

**Adroddiad i'r Grwp Rheolaeth Prosiect  
Report to Project Management Group**

**Martin Locock**

**1. Meetings attended**

ANW PO5 interviews, Cardiff, 11/8/03

Meeting with Rosemary Boyns, Culturenet Cymru, re links between Gathering the Jewels and ANW, 18/8/03

Project Management Group, 22/8/03

National Library of Wales Council meeting, Pontypridd, 26/8/03.

**2. Staff**

Following interviews in Cardiff, Hayden Burns was appointed to the PO5 post, commencing 1/10/03. His line manager at Glamorgan Record Office is Charlotte Hodgson. A workstation is being procured by GRO.

The proposal that Richard Burman (PT PO4) become full-time was approved at the Project Management Group meeting on 22/8/03, and he will start fulltime on 1/10/03. This brings to an end David Moore's secondment to ANW from NLW; David has made a great contribution to the project through his experience and knowledge of the NLW's collections.

Prior to starting work on the Carmarthenshire records, the team had a refresher course in the Guidelines for fonds creation to ensure that the records required less correction and amendment through the checking procedure, and specific concerns have also been addressed individually.

**3. FLD creation**

The NLW records are being revised and having access points created by the team and then being fed through to the Project Manager for checking. They are then sent on to NLW for their approval before being made live on the website. So far, 43 have been made live; 40 await checking by the Project Manager; a further 60 are nearly ready for checking.

The Anglesey descriptions await checking by the Project Manager before being sent to ACRO.

The ANW project has created 1,237 fonds altogether (31.8 per week), of which 750 have been checked.

Work has started on the Carmarthenshire schedules, so far 101 of the target 272 have been created.

Copies of the catalogues for Conwy have been provided.

#### **4. Software**

The system now has fully-functioning data creation and browsing screens, and search options. Modify screens have not yet been adapted to the new table structure.

Mapping of EAD to ANW has not been completed, to allow uploading of Hub EAD records; 20 Hub records were created manually for the launch. Transfer of the NLW records from CAIRS has been postponed until LCSH access points have been created for them (early 2004).

#### **5. Website**

The website has continued to operate; there are currently 324 live records. A detailed analysis of the first month's web-use has been carried out (circulated separately). Page hits continue to run in excess of 500 per day.

#### **6. Liaison with project partners**

Leaflets have been distributed to partners who did not collect theirs at the launch (NMGW, Ceredigion, Meirionnydd, Caernarfon, Conwy, Denbigh, Wrexham).

#### **7. Logistics**

NLW is continuing to provide a member of Computing staff dedicated to adapting the software for the project.

#### **8. Outreach and publicity**

The project has been promoted through a "What's New?" talk to NLW staff and a presentation at the NLW Council meeting at the University of Glamorgan.

The launch event received full coverage in *Cambrian News*, together with a follow-up photograph of the ANW team as part of a Camelot/ National Lottery publicity campaign.

## 9. Budget and finance

### Quarterly income and expenditure, July-September 2003 (draft<sup>1</sup>)

<i>EXPENDItem</i>	<i>Projected</i>	<i>Actual</i>	
1Project Manager	8502.00	8502.00	8502.00
2Project Officers 1-4	23081.00	23081.00	23081.00
3Project Officer 5	0.00	338.40 <sup>2</sup>	338.40
4Travel & Subsistence	471.00	96.00	96.00
5Equipment	1815.00	0.00 <sup>3</sup>	0.00
6Software	89.00	0.00 <sup>4</sup>	0.00
7System Development	0.00	11163.00 <sup>5</sup>	11163.00
8ICT Support	313.00	0.00 <sup>6</sup>	0.00
9Administrative Support	250.00	0.00 <sup>7</sup>	0.00
10Training	300.00	0.00	0.00
11Publicity & Marketing	3500.00	3399.80	3399.80
<b>TOTAL</b>	<b>38321.00</b>	<b>46579.70</b>	<b>46579.70</b>
<i>INCOMEItem</i>	<i>Projected</i>	<i>Actual</i>	
NLW	25000.00	12257.33	12257.33
Other partners	0.00	0.00	0.00
HLF	24605.00	34322.37	34322.37
<b>TOTAL</b>	<b>49605.00</b>	<b>46579.70</b>	<b>46579.70</b>
<b>BALANCE</b>	<b>-11284.00</b>	<b>0.00</b>	<b>0.00</b>

Additional items ordered but not yet invoiced:

- Library of Congress Subject Headings documentation
- Classification Web user licences
- HTML software licence

## 10. National meetings

None.

## 11. Project Management Group and Project Board

The next Project Board will be on 14th November in Cardiff.

The next PMG will be on 16th December in Swansea.

<sup>1</sup> It is intended to include various items for the launch being recharged to the project by NLW in this quarter's claim, so these figures are provisional.

<sup>2</sup> Pre-appointment cost (advertising); funding reallocated from an underspend in PO1-4.

<sup>3</sup> Workstation for PO5 currently being procured through Glamorgan Record Office.

<sup>4</sup> For workstation for PO5.

<sup>5</sup> ULCC work now completed. £1357.50 of allocation for Software Development remaining.

<sup>6</sup> To be charged by NLW.

<sup>7</sup> To be charged by NLW.

## ANW website: a summary of usage data

October 2003

### Introduction

In drawing up the proposal for Archives Network Wales, great emphasis was placed on the creation of a web resource which would encourage public access by being responsive to the needs of various user-groups, including schools, students, lifelong learners, "evidential" users, local historians, genealogists and academics.<sup>8</sup> One of the benefits of a soft launch to the website, going live early in the timescale of the project, is the opportunity to analyse patterns of use and under-use, to seek feedback, and to devise technical, presentational and marketing solutions to address any issues identified.

This report examines the statistics for usage of the site, based on monthly figures generated by Webalizer.<sup>9</sup> Although it is usual to quote the headline figure of the number of page hits, as a simple measure of web use, this can be misleading, since it gives no indication of how many of these hits represent first-time users who become frustrated and never return. In any case, a wider range of statistics can provide more detailed information about the way the site is being used.

The data complements qualitative feedback from users (drawn from the project partners and beyond) which has identified non-functional elements, and suggested changes to content and desired features. The feedback is not summarised here, since the suggestions have been incorporated in the ongoing review of the website's design and content. A formal user-group consultation will be held once the indexing (notably the subject indexing) has been completed and the additional datasets from the Hub have been transferred.

### Programme

The project started in January 2003, and since then the development of the website has taken place alongside the creation and validation of data content and promotion through newsgroups, news items in specialist journals, and links from other related websites. The first web content, in the form of information pages, was mounted in February, and was formally announced to the public in June. In July-August, public use of the static pages was supplemented by partners exploring the admin parts of the site, testing the functionality of the browse mechanism and the integration of the database-derived pages with the web pages.

In September, live access to the data was enabled, with an official launch event, attendant publicity, and the distribution of project leaflets by the partners. The

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<sup>8</sup> NLW/Archives Council Wales: *A proposal for the establishment of Archives Network Wales*, 9-10.

<sup>9</sup> <http://www.mrunix.net/webalizer/> The data has been reformatted to bring together four separate data sets and to exclude the less useful statistical measures.

availability of the live data was announced to specialist newsgroups. There has therefore been one month of live use of the data by a large community of web users.

### Usage statistics

The raw figures for the number of pages viewed are given below (Table 1), representing a total of 64,195 hits since the start of the project. Hits on the Welsh-language pages make up about 15% of the total. Functionality is identical through both sets of pages, so this is the proportion of users whose preferred browsing language is Welsh.<sup>10</sup>

**Table 1: page hits/month**

<i>Period</i>	<b>English page hits</b>	<b>Welsh page hits</b>	<i>Total hits/month</i>
May	35	17	52
June	5,355	1,031	6,386
July	4,238	561	4,799
August	14,590	2,759	17,349
September	31,389	4,200	35,589

Although this is a large volume of traffic, it is generated by a small number of user sites (figures are calculated for each domain/server; the NLW network would be counted as 1, as would a Council or University network: the number of individuals represented is larger than the number of sites implies). The figures to date are provided below (Table 2). Each visit comprises 35 separate page-hits on average, suggesting that a combination of searching, reading descriptions, and further querying, is being undertaken. The peak usage occurs in sharp spikes following publicity and newsgroup announcements; it is likely that these initial searches were undertaken to explore the site, and may not be followed up for some time (until the user needs to undertake a real search). It is unlikely therefore that these peak levels will be maintained.

**Table 2: total no. sites, total no. visits, no. hits/day (average and peak)**

	<b>English pages</b>	<b>Welsh pages</b>	<b>Total</b>
Sites using ANW	927	144	1,071
No. visits	1,353	213	1,566
Hits/day (average)	1,193	162	1,355
Hits/day (peak)	5,545	778	6,323

### User profile

The pattern of usage from different countries is recorded (see Table 3): it is probable that much of the "unresolved" represents individual UK users, so that approximately 75% of the users are likely to be UK-based. The fact that 25% of usage is generated overseas with no direct promotion or publicity is perhaps surprising, but typical of the web in general; almost all of this overseas traffic is in fact from the USA.

<sup>10</sup> These preferences may only apply to individual pages; the website permits simple toggling between languages.

The source of the most frequent users is recorded (35 different urls), and it is therefore possible to look at the location and type of body that represent the core of the web audience. Unfortunately, in many cases the ISP registration details do not identify their clients, so the data are limited and partial; it is likely that the Tiscali (nos. 3 and 8 in the Top Ten) and US West (nos. 4 and 6) ISPs represent large numbers of home users.

**Table 3: Usage by Country (September 2003)**

UK	54%
US	19%
Unknown	17%
Network	7%
Australia	1%
Switzerland	1%
France	1%

Of those ISPs that are resolvable to individual organisations, they mainly comprise project partners (National Library of Wales, Rhondda Cynon Taf Council, Carmarthenshire County Council, University of Wales Aberystwyth and Swansea, Gwynedd Council, and Ceredigion Council), other related resources (PRO, SCAN, Gathering the Jewels) and academic bodies (University of Wales Cardiff, Nottingham University, Oxford University, Coleg Gwent, and Villanova University, Pennsylvania, USA).

### User behaviour

Use of the website content will depend partly on the interest of the material, but also on whether it is regularly revisited. The figures in Table 4 show heavy usage of the home page (as the start for any search); it is likely that the Archives on the Web page has been used as a directory to other sites. The less popular pages relate to the project background and structure; these are likely to be of more specialist interest.

**Table 4: most-used pages**

/	home	1,536
anw003	Archives on the web	266
anw001	About ANW	254
anw002	Project milestones	120
anw004	Project partners	106
anw005	Technical information and credits	96
anw006	Feedback	<50

The statistics do not allow precise tracking of the searches undertaken. It is possible to gain an impression, however, from the traffic to the start page for each type of search (Table 5). As might be expected, the quicksearch is by far the most popular (although this may be partly because this is an easy entry point for users who are

exploring the content to evaluate the site). The value of the other options, and especially the Advanced Search, will increase as the dataset becomes larger, because then Quicksearch will start to yield too many hits to be useful.

**Table 5: most-used search pages**

Quicksearch	1,004
Browse personal names	287
Browse descriptions	233
Browse place-names	230
Advanced search	94
Browse corporate names	<50

Although the home page is a logical starting point for searching, since it lists the options, it is clear that many returning users have bookmarked other pages to go straight to their preferred form of searching (Table 6). This has implications for any changes in site structure, since those links would be broken by changes in folder layout or page names.

**Table 6: popular entry points**

Quicksearch	1,500
Name index	1,076
Browse repository/records	1,019
Home page	1,000
Other pages	200

## Conclusions

- usage figures demonstrate that among the communities so far targeted (the archives profession in Wales and elsewhere in the UK), awareness of the website is sufficient to generate initial visits and regular use
- users have explored the site content in some detail, both in terms of individual records and project information, and have bookmarked their preferred search options
- future marketing should look beyond the archives profession to other user groups, possibly by further use of newsgroup mailings, which are quick and effective

**Martin Locock**

2/10/03