

STAFFORDSHIRE AND STOKE ON TRENT ARCHIVE SERVICE:

APPENDIX 3

LOCAL PERFORMANCE INDICATORS, PREDICTED OUTTURN 2011/2012

Indicator	Outturn 2010/2011	Target 2011/2012	Predicted Outturn, 2011/2012
Personal Use of Archive Service			
1. No of personal user visits	17,856	18,430	16,500
2. No. of new user registrations	2,283	2,000	1,800
Online Use of Archive Service			
3. Visits to main Service web site	74,766	72,750	67,358
4. Visitor sessions to online catalogue	50,000	48,500	64,686*
5. Visitor sessions to other Archive Service web sites and online resources	40,048	40,000	53,000
Customer Satisfaction			
6. % of users expressing satisfaction with overall service and facilities (very good and good)	100%	95%	99%
Collecting Activity			
7. Number of approaches to/by owners of collections	254	220	220

* Unexplained sharp increase in visitors to online catalogue from Oct 2011 with monthly visits almost tripling. Online statistics vary considerably.