities Together on At the Seaside.
Continue to develop links with North Northumberland schools and support them in delivery of local projects	2020 onwards	Internal resource	School pupils and teachers KS1 upwards.	Achieved

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.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Provide content for one press release per month to Communications Officer.	From April 2021	Covered by internal	Local and national audiences.	Achieved in part.

		resource.		
Work with Communications Officer to ensure content relating to our work features in Staff Room – NCC’s internal staff newsletter.	From June 2021	Covered by internal 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.	By December 2021	Covered by internal resource.	Searchroom users, non-searchroom users,	Not achieved. Moved forward to 2024/2025.

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 has allowed the opportunity to undertake a retro-conversion project and when upload of the retro-converted catalogue lists is complete approx. 75% of our lists of catalogued records will be available online. We recognise that current resource means that we are not able to undertake any retrospective cataloguing and that one of our priorities is the records of Northumberland County Council and predecessor authorities. In 2020 we were unsuccessful in obtaining internal funding for a Local Authority Archivist post but intend to re-visit

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Launch of our new online catalogue	February 2021	Covered by internal resource. Catalogue costs met by bid to NCC Digital Board.	National and international audiences.	Achieved.
Retro-conversion of additional 100,000 catalogue entries to CALM ready format.	By March 2022	Retro-conversion of 70,000+ entries undertaken by staff	National and international audiences.	Achieved.

		during lockdown. New Burdens funding has allowed creation of temporary post to support upload of content and basic listing.		
Addition of a further 10,000 images to CALM.	By March 2022	COVID Recovery funding will allow addition of 8,000 images by June 2021.	National and international audiences.	Achieved.
Creation of shop facility to allow charged for download of images direct from catalogue.	June 2021	Funding provided by National Lottery Heritage Fund's COVID Recovery Fund.	National and international audiences.	Achieved.
Work with Northumberland Archives Charity to develop strategy to fundraise for large scale cataloguing projects.	2021-2022	Funding sources to be identified.	National and international audiences.	Achieved.
Addition of 10,000+ records to CALM via Twixt Thistle and Rose project – records of Berwick Borough. Further volunteer content to be added.	Feb 2021 2021-2023	Funded by Archives Revealed grant, donation by the Berwick Guild of Freemen and internal resource	National and international audiences.	Achieved.
Make case for establishment of Local Authority Archivist post.	2020 (unsuccessful) 2021-2022 (re-visit)	Case was made to NCC.	National and international audiences. NCC members and officers.	Not achieved. To be proposed again in 2024.

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 By End of 2023
Project to add more content to Reading Room – all digitised parish register and record content and all digitised electoral register content to be uploaded by July 2021. Further content – Boards of Guardians, cemetery records, enclosure awards, estate records, hospital records, O.S. maps, tithe maps, QS records and records of Berwick Borough – has been prepared for future upload.	October 2020- July 2021	Funding provided by National Lottery Heritage Fund's COVID Recovery Fund.	Searchroom users and visitors to three community venues.	Some work undertaken. To move forward to 2024-2025.
Remainder of content prepared via COVID Recovery project to be uploaded to Reading Room	2021-2022	Funding to be secured.		Not achieved. To move forward to 2024-2025.
Make Reading Room available on all networked searchroom PCs and staff hardware.	Summer 2021	Funding provided by National Lottery Heritage Fund's COVID Recovery Fund.		Not achieved. To move forward to 2024-2025.
Make Reading Room available in three community venues in Northumberland.	Summer 2021	Funding provided by National Lottery Heritage Fund's COVID Recovery Fund.	We have identified communities that find access to our sites difficult and/or have levels of social deprivation.	Not achieved. To move forward to 2024-2025.
Market improved Reading Room offer.	Summer 2021	Funding provided by National Lottery Heritage	Increased usage by searchroom and	Not achieved. To move forward to 2024-2025.

		Fund's COVID Recovery Fund.	community users.	
Evaluation of current Reading Room offer and improved searchroom and community offer. One of venues to be Community Hub.	May 2021-September 2021	Funding provided by National Lottery Heritage Fund's COVID Recovery Fund.	We have identified communities that find access to our sites difficult and/or have levels of social deprivation.	Not achieved. To move forward to 2024-2025.
Reading Room to be made available in County Hall reception area.	December 2021	Funding provided by National Lottery Heritage Fund's COVID Recovery Fund.		Not achieved. To move forward to 2024-2025.
If community roll out is successful we plan to develop plan to make available in more community venues.	2021-2022	Funding to be secured.		Not achieved. To move forward to 2024-2025.
Evaluation of possible commercialisation of Reading Room	June 2021 (report) December 2021 (strategy around this).	Funding provided by National Lottery Heritage Fund's COVID Recovery Fund.	Commercialisation would allow worldwide access to collections.	Halted for external reasons.
Work with FamilySearch on possible image linking project.	2021-2022	Resource provided by FamilySearch.	Improve offer to searchroom and community users and to worldwide users if Reading Room is commercialised.	Not achieved.

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 diversity our audiences.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
External evaluation of our social media offer.	April 2021	Funded by NLHF Covid Recovery grant.	Aim to diversify and grow our audience.	Achieved.
Develop social media strategy	By December 2021	Covered by internal resource.	Aim to diversify and grow our audience.	Achieved but requires review.
Consider external evaluation of our social media and develop plan from this.	July 2021	Covered by internal resource.	Aim to diversify and grow our audience.	Achieved.
Set up Northumberland Archives Instagram page	April 2021	Covered by internal resource	Younger demograph – largest audience is 18-34 year olds.	Achieved.
Set up and promote Hannah Glasse Facebook Group	April 2021	Funded by NLHF Covid Recovery grant.	International audience – schools across Northumberland and beyond, families, food historians etc.	Achieved.
Set up Photo Centre website (www.photocentreberwick.co.uk and social media accounts (Facebook, Twitter and Instagram) to compliment the	March 2021 onwards	Funded by Community Foundation, Friends of Berwick & District Museum and Archives	National and international audiences including a younger demograph than our usual audience	Achieved.

“Portrait of a Town “ exhibition		and internal resource		
Set up Northumberland Archives TikTok account	May 2021	Covered by internal resource.	Younger demograph – March 2020 40% of users were under 30.	Achieved.
Further develop social media calendar to tie in with blog content and local and national events	September 2021	Covered by internal resource.	More diverse communities	Achieved.
Flickr – consider whether we should further develop our content on here or use other social media platforms including Instagram as an alternative	October 2021	Covered by internal resource	National and international audience	Flickr not actively used.
Use newsletter to develop social media audience and vice versa.	From December 2021	Covered by internal resource.	Searchroom and non-searchroom users.	Not achieved.
Develop series of Facebook posts to promote our charged for Research Service.	By December 2021	Covered by internal resource.	Existing Facebook audience.	Not achieved.

Virtual Talks Programme

COVID recovery funding allowed our service to develop a programme of virtual talks. Between November 2020 and April 2021 we hosted ten virtual talks with a combined audience of 764 attendees. Programme has been very successful. Audience has been international. We have commissioned external evaluation of the series and await the final report.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Extend virtual talks programme to end of June 2021.	By April 2021	Funding provided by National Lottery Heritage Fund’s COVID Recovery Fund.	National and international audience with interest in the history of Northumberland. Digital	Achieved.

			and diverse audiences.	
Examine external evaluation report and use this to inform programme of virtual talks going forward.	By July 2021	Covered by internal resource.	National and international audience with interest in the history of Northumberland. Digital and diverse audiences.	Achieved.
Develop and publicise new programme of virtual talks from September 2021.	By August 2021	Covered by internal resource.	National and international audience with interest in the history of Northumberland. Digital and diverse audiences.	Achieved.
Work with Northumberland Archives Charitable Trust to set up facility to allow virtual talk attendees to make financial donation,	By August 2021	Covered by internal resource.	All attendees of virtual talks.	Achieved.
Programme of virtual talks linked to Lindisfarne Gospels – Gospels will be displayed in Newcastle in 2022.	2022	Funding application currently with North of Tyne Authority.	Activities will be targeted at national/international audiences – school pupils and teachers, virtual audiences,	Achieved.

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 35 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 are 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 has allowed us to pilot a remote digital volunteer project and we are keen to develop further digital volunteering opportunities.

Activity	Timetable	Resource Required	Target Audience	Progress By End of 2023
Worked with FamilySearch on crowdsourcing project to index Northumberland parish registers.	Project completed 2020. 2021-2022 – to explore possibilities of further crowdsourcing projects.	Resource for parish register project provided by FamilySearch. Crowdsourcing to form part of discussion with Northumberland Archives Charity.	Crowdsourcing has potential to engage international audiences . Parish register project was remote digital project – opportunities to engage diverse, non-searchroom user audiences.	Achieved.
Undertake and evaluate digital Men and Carts volunteer project.	November 2020-June 2021	Funding provided by National Lottery Heritage Fund’s COVID Recovery Fund	We worked with an established volunteer group as a pilot but going forward recognise the opportunities that remote digital volunteering presents to work with national/international and diverse audiences.	Achieved.
Continuation of volunteer work within Twixt Thistle and Rose project - create a minimum of 1000 new catalogue entries from name rich sources to supplement work already undertaken.	2020-2022	Funding provided by Archives Revealed Grant and from Berwick Guild of Freeman.	Provides volunteering opportunities for residents of Berwick and environs. Project has attracted new volunteers – non-	Achieved.

			searchroom users.	
Support and publish cataloguing work undertaken by Berwick Volunteers on Poor Law in the electronic catalogue and the Friends of Berwick & District Museum and Archives website (www.berwickfriends.org.uk)	2020 – 2023	Internal resource.	Reaches non traditional searchroom users, national and international audiences and provides another point of access to the Record Office's work.	Achieved.
Work with Northumberland Archives Charity to establish strategy for developing volunteer roles and to source funding Volunteer Co-ordinator roles in both service points.	2021-2022	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.	Not achieved.