Gloucestershire County Council
Environment Department

Gateways to Gloucestershire's Past 2004

Audience Research and Access Plan
(April 2004)

Supported by the Heritage Lottery Fund

themarket**research**group

Prepared By The Market Research Group (MRG), Bournemouth University,
On Behalf Of
Gloucestershire County Council

Back ground to Audience Research and Access Plan – a project supported by the Heritage Lottery Fund

The following report is based on research undertaken by The Market Research Group, from 10th December 2003 until 26th April 2004. All the work contained in this report was supported by the Heritage Lottery Fund.

The project came into being because money raised by the National Lottery aims to improve the quality of life by:-

- Protecting and improving the heritage of buildings, objects and the environment, whether man-made or natural, which have been important in creating the character and Identity of the United Kingdom;

- Helping people to appreciate and enjoy their heritage; and

- Allowing them to pass it on to future generations.

To this end Gloucestershire County Council, invited the Market Research Group, to undertake the research into a programme of audience research and preparation of an access plan for Stage One of developing and promoting the County Sites and Monuments Record (SMR).

The SMR is the most comprehensive computerised index to Gloucestershire's heritage. The 22,000 records span the full range of human history from the Palaeolithic to the 20th century and include Neolithic and Bronze Age barrows, Iron Age hillforts, Roman villas, medieval settlements, field systems, industrial sites, railways and canals. The SMR consists of a database linked to a geographical information system (GIS) and a complimentary suite of paper and map-based information including OS maps, site specific files, an SMR library, photographs and slides. The SMR can answer a wide variety of enquiries using in-built searching facilities and all of the SMR information is mapped on the GIS. This combination enables SMR staff to compliment text-based searching on the SMR with geographical searches on the GIS and enquirers are able to find out information about archaeological sites and artefacts, buildings and historic landscapes throughout Gloucestershire.

The guiding principle in designing the methodology for this project has been extracted from the 'Brief for Audience Research and Access Plan' provided by Gloucestershire County Council 15th April 2003 with the background information for the project.

This states that the HLF will support:

'Activities and research to plan how to encourage wider groups of people to get involved in heritage activities, or to learn about heritage, such as audience research'.

CONTENTS

1.1: Executive Summary

The following summary has been drawn from the research findings which can be found in section 7 of the report. There were 3 stages to the Audience Research:-

- Survey of existing SMR users (first stage)
- Survey of new or potential users (stage two);
- Face to face in-depth Interviews with a mixture of users and potential users (stage three).

The main points are highlighted using the headings that relate directly back to the project's objectives (section 4.2)

1.1: Main findings of Audience Research for existing SMR users (first stage)

1.1.1: Provide Gloucestershire SMR with a sound understanding of its existing users, their background and the reasons for contacting SMR so it can identify who is using the service and who is not.

- The majority of SMR users are male between the ages of 45 and 54.

- Well over half of the SMR users fell into Group B for Occupational groupings which represent middle management.

- Two thirds of SMR users are from the Gloucestershire area with a tenth respectively of those Gloucestershire users coming from GL7, GL8 and GL5.

- The majorities have completed full time education, with over two thirds having completed qualifications up to at least degree level.

- The was no ethnic representation in the first survey as there had been no enquiries from any ethnic minority. Therefore all respondents were white.

- The largest audience or group of people accessing the SMR was students at a little under a third, amateur archaeologists/historians were the next highest group represented by a fifth, followed by professional archaeologists/historians at a little over a tenth.

- Of those surveyed two thirds were amateur or private enquiries. There was a smaller response from Commercial enquiries than expected. This does not reflect the true commercial use of the site. This may well be because commercial business did not feel it necessary to respond to the survey as they had given feedback in a previous survey done by Gloucestershire CC.

- There was a high proportion of first time users of the SMR. With over half having only used the SMR once.

- There was a broad selection of requests for information from the SMR, from simple requests for maps of local areas to larger requests for all SMR records for specific areas.

1.1.2: Examine possible groups of new users identifying why they are not using the SMR and how they could be encouraged to do so.

- The following list is an extraction from respondents of interest groups that use or may in future use the SMR.

  - Dean Archaeology Group
  - Gloucestershire Local Access Forum And The Open Spaces Society
  - Parish Grasslands Project St. Briavels
  - Christchurch Antiquarians
  - Cheltenham Local History Society
  - Gloucester And District Archaeological Research Group (GADARG) Bristol And Gloucester Archaeological Society Leckhampton Local History Society Cheltenham Local History Society Minsterworth Home Group
  - Gloucestershire Society For Industrial Archaeology Bristol And Gloucestershire Archaeological Society Stroud Local History Society
  - Poole Keynes And Cirencester Research Group   Cirencester College
  - Prehistoric, Lithics Studies
  - Tibberton And District Local History Society
  - Church of England
  - Bristol and Gloucestershire archaeological society
  - Stroud Water Textiles Trust Tewkesbury Historical Society Forest Of Dean Local History Society Mills Research Group Midland Wind & Watermills Group Tims Spab (Mills Section)
  - South Worcestershire archaeology group
  - Gloucester And District Archaeological Research Group
  - The Chepstow society, Monmouthshire antiquarian association
  - Gloucester & District Archaeology Research Group
  - Charlton Kings, Leckhampton Local History Societies, Bristol & Gloucester Arc Society
  - Cheltenham Civic Society
  - Gloucester Society For Industrial Archaeology
  - Avon Gardens Trust
  - Banbury Historic Society

- Other reasons that people were found not to be using the SMR were because they had not heard of it or they could not see the relevance of its content to their everyday lives. This was discovered in the third stage of research where new or potential users were interviewed.

1.1.3: Identify what information new and existing users would like to access

- Suggestions for what the SMR could specifically provide:-

  - SMR Staff to be occasionally available to attend our meetings (Held out of Hours).
  - Service.
  - Opportunity for people to bring artefacts along for scrutiny (Antiques Road show format).
  - Important mainly to publicise the existence and value of the SMR.
  - Talks to schools, colleges and local societies about facilities and access.
  - Use of these and other approaches at other venues such as schools.
  - Any events that grab the interest of the public.
  - Events to try to involve metal detectorists in archaeology.
  - SMR's need to continue to provide information in a relatively informal, individual basis.
  - Local newspaper write ups maybe and gathering local information.
  - Catalogues and indexes of material held.
  - Visiting schools and colleges.

- Three quarters of respondents were aware that Gloucestershire SMR contained tithe and OS maps, Aerial photography and published local information and a third said that it would have been or was useful to their enquiry.

- The top 3 facilities that respondents would like to see provided at an SMR office are photocopy facilities, desk space and staff to help with research. All were represented by under a fifth each.

- Respondents were asked to rate aspects of the SMR. Helpfulness of the staff was the highest rated aspect with nearly all respondents rating them very good or good.

- The range of information in the SMR was highly rated by the vast majority of respondents, waiting times was also very good as was access to the SMR. All other aspects of the SMR were not highly rated as very few respondents had actual knowledge of the physical aspects of the SMR offices.

- The survey showed that A third of respondents (majority) had their enquiry dealt with, within 2-4 days. A quarter did not receive their information for 2 weeks and a few had to wait over 2 weeks. This result has been affected by the lack of commercial respondents, who would normally receive their information with in 48hours.

- The Archaeology Service has analysed response times themselves on

previous occasions, data they collected separately shows that the average wait time is actually between 8 and 9 days. There maybe room to consider setting some service standards and publishing them.

- On the positive side just over a tenth of respondents had their enquiry dealt with immediately. Commercial enquires are not treated as urgent unless they specify the 48 hour service all other non commercial enquiries are dealt with within 2 weeks.

- The vast majority of respondents felt the information they received answered their enquiry adequately.

- Those who were not happy felt the information they received was inaccurate or showed a lack of detail.

- The vast majority also felt that the information they received was in a suitable format.

- The majority felt the information they received was as they had expected, however, those who received information that was "a lot better" or "better" than they had expected, came to the same percentage.

- A little over half said they would like to feed information directly onto the SMR and a third would prefer to place this information on the SMR via e-mail.

1.1.4: Assess how people would like to access information – be this through the Internet, via travelling road-shows, static displays, at the SMR offices or by other means.

- A little under half of all respondents have access to the internet at home. Only 2% have no access to the Internet at all.

- When the ratings "most preferred" and "preferred" are combined, over three quarters of respondents chose access to the SMR via the Internet. Two thirds would like to SMR information via the Archaeological staff, just over half preferred accessing through mail, just under half via an SMR Centre, a third would like leaflets and publications and a fifth would prefer to access via another establishment e.g. county records.

- The most preferred and preferred ratings were combined for those who had children or worked with children (less than a sixth). The responses were that children most preferred access to the SMR via the Internet, a little over two thirds said an SMR Centre would be most preferred/preferred and half said they would most prefer/prefer access to SMR staff.

- The majority (a fifth) of respondents found out about the SMR via "word of mouth" with a few hearing through their schools/colleges and some through clubs societies and heritage organisations.

- The vast majority had no difficulty in finding out about the SMR. Those who did have problems did not know which department of the County Council to go through.

- A third of respondents had requested information from the SMR via e-mail and a fifth had done so by post.

- Other SMR's that were regularly mentioned as having been used before by respondents were generally those in the Midlands, Herefordshire, Somerset, Oxford and Wiltshire.

- Respondents were asked if there were any aspects of these other SMR's that they would like to see in the Glos. SMR. The vast majority said on-line access to information and databases would be desirable, as is the case at Herefordshire SMR.

1.1.5: Consider the question of charging for access to information or of providing copying facilities.

- Just over half said they would be prepared to pay for information in the future. Although when commercial and non-commercial respondents were cross referenced with willingness to pay around three quarters of non commercial respondents would be unwilling to pay for information in the future.

- £5.00 was a popular fee suggested by respondents both by commercial and non-commercial users. Although a few respondents would be prepared to pay up to £50 (this was volunteered by a non-commercial user).

- Respondents seemed unsure which service they were using when requesting information from the SMR and so question 11 of the first survey was poorly represented. Many respondents did not know. The majority of those who were aware of which service they had used said that the price scales were about the same as other SMR's

1.1.6: Research the demand for participation in events, fieldwork or research organised and run by the staff of the SMR.

- When the ratings "Very important" and "Important" were combined, three quarters of respondents felt it was important for the SMR to provide a Lecture series followed by providing Displays at two thirds of respondents, then Exhibitions at just over a half. Events and Interactive displays were considered the least important by respondents.

- Other suggestions:-
    - Talks at schools about what the SMR has or can offer students
    - Catalogues.
    - Road shows

- Other information relevant to this objective can be found in section 1.2.

1.1.7: Examine possible links with the national curriculum, local schools and colleges and voluntary groups by contacting representatives of these groups.

- This objective is covered in the second stage of the audience research section 1.2 of the executive summary.

1.1.8: Examine routes to new partnerships with external organisations and departments (e.g. libraries, museums, archives, English Heritage (EH) education department) and research reciprocal gateways to information.

- This objective is also covered in the second stage of audience research section 1.2 of the executive summary

1.1.9: Develop detailed recommendations for developing audience numbers and variety.

- This is covered in Section 1.3 of the executive summary.

1.1.10: Produce a list of recommendations for the Access Plan.

- Recommendations are covered in Section 1.4 of the executive summary dedicated to the Access Plan.

1.2: Main findings of Audience Research for new or potential SMR users (second stage)

The following summary has been drawn from the second stage of audience research - new or potential SMR users, and is presented under headings that relate directly to the project's objectives that were not covered fully in the Executive Summary of section 1.1.

1.2.1: Examine possible groups of new users identifying why they are not using the SMR and how they could be encouraged to do so.

- Interest Groups identified in the first stage of the audience research that were not utilising the SMR at all or as much as they could do, led to the following list of desirable audience groups to be further surveyed:-

    Architects, Builders and Land developers/Real Estate
    Ramblers
    Teachers, Lecturers, Education providers
    Amateur Historians and Amateur Archaeologist
    IT Experts
    Organisations involved in land management- voluntary and commercial
    Libraries
    Parish councillors and Secretaries and Parishioners
    Organisations involved in supporting Ethnic minorities through social, economic and environmental means.
    Landowners both private and commercial

- Many of these groups were not using the SMR because they were not aware of its existence. Many thought that SMR data was only available for professionals.

- Those who did not know about the SMR would need a specific link or example of its relevance to themselves before they would consider using the SMR.

- Just under half of those surveyed would like to know more about the SMR and just over a third were unsure with a "Maybe" response. Of the different user groups well over three-quarters of parishioners, Gloucester. University Staff, and Ethnic organisations. would like to know more about the SMR and half of the builders would also like to know more.

- Over half would use the SMR in the future. There was a very high positive response for all user groups, except for the Ethnic organisations. None thought they would use the SMR in the future.

- A full list of suggestions and reasons for using the SMR in future are in the Appendix 5.5. Amateur local research was high on the list.

- Just under three quarters of respondents had access to the Internet at home. Which is higher than national figures (Ofcom 2004)

- Just under a fifth had Broadband access at home. Again this is higher than National figures (Ofcom 2004) This shows that access to computers and IT is not one of the reasons for not using the SMR other factors must be considered.

- Over two thirds of respondents had heard of the Archaeology Service This means that a third of all those surveyed have not heard of it, this includes a worrying number of Gloucestershire County Council Staff.

- Well over half of those surveyed had no idea what an SMR was. Two thirds of the Gloucestershire County Council staff had no idea what an SMR was and again this is cause for some concern.

- Over two thirds of all respondents had not heard of Gloucestershire SMR. Three-quarters of the Gloucestershire County Council Staff had not heard of their own SMR.

- The majority of respondents had heard about the SMR via the Council Offices. This indicates that other avenues of advertising may need to be explored to promote the Gloucestershire SMR.

- Of those in the survey who had heard of the SMR less than a tenth had used it. A tenth of Gloucestershire County Council Staff had used the SMR service before.

- The majority of people surveyed were spread evenly across the region, there were more women respondents than men. The predominant age group was 55-64 years old but all age groups were represented. There was a small ethnic representation in the research, which was fairly representative of the result from the Gloucestershire 2001 Census.

1.2.2: Examine possible links with the national curriculum, local schools and colleges and voluntary groups by contacting representatives of these groups.

- Specific groups contacted were, The South Cotswold Ramblers Association, The Stroud Valley Project, The British Trust for Volunteer Conservation, The Country Landowners Association, The National Union for Farmers, Lecturers at Gloucester University within the realms of Heritage, History and Land Management, the Geography department of the Royal Forest of Dean College, members of various parishes within Gloucestershire and representatives of the Afro Caribbean Association and Roshni (The Asian Women's' Group)

- Once the content of the SMR was divulged and its relevance identified to all of the above interest groups, many if not all said that they would use the SMR in the future.

- Tim Grubb of the Archaeology Service tried contacting representatives in Education and Libraries. It became apparent that there were no curriculum advisors for History or Geography (the obvious points of contact for the survey work) and subsequently there was a considerable delay in the response from the County Council's Education Department. Tim Grubb (SMR Officer) subsequently spoke with John Tuey (Head of Information Systems within Education) who promised to locate a history teacher to speak to MRG. This never came to fruition.

- Subsequently TG met with John Tuey and James Turtle (Gloucestershire Record Office) to discuss general links to the curriculum, development of the educational GIS system (Digimap) and further meetings. The meeting indicated that there were clear uses for SMR information within the national curriculum and that it was a matter of developing SMR information so it could be used by teachers. Curriculum information was widely available on the Internet and it is clear that further work will be required to identify suitable areas of SMR information to develop. At this stage further contact will be needed with education professionals

- As a result of an interview with a lecturer at Gloucester University it was noted that on-line access to the SMR would be a very valuable research tool to those students researching land management projects. It would also be beneficial to the Archaeology Service in the long run for eliminating time and resources draining repeat phone or e-mail requests from students who may be working on similar projects, if they had free access to the SMR.

- The Ethnic Organisation representatives identified areas where the SMR could be useful to its members. This was mainly through family history and migration research in connection with the war and industrial development.

- It was also identified that children who had access to free computers at the Afro Caribbean Association at weekends for their Homework Club, may in future be interested in accessing the SMR if there were areas of information contained in it that were relevant to their studies.

- Children attending the homework club are encouraged to be as curious about their own heritage and culture as they are in adopting and absorbing the British heritage and culture. The SMR could be used to help with both these subjects.

- The representative of the South Cotswold Ramblers Association had not been aware of the Gloucestershire SMR. He identified a potential for linking the SMR to the Ramblers Association Website, in order to show unique historical or archaeological aspects of landscapes along pre determined walks. The walkers then had an opportunity to enhance the visual enjoyment of the passing landscape with the support of historical information that could help understand why the landscape is so structured.

1.2.3: Examine routes to new partnerships with external organisations and departments (e.g. libraries, museums, archives, English Heritage (EH) education department) and research reciprocal gateways to information.

- Tim Grubb also met with Sarah Arnold (Senior Librarian Information Services) to discuss the provision of the SMR using terminals in libraries as well as the display of leaflets and information about the SMR and the Archaeology Service in general. The results of the meeting were very positive and it became clear that the only consideration from Libraries was the amount of space available for displays etc.

- The Archaeology Service (of Gloucestershire County Council) are currently having talks with Cath Graham of English Heritage, looking at "Outreach" programmes and how they can collaborate with these initiatives.

1.3: Main findings of Audience Research for face to face interviews users and potential SMR users (third stage)

The following is a summary of the results from the interviews that were transcribed.

Topic 1:   What other Cartographic Technology have you used?

           (eg."Multi map, Street guides, Get Mappy" or "Get Mapping" Ordnance survey Maps)

- The vast majority of interviewees had used multi-map or street guide or some form of route finder technology.
- Only 7 people out of the 25 interviewed had not used digital map technology.

Topic 2.   How comfortable are you with surfing the NET and using different search engines?

           (On- line searches as opposed to search in a library or a counties record office.
Digital imagery as opposed to hard copy of maps
Are you aware of the speeds of your computers and what type of Internet provision do you have)

- The vast majority of people were very comfortable with surfing the Net.
- A small number didn't like surfing and preferred the traditional method of researching via books and archives.

Topic 3.   Did you know this kind of technology was becoming available to all?

- Very few people were aware that this sort of technology was available on line. Only those who were commercially linked with IT were aware.

Topic 4.   Would you be interested in using this technology if it was available through the Gloucestershire SMR?

           (Were you aware that Glos. had tithe and Os maps, aerial photographs etc)

- Nearly all interviewed were interested in online access to the SMR.
- Only 2 people said they had no use or interest for it.

Topic 5.   What other uses can you think of that this facility could be used for?

- The vast majority had positive comments about who would use it and how the technology could be used. Some examples were for Parish plans, researching local parish history, family history, genealogy, having an aerial photograph printed of local parish. General interest in archaeology of back garden. Planning walks, motivating locals into taking ownership of their parish and its landscape and researching the migration of ethnic groups through industrialisation and the war.

Topic 6.   Would you think this technology is likely to be used more for commercial use or for personal interests/studies or amateur interest groups?

- The vast majority could see no difference in the demand for this service commercially or non commercially.

Topic 7.   How would you like to use this technology?

             (Personal Use
             Commercial/Business Uses Parish Surveys/Planning
             Equipment at Gloucestershire to print out big maps etc)

- The vast majority of people liked the idea of being able to view information on line and then select what they wanted to either down load. If it was a map then they would like to be able to request maps and get Gloucestershire SMR to print them out in colour and post them off.
- Hyper links from other connected sites to do with history, walking, genealogy, war research, and industrial development.
- Land developers currently use Pro Map and if an on line form was designed to extract the relevant SMR information that would be very useful.

Topic 8.   Would you like to be able to feed back information into the SMR?

             (Red-lining/scribbling on the screen
             What format would you then like the information in?)

- Very positive feedback on feeding information in from local knowledge.
- Only concerns were speed of sifting and sorting data to make it sterile for public use and viewing.
- Accuracy was another issue how quickly would the SMR be updated
- Care to be taken in publicising sensitive data
- Concerns from CLA membership not to promote trespassing.

- Red-lining was well received especially by the less IT oriented interviewees.
- Mixture of downloading files and receiving maps and photos through the post was how the majority wanted to receive information.
- The commercial element would prefer to download info and pay for it as they went.

Topic 9.   How do you think this facilities should be paid for?

       (Private/personal non commercial use and Commercial Use
       Levels of service)

- Generally non commercial users felt they should not have to pay for viewing data and information from the SMR. However they realised that some revenue must be generated in order to maintain the SMR.
- People were prepared to pay for maps and photographs to printed off.
- Commercial users already pay but would be keen to have access to on-line information especially if it was up to date and reliable.

Topic 10.   Other Services provided from Gloucestershire SMR.

       (e.g. Lecture series, excavations, things found, leaflets that provide history along walks etc.)

- Not many suggestions other than continuing to do what they do already, plus provide a better equipped PRO where SMR data can be viewed on-line and in hard copy with facilities to print off large maps.
- Experts on hand to answer questions.

Topic 11. Any concerns or other issues

- Concerns about disabled access for the PRO and SMR if they are to be combined.
- Good lighting need in SMR.
- Libraries to be more integrated with SMR i.e. to have more knowledge about it so that it can be better used
- Many comments about lack of publicity for SMR.
- If SMR is to be used more i.e. which will help generate revenue to sustain it then it must be promoted.
- 67% of all those surveyed in Gloucestershire (through parish councils, architects, builders, Gloucestershire CC staff and Gloucester University and ethnic organisations had not heard oft the Gloucestershire SMR.
- Better links with HE and FE to meet the needs of curriculum.
- Huge potential for SMR usage through the ever increasing "retired market", time on their hands and an increasing interest in history stimulated by such programmes as "Time Team".

2: Audience Development Plan

This section uses the findings of the audience research to inform the structure of an Audience development plan. This is a summary of the audience development plan and the full plan can be found in section 6.1.

2.1: Potential Audiences and Priority Audiences

All potential audiences and priority audiences were identified within the audience research. These are:-

> Architects, Builders and Land developer/Real Estate
> Ramblers, and other specialist interest groups
> Educators within primary, secondary, further and higher institutes
> Amateur Historians and Amateur Archaeologist
> Professionals working within land based enterprise or conservation
> Libraries and Other Archives
> Parish councillors and Secretaries
> Ethnic minority groups
> Land owners both commercial and leisure
> Children and young adults
> Retirees

2.2: Objectives for Audience development

- Inform and educate Gloucestershire County Council staff about the Archaeology Service and the SMR with a view to promoting the service from within.
- Design different promotional leaflets or information sheets that will show the different user groups how the SMR can be relevant to their needs.
- Translate leaflets and information into languages where appropriate.
- Hold talks at other organisations and institutes to encourage interest in the SMR. Including the ethnic organisations where a relevant interest link needs to be established.
- Contact the Rambler Association with a view to linking information form the SMR to their web site.
- Contact History and Geography Teachers in local education institutes with a view to passing on literature about the SMR.
- Consider holding a series of talks and demonstrations at schools and colleges during class time about the SMR's content and how to use it.
- Contact the Country Land Owners Association (CLA) with a view to reassuring them as to the integrity of the SMR and protecting any sensitive data.
- Design an on-line feedback questionnaire for the SMR to monitor the different user groups.
- Establish a mission statement that can be used in promotional material.

- Organise a mail shot of this promotional material to all potential new user groups.
- Place a series of adverts within Parish magazines as this would reach one of the larger potential audiences of retired people and those with time to spend on research into local history or archaeology.
- Maintain the quality of service of the SMR by establishing means of revenue generation, which can in turn maintain the SMR e.g. charging visitors to the SMR for assisting them with research and charging for photocopying and printing.
- Obtain permission to place hyper links for the SMR on like minded or similar websites for example the Ramblers Association or any Family History Websites or any other archive sites.
- The National Trust (NT) has one of the largest Sites and Monument Records. It is not available on-line yet. When the NT SMR does becomes available on-line it would be desirable to have a hyperlink on their website.
- It may be appropriate to run travel shows and mobile SMR workshops in conjunction with the NT to help promote access to heritage information.

2.3: Action Plan

The following section is an action plan for each of the targeted audiences.

2.31: Architects, Builders and Land developer/Real Estate

This is audience is already using the SMR but will benefit significantly if information is to become available on-line. On-line access to the SMR needs to be designed with their needs in mind. Further discussion with such agencies will benefit both parties when it comes to information provision and information retrieval.

A system for paying which allows such agencies unfettered access to all the information they need must be carefully set up. Different options could be to have an account that you pay monthly for unlimited access or a "pay as you go" system. With either a log in code or Membership numbers.

2.3.2: Educators within primary, secondary, further and higher institutes

The SMR must link into the national curriculum. There are the obvious educational subjects such as Geography and History but the teaching of other social and science based subjects would also benefit from the information that is provided within the SMR.

Again promotional material must be designed to highlight areas where the SMR can benefit each subject matter towards teachers/Lecturers as well as children and young adults.

2.3.3: Amateur Historians and Amateur Archaeologist

Many of these interest groups are already aware of the information within the SMR but on-line access as well as a greater access to staff who maintain the

SMR would benefit this group enormously. They would also benefit from open forums and talks held by the SMR that could further educate these groups in subjects they would like to learn more about.

Perhaps the a volunteer system could be set up with the Amateur interest groups to help collect information for the SMR.

2.3.4: Professionals working within land based enterprise or conservation

Agencies such as the BTCV and The Stroud Valley Project would benefit from having access to the SMR so that they can build up a picture of how land use has evolved over a specific area. They need to be contacted and taught how to use the information within the SMR to enhance their Project Management and to help enthuse locals within the area who may become better involved with local projects.

2.3.5: Libraries and Other Archives

Access to the SMR on-line at Libraries would greatly reduce any physical barriers to individuals as Public Libraries have to have disability access and there is free access to computers. The staff could also help promote the SMR and educate people as to what can be found within it.

2.3.6: Parish councillors and Secretaries

This groups is compiled of a mixture of Amateur Interest groups, Educators, Retirees, Land owners etc. They are heavily involved in the dynamics of Parish Life and its daily routine. Promoting the SMR to this group would have a far reaching affect. The SMR can be used to help develop land, land use and landscape as well as protect it.

2.3.7: Ethnic minority groups

There was no use of the SMR by any Ethnic user. Steps must be taken to inform and promote. It is possible to develop this as an SMR audience if a link can be found between their culture and interests and the content of the SMR. Translated leaflets that highlight these relevant links must be widely distributed if this audience is to be developed. Again the links can be enhanced through community education as well as through the national curriculum. If second and third generation children integrate more freely with the culture of their region through subjects they are taught that draw from information within the SMR then this information may flow back up through the generations.

2.3.8: Land owners both commercial and leisure

Promotion to these group could provide a revenue for the SMR. Leaflets could promote the ability of The Gloucestershire SMR to print off annotated maps detailing fields, boundaries, tithes, aerial photographs and historic land use.

Landowners may be encouraged to use information from the SMR to protect designated sites or to help develop areas of land that could have a better use to

the community

2.3.9: Children and young adults

See comments in section 2.3.2. Also design study packs to help all, navigate their way around the SMR.

2.3.10: Retirees

See comments in section 2.3.6

2.3.11: Others

Make direct contact with all those individuals, organisations and agencies that did not respond to previous surveys and educate them of the relevance of the SMR to their particular field.

3: Access Plan

This is a summary of Section 6.2 which details the full extent of the Access Plan. The following headings are related to page 4 of the HLF booklet – What is an Access Plan?

3.1: Barriers

Users and non users of the Gloucestershire Sites and Monuments Records currently suffer barriers to access under all of the following headings:-

Organisational	There is no active promotional material advertising the Archaeology Service and many people still believe that data held by County Councils is for internal use only
Physical	The Archaeology Service is located within Shire Hall on the second floor. There is limited space for visitors, There are no disabled toilet facilities although there are lifts that provide access to all floors
Sensory	There is no sign-posting to the SMR within the building. No promotional Material
Intellectual	Data held within the SMR is of a technical nature and would need to be explained to laymen
Social & Cultural	Lack of knowledge of the service and its relevant use to all, particularly those within ethnic minorities and lack of promotional leaflets translated into appropriate languages
Financial	Not so many financial barriers, private enquiries only charge for photocopying costs

3.2: Priorities

There is a huge potential for increasing SMR audiences. The following bullet points identify the priorities for increasing audience numbers.

- Educate internal staff to promote the service from within.
- Establish contact and links with Tourism partners to promote the historical and archaeological aspects of the region promoting the SMR as a research tool for adding value to holidays. Visitors can then research aspects of areas they are interested in.
- Locate space to house the SMR to improve physical access to records maps and photographs.
- Produce leaflets and other promotional material to advertise the SMR and its content.
- Leaflets could be translated into relevant languages to reduce barriers from social and cultural aspects.
- Leaflets must be tailored to different user groups to highlight the relevance of the SMR information to them specifically
- The service received by existing users of the SMR is high so this needs to be maintained and then the reputation of the SMR will grow by word of mouth.

- Establish a timetable and rota staff to be available in the SMR for private consultation and provision of advise.
- Design a simple search facility on the SMR Website to allow easy and quick access to all information contained within the SMR. This needs to be designed to cope with complicated enquiries as well as simple ones.
- The ability to search should cross reference within a multifunction search facility, i.e. people should be able to locate monuments, objects, buildings, maps, photographs and information; via a specific named location , a specific period or date or specific name of the information required.
- The new location that would house the SMR must have good lighting, disabled access, computers, photocopy machines, plotters and a reference section.
- Links must be established at an early stage with other like minded or relevant websites.

3.3: Action Plan

- Locate a suitable building to house the physical aspects of the SMR and to locate appropriate research equipment, including computers plotters and photocopy machines.
- Write a mission statement for promotional material and widely distribute.
- Design a suitable search facility within the SMR for On-line access.
- Maintain high standards of material within the SMR and check the providence of new data.
- Maximise promotion by linking in with all available on-line archives and websites of like minded interest groups.
- Make staff more available to answer queries in the drop in centre or assist in searches both on-line and physical.
- Identify all possible interest groups and design advertising material to promote all aspects and services provided by the SMR and its staff.
- Make the SMR secure from those who may abuse sensitive data and reassure those landowners affected by the freedom of access to such data.
- Monitor information going into the SMR for slander, or inappropriate references.
- Monitor feedback from all user groups via an on-line survey or a postal survey using SMR enquiry form information from those who still request information from the SMR remotely not by computer.

4: Project Research Aims and Objectives

4.1: Research Aims

The United Kingdom has one of the most diverse and comprehensive site and monument records available for study and research. In recent years there has been a divergence of improved access to archives across organisational boundaries. Such initiatives as the English Heritage, National Trust, and National Monuments Record Centre common access agreements have helped to meet the growing demand from a variety of interest groups in mainstream education, specialist clubs and societies and individuals pursuing their own specific interests.

The challenge presented to custodians of archive collections is to identify clearly the types of user, their needs for data and access. This process has been helped by the ongoing developments in information technology but the requirements of the final audience are paramount in formulating policy and operational priorities.

4.2: Project Objectives for Audience Research

The aims and objectives of the research are those described under 2.2 within the 'Brief for Audience Research contained with the background papers from Gloucestershire County Council, dated 15th April 2003

4.2.1: Provide Gloucestershire SMR (GSMR) with a sound understanding of its existing users, their background and the reasons for contacting the SMR so it can identify who is using the service and who is not.

4.2.2: Examine possible groups of new users identifying why they are not using the SMR and how they could be encouraged to do so.

4.2.3: Identify what information new and existing users would like to access

4.2.4: Assess how people would like to access information – be this through the Internet, via travelling road-shows, static displays, at the SMR offices or by other means.

4.2.5: Consider the question of charging for access to information or of providing copying facilities.

4.2.6: Research the demand for participation in events, fieldwork or research organised and run by the staff of the SMR.

4.2.7: Examine possible links with the national curriculum, local schools and

colleges and voluntary groups by contacting representatives of these groups.

4.2.7: Examine routes to new partnerships with external organisations and departments (e.g. libraries, museums, archives, English Heritage (EH) education department) and research reciprocal gateways to information.

4.2.8: Develop detailed recommendations for developing audience numbers and variety.

4.2.9: Produce a list of recommendations for the Access Plan.

4.3: Project Objectives for the Access Plan

The aims and objectives of the research are those described under 3.2 within the 'Brief for Audience Research contained with the background papers dated 15th April 2003.

4.3.1: Examine the current access to the SMR and identify problems with physical access to Shire Hall and to SMR within it.

4.3.2: Identify any physical, sensory, intellectual and cultural barriers that may exist for any of the range of enquiries to the SMR identified in 2.2.

4.3.3: Produce an Access Plan with recommendations detailing how the SMR can respond to the outcome of the Audience research described in Section 2 of the Brief.

4.3.4: Devise a marketing strategy that will enable the SMR to broaden its audience.

4.3.5: Include within the report an assessment of the equipment and resources (staff time and monetary) that will required to implement the Access Plan.

4.3.6: Consider the impact of legislation such as the Data Protection Act (1998) and the Freedom of Information Act (2001) on any of policies to be adopted by the access plan.

5: Methodology

There were three stages to the Audience Research, The first stage surveyed existing users of the SMR. The second stage used the results from the first stage to identify new or potential user groups. These groups were then surveyed via an additional questionnaire (via a postal survey and on-line survey). The third stage was a series of in-depth face to face interviews. These were held with a variety of user groups, both known user groups and new or potential user groups such as; Education providers, Parishioners, Architects, Builders/Developers, Amateur Interest groups (e.g. Amateur Historians/Archaeologists), Ramblers and Representatives of Ethnic social and educational support groups.

The first questionnaire (First Stage) was designed to help identify who were the existing users of the Gloucestershire SMR. This research used both qualitative and quantitative techniques. The former provided background and depth to some of the issues raised, specifically information needs, and modes of access. Quantitative research provided robust data regarding such issues as profiles of existing users, potential new users, user needs and other issues.

The second questionnaire (second stage) was designed to find out whether people were aware of the Gloucestershire Archaeology Service and its' SMR and if not, to establish the level of interest for using it, once informed of what it contained. This questionnaire was sent on-line to all Gloucestershire CC Staff,. It was also sent to a representative of all Parishes in the Gloucestershire County (on-line or postal to remove the bias towards those without IT). A data base was constructed of all those Building and Architect firms that operate within the Gloucestershire County and they also received the questionnaire via a postal survey. A database for Ethnic Organisations was also set up and they were surveyed via a postal survey. The Country Landowners Association (CLA) also very kindly offered to host the online version of the questionnaire on their fortnightly e-mail to all members in the Gloucestershire region. Unfortunately there was not a single response to this survey. This was probably due to the huge amount of information contained within the e-mail that no one ever got as far as reading the small section on Gloucestershire County Councils SMR Research.

The third stage used in-depth, face to face interviews with individuals who were approached via letter and or telephone. Some of the individuals had already completed the second stage questionnaire and volunteered to help with further research. Other individuals were targeted directly from contact details found on Websites.

The results ensuing from the three stages of the research will inform the preparation of the marketing and access plans to ensure measurable outcomes and methods of implementation.

5.1: Methodology of Audience Research First Stage- Existing Users

The methodology assumes close co-ordination with the authors of the Information Systems Report to provide a comprehensive and unified approach to the issues of access and information provision.

Analysis of Site and Monument Record Enquiries Database - A random sample of user enquiry forms was used to provide basic statistical data regarding the enquirer (type of organisation or affiliation and postcode) and the purpose of the enquiry.

A stratified sample of (approximately 300) SMR users by type of organisational affiliation and purpose of visit was constructed. A survey was conducted via postal survey and on-line questionnaire providing a further statistical account of users and potential new users as well as providing a better understanding of user needs and direction for the marketing and access plans.

63 questionnaires were sent out to known Gloucestershire SMR users by post and 170 e-mails with an attached link to the electronic version of the Gloucestershire SMR users questionnaire were also sent. Of the questionnaires sent by post 23 were returned completed and of the online version of the questionnaire 58 were returned. The total response rate was 34%.

5.2: Methodology of Audience Research Second Stage – New or Potential Users

There was a noticeable lack of Ethnic representation in the first stage of the Audience Research and so some Ethnically related organisations were specifically surveyed in the second stage. The data base contained 14 organisations. Of the 14 organisations surveyed, 50% responded to the survey. 2 respondents went on to help with the face to face in depth interviews.

5 other small databases were set up to survey other potential user groups. The Parish Database contained 250 representatives. Of the total sample, 131 parishioners were contacted by post and 121 were contacted by e-mail. The response rate for the on-line survey was 38% and the response for the postal survey was 44%. The Architect database contained 66 firms, 26% responded. The Builders database contained 95 firms only 12% responded, and the Gloucester University database contained 34 Staff and Lecturers of which 32% responded.

A separate survey (using the same questionnaire) was run within Gloucestershire County Council itself to establish if staff were aware of the Archaeology Service and or the SMR. The intention being to promote the SMR from within, in the future. This survey was solely distributed on-line via the internal e-mail system and the response rate was very low, the total response rate was 3%. This is likely to be because of the medium used to survey the staff, as people weren't approached directly for a response.

This research used both qualitative and quantitative techniques. The former provides background and depth to some of the issues raised, specifically what and how people thought they would use the SMR for. Quantitative research will provide basic demographics. The results ensuing from the research will inform the preparation of the marketing and access plans to ensure measurable outcomes and methods of implementation.

5.3: Methodology of Audience Research Third Stage - In-depth Interviews

A series of topics were established for the face to face interviews/discussion see Appendix 8.7.3. A test web page was shown to the interviewees to give them some idea of what digital mapping could look like and to show how refined area searches through the SMR could look. Full results of these interviews can also be found in Appendix 8.3. Consultation with Digidata occurred before the interviews so as to ensure appropriate technical questions were asked. Digidata also supplied the Web site address of the digitally layered maps.

Those interviewed fell under the following user groups:-

> Architects, Builders and Land developer/Real Estate
> Ramblers
> History Lecturer, Primary School Teacher and Geography Teacher
> Amateur Historian and Amateur Archaeologist
> IT Expert
> Project Manager Stroud Valleys Project
> Volunteer for the BTVC
> Libraries
> Parish councillors and Secretaries
> Representatives of the Afro Caribbean Association and
> A representative of Roshni (An Asian Women's Group)
> CLA representative and a NFU representative

6: Audience Development Plan & Access Plan

6.1: Audience Development Plan

This section of the report uses the findings of the audience research to inform the structure of an audience development plan and relates directly back to the audience research objective 4.2.8 in Section 4 of this report. This states – develop detailed recommendations for developing audience numbers and variety.

The following headings are taken directly from page 6 of the HLF booklet – Audience Development Plans.

6.1.1: Description of the heritage site, collection or item.

Gloucestershire Sites and Monuments Records (SMR) is the most comprehensive computerised index to Gloucestershire's heritage. The 22,000 records span the full range of human history from the Palaeolithic to the 20th century and include Neolithic and Bronze Age barrows, Iron Age hill-forts, Roman villas, medieval settlements, field systems, industrial sites, railways and canals. The SMR consists of a database linked to a geographical information system (GIS) and a complimentary suite of paper and map-based information including OS maps, site specific files, an SMR library, photographs and slides. The SMR can answer a wide variety of enquiries using in-built searching facilities and all of the SMR information is mapped on the GIS. This combination enables SMR staff to compliment text-based searching on the SMR with geographical searches on the GIS and enquirers are able to find out information about archaeological sites and artefacts, buildings and historic landscapes throughout Gloucestershire.

6.1.2: Aims of the heritage site, collection or item.

The United Kingdom has one of the most diverse and comprehensive site and monument records available for study and research. In recent years there has been a divergence of improved access to archives across organisational boundaries. Such initiatives as the English Heritage, National Trust, and National Monuments Record Centre common access agreements have helped to meet the growing demand from a variety of interest groups in mainstream education, specialist clubs and societies and individuals pursuing their own specific interests.

The challenge presented to custodians of archive collections is to identify clearly the types of user, their needs for data and access. This process has been helped by the ongoing developments in information technology but the requirements of the final audience are paramount in formulating policy and operational priorities.

To this end Gloucestershire County Council wish to develop and promote their County Sites and Monuments Record. The project "Gateway's to Gloucestershire's Past offers the Gloucestershire SMR the opportunity to develop its role as the primary source of heritage information for the county. The project aims to increase public access to, awareness of and contact with the SMR by broadening physical and remote access to the information it holds.

Physical access to SMR information will be increased through the provision of a dedicated workspace for SMR enquiries at the SMR office in Shire Hall, Gloucester. Archaeological information will also be taken out into the Gloucestershire community using moveable displays, stalls at non-archaeological events and new co-operative ventures within museums and other institutions.

Remote access to information will be provided via a searchable , online version of the SMR. This will enable a wide variety of consultees to access archaeological information and will be supported by a wide range of high quality colour, thematic leaflets and display material. Leaflets will be made available at a wide variety of public locations but all of the material will also be available to view and download on a re-designed Archaeology Service web site.

Through the project, and following on from it, it is hoped that the SMR will develop into a multi-functional resource that it has had the potential to be.

6.1.3: Evidence of the consultation carried out.

Previous research has been added to by the Market Research Group (MRG) and can be found in section 7 - Research Findings

6.1.4: Analysis of current audiences.

Again this work has been previously undertaken and is added to by MRG. The current audience research findings can be found in Section 7 of this report.

6.1.5: Analysis of the barriers to involvement.

Current research has identified that the main barriers to involvement are lack of knowledge of the SMR; a lack of knowledge of its full content and potential for research and a lack of perception of its relevance to all or any new user groups. This is particularly evident in the lack of enquires to the SMR from any ethnic minorities. Research has identified that the lack of enquiry is because this potential group has not been informed of the relevance of the SMR to their culture or areas of interest. For example the integration of Black Caribbean's into Gloucestershire as a result of the 2nd World War.

All act as barriers and will need to be addressed. A full analysis of barriers to the SMR offices can be found in the Access Plan, section 6.2.5 of the report.

6.1.6: Assessment of the potential for audiences development

There is huge potential for increasing audience numbers. The two main ways are by promoting its existence and also what it contains. This has a duel role because by informing audiences of its content one also improves the chance of allowing audiences to recognise or identify its relevance to their own interests views or culture. The findings of the research (Section 7) supports the desire for residents of Gloucestershire to find out more about the SMR and indeed to possibly use it in future.

The whole of Gloucestershire will have Broadband available by 2005. This will increase the audience potential for access to the on-line aspects of the SMR, provided it is marketed correctly.

6.1.7: Objectives for audience development with priority audiences and measurable targets.

The potential of new audiences has been well established from the research. The following points are objectives to meet this potential.

- Inform and educate Gloucestershire County Council staff about the Archaeology Service and the SMR with a view to promoting the service from within.

- Design different promotional leaflets or information sheets that will show the different user groups how the SMR can be relevant to their needs.

- Translate leaflets and information into languages where appropriate.

- Hold talks at other organisations and institutes to encourage interest in the SMR. Including the ethnic organisations where a relevant interest link needs to be established.

- Contact the Rambler Association with a view to linking information form the SMR to their web site.

- Contact History and Geography Teachers in local education institutes with a view to passing on literature about the SMR.

- Consider holding a series of talks and demonstrations at schools and colleges during class time about the SMR's content and how to use it.

- Contact the Country Land Owners Association (CLA) with a view to reassuring them as to the integrity of the SMR and protecting any sensitive data.

- Design an on-line feedback questionnaire for the SMR to monitor the different user groups.

- Identify whether there is an opportunity to allow student to have free access to both the on-line version of the SMR and the physical drop in centre in order to down load material for projects and assignments

6.1.8: Action Plan to achieve the objectives for each target audience.

This is covered in Section 2.3 of the report.

6.2: Access Plan

The HLF will support "research and planning work to improve the physical and intellectual enjoyment of heritage data, such as an access plan.

This section draws upon the research findings of the report and is related to the original objectives for the Access plan, stated in the original briefing document.

The access plan is structured following the recommended suggestions on page 4 & 5 of the HLF document - Developing an Access plan. They are as follows:-

6.2.1: Organisation policies, practices and procedures relating to access.

Gloucestershire County Councils Policy on Access can be found in Appendix 8.8 and are also mentioned in 6.2.2 of this section.

Although the knowledge of where to find Gloucestershire SMR is good. Improvements could be made to ease the process by which possible new users can locate this service. Some new users have difficulty in knowing which departments Heritage data is held by.

It was evident from the survey on Gloucestershire County Council Staff that better knowledge is needed amongst staff to help locate the SMR both when it goes on line, as well as the possible "drop in" centre that has been recommended by many interviewees.

There is a lack of understanding of what types of service Gloucestershire SMR provides in terms of speed of service and depth of information provided. This is evident in the very low response rate received for questions asking users to rate the scale of charges compared to other SMR's used. Better advertising of the SMR services is needed.

Respondents are prepared to pay.   Although non-commercial users are more reluctant. If non commercial users are made aware of the high quality of data they could receive then it may be a case that they would be more prepared to pay in future.

6.2.2: Legislation and statutory requirements relating to access including Disability Discrimination act or building regulations.

This is covered by Objective 4.3.6: - to consider the impact of legislation such as the Data Protection Act (1998) and the Freedom of Information Act (2001) on any of policies to be adopted by the access plan.

The Data Protection Act applies to the SMR when people give permission to Gloucestershire County Council to record their name. Each enquirer therefore

completes an access document (with a Data Protection statement on the bottom see Appendices 8.10).

If a drop in centre is put into place then the same sort of access form would be appropriate to comply with this legislation. The legislation is also covered in Gloucestershire County Councils Policy on Access and Charging which can be found in Appendix 8.8.

Under the Freedom of Information Act 2000, individuals are given a general right of access to all types of recorded information held by public authorities. In order to help everyone gain access to the information they require, the Freedom of Information Act requires all public authorities to adopt and maintain a publication scheme.

Gloucestershire County Council's scheme under the Act sets out the classes of information that it publishes or intends to publish, how the information is made available, and whether it is available free of charge or upon payment.

Local authorities including Gloucestershire County Council are required to submit publication schemes for approval by the Information Commissioner by 31 December 2002 with the schemes becoming active from February 2003.

From January 2005 any person who makes a request to a public authority for information must be informed whether the public authority holds that information and, subject to exemptions, supplied with that information.

The full scheme can be found on Gloucestershire County Councils website http://www.gloucestershire.gov.uk/index.cfm?ArticleID=5364 and the SMR complies to all legislation enforced within the County Council.

The current Information Request Form mentions the Act and can be found in Appendix 8.9.

Gloucestershire County Council and Shire Hall complies with the Disability Discrimination Act at a corporate level. At the unit level, the SMR offices would be unlikely to comply if assessed as an individual entity. It is therefore recommended that a room specifically set aside as a drop in centre should comply fully with this Act.

Results of the research showed that access to the SMR affected by Disability was very low with only poor lighting and stair climbing mentioned as the restrictions. However if access to a bespoke SMR research room was made available then it is likely that more visitors who did suffer from mobility, visual or other sensory disabilities would have a greater opportunity to use this service.

6.2.3: Description of the heritage site including Maps, plans and photographs.

Gloucestershire County Council Archaeology Service and therefore the SMR are services provided within the County Council and are not a heritage Site.

Gloucestershire Sites and Monuments Records (SMR) is the most comprehensive computerised index to Gloucestershire's heritage. The 22,000 records span the full range of human history from the Palaeolithic to the 20th century and include Neolithic and Bronze Age barrows, Iron Age hill-forts, Roman villas, medieval settlements, field systems, industrial sites, railways and canals. The SMR consists of a database linked to a geographical information system (GIS) and a complimentary suite of paper and map-based information including OS maps, site specific files, an SMR library, photographs and slides. The SMR can answer a wide variety of enquiries using in-built searching facilities and all of the SMR information is mapped on the GIS. This combination enables SMR staff to compliment text-based searching on the SMR with geographical searches on the GIS and enquirers are able to find out information about archaeological sites and artefacts, buildings and historic landscapes throughout Gloucestershire.

Access to the Gloucestershire County Council offices is covered in section 6.2.5. More information on its location, including map and contact details etc. are to be found on the County Councils Website at::- http://www.gloucestershire.gov.uk

6.2.4: Description of current access arrangements and possible improvements.

Gloucestershire County Councils Policy on Access can be found in Appendix 8.8. A description of the buildings and the current access is discussed in the next section, 6.2.5.

Gloucestershire SMR has already established a helpful service via its staff but due to the lack of response to rating the physical aspects or facilities within the SMR offices, further research is needed to investigate how many non-users would prefer to use the SMR offices rather than accessing information remotely.

Waiting times for receiving requested information may need to be reviewed as many respondents were waiting over 2 weeks for their information. These were unlikely to be commercial requests as these are dealt with on an immediate or 48 hour response provided this service is requested. But if they were of a commercial nature it may be holding up planning processes or investigations or survey work. Promotion of the 48 service is needed.

There is a definite desire for more SMR data to be available on line. Other SMR's in the country provide databases with direct access and the more commercial audiences would benefit from this access both in time saved and depth and accuracy of information provided.

The SMR would benefit from a drop in Centre where visitors would be able to access SMR data physically and remotely. This is born out by the research findings discussed in Section 7. Where respondents were asked what other facilities they would like Gloucester to provide.

Interestingly a significantly high percentage of respondents thought that a Lecture Series could be offered by the SMR as an additional service. This was born out in subsequent research. Some in-depth interview respondents involved in amateur history or archaeology research suggested they would benefit from staff of the SMR attending their evening meetings or having days where people could seek advise or information on finds. This could be run in the format of an Antiques Road show.

Gloucestershire has a high percentage of Internet users including many who already have access to Broadband. BT expect Broadband to be available to all those who want it by 2005, so there is an increasing potential SMR audience. Theses figures are higher than National average. These high figures may well be that due to the rural nature of Gloucestershire as a region, that residents want to lessen that feeling of remoteness by improving there IT access and skills.

Many local education centres and colleges offer very good free computer/Internet courses and the older age groups are taking up the courses to keep apace with children and grandchildren, for both communication purposes as well as educational purposes.

The majority of those interviewed were already aware of simple map technology like Multi-Map, Mappy and Get Mapping etc for route planning journeys or to look where an area was. So if information in the SMR could be located using similar search methods i.e. by "postcode" or "area name" people are already familiar with this and they would then find it easy to search on the on-line SMR.

6.2.5: Description and analysis of the current barriers to access.

The following section describes the extent of current access to the Gloucestershire Sites and Monuments Records under the headings that are identified in the HLF "Access plans" - helping your application. This section also responds directly to the first two objectives of the Access Plan in section 4.3.1 and 4.3.2. of this report which state:-

- Examine the current access to the SMR and identify problems with physical access to Shire Hall and to SMR within it.

- Identify any physical, sensory, intellectual and cultural barriers that may exist for any of the range of enquiries to the SMR identified in the research.

Organisational barriers

- Gloucestershire SMR is located within the Environment Directorate of Gloucestershire County Council on the second floor, Block 5, Shire Hall in Gloucester.
- Visitors have to sign in as a visitor to the County Council at either Main or Environment Reception from where they are collected by SMR staff and taken to the SMR Archaeology Service offices.
- Within this office facilities are limited and, although visitors can book an appointment to view supporting information and reports, access to the record is generally by post, email or fax.
- Visitor facilities are limited to a desk and a cup of coffee/tea!
- Frontline staff at Shire Hall Main Reception will be unable to respond to enquiries but MAY know who to pass the enquiry on to – i.e. the Archaeology Service. Environment Reception staff are much more familiar with the Archaeology Services work and know who to ring.
- Opening hours are dependent on staff being available to answer enquiries and generally this time will be restricted to between 9am and 4pm. Desk space is at a premium in the office but visitors can usually be accommodated.
- Information is not available for visitors to extract for themselves so SMR staff have to retrieve maps and reports for them. Some files could be made available but weeding of sensitive information would be required first.
- Much of the information is technical in nature and would need some level of explanation by SMR staff

Physical barriers

- Access to the SMR offices is either by lift or two flights of stairs.
- Shire Hall has access for disabled visitors and complies with the Disability Discrimination Act. Shire Hall has ramp and step access to Main Reception but only step access to Environment Reception (where most guests arrive). Access to main reception is either through two doors or a revolving door. Lifts are available within Shire Hall. Male toilets are available on the same corridor as the Archaeology Service offices but female toilets are on floors above and below. Neither toilets have disabled facilities. The Archaeology Service has a fire exit.
- Specifically, access to the SMR offices would involve coming through main reception, up one floor in a lift, along a long corridor and up another floor in a lift. A total journey of c.300m.

Sensory barriers

- As noted information often needs explaining and interpreting for use by the non-archaeologists.
- The Archaeology Service is not sign-posted within or without Shire Hall.
- There is currently no publicity material or leaflets etc that interpret the data that the SMR holds.

Intellectual barriers

- See Sensory barriers. Interpretation is highly specialised, presented in a single format (SMR word reports or Excel 'lists' - See Appendix 6.6).

Social & cultural barriers

- All of the barriers on Page 8 of HLF Access plans document apply, this is born out by the current research.

Financial barriers

- The Gloucestershire County Council buildings are in the centre of Gloucester close to other heritage facilities (the Gloucestershire Record Office, Gloucester Cathedral, Gloucester museums etc. There is no charge for entry and there is no charge to members of the public for reports sent by post/email. The County Council levies a minimum charge for photocopying of £5 for commercial organisations but the public gets 10 sheets free. Some SMRs do not charge for their information to commercial organisations but out of the ones that do Gloucestershire charges are fairly average. Cups of tea/coffee etc are free.

Disability Discrimination Act

- Gloucestershire County Council and Shire Hall complies with the Act at a corporate level. At the unit level, the SMR offices would be unlikely to comply if assessed as an individual entity.

- Access to SMR facilities specifically is an issue that needs to be addressed as part of the main Heritage Grant application in the future in conjunction with all of the organisations mentioned in Appendix E.

- The current research indicated very few complaints or concerns about access to the Gloucestershire SMR offices affected by disability with only poor lighting and stair climbing being mentioned as the restrictions.

6.2.6: Consultation with a wide range of relevant individuals and interest groups.

There was a low response in the survey from established regular users of the SMR. This will need to be further researched as these professional/commercial audiences have valuable views on what information or products that Gloucestershire SMR could provide in the future. As well as how this information can be presented.

There was a very small representation of children either directly in the research or related to respondents. However interviews with lecturers and other education providers strongly indicated that greater links between educational establishments and education providers can and should be developed in the future.

Overall the Gloucestershire SMR is an excellent service, well used and there is a significant audience using it but the audiences may well increase if more promotion and advertising of the SMR occurs and a greater accessibility is allowed.

The fact that 37% of those surveyed "may" want to find out more about the SMR, indicates the need to promote the service. If people were more aware of what information they have access to then they may be more predisposed to use it.

It was very evident from all the in-depth interviews that the vast majority of individuals are happy using computers and the Internet to do research, as it is instant and readily accessible to the vast majority at home. This covered all age groups including the more mature individuals.

When showed how multi layering of OS maps, Tithe maps, Estate maps and Aerial photographs worked many were fascinated and had not been aware previously that this sort of technology was available to non commercial individuals. Most saw it as a great way to do research (very visual especially for doing presentations etc.)

If different groups can be educated or advised as to how the SMR is relevant to them, then they may see an opportunity to use it. For example, at first both the representatives from the Afro Caribbean Association and Roshni (The Asian Woman's Group) did not see how the SMR would be of interest to their members. Once they realised that the SMR contained records relevant to the War, e.g. where Air bases were etc. they could see how they could link it into tracing how Afro Caribbean and Asian families migrated here after the War and through also through Industrial development.

The Afro Caribbean Association ran a Saturday study club where children could log in and do their homework. The representative who was interviewed identified the possibility of incorporating history studies or family history studies using the SMR as a resource.

Many Parishes were already researching local history (as part of Millennium Books or Modern day Doomsday books) and saw great advantages in adding local/unique history and stories in to the SMR. It would also be a great resource for anybody wanting to write a book on local events or history.

Land developers and Architects etc. mostly use "Pro Map" for their Land/Site research. Many comments suggested that it is not 100% accurate for measuring building dimensions and exact locations of buildings. However most find its navigation and search methods easy to use, so Gloucestershire's on-line SMR could use a similar set up.

Better connections need to be made between the National Curriculum at Schools, as well as studies in Higher Education and Further Education establishments and the SMR. Further Educational establishments do not have the same financial assistance as Higher Educational ones and so free access to a GIS system through the Gloucestershire SMR would be hugely beneficial to students as well as Teachers/Lecturers as a teaching/educational tool.

Libraries need to play a greater role in promoting the SMR and allowing the public to access the SMR through its computers etc. This is an ideal location for those who still prefer the traditional method of researching but may well be persuaded to learn about Internet/Archive searches on line by Library staff.

Leisure pursuits whether they be physical or cerebral are increasing in popularity with Retirees. Programmes such as "Time Team" and the increasing number of documentary programmes on local issues, history and heritage are inspiring people to learn more and become more interested in a wider number of issues and topics which before may have been only studied by professionals.

6.2.7: Priorities for improving access

The 2 most striking points to come out of the SMR Audience research (non-users) are that there is a very large audience in Gloucestershire who wish to be able to access the heritage data that is held by Gloucestershire County Council. The second point is that very few people know about the SMR, what it is or even what it contains.

The Council Offices are the main or first port of call for many people wanting to find out about heritage information. Therefore it is necessary for all staff to be able to direct enquiries quickly and efficiently.

Respondents are very keen to have physical access to heritage data held by the SMR and if better facilities were provided, there is a strong case that better use of these physical offices would be made. Photocopy facilities, desk space to work in and staff to help research all being valued facilities.

The majority of regular users of the SMR are aware of the data and information held within. However, these materials may well have a greater use if more people who have not used the SMR are made aware of them and this fact was in

deed born out by the new or potential user research. Where many who had little or no knowledge of the SMR wanted to find out more and would use the service in the future.

As the Internet is available in 45% of homes, and 25% of work places it is not surprising that the majority of requests for SMR information are made by e-mail. However postal and phone request are still valuable as many of the respondents are retired and many still prefer to access information by more traditional methods not yet wanting to embrace the Internet.

Generally respondents were pleasantly surprised as to the information they received. This high quality of service will add to the promotion of the SMR by word of mouth so continued vigilance in sending out quality information is important.

The Archaeology staff, are a valuable resource and SMR users would like better access to their knowledge. Perhaps a timetable can be set up to allow greater access to the staff by the general public through talks to individual heritage clubs and societies or to schools and colleges. Geography courses/classes in schools may well make better use of SMR's because of the social, industrial and environmental data held therein.

There is a strong case for designing tables in which SMR users can feed in family or local knowledge back into the SMR and over half of the users would be keen to do this. There is a wealth of local knowledge that should be recorded before people pass on and this in itself provides a product that may be of even greater use to the younger generations while studying at school. The Heritage held in SMR will grow and more links could then be drawn between other related data areas such as industrial, economic and social data.

Very few respondents had any difficulty accessing the SMR as a result of any disability. However disabled access is a significant factor in the design of any extension to the SMR offices in future. Lighting is also important.

It would be beneficial if a series of links or reciprocal links could be set up with all other relevant historical, leisure, industrial, social, environmental, or archival websites to help promote the SMR and to add to the wealth of research material on the Internet.

58 % of respondents that had not heard of the SMR said they would like to use the service in future.   This would lead to an increased SMR audience just by informing them of its existence.

6.2.8: Strategy for putting access improvements in place.

It is quite amazing that staff within the County Council itself, are not aware of the services they provide. 21% of staff did not know there was an Archaeology service and 59% had not heard of the Sites and Monuments Records. Better use could be made of County Council staff to promote their own services in

future. This should be one of the first actions implemented in a strategy for improving access to the SMR both physically and remotely.

It is suggested that the Public Records office could become the location for hosting the drop in centre for SMR. If this is the case then this location needs to be well advertised and sign posted.

6.2.9: Financial and human resources needed to put the access plan into practice.

Objective 4.3.5 - to include within the report an assessment of the equipment and resources (staff time and monetary) that will be required to implement the Access Plan has been covered within the Information Systems report compiled by DigiData.

The Market Research Group has identified from its research that a drop in type centre would be beneficial to many existing and new users. It is suggested that a full range of equipment including computers, plotters, CD Rom and Internet access should be provided with staff on hand to assist with information searches.   Charges for printing and photocopying documents maps and photographs should be set at rates that can help maintain and support the Drop in centre.

6.2.10: Putting the access plan into practice

A promotional or advertising plan needs to be implemented as a major part of the access plan.

The location of the suggested drop in centre needs to be confirmed.

Promotional material must be designed to highlight the SMR and it s potential

The majority of interviewees identified a need for Gloucestershire to provide better access to the hard copies or originals of SMR's as well as providing on-line access. A drop in centre could be set up to service the needs of those wanting to look at hard copies or originals from the SMR would be a positive step. This could be used as a small revenue earner to help fund the maintenance of the SMR.

6.2.11: Monitoring and evaluation arrangements.

This can cover many elements for example monitoring the use of the site for genuine research and protecting the site from abuse by those who wish to make a financial gain.

Concerns that need to be addressed are the accuracy of the SMR and the speed and regularity of updates. If the SMR is to charge both commercial agencies and companies and non commercial individuals for access to its databases then the information must be up to date and accurate. Time and money must be spent to ensure there are sufficient staff to maintain the SMR to a high standard.

Other concerns were the possible increase in trespassing as a direct result of improved access to sensitive data about private land. Also some landowners had concerns about damage to land through increased Metal detection activity, if precise locations of unique archaeological artefacts were made public notice.

Once the SMR has become accessible via the Internet, it will be appropriate to design an on-line feedback questionnaire that would pop up after someone has visited and then exited the SMR website. This questionnaire would then allow Gloucestershire to monitor how often or how much the new user groups are accessing the site and compare growth in these groups with previous data.

6.2.12: Where the organisation is now

The following links show research that has previously been done on the different areas of Gloucester. This identifies the audiences out there by education levels, age, gender, interests etc.

- o http://www.gloucestershire.gov.uk/media/adobe_acrobat/Cheltenham%20Story_April%202004.pdf
- o http://www.gloucestershire.gov.uk/media/adobe_acrobat/Cotswold%20Story_April%202004.pdf
- o http://www.gloucestershire.gov.uk/media/adobe_acrobat/Forest%20of%20Dean%20Story_April%202004.pdf
- o http://www.gloucestershire.gov.uk/media/adobe_acrobat/Gloucester%20Story_April%202004.pdf
- o http://www.gloucestershire.gov.uk/media/adobe_acrobat/Stroud%20Story_April%202004.pdf
- ❑ http://www.gloucestershire.gov.uk/media/adobe_acrobat/Tewkesbury%20Story_April%202004.pdf

6.2.13: Issues to consider

In the absence of an Archaeology Service 'Mission Statement' Gloucestershire County Council's aims, strategies and plans can be found in the Corporate Strategy available at:-

http://www.gloucestershire.gov.uk/media/adobe_acrobat/Corporate%20Strategy%202004-07c.pdf

The core of Gloucestershire County Council principles are:-

Social Inclusion
Sustainability
Fairness and Diversity (Equality of Opportunity)

There is organisational commitment from the Director of Environment and support from relevant members of the council.

Level of knowledge – the survey on Gloucestershire County Council staff survey shows just how little knowledge there is!

7: Research Findings –

7.1: Results of Audience Research for existing SMR users (first stage)

This section of the report discusses the findings of the survey, which are presented under headings that relate back to the audience research objectives (Section 4.2)

The findings are presented in question order where possible, and an explanation of each table is provided. The tables include; frequency of responses, base (all asked) and valid (all answering) percentages.

7.1.1: Where information about SMR was found.

Table 7.1.1 shows that the largest percentage (21%) of those accessing the SMR heard about it via word of mouth.

Table 7.1.1: (Q1) How did you find out about us?			
Base: All respondents (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Council Office	8	9.9	9.9
(2) Museum	1	1.2	1.2
(3) Gloucestershire County Record Office	8	9.9	9.9
(4) Glosnet website	10	12.3	12.3
(5) Internet website	4	4.9	4.9
(6) Local Society	8	9.9	9.9
(7) Local Press or Media	1	1.2	1.2
(8) Word of Mouth	17	21.0	21.0
(9) College or School	12	14.8	14.8
(10) Other	12	14.8	14.8
Total (Valid: Multi-Code)	81	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	81	100.0	N/A

15% also found out through their school or college and 15% choose "other" as their medium for hearing about it which consists of those finding our through societies other Heritage organisations and web sites. All the "other" options can be seen in table 7.1.2.

Table 7.1.2: "Other @ Q1" (Q1a)			
Base: "other" (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Already aware of it	3	3.7	11.5
(2) City Arch Unit	1	1.2	3.8
(3) DAG	3	3.7	11.5
(4) GADARG	3	3.7	11.5
(5) English Heritage	1	1.2	3.8
(6) Fellow Archaeologist	1	1.2	3.8
(7) FOD Archaeology	1	1.2	3.8
(8) GCC Site	1	1.2	3.8
(9) Google Search	1	1.2	3.8
(10) GSIA	1	1.2	3.8
(11) IFA Directory	2	2.5	7.7
(12) Market Research	1	1.2	3.8
(13) PPG 16 brief	1	1.2	3.8
(14) Professional	1	1.2	3.8
(15) Tidenham Historical Group	1	1.2	3.8
(16) Time Team	1	1.2	3.8
(17) University	1	1.2	3.8
(18) University Lecturer	1	1.2	3.8
(19) Yellow Pages	1	1.2	3.8
Total (Valid: open-ended)	26	32.1	100.0
(0) Missing Values	55	67.9	N/A
Total (Base)	81	100.0	N/A

7.1.2: Was it easy to find out about our SMR?

96% of people using the SMR found it easy to find.

Table 7.1.3: (Q2) Was it easy to find our SMR			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Yes	76	93.8	96.2
(2) No	3	3.7	3.8
Total (Valid)	79	97.5	100.0
(0) Missing Values	2	2.5	N/A
Total (Base)	81	100.0	N/A

Of those saying "No", they had not found the SMR easily the following reasons were given:

- Not knowing where to find out.
- I did not know about it until (as I tried to say in 'Other' above) that I met people on site in Bourton-on-the-Water and got talking to them and it led on from that.
- Knowing which department stood for what?
-

7.1.3: How often have you used the SMR?

Table 7.14 shows that 52% of those surveyed had used the SMR only once. There was a disproportionate response from commercial users who would have used the survey many times. Of those who indicated their use was for commercial reasons 75% had visited more than 10 times (See Table 8.1.2, Section 8.1 Cross tabulations) and 73% of the non-commercial users had visited only once.

Table 7.1.4: .1 (Q4) How many times have you used the SMR in the last 2 years?			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Once	42	51.9	51.9
(2) 2 - 5	31	38.3	38.3
(3) 6 - 10	4	4.9	4.9
(4) More than 10 times	4	4.9	4.9
Total (Valid: Multi-Code)	81	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	81	100.0	N/A

7.1.4: How did you access the SMR?

39% of those using the SMR, requested information by E-mail. If you cross-reference the commercial users with the non-commercial the majority of Commercial enquiries used e-mail (43%) where as non-commercial used the Glosnet to access information or used "other" methods (67% each).

Table 7.1.5: .1 (Q5) How did you access the SMR?			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Visit to SMR office	8	9.9	7.8
(2) Visit to Library	0	0.0	0.0
(3) Access via internet	2	2.5	1.9
(4) Access via Glosnet website	6	7.4	5.8
(5) Postal request	23	28.4	22.3
(6) E-mail request	40	49.4	38.8
(7) Phone request	21	25.9	20.4
(8) Other	3	3.7	2.9
Total (Valid: Multi-Code)	103	127.2	100.0
Total (Base)	81	100.0	N/A

The "other", options are shown in Table 7.1.5a

Table 7.1.5a: .1 (Q5a) "Other"			
Base: All "other" @ Q5 (3)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Fax	1	33.3	33.3
(2) SMR staff offered info after a talk	1	33.3	33.3
(3) Via survey team visiting our meetings	1	33.3	33.3
Total (Valid: Multi-Code)	3	100.0	100.0
Total (Base)	3	100.0	N/A

7.1.5: Rating the SMR.

If the categories "Very good" and "Good" are combined. The positive ratings of the facilities can be compared. Users were asked to rate the SMR on 8 categories. The Helpfulness of staff scored the highest with 98% rating staff helpfulness as "Very good" or "Good".

The range of information within the SMR was also well rated positively by 85% of users. Waiting times at 86% was well rated and 77% rated access well. The remaining facilities were rated much lower in many cases because respondents had no knowledge or experience of the physical aspects of the SMR offices.

Table 7.1.6a: Rating on staff helpfulness (Q6a)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Very good	65	80.2	81.3
(2) Good	13	16.0	16.3
(3) Neither	1	1.2	1.3
(4) Poor	0	0.0	0.0
(5) Very poor	1	1.2	1.3
Total (Valid)	80	98.8	100.0
(0) Missing Values	1	1.2	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	78	96.3	97.5
(3) Middle Box	1	1.2	1.3
(4&5) Bottom Two Boxes	1	1.2	1.3

Table 7.1.6b: Rating on range of info in SMR (Q6b)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Very good	21	25.9	28.4
(2) Good	42	51.9	56.8
(3) Neither	10	12.3	13.5
(4) Poor	1	1.2	1.4
(5) Very poor	0	0.0	0.0
Total (Valid)	74	91.4	100.0
(0) Missing Values	7	8.6	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	63	77.8	85.1
(3) Middle Box	10	12.3	13.5
(4&5) Bottom Two Boxes	1	1.2	1.4

Table 7.1.6c: Rating on accessibility to SMR (Q6c)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Very good	23	28.4	31.1
(2) Good	34	42.0	45.9
(3) Neither	13	16.0	17.6
(4) Poor	4	4.9	5.4
(5) Very poor	0	0.0	0.0
Total (Valid)	74	91.4	100.0
(0) Missing Values	7	8.6	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	57	70.4	77.0
(3) Middle Box	13	16.0	17.6
(4&5) Bottom Two Boxes	4	4.9	5.4

Table 7.1.d6: Rating on waiting times for info. (Q6d)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Very good	34	42.0	44.7
(2) Good	31	38.3	40.8
(3) Neither	8	9.9	10.5
(4) Poor	2	2.5	2.6
(5) Very poor	1	1.2	1.3
Total (Valid)	76	93.8	100.0
(0) Missing Values	5	6.2	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	65	80.2	85.5
(3) Middle Box	8	9.9	10.5
(4&5) Bottom Two Boxes	3	3.7	3.9

Table 7.1.6e: Rating on standard of equipment. (Q6e)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Very good	8	9.9	19.5
(2) Good	12	14.8	29.3
(3) Neither	20	24.7	48.8
(4) Poor	0	0.0	0.0
(5) Very poor	1	1.2	2.4
Total (Valid)	41	50.6	100.0
(0) Missing Values	40	49.4	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	20	24.7	48.8
(3) Middle Box	20	24.7	48.8
(4&5) Bottom Two Boxes	1	1.2	2.4

Table 7.1.6f: Rating on accessibility of equipment. (Q6f)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Very good	7	8.6	17.9
(2) Good	10	12.3	25.6
(3) Neither	21	25.9	53.8
(4) Poor	0	0.0	0.0
(5) Very poor	1	1.2	2.6
Total (Valid)	39	48.1	100.0
(0) Missing Values	42	51.9	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	17	21.0	43.6
(3) Middle Box	21	25.9	53.8
(4&5) Bottom Two Boxes	1	1.2	2.6

Table 7.1.6g: Rating on booking availability. (Q6g)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Very good	10	12.3	25.6
(2) Good	7	8.6	17.9
(3) Neither	21	25.9	53.8
(4) Poor	0	0.0	0.0
(5) Very poor	1	1.2	2.6
Total (Valid)	39	48.1	100.0
(0) Missing Values	42	51.9	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	17	21.0	43.6
(3) Middle Box	21	25.9	53.8
(4&5) Bottom Two Boxes	1	1.2	2.6

Table 7.1.6h: Rating on space to work. (Q6h)			
Base: All respondents (81)	**Frequency (ƒ)**	**Total (%)**	**Valid (%)**
(1) Very good	6	7.4	**16.2**
(2) Good	6	7.4	**16.2**
(3) Neither	23	28.4	**62.2**
(4) Poor	2	2.5	**5.4**
(5) Very poor	0	0.0	**0.0**
Total (Valid)	**37**	**45.7**	**100.0**
(0) Missing Values	44	54.3	N/A
Total (Base)	**81**	**100.0**	**N/A**
Average Rating (1-5)	**N/A**	**N/A**	**N/A**
(1&2) Top Two Boxes	12	14.8	**32.4**
(3) Middle Box	23	28.4	**62.2**
(4&5) Bottom Two Boxes	2	2.5	**5.4**

7.1.6: Was your enquiry commercial?

Table 7.1.7 shows that there was a fairly low response from Commercial users. With 64% of users being non-commercial.

Table 7.1.7: Was your enquiry of commercial nature? (Q7)			
Base: All respondents (81)	**Frequency (ƒ)**	**Total (%)**	**Valid (%)**
(1) Yes	29	35.8	**36.3**
(2) No	51	63.0	**63.8**
Total (Valid)	**80**	**98.8**	**100.0**
(0) Missing Values	1	1.2	N/A
Total (Base)	**81**	**100.0**	**N/A**

7.1.7: Have you used other SMR's?

58% of respondents had used other SMR's.

Table 7.1.8: Have you used other SMR's? (Q8)			
Base: All respondents (81)	**Frequency (ƒ)**	**Total (%)**	**Valid (%)**
(1) Yes	46	56.8	**58.2**
(2) No	33	40.7	**41.8**
Total (Valid)	**79**	**97.5**	**100.0**
(0) Missing Values	2	2.5	N/A
Total (Base)	**81**	**100.0**	**N/A**

7.1.8: What other SMR's have you used?

The list of others SMR's is as follows:- The figures next to the locations, indicate the number of references made to that particular SMR.

- 2 Many
- 3 Wiltshire
- 4 Oxford
- 4 Somerset
- 6 Herefordshire
- 8 others in the midlands
- 8 Worcestershire's cc
- All of them!
- All over England and Wales
- All over UK
- At work
- Birmingham
- Cambridge SMR
- Dorchester, Dorset
- Durham
- Gwent
- Lake district
- Lincolnshire
- Lots
- Monmouth
- Most counties
- Most of them
- Most SMR's in S. England
- Norfolk
- North Somerset
- Numerous counties
- Numerous in England/Wales
- South Gloucestershire
- Southern England
- Staffs.
- Swindon
- Too many to list
- Trowbridge
- Various
- York

7.1.9: What aspects of these other SMR's would you like Gloucestershire to provide?

The following bullet points explain what features respondents would like to see at Gloucestershire's SMR:-

- Any Pre 20th Century Follies
- Online access to records
- An area to examine maps
- No. I find that out of the ones that I've used, Glos. is the best
- E-mails of digital data would be useful.
- A clear geographic plan at 1/2500 scale (based on OS mapping) showing SMR locations & SMR references. Also, any associated text which is relevant.
- Information on specific items I requested, not generalised list of all items in the county
- Direct web access
- Nothing specific
- An on-line catalogue of sites and sources, such as provided by Herefordshire
- No, York SMR is accessible only in person, while being able to access information online is useful.

- Entries listed under parish titles not just grid ref.
- It is online
- An online database would be very useful.
- Better data coverage - sites in the west of the county are not really that sparse!
- Not at present - but some may occur to me in the future!
- Internet access for basic rapid searches (e.g. along the lines of that permitted by Herefordshire)
- I would like the SMR to be accessible online-as Hereford
- Somerset now moving towards on-line database access
- Online service
- Locations of Listed buildings would be helpful
- It's possible to access the summary reports for Herefordshire on the internet. This is very useful for research, and it saves time.
- Norfolk has advantage of having its own air photo collection. Internet access would also be an advantage (Norfolk not yet available online, but others are)
- No, Gloucestershire provides the best service.

7.1.10: How do our scale of charges compare with other SMR's?

There was a low response rate to both these questions and even when commercial and non-commercial users were cross-referenced with both questions on "how the scale of charges rate with other SMR's" it is clear the vast majority do not know. However a few (18% & 29%) do think that costs are similar. The cross tabulated table for commercial/non-commercial users can be found in Appendix 8.1.1a & b.

Table 7.1.11a : How does our 48 hour service compare with other SMR's? (11a)			
Base: All respondents (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Less expensive	1	1.2	**2.0**
(2) About the same	9	11.1	**18.0**
(3) Excessive	2	2.5	**4.0**
(4) Don't know	38	46.9	**76.0**
Total (Valid: Single Code)	**50**	**61.7**	**100.0**
(0) Missing Values	31	38.3	N/A
Total (Base)	**81**	**100.0**	**N/A**

Table 7.1.11b : How does our standard service compare with other SMR's? (11b)			
Base: All respondents (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Less expensive	2	2.5	**4.2**
(2) About the same	14	17.3	**29.2**
(3) Excessive	1	1.2	**2.1**
(4) Don't know	31	38.3	**64.6**
Total (Valid: Single Code)	**48**	**59.3**	**100.0**
(0) Missing Values	33	40.7	N/A
Total (Base)	**81**	**100.0**	**N/A**

7.1.11: How long before your request was dealt with?

Table 7.1.12 details how quickly respondents had their SMR information requests dealt with. 31% were dealt within 2-4 days and 23% had their information within a week. 31% of respondents had to wait 2 weeks or more for their information. Depending on the guidelines for speed of response set by Gloucestershire Environment department these results may be interpreted differently.

Table 7.1.12 : How long was it before we dealt with your request? (Q12)			
Base: All respondents (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Immediately	12	14.8	**15.0**
(2) 2 - 4 days	25	30.9	**31.3**
(3) 1 week	18	22.2	**22.5**
(4) 2 weeks	20	24.7	**25.0**
(5) More than 2 weeks	5	6.2	**6.3**
Total (Valid: Single Code)	**80**	**98.8**	**100.0**
(0) Missing Values	1	1.2	N/A
Total (Base)	**81**	**100.0**	**N/A**

7.1.12: Did the information we sent you answer your enquiry?

95% of respondents said that their enquiry was adequately answered.

Table 7.1.13: Did the information we sent you answer your enquiry adequately? (Q13)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Yes	74	91.4	94.9
(2) No	4	4.9	5.1
Total (Valid)	78	96.3	100.0
(0) Missing Values	3	3.7	N/A
Total (Base)	81	100.0	N/A

7.1.13: If "No" what was the reason?

Of those who responded "No", the reasons given were:-

- See comment about No info on Roman road.
- SMR not 100% accurate.
- Gave generalised list.
- A rigid Archaeological view? Lack of local knowledge.

7.1.14: What information did you obtain in response to your enquiry?

A full list of what information was provided can be found in Appendix 8.2.1

7.1.15: Was the information in a format useful to you?

Table 7.1.16 shows the very high percentage of respondents who received helpful information (90%).

Table 7.1.16: Was the information in a format that was helpful to you? (Q16)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Yes	72	88.9	90.0
(2) No	8	9.9	10.0
Total (Valid)	80	98.8	100.0
(0) Missing Values	1	1.2	N/A
Total (Base)	81	100.0	N/A

7.1.16: If "No", what was the reason for this?

Those who did not receive the information in a useful format stated the following reasons:-

- I was given information about the wrong road.
- Too complex.
- Very technical.

- Too generalised.
- My main enquiry was dismissed.
- Map & Interpretation of data/records more important than a very long list of SMR entries.
- Need to visit the SMR to get more detailed info. on many of the sites - I am looking at possibly a hundred or so sites.

7.1.17: Was the information we sent you….?

43% of respondents received what they had expected. 44% also stated that the information was better than or a lot better than expected. Only 11% felt the information was worse than or far worse than expected.

Table 7.1.18 : Was the information you received...? (Q18)			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) A lot better than expected	12	14.8	15.2
(2) Better than expected	23	28.4	29.1
(3) As expected	35	43.2	44.3
(4) Worse than expected	7	8.6	8.9
(5) Far worse than expected	2	2.5	2.5
Total (Valid: Single Code)	79	97.5	100.0
(0) Missing Values	2	2.5	N/A
Total (Base)	81	100.0	N/A

7.1.18: In what capacity were you accessing information from the SMR?

Table 7.1.19 shows that the largest audience type using the SMR was Students at 28%. Amateur archaeologists/historians was the next highest category at 22%. There were no school pupils and only one developer accessing the SMR. The Land developer and School pupil categories will need further investigation when looking at non-users of the SMR.

Table 7.1.19 : In what capacity were you accessing information from the SMR? (Q19)			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Teacher/Lecturer	2	2.5	2.5
(2) Amateur archaeologist/historian	17	21.0	21.5
(3) Professional archaeologist/historian	11	13.6	13.9
(4) Commercial archaeologist/historian	7	8.6	8.9
(5) Land/Building Developer	1	1.2	1.3
(6) Journalist	1	1.2	1.3
(7) Scientist/Environmentalist	3	3.7	3.8
(8) Civil Servant	1	1.2	1.3
(9) School Pupil	0	0.0	0.0
(10) Student	22	27.2	27.8
(11) Interested member of public	10	12.3	12.7
(12) Other	4	4.9	5.1
Total (Valid: Single Code)	79	97.5	100.0
(0) Missing Values	2	2.5	N/A
Total (Base)	81	100.0	N/A

7.1.19: Other.

Those who chose "other" as their option for describing the capacity in which they were accessing the SMR described themselves as:-

- Author (village history project)
- Television researcher
- Electricity company agent.
- Churchwarden
- Can't one be professional and commercial?!!!
- Doing Time team big dig, first time doing dig not sure what category that puts me in
- First Time Author
- PhD Research Student.

7.1.20: Which of the following would be your preferred method of access?

Tables 7.1.20a - f show the preferred method of access to the SMR. If "Most preferred" and "Preferred" are combined 80% of respondents chose access to the SMR through the Internet, followed by access to archaeological advice from the Glos. SMR staff at 64%.

Table 7.1.20a: Access to the SMR through internet (Q20a)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Most preferred	55	67.9	73.3
(2) Preferred	5	6.2	6.7
(3) OK	9	11.1	12.0
(4) Least preferred	5	6.2	6.7
(5) Not preferred	1	1.2	1.3
Total (Valid)	75	92.6	100.0
(0) Missing Values	6	7.4	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	60	74.1	80.0
(3) Middle Box	9	11.1	12.0
(4&5) Bottom Two Boxes	6	7.4	8.0

Table 7.1.20b: SMR information sent to you by mail (Q20b)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Most preferred	16	19.8	27.1
(2) Preferred	16	19.8	27.1
(3) OK	21	25.9	35.6
(4) Least preferred	3	3.7	5.1
(5) Not preferred	3	3.7	5.1
Total (Valid)	59	72.8	100.0
(0) Missing Values	22	27.2	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	32	39.5	54.2
(3) Middle Box	21	25.9	35.6
(4&5) Bottom Two Boxes	6	7.4	10.2

Table 7.1.20c: An SMR research Centre where you could research your own enquiry (Q20c)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	9	11.1	15.8
(2) Preferred	16	19.8	28.1
(3) OK	19	23.5	33.3
(4) Least preferred	4	4.9	7.0
(5) Not preferred	9	11.1	15.8
Total (Valid)	57	70.4	100.0
(0) Missing Values	24	29.6	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	25	30.9	43.9
(3) Middle Box	19	23.5	33.3
(4&5) Bottom Two Boxes	13	16.0	22.8

Table 7.1.20d: Access to SMR from another establishment (e.g. county record office or library) (Q20d)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	7	8.6	12.7
(2) Preferred	5	6.2	9.1
(3) OK	28	34.6	50.9
(4) Least preferred	7	8.6	12.7
(5) Not preferred	8	9.9	14.5
Total (Valid)	55	67.9	100.0
(0) Missing Values	26	32.1	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	12	14.8	21.8
(3) Middle Box	28	34.6	50.9
(4&5) Bottom Two Boxes	15	18.5	27.3

Table 7.1.20e: Access to archaeological advice from our staff (Q20e)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	19	23.5	32.8
(2) Preferred	18	22.2	31.0
(3) OK	17	21.0	29.3
(4) Least preferred	1	1.2	1.7
(5) Not preferred	3	3.7	5.2
Total (Valid)	58	71.6	100.0
(0) Missing Values	23	28.4	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	37	45.7	63.8
(3) Middle Box	17	21.0	29.3
(4&5) Bottom Two Boxes	4	4.9	6.9

Table 7.1.20f: Leaflets/publications on the local (Q20f)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Most preferred	9	11.1	17.6
(2) Preferred	7	8.6	13.7
(3) OK	21	25.9	41.2
(4) Least preferred	7	8.6	13.7
(5) Not preferred	7	8.6	13.7
Total (Valid)	51	63.0	100.0
(0) Missing Values	30	37.0	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	16	19.8	31.4
(3) Middle Box	21	25.9	41.2
(4&5) Bottom Two Boxes	14	17.3	27.5

7.1.21: Do you have or work with children?

Only a small percentage of SMR users (14%) have or work with children, this area will need further investigation through the non-users research.

Table 7.1.21: Do you have or work with children? (Q21)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Yes	11	13.6	13.8
(2) No	69	85.2	86.3
Total (Valid)	80	98.8	100.0
(0) Missing Values	1	1.2	N/A
Total (Base)	81	100.0	N/A

7.1.22: What would a child's preferred method of access to the SMR be?

Table 7.1.22a-f show that the preferred method of access to SMR information for children is also the Internet at 100%, however an SMR Centre where children could research their own information was also popular.

Table 7.1.22a: Access to the SMR through internet (Q22a)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	8	9.9	100.0
(2) Preferred	0	0.0	0.0
(3) OK	0	0.0	0.0
(4) Least preferred	0	0.0	0.0
(5) Not preferred	0	0.0	0.0
Total (Valid)	8	9.9	100.0
(0) Missing Values	73	90.1	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	8	9.9	100.0
(3) Middle Box	0	0.0	0.0
(4&5) Bottom Two Boxes	0	0.0	0.0

Table 7.1.22b: SMR information sent by mail to you (Q22b)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	0	0.0	0.0
(2) Preferred	3	3.7	50.0
(3) OK	3	3.7	50.0
(4) Least preferred	0	0.0	0.0
(5) Not preferred	0	0.0	0.0
Total (Valid)	6	7.4	100.0
(0) Missing Values	75	92.6	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	3	3.7	50.0
(3) Middle Box	3	3.7	50.0
(4&5) Bottom Two Boxes	0	0.0	0.0

Table 7.1.22c: An SMR research Centre where you could research your own enquiry (Q22c)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	1	1.2	16.7
(2) Preferred	3	3.7	50.0
(3) OK	0	0.0	0.0
(4) Least preferred	2	2.5	33.3
(5) Not preferred	0	0.0	0.0
Total (Valid)	6	7.4	100.0
(0) Missing Values	75	92.6	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	4	4.9	66.7
(3) Middle Box	0	0.0	0.0
(4&5) Bottom Two Boxes	2	2.5	33.3

Table 7.1.22d: Access to SMR from another establishment (Q22d)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	1	1.2	16.7
(2) Preferred	1	1.2	16.7
(3) OK	2	2.5	33.3
(4) Least preferred	1	1.2	16.7
(5) Not preferred	1	1.2	16.7
Total (Valid)	6	7.4	100.0
(0) Missing Values	75	92.6	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	2	2.5	33.3
(3) Middle Box	2	2.5	33.3
(4&5) Bottom Two Boxes	2	2.5	33.3

Table 7.1.22e: Access to archaeological advise from our staff (Q22e)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	2	2.5	33.3
(2) Preferred	1	1.2	16.7
(3) OK	2	2.5	33.3
(4) Least preferred	1	1.2	16.7
(5) Not preferred	0	0.0	0.0
Total (Valid)	6	7.4	100.0
(0) Missing Values	75	92.6	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	3	3.7	50.0
(3) Middle Box	2	2.5	33.3
(4&5) Bottom Two Boxes	1	1.2	16.7

Table 7.1.22f: Leaflets/publications on the local (Q22f)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Most preferred	3	3.7	42.9
(2) Preferred	0	0.0	0.0
(3) OK	3	3.7	42.9
(4) Least preferred	1	1.2	14.3
(5) Not preferred	0	0.0	0.0
Total (Valid)	7	8.6	100.0
(0) Missing Values	74	91.4	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	3	3.7	42.9
(3) Middle Box	3	3.7	42.9
(4&5) Bottom Two Boxes	1	1.2	14.3

7.1.23: If you were to visit the SMR offices what would you like to see provided there?

Table 7.1.23 shows that desk space, staff to help research and photocopying facilities are the most valued facilities that could be provided at the SMR offices all at 15%.

Table 7.1.23: .1 (Q23) What facilities would you like provided at the SMR offices?			
Base: All respondents (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) Computers/Internet	51	63.0	11.1
(2) Microfilm machine	30	37.0	6.5
(3) Microfiche machine	37	45.7	8.0
(4) CD ROM	37	45.7	8.0
(5) Reference books/leaflets	55	67.9	11.9
(6) Photocopy facilities	71	87.7	15.4
(7) E-mail	30	37.0	6.5
(8) Desk space to work	70	86.4	15.2
(9) Staff to help research	70	86.4	15.2
(10) Other	10	12.3	2.2
Total (Valid: Multi-Code)	461	569.1	100.0
Total (Base)	81	100.0	N/A

7.1.24: Are you aware that we hold certain material?

The vast majority of respondents knew about tithe maps, OS maps, aerial photographs and published sources of local information.

Table 7.1.24: Are you aware that we hold tithe maps & historic OS maps? (Q24a)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Yes	58	71.6	72.5
(2) No	22	27.2	27.5
Total (Valid)	80	98.8	100.0
(0) Missing Values	1	1.2	N/A
Total (Base)	81	100.0	N/A

Table 7.1.24b: Are you aware that we hold aerial photographs? (Q24b)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Yes	57	70.4	71.3
(2) No	23	28.4	28.8
Total (Valid)	80	98.8	100.0
(0) Missing Values	1	1.2	N/A
Total (Base)	81	100.0	N/A

Table 7.1.24c: Are you aware that we hold published sources of local information? (Q24c)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Yes	61	75.3	77.2
(2) No	18	22.2	22.8
Total (Valid)	79	97.5	100.0
(0) Missing Values	2	2.5	N/A
Total (Base)	81	100.0	N/A

7.1.25: Which of those materials would have been useful for you?

The Tithe/OS maps and the Aerial photographs were rated the most useful to respondents.

Table 7.1.25: (Q25) Which would have been useful to you?			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Tithe maps & OS maps	68	84.0	34.7
(2) Aerial photographs	65	80.2	33.2
(3) Published local information	63	77.8	32.1
Total (Valid: Multi-Code)	196	242.0	100.0
Total (Base)	81	100.0	N/A

7.1.26: Would you in future like to be able to feed information directly into the SMR?

Just over 50% of respondents would like to be able to feed information directly into the SMR.

Table 7.1.26: Would you like to feed info directly into the SMR? (Q26)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Yes	41	50.6	**51.9**
(2) No	38	46.9	**48.1**
Total (Valid)	**79**	**97.5**	**100.0**
(0) Missing Values	2	2.5	N/A
Total (Base)	**81**	**100.0**	**N/A**

5.1.27: How would you like to pass on the information?

Of those who would like to feed information into the SMR, 43% said they preferred to do this through e-mail.

Table 7.1.27: (Q27) By which method would you prefer to pass on the information?			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) E-mail	29	35.8	**42.6**
(2) On-line (internet)	24	29.6	**35.3**
(3) By post	11	13.6	**16.2**
(4) By phone	4	4.9	**5.9**
(5) Other	0	0.0	**0.0**
Total (Valid: Multi-Code)	**68**	**84.0**	**100.0**
Total (Base)	**81**	**100.0**	**N/A**

7.1.28: Would you be prepared to pay for access?

54% of all respondents said they would be prepared to pay for information from the SMR.   However when a cross-reference is done by commercial/non-commercial users and inclination to pay. 77% of the non-commercial users say they would not be prepared to pay for information from the SMR whereas 51% of the commercial users would be prepared to pay for information in future.

Table 7.1.28: Would you be prepared to pay for access to information we hold on the SMR? (Q28)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Yes	41	50.6	**53.9**
(2) No	35	43.2	**46.1**
Total (Valid)	**76**	**93.8**	**100.0**
(0) Missing Values	5	6.2	N/A
Total (Base)	**81**	**100.0**	**N/A**

7.1.29: How much would you be prepared to pay for access?

The following table indicates how much respondents would be prepared to pay. £5 is the most suggested figure (42%) however one non-commercial user would pay as much as £50. See Table 8.1.6 in Section.8. for the cross-reference on commercial and non commercial amounts that users would pay.

Table 7.1.29 : How much would you be prepared to pay? (Q29)			
Base: All respondents (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) £1	1	1.2	5.3
(2) £2	1	1.2	5.3
(3) £5	8	9.9	42.1
(4) £10	3	3.7	15.8
(5) £20	2	2.5	10.5
(6) £25	1	1.2	5.3
(7) £30	1	1.2	5.3
(8) £40	1	1.2	5.3
(9) £50	1	1.2	5.3
Total (Valid: Single Code)	19	23.5	100.0
(0) Missing Values	62	76.5	N/A
Total (Base)	81	100.0	N/A

7.1.30: How important do you think it is for the SMR to offer the following?

If you combine the percentage scores for "Very important" and "Important", for each of the suggested facilities that the SMR could offer, Lecture series is the most popular at 73%. Displays is the next highest at 58% with Events at 51%. Interactive displays were the least popular at only 39%.

Table 7.1.30a: Exhibitions (Q30a)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Very important	9	11.1	12.7
(2) Important	29	35.8	40.8
(3) Neither	18	22.2	25.4
(4) Un-important	7	8.6	9.9
(5) Very un-important	8	9.9	11.3
Total (Valid)	71	87.7	100.0
(0) Missing Values	10	12.3	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	38	46.9	53.5
(3) Middle Box	18	22.2	25.4
(4&5) Bottom Two Boxes	15	18.5	21.1

Table 7.1.30b: Displays (Q30b)			
Base: All respondents (81)	Frequency (f)	Total (%)	Valid (%)
(1) Very important	10	12.3	13.9
(2) Important	32	39.5	44.4
(3) Neither	16	19.8	22.2
(4) Un-important	6	7.4	8.3
(5) Very un-important	8	9.9	11.1
Total (Valid)	72	88.9	100.0
(0) Missing Values	9	11.1	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	42	51.9	58.3
(3) Middle Box	16	19.8	22.2
(4&5) Bottom Two Boxes	14	17.3	19.4

Table 7.1.30c: Interactive displays (Q30c)			
Base: All respondents (81)	Frequency (f)	Total (%)	Valid (%)
(1) Very important	5	6.2	7.2
(2) Important	22	27.2	31.9
(3) Neither	25	30.9	36.2
(4) Un-important	8	9.9	11.6
(5) Very un-important	9	11.1	13.0
Total (Valid)	69	85.2	100.0
(0) Missing Values	12	14.8	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	27	33.3	39.1
(3) Middle Box	25	30.9	36.2
(4&5) Bottom Two Boxes	17	21.0	24.6

Table 7.1.30d: Events (Q30d)			
Base: All respondents (81)	Frequency (f)	Total (%)	Valid (%)
(1) Very important	12	14.8	16.4
(2) Important	25	30.9	34.2
(3) Neither	20	24.7	27.4
(4) Un-important	8	9.9	11.0
(5) Very un-important	8	9.9	11.0
Total (Valid)	73	90.1	100.0
(0) Missing Values	8	9.9	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	37	45.7	50.7
(3) Middle Box	20	24.7	27.4
(4&5) Bottom Two Boxes	16	19.8	21.9

Table 7.1.30e: Lecture Series (Q30e)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Very important	12	14.8	16.0
(2) Important	43	53.1	57.3
(3) Neither	10	12.3	13.3
(4) Un-important	2	2.5	2.7
(5) Very un-important	8	9.9	10.7
Total (Valid)	75	92.6	100.0
(0) Missing Values	6	7.4	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	55	67.9	73.3
(3) Middle Box	10	12.3	13.3
(4&5) Bottom Two Boxes	10	12.3	13.3

Table 7.1.30f: Other (Q30f)			
Base: All respondents (81)	Frequency (*f*)	Total (%)	Valid (%)
(1) Very important	6	7.4	30.0
(2) Important	4	4.9	20.0
(3) Neither	6	7.4	30.0
(4) Un-important	1	1.2	5.0
(5) Very un-important	3	3.7	15.0
Total (Valid)	20	24.7	100.0
(0) Missing Values	61	75.3	N/A
Total (Base)	81	100.0	N/A
Average Rating (1-5)	N/A	N/A	N/A
(1&2) Top Two Boxes	10	12.3	50.0
(3) Middle Box	6	7.4	30.0
(4&5) Bottom Two Boxes	4	4.9	20.0

7.1.31: Suggestions for what the SMR can offer?

The following bullet points are suggestions made by respondents as to what else the SMR could provide.

- SMR Staff to be occasionally available to attend our meetings (Held out of Hours).
- Service.
- Opportunity for people to bring artefacts along for scrutiny (Antiques Road show format).
- Important mainly to publicise the existence and value of the SMR.
- Talks to schools, colleges and local societies about facilities and access.
- Use of these and other approaches at other venues such as schools.
- Any events that grab the interest of the public.
- Events to try to involve metal detectorists in archaeology.
- SMR's need to continue to provide information in a relatively informal, individual basis.
- Local newspaper write ups maybe and gathering local information.
- Catalogues and indexes of material held.
- Visiting schools and colleges.

7.1.32: Do you have access to the Internet?

There are a very high percentage of respondents with access to the Internet at home (45%) Only 2% of respondents had no access what so ever.

Table 7.1.31: .1 (Q31) Access to the internet			
Base: All respondents (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) At home	69	85.2	44.5
(2) At work	39	48.1	25.2
(3) At school/college/university	18	22.2	11.6
(4) At library	23	28.4	14.8
(5) At an internet café	3	3.7	1.9
(6) No access	3	3.7	1.9
Total (Valid: Multi-Code)	155	191.4	100.0
Total (Base)	81	100.0	N/A

7.2 Demographic results for Existing SMR users

7.2.1: Age groupings.

The majorities of respondents were, male (61%) and were aged between 45 and 54 years old (30%).

Table 7.2.1 : How much would you be prepared to pay? (Q32)			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Under 18yrs	2	2.5	2.5
(2) 18-24yrs	7	8.6	8.8
(3) 25-34yrs	6	7.4	7.5
(4) 35-44yrs	18	22.2	22.5
(5) 45-54yrs	24	29.6	30.0
(6) 55-64yrs	12	14.8	15.0
(7) 65-74yrs	7	8.6	8.8
(8) 75yrs +	4	4.9	5.0
Total (Valid: Single Code)	80	98.8	100.0
(0) Missing Values	1	1.2	N/A
Total (Base)	81	100.0	N/A

7.2.2: Gender

Table 7.2.2: Gender? (Q33)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Male	49	60.5	61.3
(2) Female	31	38.3	38.8
Total (Valid)	80	98.8	100.0
(0) Missing Values	1	1.2	N/A
Total (Base)	81	100.0	N/A

7.2.3: Postal area.

Table 7.2.3a Indicates the different postal areas that respondents are based. Unsurprisingly 60% of those accessing the SMR are from Gloucestershire. 8% are from the Bristol area and 6% from the Worcester area.

Table 7.2.3a : Postcodes (Q34)			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Birmingham	1	1.2	1.3
(2) Bath	1	1.2	1.3
(3) Bournemouth	1	1.2	1.3
(4) Bristol	6	7.4	7.7
(5) Canterbury	1	1.2	1.3
(6) Coventry	1	1.2	1.3
(7) Doncaster	1	1.2	1.3
(8) Gloucester	47	58.0	60.3
(9) Ipswich	1	1.2	1.3
(10) Newport	2	2.5	2.6
(11) Norwich	1	1.2	1.3
(12) NW London	1	1.2	1.3
(13) Oxford	2	2.5	2.6
(14) Reading	3	3.7	3.8
(15) Swansea	1	1.2	1.3
(16) Swindon	1	1.2	1.3
(17) Salisbury	1	1.2	1.3
(18) Worcester	5	6.2	6.4
(19) York	1	1.2	1.3
Total (Valid: Single Code)	78	96.3	100.0
(0) Missing Values	3	3.7	N/A
Total (Base)	81	100.0	N/A

Of the 60% in Gloucestershire further analysis reveals the more specific Gloucester locations that are accessing the SMR. GL6 and GL7 each with 13%.

Table 7.2.3b .1 (Q34) Percentage of Gloucestershire Postcodes			
Base: All Glos. postcodes (47)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) GL1	3	3.7	6.4
(2) GL10	1	1.2	2.1
(3) GL12	1	1.2	2.1
(4) GL15	3	3.7	6.4
(5) GL16	1	1.2	2.1
(6) GL17	1	1.2	2.1
(7) GL18	2	2.5	4.3
(8) GL19	1	1.2	2.1
(9) GL2	2	2.5	4.3
(10) GL20	3	3.7	6.4
(11) GL3	3	3.7	6.4
(12) GL5	5	6.2	10.6
(13) GL50	2	2.5	4.3
(14) GL51	3	3.7	6.4
(15) GL52	1	1.2	2.1
(16) GL53	1	1.2	2.1
(17) GL54	1	1.2	2.1
(18) GL6	6	7.4	12.8
(19) GL7	6	7.4	12.8
(20) GL8	1	1.2	2.1
Total (Valid: Multi-Code)	47	58.0	100.0
Total (Base)	81	100.0	N/A

7.2.4: Education.

87% of respondents have completed full time education.

Table 7.2.4: Have you completed full time education? (Q35)			
Base: All respondents (81)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Yes	69	85.2	87.3
(2) No	10	12.3	12.7
Total (Valid)	79	97.5	100.0
(0) Missing Values	2	2.5	N/A
Total (Base)	81	100.0	N/A

7.2.5: Educational establishment.

70% of those still studying are at University. 20% are Post Graduates.

Table 7.2.5 : At what further Educational establishment are you studying? (Q36)			
Base: All "No" @ Q35 (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) College/6th form	1	10.0	10.0
(2) University	7	70.0	70.0
(3) Post Graduate	2	20.0	20.0
Total (Valid: Single Code)	10	100.0	100.0
(0) Missing Values	0	0.0	N/A
Total (Base)	10	100.0	N/A

7.2.6: Highest Level of qualification.

69% have qualifications up to at least degree level.

Table 7.2.6 : What is your highest level of education? (Q37)			
Base: All respondents (81)	Frequency (*f*)	Percentage (%)	Valid (%)
(1) No qualifications	0	0.0	0.0
(2) School certificates	0	0.0	0.0
(3) GCSE or equivalent	2	2.5	2.6
(4) AS/A level or equivalent	9	11.1	11.7
(5) BTEC/GNVQ's	2	2.5	2.6
(6) HND/Diploma	7	8.6	9.1
(7) First Degree	32	39.5	41.6
(8) Masters Degree	13	16.0	16.9
(9) PhD or equivalent	8	9.9	10.4
(10) Other	4	4.9	5.2
Total (Valid: Single Code)	77	95.1	100.0
(0) Missing Values	4	4.9	N/A
Total (Base)	81	100.0	N/A

7.2.7: Ethnicity.

All respondents were white, white Irish or white "other". Further research will be needed to establish why no ethnic representation for SMR use exists. Gloucestershire has a significant ethnic representation in its population and this is not reflected in the survey.

Table 7.2.7. : Ethnicity? (Q38)			
Base: All respondents (81)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) White British	70	86.4	92.1
(2) White Irish	1	1.2	1.3
(3) White other	5	6.2	6.6
(4) Mixed White & Black Caribbean	0	0.0	0.0
(5) Mixed White & Black African	0	0.0	0.0
(6) Mixed White & Black Asian	0	0.0	0.0
(7) Mixed other	0	0.0	0.0
(8) Indian/British Indian	0	0.0	0.0
(9) Pakistan/British Pakistan	0	0.0	0.0
(10) Bangladeshi/British Bangladeshi	0	0.0	0.0
(11) Asian other	0	0.0	0.0
(12) Chinese/British Chinese	0	0.0	0.0
(13) Other Ethnic group	0	0.0	0.0
Total (Valid: Single Code)	76	93.8	100.0
(0) Missing Values	5	6.2	N/A
Total (Base)	81	100.0	N/A

7.2.8: Please name any appropriate clubs or societies.

The following list will be compared to existing lists of non-user groups in order to draw up a comprehensive data base for further research via semi structured interviews to discover why these groups are not using the SMR at all or are utilising the SMR as much as they could.

- Dean Archaeology Group
- Gloucestershire Local Access Forum And The Open Spaces Society
- Parish Grasslands Project St. Briavels
- Christchurch Antiquarians
- CAHS
- Cheltenham Local History Society
- Gloucester And District Archaeological Research Group (GADARG) Bristol And Gloucester Archaeological Society Leckhampton Local History Society Cheltenham Local History Society Minsterworth Home Group
- Gloucestershire Society For Industrial Archaeology Bristol And Gloucestershire Archaeological Society Stroud Local History Society
- Poole Keynes And Cirencester Research Group   Cirencester College
- Prehistoric, Lithics Studies

- Tibberton And District Local History Society
- Church of England
- Bristol and Gloucestershire archaeological society
- Stroud Water Textiles Trust Tewkesbury Historical Society Forest Of Dean Local History Society Mills Research Group Midland Wind & Watermills Group Tims Spab (Mills Section)
- South Worcestershire archaeology group
- Gloucester And District Archaeological Research Group
- The Chepstow society, Monmouthshire antiquarian association
- GADARG
- Charlton Kings, Leckhampton Local History Societies, Bristol & Gloucester Arc Society
- Cheltenham Civic Society
- Gloucester Society For Industrial Archaeology
- Avon Gardens Trust
- Banbury Historic Society

7.2.9: Is there any disability or illness that affects your ability to access the SMR?

Table 7.2.10 shows that only 3% of respondents have a disability or illness that affects their ability to access information from the SMR.

Table 7.2.9: Do you have any long term illness that affects your ability to access info from the SMR (Q40)			
Base: All respondents (81)	Frequency (*f*)	Base (%)	Valid (%)
(1) Yes	2	2.5	2.7
(2) No	72	88.9	97.3
Total (Valid: Single-Code)	74	91.4	100.0
(3) Don't Know	2	2.5	N/A
(0) Missing Values	5	6.2	N/A
Total (Base)	81	100.0	N/A

7.2.10: How does this disability restrict you?

The only 2 reasons given that restrict access are:-

- Stair climbing difficulty due to age, the present SMR offices are very difficult to access
- Good Lighting is needed.

7.2.11: Occupational Groupings.

Further analysis of question 42 on occupation reveals that 10% of the sample fall into group A, 58% fall into group B, 17% in group C2 and 4% in group D.

Approximately 3 percent of the total National population are Group A, These are professional people, very senior managers in business or commerce or top-level civil servants. It also includes retired people previously grade A and their widows.

Group B is only 14 percent of the total National population they are middle management executives in large organisations, with appropriate qualifications. Also included are principal officers in local government and civil service, top management or owners of small business concerns, educational and service establishments and retired people who were previously grade B, and their widows.

C1 nationally represents 26 per sent of the population. This group is made up of junior management, owners of small establishments, and all others in non-manual positions. Jobs in this group have varied responsibilities and educational requirements. It also contains retired people who were previously grade C1, and their widows.

C2 nationally is 25 per cent of the population. This group comprises of all skilled manual workers, and those manual workers with responsibility for other people. It also contains retired people previously grade C2 with pensions from their job and their widows.

Group D is approximately 19 per cent of the population and is all semi-skilled and unskilled manual workers, apprentices and trainees to skilled workers. It also contains widows of partners previously grade D who receives a pension from their late husband's job.

7.2.12: Any other comments.

The full list of verbatim comments can be found in Appendix 8.2.2.

7.3 Results for New or potential users of the SMR (second stage)

This section of the report discusses the findings of the survey, which are presented under headings that relate back to the research objectives (Section 4.2). All tables that follow combine all the samples (ethnic organisations, parishioners, builders, architects, Gloucester University Lecturers and Gloucestershire County Council Staff). The full set off tables showing the break down of responses per user group, is in the Appendices.

The findings are presented in question order where possible, and an explanation of each table is provided. The tables include; frequency of responses, base (all asked) and valid (all answering) percentages.

7.3.1: Did you know that the County Council had an Archaeology Service?

Table 7.3. 1: Awareness of Archaeology Service (Q1)			
Base: All respondents (489)	Frequency (ƒ)	Base (%)	Valid (%)
(1) Yes	340	69.5	74.9
(2) No	114	23.3	25.1
Total (Valid: Single-Code)	454	92.8	100.0
(0) Missing Values	35	7.2	N/A
Total (Base)	489	100.0	N/A

75% of those surveyed did know that Gloucestershire CC had an Archaeology Service. 23% of Glos. CC Staff did not know about the Archaeology service. This can be seen in the cross tabulated tables in Appendix 8.4. 1.

7.3.2: Do you know what an SMR is?

Table 7.3.2: Do you know what an SMR is? (Q2)			
Base: All respondents (489)	Frequency (ƒ)	Base (%)	Valid (%)
(1) Yes	168	34.4	37.3
(2) No	283	57.9	62.7
Total (Valid: Single-Code)	451	92.2	100.0
(0) Missing Values	38	7.8	N/A
Total (Base)	489	100.0	N/A

62% In total did not know what the Sites and Monuments Record was. If you look at the different user groups; 66% of Glos. CC Staff, 58% of parishioners 50% Builders and Architects and 100% of the Ethnic organisation respondents did not know what an SMR was. (See Table 8.4.2 in Appendix 8.4)

7.3.3: Have you heard of the Gloucestershire SMR?

Table 7.3.3: Have you heard of the Gloucestershire SMR (Q3)			
Base: All respondents (489)	Frequency (ƒ)	Base (%)	Valid (%)
(1) Yes	123	25.2	27.2
(2) No	329	67.3	72.8
Total (Valid: Single-Code)	452	92.4	100.0
(0) Missing Values	37	7.6	N/A
Total (Base)	489	100.0	N/A

Only 27% of respondents had heard of Gloucestershire's Sites and Monuments Record. Of the different user groups; 74% of Glos. CC Staff, 65% of Architects, 72% of builders, 100% Ethnic Organisations. and 73% of parishioners had not heard of the Glos. SMR. (see Table 8.4.3 in Appendix 8.4).

7.3.4: If "Yes" where did you hear about it?

Table 7.3.4: Where did you hear about Gloucestershire SMR? (Q4)			
Base: Yes at Q3 (123)	Frequency (ƒ)	Percentage (%)	Valid (%)
(1) Council Offices	46	28.8	36.5
(2) Museum	4	2.5	3.2
(3) Gloucester County Records	10	6.3	7.9
(4) Glosnet Website	15	9.4	11.9
(5) Internet Website	2	1.3	1.6
(6) Local Society	5	3.1	4.0
(7) Local Press/Media	6	3.8	4.8
(8) Word of Mouth	14	8.8	11.1
(9) College or School	3	1.9	2.4
(10) Other	21	13.1	16.7
Total (Valid: Single Code)	126	78.8	100.0
(0) Missing Values	34	21.3	N/A
Total (Base)	160	100.0	N/A

Of those who had heard of the Gloucestershire SMR the majority had heard about it through the Council offices.

See Table 8.4.4 in Appendix 8.4 for the User group percentages.

7.3.4a. "Other"

Table 7.3.4: "Other" (Q4a)			
Base: All @ Q4j (21)	Frequency (*f*)	Percentage (%)	Valid (%)
Budget work	1	0.6	0.8
DEFRA Event	1	0.6	0.8
E-mail	1	0.6	0.8
Environment	1	0.6	0.8
G.C.C. employee - now retired	1	0.6	0.8
General knowledge	2	1.3	1.6
GIS USER GROUP	1	0.6	0.8
I've just read	1	0.6	0.8
I did a degree	1	0.6	0.8
Just knew	1	0.6	0.8
Library	1	0.6	0.8
Market & Coastal Towns initiative - SWRDA	1	0.6	0.8
Parish Council	1	0.6	0.8
Sheepscombe	1	0.6	0.8
Staffnet	1	0.6	0.8
The letter with this questionnaire	1	0.6	0.8
Tim Grubb	1	0.6	0.8
Total (Valid: Single Code)	18	11.3	14.3
(0) Missing Values	3	1.9	N/A
Total (Base)	21	13.1	N/A

Varying options for "other" ways of hearing about the SMR.

7.3.5: Have you used the Gloucestershire SMR Service?

Table 7.3.5: Have you used the Gloucestershire SMR services (Q5)			
Base: Yes @ Q3 (489)	Frequency (*f*)	Base (%)	Valid (%)
(1) Yes	29	18.1	25.7
(2) No	84	52.5	74.3
Total (Valid: Single-Code)	113	70.6	100.0
(0) Missing Values	47	29.4	N/A
Total (Base)	160	100.0	N/A

Only 26% had used the SMR services before. See Table 8.4.5 for the User Groups percentages.

7.3.6: Would you like to find out more about the information contained within the SMR?

Table 7.3.6: Would you like to find out more about the SMR? (Q6)			
Base: All respondents (489)	Frequency (*f*)	Base (%)	Valid (%)
(1) Yes	225	46.0	48.5
(2) No	56	11.5	12.1
(2) Maybe	183	37.4	39.4
Total (Valid: Single-Code)	464	94.9	100.0
(0) Missing Values	25	5.1	N/A
Total (Base)	489	100.0	N/A

49% of respondents said they would like to find out more about the SMR service in the future, however almost 40% were not sure. 80% of parishioners 100% of Architects, 50% of builders and 89% of Glos. Uni. Staff and 75% of ethnic organisations. would like to find out more, indicating a potential growth in use of the SMR once it goes on-line.

7.3.7: Would you use the SMR in future?

Table 7.3.7: Would you use the SMR in future? (Q7)			
Base: All respondents (486)	Frequency (*f*)	Base (%)	Valid (%)
(1) Yes	272	55.6	63.3
(2) No	158	32.3	36.7
Total (Valid: Single-Code)	430	87.9	100.0
(0) Missing Values	59	12.1	N/A
Total (Base)	489	100.0	N/A

63% said they would like to use the service in the future. Of the user groups surveyed 80% of Glos. Uni. Staff , 75% of parishioners, 60% of builders, 100% architects and 58% of Glos. CC Staff would use the SMR in future.

7.3.8: For what purposes do you think you would use the information contained within the SMR?

There is huge interest in people wanting to do local research within their Parishes. Parish councillors themselves also make the point that the SMR will be hugely beneficial in aiding them to create Parish Plans.

There is significant interest for local schools to link their parish, village or hamlet's past heritage in with their school studies.

Full comments can be found in Appendix 8.5.1.

7.3.9: Do you have access to the Internet at home?

Table 7.3.9: Do you have access to the Internet at home? (Q9)			
Base: All respondents (486)	**Frequency (ƒ)**	**Base (%)**	**Valid (%)**
(1) Yes	349	71.4	**77.4**
(2) No	102	20.9	**22.6**
Total (Valid: Single-Code)	**451**	**92.2**	**100.0**
(0) Missing Values	38	7.8	N/A
Total (Base)	**489**	**100.0**	**N/A**

77% of all those surveyed have Internet access at home, this is fairly high. According to Ofcom (who are the regulator for the UK communications industries, with responsibilities across television, radio, telecommunications and wireless communications services.) January 2004 figures show that 50% of UK homes have Internet access. This about 12.5 Million households.

7.3.10: Do you have Broadband at home?

Table 7.3.10: Do you have Broad band at home? (Q10)			
Base: All respondents (486)	**Frequency (ƒ)**	**Base (%)**	**Valid (%)**
(1) Yes	85	17.4	**22.5**
(2) No	293	59.9	**77.5**
Total (Valid: Single-Code)	**378**	**77.3**	**100.0**
(0) Missing Values	111	22.7	N/A
Total (Base)	**489**	**100.0**	**N/A**

Of those with Internet access, 22% have Broadband. Again this is fairly high, according to Ofcom 12% of UK homes have Broadband.

7.3.11: Age Groups.

Table 7.3.11 (Demographic): Respondent Age (Q11)			
Base: All respondents (489)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Under 18's	1	0.2	0.2
(2) 18-24	27	5.5	5.8
(2) 25-34	65	13.3	13.9
(3) 35-44	102	20.9	21.7
(4) 45-54	139	28.4	29.6
(5) 55-64	108	22.1	23.0
(6) 65-74	24	4.9	5.1
(7) 75+	3	0.6	0.6
Total (Valid)	469	95.9	100.0
(0) Missing Values	20	4.1	N/A
Total (Base)	489	100.0	N/A

45-54yrs were the predominant age group surveyed at 30%. It is Interesting to see that there is strong representation from the age groups over 55yrs. Supporting the notion that there is an increasing potential SMR user group in retired individuals who have time and money to put towards amateur or hobby interests, connected with history and genealogy.

7.3.12: Gender.

Table 7.3.12 (Demographic): Respondent Gender (Q12)			
Base: All respondents (489)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Male	204	41.7	43.8
(2) Female	262	53.6	56.2
Total (Valid)	466	95.3	100.0
(0) Missing Values	23	4.7	N/A
Total (Base)	489	100.0	N/A

56% of respondents were female.

7.3.13: Postcodes (counts)

10*GL17	2*HR8	6*GL8	NP7
11*GL11	2*OX7	9*GL10	OX15
12*GL14	22*GL52	9*GL50	SL55
12*GL16	23*GL5	BS36	SN13
13*GL18	24*GL3	BS9	SN6
13*GL19	3*GL12	CV35	WR1
13*GL20	3*WR12	GL52	WR10
14*GL53	4*GL13	GL55	WR11
14*GL7	4*GL56	GL9	WR11
16*GL15	4*HR9	GLI	WR5
16*GL51	42*GL4	HR2	WR8
19*GL54	43*GL1	HR4	
19*GL6	48*GL2	NP16	

There were a few respondents who work within Gloucestershire but who live in surrounding areas such as Bristol, Hereford, Slough, Worcester, Oxford and Newport.

These postcodes indicate that there was an even distribution of residents surveyed throughout both the rural and the urban regions of Gloucestershire.

7.3.14: To which of these ethnic groups do you consider you belong?

Table 7.3.14 (Demographic): Respondent Ethnicity (Q14)			
Base: All Respondents (489)	Frequency (ƒ)	Total (%)	Valid (%)
(1) White British	439	89.8	92.8
(2) White Irish	7	1.4	1.5
(3) White Other (PS)	12	2.5	2.5
(4) Mixed White/Black Carib.	4	0.8	0.8
(5) Mixed White/Black African	3	0.6	0.6
(6) Mixed White/Asian	0	0.0	0.0
(7) Mixed Other (PS)	0	0.0	0.0
(8) Indian/British Indian	6	1.2	1.3
(9) Pakistani/British Pakistani	0	0.0	0.0
(10) Bangladeshi/British Bang.	2	0.4	0.4
(11) Asian Other (PS)	0	0.0	0.0
(12) Black Caribbean	0	0.0	0.0
(13) Black African	1	0.2	0.2
(14) Black Other (PS)	0	0.0	0.0
(15) Chinese/British Chinese	0	0.0	0.0
(16) Other Ethnic Group (PS)	0	0.0	0.0
Total (Valid)	473	96.7	100.0
(0) Missing Values	16	3.3	N/A
Total (Base)	489	100.0	N/A

The first stage of SMR Audience research showed no ethnic representation. In the second stage there is some ethnic representation. However this does not

Table 7.3.14.a Ethnicity: Gloucestershire 2001 Census Data			
Base: All Respondents (564559)	Frequency (ƒ)	Total (%)	Valid (%)
(1) White British	535132	94.8	94.8
(2) White Irish	4337	0.8	0.8
(3) White Other (PS)	9013	1.6	1.6
(4) Mixed White/Black Carib.	2207	0.4	0.4
(5) Mixed White/Black African	361	0.1	0.1
(6) Mixed White/Asian	1283	0.2	0.2
(7) Mixed Other (PS)	984	0.2	0.2
(8) Indian/British Indian	3732	0.7	0.7
(9) Pakistani/British Pakistani	463	0.1	0.1
(10) Bangladeshi/British Bang.	742	0.1	0.1
(11) Asian Other (PS)	586	0.1	0.1
(12) Black Caribbean	2440	0.4	0.4
(13) Black African	530	0.1	0.1
(14) Black Other (PS)	335	0.1	0.1
(15) Chinese/British Chinese	1340	0.2	0.2
(16) Other Ethnic Group (PS)	1074	0.2	0.2
Total (Valid)	564559	100.0	100.0

reflect the true ethnic representation in Gloucestershire which is represented in Table 7.3.14a above compiled from the Gloucestershire 2001 Census.

7.3.15: Occupation.

Table 5.3.15 (Demographic): Standard Occupational Grouping (SOG List) Of Respondents (Q15)			
Base: All respondents (489)	Frequency (ƒ)	Total (%)	Valid (%)
(1) Managers/Administrators	49	10.0	14.9
(2) Professional Occupations	40	8.2	12.2
(3) Ass. Professional/Tech.	43	8.8	13.1
(4) Clerical/Secretarial	165	33.7	50.3
(5) Craft/Related Occupations	1	0.2	0.3
(6) Personal/Protective Serv.	1	0.2	0.3
(7) Sales Occupations	2	0.4	0.6
(8) Plant/Machine Operators	9	1.8	2.7
(9) Other Occupations	3	0.6	0.9
(10) Non-Occupation: Student	0	0.0	0.0
(11) Non-Occupation: H'Person	15	3.1	4.6
Total (Valid)	328	67.1	100.0
(0) Missing Values	161	32.9	N/A
Total (Base)	489	100.0	N/A

Occupation is skewed to the Clerical/Secretarial professions because of the Parish councils surveyed. However there is representation across all profession types.

The full list of Occupations can be found in Appendix 8.5.2

All occupations were then coded under the occupational groupings to show the A, B, C1, C2, D, and E groupings, they were; 7% in Group A, 19% in group B, 35% in group C1, 7% C2, 1% D. The sample groups do not emulate the national populations for each group, as this was not a true random survey and specific audiences were targeted.

7.3.16: Any other Comments.

Full comments can be found in Appendix 8.5.3

7.4 Results of In-depth Interview Research (third stage)

This section of the report discusses the findings of the interviews held.

The interviewees were selected in two ways:-

Some completed the non user surveys and volunteered their time for further research, other interviewees were selected as they fell into new or potential user groups that were identified from the first stage of the SMR Audience Research. These groups were Ramblers, Parishioners, Farmers, other Landowners, Amateur Historians/Archaeologists, Architects, Builders, and Educational Providers. There were 25 people interviewed in 16 discussion groups.

A discussion guide was compiled with the collaboration of Digidata. This enabled the semi-structured interviews to establish the interviewees opinions on topics relevant to the actual running of the SMR, how it should look, who should pay for it, what it would be used for, what other facilities Gloucestershire should provide etc. The crib sheet or discussion guide can be found in Appendix 8.7.3.

The full list of comments against each topic can be seen in Appendix 8.3. The following points summarise those topics.

7.4.1: SMR Non Users Interview Results

Topic 1: What other Cartographic Technology have you used?

(eg."Multi map, Street guides, Get Mappy" or "Get Mapping" Ordnance survey Maps)

- The vast majority of interviewees had used multi-map or street guide or some form of route finder technology.
- Only 7 people out of the 25 interviewed had not used digital map technology.

Topic 2. How comfortable are you with surfing the NET and using different search engines?

(On- line searches as opposed to search in a library or a counties record office.
Digital imagery as opposed to hard copy of maps
Are you aware of the speeds of your computers and what type of Internet provision do you have)

- The vast majority of people were very comfortable with surfing the Net.
- A small number didn't like surfing and preferred the traditional method of researching via books and archives.

Topic 3.   Did you know this kind of technology was becoming available to all?

- Very few people were aware that this sort of technology was available on line. Only those who were commercially linked with IT were aware.

Topic 4.   Would you be interested in using this technology if it was available through the Gloucestershire SMR?

(Were you aware that Glos. had tithe and Os maps, aerial photographs etc)

- Nearly all interviewed were interested in online access to the SMR.
- Only 2 people said they had no use or interest for it.

Topic 5.   What other uses can you think of that this facility could be used for?

- The vast majority had positive comments about who would use it and how the technology could be used. Some examples were for Parish plans, researching local parish history, family history, genealogy, having an aerial photograph printed of local parish. General interest in archaeology of back garden. Planning walks, motivating locals into taking ownership of their parish and its landscape and researching the migration of ethnic groups through industrialisation and the war.

Topic 6.   Would you think this technology is likely to be used more for commercial use or for personal interests/studies or amateur interest groups?

- The vast majority could see no difference in the demand for this service commercially or non commercially.

Topic 7.   How would you like to use this technology?

(Personal Use
Commercial/Business Uses Parish Surveys/Planning
Equipment at Gloucestershire to print out big maps etc)

- The vast majority of people liked the idea of being able to view information on line and then select what they wanted to either down load. If it was a map then they would like to be able to request maps and get Gloucestershire SMR to print them out in colour and post them off.

- Hyper links from other connected sites to do with history, walking, genealogy, war research, and industrial development.
- Land developers currently use Pro Map and if an on line form was designed to extract the relevant SMR information that would be very useful.

Topic 8.   Would you like to be able to feed back information into the SMR?

(Red-lining/scribbling on the screen
What format would you then like the information in?)

- Very positive feedback on feeding information in from local knowledge.
- Only concerns were speed of sifting and sorting data to make it sterile for public use and viewing.
- Accuracy was another issue how quickly would the SMR be updated
- Care to be taken in publicising sensitive data
- Concerns from CLA membership not to promote trespassing.
- Red-lining was well received especially by the less IT oriented interviewees.
- Mixture of downloading files and receiving maps and photos through the post was how the majority wanted to receive information.
- The commercial element would prefer to download info and pay for it as they went.

Topic 9.   How do you think this facilities should be paid for?

(Private/personal non commercial use and Commercial Use
Levels of service)

- Generally non commercial users felt they should not have to pay for viewing data and information from the SMR. However they realised that some revenue must be generated in order to maintain the SMR.
- People were prepared to pay for maps and photographs to printed off.
- Commercial users already pay but would be keen to have access to on-line information especially if it was up to date and reliable.

Topic 10.   Other Services provided from Gloucestershire SMR.

(e.g. Lecture series, excavations, things found, leaflets that provide history along walks etc.)

- Not many suggestions other than continuing to do what they do already, plus provide a better equipped PRO where SMR data can be viewed on-line and in hard copy with facilities to print off large maps.
- Experts on hand to answer questions.

Topic 11. Any concerns or other issues

- Concerns about disabled access for the PRO and SMR if they are to be combined.
- Good lighting need in SMR.
- Libraries to be more integrated with SMR i.e. to have more knowledge about it so that it can be better used
- Many comments about lack of publicity for SMR.
- If SMR is to be used more i.e. which will help generate revenue to sustain it then it must be promoted.
- 67% of all those surveyed in Gloucestershire (through parish councils, architects, builders, Gloucestershire CC staff and Gloucester University and ethnic organisations had not heard oft the Gloucestershire SMR.
- Better links with HE and FE to meet the needs of curriculum.
- Huge potential for SMR usage through the ever increasing "retired market", time on their hands and an increasing interest in history stimulated by such programmes as "Time Team".

8: Appendices

8.1: Cross Tabulations for SMR users (first stage)

8.1.1a: Cross tab Commercial/non-commercial users by "48 hour service" used.

Table 8.1.1a: Commercial/non commercial by 48 Hour Service (Q7xQ11a)													
Cross-Tabulation	Total (81)		Missing (31)		Less Expensive (1)		About the same (9)		Excessive (2)		Don't know (38)	
Base: All @Q7xQ11a (#)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	29	36.3	6	19.4	1	100.0	8	88.9	1	100.0	13	34.2
(2) No	51	63.8	25	80.6	0	0.0	1	11.1	0	0.0	25	65.8
Total (Valid: Rating)	80	100.0	31	100.0	1	100.0	9	100.0	1	100.0	38	100.0
(0) Missing Values (Inc. 'DK')	1	N/A	0	N/A	0	N/A	0	N/A	1	N/A	0	N/A
Total (Base)	81	N/A	31	N/A	1	N/A	9	N/A	2	N/A	38	N/A

8.1.1b: Cross tab Commercial/non-commercial users by "standard service" used.

Table 8.1.1b: Commercial/non commercial by Standard Service (Q7xQ11b)													
Cross-Tabulation	Total (81)		Missing (31)		Less Expensive (2)		About the same (14)		Excessive (1)		Don't know (31)	
Base: All @Q7xQ11a (#)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	29	36.3	6	19.4	1	50.0	10	71.4	0	NA	11	35.5
(2) No	51	63.8	25	80.6	1	50.0	4	28.6	0	NA	20	64.5
Total (Valid: Rating)	80	100.0	31	100.0	2	100.0	14	100.0	0	NA	31	100.0

(0) Missing Values (Inc. 'DK')	1	N/A	2	N/A	0	N/A	0	N/A	1	N/A	0	N/A
Total (Base)	81	N/A	33	N/A	2	N/A	14	N/A	1	N/A	31	N/A

8.1.2: Cross tab Commercial/non-commercial users by number of times SMR used

Table 8.1.2: Commercial/non-commercial usage by number of visits (Q7xQ4))												
Cross-Tabulation	**Total (81)**		**Missing (1)**		**Once**		**2 - 5 times**		**6-10 times**		**More than 10 times**	
Base: All at Q7xQ4) (81)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	29	36.3	0	NA	11	26.8	15	48.4	0	0.0	3	75.0
(2) No	51	63.8	0	NA	30	73.2	16	51.6	4	100.0	1	25.0
Total (Valid: Rating)	80	100.0	0	NA	41	100.0	31	100.0	4	100.0	4	100.0
(0) Missing Values (Inc. 'DK')	1	N/A	0	N/A	1	N/A	0	N/A	0	N/A	0	N/A
Total (Base)	81	N/A	0	N/A	42	N/A	31	N/A	4	N/A	4	N/A

8.1.3: Cross tab Commercial/non-commercial users by how SMR was accessed

Table 8.1.3: Commercial/non-commercial usage by how SMR was accessed (Q7xQ5)																			
Cross-Tabulation	**Total (81)**		**Missing (1)**		**SMR Office (8)**		**Library (0)**		**Access via internet (2)**		**Access via Glosnet (6)**		**Postal request (23)**		**E-mail request (40)**		**Phone request (21)**		**Other (3)**	
Base: All at Q7xQ5) (81)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	29	36.3	17	36.2	3	37.5	0	N/A	0	0.0	2.0	33.3	9	39.1	17	42.5	6	30.0	1	33.3
(2) No	51	63.8	30	63.8	5	62.5	0	NA	2	100.0	4.0	66.7	14	60.9	23	57.5	14	70.0	2	66.7
Total (Valid: Rating)	80	100.0	47	100.0	8	100.0	0	NA	2	100.0	6.0	100.0	23	100.0	40	100.0	20	100.0	3	100.0
(0) Missing Values (Inc. 'DK')	1	N/A	1	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	1	N/A	0	N/A
Total (Base)	81	N/A	48	N/A	8	N/A	0	N/A	2	N/A	6	N/A	23	N/A	40	N/A	21	N/A	3	N/A

8.1.4: Cross tab – capacity in which you accessed SMR by number of times used.

Table 8.1.4: Capacity in which accessing SMR by number of visits (Q19xQ4)												
Cross-Tabulation	**Total (81)**		**Missing (2)**		**Once (41)**		**2 to 5 times (30)**		**6 to 10 times (4)**		**More than 10 times (4)**	
Base: All @Q19xQ4 (79)	**ƒ**	**Valid %**	**ƒ**	**Valid %**	**ƒ**	**Valid %**	**ƒ**	**Valid %**	**ƒ**	**Valid %**	**ƒ**	**Valid %**
(1) Teacher/Lecturer	2	2.5	0	0.0	2	4.9	0	0.0	0	0.0	0	0.0
(2) Amateur archaeologist/historian	17	21.5	0	0.0	10	24.4	5	16.7	1	25.0	1	25.0
(3) Professional archaeologist/historian	11	13.9	0	0.0	4	9.8	7	23.3	0	0.0	0	0.0
(4) Commercial archaeologist/historian	7	8.9	0	0.0	1	2.4	5	16.7	0	0.0	1	25.0
(5) Land/Building Developer	1	1.3	0	0.0	1	2.4	0	0.0	0	0.0	0	0.0
(6) Journalist	1	1.3	0	0.0	1	2.4	0	0.0	0	0.0	0	0.0
(7) Scientist/Environmentalist	3	3.8	0	0.0	1	2.4	0	0.0	0	0.0	2	50.0
(8) Civil Servant	1	1.3	0	0.0	0	0.0	1	3.3	0	0.0	0	0.0
(9) School pupil	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
(10) Student	22	27.8	0	0.0	11	26.8	9	30.0	2	50.0	0	0.0
(11) Interested member of public	10	12.7	0	0.0	7	17.1	2	6.7	1	25.0	0	0.0
(12) Other	4	5.1	0	0.0	3	7.3	1	3.3	0	0.0	0	0.0
Total (Valid: Rating)	**79**	**100.0**	**0**	**0.0**	**41**	**100.0**	**30**	**100.0**	**4**	**100.0**	**4**	**100.0**
(0) Missing Values (Inc. 'DK')	2	N/A	2	N/A	1	N/A	1	N/A	0	N/A	0	N/A
Total (Base)	**81**	**N/A**	**0**	**N/A**	**42**	**N/A**	**31**	**N/A**	**4**	**N/A**	**4**	**N/A**

8.1.5: Cross tab Commercial/non-commercial users by willingness to pay for information.

Table 8.1.5: Commercial/non-commercial usage by would you pay for information (Q7xQ28)								
Cross-Tabulation	Total (81)		Missing (5)		Yes (41)		No (34)	
Base: All at Q7xQ28) (81)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	29	36.3	0	0.0	21	51.2	8	30.8
(2) No	51	63.8	5	100.0	20	48.8	26	76.5
Total (Valid: Rating)	80	100.0	5	100.0	41	100.0	34	100.0
(0) Missing Values (Inc. 'DK')	1	N/A	0	N/A	0	N/A	1	N/A
Total (Base)	81	N/A	5	N/A	41	N/A	35	N/A

8.1.6: Cross tab Commercial/non-commercial users by amount prepared to pay for information.

Table 8.1.6: Commercial/non-commercial users by amount willing to pay (Q7xQ29)																						
Cross-Tabulation	Total (81)		Missing (66)		1		2		5		10		20		25		30		40		50	
Base: All @Q7xQ29) (76)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	29	36.3	24	36.9	0	0.0	0	0.0	3	37.5	0	0.0	2	100.0	1	100.0	0	0.0	1	100.0	0	0.0
(2) No	51	63.8	41	63.1	1	100.0	1	100.0	5	62.5	3	100.0	0	0.0	0	0.0	1	100.0	0	0.0	1	100.0
Total (Valid: Rating)	80	100.0	65	100.0	1	100.0	1	100.0	8	100.0	3	100.0	2	100.0	1	100.0	1	100.0	1	100.0	1	100.0
(0) Missing Values (Inc. 'DK')	1	N/A	1	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A
Total (Base)	81	N/A	66	N/A	1	N/A	1	N/A	8	N/A	3	N/A	2	N/A	1	N/A	1	N/A	1	N/A	1	N/A

8.2: Open ended Comments for SMR users – (first stage)

8.2.1: List of Information received from SMR.

- Details of Roman Road from Gloucester to Sea Mills (Abonae) i.e. The wrong road
- Defence of Britain Sites
- Sites at High Brothendge
- SMR entries in site vicinity
- Scheduled site area
- Transferred to Worcestershire CC
- Maps with comments
- Details of sites in a given area
- Background to Developer Funded Project
- Accurate info regarding all known activity at monument. I could research sources and write essay
- Map showing location of a find
- Roman Villas
- Site information
- SMR records
- Text and maps
- No room again!!!!!!!!!!!!!!
- Local SMR's
- Old OS drawing
- SMR print out
- Local maps, with sites show
- Sites and monuments records

- Print-outs
- Report on sites in Stroud
- Maps arch info
- SMR Reports
- Digital map
- SMR entries
- SMR print out and plan
- SMR Monument reports, maps
- Summary Report
- Generalised list of glass
- SMR listings
- Sites in radius given
- Spot data within 5km radius
- Notes and map extracts
- Listings
- Hundreds of entries for MA
- Larger size print out
- Geophysical surveys
- Grey Literature
- Roman-British field system
- All SMR records within 500m
- CHURCH RECORDS
- List of sites within 3 mile
- List of sites within 3 mile
- Paper output on area search
- SMR map and database detail
- Archaeological record data
- List of arch. Sites in area
- SMR entries for mills

- Standard SMR information
- Roman-British sites
- S&M record & GIS plot
- Long barrow details, email
- Herefordshire
- SMR listing & map
- Info on Roman Roads
- SMR reports and maps
- SMR search and maps
- Catalogue of sites in study
- SMR printout, copy of map
- IA sites in NW Glos.
- SMR records, historic maps
- Letter and enclosure

- An internet page on one aspect of my enquiry
- Records of Castle, Dymock
- Photograph not available at Gloucester had to go to Swindon
- MAP and Data
- Site maps
- Details of pre historic and later finds in Churchdean
- Summary report various areas
- Maps and info on tram roads
- Data base on info I requested
- Sites in the in the Parish of Eastleigh
- Data base information

8.2.2: Any other comments.

- Very pleased with the one enquiry/response given and anticipate further environmental enquiries.
- Staff were very helpful.
- I am studying part time with both the Open University and Exeter Uni., Who run distance learning courses. It was while studying with Exeter that I needed to use SMR to enable me to write essays for my certificate in Archaeology.
- This survey does not seem to take account of regular users of SMR's. The issues are copyright, charges and type of data held and of use
- Very much welcome your initiative.
- Q42 really annoys me and I would not have completed this questionnaire if I had known such a biased question was coming!
- Am only prepared to pay for remote SMR enquiries. Last enquiry was low level only and detailed info such as air photos not required, but I would find this useful for future projects.
- I believe it is necessary to raise the profile of the SMR. I also think GCC need to do the same with the (I think I have the correct name) 'Portable Antiquities Scheme', to encourage the responsible reporting and submission of finds around the County.

- Shame the fields didn't allow enough room for responses!
- Very good service and speedy.
- Not enough room in the comments boxes. Would Like to be able to copy maps.
- The helpfulness of the SMR staff has always been excellent and quite at odds with the rest of the county council.
- A few of the questions I could not answer, as I consult the SMR for commercial purposes.
- For professional helpful to get core data sent and visit for additional material as necessary. General public need more help - visit more likely. Big problem for SMR's is balance between planning role and public access. Currently not known about by many of public and are not necessarily welcoming places e.g. Cramped, no toilets, just ,lots of files ... I have not visited Gloucestershire SMR so can't comment specifically.
- My request for information was dealt with promptly and efficiently, although details on how to access other available records would have been useful.
- Staff at SMR very helpful but as a part-time archaeology student, but also working full time, see above, easier access via net would be excellent. Opportunity to update also good, as SMR not quite as up to date as expected
- I have visited all the SMR's in England and Wales and the NMRS in Scotland. Gloucestershire was one of the most welcoming and helpful offices that I have been to. The staff didn't just take an interest in what I was doing, they were positively enthusiastic!
- An excellent service - as a first time user I was very impressed - thank you!
- I had a very good and prompt service.
- Your service is clearly under-funded, the staff do their best, but the SMR service doesn't reflect well on Gloucestershire.
- Why do you want to know what I do for a living?
- Some of your free-text boxes were too small.
- I would like to have direct access to the SMR database via the internet. Thanks for the great help and support received to date.
- Most SMR's we approach do not charge (however some charge considerably more than Gloucestershire - I have no problem with the present fee level. I have found the return of information by post to a fax / phone enquiry very prompt, efficient and helpful.
- 3rd Year Student U.W.C.N.
- Excellent, quick service. My only comment is that map plots could be clearer.
- I only used the SMR once (while conducting research for my MA). I was really impressed by the speed of response to my initial inquiry, and the helpfulness of staff when I visited the office.

- Q28/29 It is reasonable to be expected to pay a contribution for services. I have filled in this form as the representative of a group.
- I would like to say that through a local contact I have learned much of local history which a greater extent is ignored, or put down by archaeology local hierarchy etc, and by rigidly sticking to the lack of wisdom & knowledge that are to be seen. If enlightenment is to allowed to enter all the archaeological parroting regurgitation of our yesterdays wise-men (so called) There seems too little coming together with knowledge between archaeology and members of the public.
- If features are to be processed, people have to know where they are and what they are and how important they are. Equal or greater free and easy access on internet.
- The staff have always been patient and helpful.
- Maps available (recording sites with ref. Numbers) would be much clearer.

8.3: Results from In depth interviews - new or potential SMR users(third stage).

8.4: Cross Tabulations - New or potential SMR user (second stage)

Table 8.4.1: Did you know the County Council had an Archaeology Service? (Q1)

Cross-Tabulation	Total (491)		Missing (37)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	340	74.9	0	0.0	68	66.0	11	100.0	3	42.9	8	72.7	16	94.1	234	76.7
(2) No	114	25.1	0	0.0	35	34.0	0	0.0	4	57.1	3	27.3	1	5.9	71	23.3
Total (Valid: Rating)	454	100.0	0	0.0	103	100.0	11	100.0	7	100.0	11	100.0	17	100.0	305	100.0
(0) Missing Values	37	N/A	0	N/A	2	N/A	0	N/A	0	N/A	0	N/A	0	N/A	35	N/A
Total (Base)	491	N/A	0	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.2: Do you know what and SMR is? (Q2)

Cross-Tabulation	Total (491)		Missing (40)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	168	37.3	0	0.0	43	41.7	9	81.8	0	0.0	5	45.5	9	52.9	102	33.8
(2) No	283	62.7	0	0.0	60	58.3	2	18.2	7	100.0	6	54.5	8	47.1	200	66.2
Total (Valid: Rating)	451	100.0	0	0.0	103	100.0	11	100.0	7	100.0	11	100.0	17	100.0	302	100.0
(0) Missing Values	40	N/A	0	N/A	2	N/A	0	N/A	0	N/A	0	N/A	0	N/A	38	N/A
Total (Base)	491	N/A	0	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.3: Have you heard of the Glos. SMR? (Q3)

Cross-Tabulation	Total (491)		Missing (39)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	123	27.2	0	0.0	28	27.2	6	54.5	0	0.0	3	27.3	6	35.3	80	26.4
(2) No	329	72.8	0	0.0	75	72.8	5	45.5	7	100.0	8	72.7	11	64.7	223	73.6
Total (Valid: Rating)	452	100.0	0	0.0	103	100.0	11	100.0	7	100.0	11	100.0	17	100.0	303	100.0
(0) Missing Values	39	N/A	0	N/A	2	N/A	0	N/A	0	N/A	0	N/A	0	N/A	37	N/A
Total (Base)	491	N/A	0	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.4: Where did you hear about it? (Q4)

Cross-Tabulation	Total (491)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base: All respondents(491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Council Offices	48	37.5	8	28.6	0	0.0	0	0.0	1	100.0	2	33.3	37	42.5
(2) Museum	4	3.1	2	7.1	0	0.0	0	0.0	0	0.0	0	0.0	2	2.3
(3) County Records	10	7.8	3	10.7	0	0.0	0	0.0	0	0.0	1	16.7	6	6.9
(4) Glosnet Website	15	11.7	2	7.1	0	0.0	0	0.0	0	0.0	0	0.0	13	14.9
(5) Internet Website	2	1.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	2.3
(6) Local Society	5	3.9	1	3.6	2	40.0	0	0.0	0	0.0	1	16.7	1	1.1
(7) Local Press or Media	6	4.7	1	3.6	0	0.0	0	0.0	0	0.0	0	0.0	5	5.7
(8) Word of Mouth	14	10.9	7	25.0	0	0.0	0	0.0	0	0.0	1	16.7	6	6.9
(9) College or School	3	2.3	1	3.6	0	0.0	0	0.0	0	0.0	1	16.7	1	1.1
(10) Other	21	16.4	3	10.7	3	60.0	0	0.0	0	0.0	0	0.0	14	16.1
Total (Valid: Rating)	128	100.0	28	100.0	5	100.0	0	0.0	1	100.0	6	100.0	87	100.0
(0) Missing Values	363	N/A	77	N/A	6	N/A	7	N/A	10	N/A	11	N/A	253	N/A
Total (Base)	491	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.5: Have you used the Gloucester SMR service? (Q5)

Cross-Tabulation	Total (491)		Missing (269)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	34	15.3	0	0.0	11	27.5	2	28.6	0	0.0	1	25.0	2	28.6	18	11.3
(2) No	188	84.7	0	0.0	29	72.5	5	71.4	4	100.0	3	75.0	5	71.4	142	88.8
Total (Valid: Rating)	222	100.0	0	0.0	40	100.0	7	100.0	4	100.0	4	100.0	7	100.0	160	100.0
(0) Missing Values	269	N/A	0	N/A	65	N/A	4	N/A	3	N/A	7	N/A	10	N/A	180	N/A
Total (Base)	491	N/A	0	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.6: Would yu like to find out more about the SMR? (Q6)

Cross-Tabulation	Total (491)		Missing (210)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	225	80.1	0	0.0	48	80.0	8	88.9	3	75.0	4	50.0	14	100.0	148	79.6
(2) No	56	19.9	0	0.0	12	20.0	1	11.1	1	25.0	4	50.0	0	0.0	38	20.4
Total (Valid: Rating)	281	100.0	0	0.0	60	100.0	9	100.0	4	100.0	8	100.0	14	100.0	186	100.0
(0) Missing Values	210	N/A	0	N/A	45	N/A	2	N/A	3	N/A	3	N/A	3	N/A	154	N/A
Total (Base)	491	N/A	0	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.7: Would you use the SMR in future? (Q7)																
Cross-Tabulation	Total (491)		Missing (61)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	272	63.3	0	0.0	65	74.7	8	80.0	0	0.0	6	60.0	15	100.0	178	58.2
(2) No	158	36.7	0	0.0	22	25.3	2	20.0	2	100.0	4	40.0	0	0.0	128	41.8
Total (Valid: Rating)	430	100.0	0	0.0	87	100.0	10	100.0	2	100.0	10	100.0	15	100.0	306	100.0
(0) Missing Values	61	N/A	0	N/A	18	N/A	1	N/A	5	N/A	1	N/A	2	N/A	34	N/A
Total (Base)	491	N/A	0	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.9: Do you have access to the Internet at home? (Q9)																
Cross-Tabulation	Total (489)		Missing (40)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	349	77.4	0	0.0	78	83.9	9	81.8	4	57.1	7	77.8	11	100.0	240	75.0
(2) No	102	22.6	0	0.0	15	16.1	2	18.2	3	42.9	2	22.2	0	0.0	80	25.0
Total (Valid: Rating)	451	100.0	0	0.0	93	100.0	11	100.0	7	100.0	9	100.0	11	100.0	320	100.0
(0) Missing Values	40	N/A	0	N/A	12	N/A	0	N/A	0	N/A	2	N/A	6	N/A	20	N/A
Total (Base)	491	N/A	0	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.10: Do you have Broadband at home? (Q10)																
Cross-Tabulation	Total (491)		Missing (113)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Yes	85	22.5	0	0.0	11	12.8	3	30.0	1	16.7	0	0.0	1	9.1	69	27.0
(2) No	293	77.5	0	0.0	75	87.2	7	70.0	5	83.3	9	100.0	10	90.9	187	73.0
Total (Valid: Rating)	378	100.0	256	100.0	86	100.0	10	100.0	6	100.0	9	100.0	11	100.0	256	100.0
(0) Missing Values	113	N/A	84	N/A	19	N/A	1	N/A	1	N/A	2	N/A	6	N/A	84	N/A
Total (Base)	491	N/A	340	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

Table 8.4.11: Age groups (Q11)															
Cross-Tabulation	**Total (491)**		**Parishoners (105)**		**Gos Uni Staff (11)**		**Ethnic Orgs (7)**		**Builders (11)**		**Architects (17)**		**Glos CC Staff (340)**	
Base: All respondents(491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Under 18's	1	0.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.3
(2) 18-24yrs	27	5.8	0	0.0	1	9.1	0	0.0	0	0.0	0	0.0	26	8.1
(3) 25-34yrs	65	13.9	5	5.0	1	9.1	2	0.0	1	9.1	1	9.1	56	17.4
(4) 35-44yrs	102	21.7	10	9.9	3	27.3	1	0.0	1	9.1	1	9.1	86	26.7
(5) 45-54yrs	139	29.6	20	19.8	4	36.4	2	0.0	3	27.3	3	27.3	99	30.7
(6) 55-64yrs	108	23.0	41	40.6	2	18.2	1	0.0	6	54.5	6	54.5	54	16.8
(7) 65-74yrs	24	5.1	23	22.8	0	0.0	1	0.0	0	0.0	0	0.0	0	0.0
(8) 75 +	3	0.6	2	2.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total (Valid: Rating)	**469**	**100.0**	**101**	**100.0**	**11**	**100.0**	**7**	**0.0**	**11**	**100.0**	**11**	**100.0**	**322**	**100.0**
(0) Missing Values	22	N/A	4	N/A	0	N/A	0	N/A	0	N/A	6	N/A	18	N/A
Total (Base)	**491**	**N/A**	**105**	**N/A**	**11**	**N/A**	**7**	**N/A**	**11**	**N/A**	**17**	**N/A**	**340**	**N/A**

Table 8.4.12: Gender (Q120																
Cross-Tabulation	**Total (491)**		**Missing (25)**		**Parishoners (105)**	**Gos Uni Staff (11)**		**Ethnic Orgs (7)**		**Builders (11)**		**Architects (17)**		**Glos CC Staff (340)**	
Base:All respondents (491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) Male	204	43.8	0	0.0	47	47.5	8	72.7	0	0.0	10	90.9	16	94.1	123	38.3
(2) Femal	262	56.2	0	0.0	52	52.5	3	27.3	7	100.0	1	9.1	1	5.9	198	61.7
Total (Valid: Rating)	**466**	**100.0**	**0**	**0.0**	**99**	**100.0**	**11**	**100.0**	**7**	**100.0**	**11**	**100.0**	**17**	**100.0**	**321**	**100.0**
(0) Missing Values	25	N/A	0	N/A	6	N/A	0	N/A	0	N/A	0	N/A	0	N/A	19	N/A
Total (Base)	**491**	**N/A**	**0**	**N/A**	**105**	**N/A**	**11**	**N/A**	**7**	**N/A**	**11**	**N/A**	**17**	**N/A**	**340**	**N/A**

Table 8.4.14: Ethnicity (Q14)														
Cross-Tabulation	Total (491)		Parishoners (105)		Gos Uni Staff (11)		Ethnic Orgs (7)		Builders (11)		Architects (17)		Glos CC Staff (340)	
Base: All respondents(491)	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %	*f*	Valid %
(1) White British	439	92.6	91	97.8	11	100.0	1	14.3	10	90.9	15	100.0	311	92.3
(2) White Irish	7	1.5	0	0.0	0	0.0	0	0.0	1	9.1	0	0.0	6	1.8
(3) White Other (PS)	12	2.5	2	2.2	0	0.0	0	0.0	0	0.0	0	0.0	10	3.0
(4) Mixed White/Black Carib.	4	0.8	0	0.0	0	0.0	2	28.6	0	0.0	0	0.0	2	0.6
(5) Mixed White/Black African	3	0.6	0	0.0	0	0.0	2	28.6	0	0.0	0	0.0	1	0.3
(6) Mixed White/Asian	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
(7) Mixed Other (PS)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
(8) Indian/British Indian	6	1.3	0	0.0	0	0.0	2	28.6	0	0.0	0	0.0	4	1.2
(9) Pakistani/British Pakistani	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
(10) Bangladeshi/British Bang.	2	0.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	2	0.6
(11) Asian Other (PS)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
(12) Black Caribbean	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
(13) Black African	1	0.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.3
(14) Black Other (PS)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
(15) Chinese/British Chinese	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
(16) Other Ethnic Group (PS)	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
Total (Valid: Rating)	474	100.0	93	100.0	11	100.0	7	0.0	11	100.0	15	100.0	337	100.0
(0) Missing Values	17	N/A	12	N/A	0	N/A	0	N/A	0	N/A	2	N/A	3	N/A
Total (Base)	491	N/A	105	N/A	11	N/A	7	N/A	11	N/A	17	N/A	340	N/A

8.5: Open ended Comments – New or potential SMR users (second stage)

8.5.1: For what purpose do you think you would use the information contained within the SMR? (second stage)

- Parish history
- For interest
- Parish history and visitor information
- Answering queries from parishioners and/or visitors
- Information
- I used the service in connection with production of a History of the Parish - a millennium project.
- Maps
- Planning information. Also to let parishioners know what is available in the local area.
- General interest. To pass on the contact details to our Local History Society.
- General interest in the archaeology of my local area.
- In connection with my job as Parish Clerk, when planning new facilities, addressing issues of regeneration
- Ownership, history, responsibilities, etc., For ancient monuments in this parish and adjacent areas.
- General and local interest/knowledge
- Currently researching Redmarley War Memorial. I am not sure if this sort of monument would be within your records
- Personal general or more specific client-based information required
- Parish Council planning applications etc
- How prehistoric features in the parish of Selsley near Stroud, Glos. Are being preserved
- Parish history
- Tourism
- Tourism
- Local Maps and mapping
- For archaeological information about any home parish and area
- For the Parish Council
- Identifying local sites of interest. General interest in Historical and Archaeological data.
- Tithe - Footpath ROW history and use in countryside stewardship. Historic references listed buildings info
- To find out history of my farm & fields and to see how it has changed over the years
- To check on sites & monuments to see if building is listed or not
- Personal Interest, and for conveying to others when I organise a "ramblers" walk
- Possible Building sites to ensure no valuable site is affected
- For site surveys to make sure if we are doing plantings we need to be aware if site is of value
- Use survey maps for parishes to help do parish plans

- As an aid to Parish Planning by the Parish Council
- For Advice on Parish Ancient Monument
- Used the SMR to obtain information to input into Health check study
- Give information to parishioners or tourists
- For Parish Council Business
- Planning Enquiry
- Personal interest in archaeology
- To glean information and pass it on to visitors in the area
- Local History Planning
- For local interest for Parish Council Records
- Parish Information
- For historical tourist guides/Future building developments
- If I used it (unlikely) my purpose would be research
- Educational resource or local query
- General interest in archaeology
- Don't know
- Research - History of village
- To check on status of any movements/sites within the parish and ensure their protection
- Personal interest - to compliment my interest in natural history. Arranging outings for walks in places with special points of interest.
- Queries of general interest
- Purely Interest
- Information on people, buildings etc in the parish. Family History
- Sites of local interest
- I am Clerk to Highways Parish Council. Information for reference by councillors + me
- To find out more about sites of local interest
- Research for historical purposes. Could also reveal facts which could affect planning decisions
- Information for:- 1) Enquirers to our Parish Meeting. 2) Dissemination to interested readers of our Parish Magazine. 3) Personal information and interest
- History. Planning.
- Finding out the history of houses and settlements within the village, or helping people in the village or ex-residents find out their own histories or heritage.
- To locate local sites/monuments & establish whether all known sites are listed. To find out the age of sites/monuments
- Refer people with an interest in local archaeology to the SMR records
- Village archives
- To aid research by Wecote history society & for local projects
- Research local sites
- Historical records of the village + when visiting other sites
- Parish Council Matters
- To inform people of sites of local interest
- Future proposed "development" within the Parish (Planning). 2. Parish History 3. Rights of way variations/Tourism

- Planning Considerations
- Details of Village History
- Unknown
- Archaeological study of Parish
- Don't know until I know what it is.
- Teaching purposes: undergraduate project work
- Possibly in research projects and higher education teaching.
- To inform student approach to design criteria and to emphasise the multi-disciplinary approach.
- Identifying information regarding sites in Sheepscombe as a historian or as someone interested in planning
- Research in the locality Student based projects to support teaching on mullet-functional landscapes.
- Student based exercises
  Design
- Re. Planning applications. 2. As a local historian
- For personal research. Local Info. Maybe professionally
  with Glos. Libraries.
- -Town development/Site etc. -Sustainable development. (6472) -Community Development. Human Landscape (64
- Volunteer Worker
  Because do not know very much about the SMR. So not able to comment.
- Property letting & Building
- Would be a very useful facility to have available
- For general interest about the area where I live.
- For personal interest / education
- General interest - and I would possibly like to visit sites that are open to being visited
- School projects
- For personal interest, and for teaching. I can imagine its relevance for individual projects
- Not a great deal - just for interest really
- Local social history research
- To establish the locations and reasons for classification for sites around Glos. with reference to the Public Rights of Way
- General interest. School projects.
- For Interest
- General interest
- Helping children with homework. Family & local history.
- Research and study
- Interest
- Personal information, living near an old canal now a nature reserve
- General information/further education and interest, trips etc
- Personal interest
- I'm not entirely sure! More info needed!
- Leisure research
- Not sure
- Personal research

- General interest
- Satisfy curiosity
- Finding out things I didn't know about and places of interest to visit
- Find out where sites are with a view to possibly visiting.
- To see if there are any records relating to where I live.
- Interested in all kinds of history so always keen on a new source of information
- No requirement for this in current post.
- Personal interest
- Visits
- To see local places of interest to visit
- Depends on what I find when I first use it.
- General Interest
- Find out about the history of the area
- Interest only
- For interest's sake - gaining knowledge!
- Until YOU answer Q6 how can I tell you?
- To help with family research and my own personal interests.
- Places to visit Education for children personal interest
- Historical interest - I have a particular penchant for a iron age earthwork.
- Info for my own interest and for my children - school projects etc
- My own interest in local history. The possible impact on highway maintenance work and highway boundary
- Finding out more about sites following walks with our dogs.
- Work related issues e.g. If site dealing with has any archaeological features that need to be taken into
- Several bridges, which I maintain are in the SMR. Some are listed and a few are ancient monuments. The I
- For looking up previous land use in the area in which I live. I already went to Gloucester Records office
- General interest - as a way of finding out more about site/monuments in the County. Particularly when o
- Interest
- Interest/Research
- Personal interest in own area
- Local interest
- For sites to visit around the County
- Local information for where I live
- General Interest & Project Research
- Probably related to finding information connected to work
- Be informed about the local past. Visit sites of interest, possibly.
- Very rarely for personal local tourist/historical interest for myself and family.
- If I wanted to find out more about local archaeological history. If I owned some land - or intended building
- Information about the country's heritage and the possibility of visiting the sites.
- Information about the country's heritage and the possibility of visiting the sites.

- Educational and recreational use.
- Strategic planning and personal interest
- Looking at the history of my town/village
- Probably with my children. My daughter had to do a project on the history of Hucclecote at Primary School
- Hobby, interest, research, all sorts of possibilities not thought about - but retirement might yield a n
- I am interested in History/Archaeology, particularly Standing Stones, Bronze/Iron age.
- Interest / curiosity
- Local history studies
- Site acquisition, disposal or management
- Personal Interest
- Visit sites, historical interest
- To look at the area where I currently live.
- I'd be interested in Roman vestigiums
- Archaeological and historical projects and research
- To ensure that where there were 'new build' projects, near or on historical sites, that the correct procedures
- Not sure
- General interest in historic sites
- Researching recent local history (1800+)
- To get information on places to visit and their history.
- Following up historical interests when I retire!
- Information relating to sites proposed in the minerals local plan and waste local plan
- I have an interest in history, especially when it relates to where I live, so I would be keen to find out
- Research for writing
- Local studies enquiries for customers in reference library
- Not sure.
- Personal interest in finding out more about local history.
- Recreation info
- Local history
- General interest.
- To check out for local areas of interest and in planning visits around the county
- Work related - and general interest
- Research to look at historical sites with my children
- Recreation at home.
- I would use it to answer questions for enquiries we receive in the Reference Library.
- I have an interest in local history especially Cotswold villages and architecture.
- History of the place where I spent my childhood and where I live now
- General interest about my locality
- Personal interest in history and local history
- Planning building works

- Curiosity about a particular site.
- I have an interest in local history especially Cotswold villages and architecture.
- To improve my children's knowledge and increase my awareness of important sites. To provide information
- Work related
- Planning walks and days out
- To trace family history. I'm sure school children would appreciate the SMR in relation to coursework
- Local interest
- General Interest
- Answering questions about archaeology or built heritage which cannot be answered from collections at Records Office.
- Don't know anything about it
- We undertake works on the highway which could impinge on a site I would also have a personal it.
- New to the area, would like to find out more about it.
- Interest in local history, Help with children's homework / education.
- I have children that are interested in historical and geographical things. This would be good in planning
- Landscape history, personal interest
- Possibly - may be useful for looking at various sites the public want to use for celebratory ceremonies
- Personal interest in local archaeology
- At home likely to be useful with my children's school projects and own recreational interests
- Would like to research the history of my house and its environs
- Consultations on planning applications.
- General interest
- Interest as a local resident and an interest in history
- To find out about interesting archaeological sites to visit
- General interest
- In my role as Trainee Archivist working with the public
- For my work for knowledge to give to   library users
- Research into non-conformist churches in Gloucester City in 19th century.
- Local history research
- If I need to present some information about Gloucester or surround, as teaching resource.
- I am interested in local history and might want to use the SMR to research a specific site of interest.
- General Information and Interest
- To get information on interesting sites to visit or to find out more about areas I am particularly inter
- To access information to assist and widen my knowledge and that of my children's of Gloucestershire History
- Recreational and educational
- Personal interest in local history
- Perhaps for planning a visit to a place of interest

- Personnel use for children's education
- I have just moved to Ruardean and I am interested in the history of the castle and manor house
- Leisure interest
- Looking for sites for educational visit with children
- A)Possibly to find something interesting to look at for a day out with the kids. B)Kids homework or pro
- I often go walking, and if I saw something of interest, it would be good to interrogate this database to
- Providing information to the Public
- General interest with future intention to visit
- Local or Family History research. Fun, I like history
- Finding historical/archaeological information about the area where I live
- To answer any customer questions
- Historical research
- To implement transport proposals within Environment Dept.
- I am interested in social and family history.
- Improve my own knowledge of geography/archaeology of county. Help in cataloguing archive collections/an
- To research the history of our house and to study the local area.
- General interest or possibly for university.
- At development stage of new early years and childcare provision where new build or extension to sites in
- To find out if there was anything of interest that I could look at if I'm planning a day out
- Research about places I am interested in.
- General interest in the history of Gloucestershire.
- General interest in maps and walking.
- I do a lot of field walking with my husband, who is an archaeologist, and I also visit a lot of historic
- I have a general interest in the history of Gloucester
- To advise Members if they raised questions.
- Potentially, but would be as tourist rather than work-related
- Local information on land use - an interest in ancient sites
- Consideration of potential development sites
- Would be interesting to find out the history of the area I live in. Maybe find out some sights I could
- Help with children's homework General interest in local knowledge/history Inspiration for outings
- Interest in local area
- To find out about local history.
- Taking an interest in our county's history.
- For work purposes and personal interest.
- To obtain further information on a site that I may be interested in
- Information for customers
- Family has a general interest in history/archaeology and could find out more about sites to visit-son is
- Helping the public with enquiries

- For my own interest and at work in the local studies library
- To support homework projects for children or adult learning courses. For personal interest
- Personal, recreation
- Personal interest
- General interest and research for assignments by students in the family
- For my own personal discovery & enjoyment of Gloucestershire's Environs & early settlement sites To find out more information about the area in which I live and about how it has changed over the years.
- General interest but also to support my work within libraries and information
- Pointed out to researchers rather than used myself.
- Provide material to schools to support curriculum delivery
- Highway Scheme proposals. Surplus Land. Land Acquisitions. Land disputes. Location of ancient highways
- Family history, local history
- School homework projects, places to visit
- Educational visits with young people

8.5.2: Occupations – New or potential SMR users (second stage)

- 14 Retired"
- 16 Clerical Officer"
- 2 Accounting Technician"
- 2 Admin Support - CE Support"
- 2 Admin Team Leader"
- 2 Deputy Registrar"
- 2 Deputy Team Manager - Soci"
- 2 Project officer"
- 2 Systems Officer"
- 2 Training officer"
- 2 Transport Monitoring Office"
- 2 Transport planner"
- 3 Accountant (Local Government)"
- 3 Administrative Assistant"
- 3 Clerical Assistant"
- 3 Team Clerk"
- 3 Technician"
- 4 Accountant"
- 4 Town Clerk"

- 4 University Lecturer"
- 5 administrator"
- 5 Personnel Assistant/Finance"
- 6 secretary"
- 9 Social Worker"
- Activity Organiser"
- Admin Assistant Trainee"
- Admin Asst."
- Admin officer"
- Admin Services Officer"
- Admin Team Supervisor"
- Administration Officer"
- Administration"
- Adoption and Fostering Off"
- Advisory Teacher"
- AFO"
- Archives Assistant"
- Archivist"
- Area partnership Officer"
- Area Supervisor"
- Area Transportation Manger"
- Assistant Democratic Service"

- Assistant Education Office"
- Assistant Homecare Organiser"
- Assistant Town Clerk"
- Assistant youth worker"
- Asst. Manager Soc. Service"
- Asst. Manager Soc. Service"
- Audit manager"
- Auditor"
- Author"
- Bridge Engineer"
- Building surveyor"
- Business Services Officer,"
- Capital Accountant"
- Care manager"
- Casework assistant"
- Cashier exchequer"
- Cataloguing Archivist"
- Chair - Parish Meeting"
- Chairman Winstone Parish Council"
- Chartered Librarian"
- Chartered Librarian"
- Chief Executive"

- CHILD CARE TRAINING OFFICE"
- Childcare Development Officer"
- Children's Information Adv"
- Civil engineer"
- Clerical and Admin Officer"
- Clerical Officer/Finance A"
- Clerical Officer/PA"
- Clerical Officer-Finance."
- Clerical worker"
- 4 Clerical"
- Clerical/Admin Assistant"
- Clerk of the Council"
- Clerk to Local Parish Council"
- Clerk to Parish Council"
- Clerk to Redmarley Parish"
- Clerk to Sandhurst PC"
- Clerk to the Council. Charlton Kilfi PC."
- Clerk to Toddington Parish Council"

- Clerk/R.F.O. to Parish Council"
- Client Architect"
- CO"
- Communications & Marketing"
- Community Family Worker"
- Community Occupational The"
- Contract Valuer"
- Cotswold Way National Trail"
- County Editor, Victoria Hi"
- County Manager LD"
- Course Leader Landscape &"
- Course Leader Landscape +"
- CSO social services"
- Customer services officer"
- Data Accuracy/Systems Admin"
- Database officer"
- Day centre deputy manager"
- Day Services Co-ordinator"

- Dental Surgeon"
- Deputy PROW Manager"
- Deputy Registrar, Births D"
- Deputy Superintendent"
- Desktop Analyst"
- Development co-ordinator"
- Development Officer"
- Director of Environment"
- Director of Projects"
- Director"
- Deputy Exchequer Control Off"
- E-comms officer"
- Education consultant"
- Education welfare officer"
- Electoral Administrator &"
- Electronic Information Off"
- Emergency Management Officer"
- Environment Dept"
- Establishment manager"
- EWO"

- External Funding and business"
- Family and placement support"
- Farmer & NFU Representative"
- 2 Farmer"
- Fieldwork Support Ast."
- 2 Finance Clerk"
- 2 Finance officer"
- Finance Support Officer"
- Finance"
- Forecourt Cashier p/t Parish Clerk"
- FPSS III"
- Gen. Admin Assistant/Social"
- GIS manager"
- Glos. Manager of BTCV"
- Grounds Maintenance"
- Group Support Services Off"
- Head of Emergency Management"
- Head of the School of Environment"
- Helpline Officer"

- Highway Safety Inspector"
- HOMECARE ORGANISER"
- 2 Housewife"
- HR Officer"
- HR"
- ICT adviser education"
- Improvement manager"
- Information Officer"
- Information Point officer"
- Investment Services Office"
- IT Consultant"
- IT Professional"
- 3 IT Support"
- IT Trainer"
- Knowledge Worker"
- 2 L/D D/S Administrator"
- Land adviser"
- Land Agent"
- Lecturer in geography"
- Legal Assistant"
- LGC Officer"
- LGO - Secretary"
- LGO"
- 7 Librarian"
- 4 Library Manager"

- Local Authority Clerical O"
- Local Authority Officer"
- Local Business (Barnsley Park) Chairman Winsor Parish"
- 16 Local Government Officer"
- Local Gov. officer"
- Manager"
- Manager"
- Manager, learning disabilities"
- Manager, The Prestbury Center"
- Marketing Officer, Glos. CC"
- Mechanical Engineer"
- Mental health worker"
- NVQ co-ordinator"
- 4 Occupational Therapist Ass"
- 2 Office Manager"
- Owner of Plant Nursery"
- PA"
- Parish Clerk & responsible Finance Officer"

- Parish Clerk (Primary School Supply Teacher)"
- 16 Parish Clerk"
- Part qualified accountant"
- Part time Music Teacher"
- Participation Officer"
- Payment Officer"
- Payroll officer"
- PENSIONS OFFICER"
- Performance manager"
- Performance officer"
- Personnel Manager"
- Personnel Officer"
- Planner"
- Planning & policy officer,"
- Policy Development Officer"
- Political Researcher"
- Principal library assistant"
- Principal planning officer"
- Principle Transport Planner"
- Professional Engineer"

- Professional Librarian"
- Professor of Local Planning"
- Professor"
- PROGRAMME MANAGER"
- Programme Manager"
- Project & Systems Development"
- Project development office"
- Project Engineer (Retired) & Baunton Parish .Councillor"
- Project Manager"
- PSDO"
- PT administrator"
- Purchasing Assistant"
- Quality Assurance Officer"
- Quality Manager"
- Quality and development m"
- Radiography Tutor"
- Receptionist / Data Input"
- Receptionist/Team Clerk"

- Receptionist/Telephonist"
- Reference library assistant"
- Regional Surveyor CLA"
- 2 Residential social worker"
- Retired Chartered Engineer"
- Retired Engineer"
- Retired Headmaster"
- Retired Manager in Finance"
- Retired Maths Teacher"
- Retired p/t Parish Council Clerk"
- Retired Parish Councillor"
- Retired Personnel Professional"
- Retired previously Surveyor. Now Parish Councillor"
- Retired Scientist/Parish Clerk"
- Retired Teacher"
- Reviewing & planning office"
- Reviewing and planning off"

- Road Safety Team Leader"
- Safety expert"
- Senior clerical officer"
- Senior Accounting Technician"
- Senior Administrator"
- Senior Auditor"
- Senior library assistant"
- Senior Planning Officer"
- Senior Practitioner"
- Senior Practitioner,child"
- Senior Social Worker"
- Senior Strategic Planner"
- Senior Team librarian"
- Senior technician"
- Skills for Families admin"
- Small business proprietor"
- Snr Team Clerk"
- Social Services Manager"
- Social Services"
- Social work manager"
- Solicitor"

- Statutory Returns Officer"
- STUDENT FINANCE ADMINISTRA"
- Superintendent Registrar o"
- Support Assistant"
- Support services officer"
- 2 Surveyor"
- Teacher and Democratic Ser"
- Teacher"
- Team Clerk Social Services"
- Team Leader - Transport Pl"
- Team Leader (ICT)"
- Team manager"
- Technical Administrator"
- Technical assistant"
- Temp staff"
- Tourism assistant"
- Tourism manager (hi tim)"
- Tourism"
- Town Planner"
- Trading Standards Officer"
- Trainee Archivist"

- Training administrator"
- Training Manager"
- Transport Planning Manager"
- Travel Agent"
- Tutor"
- Valuer"
- Varied"
- Vice Chairman"
- Visiting Officer"
- W P Operator"
- Writer"

8.5.3: Any other comments – New or potential user (second stage).

- "I would like a copy of the index for all sites and monuments within the Parish of Hartpury, please"
- "Questionnaire completed on behalf of Woolaston Parish Council"
- "I think that this site will be of interest to amateur historians, and general interest, as well as useful to professionals."
- "I have used the Herefordshire SMR which is already freely available on line to anyone. I hope that you can do the same for Glos."
- "I would like a copy of the index for all sites and monuments within the Parish of Hartpury, please"
- "I would like a copy of the index for all sites and monuments within the Parish of Hartpury, please"
- "The more information we have access to the better. Maps and mapping & buildings are always of interest."
- This project sounds quite interesting. I am very interested in accessing old maps in my area."
- "I am a Voluntary Ramblers Association Officer"
- "Stroud Valley Projects Team"
- "An excellent service in a County full of history which should be encouraged"
- "Freepost envelope rather a good quality + size too big for purpose!"
- "A freely available leaflet would be very useful perhaps stocked in T.I.C.'s"
- "Important though it is archaeology is only a minority interest. Is this really a good use of the heritage lottery fund?"
- "This survey is a waste of money (Ours)"
- Bearing in mind a recent proposal to move and ancient stone stile in our parish it is reassuring that one can check on the status of such ancient items with a view to prevent irreversible damage"
- "Being a relative newcomer to Gloucestershire I want to use as many resources as possible to enable me to properly know my new home."
- I am sure the service provided is vital to specialists in the field. As a layman in both geological and archaeological terms it is not of great interest to me personally."
- "Suggest that SMR as all acronyms is meaningless to 99.99% of the population county monuments records fits the bill better (I appreciate that a site is subtly different but if it's loss prevents acronym use it's worth it)."
- "Service very prompt and useful"
- "Is access free, for students?"

- "Valuable service."
- "Fuller response to Q4. I manage a field in CSS and also conducted research into the Scheme nationally, the use of the SMR was integral to that research."
- "Note - College has GIS facility starting up."
- D our area"leability + issues related to rebuild/conversion"
- And part of the site investigation. 2) For personal interest and historical research"
- Likely to be archaeologically sensitive"
- "I think it would be useful for people to have more information about these sites, so long as they are made aware that they shouldn't use metal detectors or"
- "There are definite benefits working at County Hall - and information such as this is a real bonus. Thank you"
- "We are developing an electronic 'definitive map' and would be pleased to be able to gain access to SMR information on the GIS system."
- "A very helpful and efficient service."
- "You need more publicity!"
- "I think I have already completed one of these!"
- "I have been aware of SMR Gloucestershire for sometime mainly through my classics/history degree and related studies"
- "I have an interest in archaeological remains and have used archaeological investigations in the past to help minimise the impact of new road layouts"
- "Non at this time."
- "I think it is important to keep these records as part of our heritage."
- "I haven't accessed or was aware of the SMR, however if I were researching something on an historical site on a personal basis (and probably work related as"
- "I don't believe I'd use this service personally but don't really know what it can do for me - I imagine it could be of interest to schools, colleges, amateur"
- "I have always found the staff within the Archaeology Unit helpful, and the information they provide is invaluable."
- "I am pleased to hear that this facility is being made more available and efforts are being made to make the public aware of its existence"
- "It is good to raise awareness of such a rich resource for the residents of Gloucestershire and beyond."
- "Hopefully I'll have time to think about interests like this and use it eventually - probably not until I'm retired!"

- "I'm sure the service provides a lot of valuable and interesting information to those who need it."
- "I believe that many tourists visit England because of the well documented evidence and preservation of historical sites. I believe this can be improved with the SMR information"
- "Need to be a little more attention grabbing and less wordy to hold limited interest attention spans"
- "hard to answer question 7 positively without more info .   Good luck!"
- "I'd like to know/read the final report of this research"
- "The SMR is an excellent resource that is vital to the county's and the country's heritage."
- "Difficult to say whether I would use SMR in the future without knowing more about the information contained in it."
- "I think local historical information would be of interest to many people.   Although I knew we had a sites and monuments record and I know several of the"
- "I would greatly support a project to provide increased public access, particularly if this enables computerised access via the Internet."
- "What relevance have Q's 14 & 15 for an Archaeological subject?"
- "The biggest difficulty is that access is restricted"
- "I would like to see more open days at the archive and more to encourage children's interest."
- "Public Access to the records is to be welcomed."
- "More public awareness is needed. The 'dusy old archive' image I pictured needs to be revamped and used more as an open facility to schools and the public."
- "Whilst not being a resident of Gloucestershire, my family and I have a strong interest in the county and spend some of our leisure time (i.e. Walking) in"
- "I will pass on this info to the school I work in, as I think they would benefit greatly from it."
- "I do not envisage using it from home at the moment but it may have a use in the workplace at some time."
- "If anyone has time to show me how to access this system I would be grateful I can be contacted on ext 5624"
- "Although I wasn't really aware of this Service I am sure that it provides a very useful resource to many people."
- "Very important resource for people interested in history and heritage."
- "As part of my job I am involved with the Gloucestershire Heritage Education Forum. With their help I have developed a section of the GCC website called Muse"
- "At the present time it would be difficult to know if I would use SMR but it is useful to know that the information exists and can be made accessible."

- "Sorry if rushed. I don't know enough about how it impinges on my current work."
- "Job title too specific to remain anonymous as I am the only one!"
- "This sort of work is so important, we should all be able to access information about historical sites etc"
- "Hopefully soon to be resident of the county."
- "A useful tool for those conducting research. I'm not sure that I would use it personally but I'm sure my children will for school projects etc."
- "It would be nice to have access to the database in the Gloucestershire Collection in Gloucester Library"
- "I have only put my first part of the postcode as I do not wish my personal details to be used for mailing purposes. I am surprised there is no reference to"
- "Sounds great, how about a CD-ROM?"
- "I was aware that here is an Archaeology Unit (run by Glos. City),which is under threat of closure(now closed?)Is that a separate body?"
- "Good luck"
- "Thank you for raising awareness of the availability of this information"
- "I would dearly love to find work with a local authority in this field & would be grateful for any feedback you may be able to give me to achieve this (short"
- "Should I be concerned at the absence of 'Library Service' under Question 4 ?"
- "could be extremely useful"

8.6: SMR word reports or Excel lists

AREA:	60			
NAME:	Notgrove Long Barrow			
STATUS:	SAM22869			
OTHER COUNTY:				
LOCAL AUTH.1:	COTSWOLD		**LOCAL AUTH.2:**	
PARISH:	NOTGROVE			
GRID REF:	409570 221200			
MAP SHEET:	SP02SE	**SHEET TYPE:**	1:10000	**DATE:** 1982

AREA 60 DESCRIPTION :-

Notgrove long barrow, excavated by Witts in 1881 & by E M Clifford in 1934/5, measures 55m x 24m, orientated E-W. It is a gallery grave with two pairs of side chambers, one of which retains an entrance slab with a concavity, suggestive of a port-hole entrance. Within a circular domed structure, behind the west end of the gallery, which it pre-dates, was found a cist containing the crouched burial of an adult male & on top of the structure were the bones of a young female. The remains of at least six individuals were found in the gallery and chambers & those of at least two young people beneath the forecourt. There was evidence that the barrow has been robbed since Iron Age & Roman times. Finds including Neolithic A & B sherds, a leaf arrowhead and some possible Beaker ware are in Cheltenham museum.{1} Situated about the middle of an E-W facing ridge, the Notgrove long barrow has been reduced, by quarrying, to an amorphous mound measuring 46m E-W by 30m N-S with an average height of 1.7m. The main elements of the gallery & transepts remain exposed in situ, however. The domed structure or rotunda is represented by a small mound with small stones protruding from it. The whole site is fenced off & under the care of the DoE.{2}

Situated on fenced off area of grassland in corner of arable field. Area is fairly overgrown with shrubs etc. Stone setting visible {14} in slight dip on area of grassland. No clear remains of barrow visible {15} AIN 43 is a close-up.

Possibly restored between 1951 & 1964? Stone setting seems to have been tidied up between these dates {3} Area visible on RAF APs {16} barrow was clearly mutilated by this date? {18} The exposed orthostats & chambered area were infilled with topsoil to form an irregular domed mound, & turf covered in Nov 1976.{19} Pots of Abingdon style have come from Notgrove also shale beads, sherds of Ebbsfleet ware and beaker sherds, which seem to be incorporated in the infilling & later use of the tomb.{23}

AREA ASSESSMENT :-
No plough damage.{19}

SAM information current 17.05.1995.
The monument includes a chambered long barrow situated on the crest of a ridge with panoramic views in the area of the Cotswold Hills.

The monument, known as the Notgrove long barrow, has a mound orientated east-west, composed of small stones and trapezoidal in plan. It has maximum dimensions of 50m from east to west and 26m from north to south and a maximum height of c.1.5m.

Partial excavations conducted at the site by Witts in 1881 and EM Clifford in 1934-5 have caused the mound to become irregular in appearance. The excavations demonstrated that the mound was retained by a dry-stone revetment wall. The presence of an eastern forecourt (or a recess flanked by extensions of mound on either side) was also detected. The forecourt has dimensions of 15m by 8m.

Within the body of the mound there was found to be a dome-shaped chamber. This enclosed a cist containing the inhumation of an adult male. The chamber appears to have been an early construction and was sealed before the other features were constructed at the site.

There was also an inner gallery or passage which has an entrance on the eastern side of the mound adjacent to the forecourt. The passage was aligned east-west and had dimensions of 12m long by 2m. The gallery was found to contain an amulet, a bone implement and Neolithic pottery and it provided access into six chambers. The gallery led into an antechamber which in turn led into four side chambers offset from the gallery (two on either side) and an end chamber to the west. The side chambers were all found to contain human skeletal remains and other artefacts such as animal bones and pottery, while the two end chambers contained animal bones and Neolithic pottery. The entrance to the inner chamber was blocked during the later Neolithic period. Flanking the mound on either side is a ditch from which material was quarried during the construction of the monument. These have become infilled over the years but survive as buried features c.5m wide.

The finds from the excavation at the site are now held at Cheltenham Museum.

AREA:	2272
NAME:	Possible round barrow site Hawling
STATUS:	
OTHER COUNTY:	
LOCAL AUTH.1: TEWKESBURY	**LOCAL AUTH.2:**
PARISH:	HAWLING
GRID REF:	409500 221500
MAP SHEET: SP02SE	**SHEET TYPE:** 1:10000 **DATE:** 1982

AREA 2272 DESCRIPTION :-

A round barrow shown on Wit's map, but not numbered or described, was searched for without success by Crawford, who identified it with the barrow excavated in 1876 during construction of the railway. (For an alternative site see SMR 2240){1}

There is no trace of a barrow in this area, currently under the plough.{2}

Within area of sown grass? on 1946 Pas {5} no positive trace of barrow within vicinity.{peers Comm S Brown}

Site is possibly at SP099215-described in GADARG as "round barrow opened 1876 during railway construction" {7}{8}

See also SMR 2610, barrow destroyed by railway.

AREA:	2274
NAME:	Rectangular enclosure SE Westfield Farm
STATUS:	
OTHER COUNTY:	
LOCAL AUTH.1:	COTSWOLD **LOCAL AUTH.2:**
PARISH:	NOTGROVE
GRID REF:	408950 221450
MAP SHEET:	SP02SE **SHEET TYPE:** 1:10000 **DATE:** 1982

AREA 2274 DESCRIPTION :-

Rectangular enclosure surrounded by a spread bank with inner and outer 12ditches. The bank is 3.7m (12ft) across by 0.3m) (1ft) high, defined by small rubble with no long blocks. Probing in the NE corner, revealed a narrow slot 0.38m (14ins) deep, presumably a foundation trench for wall facing. The outer ditch is about 1.2m (4ft) wide and the inner ditch up to 1.8m (6ft) wide. The hollow which shows on air photographs as a dark patch north of the structure appears to be, simply, an overploughed quarry. (This may be the feature described as "Stainbarrow Camp" on Issac Taylor's map of 1786).

Crawford noted the hollow as a possible dew pond.{1}

The hollow appears to be a quarry pit. There is no trace of a bank or ditch in this arable area.{2}

3 sides of a rectangular enclosure visible as light mark within dark crop field in 1946 Pas {5} banked? S side cannot be traced. Small, regular feature enclosing c0.1Ha (from sketch plot). {peers Comm S Brown}

NMR cover {7}{8} reveals a regular double ditched L-shaped feature (NW & S sides are completely missing). Regular dark block mark is attached to N side. See also linear features 2275 and 4752.{peers Comm S Brown

Area	Site	Specific Type	General Period	Specific Period	Form	East	North	Description	Status
60	1	CHAMBERED LONG BARROW	PREHISTORIC (500,000BC-AD43)	NEOLITHIC(4000-2200BC)	EARTHWORK	409570	221200	Notgrove Long Barrow	SAM22869
60	2	CIST	PREHISTORIC (500,000BC-AD43)	NEOLITHIC(4000-2200BC)	FINDSPOT	409570	221200	Notgrove Long Barrow	SAM22869
2272	1	ROUND BARROW	PREHISTORIC (500,000BC-AD43)	BRONZE AGE (2500-700BC)	CARTOGRAPHIC	409500	221500	Possible round barrow site Hawling	
2274	1	ENCLOSURE	UNKNOWN	UNKNOWN	EARTHWORK	408950	221450	Rectangular enclosure SE Westfield Farm	
2274	2	BANK (EARTHWORK)	UNKNOWN	UNKNOWN	REPORTED	408950	221450	Rectangular enclosure SE Westfield Farm	
2274	3	DITCH	UNKNOWN	UNKNOWN	REPORTED	408950	221450	Rectangular enclosure SE Westfield Farm	
2274	4	HOLLOW	UNKNOWN	UNKNOWN	EARTHWORK	408950	221450	Rectangular enclosure SE Westfield Farm	
2274	5	DEWPOND	UNKNOWN	UNKNOWN	EARTHWORK	408950	221450	Rectangular enclosure SE Westfield Farm	
2274	6	WALL	UNKNOWN	UNKNOWN	OTHER STRUCTURE	408950	221450	Rectangular enclosure SE Westfield Farm	
2274	7	QUARRY	UNKNOWN	UNKNOWN	EARTHWORK	408950	221450	Rectangular enclosure SE Westfield Farm	
2274	8	RECTANGULAR ENCLOSURE	UNKNOWN	UNKNOWN	CROPMARK	408950	221450	Rectangular enclosure SE Westfield Farm	
2274	9	SITE	UNKNOWN	UNKNOWN	CROPMARK	408950	221450	Rectangular enclosure SE Westfield Farm	
2275	1	ENCLOSURE	UNKNOWN	UNKNOWN	CARTOGRAPHIC	408900	221400	Stainbarow Camp suggested site	
2275	2	MOUND	UNKNOWN	UNKNOWN	EARTHWORK	408900	221400	Stainbarow Camp suggested site	
2278	1	BOUNDARY MARKER	EARLY MEDIEVAL (410-1066)	C5 C6 C7 C8 C9 C10 C11	CARTOGRAPHIC	409600	221300	Cynelmes Stan boundary stone (alleged site)	
2284	1	FINDSPOT	ROMAN (AD43-410)	C1 C2 C3 C4 C5	FINDSPOT	409200	221800	Possible Roman occupation site E of Westfield House - Hawling	
2285	1	FINDSPOT	ROMAN (AD43-410)	C1 C2 C3 C4 C5	FINDSPOT	409200	221800	Flint finds - Hawling	
2610	1	ROUND BARROW	PREHISTORIC (500,000BC-AD43)	BRONZE AGE (2500-700BC)	RECORDED	410010	221480	Site of Round Barrow - Naunton	
2610	2	CIST	PREHISTORIC (500,000BC-AD43)	BRONZE AGE (2500-700BC)	FINDSPOT	410010	221480	Site of Round Barrow - Naunton	

2610	3	CREMATION	PREHISTORIC (500,000BC-AD43)	BRONZE AGE (2500-700BC)	FINDSPOT	410010	221480	Site of Round Barrow - Naunton	
4490	1	LINEAR FEATURE	UNKNOWN	UNKNOWN	CROPMARK	409960	221690	Linear feature E of Downs Barn	
4752	1	LINEAR FEATURE	UNKNOWN	UNKNOWN	CROPMARK	409340	221250	Linear cropmark N of New Covert	
5965	1	ROAD	EARLY MEDIEVAL (410-1066)	C8	DOCUMENTARY	411000	221100	Stanborough Lane	
7246	1	BURIAL	ROMAN (AD43-410)	C1 C2 C3 C4 C5	FINDSPOT	409900	221500	Roman burials	
9308	1	RAILWAY	POST MEDIEVAL (1540-1901)	C19	EARTHWORK	392880	221740	Railway from Kingham (Oxon) to Bourton-on-the-Water, later part of the Banbury and Cheltenham Direct Railway, later absorbed by the GWR	
9308	2	RAILWAY	POST MEDIEVAL (1540-1901)	C19	EARTHWORK	392880	221740	The Banbury and Cheltenham Direct Railway (including the Bourton - Kingham Line of 1862), later absorbed by the GWR	
9308	3	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	392692	221405	Site of railway bridge over Hatherley Road, on the Banbury and Cheltenham Direct Railway	
9308	4	RAILWAY	MODERN (1901-PRESENT)	C20	CARTOGRAPHIC	392654	221157	Loop on the Banbury and Cheltenham Direct Railway from the main GWR line	
9308	5	RAILWAY BRIDGE	MODERN (1901-PRESENT)	C20	CARTOGRAPHIC	392293	221330	Site of railway bridge over Hatherley Road on the Loop from the main GWR line , Banbury and Cheltenham Direct Railway	
9308	6	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	392699	221032	Site of railway bridge over Alma Road on the Banbury and Cheltenham Direct Railway	

9308	7	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	392852	220818	Site of railway bridge over Warden Hill Road on the Banbury and Cheltenham Direct Railway	
9308	8	RAILWAY STATION	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	394720	220480	Site of Leckhampton Station on the Banbury and Cheltenham Direct Railway	
9308	9	RAILWAY SIDING	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	394720	220480	Site of sidings at Leckhampton Station on the Banbury and Cheltenham Direct Railway	
9308	10	RAILWAY SIDING	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	396308	219703	Site of siding serving a coal wharf on the Banbury and Cheltenham Direct Railway	
9308	11	RAILWAY STATION	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	396425	219670	Site of Charlton Kings Station on the Banbury and Cheltenham Direct Railway	
9308	12	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	397917	219680	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	13	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	398033	219656	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	14	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	398456	219580	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	15	RAILWAY VIADUCT	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	399700	219945	Site of a viaduct at Dowdeswell on the Banbury and Cheltenham Direct Railway	

9308	16	RAILWAY TUNNEL	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	400935	220390	Railway Tunnel at Sandywell Park, on the Banbury and Cheltenham Direct Railway	
9308	17	RAILWAY STATION	POST MEDIEVAL (1540-1901)	C19	ROOFED BUILDING	401860	220077	Andoversford Station on the Banbury and Cheltenham Direct Railway	
9308	18	RAILWAY SIDING	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	401860	220077	Sidings at Andoversford Station on the Banbury and Cheltenham Direct Railway	
9308	19	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	402020	219900	Site of railway bridge over road, east of Andoversford Station on the Banbury and Cheltenham Direct Railway	
9308	20	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	402955	220045	Site of railway bridge over track/ road to Syreford Farm, on the Banbury and Cheltenham Direct Railway	
9308	21	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	403553	220172	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	22	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	404880	220260	Railway bridge over a road on the Banbury and Cheltenham Direct Railway	
9308	23	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	405355	220119	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	24	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	407630	220720	Bridge carrying embankment and railway over a road at Salperton, on the Banbury and Cheltenham Direct Railway	

9308	25	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	407911	220760	Railway bridge over Crows Castle Lane , Hazelton on the Banbury and Cheltenham Direct Railway	
9308	26	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	409042	221150	Site of bridge over a cutting through the embankment, west of Notgrove Station on the Banbury and Cheltenham Direct Railway	
9308	27	RAILWAY STATION	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	409212	221233	Site of Notgrove Station on the Banbury and Cheltenham Direct Railway	
9308	28	RAILWAY SIDING	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	409212	221233	Site of sidings at Notgrove Station on the Banbury and Cheltenham Direct Railway	
9308	29	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	410166	221497	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	30	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	410607	221530	Bridge carrying embankment & line of the Banbury and Cheltenham Direct Railway over a track/ road	
9308	31	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	410965	221678	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	32	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	411158	221803	Railway bridge over a trackway at Ayleworth Farm on the Banbury and Cheltenham Direct Railway	

9308	33	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	411232	221850	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	34	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	411762	222075	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	35	RAILWAY LEVEL CROSSING	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	411965	222115	Site of level crossing at track leading to Roundhill Farm, Naunton, on the Banbury and Cheltenham Direct Railway	
9308	36	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	412593	222080	Site of railway bridge over a trackway, on the Banbury and Cheltenham Direct Railway	
9308	37	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	413128	221888	Site of railway bridge over a cutting through the embankment, at Roundhill Fox Covert, on the Banbury and Cheltenham Direct Railway	
9308	38	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	413307	221850	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	39	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	414120	221575	Site of railway bridge over a cutting through the embankment, on the Banbury and Cheltenham Direct Railway	
9308	40	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	414795	221247	Site of bridge carrying the Banbury and Cheltenham Direct Railway over trackways at Aston Farm, ourton-on-the-Water	

9308	41	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	416007	221036	Railway bridge over a trackway on the Banbury and Cheltenham Direct Railway	
9308	42	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	416080	221030	Railway bridge over the Fosseway, on the Banbury and Cheltenham Direct Railway	
9308	43	RAILWAY STATION	POST MEDIEVAL (1540-1901)	C19	ROOFED BUILDING	416860	221357	Bourton-on-the-Water Station on the Banbury and Cheltenham Direct Railway	
9308	44	GOODS SHED	MODERN (1901-PRESENT)	C19	CARTOGRAPHIC	416940	221437	Site of goods shed at Bourton Station, Banbury and Cheltenham Direct Railway	
9308	45	RAILWAY SIDING	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	416990	221498	Site of sidings at Bourton-on-the-Water Station on the Banbury and Cheltenham Direct Railway	
9308	46	RAILWAY SIDING	POST MEDIEVAL (1540-1901)	C19	CARTOGRAPHIC	418918	223827	Site of sidings at Stow-on-the-Wold Station on the Banbury and Cheltenham Direct Railway	
9308	47	RAILWAY STATION	POST MEDIEVAL (1540-1901)	C19	ROOFED BUILDING	419017	223972	Stow-on-the-Wold Station on the disused Banbury and Cheltenham Direct Railway	
9308	48	RAILWAY BRIDGE	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	420089	224560	Bridge over a trackway, Banbury and Cheltenham Direct Railway	
9308	49	RAILWAY LEVEL CROSSING	POST MEDIEVAL (1540-1901)	C19	OTHER STRUCTURE	424395	223266	Site of level crossing on the Banbury and Cheltenham Direct Railway	

8.7 Copy of Survey Questionnaires

8.7.1: First stage questionnaire for existing users of the SMR

Gloucestershire County Council Archaeology Service

Sites and Monuments Records Users' Questionnaire

Our records show that you have used the Gloucestershire Sites and Monuments Record (SMR) in 2003. We are currently undertaking a project funded by the Heritage Lottery Fund to examine the SMR's users and develop the services that it offers. The Market Research Group have developed this questionnaire to help us do this and we would be very grateful if you could answer the following questions. The results will helps us to improve the way we deal with enquiries and also help us decide on how we might develop our services in the future.

Finding out about us

Q1   How did you find out about us?
  Council office .... ❑
  Museum .... ❑
  Gloucestershire County Record Office .... ❑
  Glosnet website .... ❑
  Internet website (please state which) .... ❑
  Local society (please give details) .... ❑
  Local press or media .... ❑
  Word of mouth .... ❑
  College or School .... ❑
  Other (please give details) .... ❑

Q1   Please specify

Q2   Was it easy to find out about our Sites and Monuments Records service (SMR)?
  Yes .... ❑
  No .... ❑

Q3   If "No" what were the reasons for the difficulties?

The Service we provide for you

Q4   How many times have you used our service in the last 2 years?
  Once .... ❑
  2-5 .... ❑
  6-10 .... ❑
  More than 10 times .... ❑

Q5   Thinking about the last time you used the SMR how did you access the information?
  Visit to SMR office .... ❑
  Visit to library .... ❑
  *Access via internet website (please specify).. ❑
  Access via Glosnet website .... ❑

  Postal request .... ❑
  E-mail request .... ❑
  Phone request .... ❑
  *Other (please specify) .... ❑

Q5   Internet website

Q5   Other

Q6 Thinking about your most recent use of the SMR, how would you rate it on the following? (please tick once against each option if applicable)

	Very good	Good	Neither	Poor	Very poor
Helpfulness of staff	❏	❏	❏	❏	❏
Range of info. in the SMR	❏	❏	❏	❏	❏
Accessibility of SMR	❏	❏	❏	❏	❏
Waiting times for info.	❏	❏	❏	❏	❏
Standard of equipment	❏	❏	❏	❏	❏
Accessibility of equipment	❏	❏	❏	❏	❏
Booking availability	❏	❏	❏	❏	❏
Space to work	❏	❏	❏	❏	❏

Q6 Are there any other comments you would like to make regarding your most recent use of the SMR?

Q7 Was your enquiry of a commercial nature?
Yes .... ❏
No... ❏

Q8 Have you ever used any other SMR's?
Yes .... ❏
No... ❏

Q9 If "Yes", where?

Q10 Were there any aspects of these other SMR's that you would like Gloucestershire to provide?

Q11 If applicable to your enquiry, how does our scale of charges compare with other SMR offices?
Less expensive .... ❏
About the same...................................... ❏
Excessive .... ❏
Don't know .... ❏

Q12 How long was it before we dealt with your most recent enquiry?
Immediately.. ❏
2-4 days .... ❏
1 week .... ❏
2 weeks... ❏
More than 2 weeks .... ❏

Q13 Did the information we sent answer your enquiry adequately?
Yes .... ❏
No.. ❏

Q14 If "No", please can you give a reason for this?

Q15 What information did you obtain in response to your last enquiry?

Q16 Was the information we sent in a format that was helpful to you?
Yes .... ❏
No.. ❏

Q17 If "No", please can you give a reason for this?

Q18 Was the information you received (please tick only one):
A lot better than expected (please specify)..... ❏
Better than expected .... ❏
As expected .... ❏
Worse than expected .... ❏
Far worse than expected (please specify)...... ❏

Q18 If you ticked "A lot better than expected" or "Far worse than expected", please can you give a reason for this?

Q19 In what capacity were you accessing information from the SMR? As a..... (please tick the most appropriate)
Teacher/Lecturer..................................... ❏
Amateur archaeologist/historian .... ❏
Professional archaeologist/historian .... ❏
Commercial archaeologist/historian.............. ❏
Land/Building Developer .... ❏
Journalist... ❏
Scientist/Environmentalist .... ❏
Civil Servant..._____.......... ❏
School Pupil.. ❏
Student .... ❏
Interested member of public .... ❏
Other (please specify below)..................... ❏

Q19 please specify

Looking to your future needs

Q20 If all of the following were available which would be YOUR preferred method of access to the SMR

	Most preferred				
Most preferred	❑				
Preferred	❑				
OK	❑				
Least preferred	❑				
Not preferred	❑				
SMR information sent by mail to you	❑	❑	❑	❑	❑
An SMR research centre where you could research your own enquiry	❑	❑	❑	❑	❑
Access to the SMR from another establishment (e.g. county record office or library)	❑	❑	❑	❑	❑
Access to archaeological advice from our staff	❑	❑	❑	❑	❑
Leaflets/publications on the local archaeology	❑	❑	❑	❑	❑
Other (please specify)	❑	❑	❑	❑	❑

Q20 Other

Q21 Do you have children or do you work with children who may access the SMR?

Yes .... ❑

No .... ❑

Q22 If all of the following were available which would be a CHILD'S preferred method of access to the SMR (please tick once against each option)

	Most preferred	Preferred	OK	Least preferred
Access to the SMR through the internet	❑	❑	❑	❑
SMR information sent by mail to you	❑	❑	❑	❑
An SMR research centre where you could research your own enquiry	❑	❑	❑	❑
Access to the SMR from another establishment (e.g. county record office or library)	❑	❑	❑	❑
Access to archaeological advice from our staff	❑	❑	❑	❑
Leaflets/publications on the local archaeology	❑	❑	❑	❑
Other (please specify)	❑	❑	❑	❑

Other

Q23 If you were to visit the SMR offices what facilities would you like to see provided there? (please tick all that apply)

Computers/Internet .... ❑

Microfilm machine .... ❑

Microfiche machine .... ❑

CD ROM .... ❑

Reference books/leaflets .... ❑

Photocopy facilities .... ❑

E-mail .... ❑

Desk space to work .... ❑

Staff to help research .... ❑

Other (please specify) .... ❑

Q23 Other

Q24 Are you aware that we hold the following material?

Yes .... ❑

No .... ❑

Q24 Are you aware that we hold the following material?

Yes .... ❑

No .... ❑

Q24 Are you aware that we hold the following material?

Yes .... ❏

No .... ❏

Q25 Which of the following would have been useful for you? (please tick all that apply)

Tithe Maps & historic OS maps .... ❏

Aerial photographs .... ❏

Published sources of local information .... ❏

Q26 Would you in future like to be able to feed information directly into the SMR?

Yes .... ❏

No .... ❏

Q27 If "Yes", by which of the following methods would you prefer to pass on the information to us?

E-mail .... ❏

On-line form (internet) .... ❏

By post .... ❏

By phone .... ❏

Other (please specify) .... ❏

Q27 Other

Q28 Would you be prepared to pay for access to the information we hold on our SMR in the future?

Yes .... ❏

No .... ❏

Q29 If "Yes", how much would you be prepared to pay?

Q30 How important do you think it is for the SMR to offer any of the following?

Very important .... ❏

Important .... ❏

Neither .... ❏

Un-important .... ❏

Very unimportant .... ❏

Displays	❏	❏	❏	❏	❏
Interactive displays	❏	❏	❏	❏	❏
Events	❏	❏	❏	❏	❏
Lecture Series	❏	❏	❏	❏	❏
Other (please specify)	❏	❏	❏	❏	❏

Q30 Other

Some information about yourself

Q31 Do you have access to the Internet? (please tick all that apply)

At home .... ❏

At work .... ❏

At school/College/University .... ❏

At the library .... ❏

At an Internet Cafe .... ❏

No Access .... ❏

Q32 May we ask which age category you fall into?

Under 18yrs .... ❏

18-24yrs .... ❏

25-34yrs .... ❏

35-44yrs .... ❏

45-54yrs .... ❏

55-64yrs .... ❏

65-74yrs .... ❏

75+yrs .... ❏

Q33 May we ask your gender?

Male .... ❏

Female .... ❏

Q34 What is your postcode?

Q35 Have you completed your full-time education?

Yes .... ❏

No .... ❏

Q36 At what type of educational establishment are you currently studying? (please name the establishment)

School (please name) .... ❏

College/6th form college (please name) .... ❏

University (please name) .... ❏

Post graduate (please name) .... ❏

Other (please specify) .... ❏

Other

Q36 Name of establishment

Q37 What is the highest level of educational qualification you have achieved? (If overseas qualification please specify which below)

No qualifications .... ❏

School certificate .... ❏

GCSE or equivalent .... ❏

AS/A level or equivalent .... ❏

BTEC/GNVQ's .... ❏

HND/Diploma .... ❏

First degree (BA/BSc) or equivalent .... ❏

Masters degree (MA/MSc) .... ❏

PhD or equivalent ....

Other (please write below) ....
please specify

Q38   To which of these ethnic groups do you consider you
belong?

White British ....

White Irish ....

White other (please specify) ....

Mixed White & Black Caribbean ....

Mixed White & Black African.......................

Mixed White & Asian................................

Mixed Other (please specify) ....

Indian/British Indian ....

Pakistani/British Pakistani ....

Bangladeshi/British Bangladeshi ....

Asian other (please specify) ....

Chinese/British Chinese ....

Other Ethnic Group (please specify)..............
please specify

Q39 ❑ Please name any appropriate clubs or societies you
❑ are affiliated with that might find our records useful.

Q40   Do you have any long-term illness, health problems or
disability, including problems which are due to old age
that affect your ability to access information from the
❑ SMR?

❑   Yes... ❑

❑   No .... ❑

❑   Don't know .... ❑

❑

Q41 ❑ If "Yes", please state how this limits your access?

❑

❑

Q42 ❑ Please state the occupation or job title of the main
wage earner or head of your Household. If they have
❑ "retired" or are not working for any reason please
❑ specify their last main job.

❑

❑

Q43   Please include any other comments you may have
below

Thank You Very Much For Your Help

**8.7.2: Second stage questionnaire for new
or potential users of the SMR**

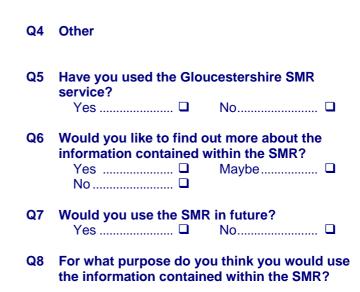## Gloucestershire County Council Archaeology Service

Gloucestershire CC Sites and Monuments Record questionnaire to Staff

We are currently undertaking a project funded by the Heritage Lottery Fund to improve the service offered by the Gloucestershire Sites and Monuments Records (SMR). As part of the HLF-funded project we are contacting a sample of existing and potential future users, including all GCC staff. We are trying to find out how many people are aware of our service and how many potential new users there might be. This questionnaire relates to your use of the service as a resident of Gloucestershire rather than as a GCC employee.   The Market Research Group have developed this questionnaire to help us do this and we would be very grateful if you could answer the following questions.

Finding out about us

Q1 Did you know that the County Council had an Archaeology Service?
Yes .... ❑   No....................... ❑

Q2 Do you know what an SMR is?
Yes .... ❑   No....................... ❑

Q3 Have you heard of the Gloucestershire SMR?
Yes .... ❑   No....................... ❑

Q4 If "Yes", where did you hear about it?

Council Offices .. ❑		Local Society * (please give details)...............	❑
Museum............. ❑		Local press or media..................	❑
Glos. County Records Office...	❑	Word of mouth...	❑
Glosnet Website ❑		College or School................	❑
Internet Website * (please state which)	❑	Other* (please give details)........	❑

Q4 Other

Q5 Have you used the Gloucestershire SMR service?
Yes .... ❑   No....................... ❑

Q6 Would you like to find out more about the information contained within the SMR?
Yes .... ❑   Maybe................ ❑
No .... ❑

Q7 Would you use the SMR in future?
Yes .... ❑   No....................... ❑

Q8 For what purpose do you think you would use the information contained within the SMR?

Some information about yourself

Q9   Do you have access to the Internet at home?
     Yes .... ❑   No....................... ❑

Q10 Do you have Broad band at home?
     Yes .... ❑   No....................... ❑

Q11 May we ask which age category you fall into?
     Under 18yrs........ ❑   45-54yrs .... ❑
     18-24yrs............. ❑   55-64yrs .... ❑
     25-34yrs............. ❑   65-74yrs .... ❑
     35-44yrs............. ❑   75+yrs................. ❑

White other   ❑
(please specify) .
Mixed White &   ❑
Black Caribbean
Mixed White &   ❑
Black African......
Mixed White &   ❑
Asian ....

Mixed Other   ❑
(please specify) .
     please specify

Banglade
sh Bangla
Asian oth
(please sp
Chinese/E
Chinese...
Other Eth
Group (pl
specify)...

Q12 May we ask your gender?
     Male..................... ❑   Female .... ❑ **Q15 Please state your occupation or job title.**

Q13 What is your postcode?

Q16 Please include any other comments you may have below

Q14 To which of these ethnic groups do you consider you belong?
     White British .... ❑   Indian/British   ❑
                                      Indian..................
     White Irish .... ❑   Pakistani/British ❑
                                      Pakistani ....

Thank You Very Much For Your Help

8.7.3: Third stage crib sheet for In-depth, face to face interviews.

SMR Non Users discussion Guide

- What other Cartographic Technology have you used?
  eg."Multi map, Street guides, Get Mappy" Ordnance survey Maps.

- How comfortable are you with surfing the NET and using different search engines?
  On- line searches as opposed to search in a library or a counties record office.
  Digital imagery as opposed to hard copy of maps
  Are you aware of the speeds of your computers and what type of internet provision do you have.

- Did you know this kind of technology was becoming available to all?

- Would you be interested in using this technology if it was available through the Gloucestershire SMR?
  Were you aware that Glos. had tithe and Os maps, aerial photographs etc

- What other uses can you think of that this facility could be used for?

- Would you think this technology is likely to be used more for commercial use or for personal interests/studies or amateur interest groups?

- How would you like to use this technology?
  Personal Use
  Commercial/Business Uses Parish Surveys/Planning
  Equipment at Gloucestershire to print out big maps etc.

- Would you like to be able to feed back information into the SMR?
  Red-lining/scribbling on the screen
  What format would you then like the information in

- How do you think this facilities should be paid for?
  Private/personal non commercial use and Commercial Use
  Levels of service

- Other Services provided from Gloucestershire SMR
  Lecture series, excavations, things found, leaflets that provide history along walks etc.

8.8 Gloucestershire County Council Policy on Access and Charging

Gloucestershire County Council Sites and Monuments Record

Policy on Access and Charging

The Gloucestershire Sites and Monuments Record (SMR) is part of the Archaeology Service located within the Environmental Planning and Tourism Unit of the Environment Department of Gloucestershire County Council in Shire Hall, Gloucester.

The SMR is the most comprehensive computerised index to Gloucestershire's heritage. The c.19,000 records span the full range of human history from the Palaeolithic to the 20th century and include Neolithic and Bronze Age barrows, Iron Age hillforts, Roman villas, medieval settlements, field systems, industrial sites, railways and canals.

The SMR runs in Oracle 8i and is linked to a corporate geographical information system (COGIS). Cross referenced to the SMR is a suite of paper and map-based information including OS maps, site specific files, an SMR library, photographs and slides. The SMR database is fully indexed and a wide variety of enquiries can be answered using in-built searching facilities. All of the SMR information is mapped on COGIS and there is a 'live link' between the two software packages. This combination enables SMR staff effectively to compliment text-based searching on the SMR with geographical searches on COGIS.

This policy statement sets out a framework and guidelines regarding access to the SMR and charges for SMR information.

The Right To Access

There is a right to access to the SMR in the following circumstances:

- To inspect personal information held in a computerised system registered under the Data Protection Act (1998). The Data Protection Act gives rights to individuals about whom information is held either on computer or in a manual record. The Act also places obligations on those who record and use personal data to be open about that use and to follow sound and proper practices. Gloucestershire County Council Archaeology Service's Data Protection statement is set out below:

Data Protection Act 1998 This information is collected for the purposes of administering Gloucestershire County Council Archaeology Service records and providing archaeological advice. The information will be used to monitor and improve the services offered by the Archaeology Service. Personal or sensitive data will not be provided to any outside agencies or individuals. If you have a query or concern regarding this please contact Gloucestershire County Council Archaeology Service on (01452) 425705.

To inspect background papers to Local Authority Committee Reports and papers and correspondence relating to Public Inquiries under the Local Government (Access to Information) Act 1985.

The SMR has limited public search facilities. Access to SMR information will, in the first instance, be by correspondence on request forms following the guidelines and procedures identified below. Subsequent access to SMR information and/or supporting documentation in the SMR offices can be arranged by appointment.

Guidelines For Access

- All SMR users will accurately inform the SMR staff in writing of the purpose of their enquiry and the use to which the information will be put (for example, Desk Based Assessment, Evaluation Excavation, Personal Research etc). A request form, which can be provided by post, fax, email or via the Archaeology Service website (www.gloscc.gov.uk/archaeology) is available for this purpose. Subsequent enquiries can be submitted on copies of this form without further contact with the SMR.

- If the information requested is needed urgently the request form can be faxed to the Archaeology Section **but** the SMR should be contacted by telephone to confirm that the fax has been received.

- Users will respect Gloucestershire County Council's right to withhold information either because it is deemed confidential, or because of the requirements of the Data Protection Act. However, Gloucestershire County Council will not withhold information without reasonable cause.

- Where an enquirer requests that the SMR treat an enquiry in confidence, this will be respected. Similarly, SMR users will not pass on information in an irresponsible or unethical manner.

- Although every reasonable effort is made to verify information contained within the SMR, the database is compiled from a variety of often unchecked sources and the information it contains should not be seen as definitive. Therefore, Gloucestershire County Council does not accept responsibility for the accuracy of any information supplied.

- The boundaries of any Scheduled Monuments shown on any maps provided have been copied from the 1:10,000 scheduling maplets (provided by English Heritage), and are intended to act as a guide only. For accurate information on Scheduled Monuments the enquirer should contact English Heritage's Scheduling Section on (0207) 9733099.

- Gloucestershire County Council reserves all rights of copyright which are owned in the material provided. Dissemination to a third party without the written consent of Gloucestershire County Council is a breach of that copyright and subsequent requests for information may be refused. Information supplied shall be used for the purposes specified only, and shall not be retained after that use has finished.

- Where specific consent under the copyright provisions governing the SMR has been obtained for dissemination of SMR data to third parties through publications, reports or theses, due acknowledgement of the use of SMR data will be given.

- The information requested is supplied pursuant to the provisions of Section 141(1) of the 1972 Local Government Act and Section 88(1) of the 1985 Local Government Act. Gloucestershire County Council may impose a charge for the provision of information. The amount charged will depend on the nature of the enquiry and may be waived in certain circumstances. The range of charges is set out below.

- Where a charge is levied the cost will be clearly stated before information is released.

- All users will inform the SMR of new sites or information that comes to light as a result of their research. Copies of, or access to, the completed research will be made available within a timescale agreed with SMR staff.

- All users of the SMR should indicate their acceptance of these guidelines by signing the user declaration form which forms the last two pages of this document and is available at www.gloscc.gov.uk/archaeology. This form will be used whether the initial request is made verbally, by telephone, or in writing. The use of this form will also ensure that users of the SMR are familiar with the Archaeology Service's Data Protection statement.

- 'Records in the Gloucestershire SMR are enhanced with INSCRIPTION data standards from the Forum on Information Standards in Heritage (see www.fish-forum.info for further information)'

Scale Of Charges For Access (2004-2005)

The County Council will impose a charge for commercial requests. This is intended to reflect the cost of staff time in carrying out the task, related overheads such as the maintenance of the computer system, compensation for time lost to other functions and the cost to the authority for providing the service. Any money generated will be spent on enhancing the SMR to make up for the time lost to this function by responding to the enquiry.

A commercial rate shall be charged for those users requiring information to be used for financial or material gain.

i) A **normal service** (usual turnaround time 1 – 2 weeks).

 - The rate is £31.30 per hour (excluding VAT).

 - Minimum charge of £31.30 (excluding VAT).

ii) A **48-hour service** for urgent, commercial requests is obtainable, subject to the availability of SMR staff time.

 - The rate is £50.50 per hour (excluding VAT).

 - Minimum charge of £50.50 (excluding VAT).

iii) Charges can be waived at the discretion of the Sites and Monuments Record Officer. Circumstances where this might occur are where reciprocal arrangements are in place, or where an enquiry can be answered quickly. There will be no charge to students, members of the general public and recognised local archaeological and historical societies.

8.9 Gloucestershire County Council User declaration form

GLOUCESTERSHIRE COUNTY COUNCIL SITES AND MONUMENTS RECORD - USER DECLARATION

I, the undersigned, in using the SMR understand and accept that:

Gloucestershire County Council holds copyright of the compiled SMR information. No further reproduction in whatever form of the information will be allowed from any copy of the original supplied.

Although every reasonable effort is made to verify information contained within the SMR, the database is compiled from a variety of often unchecked sources and the information it contains should not be seen as definitive. Therefore, Gloucestershire County Council does not accept responsibility for the accuracy of any information supplied.

There may be information concerning sites of archaeological interest that is not yet recorded in the SMR.

Gloucestershire County Council shall have the right to withhold any information because of its confidentiality or because of the requirements of the Data Protection Act (1998).

Where it is agreed that SMR information may be used in reports or publications its source must be acknowledged.

The information obtained from the SMR will be used only for the purpose stated on the request form and will not be stored beyond the life of the project for which it was collected.

Depending on the nature of the enquiry a charge may be made in accordance with the Gloucestershire County Council's policies and scale of charges relating to the use of the SMR.

Users will inform the SMR of new sites or information that they uncover as a result of their research.

Gloucestershire County Council is making this information available in accordance with Section 141 of the 1972 Local Government Act and Section 88 of the 1985 Local Government Act.

Under the Freedom of Information Act (2000) Gloucestershire County Council has a duty to respond to enquiries within 20 days of receipt of the request.

Name_____
Organisation_____

Signed_____
Date_____

8.10 Gloucestershire County Council Information Request form

GLOUCESTERSHIRE COUNTY COUNCIL SITES AND MONUMENTS RECORD

REQUEST FOR INFORMATION

Name_____

Organisation/Society_____

Address _____

_____

County _____

Postcode _____

Tel No. _____

Fax no. _____

Email Address _____

Information required_____
_____
_____
_____

Please outline below (in as much detail as possible) the purpose for which the information is to be used.

e.g.   Commercial enquiry – desk-based assessment
        Research for a dissertation.
        Personal interest in my village

_____
_____
_____
_____

Response required within 48 hours? *(Commercial enquiries only)*   **Y/N**

Please return a signed copy of the User's Declaration with this request form to:

Sites and Monuments Record, Archaeology Service, Environment Department,
Gloucestershire County Council, Shire Hall, Gloucester, GL1 2TH.
Tel - (01452) 425705.
Fax - (01452) 425356.
E-mail – archaeology.smr@gloucestershire.gov.uk
Internet - www.gloscc.gov.uk/archaeology

_____
For office use only
Date received _____
Passed to _____
Enquiry No. _____
Advised cost _____
Dispatch date _____ _____